

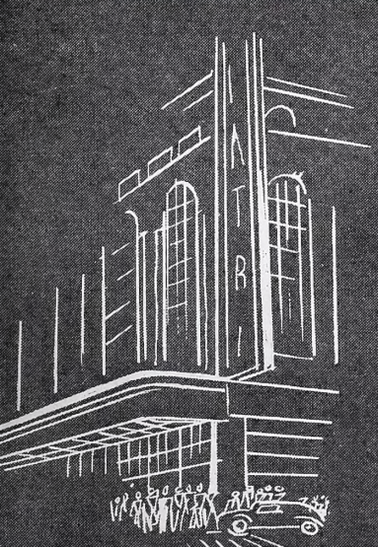
Digitized by the Internet Archive
in 2017 with funding from
Media History Digital Library

https://archive.org/details/boxofficejanmar136unse

The Pulse of the Motion Picture Industry

BOXOFFICE

JANUARY 6, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION



The MODERN THEATRE

"Oh boy, M-G-M gets 1st place in Box-office Stars —and leads with 3 out of the first 4 in Quigley Publications' Annual Theatre Vote!"

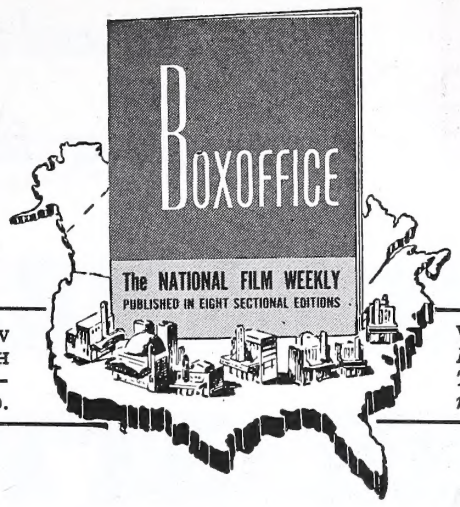


DEAR MISTER EXHIBITOR:

This is 1940 writing to you. I've just arrived and while I find this world a bit screwy I was delighted to discover one outfit with chin up, full of smiling optimism and courage that's admirable. I refer, of course, to Metro-Goldwyn-Mayer. I have looked over the M-G-M pictures that the Big Year of 1939 gave you, such as "The Women", "Thunder Afloat", "Babes in Arms", "Ninotchka", "Judge Hardy and Son", "Balalaika" and others. They're great, but I assure you 1940 will do even better! This M-G-M outfit is your best bet. To start my new year, two pictures just previewed, are sensational: "THE SHOP AROUND THE CORNER", (*another Lubitsch hit starring Margaret Sullavan, James Stewart*); "EARL OF CHICAGO" (*starring Robert Montgomery*). Then there's "BROADWAY MELODY OF 1940" (*starring Fred Astaire, Eleanor Powell*); "STRANGE CARGO" (*starring Clark Gable, Joan Crawford*); "NORTHWEST PASSAGE" (*in Technicolor, starring Spencer Tracy*). That's just the start. I'll be seeing you.

(*Signed*) **1940, AN M-G-M YEAR**

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 7
January 6, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

S. 280

"NEVER before in their fight against the majors have the Neely bill proponents enjoyed such a favorable position. The bill already has been put through the Senate sufficiently early to give time for House consideration; the majors are doggedly fighting anti-trust suits in every section of the country, and a large number of House members have been interested in the plea for legislation which proponents claim would enable an exhibitor to select the pictures he shows one at a time instead of having to take them in quantity, 'sight unseen and contents unknown.' "

This is the word from Washington.

In New York where the pressure against the bill chiefly generates, the impression is that this accurately reports the situation.

In the pros and cons of any contest, and especially in one which has raged so bitterly as the campaign for and against the elimination of compulsory block booking and blind selling, it must be borne constantly in mind that propaganda, manufactured and exploded by both sides, is apt to concentrate on the climaxes and gloss over the love scenes.

Remembering this to be a normal battle front in any sharply divided issue, it becomes easier to understand why angles are made to fit the case and promises indulged. There is never any exclusive on this and, according to the rules, it is all very much on the O. K. side.

Pro-Neelyites maintain the measure would transfer heaven from its accustomed spot to the film business. The antis are quite as positive a tough period of sledding would automatically get tougher. Don't be misled blindly into a Utopia which does not exist, their arguments might be summed up.

Around the country, some peculiar notions appear to have caught on, indicating the Neely bill would turn out to be a corrective for all and everything of which the exhibitor has been complaining. Maybe that's propaganda from the other side, at that.

Yet regardless of how the bill is viewed, one observation in connection with it must be conceded by either-way champions. The indisputable point of them all is the vital need for the exhibitor body to clearly understand the proposal, regardless of where the theatre constituents finally align themselves.

Exhibitors, for their own protection and satisfaction, must make certain they know what is in Senate Bill No. 280 before they can intelligently determine whether or not they want it.

Kann

On Broadway this month!...

Heading for your theatre!...

THE GREATEST CO
SMASH ATTRACTION

"SWANEE RIVER"

The Story of Stephen C. Foster—The Great American Troubadour

in TECHNICOLOR with

DON AMECHE · ANDREA LEEDS · AL JOLSON

and Felix Bressart · Chick Chandler · Russell Hicks · George Reed and Hall Johnson Choir

Directed by SIDNEY LANFIELD

Associate Producer Kenneth Macgowan · Screen Play by John Taintor Foote and Philip Dunne · Dances Staged by Nicholas Castle and Geneva Sawyer

DARRYL F. ZANUCK
in Charge of Production

Second record-breaking Roxy week, after opening week-end set new all-time high! Smash holdover business high-lighting key-city grosses everywhere!

Spotlighted for the nation!...

All from 20th Century-Fox!...

NCENTRATION OF
S WITHIN MEMORY!

Maurice MAETERLINCK'S

"THE BLUE BIRD"

in TECHNICOLOR

with Shirley Temple · Spring Byington · Nigel Bruce · Gale Sondergaard · Eddie Collins · Sybil Jason · Jessie Ralph · Helen Ericson · Johnny Russell · Laura Hope Crews · Russell Hicks Cecilia Loftus · Al Shean · Gene Reynolds

Directed by WALTER LANG

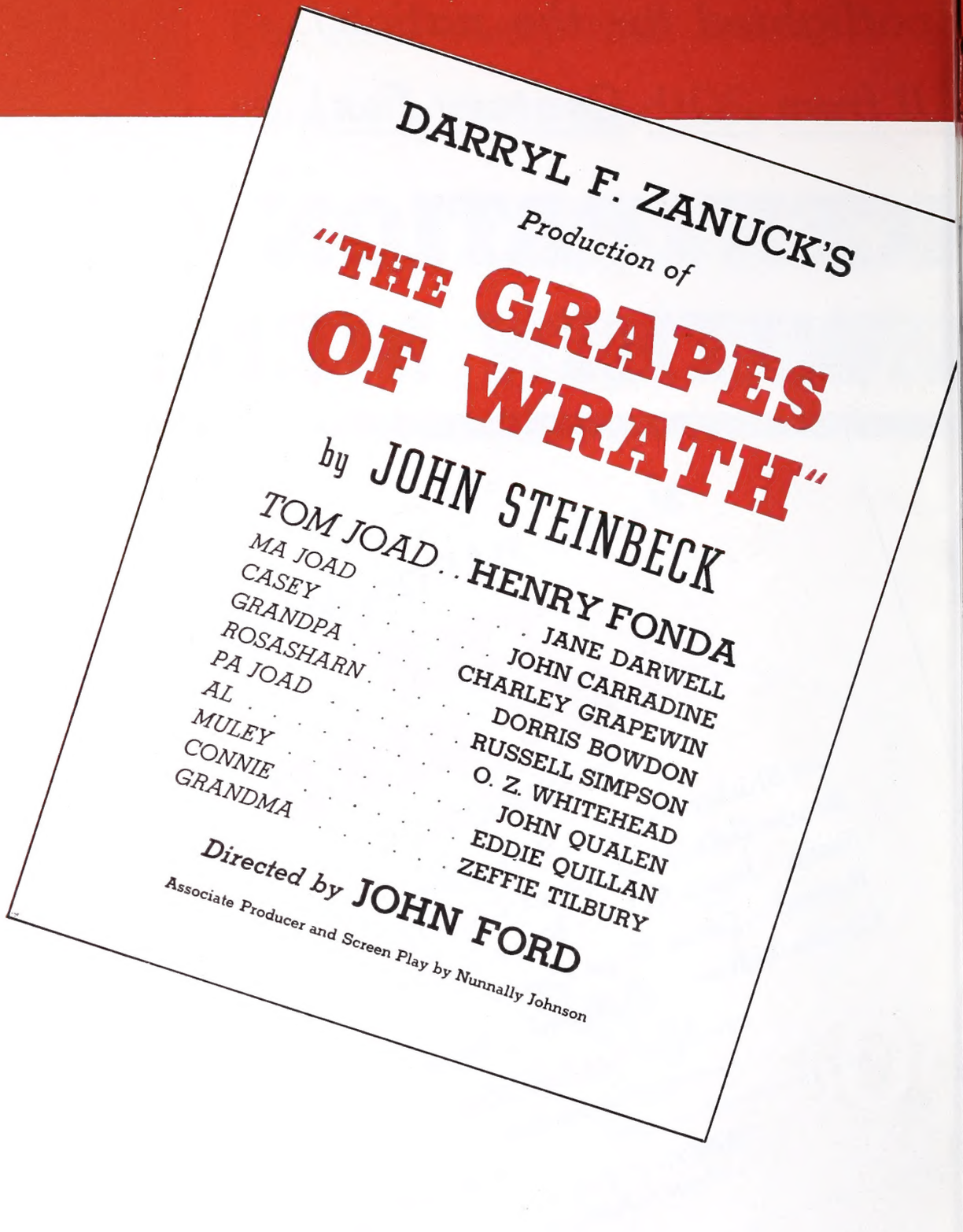
Associate Producer Gene Markey

Screen Play by Ernest Pascal · Additional Dialogue by Walter Bullock

DARRYL F. ZANUCK
in Charge of Production

and more

The most beautiful picture ever made... the most human story ever told. Because of the entertainment quality and industry importance of this production, 20th Century-Fox announces special road-show presentation, properly to introduce it to the public previous to its national release. World premiere at the Hollywood Theatre, New York, on January 19.



—the company with the most First

—the company with 1939's most s

—the company with

DARRYL F. ZANUCK'S

Production of

"LITTLE OLD NEW YORK"

with

ALICE FAYE · FRED MacMURRAY · RICHARD GREENE

and

BRENDA JOYCE · Andy Devine

Henry Stephenson · Fritz Feld

Directed by **HENRY KING**

Associate Producer Raymond Griffith · Screen Play by Harry Tugend · Story by John Balderston · Based upon play by Rida Johnson Young

From the producer and the director of "In Old Chicago", "Alexander's Ragtime Band", "Jesse James", "Stanley and Livingstone"!

20th CENTURY FOX

en stars

cessful production record

ne product for 1940!

MAJORS NOW VEER TOWARD CONSENT DECREE, BUT WON'T BOW TO THEATRE DIVORCEMENT

Trade Practice Plan Not Seen Essential, But Majors Prefer It

By BILL ORNSTEIN

NEW YORK—Long adamant, the majors are understood to be reconsidering their stand and are willing to contemplate a consent decree as a quick means of bringing the all-industry suit to a close without benefit of trial.

This would apply to all companies with the exception of UA, but strings are attached. The theatre-owning majors will not go for any provisions bearing on theatre divorcement. Whether or not a trade practice plan becomes part of a settlement is not viewed as essential. Yet, admittedly, the majors would prefer it as Thurman Arnold suggests in his annual report it is necessary before the docket can be slammed shut on the far-extended litigation.

Some attorneys are skeptical as to the import of the Arnold report. One legal battery views it as a means of seeking additional appropriations for furthering anti-trust activities as Congress reconvened. Other lawyers are speculating if Arnold is inviting distributors to offer the code for approval again and to be followed with suggestions for changes.

It is pointed out the code has never been presented to Arnold as an instrument to be included in any form of consent decree. The rejected trade practice plan was submitted, it is stated, for comment on the provisions governing the relationships between distributor and exhibitor.

Willing to Re-offer Code

Counsel for the majors are willing to offer the code as part of any settlement of the all-industry action provided a period of time is granted to determine whether the provisions will tend to solve the problems of the industry. There are a number of independent exhibitors who have publicly voiced the opinion that the trade practice plan was a stepping stone in the right direction and time would iron out the kinks. The code provided for a two-year trial during which various objections could be studied and taken under advisement for correction.

Whether distributors will accept modifications recommended by the government, if the code were submitted, depends on what the changes would be, according to a legal spokesman.

"We will definitely not consider anything relating to theatre divorcement," this spokesman adds, holding that "theatre divorcement would destroy the business."

It is still the contention of executives who participated in the code marathon

(Continued on page 16)

Arnold About Faces on Code; Now Means of Settling Suit

By EARLE A. DYER

WASHINGTON—Settlement of the government's industry suit is dependent upon the submission by the defendants of a trade practice plan which meets all requirements of the department of justice.

This is indicated by Assistant Attorney General Thurman Arnold, head of the anti-trust division, in his annual report.

"Last year," Arnold points out, "the department announced a method of giving approval to voluntary plans or practices which are essential for efficient production and distribution of goods.

"Any such plan must meet the following four requirements: first, it must be addressed to the problems of a particular industry; second, it must be given for a limited period and subject to constant check; third, there must be machinery to penalize the abuse of the position created by such approval; and fourth, that approval must be in a form which will permit ready reference to Congress, in order that the policy of the department may be under constant scrutiny. Such approval can only be given by judicial decree in a civil proceeding which may be used concurrently with a criminal prosecution.

"The limitations on using these proceedings concurrently were announced as follows:

"The proposal for a consent decree must be voluntary, which means that the department will in no instance start negotiations or suggest compromises on the basis of which prosecution would be dropped.

"It will not compromise criminal cases on the mere promise to reform. It will accept only proposals which will establish competitive conditions on a more certain and secure basis than might be achieved by further prosecution.

"It will submit all such proposals to an impartial judicial tribunal and thus be guided by the judgment of the court before it takes final action.

"It will issue a public statement giving the reasons for its action.

"At all times, the test of whether a consent decree should be accepted must be whether it will benefit the public, not whether it will give relief to the department. Only where it appears that the consent decree will yield more constructive results for the consuming public, for employes, and for competitors, than the eventual criminal punishment of the of-

(Continued on page 18)

Rodgers Silent on Arnold Statement

New York—William F. Rodgers, general sales manager for M-G-M and chairman of the sub-committee on the code, has "no comment" to make on Thurman Arnold's annual report which indicates a possibility of settlement of the all-industry suit provided a trade practice plan suitable to the government under specified conditions is submitted.

As indicated previously and exclusively in BOXOFFICE, the code committee has not been abandoned. It is believed that, when the propitious time crops up, the members will be called together once more.

BUSY SELLING, MAJORS WON'T TOUCH CODE UNLESS SOMETHING "STARTLING" HAPPENS

BOXOFFICE :: December 23, 1939

VIEW ARNOLD'S 'SABOTAGE' STATEMENT AS ANOTHER GOV'T STAB AT CONSENT DECREE

BOXOFFICE :: December 30, 1939

Headlines That Again Pointed the Way—

While popular opinion has been maintaining that chances for a code were a "dead duck," BOXOFFICE steadily and exclusively has been reporting the situation to the contrary. The top headline, reproduced from the issue of December 23, tells one part of the development. The one below, reproduced from the issue of December 30, reports another. Both tie in—and very neatly—with the current Washington development reported elsewhere on this page.

MONOPOLY COMMITTEE AT ITS CROSSROADS; ANTI-TRUST LEGISLATION SEEN AS REMOTE

Skouras, Presumably Visiting, East on FWC Settlement

LOS ANGELES—Ostensibly for a vacation, Charles Skouras left Friday for New York to spend a few weeks looking over the Broadway shows and taking it easy. However, informed sources believe the FWC head, due in the east Monday, will confer with his brother, Spyros, National Theatres' operating head, and Richard Dwight of Dwight, Harris, Koegel & Caskey, counsel for the national circuit and 20th-Fox, on the pending settlement of the government contempt proceedings against the circuit.

Latest reports on the negotiations have it that a three-man board may be set up on complaints filed against FWC. This board would provide for one representative for the complainant, one for the defendant and the third, a special master to be named by the department of justice. In some quarters, it is stated the plan is being given serious consideration and may be the one to end the current litigation.

The government case has been removed from the local federal court calendar pending the settlement with the provision, it is stated, it can be filed again on ten days' notice.

Mentally Explore New Selling Idea

NEW YORK—"Boxoffice prices that fit the picture," is projected by a sales executive as conceivably paving the way in the not too distant future for a radically different approach in merchandising film. The declared early success of "Gone With the Wind" is the foundation for the idea, which, admittedly largely mental exploration, depends upon public acceptance and response to a rigid admission scale policy such as that set up for "Wind."

The plan, if such it may be termed, means pictures would be priced at the boxoffice according to their entertainment value, just as New York legitimate shows are scaled.

Emphasis on Returns

While the matter of runs, clearance and availability were not discussed in connection with the executive's idea, there appeared an underlying emphasis on the returns, both financial and entertainment, to buyer and seller under such a scheme.

"The public could shop around and buy just the proportion of entertainment their purses can stand," goes part of the view. "If they buy seats to a 10-cent picture they know that's all they're going to get for their money. It's a cinch that there wouldn't be many 10-cent seats sold. This means that there would be a demand for better pictures, and the producer, distributor and exhibitor would benefit every time a better film was turned out.

"If for some reason, a given picture does not live up to expectations, the price for it to the public should be reduced. Right now too many of these pictures get around, the public pays the same price as an exceptional film would cost at the boxoffice and then you get thousands of squawks about the quality of films deteriorating."

Long-Term Leases Set Up in Miami

MIAMI—Under terms of the settlement of the anti-trust suit by Washington Operating Co., against Wometco, Paramount and majors, Herman Weingarten, who filed the action more than a year ago, has leased the Cameo at 15th and Washington to Wometco for 20 years and sold the fee on the Surf, on 73rd St., to the same circuit for $75,000. Sidney Meyers and Mitchell Wolfson, who head Wometco, took the two houses New Year's Eve. It is stated the Cameo will be the third most important house in the Wometco lineup, the Lincoln on Lincoln road being tops.

Weingarten is a former Brooklyn, N. Y., independent. He leased 12 houses to Metropolitan Playhouses several years ago when William Fox made a mad scramble for theatres in the Greater New York area. He will spend the balance of the winter here resting and then probably re-enter exhibition in another part of the country. Primarily, he is a builder.

Frank Ford Suit Against M-G-M, 20th-Fox Dropped

CHICAGO—Frank Ford of the Stadium, Evanston, has formally dropped his anti-trust suit against M-G-M, 20th Century-Fox, and B&K. Ford's action followed the signing of a new agreement for 1939-40 product to be supplied by the distributors. Ford's claims against other defendants are to stand.

Expect Briefs in Contempt Proceedings Soon

CHICAGO—Briefs are expected to be filed immediately in the government's contempt action against B&K. It is understood that Robert Wright, government attorney, has mailed from Washington the government's final answers.

Growing Desire to End "Interference" With Business Is Seen

WASHINGTON—Faced with exhaustion of funds, the temporary national economic committee, which for many months has been engaged in an investigation of monopoly in industry, must reach a decision in the near future as to whether, first, it will conclude its study or ask Congress for additional money for its continuance and, second, whether it will recommend any anti-trust legislation this year and, if so, what.

While the committee has investigated a dozen major industries, statistical studies of more than a score of others have been made by the federal agencies assisting in the investigation, as the basis for hearings. These studies cover a wide variety of fields but, it was learned authentically, do not include motion pictures.

However, although the film industry has not come within the purview of the TNEC's activities, it will, in common with others, be affected by any anti-trust legislation which the committee may sponsor.

Several Measures Pending

In the absence of committee recommendations, it is not expected that the current session of Congress will devote any time to monopoly legislation, although several measures dealing with the subject are pending in House and Senate. The most important of these bills is that sponsored by Senator Joseph C. O'Mahoney of Wyoming, chairman of the TNEC, providing for federal charters for corporations engaged in interstate commerce and, among other things, imposing upon officers and directors personal and financial responsibility for the misdeeds of their corporations, stipulating the forfeiture of their salaries or other compensation for any period in which the corporation violated the anti-trust statutes.

On the whole, there appears to be growing in Congress a desire to put an end to continual "interference" with business and industry, although that feeling does not extend to the point of condoning offenses against the anti-trust statutes. There is considerable sentiment for the tightening up of the monopoly laws, but within the framework of the present Sherman act, and then to leave it to the department of justice to enforce them.

So far as the film industry is concerned, there is no desire to enact anti-trust legislation visible in Congress, where it is believed the Neely bill and the New York suit will determine the treatment to be accorded it. However, as pointed out, any general legislation would apply equally to the trade, although proponents of the block booking measure do not believe the O'Mahoney bill would cure films.



Ronald Colman
in Paramount's
"THE LIGHT
THAT FAILED"

"*No picture ever to flaunt Paramount's banner before the theatre-going millions has surpassed it,* while few have even closely approached it in greatness. It is an artistic triumph that bids fair to take its place among the heavy profit grabbers of the year." —*Daily Variety*

and "Daily Variety" is only one of many . . .

"It is the letter-perfect edition of Kipling's 'The Light That Failed' which William Wellman submitted to the Rivoli over the week-end. Mr. Colman has rarely handled a role with greater authority or charm. And he has had splendid support. Ida Lupino's Bessie is another of the surprises we get when a little ingenue suddenly bursts forth as a great actress. Walter Huston's Torpenhow, Dudley Digges's the Nilghai, Muriel Angelus's Maisie are right as right can be. In sum, a sincere, reticent and capitally directed version of the good old book and a great relief from the feminine-film diet." —*N. Y. Times.*

"Colman superb in 'Light That Failed.' Huston, Digges do fine work in film!"—*N. Y. World Telegram.*

"Ronald Colman, as Dick Heldar, gives one of the finest performances he has ever given on the screen!" —*N. Y. Daily News.*

"Superb entertainment for the masses."
—*Showmen's Trade Review.*

"'Light That Failed" is a fine effort. Colman's delineation of the artist is masterly, high-lighted by moments of great artistry. But he has a close rival for honors in Ida Lupino who gives the finest performance of her career."—*Hollywood Reporter.*

"Last week Hollywood illustrated that at last it has learned to respect the integrity of a successful book and to translate it in cinematic terms with the values of the original unchanged. 'The Light That Failed' now at the Rivoli, is the second film of the week which proves this point. 'Gone With The Wind' is the other!" —*N. Y. Sun.*

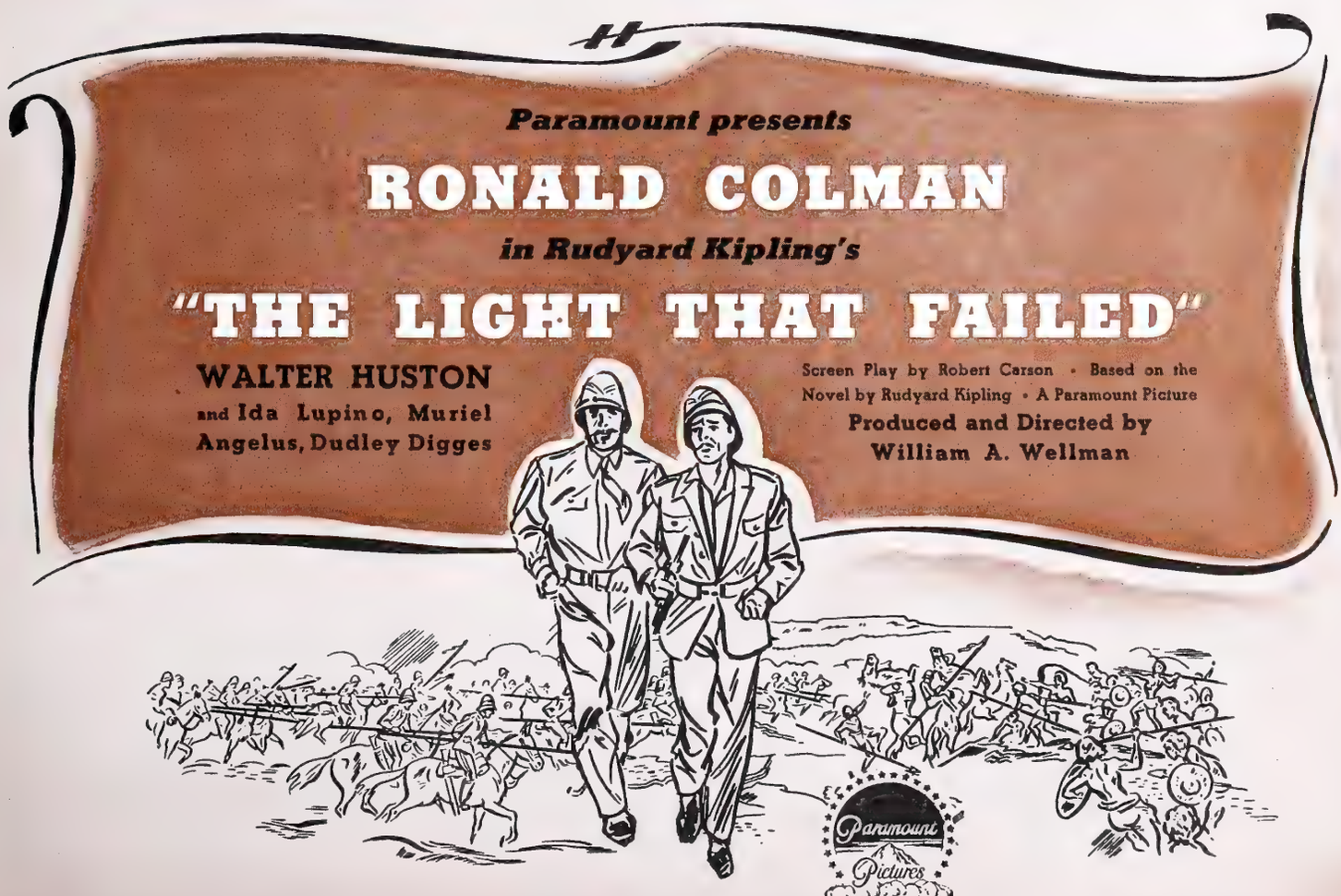
"Only now, three years after Kipling's death, has Paramount converted his book into a film that is so faithful in spirit and detail, that it would have delighted the Empire-proud Englishman who first conceived it!" —*Life Magazine—Movie of the Week.*

"Filmed on a lavish but always appropriate scale and performed by an excellently balanced cast, it is solid entertainment every inch of the way. Colman's best!" —*M. P. Herald.*

"This, Ladies and Gentlemen of show business, is the kind of picture the art-industry was built upon and has been sustained by throughout its history, a strong story ably told and soundly acted by competent talent. This is, in short, the goods." —*M. P. Daily.*

"A top-notch attraction from fade-in to fade-out."
—*Jay Emanuel Publications.*

"This is truly a worthy contribution to a banner season of the cinema." —*Edwin Schallert, L. A. Times.*



The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich. Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Tommy Gray. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

ADVOCATES of the "no ceiling" school currently rest their case on the preliminaries that surround the launching of "Gone With the Wind." They point, of course, to the seventy per cent terms which Metro is getting as another and latest demonstration of the theory that the peak load in this business is about as definitive as how high is up. So far, they are right.

But it doesn't always take attractions as unusual as GWTW to break down theatre precedent. And a good thing, too, since obviously there's bound to be a lot of zephyrs between winds. In its way, then, the little story of what took place at the Rialto and immediately under New York's nose recently is decidedly worth the telling.

The theatre seats 600. It gets two bits at all times. When it ran "Tower of London," in one day the house played to 13 capacity shows. Seventy-eight hundred people. Seventy-eight hundred quarter pieces. Nineteen hundred and fifty dollars. It kept the booth grinding from about eight in the morning until three—or—four something the next.

But that's a story of performance, too.

Bravo!

Little point in rewriting a case so excellently put. At once, therefore into an editorial from the "New York Times":

"Mr. James C. Petrillo, president of the Chicago Federation of Musicians, an A. F. of L. affiliate, says that the name of John L. Lewis, head of the C. I. O., the A. F. of L.'s rival, must not and shall not be mentioned on the stage in that city. The theatres can have music without Lewis or Lewis without music. They cannot have both. Three producers so far have capitulated to his demand.

"Councilman Michael A. Sullivan of Cambridge, Mass., has got a resolution through making it illegal to possess or to bring into the city any book, magazine or newspaper containing the words 'Lenin' or 'Leningrad.' If this action were sustained and enforced, this newspaper would be ruled off of the stands in Cambridge. The Harvard University library could be raided.

"The Chicago situation is a good deal more disturbing than the Cambridge situation, for Mr. Petrillo has already had his way, while Mr. Sullivan is running into difficulties. But though a great many miles of prairie and other things separate them, Mr. Petrillo and Mr. Sullivan are alike in their belief that if you don't mention something, it doesn't exist; and that if you can stop people saying what they think, they'll stop thinking it.

"The two countries where this system is having a perfect workout are Germany and Russia. We wish Mr. Petrillo and Mr. Sullivan would appoint themselves a committee of two and go and watch this great experiment on the spot. They might learn something."

Guild-Bitten

Actors, writers, directors, press agents, etc., have their own guilds in Hollywood. Now producers, by remote report, appear to be considering the plan for themselves. An initial demand would give them the right to remove their names from the screen—when the film is a bust.

A second demand calls for the elimination of those sidewalk conferences after previews. Interferes with their golf the following morning.

It Worked

A press agent, minus a job, hired an actor who looked like Mayor La Guardia, prominently lunched him at a well-known Hollywood beanery and by late afternoon had four offers.

Also, a motorcycle escort from the Hollywood Chamber of Commerce to the Arizona border.

One Way

There are different approaches. How one producer starts each new picture:

1. Calls in his aides.

2. Puts aspirin bottle in the center of the table.

3. Remarks, "Well. Here we go again."

The Method

Definition recorded for that vast army which seeks to learn how to break into production. It's true and from a producer's own lips:

"Fortuitous circumstances."

Millennium

We're waiting for the day among interviews when the big film shot whispers out of the corner of his mouth:

"Now this is strictly on the record."

SUPREME COURT'S REFUSAL TO REVIEW PLAN MOVES RKO OUT OF REORGANIZATION WOODS

Streamlined Accessory Service Promised; RKO and 'U' to AA

NEW YORK—A streamlined service embracing every conceivable type of advertising display material from all majors, which exhibitors may secure on a rental basis from a centralized, single source is the goal of Advertising Accessories, recently formed subsidiary of National Screen.

RKO and Universal are the latest distributors to become affiliated with the scheme. At least three other majors will follow suit within the month. Paramount already has signed. Eventually, all national distributors probably will be represented by AA, which will, when all deals are closed, be the first organization authorized to sell distributors' display advertising outside the distributors' premises.

Even as these facts were revealed by Charles S. Casanave, general manager of AA, and George Dembow, general sales manager of NSS, details for the establishment of branches in 32 key cities to handle the new line of display advertising were being worked on. By February 1, AA expects to have set up its own branches in all key situations with the exception of Albany, Buffalo, New Haven, Pittsburgh, Cincinnati, Portland, Ore., Salt Lake City, Indianapolis and Milwaukee. In the latter spots, Paramount exchanges will temporarily handle the servicing of accounts.

Casanave declares each distributor will continue to interpret and lay out the material on all films, which AA then will manufacture and distribute. Ultimately, he adds, AA will be in a position to rent exploitation stunts and offer local printing facilities to handle heralds and ad mats.

The question of disposition of personnel among the distributors who formerly sold accessories has not been definitely worked out, Casanave states, but he emphasizes every effort will be made to absorb these individuals in AA, with the distributors offering to put others in various departments. He adds AA ultimately will be manned by a nation-wide staff of 1,200 whose sole responsibility will be to create and distribute the type of advertising aids that should recapture the exploitation possibilities which, Casanave observes, have been on the wane in recent years.

Poster Men Seen Girding For Fight Via Price War

NEW YORK—National Poster Renters Ass'n is said to be considering a large scale price cutting arrangement to circumvent the new setup whereby Advertising Accessories, National Screen subsidiary, will manufacture and distribute advertising display material of the majors.

The AA deal is seen as virtually wiping out the independent poster renting business. Under the deal, AA is the sole authorized licensee of material to be used for reproduction in the manufacture of posters and other display aids.



The New Head Man—

Harry Edington, former agent, then president of Famous Productions, Inc., and now the new executive producer at RKO. Prior to his agency business, he was a production executive with M-G-M.

"In the Front Line Profit Trenches"

Hollywood—Warner's "The Fighting 69th" will meet no resistance in blasting its way to its objective—the front line trenches of popularity and profit. In atmospheric and technical details the most authentic picture of the World War ever filmed, it preaches a powerful indictment of the futility and horror of international strife without compromising any of its inherent entertainment ingredients. The sweep of its battle scenes equals anything of comparable nature ever staged and combines with many moments of heart-tugs to make those who see it forget the absence of romance. The cast, without an actress, is wisely selected and thoroughly splendid. Louis F. Edelman produced; William Keighley directed.—SPEAR.

Before Courts Almost Seven Years, Plan Soon Effective

NEW YORK — The much overworked phrase RKO is "finally out of the reorganization woods" becomes literal fact with the denial by the U. S. supreme court of two petitions of debenture holders to review the reorganization plan. Ernest W. Stirn of Milwaukee, holder of 1,234 shares of Class A stock, and H. Cassel & Co., holders of $175,000 worth of securities, sought an appeal from a second circuit court of appeals decision approving the plan, which, in one form or another, has been before the courts just a few weeks short of seven years.

Only a few technical steps remain for the machinery of the reorganization plan to become operative. None of these presents a serious obstacle. Unsecured creditors and Rockefeller Center have been offered 500,000 shares of new RKO common issued for the payment of reorganization expenses, allowances and court fees. These interests have until January 8 to subscribe. Any shares not taken on that date will be purchased by the Atlas Co. at $3 per share, the same price offered to the original subscribers.

Few Steps Remain

The actual exchange of securities and the transfer of all assets of the old organization to the new organization are among the few remaining steps to be taken. Seen as a normal procedure is the filing for registration of the new securities with SEC. Irving Trust Co., RKO trustee, is in the process of drawing an order for the transfer of all assets to the new company, which is expected to have the approval of Judge William O. Bondy by February.

The applications for allowances may be in the neighborhood of $3,000,000, but observers indicate that Judge Bondy will shear this appreciably. Speculations on the fees attorneys will receive in the legal marathon are closer to $750,000.

High Court Sees No Reason To Interfere With Plan

WASHINGTON—Apparently seeing nothing in the RKO reorganization plan to warrant its interference, the supreme court has rejected petitions filed by Cassel & Company and Ernest W. Stirn for review of the decision rendered September 8, last, by the second circuit court of appeals in New York.

In both petitions, the court was told that the plan of reorganization under Section 77-B of the bankruptcy act did not protect their interests.

Harry Davis Dead

PITTSBURGH—Harry Davis, 78, onetime partner of the late state senator John P. Harris, died here Tuesday.

MUSIC HALL RECORDS
BIGGEST DAY* IN HIST

FIVE SHOWS PLAY TO 30,000 ADMISSIONS!

WORLD'S LARGEST THEATRE PILES UP WORLD'S BIGGEST DAILY THEATRE GROSS!

*** SUNDAY, DEC. 31**



SMASHED WITH
ORY OF HOUSE!

CHBACK"

SWEEPING TO TERRIFIC HEIGHTS EVERYWHERE! . . ONE HUNDRED HOLIDAY OPENINGS SEE RECORDS FALL AND UNANIMOUS HOLDOVERS COAST TO COAST!

R K O RADIO PICTURES

E DAME *with*

SIR CEDRIC HARDWICKE • THOMAS MITCHELL • MAUREEN O'HARA • EDMOND O'BRIEN • ALAN MARSHAL • WALTER HAMPDEN • KATHARINE ALEXANDER

Produced by PANDRO S. BERMAN • Directed by WILLIAM DIETERLE

Screen Play by Sonya Levien • Adaptation by Bruno Frank

To Seek Injunction in Goldwyn-WB Deal

NEW YORK—On the heels of formal word from Warner that it will distribute "The Westerner," produced by Samuel Goldwyn, Charles Schwartz of Schwartz and Frohlich, attorneys for UA, informs BOXOFFICE he will take "every possible means" to get injunctive relief to prevent selling of that film by any company but the one he represents.

He regards the Goldwyn move as a breach of contract and adds that, until the Goldwyn-UA litigation is determined, legally, UA proposes seeking to hold the producer to his contract.

The Warner announcement came as a surprise to those in New York. It was immediately preceded by the hurried departure west of Gradwell L. Sears, general sales manager; Joseph Bernhard, general manager of the Warner circuit, and Sam Schneider, home office executive, to confer with Harry M. and Jack L. Warner, Hal B. Wallis and S. Charles Einfeld.

Goldwyn, however, came east to receive on Sunday, the award of the New York Film Critics who had selected "Wuthering Heights" as the best film of the year. In connection with his trip, UA publicity included this tag line:

"All Goldwyn productions are released by UA."

Roosevelt-UA Deal Closed; "The Bat" First

HOLLYWOOD—James Roosevelt's newly organized Globe Productions will distribute through UA under a long-term contract signed with Murray Silverstone. His first will be "The Bat," which goes before the cameras April 1. Next will be "Storm in Paradise." Two additional properties are being negotiated.

Roosevelt's producing organization in California comprises Henry Henigson, for seven years general manager of Universal studios, as associate producer, and J. F. T. O'Connor, former United States comptroller of the currency, as corporation director and legal counsel. The Roosevelt pictures will be produced at the Goldwyn studios.

Roosevelt Insurance Firm Into California Field

SACRAMENTO — The insurance firm of Roosevelt & Sargent, Inc., a Massachusetts corporation, has been qualified to do business in California. James Roosevelt is president of the company, which will be located in Los Angeles.

Spitz in Florida

MIAMI—Leo and Mrs. Spitz arrived here over the weekend from New York to spend a few weeks on their boat, where they live when they visit the gulf this time of year.

Talk on Neely Bill

NEW YORK—A general discussion of the Neely bill occupied the attention of members of Allied of New Jersey at a "short" session at local headquarters, according to a spokesman.

"His Girl Friday" A Clicker

New York—Once upon a time "The Front Page" and now "His Girl Friday," Columbia's remake of the Hecht-MacArthur newspaper melodrama is a very swell celluloid job.

Hildy Johnson has been given skirts and Rosalind Russell wears them. Cary Grant is Walter Burns, the managing editor, and both of them are irreconcilable disciples of the yellow journalism school. Some aspects of the original have been reshuffled, chiefly for purposes of the love thread winding in and around Miss Russell and Grant. But it's exciting, amusing and fast-moving as of yore.

A big hunk of swell entertainment. —K.

Metro Sells "Wind" Away From B&K

CHICAGO—In one of the few such radical steps since it signed a five-year franchise with the local circuit, M-G-M is selling away from B&K on "Gone With the Wind." The film goes into two independent, competitive houses simultaneously January 25. The Oriental, operated by Jones, Linick and Schaefer, will show the film three times daily with reserved seats at night only and the Woods, operated by Edward Silverman of Essaness will have two shows daily, both reserved.

Although spokesmen for M-G-M and B&K decline to discuss the situation, it is believed the circuit would not accept the terms set up by the distributor.

GWTW Set Now for 37 February Openings

NEW YORK—With the closing of six new deals for the showing of "Gone With the Wind," M-G-M has concluded the first 37 engagements contemplated by February. The most recent bookings are simultaneous showings at the Boyd and Earl in Philadelphia, beginning January 19. The former will have two reserved seat showings daily with the Earl on a three-a-day policy and evening performance reserved. A gala premiere takes place January 18.

Other dates are Warfield, San Francisco; Broadway, Portland, Ore.; Fifth Avenue, Seattle; Capitol, Wilkes Barre; Comerford, Scranton; Strand, Binghamton, and Great Lakes, Buffalo on January 25; Cataract, Niagara Falls; Palace, Milwaukee, January 26; United Artists, Long Beach, Cal.; California, San Diego, January 31, and Fox, Oakland, February 1.

ITOA Considers Walker For Arbitration Head

NEW YORK—Former Mayor James J. Walker is being considered by the ITOA to head an arbitration board encompassing the metropolitan area.

The proposal was presented to the organization's board by Harry Brandt, ITOA president, who said he would seek the support of distributors if the idea met with approval of the board. Walker's salary would be paid through equal contributions by the distributors and independent exhibitors.

Allied of New York, headed by Max Cohen, has asked distributors to take part in a system of conciliation boards for New York, Albany and Buffalo. While no formal action has taken place, Cohen declares "satisfactory progress" indicates a tangible move will be made shortly.

Majors Seen Veering To Consent Decree

(Continued from page 8)

that a majority of the ills in the industry could be removed by the code application.

Industry sources would not be surprised to find Arnold making a direct approach shortly to settle the all-inclusive suit.

Meanwhile, local department of justice sources are pointing to the consent decree in the "U. S. vs. Radio Corp. of America, General Electric, et al." suit entered November, 1932, in Delaware before Federal Judge John P. Nields. The decree was entered in favor of the government. Defendants agreed not to commit certain acts in the future and to attempt to straighten out acts committed in the past. But the defendants did not admit their guilt.

One Lawyer Sees Too Many Strings to Plan

NEW YORK—There are too many strings attached to the proposal by Thurman Arnold, "trust buster," whereby a trade practice plan might lead to an out-of-court settlement of the government suit.

"The four requirements which the plan suggests," declares one major attorney who took a leading part in the ill-fated trade practice code negotiations, "are tantamount to supervision by the government of virtually every transaction that takes place in production, distribution and exhibition."

Asked if there might be an inclination on the part of majors to discuss the Arnold proposals in the hopes of arriving at a compromise of the four requirements, the attorney asserted: "I haven't been able to scent such a disposition and doubt if one will crystallize. Arnold's report isn't directed particularly to our industry; it is broader than that. If some other industry should first submit to Arnold's plan we would naturally watch the result very closely. But there are too many strings attached to it for us."

Warner Philadelphia Suit Arguments January 15

PHILADELPHIA—Arguments in the Gittone anti-trust suit against the Warner chain and major distributors has been set for January 15 in the circuit court of appeals. The printed record has been filed and attorneys for both sides now are working on briefs, which are slated to be submitted shortly.



For the First Time

Since publication began 36 years ago

RED BOOK MAGAZINE

Selects a Motion Picture Star for

"THE MOST DISTINGUISHED CONTRIBUTION" AWARD

That Star is Warner Bros.'

BETTE DAVIS



Currently in
"THE OLD MAID"
And with ERROL FLYNN *in*
"THE PRIVATE LIVES OF
ELIZABETH AND ESSEX"

Now in Preparation
from the best seller
"ALL THIS AND HEAVEN, TOO"



Idea Man—

Larry Sydney Stein, director of advertising and publicity for the Chicago zone of the Warner circuit. His exploitation ideas that have proved invaluable to theatre managers under his jurisdiction appear in the Selling Seats department of this and subsequent BOXOFFICE *issues.*

Catholic Opinions Differ on "Wind"

NEW YORK—Influential Catholic opinion fails to agree on the merits or otherwise of "Gone With the Wind."

The National Legion of Decency, giving the film a Class B—"objectionable in part"—rating, bases its conclusion on the following:

"The low moral character, principles and behavior of the main figures as depicted in the film; suggestive implications; the attractive portrayal of the immoral character of a supporting role in the story."

The Commonweal, weekly edited by Catholic laymen, thinks "many of the scenes in this picture are unforgettable and certainly worth your staying to the bitter end." At the same time, the review describes the film as one "designed for adults."

While it is implied that the Legion, in referring to "the attractive portrayal of the immoral character of a supporting role," alludes to the role of Belle Watling, prostitute, played by Ona Munson, *The Commonweal* critique thinks that characterization is "also good."

"Our critic has a perfect right to disagree with the Legion's findings if he wants to. It is often a question of personal judgment," Harry Lorin Bisse, managing editor of the dissenting magazine, declared, adding, however, he saw no fundamental difference between his publication's review and that of the Legion.

In another direction, storm clouds gathered. Quincy Howe, chairman of the Council for Freedom from Censorship, took a sideswipe at the Legion. "For any group to set itself up to declare what pictures people should and shouldn't be allowed to see is un-American and undemocratic. The Legion has a right to advise against seeing pictures such as 'Gone With the Wind.' But it goes beyond farther than that and lobbies and otherwise exerts pressure actually to censor."

Meanwhile, the National Board of Review recommends the film for schools and libraries. The picture, of course, has a production code seal issued in Hollywood.

Arnold About Faces on Code; Now Means of Settling Suit

(Continued from page 8)

fenders, will proposals for such a decree be entertained."

Arnold reports that efforts to work out such a solution have been adopted by business firms in practically all pending cases, either by negotiations with the department of justice or by conferences with representatives of the department of commerce. He does not say, however, whether the efforts of the department of commerce have been successful in any instance.

Throughout his report, Arnold emphasizes the department's desire to use the anti-trust laws to free rather than hamper business, and recommends anew that the civil penalties be increased so that the government could abandon criminal proceedings in situations not criminal in character, pointing out that defendants in anti-trust cases usually are not members of what would be considered the criminal class and that many of the situations "have developed, without moral culpability on anyone's part, because the referee has been so long absent."

"However," he says, "until civil remedies are established by an act of Congress, the department must continue to use the criminal process. The present civil remedy, useful though it may be in reorganization of a business structure, is not sufficiently effective as a preventive measure."

Never in the history of the Sherman act, adopted in 1890, has there been such interest in anti-trust enforcement, with pressure coming from independent business men and consumers all over the country, Arnold declares. Enforcement under the department's present policy has brought about a "new respect" for the anti-trust laws, and "business men now feel that the department of justice can give them real protection.

"The best evidence of this is the increasing number of business men who bring their complaints to the department," he says. "As our policy has become understood complaints have increased in geometrical proportions."

Arnold cites that during the fiscal year ended June 30, last, a total of 1,375 complaints alleging violations of the anti-trust laws were received. This was an increase of 452 over the number submitted during the preceding year, and as a result of the increase 90 extensive investigations were conducted compared with 59 in the fiscal year 1938.

Also, he says, the anti-trust division has been engaged in conducting 700 other investigations and studies of allegedly monopolistic situations, many of them of major importance and great magnitude, and at the present time 200 investigations of major importance are being conducted, together with several hundred other investigations of less moment.

"This consistent policy of making violations of the anti-trust laws hazardous is getting concrete results in the way of potential enforcement," he asserts. "By this we mean that a mere investigation today in any community is sufficient to stop practices which cannot be defended. The presence of our investigators gives protection to competitors and is a warning to violators that the road is patrolled."

Hard on Present Staff

The principal need of the anti-trust division today is sufficient personnel to take care of the complaints which are being received, Arnold reports.

"The department must either get sufficient personnel to handle these complaints in an orderly and effective way, or it will be unable to discharge fully its responsibility under the law," he says.

"Enforcement of anti-trust laws is a function which requires constant attention. We have often compared it with the problem of the control of traffic. It cannot be achieved by books or decisions or formulas alone. It requires a traffic officer constantly on the job. When he is absent, if only for a short while, the traffic will begin to clog up. The principal need of the anti-trust division is to develop gradually an organization adequate to the task of keeping in constant touch with the principal organizations which produce and distribute goods. This is a very much less complicated task than most people imagine."

UA Would Stand Alone

New York—Operating no theatres of its own, UA will not participate in any consent decree on the all-industry suit, counsel for the company states. This attitude extends itself generally to other pending anti-trust suits where settlements are proposed. It is felt that, in the main, it is cheaper to fight court actions, but where the expenses for settlements are not costly, settlements may be considered.

It will be remembered UA was not a signator to the code on the ground the company was a distributing, and not a producing, outfit. Neither does it operate theatres, nor is it affiliated with any major circuit in such operation.

UA attorneys add the company was not a party to the settlement of the Washington Operating Co. suit against the majors in Miami recently.

NOTICE TO THE TRADE!

"GONE WITH THE WIND"

will be shown everywhere exactly as it was shown in its World Premiere in Atlanta. There has never been any intention of cutting the picture following Atlanta.

143 THEATRES BUILT IN U. S. AND CANADA DURING LAST 1939 QUARTER; TOPS OTHERS

California Leads With 14 New Projects as Ohio, Indiana Tie

The last three months of 1939 saw approximately 143 new theatres opened throughout the country and Canada, a survey by BOXOFFICE correspondents shows. The last quarter topped all others in point of new projects opened; 78 houses having made their debut in the first three months of the year, 82 in the second quarter, and 86 in the period terminating in September.

Correspondents report 71 additional projects in various stages of construction during the last quarter, as well as 74 others planned for either immediate or future erection.

California, with 14 new theatres opened in the last three months, leads all other states. Ohio and Indiana were tied for second place, each with 10. Pennsylvania and Connecticut were in a dead heat with nine each for third place. Kentucky opened eight new houses. As during the remainder of the year, the south lead all areas in new projects. Canada accounted for but three in the last quarter, but has four others in work.

Eight states were devoid of building activity, not even to the extent of planning new projects. They are Arizona, Delaware, Idaho, Montana, North Dakota, Rhode Island, South Dakota and Wyoming.

A detailed account of each of the new, in construction and planned projects for the three months follows:

Alabama

Brundige—Fred McLendon has completed his new Brundige with 360 seats.

Linder—The new house which R. Williams built here has been opened.

Montgomery—Arch Bishop will open a new 400-seat theatre here in January for colored patrons.

Arkansas

Fordyce—The Dallas has been opened here by K. Lee Williams with Gerry Doig as manager.

Gurdon—Workmen have completed construction on the new K. Lee Williams house.

Hampton—The first house in this town was opened recently by John Harvey jr. and is called the New Progress.

Hot Springs—Malco Theatres has begun construction on their New Malco Music Hall to seat 1,400. This will be completed late in 1940 or early 1941.

Lake City—W. E. Ringer, manager of the Gem in Leachville, plans to open a new house.

Little Rock—Robb & Rowley's new the-

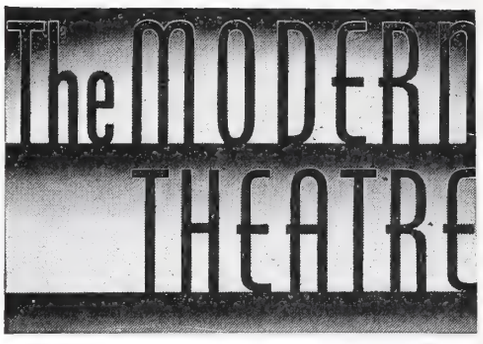
(Continued on next page)

Where and What They Are

Theatres in work, planned and opened from October through December, which have been gathered by BOXOFFICE *correspondents all over the country, including Canada, follow:*

State	*In Work*	*Planned*	*Opened*
Alabama	3	....	....
Arkansas	2	1	4
California	4	5	14
Colorado	....	3	2
Connecticut	6	4	9
District of Columbia	....	....	1
Florida	3	....	2
Georgia	3	5	4
Illinois	3	1	3
Indiana	2	1	10
Iowa	1	0	6
Kansas	....	1	3
Kentucky	5	3	8
Louisiana	1	1	2
Maine	1	....	....
Maryland	1	....	1
Massachusetts	3	2	....
Michigan	2	6	1
Minnesota	1	1	1
Mississippi	1	....	3
Missouri	2	5	5
Nebraska	1	....	3
Nevada	....	1	....
New Hampshire	1	1	....
New Jersey	....	....	1
New Mexico	....	1	....
New York	1	3	4
North Carolina	1	3	4
Ohio	6	5	10
Oklahoma	1	....	....
Oregon	1	....	....
Pennsylvania	2	7	9
South Carolina	3	1	1
Tennessee	....	....	7
Texas	2	8	8
Utah	....	....	1
Vermont	....	....	1
Virginia	1	1	2
Washington	....	1	6
West Virginia	1	....	4
Wisconsin	2	1	....
Canada	4	2	3
Total	71	74	143

In this issue . . .



STYLING: *"The New Vogue, an Example of House Appeal Premeditated"*

•

APPRAISAL: *"Our Point-of-Plan Inspection of a Model Theatre in Michigan"*

•

TREND: *"Discomfort Hastens the Demise of the Double-Feature Dilemma"*

•

PROGRESS: *"Seating, the Automotive Impulse of Theatre Modernization"*

•

HOUSING: *"Relation of the Modern Theatre to Low-Cost Housing Projects"*

•

DECORATING: *"Theatre Decorative Color Schemes are Bounded by No Set Rules"*

•

AIR CONDITIONING: *"Mayhap This May Serve to Shatter the Fog of Misconception"*

•

PLANNING: *"An Owner-Planned Theatre Project That Turned Out Pleasantly"*

•

CINE' CLINIC: *"Clinical Observations on the Brain Cells of a Sound Projection System"*

. . start reading on page 31

Field Reports 143 Houses in Quarter

(Continued from preceding page)

atre at 112 Main St. with 950 seats is expected to open around March 15.

Mountain View—Walter Lee has opened the Lee.

California

Arvin—Dick Lemucchi has opened the Arvin, a 650-seat house, on the site of a theatre burned to the ground some time ago.

Centerville—An 800-seat theatre has been started by Charles Peterson who operates at Brentwood and Niles.

Compton—A new 800-seater is to be constructed by Anne Figelbaum, who disposed of her Compto to FWC some years ago.

El Monte—Art Sanborn premiered the El Monte with 800 seats.

Fresno—FWC opened the fourth of its string of houses here called the Tower, costing $135,000 and seating 900.

Hollywood—Julius Stern will build a new 700-seat house on Hollywood Blvd.

Mrs. Max Scott announces she will convert a storage plant on Santa Monica Blvd. into a 700-seat theatre. Cost estimated at $24,000.

Inglewood—Fox West Coast has opened the new 1,200-seat Academy, costing $140,000. James Brinton is manager.

The new Argo, a unit in the Milt Arthur chain, has opened.

Lenox—Dave Rector of Long Beach plans to build a house.

Los Angeles—Ground has been broken for the Hawaii, the new house to be constructed on Hollywood Blvd. by Jay Sutton and Albert Galston.

John Ludwig has opened his new Melvan with Leo Popel as manager.

George Bromley and Alex Mounce have opened their new Campus.

Southside Theatres has opened the Alto, a 900-seater.

Milt Arthur's Fifth Avenue is now open and seats 900.

Oakland—The Downtown built by Volcano LaMarre and M. Michel has opened.

Rodeo—Cecil Pace opened one of the finest small town houses in the west recently.

San Diego—The Coronet seating 650 has been opened by George F. Finch.

San Francisco—Bucky Williams is managing the newsreel house called the Circle, opened here recently.

Santa Monica—Roy Cummings, head of Aero Theatre Corp., has opened the 655-seat Aero, a new theatre near the Douglas airplane factory.

Tracy—Principal Theatres, a FWC subsidiary, plans to erect a 600-seater.

West Los Angeles—Ben Mohi has started construction of a new 750-seat house. Opening is scheduled late in February.

Willats—George Mann has broken ground for the new house Redwood Thetres is building.

Colorado

Bayfield—C. W. Hermes has opened his new "Pop's" Theatre.

Denver—Construction will be started by J. J. Goodstein on his new theatre on East Colfax Ave. in the spring. The house will seat 1,000 and cost $100,000.

Ed Mapel, operating two houses here, has gone into North Platte, Neb., and has opened his new theatre at Walsenberg, Colo.

Longmont—The new Fox, seating 750, has opened. It is the third in this town of 7,000, all under the control of Fox.

Trinidad—Reports are that Fox plans to start construction of a new house about the first of the year.

Connecticut

Allingtown—Michael Cascioli's 900-seat Forest is due to open shortly.

Bridgeport—Lou Anger has received a permit and completed plans for a new house on Park Ave.

The new Hippodrome is expected to be completed shortly.

Cheshire—Lou Phillips is installing 400 chairs in the new DeFrancesco which is scheduled to open January 15.

Deep River—The new 440-seat Deep River has opened.

Groton—Mr. and Mrs. D. C. Hess have opened their 658-seat Groton.

New Haven—Foundation for a new 600-seat theatre has been completed.

Plans are set to start work March 1 on a 1,200-seat colonial type theatre in the Black Rock section by A. M. Schuman.

Eight States Devoid Of Building Urge

Ridgefield—Fairchester Theatres expects the new 700-seat Ridgefield to open in February.

Stamford—The Weiss Amusement Co. has opened a new 750-seater.

Residents of the Paradise Green section are protesting the erection of a new house in that section, several operators seeking the site.

Thomaston—A new 700-seat house, the Park, has been opened.

Unionville—Joseph Faith has opened a 450-seat house.

Waterbury—Fred Van Doren's West End, seating 600, will open early in the spring.

West Hartford—Rumors are afloat that a new house will be built to complete with the Astor, a Warner unit, and the only house here at present.

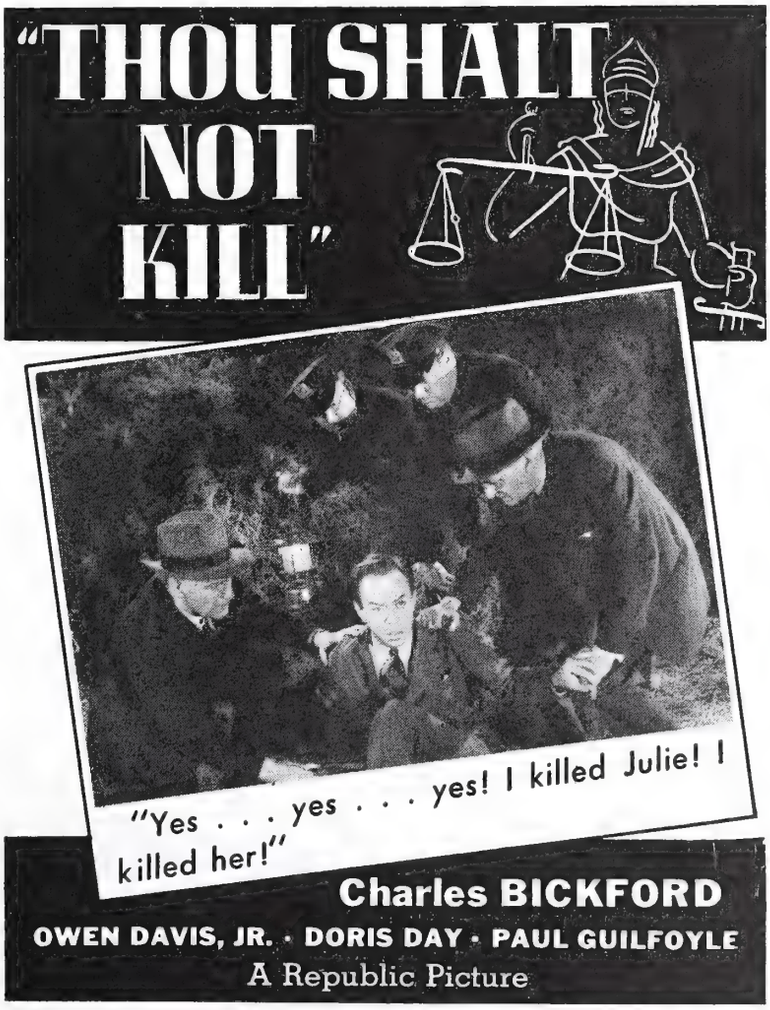
Wethersfield—Shulman's Wethersfield, seating 600, is scheduled for an early spring opening.

Whitneyville—Bailey's Whitneyville, an early spring opener, will seat 950.

Windsor—The new Plaza Playhouse with 600 seats was opened by Mrs. Joseph Shulman.

Lockwood-Gordon also opened their new house.

(Continued on next page)



South Holds Active Building Program

(Continued from preceding page)

District of Columbia

Washington—Newt Carskardon has opened the new Keyser.

Florida

Jacksonville—The city's first drive-in theatre opened to a capacity audience. The owner is George Wilby of Atlanta.

Orlando—A $35,000 drive-in theatre to accommodate 250 automobiles is under construction as the first of 10 such houses planned by George Wilby in the south.

Pass-A-Grille—A new 528-seat theatre is being erected to cost $35,000 and is the first to be built here since 1926.

Plant City — The State, E. J. Sparks house seating 700, is in operation.

St. Petersburg—F. L. Alig jr. is building a new house.

Georgia

Albany—Claire Hilgers is building a new theatre which will bear his name.

Blue Ridge—Paul C. Bryan and J. C. Hearn have opened their house.

Chatsworth—Jimmie Tankersly recently opened his second theatre known as the Fort and seating 550.

Columbus—The Lucas & Jenkins Circuit is understood to be interested in the construction of a new theatre.

Douglas—J. P. Cummings, operating the Rivola, plans a new theatre to seat 1,200 to 1,600. Construction will begin in the near future.

Elberton—Lucas & Jenkins have announced plans for a new house.

Fitzgerald—H. J. Williams is opening a new colored house.

Marietta—A new theatre, the Cobb, has been built on North Park Square.

Pearson—The new Drake has opened.

Toccoa—Joe B. Meyer reports progress on the new house by Wilby Theatre. Enterprise to be known as the New Star. An early opening is indicated.

Waycross—H. G. Williams of Fitzgerald has opened the Rainbow, a colored house, seating 400.

Woodbury—E. P. Clay is building a new house which will seat 250 and open in January.

Illinois

Chicago—The Telenews has been opened with Sylvan Goldfinger as manager.

Lawrenceville—Another theatre is planned for this town by N. Carter.

New Baden—Fred Harker has opened his 350-seat Modern.

Pana—The new theatre which Harry Tanner will erect will be called the Roseland.

Rock Island—The new Rocket has been opened here.

Roxana—A contract has been let for the construction of Albert Chrichblom's projected theatre.



Central Area Sees Construction Hike

Villa Grove—Construction has started on the new Gem here for George Barber.

Indiana

Brazil—Samuel M. Grimes has opened the new Cine, a 375-seat house.

Dunkirk—The new Dunkirk has opened.

Walters & Schneider have opened their new house in this city.

Elkhart—Construction is proceeding apace on Nate Bernstein's new State. Cost estimated $100,000; to open in May.

Fowler—Dick Vlastos is operating the new Fowler.

Hagerstown—Theatrical Managers, Inc., is the operations unit of the new 400-seat Hagerstown. Built by Charles Wood.

Indianapolis—Joe Cantor recently opened the new Esquire, a neighborhood house. Cost $20,000.

Lafayette—E. L. Miller will erect an 800-seat house.

Linton—Settos' new Grand opened for the holidays.

Logansport—The third Gregory circuit house in this town is under construction and expected to open in three months.

Remington—The Rem, operated entirely by local merchants and tradesmen, has opened under management of Howard A. Hyer.

Terre Haute—A. H. Kaufman has opened a theatre.

Vincennes—Theodore Charles has opened the recently built Moon.

Iowa

Fenton—George Thacker, who operates houses in Sioux City and West Bend, has opened a new theatre.

Le Mars—George March opened his new Pix for the holidays.

Marshalltown—Earl Kerr opened his new 900-seat theatre for New Year's.

Onawa—The Whiting, operated by Eugene Hopkins and costing $50,000, has opened.

Ossian—The new Ossian has opened. It is the first new house in this town in 10 years. Paul Swanson owns and operates.

Rock Rapids—A 240-seat house is under construction.

Storm Lake—Frank Schoonover is managing the new Lake, opened recently.

Kansas

Blue Mound—O. L. Christian opened his new 265-seat house called the Uptown. He spent $5,000 remodeling a building for this.

Eldorado—Gus Diamond has opened the Ritz, a new $30,000 structure, with 300 seats.

Wichita—Harold Gibones recently opened the New, costing $40,000 and seating 700.

Quinter—Wes Bolen is opening a new house.

Kentucky

Benton—The new Benton has been opened by the Chickasaw Amusement Co.

Corbin—The new Viv opened recently.

Additional theatre data for the final 1939 quarter appears in a forthcoming issue.

First in Arbitration Series on Thursday

NEW YORK—First of a series of arbitration meetings at which Professor Milton J. Handler of Columbia University will sit in as impartial arbitrator in the wage dispute between Local 306 and major circuits gets under way Thursday. A brief session is to be held and followed by a week's adjournment. It is pointed out Professor Handler cannot devote much time to the sessions this month, but will give them more attention in February when the dispute is scheduled to be decided.

Bert Popkin, who will sit in with Joseph D. Basson, president of Local 306, will represent the union, while Charles C. Moskowitz and Leslie E. Thompson will act for the major circuits, in addition to legal representatives for all companies. Matthew Levy will be counsel for Local 306. Popkin, business agent in Brooklyn and Manhattan for the past five years, has been continued in that post, running independently at the recent elections. He states he was not a part of the Sam Kaplan ticket, was not supported by any cliques, and his election was due to the membership at large.

Arbitration hearings are also being held in connection with the classification of the Astor during the run of "Pygmalion" and "Goodbye, Mr. Chips." If it is decided the theatre operated on a de luxe policy, the projectionists' scale will be along the lines of the Capitol, Paramount and Music Hall. If not de luxe, the scale is to be gauged the same as for the Criterion and Palace.

N. Y. Exchange Workers Cold on Wage Deal

NEW YORK—When Joseph D. Basson, president of Local 306, explained the negotiations carried on between distributor representatives and film exchange union delegates at a special meeting of Local B-51, considerable disappointment was expressed by local exchange workers. They had been expecting increases and an additional two weeks' salary which they asked when a so-called strike was called some months ago.

Dollar increases are being given a few film examiners in the local exchanges although it was anticipated every union member would get a small raise. The contract entered into is for two years and the local workers are resentful at the outcome.

Film Board Nominations Are Delayed by Illness

NEW YORK — Illness of Film Board's president, Harry Hummel of Warner, has caused another delay in the meeting for nominations of officers. A session is slated for the latter part of the week.

NT Heads to Meet

NEW YORK—Divisional heads of National Theatres will meet the last week in January, Spyros Skouras, operating head, states. The dates will be set shortly.

Cost $5,000; Worth $1,500,000

New York—Exclusive of transportation and salaries of the stars and personnel who participated in the event, M-G-M figures it cost the company a little over $5,000 to stage the premiere of "Gone With the Wind" in Atlanta. And it is estimated the publicity garnered from the opening is valued at $1,500,000. No method of arriving at the total value is explained.

Lenauer Closing Filmarte Due to Lack of Product

NEW YORK — After three-and-a-half years, the Filmarte, operated by Jean Lenauer, is giving up its Gallic ghost and closing down permanently. The house is owned by the Central Savings Bank.

Lenauer blames the lack of quality French films as the main reason for the Filmarte failing to make a go of it. He points out there are plenty of average French films but nothing approaching the standard set by "Carnival in Flanders," "Mayerling" and "Grand Illusion," the house's three biggest grossers.

With French production practically shut down as a result of the war, Lenauer believes it will be some time before they will be turning out any worthwhile pictures.

It is his contention that the distribution of the large number of mediocre French pictures is gradually ruining this market for French producers.

Film Executives Deal Lightly in Securities

WASHINGTON—Only a few trades by officers or directors of motion picture corporations in the securities of their own companies in November, most of them small in amount, are reported by the securities and exchange commission in its semi-monthly summary of such transactions.

The largest transaction was the transfer of 7,080 shares of Loew's, Inc., common stock by David Bernstein, New York officer, "in part payment of indebtedness," reducing his holdings to 22,220 shares at the end of the month.

Acquisition of 700 shares of Monogram common was reported by S. Broidy, Boston director, giving him a total of 1,600 shares held direct, with another 500 shares held through Monogram Pictures, Inc.

Abraham Schneider, New York officer, reported acquisition of 100 common voting trust certificates in Columbia Pictures, bringing his holdings to 404 shares.

Loew's, Inc., reported the acquisition of 104 shares of Loew's Boston Theatres common stock, bringing its interest to 100,307 shares.

Leon Goldberg, New York officer, reported the acquisition of 20 shares of Keith-Albee-Orpheum stock, bringing his holdings to 230 shares.

Talk Foreign Situation

NEW YORK—A further discussion of the foreign situation occupied the MPPDA board at the second adjourned session of the December quarterly meeting, following which the board adjourned indefinitely.

BOXOFFICE FLASHES

Sherman Schedule Ready

Hollywood—With the completion of the film, tentatively titled "Hold Your Horses," Harry Sherman has finished his entire schedule of Paramount product for release during the current season. In addition to the above, Sherman has ready "Santa Fe Marshal," "Showdown," "Knights of the Range," and "The Light of Western Stars."

Velde Busy on Shift

Chicago—Donald L. Velde, in charge of Paramount's ad sales, has concluded conferences here with ad sales supervisors, Jay Haas and William Sharpe, on details of the company's changeover to Advertising Accessories. Both Haas and Sharpe will follow through with personal instructions to all exchanges.

"Gulliver" in Spanish

Hollywood—The world premiere of the Spanish-language version of "Gulliver's Travels" is set for Buenos Aires in about two months. Adolph Zukor and John W. Hicks jr., expect to be present at the premiere.

Reshuffle in Detroit

Detroit—The Madison has gone first run at 25 cents top and later may change over to vaudeville. The theatre depends on independent product.

Award to Bette Davis

New York—First of "Red Book's" annual film awards, in the form of a silver cup, goes to Bette Davis "for the most distinguished contribution to the art of the motion picture." The selection will appear in the magazine's issue for February.

Paramount Has 22 Ready

New York—Paramount is ready with 22 productions, all but two of which are completed, for release up to June. This is viewed within the company as making it possible to get an early start on the 1940-41 lineup.

No Bay State Session

Boston—Current January is the first in years without a session of the legislature. A special session continues possible, however.

Goetz by Boat Instead

New York—Ben Goetz is aboard the "Saturnia" en route to London, via Italy, to resume British production for Metro. The Clipper did not fly on schedule.

Fabian Set on GWTW

Albany—Si Fabian's Palace will begin a one-week engagement of "Gone With the Wind," January 25, following which the film will move over to the Harmanus Bleecker Hall where three shows daily will prevail. The Palace run will be two-a-day, both reserved.

Major Trade Into Minor Seen As Result Neely Passage

NEW YORK—Passage of the Neely bill would mean the breaking up of a major industry into a minor industry, Harry Brandt, ITOA president, warned at a mass meeting attended by over 400 and well sprinkled with independent exhibitor leaders, affiliated circuit executives, major sales representatives and vendors.

The conclave was at the Hotel Astor and was sponsored by the ITOA. Brandt was the sole speaker. Gilbert Josephson, operator of the World, read the Neely bill in its entirety to the assemblage, confining his remarks to the document.

Brandt reiterated his oft-expressed opinions of the proposed legislation, branding it as heaping disaster on all branches of the industry. "I fail to see one single thing in the bill that protects the little exhibitor," he declared. "It will surely put the little fellow out of business. But before him will go the independent producer and right behind him will go the independent distributor."

The ITOA head went into the highlights of his cross-country tour, purporting to demonstrate the ill feeling toward the bill where its contents had been digested. At this point he said the ITOA "has no national aspirations." He scored the women's clubs that have been and continue to sponsor the bill, which, if passed, would give these groups the power to impose a censorship of the most vicious sort because they would "then have the right to tell exhibitors what and what not to run," he declared.

Brandt said many "blackballs" have been hurled at the industry, but the "good" brought by films, especially in the realm of visual education, more than offsets these alleged offenses. Initiative would be hampered, financial backing to independent producers would disappear, "A" pictures would turn out to be "Bs" and genius would dry up, he said.

The best way to fight the measure, he declared, would be for every person who is even faintly connected with the industry to write or wire to their congressman urging its defeat.

To Ask United States Assistance in Japan

NEW YORK—The state department will be asked to intercede on behalf of the distributors in Japan since protests by representatives in Tokyo have been futile, BOXOFFICE learns. Strong action is favored at this time as a result of the trade treaty discussions between the two countries in Washington.

The present accumulated funds of the American companies in yen are nearing the 5,000,000 mark. Remittances have been applied for, it is learned, but distributors hold little hope of obtaining any in the near future.

As expected, the home ministry has limited the distribution of foreign pictures to a total of 120. The amount, however, is a blow to American companies since they are allowed only 81, while the Japanese independents are permitted to distribute 39. Under the new provision Paramount will be allowed 14; M-G-M, 13; Columbia, 11; RKO, 9; Warner, 9; Universal, 9; 20th-Fox, 9, and UA, 7.

"Purity Seal Battalion" Relaxed, Says Writer

NEW YORK—"While any hint of a changed attitude on the part of censorship boys is vigorously, almost bitterly, denied at the Hays office, there are indications that the purity seal battalion has relaxed," comments Douglas W. Churchill, Hollywood correspondent of the New York *Times* in a year-end appraisal of the studios.

"Many pictures this season contain enjoyable dialogue passages which seem at variance with past standards. The organization's denial that there has been any easing of the code is understandable, for if that impression got abroad, reform groups throughout the land would again start jumping with both feet."

Bolognino Boosts Perry To Consolidated Helm

NEW YORK—Clements Perry has been promoted by Laurence Bolognino to the general managership of Consolidated Amusements. He has several departments under his supervision.

Ben Miggins Is Due From Europe Around February

NEW YORK — Ben Miggins, continental manager of 20th Century-Fox, is due here via the *Clipper* around February 1 to report to home office executives on the general European situation.

Cheer for Another Reason

New York—Broadway theatres chalked up a terrific business during the three-day New Year's holiday, but subsequent exhibitors are cheering the conclusion of the celebration from an entirely different standpoint. The general opinion of neighborhood operators is that their three-day takes were the worst in years, that local patronage either took to the winter resorts for diversion or paid their theatre dollars to the Broadway boxoffices.

But now that the holiday spirit is over, an immediate pickup in the neighborhood independent situations is expected.

Orders Liquidation Grand National

New York—Federal Judge Olney ordered Grand National into liquidation Friday following rejection of a loan by RFC and the withdrawal by Jack Cosman of the proposed offer to continue the company under a revised plan.

Copyright and Neely Early in Congress

WASHINGTON—Block booking and copyright legislation are expected to come up before the committees in charge of those matters sometime in February.

Outlining their immediate program, members of the House interstate commerce committee said that railroad legislation would be the first subject to be taken up, with the Neely bill following and that it was probable the film measure might be reached before the end of next month.

Members of the House and Senate patent committees also expressed the view that legislation of interest to the film industry would be reached during the second month of the session. There was little expectation that it would come up earlier, particularly in the Senate group, which is temporarily without a chairman owing to the enforced absence of Senator Homer Bone of Washington, the victim of a highly polished floor in his Tacoma home, who is not yet recovered from a fracture of the hip received several months ago.

On neither side of the Capitol has the copyright measure yet been put into written form for introduction, and before it is reported both committees contemplate public hearings at which some of the still unsettled controversies may be worked over.

When the House interstate commerce committee reaches the Neely bill, it is expected a demand will be made for hearings, which, if granted, would probably prevent the bill from reaching the floor before late in April.

Neely Is Hoping for Swift Action by House on Bill

WASHINGTON—Hope is expressed by Senator Neely of West Virginia that the House will act quickly on his block booking bill as the third session of the 76th Congress got under way.

First big task for Congress looms in finding new taxes to help finance the national defense program which was requested by President Roosevelt in his opening message. The President did not, however, particularize what taxes should be adopted.

McConville Poised

NEW YORK—Joseph A. McConville hopes to get going on a Latin American jaunt around January 20. First stop will be Mexico City.

BROADWAY

Y FRANK FREEMAN, Paramount studio supervisor, is due from the coast for home office conferences the end of the month . . . Paul O'Brien, associated with O'Brien, Driscoll & Raftery, of counsel to UA, is engaged to Kathryn Walsh, sister of Mary Jane Walsh, star of the Broadway hit, "Too Many Girls" . . . Norman H. Moray, Vitaphone sales manager, continues for two more weeks under Florida skies, then will head for an extended business tour before returning to the home office . . . Leonard Picker, Columbia attorney, was in Boston in connection with the Morse & Rothenberg trial . . . Edward Ludwig and Jack Hively, two RKO directors, have ended their local vacations and returned to Hollywood. Producer Cliff Reid is still around, mostly seeing new plays and reading new scripts . . . Alice Faye returned to the 20th Century-Fox studios over the weekend . . . Tom Petty, MPPDA press representative on the coast, is here for a short stay . . . The Leopold Friedmans have returned from a Florida vacation.

Vincent McFaul of Buffalo Theatres upstate visited Joe Vogel, Thursday, on one of his periodic trips to town . . . George Weeks states seven more circuits have signed for Monogram's new lineup . . . Robert L. Graham, manager of Paramount's activities in the Canal Zone, has been conferring with John W. Hicks jr. the past week. He is scheduled to leave in a few days on a new assignment in Mexico City where he will assist Arthur L. Pratchett, general manager for Central America . . . Sam Saxe is due from the coast soon en route to England, where he will resume his duties as Warner British production head.

Greg Dickson has finished at Paramount after five weeks on "Gulliver's Travels" . . . Bob Smeltzer, Warner central district manager, was in town the other day for a conference with Roy H. Haines . . . Errol Flynn has completed a Boca Raton, Fla. vacation and is now back on the Warner lot . . . George P. Aarons came in from Philadelphia, Thursday, and Simon Libros, president of National Poster Assn., arrived Friday for meetings with Harry Egert, Louis Weinzimmer, F. Behrens and Harry Shlit of the local poster renters committee . . . Dr. Paul Koretz, continental attorney for 20th-Fox, is here on a vacation. He makes his headquarters in Paris . . . James Cagney will be in town in less than a week to attend the premiere of "The Fighting 69th."

Zep Epstin, managing director of the Warner Strand, is a daddy for the second time, the latest being a girl of six pounds, nine ounces, titled Judith Marvin . . . James Dunn, Rivoli manager, was confined to his home most of the week with a cold . . . Rutgers Neilson, RKO publicity manager, is hopeful that the next two weeks will see Mrs. N. out of the hospital where she has been laid up the past nine weeks with toxic poisoning . . . Hal Horne is due back at his office Monday after two weeks at home with a bad case of sciatica . . . Samuel Machnovitch, Universal treasurer, is mourning the passing of his wife. She died Thursday after a lingering illness and was buried the same day . . . H. M. Richey leaves Monday evening to address the meeting of ITO of West Virginia at Clarksburg.

A few persons around town are a little amused over 1940 pass books they have received for the Randforce houses. Two books have been sent out, one signed by Harold Rinzler, the other by Louis Frisch, indicating the boys ought to get together . . . I. Goldsmith, producer of "The Stars Look Down," adaptation of A. J. Cronin's latest novel of the same name, is due to arrive on the *Rex* from Genoa, January 13. He will go to Hollywood for conferences with Cronin preparatory to seeking American distribution . . . Charles Roberts, Columbia home office supervisor for Latin America, is here from Mexico and the company's Latin-American convention . . . Dee Lowrence of the UA publicity staff goes coastward by car shortly . . . Walter Huston is in from Hollywood.

High Confidence Rules On the "69th"

New York—So certain does Warner appear about "The Fighting 69th" that, reputedly for the first time in the current film-band policy of the Strand, a four-week commitment on a stage attraction has been made. It is with Paul Whiteman and his band.

The film opens at that house the last week of January and will run through the first three of February.

Bill Rodgers is in Hollywood, Fla., where he will spend the next few weeks golfing, bathing and sunning on the beach. Gene Picker is en route to the same resort by car. Also there is Uncle Lou Weinberg of Columbia . . . Jack Cohn has a nice tan to show for his Miami sojourn. Nate Spingold also is back from the same spot . . . Victor Saville is due Monday from the coast, en route to London where he joins Ben Goetz and Bob Montgomery who will make "Busman's Honeymoon" there . . . Wally Howes spent ten days in the Poconos . . . Dave Rose arrives from the Paramount coast studios in a few days and is slated to sail for London, January 13 . . . John Hicks sails for South America, Friday, and plans to be gone eight to ten weeks . . . Sam Liggett has resigned as non-theatrical head of Columbia . . . John Howley is back at his desk after a trip west on business and vacation stuff.

Douglas Goldenberg, M-G-M manager of Trinidad, is recuperating from a siege of illness at the Mt. Sinai Hospital . . . Herman Wobber returned from the coast over the weekend . . . Comes word from Milt Hossfeld on the coast, fortunately too late, that Tennessee might be a good bet . . . Charley Leonard lunching at Lindy's with some of his old cronies from UA . . . Al Margolies is in Hollywood where he will confer on campaigns of pictures soon to be released by UA . . . Joan Crawford is here seeing the new plays and considering a Broadway appearance . . . Archibald Silverman, owner of the Strand, Providence, R. I., stopped over in New York after returning from a cruise on the Santa Rosa *. . . Anita Louise, who dropped in town for a broadcast engagement, makes a personal appearance in Hartford . . . Walter Gould, UA's Latin American supervisor, is receiving congratulations on the birth of an eight-pound baby boy. "Mom" is doing nicely at the Lying In Hospital.*

Jack Bannon, until recently secretary to Sam Dembow, is handling a special reissue of "Hell's Angels." He is sales manager for this particular picture for Bob Savini and plans to leave on a tour of the country soon . . . Ty Dillard is back from a holiday vacation at his home town, Greensboro, N. C., where he engaged in Fox and drag hunts at the Sedgefield Hunt Club . . . Ed Lee of the M-G-M legal staff returns Monday from a honeymoon . . . Mort Shea is basking in the sun at Ft. Lauderdale, Fla. . . . E. C. Grainger and Jack Shea leave in a few days for a tour of the Ohio Feiber & Shea theatres . . . Bernie Brooks reports Leon Rosenblatt is up and around now, but will not be able to report back at the office until he gets a vacation behind him.

John Hamrick, National Theatres' partner in Seattle, spent a few days here, en route to Miami where he is now vacationing . . . Harry MacDonald, RKO circuit district head in Boston, was in town Wednesday for a home office visit . . . Walter Reade says he will head for Miami, January 27, provided RKO doesn't send a checker with "The Hunchback of Notre Dame" . . . Archie Mayo on Friday left for the coast by car . . . Herman Gluckman, after visiting Philadelphia and Washington on Republic business with his missus, joined Gene Picker's party in the latter city while en route to Hollywood, Fla. . . . William C. Michel, Austin C. Keough, Leslie E. Thompson, Spyros and George Skouras, grouped together in the rear of the Astor grand ball room for an informal chat after the Neely dissertation by Harry Brandt.

UA publicity promotions already have Tom McCabe and Bob Gildersleeve as the new assistant press book editors. Ned Norwich, clipping clerk, is a feature writer . . . Charles Laughton will be a guest of the Twelfth Revelers Ball, opening event of the Mardi Gras in New Orleans . . . H. B. MacKenzie, Western Electric manager in Argentina who is here on an extended vacation, returns to Buenos Aires, February 15 . . . Max Cohen, Big U sales manager of New York, leaves for a Florida sojourn at the end of the week . . . Rudolph Stravitz, Monroe, N. Y. exhibitor, and his wife, visited his exchange during the week . . . Spotted on the ninth floor of the Film Center, Murray Pearl and Bob Block of Newark . . . Fred Kohler jr., is vacationing here . . . Quite a flurry of excitement around UA the other day when Mayor LaGuardia and Commissioner of Licenses Paul Moss showed up to view "Wuthering Heights" in the projection room.

President's Budget Mirrors Upswing

WASHINGTON—Improvement in general business conditions in recent months is expected to add $1,300,000 to the treasury's revenue from the federal admission tax this year.

This was revealed by President Roosevelt in the annual budget, submitted to Congress, January 4, in which the treasury's estimate of receipts from the admission tax for the fiscal year ending June 30, next, placed at $19,200,000 a year ago, was given as $20,500,000, while for the 1941 fiscal year, which begins July 1, next, it was figured $21,600,000 would be collected.

If actual receipts live up to present estimates, the total collected during the current year will be approximately $1,000,000 above the amount actually collected during the last fiscal year, $19,470,801, but will not equal the $20,800,779 received during the fiscal year 1938.

The budget, a two-inch volume carrying every expenditure which the Administration now plans for the coming fiscal year, was featured by full disclosure of President Roosevelt's plans for emergency national defense involving an immediate appropriation of some $272,000,000 for the coming six months and $302,000,000 for the succeeding year.

Defense Appropriations Interest

The defense appropriations are of interest to the film industry because of the fact that the President foresees that planned expansion of the navy will necessitate the leasing of more pictures for recreational showings on ships and at shore stations, for which the government annually appropriates $85,000, and has provided an immediate additional appropriation of $40,000 and an appropriation for the coming year of $50,000 to add to the usual kitty.

Also of interest to the industry are the plans for establishment of a centralized film service in the office of education, which last year took over the film activities of the former National Emergency Council and was itself transferred from the interior department to the newly created Federal Security Agency.

An initial appropriation of $106,400 is provided for the film work, which will include the production of pictures for the various departments and agencies and also the distribution of government films. The scheme has been discussed in Administration circles for several years and was attempted by the National Emergency Council, but with indifferent success since most of the picture-producing agencies opposed turning the work over.

So far as plans for production of government pictures by the various agencies during the coming year are concerned, little or nothing can be learned from the budget. The department of agriculture publishes the figure it intends to spend, $75,240 during the coming year as compared with $78,550 this year, but most of the agencies merely give a round-up figure for all educational and informational activities and do not segregate their expenditures for motion pictures.

The Trade Is Affected in President's Tax Appeal

WASHINGTON—New taxes which, directly or indirectly, are seen as affecting one or all branches of the motion picture industry, were asked of Congress at the opening of the session by President Roosevelt.

The funds to be raised by the levies which the President sought would be used to defray the expense of the national defense program, placed by him in his annual message as the paramount problem to be dealt with during the session.

Roosevelt made no specific recommendations as to what taxes should be levied, but contented himself with assuring Congress that, except for the matter of national defense, the budget for the coming fiscal year will show reductions in estimates of expenditures in practically every field.

He expressed the hope "we can continue in these days of increasing economic prosperity to reduce the federal deficit," and told Congress that it will be necessary only to levy sufficient additional taxes to meet the emergency spending for defense.

A major item in the national defense program, the message disclosed, is the Reciprocal Trade Agreement Act, which the President asked be continued after June 12, next, when the present law will expire, "as an indispensable part of the foundation of any stable and durable peace."

But, he warned, "even as through these trade agreements we prepare to cooperate in a world that wants peace, we must likewise be prepared to take care of ourselves if the world cannot attain peace."

Tri-Ergon Sound Licensing Bid Relayed Erpi, RCA

NEW YORK—Major and independent circuit operators in the east are in receipt of letters from American Tri-Ergon Corp., headed by William Fox, requesting solicitation of licenses for sound reproducing patents in theatres which are claimed to have been held valid by the U. S. district court for the District of Columbia. There appears to be no concern over it.

In each instance, circuit heads have turned the letters over to attorneys, who, in turn, have brought them to the attention of RCA and Erpi. The general opinion is matters dealing with sound reproducing licenses come within the domain of these two companies, which have assured their customers full protection on alleged patent infringements.

Text of the letter states in part that Tri-Ergon "has secured and is the owner of U. S. Patent Reissue No. 20,621 relative to sound recording and reproducing apparatus, and we are writing to suggest that you consider the advisability of acquiring a license under this patent, which we would be willing to grant on an equitable basis."

The letters are signed by Herbert Leitstein, vice-president.

Fire Delays Opening

NEW YORK—A fire in the Bond Building early Wednesday morning temporarily delayed the opening of the adjacent Newsreel Theatre. The Newsreel, which usually opens in the morning, kept its doors closed until early afternoon.

MPTOA Sees Industry Perch "Precarious"

NEW YORK—"We are now more than ever vulnerable to attack by those who seek to place our business under the thumb of rigid, inept government control, of the lawyers, and of the courts," states the annual report of the MPTOA, headed by Ed Kuykendall.

Long and patient efforts at intra-industry cooperation have been beaten down by selfishness and short-sighted indifference, says the report, expressing the opinion that the "basic grievances, abuses and difficulties in distribution and exhibition are still with us in aggravated form." Kuykendall observes the "enormous increase in anti-trust litigation, the tremendous burden of unproductive legal expense, the gradual systematic breakdown of trade organizations, the failure of the industry to tackle courageously its trade practice problems, have placed the industry in a very precarious position."

Foreseeing serious trouble, the report states: "We wind up the year in an apparently hopeless position, everyone standing by in sort of a 'blackout,' waiting for the explosions that seem sure to come."

Commenting on MPTOA's part in formulating an acceptable trade practice code, the report says: "Now that effort has been wrecked completely. Therefore, as far as MPTOA is concerned, we are back to first principles again and we do not intend to compromise on those principles." The observation is made that sooner or later the morass of litigation will clear up and "out of the wreckage the industry will be compelled to build a trade practice program on the basic principles of the MPTOA proposals."

Kuykendall suggests the Neely bill "is likely to be enacted at this session of congress." He urges every exhibitor to study the bill and determine "what will the law do to you?" In conclusion, the MPTOA head expresses the opinion that what the industry needs more than anything else "is more and better understanding of our own business, and particularly a sincere effort to understand the other fellow and his problems."

Allied Unit in Rochester May Hold Own Meetings

BUFFALO—Members of Allied of New York, meeting here January 8, will take up the question of separate meetings for the Rochester unit. Until now both Buffalo and Rochester members have held joint sessions. A regional secretary and grievance committee will be selected at the meeting.

SYRACUSE—Allied of New York will hold a unit meeting here January 18.

NEW YORK—Allied of New York will hold a meeting here January 17 for all members in the metropolitan zone.

Music Hall Holds "Hunchback"

NEW YORK—"Hunchback of Notre Dame" is holding over for a second week at the Radio City Music Hall and 35 key situations.

UA Folly Dismissal Petition Is Denied

NEW YORK—Among the important court developments of the week was the decision of Federal Judge Vincent L. Leibell in denying an application of UA to again dismiss the Folly Amusement Holding Corp. action against it. The judge ordered the plaintiffs to furnish a bill of particulars in 30 days and gave UA 20 days to answer.

A $92,000 suit against Sonja Henie was revealed in supreme court by an application of the plaintiff, Dennis R. Scanlan, to examine her before trial. Scanlan claims to have secured Miss Henie her job at 20th Century-Fox and seeks 15 per cent of her earnings which he claims are over $300,000 with an additional $300,000 to go on existing contracts.

Supreme Court Justice Samuel Hofstadter ordered Walt Disney Enterprises and RCA to furnish bills of particulars to Harry Stockwell and Adriana Caselotti, the voices of the Prince and Snow White, in connection with their $300,000 action.

Application has been made to the federal court to set the $75,000 suit of William Jordan Rapp and Lowell Brentano against Harold Lloyd for February 19 trial. Suit charges plagiarism of the plaintiff's play, "Greek to You" in "Professor Beware."

Rejects Two RKO Fees Pending Other Claims

NEW YORK—Federal Judge William O. Bondy has rejected applications by the Chemical Bank and Trust Co., and their attorneys, Wright, Gordon, Zachry, and Parlin for $34,375 and $22,500 fees in connection with the RKO reorganization until all other requests for fees are made. The bank was trustee of RKO's six per cent gold notes of which $6,000,000 were issued and $50,000 are outstanding.

Supreme Court Justice Charles McLaughlin has given the Tax Commission of New York until February 13 to answer a complaint by Roxy Theatres Corp. or be held in contempt of court. The theatre seeks a reduction in 1939-40 taxes from $4,100,000 to $3,125,000.

Supreme Court Justice Peter Schmuck has reserved decision after a three-day trial of Robert E. Sherwood and the Playwright Producing Co.'s suit against 20th Century-Fox charging unfair competition over "Young Mr. Lincoln" which is asserted to have deceived the public into believing it an adaptation of "Abe Lincoln in Illinois."

Application by Educational Films Co., Ltd., and Canadian Educational Films, Ltd. to dismiss a $10,000,000 stockholder action will be heard January 10 in the supreme court. Suit is directed against the parent company and Grand National as well. Foreign subsidiaries will plead the court has no jurisdiction.

"U" Meet "Routine"

NEW YORK—In the absence of the company's annual report, which is not expected until late January, the Universal board on Thursday confined itself to "routine" matters, according to a spokesman.

Interrogatories Issue Unwinds

New York—Paul Williams, government prosecutor of the all-industry action, has returned to Washington after a two-day conference with major company counsel. He reported considerable progress toward simplifying the interrogatories issue and expressed the view the government's task in answering the queries had been lessened considerably. The government has until January 15 to file objections and is expected to "shoot the works" in its answers and to turn over all information it has on hand, including names of all its witnesses.

A Columbia Divisional Meeting in Chicago

NEW YORK—Second in the series of Columbia divisional sales meetings will be held in Chicago, Saturday and Sunday, and will take in the midwestern and central divisions of which Phil Dunas and Carl Shalit are the respective division managers.

The first meeting was concluded at the Mayflower Hotel in Washington over the weekend. Abe Montague presided at the sessions devoted to discussion of important forthcoming product.

Other home office executives who attended were Rube Jackter, Louis Astor, Louis Weinberg and Max Weisfeldt. Division Manager Sam Galanty headed the delegates from his territory. A. S. Moritz of Cincinnati, A. H. Levy of Pittsburgh and L. Zucker of Cleveland were the branch managers present.

A meeting in Dallas follows on January 17-18 with the final session scheduled for San Francisco, January 27-28.

Rubin Shapiro Seeking $75,000 in Trust Suit

PHILADELPHIA—Rubin Shapiro of the Admiral has filed an anti-trust action against Warner and other majors, and Robert Lynch, M-G-M district manager. In a petition submitted to the federal district court, Shapiro is asking for $75,000 damages and an injunction against alleged monopolistic practices by the 13 defendants.

The theatre accuses the defendants of cutting off its supply of product because it claims it reduced admission prices from 25 to 15 cents to meet competition from near-by chain theatres.

Effect of Poster Move to Be Discussed by No. B-51

NEW YORK—The backroom employes union, Local B-51, will meet Monday at the Capitol Hotel to discuss the problems of the workers affected by the absorption of the poster and accessory departments of Paramount, RKO and Universal by Advertising Accessories, Inc.

No "Trust Busting" Letup in Shifts

WASHINGTON—Attorney General Frank Murphy will become a member of the U. S. supreme court and Solicitor General of the United States Robert H. Jackson will become attorney general, but other than the change in the name of the head of the department of justice there will be no effect on the government's attack against monopoly in the motion picture and other industries.

With the confirmation by the Senate of President Roosevelt's nomination of Murphy to succeed the late Associate Justice Pierce Butler, the New Deal will have a clear majority on the supreme court bench, with five of its nine members Roosevelt nominees.

With the confirmation of Jackson the department of justice will have as its head the third of President Roosevelt's trust-busters, who is expected to continue practically unchanged his predecessors' program for the enforcement of the anti-trust laws.

As assistant attorney general in charge of anti-trust enforcement under Attorney General Homer Cummings, Jackson laid the ground work for the trust-busting campaign which has been carried on by his successor in that post, Thurman Arnold.

As solicitor general, Jackson argued before the supreme court in behalf of the administration in several important cases involving New Deal policies. Also, because it would fall to him, possibly, to argue any appeals which might reach the nation's highest tribunal, he kept constantly in close touch with Arnold's activities and was one of the department group which discussed and worked out matters of policy.

Accordingly, it is generally believed that he will not interfere in Arnold's campaign, but will continue the policies laid down by Cummings and Murphy.

Developments in Pickwick Action Up to the D of J

NEW YORK—Further developments on the Pickwick, Greenwich, Conn., are in the hands of the department of justice, according to Edward J. Peskay, head of Prefect Theatres, which operates the house. It is understood meetings are being continued by Fred Whelan, special assistant to the attorney general here, with distributors and their attorneys in an effort to either reduce or entirely eliminate the clearance Stamford has over Greenwich.

See Little Appeal Chance In Baltimore Decision

NEW YORK—Pointing to the record of District Judge W. Calvin Chestnut, who rarely if ever has been reversed in higher court, major counsel foresee little chance of a successful appeal from Chestnut's decision dismissing the anti-trust suit against the majors and Westway Theatres in Baltimore.

The decision established the right of distributors to choose their own customers and set up clearances without allegedly combining and conspiring in so doing.

Solons Are Active in Albany; Lottery Bill

ALBANY—Atop of the mooted Dunnigan-Penny pari-mutuel bill, which would pave the way for four more tracks in New York state and would further increase competition to theatres by requiring vastly enlarged racing plants as of 1941, measures were introduced in the legislature to establish state lotteries, to levy a two per cent sales tax, and to regulate employment agencies. Governor Lehman's recommendation for the control of outdoor advertising was another feature of the opening session.

With the exception of the pari-mutuel enabling bill—others with different provisions are scheduled for sponsorship—the remaining measures are along lines that have been considered in previous years. The Whitney-Bewley sales tax act calls for a levy on admission receipts. Its introducers are upstate members of the Republican party, which controls both houses of the legislature. The employment agency bill is similar to the final draft which Assemblyman Howard Ostertag of Wyoming county put in last spring. One of the lottery measures is sponsored by Assemblyman Stephen Jarema of New York City. Sen. Phelps Phelps, also of New York, has another proposing a constitutional amendment. In the past, bills for state lotteries, including ones in which cities would share the proceeds, for relief purposes, have not been reported out of committee. Governor Lehman is among those believed opposed to the establishment of official lotteries. Numerous bills carrying out recommendations by him and previous governors on regulation of outdoor advertising have been introduced, but none passed.

Although the pari-mutuel bill undoubtedly will be fought by motion picture interests, it contains several provisions which exhibitors would like to see adopted, if any enabling legislation must go through. Among these are: A prohibition against issuance of passes except to track association employes, the press and public officials in performance of duties; the fixing of $1.50 as the minimum admission, and a ban on betting by minors. Two additional tracks upstate presumably would be in the Rochester and Buffalo areas. Pari-mutuel betting would be permitted at a limited number of light harness, but not county fair tracks.

"March for Monogram" Drive Starts Feb. 25

NEW YORK — Starting February 25, Monogram will inaugurate a five-week playdate drive. It is to be called "March for Monogram" and during the period seven pictures will be released.

A meeting of 19 franchise holders was held Saturday and Sunday in Chicago to discuss the sales quotas and publicity plans. W. Ray Johnston, president, left Thursday night for the Windy City and was followed by Edward A. Golden and George W. Weeks. Scott Dunlap, production head, attended the sessions and is now in New York for the quarterly board meeting to be held Tuesday.

Lantz West After Parley On a Feature Cartoon

NEW YORK—Walter Lantz, animated cartoon producer, returned to the coast over the weekend after starting negotiations here on a Technicolor cartoon feature he plans to produce independently. For his first effort he is considering three fairy tales—"Jack, the Giant Killer," "Pandora's Box" and "The Old Woman Who Lived in a Shoe"—rights to which he has secured.

Lantz observed that, no matter how great the demand may become for full-length cartoon features, dearth of manpower would preclude possibility of more than four or five releases a year.

During his stay here Lantz closed deals with local manufacturers for production of 110 different commodities for the "Oswald the Rabbit" and "Andy Panda," one-reel cartoon series he produces for Universal.

BALTIMORE

LYNN JENSEN, cashier of the Apollo, was held up Sunday night, December 31, about 6:30 p. m. . . . Headline in the *Evening Sun* New Year's Day read: "Boulevard Theatre Robbed, the first robbery of the new year. Burglars forced open a coal chute early in the morning, forced open a steel wall cabinet and escaped with nearly $300. Robbery was discovered by Patrolman Albert Moore, who noticed that a grating over the coal chute was opened about 6:30 a. m. The Boulevard was last robbed Aug. 4, 1932, by burglars who then took $800. Motion picture theatre owners are offering $250 reward for information leading to the arrest and conviction of persons who robbed the Apollo and Boulevard theatres."

Mrs. Leon Back is off to visit her relatives in Hollywood, Cal. Leon will be alone for several months . . . Most unique greeting card was sent by Max (spice of life) Weinberg, manager of the Little, who put "Season's Greetings, Maxwell Weinberg," on the marquee and photographed it . . . William K. Saxon, manager of Loew's Century, announces that "Gone With the Wind" will open in Baltimore on January 26, starting at 11 a. m. and running continuous during the day with one special reserved seat show at 8 p. m. . . . Nathan Cantor, manager of the Astor, was love bugging with his heartbeat in Virginia, so on the way back his car went into a tailspin, winding up with the back end in a telegraph pole.

J. M. Rappaport treated Baltimore *News* carriers to see "The Hunchback of Notre Dame," Sunday, December 31 . . . A preview of "Swanee River" was held by Morris Mechanic at the Center. Music critics and representatives of patriotic organizations attended . . . Highlight of the Rome Theatres' annual party was when J. L. Rome made announcement that the turkey had been held up because of two who complained about not getting any last year, so Mr. Rome called Marie Comegy, cashier of the Capitol and R. Marhenke, manager of the Broadway, to the front, made the announcement, then had the turkey released.

Election of Kaplan "Insult" to Labor

NEW YORK—The "avowed hope" of those who elected Sam Kaplan to the executive board of Local 306, projectionists' union, with the thought of later restoring him to the presidency is "an insult to all labor unions that have made honest efforts to rid themselves of the stigma of domineering bosses, irresponsible use of union money and public suspicion of racketeer rule," says the New York *World-Telegram* editorially.

The newspaper admits taking a "leading part" in exposing Kaplan seven years ago when he was ousted from the presidency of Local 306 and subsequently was found guilty of coercion for which he received a six months' jail sentence.

Observing the progressives in the union made a stout fight against Kaplan, the editorial states "they will have to prepare a yet stronger one to prevent him from being re-elected president.

"The international, unless subjected to big pressure, is likely to take a hands-off attitude on the old plea of 'local autonomy.'

"Yet the Kaplan start on a comeback is a sad blow to a union that has made sound progress of late under better leadership," the newspaper declares.

M. P. Associates Election Meeting Waits on Ellis

NEW YORK—Meeting for election of officers of the Motion Picture Associates will be set when Jack Ellis, president, returns from a Florida vacation Monday.

Moe Sanders of 20th-Fox, vice-president, opposes Ellis in the race for the presidential berth. Nominees for vice-president are Moe Streimer of UA and Jerry Wilson of Principal. Incumbent Matty Kahn, second vice-president, will be opposed by Jack Rosenfeld of Film Products and Moe Kurtz of 20th-Fox.

For recording secretary, Arthur Weinberger of UA opposes Moe Fraum of Columbia, incumbent. Treasurer Sol Trauner of Columbia faces opposition from Nat Beier of UA. Louis Kutinsky of RKO, Abe Blumstein of 20th-Fox and Max Freed of Warner are candidates for sergeant-at-arms.

Charles Penser of Monogram, financial secretary, will be re-elected as his position remains uncontested.

Two trustees are to be named from the following four nominees: Sy Schussel of Columbia; Joe Lee of 20th-Fox; Jack Hattem of Interboro, and Myron Starr of the Island circuit.

New York Bookers Meet Tuesday for Election

NEW YORK—The newly-formed Motion Picture Bookers of New York will meet Tuesday at Hotel Lincoln to elect an official slate of officers and adopt a constitution. Myron Starr of the Island circuit is acting president.

General Aniline and Agfa Ansco Effect a Merger

NEW YORK—Joint stockholders of General Aniline & Film Corp. and Agfa Ansco Corp. have voted a merger. The move is said to be in pursuance of a policy of simplification of the corporate structure of General, of which Agfa was a subsidiary. Under the merger, Ernst Schwarz, who had been president of Agfa, becomes a vice-president of General and executive officer of Agfa Ansco division. W. Paul Pickhardt, who had been chairman of the Agfa board, also becomes a vice-president of the parent company.

PHILADELPHIA

HARRY FRIED has introduced a new wrinkle in free parking at the Seville. He has uniformed attendants drive the cars from the theatre front to the private garage in the rear, then bring them back after the show is over. Saves the customer a wetting when it rains . . . Esther Diamond, pretty secretary of Edgar Moss, 20th-Fox, is off this week for a two-week sunning on Florida beaches . . . A crew of Columbia boys are just getting back from the Southland. Bill Bethel, Harrisburg salesman, and Ed Rosenbaum, exploiteer, spent a couple of weeks at Miami; Harry Weiner, branch manager, visited his family in West Palm Beach, and Morton Goldstein, Scranton salesman, picked up a tan and a Spanish accent in Cuba. Esther Rudo, Weiner's secretary, waited for the boss to get back, then ran off herself to Miami.

Harry Goldberg, Warner ad chief, was in town for a session with the local boys . . . Joe Nevinson, Grange, is the latest to adopt the Pot O' Gold idea . . . Oscar Neufeld, Horlacher, left town on business. Ditto Bill Porter, Monogram, who was called to New York . . . Boyoboy, what an efficient Lost & Found Department we have. Our note last week about the abandoned pair of specs at the Metro exchange brought an immediate response from J. Wolf of the Globe. Now he's seeing straight again . . . They've finally tied down "Gone With the Wind." Opening dates here are January 18 at the Boyd; January 19 at the Earle.

Charlie O'Malley, Paramount booker, will gladly tell you the time whenever you want to know. He's sporting a new wrist watch—a present from his wife . . . The impending transfer of the Paramount accessories business to National Screen has the boys in the ad sales department up in the air, wondering how the move will affect them. Some observers suggest other exchanges may follow suit, and the city will have a central accessories exchange . . . Evelyn Moore, Paramount telephone girl, was seen the other day marching down 12th Street with a basket of food for a poor family.

A letter from Buffalo informs us our note about the death of Frank Leonard is highly exaggerated. Frank is a very much alive and wideawake salesman for the Pam-O-Film Exchange there. Our sincere regret for the error.

J. R. Appelbaum is reported to have replaced Charles Steerman as president of the Blackwood Amusement Co., which operates the theatre in Blackwood, N. J. . . . William Goldman's Bandbox reports proudly that a heavy exploitation campaign for "Mr. Smith" brought the unusual results of completely full houses at the five shows New Year's Day.

Bob Galligaw, who used to be a doorman at the Fox, is now sporting the uniform of city fireman . . . Sid Mesibov, Warner ad man, shows off his mathematical skill by working the Record's *daily puzzle in record (no pun) time.*

Eddie Tracht, projectionist in the Vine Street screening room, was hurried off to the hospital and separated from his appendix at 4:30 a. m. New Year's day . . . William Friedman, who runs the projection room, is said to be considering closing it because of the dearth of films offered for screening by the exchanges.

WASHINGTON

NEW attendance records were set up at all the downtown houses following the farewell to 1939. Louella Parsons and her entourage of starlets captivated the fans at the Capitol; Martha Raye and her troupe took the honors at the Earle; while "Hunchback" at Keith's finished its first week with a bang . . . Hardie Meakin, accompanied by Nelson Bell of the *Post;* Jay Carmody of the *Star;* Don Craig of the *News,* and Carol Frink of the *Times-Herald,* journeyed to Baltimore to meet Charles Laughton, who was en route to Atlanta for personal appearances, and accompanied him to Washington. Laughton commented that the best scenes in "Hunchback" were "In the belfry and on the pillory with Hugo's pantomime being followed to the letter" . . . The next vehicle of supreme interest to follow at Keith's is the world premiere showing of "Abe Lincoln in Illinois" scheduled for January 23.

On January 30 the President's Birthday Ball celebration will hold sway at all the larger hotels and first-run houses. Andy Kelley, drama critic for the Times-Herald *and chairman of three entertainment committees, hopes to have the greatest galaxy of stars ever to visit the nation's capital for such an occasion. Gene Autry will ride in the Fort Meyer horse show on January 25, and will remain for the celebrations. In addition, a special performance of the Broadway comedy hit, "Life With Father," will be given at the National, Sunday evening, January 28. Eager to do their bit, the Hollywood visitors, namely, Louella Parsons, Martha Raye, Susan Hayward, Arleen Whelan, Joy Hodges, June Preisser, Jane Wyman and Ronald Reagan interspersed their offerings over the air by joining with Commissioner Hazen and Andy Kelley in making an appeal to the public to support such a worthwhile cause.*

News of the week at Warner theatres: Prior to saying adios to his associates Dan Terrell was feted with a luncheon. The executives presented him with a check; the theatre managers gifted him with an eight-day clock and varied tokens of friendship, while the ladies ensemble presented him with a brief case. Frank LaFalce, publicity chief, journeyed to his Newark home to celebrate Xmas and New Year's. His secretary, Charlotte "Rusty" Duncan, has answered in the affirmative and will walk down that long aisle March 1. R. L. Birge is the lucky fellow . . . Al Pratt has returned from his vacation . . . Deepest sympathy is extended to Mrs. Dorothea Cersley, formerly of the Warner staff and wife of the manager of the Uptown, on the death of her father . . . Harry Anger, production manager, is planning to present the "Desert Song" on the Earle stage, January 12. Within the given time of one hour all the music will be used . . . "Red" Skelton, radio comic, is due for a p. a. soon . . . The winners of the "Four Wives" contest with their husbands, were feted at the Neptune Room, followed by attendance at the Earle.

Items from the Metro exchange: Mrs. Norman Frees, formerly of the local staff and at present affiliated with the New York exchange, accompanied her husband on a holiday visit to Mrs. Harriet Kenworthy . . . Mr. and Mrs. Lou Marks of Cincinnati paid a holiday visit to Mr. and Mrs. Carlton Duffus . . . The Misses Dermody and Hall entertained Mr. and Mrs. Ray Irvin with a dinner party . . . Mr. and Mrs. Jack Goldberg entertained with a champagne party at Thalheimer's Inn, Front Royal . . . Mrs. Esther Blendman has returned from her vacation . . . "Gone With the Wind" will open January 25 at the Palace.

It was birthday week at Universal with Bernie Kreisler, Dorothy Pruitt and Ina Pritchard celebrating in one-two-three fashion . . . A. J. Herman, Universal district manager, visited the local exchange for a few days in behalf of the current testimonial drive to "Bill" Scully . . . 20th-Fox's Sara Young weekended in Beantown . . . Archie Rose, for many years associated with the RKO staff, has resigned to accept a position with the census bureau . . . Herb McIntyre and Nat Levy are on the expected list at RKO in behalf of the forthcoming Ned Depinet Drive . . . Universal's Herb Blumenthal celebrated his fifth wedding anniversary January 6.

Kreisler Getting Ready For "U" Studio Visit

WASHINGTON—B. Bernard Kreisler, Universal branch manager, is getting his bags packed for a trip to the studio as a result of winning the first prize in the recent "Exhibitor-Sponsored Testimonial to New Universal." The award includes a $1,500 cash prize, which will be distributed among the office personnel, and a two-week visit by plane to Hollywood.

Now Hoffberg Productions; Moving to 1600 Broadway

NEW YORK—The company name of J. H. Hoffberg, Inc., has been changed to Hoffberg Productions, Inc. After January 10, home offices will be moved to 1600 Broadway.

RICHMOND

DESPITE the coldest weather of the winter, several house records were broken during the holidays. At the New Year's Eve midnight show, the Byrd had such a huge crowd to see "Hunchback of Notre Dame" that Bob Coulter had to run back a couple of reels, winding up about three a. m. Other theatres giving midnight shows were also filled to capacity. Stewart Tucker, manager of the State, reported that all house records were broken on New Year's Day with "Swanee River." Frank O'Brien is packing them in at the Colonial with "Gulliver's Travels." Allen Sparrow also is doing big business at Loew's with "Balalaika." Al Nowitsky brought in a special stage show for the holidays to the National, winding up his midnight show after two a. m. "Swanee River" also is doing way above average business at the Capitol, holding for a second week, according to Alex Ravdin.

The convention committee of the MPTO of Virginia is very busy lining up special features for the conclave to be held at the John Marshall on the 18th. Of course, all members of the legislature are expected to be on hand for the banquet and ball . . . Bill Attmore, RCA engineer, who had planned on entering the air races at Miami, was forced to withdraw due to his inability to get away at this time . . . After laying off for two weeks during the holidays, the Midnight Bowling League will resume Monday night with the State team rolling the Carillon, Grand versus Brook-Vue, and Colonial against Park. The State is now leading by seven games over Brook-Vue.

The dance given by the Social Club of Neighborhood Theatres at Tantilla was a huge success with over 200 dancing to the music of Jelly Leftwich . . . The Local Stagehands held their annual election of officers and all voted to retain Tom Jones, veteran, as president; Buck Colgin, vice-president; John Leary, financial secretary; Harry Jarvis, business agent; Stewart Atkinson, recording secretary, and Claude Wilson, treasurer . . . Julian Bryan, ace cameraman for the March of Time, was a recent visitor and showed films of Poland at the Public Forum . . . Harry Taylor, RCA representative for this territory, has returned from vacationing in Miami . . . Mrs. Frank A. O'Brien, wife of the city manager for Wilmer and Vincent, has recovered from an attack of the grippe . . . Floyd Stawls, manager of the Carillon, and Charlie Yerby, assistant manager of Loew's, visited their homes in Norfolk last Wednesday . . . Wade Pearson was a visitor from Arlington . . . Bob Beamer also spent a short time here from Pulaski.

Jimmy Thompson, who resigned from the Lee service staff to go to Florida, is now connected with the Colonial in a similar capacity . . . Keith Caudle, Wilmer and Vincent relief manager, visited Petersburg the other morning . . . The Women's Club presented a series of films of actresses of years gone by at their meeting which were secured from the Film Library of the Museum of Modern Art in New York . . . Ralph Byrd, Dick Tracy of the films, made a personal appearance at Bob Egan's Park . . . We hear that there will be another link in the Neighborhood Theatre chain when the new 700-seat house now being built in Arlington is completed. Fred Bishop is the architect and the Wise Granits and Construction Co. the contractor.

REVIEW FLASHES

BRITISH INTELLIGENCE (WB)—In which a competent cast enacts a drama of the first World War in a regulation spy story. Margaret Lindsay, Boris Karloff, Holmes Herbert. William Clemens directed.

BURIED ALIVE (PDC)—This story of the effect of capital punishment on a group of prison attaches should fit in the smaller situations where a fair second feature is required. Beverly Roberts, Robert Wilcox.

EMERGENCY SQUAD (Para)—Will fill the bill nicely for those to whom action in screen fare is a requisite. Well cast and speedily directed, it delves, as the title implies, into the daring deeds of the police emergency division and carries a bumper load of rip-snorting melodrama. Louise Campbell tops cast. Stuart Walker produced; Edward Dmytryk directed.

INVISIBLE MAN RETURNS, THE (Univ)—Plenty of excitement for the thriller fans; not too spooky for the juveniles, this packs a load of entertainment. Sir Cedric Hardwicke, Vincent Price, Nan Grey. Joe May directed.

SHOP AROUND THE CORNER, THE (M-G-M)—A Cinderella theme unfolded against the background of a Budapest luggage shop. A highly humorous and human parcel of whimsy which should have wide audience appeal. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Ernst Lubitsch directed.

SLIGHTLY HONORABLE (UA)—Mildly amusing comedy-murder mystery which veers toward the screwball side, its best assets are brittle dialogue, substantial production and the established names in its cast which is headed by Pat O'Brien and Edward Arnold. Nevertheless, much of the effectiveness is lost through over-length and fluctuating tempo. Walter Wanger produced; Tay Garnett directed.

SOS MEDITERRANEAN (SR)—A good story of human values, with reliable elements of suspense and camaraderie. Pierre Fresnay, Tolf Wanka.

TWO-FISTED RANGERS (Col)—Directorial touches lift this western from the formula routine. Charles Starrett, Iris Meredith. Joseph H. Lewis directed.

WESTBOUND STAGE (Mono) — Splendid music and superb landscapes augment this film in the regular Tex Ritter channel as to plot and dialogue. Tex Ritter, Muriel Evans. Spencer Gordon Bennett directed.

YUKON FLIGHT (SR)—The best film to date in the string on Laurie Yorke Erskine's story character, Renfrew of the Mounted Police.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

ALBANY

MARY HAWKINS of Republic left the snow and wintry blasts of Albany for sunny California, taking along her mother. Physicians ordered a change of climate for Mrs. Hawkins. She and daughter headed for New York to visit one of the Hawkins boys over the New Year, and then hit the southern route to Los Angeles. A married daughter lives in the latter city. Miss Hawkins has taken a two months' leave of absence from Republic. Winifred Allen, 20th Century-Fox cashier, gave her a farewell party. Jim Bailey, former office manager and booker for Columbia, will fill Miss Hawkins' place. Bailey had recently been working for American Express Co. . . . Bernard Kranze, RKO manager, visited Smalley circuit offices in Cooperstown . . . Arthur Horn, Metro salesman, vacationed in Atlantic City . . . Bill Kraemer, Schine booker in Albany territory, was on Filmrow. He spent the holiday at his home in New York.

Mrs. Jerry La Rocque, wife of the Warrensburg exhibitor, received a holiday present when the cast was removed from a broken leg. She is now on crutches . . . Marriage of Oscar J. Perrin jr., son of the manager of Fabian's Harmanus Bleecker Hall and veteran Albany houseman, and Abbie D'Arcy Gilkerson of this city, at Danville, Va., July 16, has been announced. Perrin was playing first base for a club in the Bi-State league. Several years ago, he had a trial with the Albany International league team and later he was with Harrisburg of the New York-Penn loop. A brother, Keyes, is chief announcer at WBZ, Boston . . . Bill With, assistant manager-treasurer of the Palace, in the "What Do You Think?" column of the Times Union, *opined that the paper should ascertain whether Albanians would like to see stage shows come back here. He said, "They have tried a few times but didn't get anywhere. I mean good road-shows, not the small-time theatricals." Only regulation legitimate company playing an Albany theatre during* 1939 *was Edward Everett Horton's "Springtime for Henry," at Bleecker Hall for two days last fall.*

Matt Beier, United Artists home office representative, was in town. He accompanied Salesman John Steele on a trip to Smalley circuit headquarters in Cooperstown . . . Engagement of Irma Armm, daughter of Jack Armm, Columbia salesman, to Benjamin Silberg, proprietor of an Albany pharmacy, is announced . . . Fabian and Warner circuits ran separate New Year's greetings from their local theatres (four each) in Albany papers, but in Troy dailies of January 1 and 2, they had a group advertisement.

Encouraging sign of better business: Officemen servicing chain and other theatres were reported to have been well remembered at holiday time. Four circuits said it with cash, one placing the money in a billfold . . . Mary Anita Krumenacker, daughter of Paul Krumenacker, Warner manager, was home from Seton Hall College for the holidays . . . Albany Local 324, *IATSE, gave* $25 *to Mayor Thacher's Christmas Fund. Troy local donated* $5 *to the Finnish Relief Fund.*

20th Century-Fox (023) **Rel. Jan. 19, '40**

There is latent promise in this one. When it once catches on and the word gets out as to what it really is and has, the film should enjoy a substantial run. The story is super slick stuff and packs double meaning after double meaning. The characters involved are a a pair of divorcees, scheming to re-marry on the female side and marry-her-off-and-stop-paying-alimony on the male side. Their friends are a forward and sophisticated collection of moderns with few moral scruples. The speeches will cause eyebrows to lift. Generally the action is played against a weekend party where former husband and wife, amorous friends and scheming hostess, along with a pair of post-adolescents cavort. Roy Del Ruth directed from a screenplay concocted by four authors, among them John O'Hara.

Joel McCrea, Nancy Kelly, Elisha Cook jr., Mary Boland, Roland Young, Cesar Romero.

He Married His Wife A Comedy

M-G-M (18) **85 Minutes** **Rel. Jan. 5, '40**

Steeped in the tradition of the British peerage, entirely lacking in romantic interest, this bizarre undertaking merits unstinting praise for its deviation from the beaten track in film fare. It is superbly enacted, but must be classified in the doubtful column insofar as returns from the American market are concerned, although undoubtedly the empire and its possessions will find it thoroughly to their liking. Once again Robert Montgomery demonstrates his versatility by portraying a role as far removed from his usual suave, debonair man-about-town as was his murderer in "Night Must Fall." Owner of a prosperous liquor business in Chicago, he falls heir to a vast English estate. Taking possession with the intention of converting it into cash, he is convicted of murder and hanged in the Tower of London. Richard Thorpe directed.

Robert Montgomery, Edward Arnold, Reginald Owen, Edmund Gwenn, E. E. Clive, Ronald Sinclair, Billy Bevan.

The Earl of Chicago F Drama

Warner Bros. (——) **75 Minutes** **Rel. Dec. 30, '39**

This has nothing new in story, cast or motivation to distinguish it from the many other prison-gangster pictures which during recent years have come from the same studio and, therefore, will perform its best service in entertaining those who never tire of that type of film. George Raft is more than ordinarily inept as the ex-convict who finds it impossible to go straight because of the hurdles the parole system places in his path and finally makes the supreme sacrifice to save a kid brother from entering a life of crime. Released from prison, Raft is driven from one job to another. Desperately in need of quick money, he joins a mob of bank robbers, but decides to quit after he has made his stake. His younger brother becomes involved and Raft has to cross the gangsters to save the boy from prison, resulting in his being shot. Directed by Lloyd Bacon.

George Raft, Jane Bryan, William Holden, Humphrey Bogart, Flora Robson, Paul Kelly, Lee Patrick, Henry O'Neill.

Invisible Stripes F Melodrama

20th Century-Fox (028) **74 Minutes** **Rel. Jan. 26, '40**

Ideal fare for the adolescent and family trade, this gives a new stimulus to the screen career of Jane Withers and indicates that although she has definitely out-grown her little-girl roles, with continued careful handling she can maintain her place as a marquee asset and a money-maker. Characteristically peppery, she is considerably less raucous than heretofore, but retains her excellent comedy timing. The vehicle serves also to introduce another promising juvenile in Joe Brown jr.—no relation to the wide-mouthed comedian—who has plenty of talent and proves an able foil for young Miss Withers. The smart, know-it-all daughter of a wealthy rancher, she is sent to Thomas Jefferson high school in San Antonio, Tex., where her cocky ways make her immediately unpopular Her reformation and a light romance with Allen provide the plot. George Nicholls jr. directed.

Jane Withers, Joe Brown jr., Lloyd Corrigan, Claire Du Brey, Lynn Roberts, Paul Harvey, Cliff Edwards.

High School F Comedy

Warner Bros. (——) **63 Minutes** **Rel. ——**

A well-plotted mystery, involving the stealing of airplane plans by foreign agents, serves to revive the screen career of Philo Vance, one of fiction's most popular detectives. Although unimpressively produced, it is certain to be liked by audiences who will react favorably to the concise manner in which the intrigue is handled and the mystery solved. James Stephenson proves entirely adequate as the latest in a long line of Thespians to essay the Vance character, while the supporting cast and the direction by William Clemens are well up to par in the program pattern. The story opens abroad, where Vance first is called upon to trace the spies, and moves over to America for a climactic chase finish in which the suave sleuth once again comes out the winner and foils the villains.

James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Sheila Bromley, Ralph Forbes, Bo Ling.

Calling Philo Vance F Mystery Drama

Amkino (SR) **70 Minutes** **Rel. Dec. 25, '39**

Once in a long while a production comes from Russia that has no bearing whatsoever on that nation's achievements and ideals. This is one of them. Instead, here is a neat bit of fantasy. The film is a clever mixture of puppeteering and flesh and blood acting. The story is by Alexei Tolstoy. It is his interpretation of the Pinocchio yarn. And there is enough departure from the straight form to make it highly interesting. In short, the scenario concerns a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications which embrace the entire set of such situations. The photography could have been better. But, on the whole, the technical resourcefulness of the producer is quite remarkable.

A. Shagin, S. Martinson, G. Uvarov, O. Shaganova-Obratsova, T. Adelheim, R. Khairova.

The Golden Key F Fantasy

Warner Bros. (——) **60 Minutes** **Rel. ——**

A natural for substantial grosses, this possesses the entertainment qualifications that may move it into the hit division despite its unassuming production ramifications. The vehicle provides a field day in the acting department for veteran May Robson, who creates a mirthful, lovable characterization as a square-shooting old lady, a pioneer of the old rugged days of the west, who takes matters into her own hands when her granddaughter is hauled into court on a murder charge. With the dubious assistance of Harry Davenport, an old friend and lawyer, she sets about trying to find the true murderer of her granddaughter's husband. Finally she is forced to resort to shooting tactics to pin the killing on an unsavory gambler. George Amy directed.

May Robson, Harry Davenport, Margot Stevenson, Hardie Albright, Clay Clement, Clem Bevans, Ann Todd.

Granny Get Your Gun F Comedy Drama

Universal (——) **83 Minutes** **Rel. Jan. 26, '40**

The indications early in this film are that it is going to be another all-male cast production and gives promise of a good brand of adventure and drama. Instead, as it unreels, it merely becomes a vehicle—one of those affairs where a woman invades a jungle camp and causes various complications and consternation. It is ordinary program stuff. The location of the plot is in South American jungles. The hinge upon which the play swings is the course of an expedition to uncover ancient ruins. The players sweat copiously. Miss Bennett emotes as expected. The backgrounds seem hot and sticky and the action unfolds likewise. The second half of the story deals with the explorers' attempt to get back to civilization when their natives desert. James Whale directed.

Douglas Fairbanks jr., George Bancroft, Joan Bennett, Alan Hale, John Howard, George Sanders.

Green Hell F Drama

Alliance Films Corp (SR) **65 Minutes** **Rel. ——**

During the events that preceded the present conflict in Europe, it seems, a British producer thought up the idea for this film. What is offered is something that no doubt tickled the fancies of certain English groups. Under analysis, the whole film disintegrates into a silly drama that will cause more laughs in the wrong places by virtue of naive dialogue, and more coughs than come from catarrhal irritation. This is a spy story done with the familiar trimmings. The Royal Navy plays a prominent role in waylaying an organization of spies through the antics, they are no more, of a commander of a destroyer. Also involved are an innocent retired admiral, boy scouts, wily foreigners and probably the hammiest group of performers ever to reach these shores. It is better left alone.

Geoffrey Toone, Judy Kelly, Clifford Evans, John Wood, Henry Oscar, Alf Goddard.

North Sea Patrol F Drama

SELLING ANGLES: **"Invisible Stripes"**

George Raft is the potent marquee name, with Jane Bryan and Humphrey Bogart rating supporting credits. Point out the story is from a book by Warden Lewis E. Lawes and arrange tieups on Lawes' writings with libraries. As a lobby center-piece, prepare large portraits of Raft, Bryan and other cast members, supposedly recoiling in fear, with the shadow of prison bars over their faces. Obtain police cooperation in arranging an anti-crime display of machine guns, etc., in the lobby. Have local civic officials comment, in your advertising campaign, on the evils of the parole system.

CATCHLINES:

Bound by Invisible Chains . . . Disfigured by Invisible Stripes . . . These Paroled Prisoners Cannot Call Their Lives Their Own.

He Was a Tough Guy Who'd Served Time . . . But He Gave His Life to Save His Kid Brother.

SELLING ANGLES: **"The Golden Key"**

This one is largely for the house with a Russo-phobe following. A local tieup with a puppet troupe is indicated. A small puppet show in the lobby with a few short performances at the right times might also aid. A collection of puppets with the strings and other various modes of manipulation might be displayed in a lobby case, appropriately labeled. Plant stills from the film in foreign restaurants and other haunts. A brief story might be composed on the history of puppeteering and planted in the dailies.

CATCHLINES:

Tolstoy's Adaptation of the Pinocchio Story Will Delight You.

Like "The New Gulliver," Here Is a Film That Will Prove a Decidedly Different and Delightful Experience.

SELLING ANGLES: **"North Sea Patrol"**

It can be sold. But just for a one-day stand. There are too many angles for exploitation appearing in the daily press. Each day brings a new collection of naval engagements which could be blown up, giant size, for the lobby. A paper display from "Life" and the analysis of the British Navy, which that magazine ran recently, merits attention by the exhibitor. A Boy Scout troop should be impressed into exploitation service. But scrutiny of the "Life" article will serve the exhibitor best, for then he will know more thoroughly what he has on hand.

CATCHLINES:

See the Behind-the-Scenes Preparations of the British Navy in the Events That Led Up to the Present Conflict.

What Goes on Behind the Steel Wall of the British Navy? . . . See This Film.

SELLING ANGLES: **"The Earl of Chicago"**

Robert Montgomery and Edward Arnold are the names to exploit in this one. Build up Montgomery's role as being comparable to his memorable one in "Night Must Fall." Stills showing him wearing a full court costume, with knee breeches and sword, can be planted with local clothiers who guarantee to "outfit you for every occasion." Offer prizes for the best letters written in answer to the question, "What would you do if you suddenly fell heir to an English estate?"

CATCHLINES:

Raised in the Tenements . . . Where Force Was Law . . . He Couldn't Adjust Himself When He Became a Lord of the Peerage.

Another Triumph for the Star of "Night Must Fall" . . . In a Powerful Drama of Breeding Versus the Booze Racket.

SELLING ANGLES: **"Calling Philo Vance"**

Call patrons' attention to the fact this is based on "The Kennel Murder Case," one of a series of popular detective stories by the late S. S. Van Dine. Prepare a lobby layout of screen sleuths such as Charlie Chan, Nick Charles, etc., with James Stephenson, as Philo Vance, occupying the center of the display. Urge libraries and bookstores to arrange special displays of the Philo Vance books. As a pre-showing plug, have attendant go down the aisle, saying "Calling Philo Vance."

CATCHLINES:

Philo Vance to the Rescue As International Spies Plot to Rob Our Country of Valuable Aviation Secrets.

The Greatest Detective of Them All . . . Philo Vance . . . Returns to the Screen.

SELLING ANGLES: **"Green Hell"**

In spite of evident weakness as novel or particularly potent entertainment, this film is, nevertheless, one with which the imaginative showman can really go to town. The jungle locale of the story means similar decoration in the lobby. The boxoffice should be made into a native hut. Attendants could be dressed as explorers in khaki shorts and pith helmets. Caged monkeys and other appropriate animals in the lobby. A native call is used in the film. A transcription of it could be made on a phonograph record and played at the proper times to catch attention.

CATCHLINES:

They Went Into Unknown Jungle Country for Science . . . And Gold.

This Crew Joked and Swore Until She Arrived in Their Midst.

SELLING ANGLES: **"He Married His Wife"**

Emphasize the comedy angles. Feature the starring angle of Nancy Kelly for fan attraction. She mugs all over the place but they'll probably love it. A paper giveaway with a horseracing twist might be worked up and appropriate gags strewn through it. Horseracing has a fair portion of the story as comedy material. A photograph collection of the many prominent supporting players should be distributed. Blowups of the notices in the daily press are advisable as are commendable lines from reviews in the regulation advertising.

CATCHLINES:

They Played As Friendly Enemies . . . Each Pitting Heart Against Heart.

A Gay, Snappy and Modern Comedy of the Fast and Furious . . . Fast on the Uptake and Furious in Romantic Purpose.

SELLING ANGLES: **"High School"**

Hold a special "preview" for high school heads and student body leaders. Engage the art classes of a high school to prepare a special lobby, with prizes going to the winning display. Plant publicity and advertising in school papers. Have announcements concerning the picture made at school dances, games, etc. Invite a school R. O. T. C. unit and band to appear on the stage. Check with your exchange on commercial tieups arranged for Jane Withers on various merchandise.

CATCHLINES:

She's a Texas Tornado in Her Tempestuous Teens . . . This New and Lovely Jane Withers . . . Heading a Thundering High School Herd.

The Boys Thought School Was Swell When Ginger Jane Became the Queen of the Campus.

SELLING ANGLES: **"Granny Get Your Gun"**

May Robson deserves the marquee credits on this one. Prepare a lobby display showing her dressed in cowboy attire and carrying a six-gun in each hand. Hold a special showing for grandmothers who bring their grandchildren and, as a feature of the event, supply each with a B-B gun and hold a target shooting contest on the stage. Plant stills with car dealers and garages showing Miss Robson driving an ancient automobile.

CATCHLINES:

When Her Granddaughter Was Accused of Murder Granny Dusted Off the Old Six-Shooter . . . And Unearthed the Real Killer.

It's the Season's Comedy Hit . . . With Lovable May Robson Showing These Young Folks a Thing or Two About Sleuthing.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE. 4804 E. 9th St., Kansas City, Mo.

First National

Espionage Agent

Good action melodrama which pleased the patrons very much. We think this Marshall gal is going to get along. Fri., Sat. Weather: Unsettled. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300. Horn and Morgan, Inc., Star, Hay Springs, Neb.

Old Maid, The

Terrible at the boxoffice. Had numerous outside attractions, but even under the best circumstances we do not believe this would do even normal business. Was great picture and Bette as usual was swell, but it takes more than that. Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

We Are Not Alone

An exquisitely handled tragic drama, subtly drawn characterizations. But customers, although admiring the picture, admitted 40c a high price to pay for a sigh and a moan. Mon., Tues. Weather: Rain, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Metro-Goldwyn-Mayer

At the Circus

Personally I cannot say much for this picture in the way of praise. However, people came in droves and laughed and roared all through the picture, so I guess it's a good show. The Marx Bros. are as silly as ever. Some people came back the second time to hear Groucho sing "Lydia." Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Blackmail

Hats off to Metro for another good program picture. Here is a powerful picture that is vibrantly alive with powerful emotions. May be a little brutal for the ladies with the scenes of the chain gang. I think that a better title could have been given the picture. Played on Fri.-Sat. change. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Dancing Coed

Nothing big to rave about but good entertainment. Drew the young trade. Sun., Mon. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Fast and Furious

Good picture that pleased. They like Ann Sothern's type of humor here. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Joe and Ethel Turp Call on the President

Good cast wasted on punk, sentimental story. Picture handicapped by too long a title in the first place. Overdone Brooklyn accent annoyed the customers—what there were of them. Some said it was fair. Christmas Day. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Thunder Afloat

Another good program picture from M-G-M. Good any day in the week. Equaled "The Women" here, so it really satisfied. Had "Mr. Smith" for competition and it stood them up, but so did "Thunder Afloat." Give me another as good. Sun., Mon. Weather: Good. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Women, The

This show did excellent business and gave general satisfaction. Even the checker seemed to be well pleased. Sun., Mon. Weather: Mild. General patronage. Population: 3,050. Capacity: 450.—A. E. Andrews, Emporium, Emporium, Pa.

Women, The

Well, it was a fine picture, but did no business. It's getting so that the best pictures do not do the boxoffice any good unless it is something out of the ordinary. Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Paramount

Beau Geste

Good pic—poor business. Would have been better to have passed it here. Tues., Wed., Thurs. Weather Good. Admission 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Cat and the Canary

We booked this for Saturday and then got scared about it. BUT—the people around here went strong for it. Did much better than higher bracketed pictures have been doing. Saturday. Weather: Cloudy, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Geronimo!

Saw it screened. Looks as good as the "Plainsman" to me. A natural for the country on most any day.—C. W. Ritenour, Milford, Milford, Ill.

$1,000 a Touchdown

Will do business, but the picture itself is not so good. Only a mediocre program picture in which neither Martha Raye nor Joe E. Brown are up to their best. As an average most of the patrons got a few laughs and did not feel cheated too much. Wed., Thurs. Weather: Cold. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

$1,000 a Touchdown

Nothing big to rave about but used it Sunday and Monday to good business. Rather have it than three "Beau Gestes" for business here. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Silver on the Sage

Best westerns made. Bill Boyd is my idea of a real cowboy. His acting makes these other would-be cowpunchers look sick. If it's a Boyd, it's good. Sun., Mon., Tues. Weather: Fair. Admission: 20-10. General patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Star Maker, The

Not anything exceptional, yet not bad. Played this one on a Sunday change and did quite well, slightly above average. The patrons seemed to be quite well pleased with this picture. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

RKO Radio

Bad Lands

Just what the title indicates—better detour. Fri., Sat. Weather: Good. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Fighting Gringo

Fair western. Did average Friday-Saturday business. Weather: Good. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

20th Century-Fox

Chicken Wagon Family

This picture did quite a bit above average business. If Fox continues to hold down Jane Withers with productions as poor as this one, the public will certainly lose their desire to attend. Jane needs better support from the studio in the way of better stories and casts. Wed., Thurs. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Day-Time Wife

Gregory Ratoff does some sloppy directing on this one, and Linda Darnell is amateurish in her acting, but all in all this is a pleasant comedy which manages to work itself up to a certain degree. Best one in the cast: Joan Davis. Thurs., Fri. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Here I Am a Stranger

A picture that should have been in the lowest price bracket, yet Fox insists on placing it in one of the highest. A very slow, draggy picture. The few who came sat through it in dead silence and came out with long faces. The story is fair and the actors try their best to muddle through a tough as-

(Continued on next page)

Date.....1940

To:

The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

Exhibitor .....

Theatre ..... **Seating Capacity**.....

Type Patronage..... **Admission Scale**.....

Town ..... **State**.....

Population.....

How Did It Do at Your Boxoffice?—Mail This Coupon Today

(Continued from preceding page)

signment. Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Honeymoon's Over

We have 562 seats—and at the first show sold 18. Can it be possible that no one wanted to see this picture? Oh, no. At the next show we had 27. Thursday. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Quick Millions

Absolutely the poorest and most ridiculous attempt at comedy seen for a long time. Eddie Collins, while good in some respects, overacts and spoils his comedy acts. This Jones Family series will be sliding down the skids at a merry clip if improvements are not made quickly. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

United Artists

Real Glory, The

A good picture that did excellent business for us. Gary Cooper turns in his usually good performance, David Niven wasted in an insignificant role, Leeds not yet doing anything to match her bit in "Stage Door." Pic holds interest, builds into plenty of action. Give it lots of paper and heavy exploitation if your patrons crave action. Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Universal

First Love

Durbin not appreciated here, but even the ones who ordinarily pass her by were quick to agree this one held true entertainment. Well directed and produced in line with Koster-Pasternak efficiency. Eugene Pallette injected the laughs. Did average business. Thurs., Fri. Weather: Good. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Hawaiian Nights

Entertaining programmer. Good on any dual bill. Tues., Wed., Thurs. Weather: Good. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Two Bright Boys

Entertaining action picture. Worth playing. Fri., Sat. Weather: Cold. Admission: 27-10. Rural patronage. Population: 1,440. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Warner Bros.

Pride of the Blue Grass

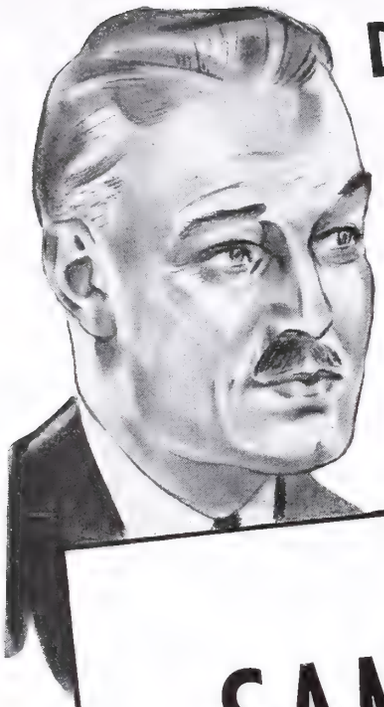
One of the most absurd, obvious and unattractive pieces of merchandise we have had to use in a long time. Of course, they had a horse race, and who do you think won? Why, Gantry the blind horse. Everybody knew it in the first place—and nobody cared. Saturday. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

The MODERN THEATRE



JAN. 6, 1940

. . . . PUBLIC SEATING



Does Air Conditioning Remain Efficient?



Here's the CARRIER Answer:

After 11 years

SAME EFFICIENCY

as the day it was installed

Missouri Theatre, St. Louis, Mo., reports no decrease in the overall efficiency of Carrier Central System

FURTHERMORE, this leading first run theatre estimates that the Carrier System paid for itself within the first 3 years.

Whether your theatre seats 100 or 10,000, Carrier has an *economical* air conditioning system for you. For large theatres a Carrier Central System provides dependable manufactured weather at low operating cost. For small theatres one or more of the 7 sizes of Carrier Cabinet Units provide ideal weather conditions at rock-bottom prices.

And once you have Carrier Air Conditioning you may be sure attendance will be stepped up all year 'round . . . cleaning and redecorating bills slashed . . . and the prestige of your theatre increased throughout your area.

Call your Carrier representative now. He is backed by a company with 38 years experience in the development, manufacture and sale of air conditioning equipment. Without the slightest obligation on your part, he will show you how reasonably



Missouri Theatre, St. Louis, Mo.

CARRIER AIR CONDITIONING IS INSTALLED THROUGHOUT ENTIRE THEATRE AND LOBBY! RECIRCULATION FANS ON BOTH BALCONY AND MAIN FLOOR ARE INDEPENDENTLY CONTROLLED. CARRIER CENTRAL SYSTEM COMPACTLY LOCATED IN BASEMENT.

Carrier Air Conditioning can be installed in your own theatre. Mail coupon today and increase your summer profits *this summer!*



THIS SUMMER, *visit the Carrier Igloo of Tomorrow at the New York World's Fair. 1940 is the 50th Anniversary of what is now Carrier Refrigeration, and the 25th Anniversary of the present Carrier organization.*

Carrier
Air Conditioning

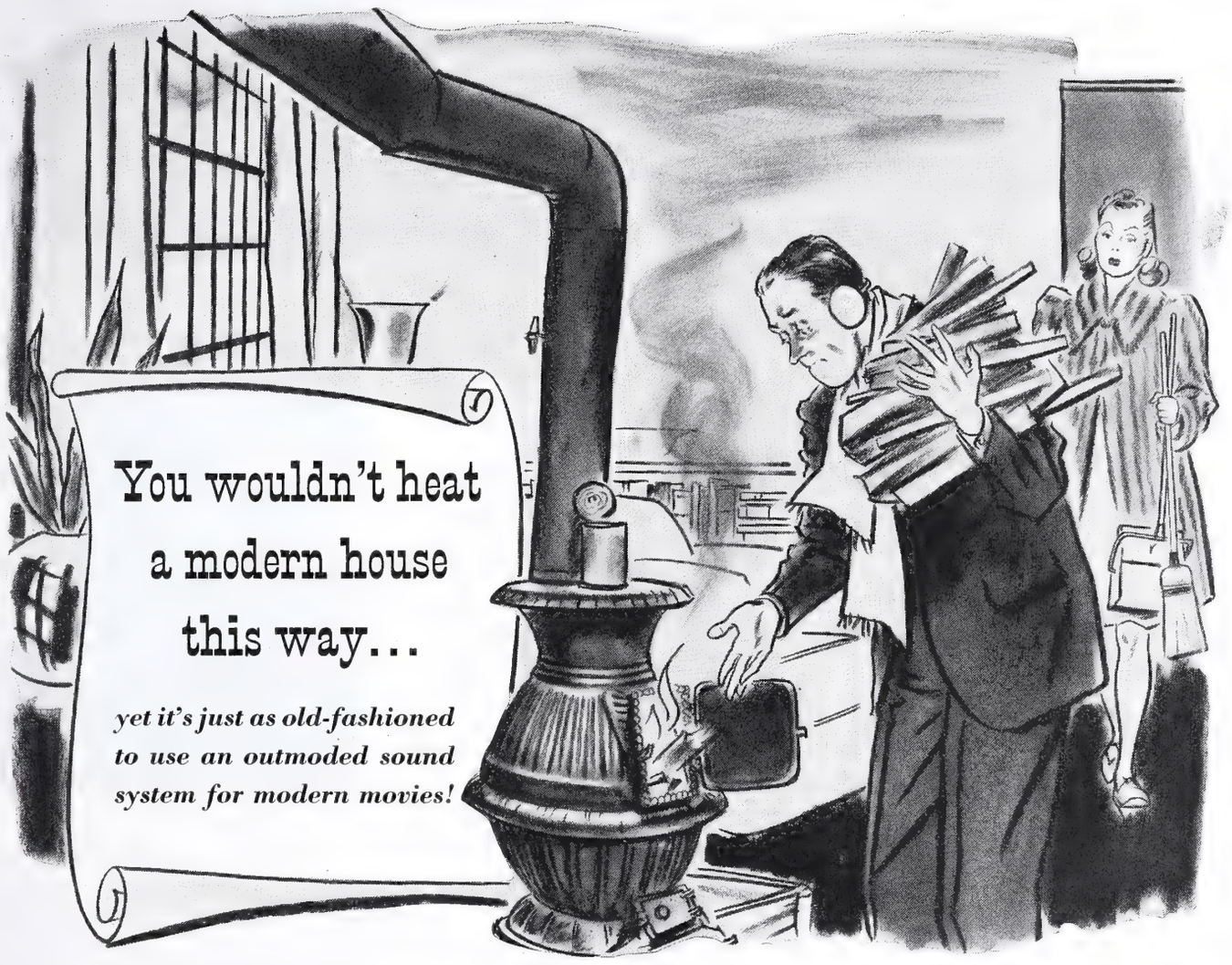
CARRIER CORPORATION — DESK 19A
"Weather Makers to the World"
SYRACUSE, N. Y.
(In Canada, Box 1050, Station C, Toronto)

Without obligation, please send me details of the Carrier Handbook for Theatre Owners.

Name _____

Theatre _____

Address _____



BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

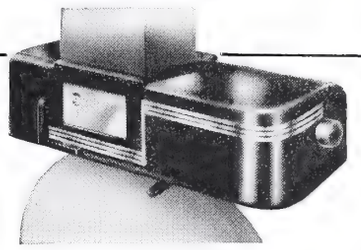
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

. . .

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA PHOTOPHONE

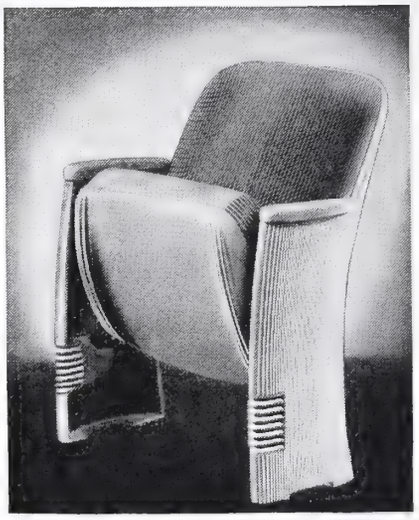
MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

These Theatres have installed AMERICAN Bodiform RESTFUL CHAIRS

Since these great theatre chairs first appeared *one year ago!*

Why not visit the theatre listed below which is nearest you? Ask the manager what he thinks about the American Bodiform Chairs. Then let us show you why.



NEW ENGLAND

PALACE . . . . . Penacook, N. H.
OPERA HOUSE . . . . . Bellows Falls, Vt.
BATES . . . . . Attleboro, Mass.
MIDDLEBORO . . . . . Middleboro, Mass.
GREENDALE . . . . . Worcester, Mass.
AVON . . . . . Stamford, Conn.
JEWETT . . . . . Jewett, Conn.
PLAZA . . . . . Windsor, Conn.
HIPPODROME . . . . . Bridgeport, Conn.
WHITNEY . . . . . Hamden, Conn.

NEW YORK

NEWSREEL . . . . . New York City
STATE . . . . . Endicott, N. Y.
CENTURY . . . . . Buffalo, N. Y.
FLATBUSH . . . . . Brooklyn, N. Y.
COURT HOUSE . . . . . Watertown, N. Y.
CENTURY . . . . . New York, N. Y.
RKO 81st ST. . . . . New York, N. Y.
NEW THEATRE . . . . . New York, N. Y.
CHANCELLOR'S HALL . . . . . Albany, N. Y.
RIVIERA . . . . . Syracuse, N. Y.
STRAND . . . . . Brooklyn, N. Y.
NEW THEATRE . . . . . New York City

MIDDLE EAST

STONEHURST . . . . . Upper Darby, Pa.
MACK . . . . . Chester, Pa.
MILE . . . . . Bethlehem, Pa.
FOX . . . . . Philadelphia, Pa.
MET . . . . . Oxford, Pa.
OPERA HOUSE . . . . . Waynesburg, Pa.
PENN . . . . . West Reading, Pa.
PALACE . . . . . Pittsburgh, Pa.
SHORE . . . . . Wildwood, N. J.
ADAMS . . . . . Newark, N. J.
CAMEO . . . . . Newark, N. J.
TOWERS . . . . . Camden, N. J.
ALVIN . . . . . Guttenberg, N. J.
FAIR LAWN . . . . . Washington, D. C.
EARLE . . . . . Washington, D. C.

SOUTH EAST

MILLWALD . . . . . Wytheville, Va.
COLONY . . . . . Portsmouth, Va.
LYNWOOD . . . . . Grundy, Va.
BUCKINGHAM . . . . . Arlington, Va.
NEW THEATRE . . . . . Pearisburg, Va.
NEW THEATRE . . . . . Danville, Va.
ROBINSON-GRAND . . . Clarksburg, W. Va.
BROWNS . . . Cabin Creek, W. Va.
CAPITOL . . . . . Wheeling, W. Va.
PLEASANT VALLEY
Wheeling, W. Va.

SOUTH EAST (Continued)

PARKER . . . . . Parkersburg, W. Va.
NEW THEATRE . . . . . Marmet, W. Va.
LIBERTY . . . . . Whitesville, W. Va.
STATE . . . . . Bethesda, Md.
HYATTSVILLE . . . . . Hyattsville, Md.
RIALTO . . . . . Atlanta, Ga.
DUNCAN HALL . . . . . Auburn, Ala.
MADISON . . . . . Memphis, Tenn.
MINOSA . . . . . Morgantown, N. C.
BROWARD . . . . . Ft. Lauderdale, Fla.
NEW THEATRE . . . . . Lake Worth, Fla.
PALACE . . . . . Leesburg, Fla.
NEW SPARKS . . . . . Winter Park, Fla.

MIDDLE WEST

VALENTINE . . . . . Defiance, Ohio
MADISON . . . . . Cincinnati, Ohio
FOREST . . . . . Cincinnati, Ohio
RKO SCHUBERT . . . . . Cincinnati, Ohio
RKO PALACE . . . . . Cincinnati, Ohio
GRANADA . . . . . Cleveland, Ohio
RKO KEITHS . . . . . Dayton, Ohio
RKO GRAND . . . . . Cincinnati, Ohio
TIMES . . . . . Cincinnati, Ohio
MT. LOOKOUT . . . . . Cincinnati, Ohio
SHEA'S PALACE . . . . . Ashtabula, Ohio
RKO KEITHS . . . . . Dayton, Ohio
HINES . . . . . Portland, Ind.
STRAND . . . . . Shelbyville, Ind.
PARK . . . . . Indianapolis, Ind.
ALHAMBRA . . . . . Shelbyville, Ind.
ILLINOIS . . . . . Jacksonville, Ill.
STATE . . . . . Quincy, Ill.
RKO VIRGINIA . . . . . Champaign, Ill.
FAMILY . . . . . North Branch, Ill.
NEWSREEL . . . . . Chicago, Ill.
LINCOLN . . . . . Belleville, Ill.
FOUR STAR . . . . . Grand Rapids, Mich.
CENTER . . . . . Cadillac, Mich.
SENATE . . . . . Detroit, Mich.
MARSHALL . . . . . Marshall, Mich.
OZ THEATRE . . . . . Fremont, Mich.
COZY . . . . . Decatur, Mich.
COMMUNITY . . . . . Harbor Beach, Mich.
REGENT . . . . . Muskegon, Mich.
MAXINE . . . . . Croswell, Mich.
REGENT . . . . . Allegan, Mich.
GARDEN . . . . . Flint, Mich.
GLADMER . . . . . Lansing, Mich.
SUN . . . . . Bangor, Mich.
NORTHTOWN . . . . . Lansing, Mich.
REGENT . . . . . Flint, Mich.
WESTOWN . . . . . Lansing, Mich.
STRAND . . . . . Holland, Mich.
NORTOWN . . . . . Flint, Mich.

MIDDLE WEST (Continued)

LYRIC . Traverse City, Mich.
HARPER . . . . . Detroit, Mich.
MACK-UPTOWN
Detroit, Mich.
UNIVERSITY
Ann Arbor, Mich.
GRAND . . . Crookston, Minn.
LUX . . . . . Perham, Minn.
MAIN STREET
Sauk Center, Minn.
AMERICAN LEGION
Gaylord, Minn.
CRYSTAL . . . . Glencoe, Minn.
ARROWHEAD
Omamia, Minn.
AVALON
White Bear Lake, Minn.
PIX . . . . . Sleepy Eye, Minn.
CANBY . . . . . Canby, Minn.
MADELIA . . . Madelia, Minn.
HOLLYWOOD . . . . . Tracy, Minn.
VOGUE . . . . . St. Mathews, Ky.
LIBERTY . . . . . Lincoln, Nebr.
BROADWAY . . . . . Cape Girardeau, Mo.
ISIS . . . . . Kansas City, Mo.
AUDITORIUM . . . . . Marshall, Mo.
PAGEANT . . . . . St. Louis, Mo.
PLAZA . . . . . Kansas City, Mo.
DE GRAW . . . . . Brookfield, Mo.
RIVERVIEW . . . . . St. Louis, Mo.
PALACE . . . . . Wichita, Kans.
MILLER . . . . . Wichita, Kans.
JULIAR . . . . . Baraboo, Wis.
MODJESKA . . . . . Milwaukee, Wis.
PLAZA . . . . . Dyersville, Ia.
HARDACRE . . . . . Tipton, Ia.
PALACE . . . . . Cedar Rapids, Ia.
WAMPAS . . . . . Keosauqua, Ia.
RIALTO . . . . . Pocahontas, Ia.
PALACE . . . . . Muscatine, Ia.

WEST

NEW FOX . . . . . Sterling, Colo.
BROADWAY . . . . . Denver, Colo.
COURT HOUSE . . . . . Denver, Colo.
FOX . . . . . Longmont, Colo.
GRANADA . . . . . Monte Vista, Colo.
PIONEER . . . . . Lamar, Colo.
SALIDA . . . . . Salida, Colo.
PANTAGES . . . . . Sioux Falls, S. D.
GRAND . . . . . Lemmon, S. D.

SOUTHWEST

TEXAS . . . . . Wapahachie, Tex.
ROSEWIN . . . . . Dallas, Tex.
PALACE . . . . . Marlin, Tex.
MAJESTIC . . . . . Houston, Tex.
GRAND . . . . . Cooper, Tex.
TEXAS . . . . . Sherman, Tex.
NAVAWAY . . . . . Houston, Tex.
RIVER OAKS . . . . . Houston, Tex.
RITZ . . . . . Blytheville, Ark.
DUNCAN . . . . . Duncan, Ariz.
CLOVIS . . . . . Clovis, N. M.
FOX MISSION . . . . . Mesilla Park, N. M.

CALIFORNIA

LA REINA . . . . . Van Nuys
MERALTA . . . . . Los Angeles
HARVEY . . . . . San Francisco
STATE . . . . . Long Beach
BRAYTON . . . . . Long Beach
DE ANZA . . . . . Riverside
NEWS REEL . . . . . San Francisco
PARAMOUNT . . . . . Los Angeles
PORTER . . . . . Woodland
GLENDALE . . . . . Glendale
FOX . . . . . Palo Alto
ACADEMY . . . . . Inglewood
TOWER . . . . . Fresno
LOS ANGELES . . . . . Los Angeles
VENTURA . . . . . Ventura
FOX ORPHEUM . . . . . Oakland
MAYWOOD . . . . . Los Angeles
RIVER . . . . . Oildale

NORTHWEST

DIKON . . . . . Wapato, Wash.
STATE . . . . . Spokane, Wash.
LIBERTY . . . . . LaGrande, Ore.
ROXY . . . . . Fargo, N. D.
MUNROE . . . . . Rolla, N. D.
GRAND . . . . . Oakes, N. D.
WALHALLA . . . . . Walhalla, N. D.
STATE . . . . . Bottineau, N. D.
FOX . . . . . Helena, Mont.
FOX BABCOCK . . . . . Billings, Mont.
LIBERTY . . . . . Great Falls, Mont.
CASTLE . . . . . Newcastle, Wyo.
EMPRESS . . . . . Laramie, Wyo.

EXPORT

ROYAL . . . . . Trinidad, Spain
CINE AVENIDA . . . . . Lima, Peru
NEW THEATRE . . . . . Montreal, Canada
PRINCESS . . . . Sault Ste. Marie, Canada
RIVIERA . . . . . San Juan, P. R.
MADELLO . . . . . San Juan, P. R.
PYLON . . . . . Toronto, Ont., Can.
ROXY . . . . . San Juan, P. R.
20TH CENTURY . . . . . Juneau, Alaska
NEW THEATRE . . . . . Havana, Cuba
MATIENZO . . . . . San Juan, P. R.
NEW THEATRE . . Montreal, Ont., Canada

In addition to the theatres listed, American Bodiform chairs are installed in 47 school and other auditoriums.

American Seating Company
GRAND RAPIDS, MICHIGAN
Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating
Branch Offices and Distributors in Principal Cities

The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

The New Vogue, an Example of House Appeal Premeditated.....34
By Helen Kent

•

Our Point-of-Plan Inspection of a Model Theatre in Michigan.....36

•

Discomfort Hastens the Demise of the Double-Feature Dilemma.....40
By Ansel M. Moore

•

Seating, the Automotive Impulse of Theatre Modernization.....42

•

Relation of The Modern Theatre to Low-Cost Housing Projects.....46
By Edward Paul Lewin

•

Theatre Decorative Color Schemes Are Bounded by No Set Rules.....52
By Hanns R. Teichert

•

Mayhap This May Serve to Shatter the Fog of Misconception.....54
By Gordon H. Simmons

•

An Owner-Planned Theatre Project That Turned Out Pleasantly.....56

•

Clinical Observations on the Brain Cells of a Sound Projection System....58
By J. S. Bailey

Published by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group. Contents copyrighted, 1940; reproduction rights reserved. All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative, Harrison Toler Company, 332 S. Michigan Ave., Chicago, Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York.

Where Public Concern Becomes a Personal Matter

There is a peculiar angle involved in the seating of a theatre which sometimes is lost in the shuffle that attends the purchase of theatre chairs.

Therefore, may we recite the point here in the hope that it be given the thought and attention it commands?

A theatre chair is a peculiar piece of equipment in that it happens to be the only major item in the house with which, and regularly, theatre patrons come into actual, personal contact.

Because of this peculiarity, seating provokes more natural public interest and cause for managerial concern than any other utility that enters into the outfitting of a theatre.

Other elements may quite safely be selected for their eye appeal, mechanical efficiency or operating economy with particular thought to one or more salient points. But a theatre chair must be subjected to severest scrutiny on all these points and several others as well.

Specifically, it must meet all sorts of requirements for physical comfort. It must stand the close personal inspection of its users. Eye appeal it must have and by reason of intimacy its cleanliness must be maintained carefully.

In fact, the modern theatre chair must be decorative in its design but there can be no deception respecting its fitness in all other respects. The patron makes the final test.

For the very reason that a theatre chair is so close to the patrons, it is inadvisable for any theatre owner to allow flashy looks, novelty effects or the lowest price to influence his choice unduly.

It is well to recall that "all is not gold that glitters"—and the old adage applies to theatre seating, emphatically.

Toler

January 6, 1940.

The NEW VOGUE... *an example of* HOUSE APPEAL PREMEDITATED

By **Helen Kent**

COMPACTNESS as a prime motivation in theatre planning is rarely encountered, but it is a quality that deserves comment when it works out to the complete advantage rather than to the detriment of patronage appeal in a theatre property. Also, it is a quality that requires foresight in planning and a good bit of premeditation if it is to be successful.

Compactness can so easily become overcrowding; use of every inch of available space can likewise most easily become a conscious attempt to overseat the house. But when this quality of compactness is carefully planned and an illusion of spaciousness is also incorporated at every opportunity, it cannot but prove successful when the project is completed.

Not always is a striving for compactness necessary in theatre planning, and so much the better for those who design the house as well as for those who later operate it. Spaciousness and roominess are factors which cannot be overestimated as design and decorative aids in theatre construction; but when they cannot be provided in fact, an illusion of such conditions is the next best solution to the problem. And it is a solution which takes much ingenuity on the part of the theatre designer as well as premeditated planning in advance of construction.

An architect on the west coast, Mr. Vincent G. Raney of San Francisco, recently was faced with the problem of designing a new theatre wherein compactness was an enforced limitation. The owners of the property, New Salinas Theatre, Inc., an independent company, wanted to make the most of their building site, a 50 by 130-foot plot of ground, and it was up to Mr. Raney to bring about many innovations in both plan-design and building construction.

Salinas, California, is a town of 12,000 population and there are three other theatres besides the new Vogue, of which we speak herein. Naturally, despite the fact that space was limited by the size of building plot, the owners wanted to obtain the maximum seating capacity, economically, in order to make another theatre in the small town a paying proposition.



Spaciousness far beyond actual dimensions is a well-provoked illusion in the Vogue foyer. Luxurious furnishings and absence of over-ornamentation also do their part to create a feeling of roominess and gracious hospitality. (Photo courtesy Heywood-Wakefield Company.)

Quality Above Quantity

Also in regard to their professed interest in the subject of maximum seating, it might well be mentioned now that the wise owners of the new Vogue were decisive in their determination to provide quality as well as quantity in their seating installation. It is said of the Vogue Theatre that it is graced with one of the finest seating installations in its part of the country.

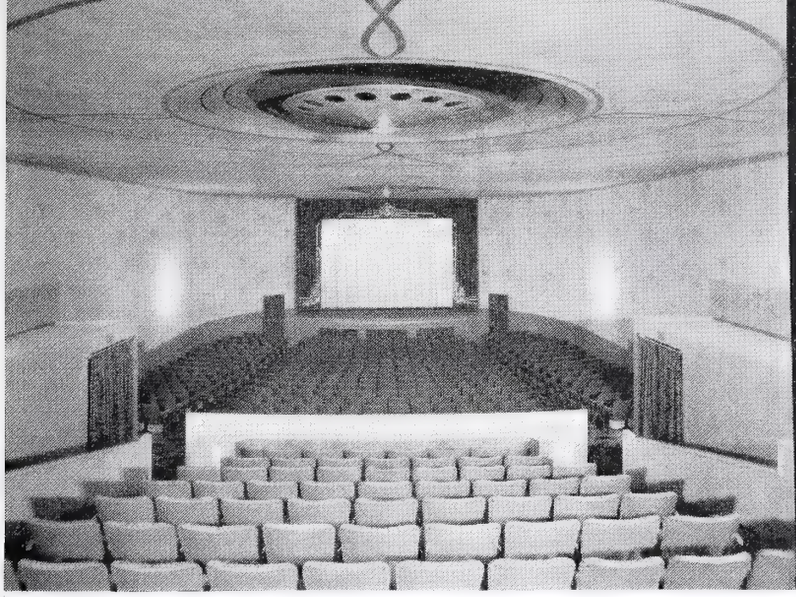


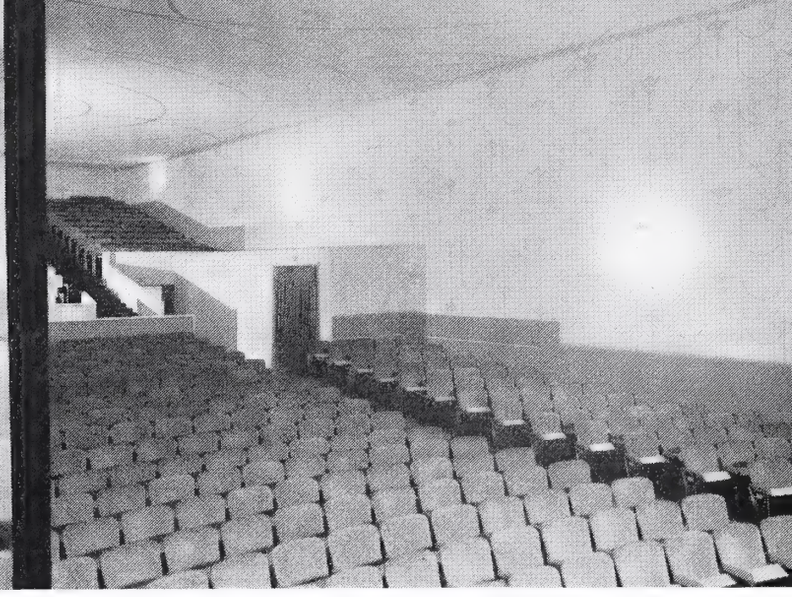
The front of the new Vogue Theatre is impressive and modern in all details. Brilliant illumination and simplicity of contour characterize this intimate theatre at the street-line. (Photo courtesy Heywood-Wakefield Company.)

Six hundred and forty-three full-upholstered comfort chairs were installed in the auditorium to offer ease and relaxation to the new Vogue's patrons. Besides providing the utmost in comfortable posture, the chairs also are most attractive in appearance and in complete harmony with decorative effects in the auditorium. Their backs are upholstered in coral rayon velour, the seats in off-white leatherette and mohair and the end standards are in chrome and coral with natural wood arm-rests.

A study of the floor plans of the new Vogue Theatre and pictures of the auditorium will show how Architect Raney planned and plotted to accommodate 643 seats in a theatre with dimensions of only 50 by 130 feet. These unique plans and the economy which they represent seem to offer refutation to the old saw that "there's nothing new under the sun."

The first problem and one which seemed almost unsurmountable was advanced by the fact that the building site was located in the middle of the block between existing





Many innovations were incorporated in the new Vogue Theatre to give maximum seating capacity in the auditorium. But quality of seating was considered even above quantity. Attractive decoration and furnishings as well as the novel exit facilities in this theatre are to be noted in these views. (Photos courtesy Heywood-Wakefield Company.)

buildings and exit facilities could be provided at the front of the theatre only. To avoid the construction of five-foot passageways on either side of the theatre, which would thus deduct materially from potential seating capacity, the architect planned an innovation to secure ample exits and yet maintain the full width of the building site for the theatre proper.

Innovation in Exits

Known technically as vomitories, the passages lead from the foyer into the auditorium and thence through doors about midway in the auditorium beneath the stadium-type seating installation and outside through exits at either side of the front entrance. Their construction is completely fireproof and because of their location they are easily accessible to patron traffic and not unattractive as parts of the room. This is said to be the first time such an exit solution has been approved under the Pacific Coast Uniform Code, hence it must have been proved most practicable.

Floor plans for the new Vogue Theatre, in Salinas, California, give evidence of ingenuity and premeditated planning on the part of its architect, Vincent G. Raney, of San Francisco.

The stadium-type seating installation provides chairs located above the exit passageways and proper sight-lines have not been hampered in any way. Beneath the rear elevation portion demanded by this type auditorium planning, rest rooms of ample proportions and the manager's office are located; another evidence of compactness which shows ingenious planning.

Aside from being an example of applied compactness and economy of both space and expenditure, the new Vogue Theatre is also a more than attractive example of modern theatre design and construction. The main structure of the building consists of reinforced concrete walls, wood trusses and composition roof. The floor is of reinforced cement laid directly on a 4-inch sand fill which was waterproofed from the earth with 15-pound saturated roofing felt.

The exterior front of the theatre is of simple design enhanced only by a V-shaped marquee which runs completely across the facade and a towering name-sign of imposing design. The highly illuminated marquee is equipped for advertising display with changeable silhouette letters and integrated poster cases at either side of the entrance complete the exploitation facilities of the Vogue Theatre.



Vincent G. Raney
Architect

A centrally located boxoffice is flanked by doors which lead directly into the foyer. At each side of the entrance doors, small shops were incorporated for rental purposes, thus to increase the earning power of the enterprise.

Spaciousness an Illusion

The Vogue's foyer is an unusually shaped room of great beauty wherein an illusion of spaciousness is predominant. Because of its modified crescent shape caused by its leading into the aforementioned vomitories, it seems to extend into vistas much greater than its actual dimensions. Its elaborate, all-over patterned modern carpeting also lends a feeling of far-reaching and uncluttered spaciousness.

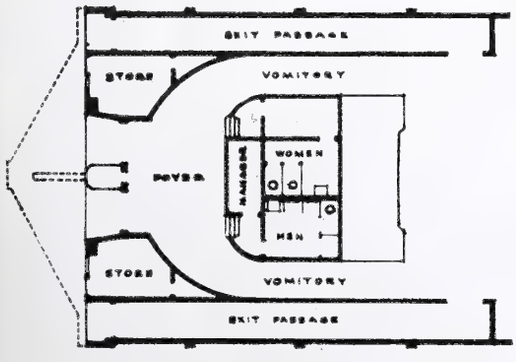
Foyer walls and ceiling are simply decorated and completely without ornamentation. A huge square mirror with sand-etched designs is located in the direct center of the room and this too gives greater depth to the limited area. Deeply upholstered lounge chairs, a Swedish modern table and modern sand urns are the only furnishings contained in the foyer, which must of necessity also serve as general reception and lounge room.

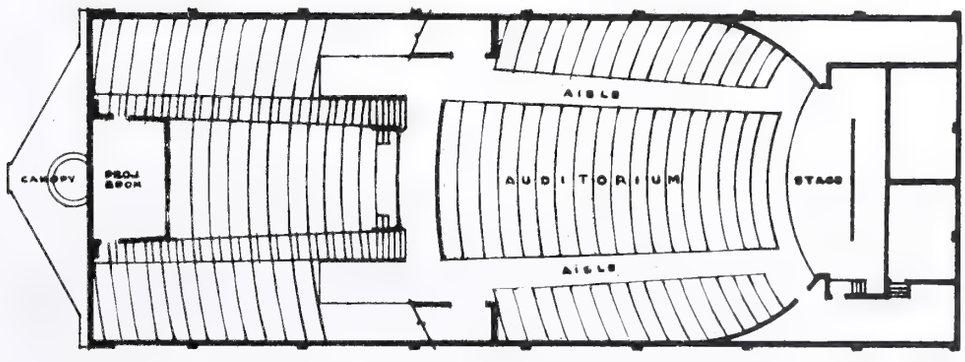
Illumination in the foyer is provided almost entirely by a long horizontal reflecting unit across the ceiling at the widest part. This is of modern design and it throws light directly upon the ceiling to be reflected evenly throughout the room. Auxiliary side lights in the form of modern indirect urns and flush ceiling lights in the passageways are the only other lighting units.

The auditorium interior is finished with acoustical plaster applied directly upon the concrete exterior walls and decoration is effected by uniform stencilled conventional urn and swag motives done in blues and reds. The ceiling has circular band designs to conform to novel lighting, and ventilating units which are placed in domed portions bring them almost flush to the ceiling line.

Draperies used in the auditorium at exit

(Continued on page 41)





Our POINT-OF-PLAN INSPECTION of a MODEL THEATRE in MICHIGAN

THE "old grads" of theatre operation are often heard to complain bitterly of late because "theatre business ain't what it used to be." It must be assumed, of course, that such misgivings as we frequently hear expressed volubly along various Filmrows have their origin in a rather well-established fact that theatre business—like all business—is a bit harder to get than it used to be.

We may as well give up our wishful thinking and hazardous hoping that moving picture theatre showing will ever again be what it used to be; simply because (and for which we may be thankful) theatre patrons won't have it that way. But, mind you, there's no pessimism involved in the opinion that the good old days are gone forever.

A bit of rational analysis and observation of what is happening to the physical properties of theatre operation throughout the dear old U.S.A. and our next-door neighbor the Dominion of Canada will arouse a plethora of optimism for the future of picture show business. And the results of such progress invariably add emphasis to the conclusion.

Fan Fever Wanes

Time was when most anyone could make money in show business with but a modicum of mental and physical effort. The scene of action didn't matter so much and the investment could be held strictly to the minimum requirements necessary to the mere exhibition of moving pictures.

Movie fandom at fever pitch could be readily exploited in the silent days. When the novelty finally wore off and the fan fever began to subside, smart showmen found a much needed stimulant. They elected to call it "atmosphere." It alone carried many of them safely through the perilous interim that for several years preceded the advent of talking pictures. The novelty of sound produced another high fever period—and many theatre owners hailing the return of those good old days let their properties go to pot again, because house refinements were no longer needed—or so they thought, unwisely.

The undulating fever of picture popularity again hit a low point and theatre owners with run-down properties were unprepared. But this time instead of returning at once to a fundamental that had saved its face and fortune once before, the exhibition fraternity fell in with the sweepstakes promoters and started gambling with good will—giving cash prizes and premiums for theatre patronage. And the downward spiral persisted in devious forms. Defeatism found later expression in double- and even triple-features—fire sale tactics that have assaulted the sensibilities of many ex-movie fans who want just the right amount of entertainment and no more; and with it an opportunity to relax and be comfortable.

House Appeal Triumphs

Atmosphere in theatres re-aroused public interest and saved the situation once for the big theatres. Sound by its novelty saved the day for the little houses a decade or so ago. House Appeal—an extension of the principle of Atmosphere to include hospitality, comfort, convenience and personal service to theatre patrons—is today's most successfully tried formula for all classes of theatres. And it is being used with telling effect on the recapture of the movie-going habit.

To illustrate the effectiveness and completeness with which the House Appeal treatment is now being applied to suburban and small-town theatre projects, we have selected the new Shafer Theatre, at Garden City, Michigan, as a typical example of what is now happening to show business. In this presentation of pictures and particulars, it is our purpose to show what—besides good pictures and despite poor ones—gives every theatre a better chance to do business properly, without need for resort to methods that drive a substantial minority of potential patronage elsewhere for their entertainment.

The new Shafer Theatre is named for its owner, Walter D. Shafer. Pride of possession could not have been more obviously expressed. The house, with a seating capacity of 700, is entirely new and is located at Ford Road and Middlebelt Road in Garden City, Michigan, a town of about 2,500 population in the trade area of Detroit. The new Shafer made its debut on last September 1st.

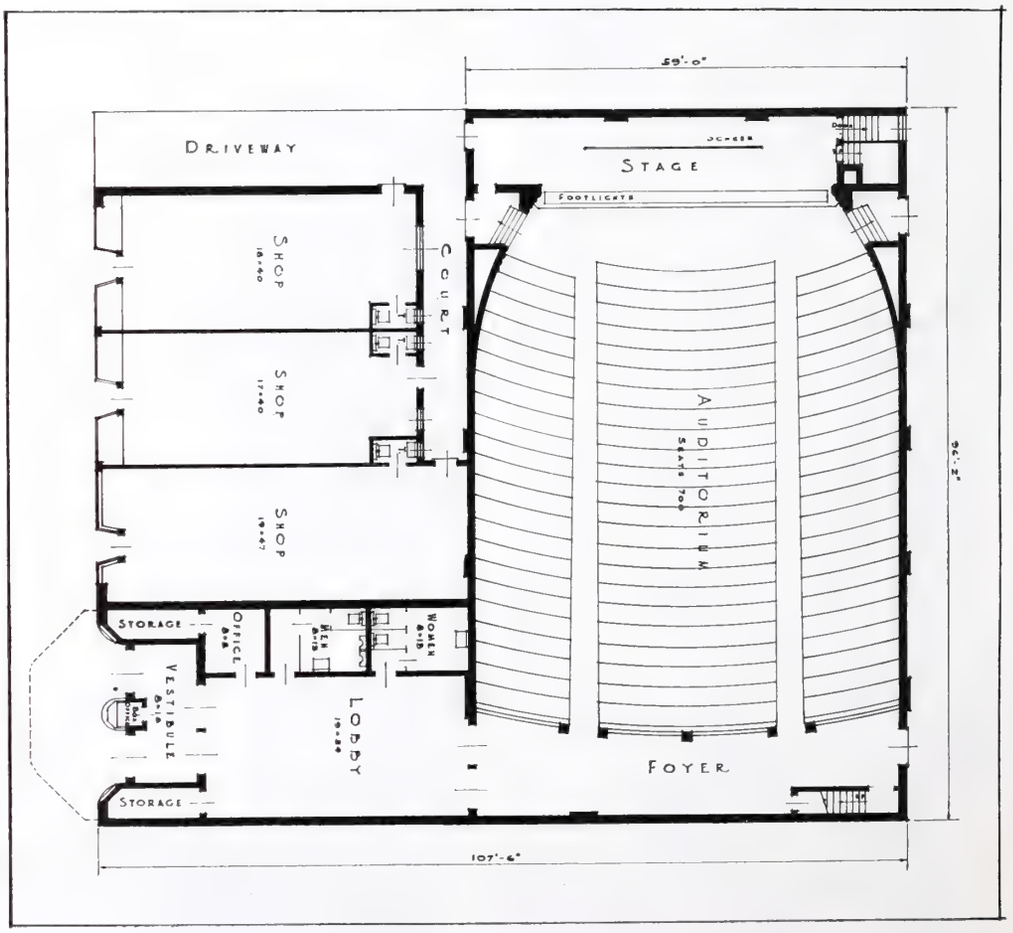
This model community center cinema was designed by the architects Bennett & Straight, of Dearborn, Michigan, who during the past several years have specialized in the creation of modern theatres in and around the Motor City.

With the aid of pictures and particulars supplied through the courtesy of the architects, let us now take you on a point-of-plan inspection of the new Shafer Theatre.

Limited Area Utilized

To begin at the beginning, let us first examine the ground lot and floor plan of the project as illustrated by Fig. I. The high point of the plan is obvious from the drawing which shows how limited ground space may be utilized for the utmost convenience of patronage in combination with an extra income-bearing source provided by rent-producing compartments adjacent

FIG. I



to the theatre entrance. This was accomplished here without possible detriment to the interests of the theatre itself.

Our next point of inspection is the front elevation, facing Ford Road. (See Fig. II) The main sign and marquee is an integrated design unit made of porcelain enamel. The name sign, a clever arrangement of blocked letters for interior illumination supported by an imposing tower. The marquee makes use of latest developments in design and materials for effective outdoor advertising display, including three lines of silhouette changeable letters on each side of the modified V-shaped canopy.



All photos courtesy of Bennett & Straight, Architects, of Dearborn, Mich

FIG. II

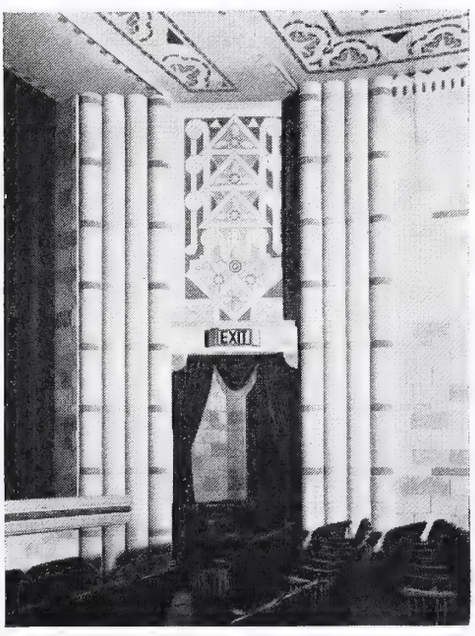
The entire front of the project, including the adjacent stores, is faced with porcelain enamel metal in a field color of cream trimmed with Chinese red, autumn brown and midnight blue. The pleated design of the portion of the facade extending above the marquee is especially effective. Display frames are built in and trimmed with extruded aluminum to blend with the centered streetline boxoffice of streamlined design. The boxoffice and its counter shelf are of stainless steel with all glass set in with aluminum extruded mouldings. The enamel metal facing is done in a contrasting color scheme. Door treatment is particularly noteworthy.

Efficient and Economical

We now proceed to the lobby (Fig. III) where more interesting plan-points are to be noted. The wall treatment here is cinder block, painted and decorated with casein paints. An acoustical tiled ceiling and a terrazzo floor lend effect and efficiency to the block formations of the lobby walls. Further points of interest are the clever design of the doors, the colorful rubber mat runner at the foyer entrance, extruded aluminum display frames, circular wall mirror in which is reflected in this view a modern popcorn machine and confectionery case as well as an electric, illuminated dial clock for the convenience of patrons. A neat coin-operated weighing machine is still another point of innovation and interest. While the foyer area is not pictured, it is of similar general construction and decorative treatment as the entrance lobby and has a standee rail of cinder blocks. A mechanically refrigerated water cooler is one of several smart conveniences provided.

Passing on into the Shafer auditorium, we find many other plan points of special interest. Here, as in the lobby and foyer, cinder block is the medium of wall construction, decorated with casein paints. A close-up (Fig. IV) of the wall section at the exit near the proscenium shows the motive of the decorative scheme which is carried out further at the rear of the auditorium (Fig. V) in a frieze of scampering fauns.

FIG. IV



The ceiling is of acoustical board in interesting tile formation and variegated color-tone shades applied over lath and plaster. The auditorium is of bowl formation for utmost visibility from all seats. Indirect side-wall lighting is from urns (Fig. V) with varied color screens over the reflectors. Chairs are of the all-steel frame, bucket seat, spring-upholstered type and posture formed panelled backs for utmost comfort.

Tempered air, either heated or cooled, as crowd conditions or season changes may require, is supplied to the audience through neat and inconspicuous diffusers in the ceiling (Fig. V) and exhausted by floor grilles. The fan room is located over the stage with cooling and heating coils located in a metal housing. A sheet metal duct system conducts the air to the various ceiling diffusers and the entire system is controlled by electrical temperature controls. The boiler room is located under the stage and contains a steel boiler with stoker feed. Refrigerating compressors are located in the boiler room also as are the vacuum pump and other mechanical equipment.

The proscenium (Fig. VI) provides a particularly effective setting for the projected picture.

Restrooms are another point of unusual interest, although we are unable to por-

(Continued on page 39)

Here it is.... The IRWIN CRUSADER

an Outstanding Achievement in Modern Theater Seating





If you're thinking of theatre chairs for either a new theatre or a remodeling project, here's a bet you certainly should not miss. Compared on all points—beauty, comfort, convenience and durability—it is in our opinion by far the most theatre chair that has ever been wrapped up in one package.

Design and color schemes available are beautifully correlated, with seat buckets embossed and finished to match aisle standards. Equipped with seats and backs that are simply luxurious—steel back panel with protecting aluminum rim, self-rising seat, jar-proof compensating hinges and many other structural superiorities. See it. Sit in it. Then you're bound to agree that it is the last word in modern theatre seating—the best dividend producing investment you can possibly make.

The CRUSADER is now on display at National Theatre Supply Company Branches; and on the Pacific Coast at Theatre Utilities Service Co., Portland; Smith Theatre Supply Co., Spokane; Walter G. Preddey, San Francisco; John P. Filbert Co., Los Angeles.

Complete details sent on request.

IRWIN Seating Company

GRAND RAPIDS • MICHIGAN

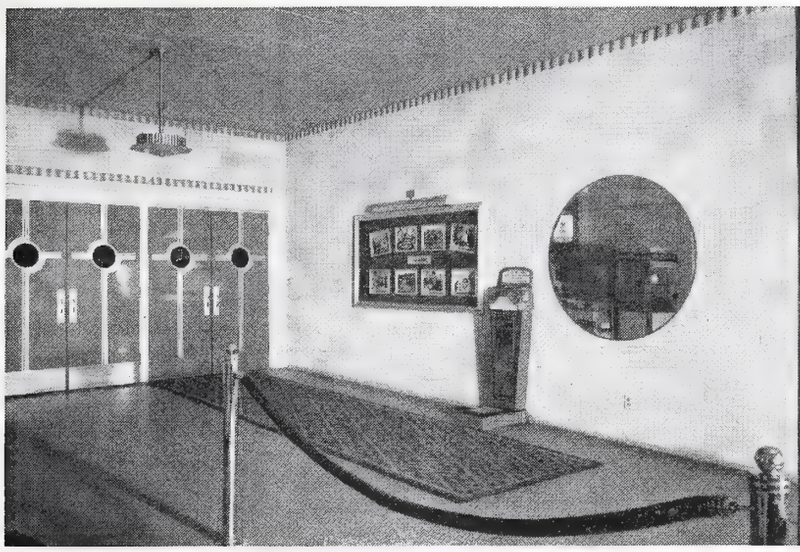


FIG. III

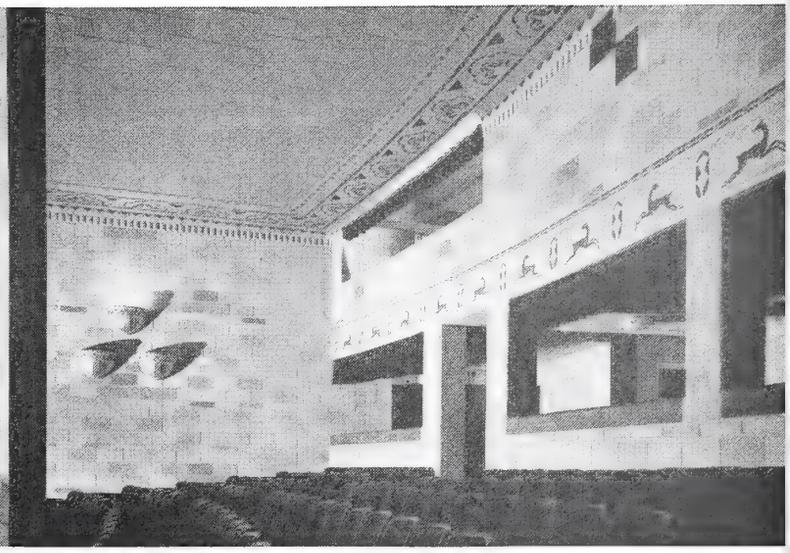


FIG. V

Our Point-of-Plan Inspection of a Model Theatre In Michigan

(Continued from page 37)

tray them here. They have colored brick-tile wainscoted walls and plastered ceilings. The floors are of colored terrazzo. Equipment includes all modern plumbing fixtures and utilities such as metal stall partitions and mechanical ventilation.

Presentation of the Finest

The projection room is a model of design for operating efficiency. Its walls, too, are constructed of cinder blocks painted and decorated. Cement floors have a linoleum finish. Mechanical equipment includes latest model projectors and a sound system of the newest type and all accessories for the sort of presentation expected from a theatre of this class.

The new Shafer Theatre constitutes in its entirety an exhibition of faith in the future of theatre ownership. As an example it is a sharp answer to the aforesaid "old grads" who gripe about business conditions; but continue to abstain from doing very much more about them.

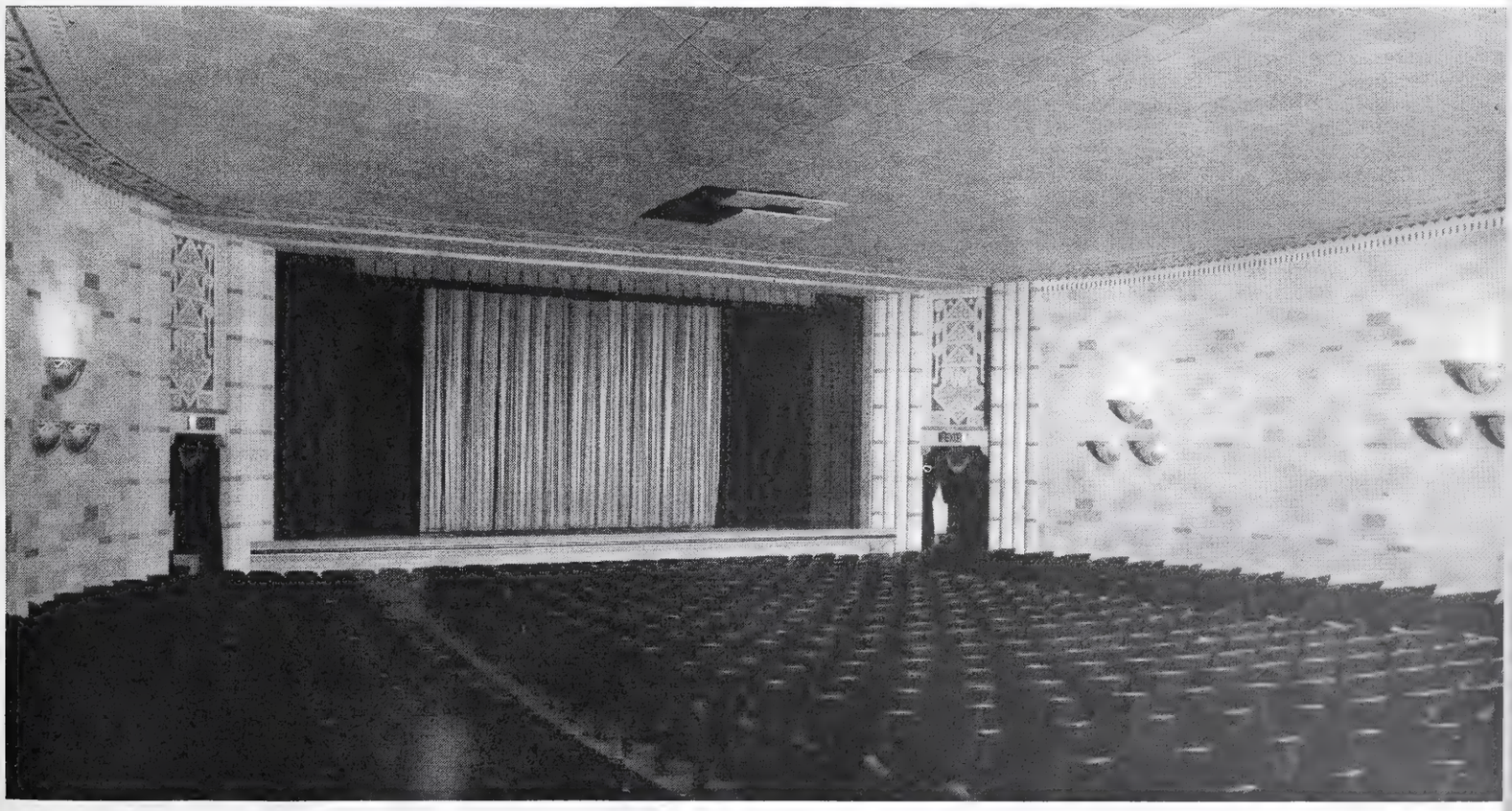
Until something more spectacular comes along to catch the public fancy again and stir it to fever pitch, a possibility which doesn't appear imminent at the moment, House Appeal is about the only thing that can be relied upon to restore the movie-going habit.

Atlantic City All Set For 46th S.M.P.E. Meet

The Board of Governors of the Society of Motion Picture Engineers announced the selection of Atlantic City as the site of the 46th Semi-Annual Convention of the Society, to be held April 22 to 25, inclusive, in the Chalfonte-Haddon Hall Hotel.

W. C. (Bill) Kunzmann, convention vice-president, is completing tentative arrangements for the meeting. The Papers Committee, under the direction of J. I. Crabtree, editorial vice-president, and Sylvan Harris, Papers Committee chairman, has already begun its work of preparing the papers program. Members of the Society who are preparing papers for the convention are requested to communicate with the Society's office as early as possible.

FIG. VI



Discomfort HASTENS THE DEMISE *of the* DOUBLE-FEATURE DILEMMA

By **Ansel M. Moore**

THE average "white collar" theatre patron today has two pet peeves, either one or both of which he is prone to become quite prolific about when called upon for an expression. The most prevalent complaint among the class of customers to whom picture entertainment is more a matter of impulse than mere routine is double features. Extra length picture programs seem to have little or no appeal to the business man or woman whose income or social inclinations permit them to indulge their choice in other forms of pastime and relaxation.

To them in a majority of cases the double-feature billing is an anathema and not an attraction. As a matter of fact, the critical class of trade to which we refer is actually known to personally avoid the extra length program and to amplify its dislike in no uncertain terms to all with whom it comes in contact. That's our observation at any rate.

Alienation of Good Customers

The other most common complaint too often encountered among the customers of the middle and upper social strata, comprising those of average means and those in higher income brackets, is *uncomfortable theatre seats*. Undoubtedly their strong distaste for the double-feature is influenced very greatly by the physical discomfort involved in enduring an oversupply of enforced entertainment at one sitting in some of the torture racks that serve as theatre seats. Perhaps if the chairs were a bit more comfortable in those theatres where two or more features for the price of one are customarily shown, the loud and conscientious objectors at least would be less critically outspoken in their condemnation of the practice.

The picture show admittedly has lost favor in the eyes of many who at one time or another were its staunchest supporters. Today the theatre derives its chief revenue from the emotionally inclined juvenile element which is too easily satisfied and the low-wage earning class which has to be satisfied with whatever fare the theatre owner may see fit to serve. There are few critics among these two classes of trade, because to them the picture is about all that matters. The family on relief or under the enforced thrift of low family income goes to the movies because the picture show provides more thrill for the money than any other form of diversion they can afford.

The extra length, more-for-the-money program will always have strong appeal to those classes of patronage on whom comfort and house refinements have little or no appreciable effect. Yet none in this class would stay away from the theatre because of its comforts and refinements. Hence it is not quite understandable why so many exhibitors have continued to ignore the objections of the more critical patrons, who unless we're mistaken, are rapidly passing from the minority stage into the majority as general business continues to improve.

Play Down Cheapness

It is perhaps a bit unfortunate for theatre business that its institutions have been generously promoted and proudly acclaimed as the poor man's paradise for entertainment. That pictures of such high entertainment and educational value can be produced and presented to the public at admission prices which even the poorest among us can afford is a most wonderful achievement. But there is danger, we believe, in thus playing down the theatre or otherwise doing anything that may serve to cheapen it in the eyes of the public. It deserves better treatment than to be classed or commented upon as cheap in any particular.

No one thing that we can think of tends to cheapen a theatre quite so much as disregard for the physical comforts of its customers. Reputations of theatre management rise and fall on this basic principle of public relations regardless of how astutely other maxims of showmanship are applied.

Policies of operation, selection of programs and even the length of them; methods of operation under various situations; all are moot questions and probably always will be as long as showmanship retains its necessary individuality. But the practice of playing the gracious host to his paying guests is a common must rule of modern theatre management.

Granted that by reason of unruly competition and other causes beyond the control of some exhibitors, it would be fatal perhaps in certain cases to the interests of the boxoffice to abolish the over-length program abruptly. Granted also that the give-away of cash prizes and cheap gadgets and the games that are played in some of our theatres are the only way in

These pictures are posed, of course, but they serve aptly to illustrate by contrast the vital importance of seating comfort in theatres. Body contortion and mental disturbance are apparent in the view at left, while on the right is seen the effect of effortless comfort that might well be expected to endure the distraction of a double- or even a triple-feature show. Under which situation is the patron most likely to want to come again?



which we can get a congregation. Yet, there still lingers a strong suspicion that if some of the money spent in promotion of the mob spirit were put into needed property improvements such, for example, as comfortable seats, our supercilious patrons might even be better satisfied with double-feature sittings.

FATIGUED PATRON'S LAMENT

It is significant that the two pet patron peeves hereinbefore mentioned are invariably linked together. A typical expression of the tired business man is: "I don't like double-features and I refuse to sit through them and torture myself in the straight-jackets they call seats at my neighborhood theatre. If there happens to be a picture we'd like to see showing there, the wife and I usually try to get in for the one picture and duck the rest of it; provided we're not able to see it somewhere else where the seats are more comfortable."

There are theatre seats obtainable nowadays in which one could loll in comfort throughout a triple-feature show and perhaps grab off a few restful winks during that portion of the program in which there is no interest; but the "white collar" movie fan and his good wife are not such gluttons. For them, enough is enough and it's simply fatal to their good will to overfeed them on entertainment and make them fidgety in misfit chairs.

Therefore, if we must have protracted movie programs or premium and prize sessions, let's try to make both the involved and the innocent spectators as comfortable and at ease as we possibly can. The plebian portion of our audiences won't mind being made comfortable and the harder-to-please element will be less inclined to condemn our presentations so publicly.

BANISH FIRE-SALE METHODS

Personally, we too dislike double-features; and we find few exhibitors who don't react similarly, even to the point of saying so—privately. But we observe them still being shown in many theatres and mostly in theatres that need modernization badly. Can it not be assumed, therefore, that property deterioration is the real daddy of the double-featuritis that has gained the acclaim of the rabble and aroused only bitterness in the minds of the more refined?

At any rate, it is most interesting to observe that when an old theatre is modernized or a smart new modern theatre is erected to replace an old one, the fire sale policy of operation quickly becomes passe. Provided, of course, the management gets wise to the ways of the public.

Comfortable seating contributes its part, with better projection, more audible sound, year-round air conditioning, good lighting and wholesome, inviting environment and hospitality to House Appeal. Without which, no theatre can hope to compete successfully for public favor, good or bad pictures notwithstanding. Two wrongs put together never make a right. Putting two weak pictures together or a good one with a bad one is quite as futile and only serves to sully the good name of showmanship.

It's time, we believe, for show business to get back on the quality standard before it's too late. The new technique of theatre operation, in which the house itself is a feature attraction, is moving up front rapidly. And the public—well it likes it.



Cover Illustration

An invitation to relax; an inspiration to the receptive mood for the enjoyment of pictures; a solid suggestion of hospitality and high regard for the physical comfort of those who are to be entertained; an intimate, friendly gesture on the part of a gracious host who considers the goodwill of his patrons more important to his place of business than all else . . . These are impressions a movie patron gains at first approach to the plan for restful seating here suggested photographically. Return patronage is the inevitable result of the confirmation of comfort that follows. (Photo courtesy American Seating Company.)

The New Vogue . . . an Example of House Appeal Premeditated

(Continued from page 35)

doors and at the proscenium are of coral crushed plush with silver applique to harmonize most decoratively with the seat upholstery and the colorful carpeting. Additional side lighting fixtures are effective diffusing glass urns. Dimmers control the house lights and both running lights and house dumping lights are mounted in the same wall fixtures. The special discharge outlets in the ceiling are lighted with a glow of amber, red and blue.

COMBINED EQUIPMENT UNITS

The heating and air conditioning system in the new Vogue Theatre consists of blower, furnaces, glass filters, temperature controls and air discharge is through the two special grilles in the ceiling, which serve also for illumination. Half of the air is removed through outlets under the stage and the remainder through ceiling outlets at the rear of the auditorium. Fresh air mixing is entirely automatic.

The projection room, located at the rear of the auditorium and entirely surrounded by seats which run close to the ceiling at this point due to the stadium-type installation, is equipped with latest type projection and sound system and all accessories for complete exhibition efficiency. Presentation of picture product in the new house is of highest type and in keeping with the attractiveness of the theatre itself.

Patrons appreciate and enjoy the new Vogue Theatre. Its intimacy and compactness have a very real appeal to all who attend and inspect the property. Only modern architecture, premeditated, could possibly have incorporated so much economy of both space and expenditure in a theatre that is truly designed for fine entertainment.

Modern theatre chair upholstery materials are a versatile decorative medium. Long wearing mohairs and leatherettes are available in a myriad of colors and combinations may be worked out to harmonize with any decorative scheme.

Seating THE AUTOMOTIVE IMPULSE *of* THEATRE MODERNIZATION

AGAIN, as it has done persistently during each of the past ten years, theatre seating design and manufacture assumes first importance as the motive power of theatre property modernization.

In every industry it appears that some particular division which contributes to the progress of that particular industry must provide the impetus or impluse, so to speak, that propels the demand for doing things. In this respect, theatre seating development continues to sustain the pace for theatre property improvement.

The great automotive industry is widely and annually given credit as the bellwether of all business, because it is continually doing things, re-doing things and keeping interest in and the desire for having new things at high pitch. The public has learned to look to the automobile industry for leadership in American business. And the public is seldom disappointed in the annual bringing forth of new and better products to make it—the public—want to buy.

Seating Sets Pace

Comparably, the theatre seating branch of the big theatre equipment industry is serving its contemporaries quite similarly. Unquestionably, the continuous development of new models in the further direction of comfort and eye appeal, each adding new interest and emphasizing all points of House Appeal, has caused more theatre owners each year to consider the comforts of their patrons. Naturally, these newly sown conclusions result in general improvements that might not otherwise be instigated.

The year just past was one in which many outstanding improvements in theatre seating were recorded for the interest of the moving picture theatre industry. Despite certain negative influences on theatre business generally, the seating manufacturers gave generously of their engineering research for greater comfort and convenience for our theatre patrons —plus eye appeal and all else that serves to make theatre-going more of a pleasure to patrons and a profit to ownership.

We shall not attempt herein to review all the developments. Certain of them are too well known to require such a resume. There are one or two current developments, however, that should be referred to as a matter of news. Such, for example, as the Crusader Line, a new and but very recently introduced line of theatre chairs by Irwin Seating Company. One of the Crusader Models is illustrated here.

This new chair, incorporating the new seat-lifting principle and many other points of preference in design innovations undoubtedly will serve aggressively to promote interest in the cause of better theatre seating.

A New Streamliner

Still another late announcement of something new in theatre seating is just released as we go to press. Ideal Seating Company offers "The Streamliner"—a new conception of the design for comfort and comeliness in public seating. The Streamliner is illustrated here as an example of the coming events for seating comfort and all-round efficiency that will serve to spur interest in this important phase of property improvement for 1940.

Heywood - Wakefield's "Streamlined" seating continues to impress and hold the favor of the theatre industry on all points that have to do with the use values of fine seating. Although no recent radical design changes are reported by H-W, it is rumored that something interesting is now in process of development and nearing completion.

American Seating Company continues successfully to capitalize the many fine features of its "Bodiform" chairs, introduced at the beginning of 1939 and which have attained unusual popularity since their premiere. Added more recently to the American line is the "Avion," a smart contender for interest in the lower-priced range of theatre seating, with many basic characteristics of the Bodiform.

A new model by General Seating Company likewise gives promise of the further pre-eminence of interest in posture correct theatre seating. A picture of the newcomer is presented herewith. Its features for comfort and competency are said to be pronounced.

All seating manufacturers, including Kroehler Manufacturing Company with its much proclaimed "Push-Back" chair; Peabody Seating Company with its conservative but none the less beautiful and body-consoling lines of touch-control seats; International Seat Corporation with its all-

(Continued on page 50)



Irwin's new CRUSADER LINE, represented by this model, combines the following FEATURES: Correlation of modern end standard and overall design with harmonious color treatment; full upholstered steel panel back with aluminum rim; pitch of back, size of seat and resiliency of springs correlated; steel seat bucket containing hinge and spring assembly; all bolts and nuts concealed; spring stiffness equalized in all size chairs; hinges of concealed indirect compensating type operating on fibre bushings and rubber bumpers; equipped with counter-balanced self-raising seats that lift to approximately 30 degrees from vertical; back panels fitted with kick-boards; center standards of H-steel construction and filler panels optional.

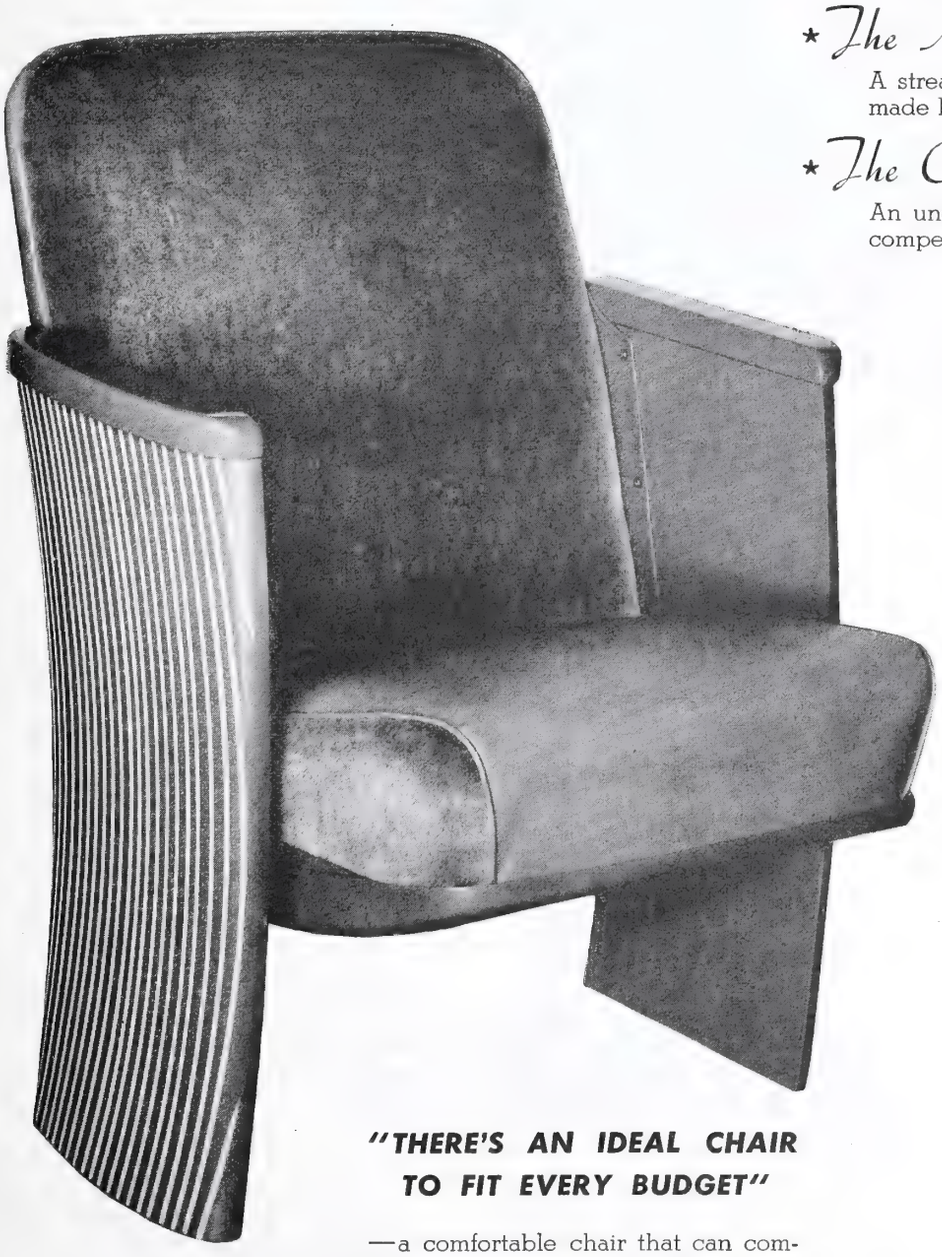


Ideal's new STREAMLINER GROUP, as represented by its leader the "Aristocrat" shown here, provides a modern chair to fit most every size of budget. FEATURES of the Aristocrat: Die-formed full length steel back panel with rolled edges around top and sides for protection; deep spring seats and full padded or spring backs of corrected posture type; die-formed steel seat bottoms designed for more room in passing and elimination of bump and tear hazards; adjustable "wings" hold heavily padded or spring upholstered backs to correct posture positions; full floating hinges, frictionless and silent; seats and backs easily removable for reupholstering. Accessible outside adjustment of spring tension on self-raising device; center standards designed with solid panels. Note: The Streamliner Group includes two other models, the "Mercury" and the "Challenger," each of which is a new streamlined version of the popular Ideal standard line and embodies latest features of design and construction.

Announcing ... THE SMART NEW

IDEAL *Streamliners*

PATENTS PENDING



★ *The Aristocrat (shown)*

Truly the Aristocrat of Theatre Chairs.

★ *The Mercury*

A streamlined edition of the chair that has made history.

★ *The Challenger*

An unsurpassed value which challenges all competition.

EXCLUSIVE POINTS OF SUPERIORITY OF THE *Aristocrat*

● Die formed steel seat bottoms especially designed for allowing more passing room between rows and eliminating all hazard of tearing clothes.

● Die formed full-length steel back panels extend below seat level fully protecting the seat when in raised position. Rolled edges protect upholstering on top and sides of backs.

● The maximum in comfort and correct posture for the individual can ONLY be attained through the use of deep spring seats and fully padded or spring backs which mold to the individual body. This is the type of construction which has proven most comfortable and durable and has been universally adopted by fine furniture and automobile manufacturers. Seats and backs are easily removable for reupholstering.

● Perfect posture assured by adjustable wings holding the heavily padded or spring upholstered backs.

● Silent, full-floating, frictionless hinges with easily accessible outside adjustment of spring tension on self-raising device which makes it unnecessary to remove seat cushions to make adjustments.

● Ideal Chairs are durably constructed of quality materials throughout and are subjected to gruelling factory tests to prove their ability to withstand abuse way beyond that encountered in common usage.

"THERE'S AN IDEAL CHAIR TO FIT EVERY BUDGET"

—a comfortable chair that can compete with those beside the thousands of radios in your community . . . a chair with a definite box office value.

IDEAL *Seating Co.*

"America's Preferred Public Seating"

GRAND RAPIDS, MICHIGAN

The Strong Mogul



HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMP

- Projects a tremendously increased volume of light at a lower cost per light unit.
- Strong guaranteed products are your guide to better projection.
- An independent Theatre Supply Dealer will arrange a demonstration in your theatre.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

SEATING AS A MANUFACTURER SEES IT

By **H. M. Taliaferro**

President, American Seating Company



WITH the shifting of entertainment from the stage to the screen here in America; with the uniform projection of sound throughout the house; with progress in lighting and ventilation; and with continuous performance shows, the manager's job is no longer an advance sellout for matinee or night, but to fill every seat possible as soon as it is emptied.

In the successful movie house, every seat must be a better seat and there must be as many of them as possible within the range of effective vision. Every seat must be acceptable to the chronic fault-finder and available for all who have the price.

Discriminating patrons have come to look upon comfortable seating as a symbol of good management and the index of policy for it establishes a regard for the public to which all else must remain secondary. Comfortable seating sells the theatre to potential patrons. It is the one permanent asset to which successful operators may point with assurance and confidence as the best business getter and business keeper. This type of "salesman" is on the job the minute the customer sits down and continues to sell return visits every minute during the entire performance.

Whether the operation is a de luxe first-run theatre or a grind house, the obligation remains the same—to provide patrons with comfortable seats within the degree of luxury economically possible with regard to the potential money-attracting power of the house. At whatever admission charge, revenue is bound to go into a tail spin when physical discomfort is an added price which all who go inside must pay. The "come again" force is largely in the sitting and the sitting is all in the seating.

Public seating manufacture in general and theatre seat construction in particular has evolved through the decades from the assembling of flat boards by means of bolts and screws, through progressive additions and refinements of hinges, springs and padding until the farthest bounds of practical limits were reached with seats a foot thick and backs nearly so, with a disproportionate increase in comfort as the padding was increasingly piled on. Like an over-fatted porker, the "most luxurious" theatre chairs were getting very much in their own way as well as in the way of those who used them.

Then occurred what might properly be described as a dramatic series of events. Research stepped in and, through a basic study of the human anatomy and the essentials of that posture which is most restful and comfortable while watching a performance, revealed that comfort is not related to mere size and depth of cushioning, but to the scientific distribution of support conformed to the body shape. Traditional types of spring cushioning were found to be illogical and inefficient for the purpose, extremely wasteful of space and a source of countless difficulties which had been encountered in a half century of experience in building theatre chairs.

The past two years have witnessed changes in theatre chair construction more numerous and revolutionary than any other period in the history of the industry. Intensive research has brought to light important changes, simplifications, improvements and refinements undreamed of a few years ago.

The building of public seating to meet today's requirements and the placing of seats to secure the most effective results for both the audience and the boxoffice has become a highly specialized industry of strategic importance. The days of "rule of thumb" production have long since been relegated to the past. Design, engineering, research, manufacturing, inspection and installation all are integral parts of the process. Upon the coordinated functioning of each division depends the quality of the finished product and consequent patron approval.

Wherever the American Public sits down together, it is the seating which provides the most intimate contact with the patron. It is the industry's job to produce public seating embodying every sought-after ideal; and the operator has no alternative but to provide that seating if the parade of patrons past the boxoffice is to be a continuing one.

SOUND SALES SOAR

National Theatre Supply Company's New York City branch has set a new high record in sound sales by closing ten contracts for Simplex Four-Star Sound within ten days. The New York branch, according to Manager James Frank jr., was one of the leading branches in the company's successful country-wide campaign on sound which closed on December 15.

"Circuits and independents alike," Frank said, "are adopting new sound." According to Frank, the features of Simplex Four-Star Sound which are meeting with the special approval of large and small exhibitors alike are the accessibility of parts, neatness of wiring and general good practice from an installation and maintenance standpoint. Other technical advantages of modern sound equipment also have met with immediate approval.

Keep seat upholstery spotless by frequent cleanings. The theatre-type suction cleaner is ideal for the purpose and it may be augmented at times by soap and water for leatherette coverings.



Why Offend Patrons Who See That Dirt On the Floor, And Pictures Not So Good With That Dust On The Screen ?



● Let the Super get it wherever it is. One Super cleans the whole theatre — floor, screen, lamp house, walls, ceilings, drapes, box fronts, ornamental work, upholstered furniture—all things and places, high up and low down. Pays you back its full investment and in a hurry. Super Hi-Up Tube reaches 30 feet plus height of operator. Super Screen Brush makes the screen like new, clears sound holes, restores lustre. Super Floor-Lite saves house lights. Try a Super free, and really clean your whole house. 5-day trial all at our risk—not yours. Ask your wholesaler or write.

Added length of screen life alone pays for your Super.

THE NATIONAL SUPER SERVICE COMPANY

1941 N. 13TH STREET, TOLEDO, OHIO

Relation of THE MODERN THEATRE *to* LOW-COST HOUSING PROJECTS

By **Edward Paul Lewin***



IN MY two previous articles I discussed comparatively the history of the progress of the motion picture theatre and that of low-cost housing in the United States. There is no doubt that low-cost modern housing creates an immediate need for low-cost modern recreation, of which motion picture theatres unquestionably are the most popular and therefore most important.

I have been informed by Oscar W. Rosenthal, prominent Chicago contractor who is chairman of the Illinois State Housing Board as well as a director of the Chicago Building Congress, that present housing standards demand adequate neighborhood recreational facilities, convenience to houses of religion, business, education and transportation. He also informed me that in planning a project, every consideration should be given to the possible use by the tenants of existing adjacent social facilities.



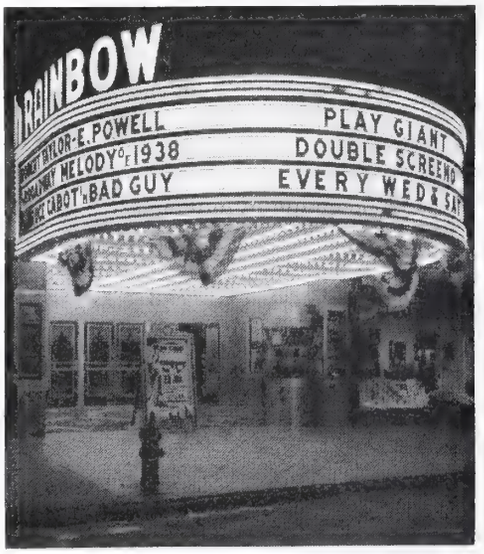
Mr. Rosenthal

Incidentally, Mr. Rosenthal, who has had some experience in recreational enterprising, having promoted and built the Pabst Blue Ribbon Casino and Hollywood at the Fair among other projects at Chicago's Century of Progress Exposition, is in accord with my ideas on the advocation of new or remodeled modern, up-to-date motion picture theatres in the immediate vicinity of housing projects. He agrees also that the theatres should emphasize matinee films for children of the area.

Such theatres would bring an immediate favorable response from local housing management. Naturally, the actual necessity of an additional theatre would depend upon the existing economic need of the housing project, together with that of the surrounding neighborhoods in the locality that the theatre is to depend upon for patronage.

This economic need undoubtedly is most likely to exist in the neighborhoods of projects that were built on vacant property and not on slum cleared areas, where adjacent facilities are not sufficient to satisfy an increase in population. Under these particular conditions it is natural to assume that with the normal increase in the number of theatre patrons in a certain locality, a definite need for recreational facilities is thereby created.

Since the object of low-cost housing is to construct housing properties in neighborhoods originally inhabited by families in the lower income groups, undoubtedly there are some small unimproved theatres that formerly have taken care of the particular localities. Naturally in cases where the slum cleared areas have been replaced by new buildings, there is some possibility that the capacity of these theatres might suffice. However, they probably are in such condition that they should be rehabilitated to satisfy the modern expectations of the tenants who are to occupy new and more comfortable housing apartments.



An aerial view of the Williamsburg Housing Project in Brooklyn, New York, after completion which provides comfortable living quarters for over 1,600 *families on a site formerly occupied by ramshackle buildings. The project wiped out twelve of Brooklyn's slum blocks. Above is a passerby's view of the Rainbow Theatre, a Randforce Circuit house, a new theatre built in the neighborhood as a result of the Williamsburg residential renovation project.*

The results of study and thought by the architects in planning multiple housing projects are showing a new expression in development of comfort and convenience. The contrast between multi-family structures with comparable buildings of a decade or two ago indicates the tendency to provide community identity, plenty of air and sunlight and areas for outdoor recreation. An institutional atmosphere is



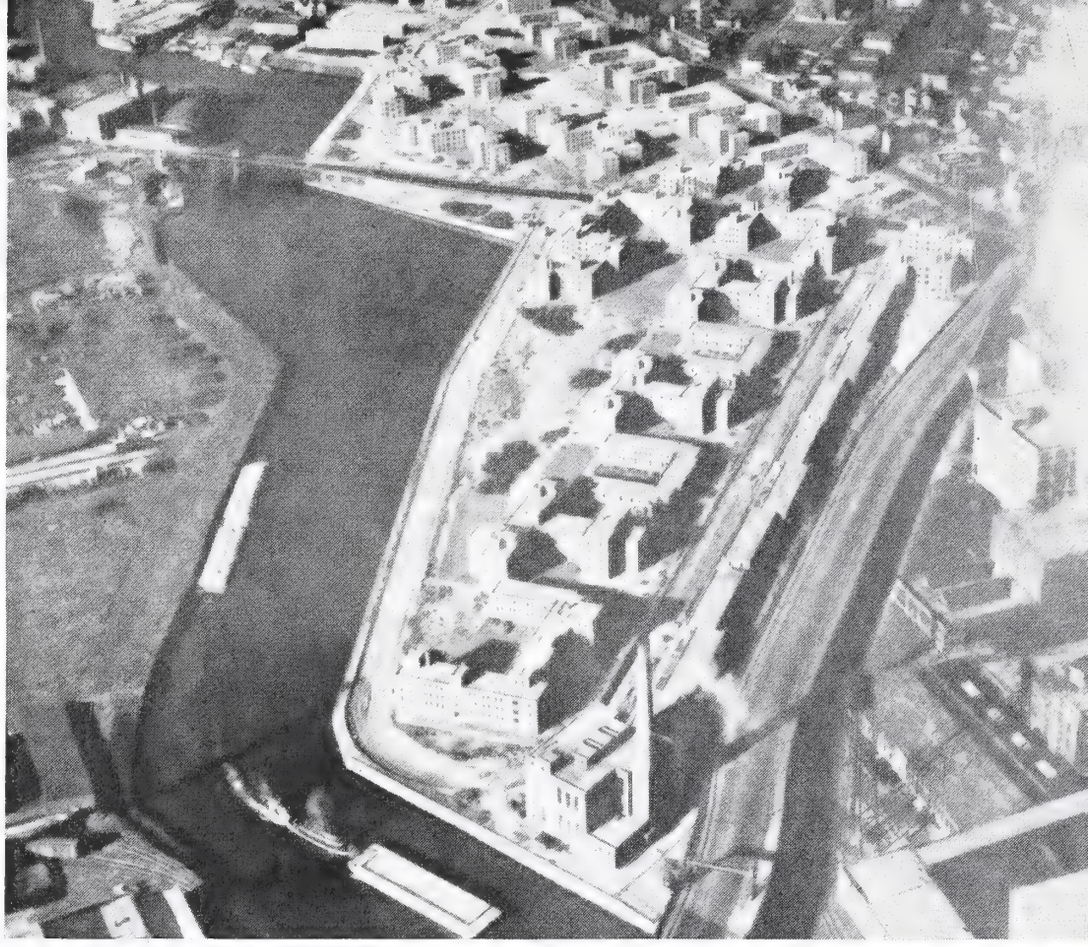
**Architect; member of the Advisory Board of The Modern Theatre Planning Institute.*

avoided by providing low buildings modest in scale and domestic in character.

Paralleling this is the contrast between present new theatres as well as the rehabilitated ones of the past five or six years and those built previous to the last building depression. In modern theatre building a tendency has been shown toward simplicity of design and a definite desire to improve the comforts of the theatre patron in so doing. New ventilating and air conditioning systems have replaced the old out-of-date equipment, modern plumbing has replaced the old and new comfortable theatre seats have supplanted those used previously.

Public Reaction Favorable

The design of new low-cost housing projects also has shown a tendency toward simplicity, which was influenced by the desire to reduce building costs as well as to fall in line with the trend toward simpler and more practical things that seem to be preferred by the people of today. The Century of Progress Exposition in Chicago in the years 1933 and 1934 undoubtedly influenced contemporary architecture reflected in the new buildings that have followed since.



Aerial perspective of the Julia C. Lathrop Homes project on the near north side of Chicago, covering 35 acres and comprising 925 living units. The nearest neighborhood theatre is more than a mile away and thus out of walking range for the residents.

In the desire to obtain the best solution to inexpensive, effective temporary buildings at the Exposition, architects were directed toward simplicity of design and construction which they obtained very successfully by the use of effective color schemes with plain surfaces, streamlined effects and modern lighting methods. The public's reaction was most favorable and this new simple, modern architecture immediately caught on. This simplicity is now apparent in both apartment and housing buildings, as well as in new and remodeled theatres and other types of structures of today.

It would seem obvious that since we have passed through the hardships and difficulties in developing low-cost housing, as discussed in my previous article, the important recreational requirements to accompany these projects should not be neglected. We have taken the poor people out of living quarters that were without light, air, running water, and in most cases without adequate heat and toilet facilities, and have rehoused them in clean, well ventilated modern apartments. We should complete our task by housing their motion picture entertainment in an environment at least comparable in comfort to that of their new homes.

Transportation a Problem

The new modern theatre as well as the remodeled one offers facilities that will meet this requirement. Unfortunately, existing theatres are not always in the immediate neighborhoods of these housing projects, however, and transportation may be required to reach points of recreation. This will raise the expense incurred in obtaining this form of recreation and may prove prohibitive.

I have been in contact with the management of the Julia C. Lathrop Homes on the north side of Chicago, a government housing project constructed on acquired vacant property which contains 925 apartments and houses, 3,600 people. They inform me that the nearest theatre is approximately eight blocks from the project. To accommodate this group, one of the theatres extends bus service to and from the theatre, which shows conclusively a

(Continued on page 49)



Showing Wagner 8-inch Letters and FLEX-WORD Unit with 4-inch Letters, in Girder Sign of Lindy Theatre, Chicago

Wagner's NEW FLEX-WORD Unit Increases the Flexibility of Your Board

The NEW Wagner FLEX-WORD UNIT consists of 4-inch Letters and Frames that inset on standard Wagner 3-in-1 Frames. FLEX-WORD Frames are available in 8", 12", 16", 20" and 24" lengths, for straight or curved boards. Patent Pending.

SAVES SPACE — PERMITS BETTER USE OF SPACE
YOU CAN USE MORE COPY
WITHOUT CROWDING THE BOARD
"WAGNER LETTERS Create the Flexibility of the Printed Page"

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Avenue, CHICAGO
706 E. Hancock Avenue, DETROIT
123 W. 64th Street, NEW YORK
6 Britain Street, TORONTO
Pacific Coast Representative: B. F. Shearer Company



Chair
No. 1800

Get All the FACTS About PEABODY CHAIRS

The Only Chairs with "Touch-Control" Seats

It pays to look out for the comfort of your patrons and it's good business to have a refined atmosphere about your theatre. It is also good business to install chairs that not only give your patrons all the comfort of the favorite home chair and lend an air of elegance to your theatre, but are also built to last for years. Such chairs, of necessity, are not the cheapest in first cost, but do cost far less in the end.

Peabody Theatre Chairs are quality chairs. They have all the comfort humanly possible to build into them. They are rich in design—they give that air of elegance to your theatre and you have construction that makes for easy, noiseless operation and causes little, if any, trouble.

Investigate Peabody Chairs before you buy new seating. Get a sample, sit in it—see how "Touch Control" and "Reflex Seating" promote easier access to seats. Write today for free Catalog-Folder and prices.



Peabody
Chair
No. 1900



Chair
No. 1701

PEABODY SEATING CO.

Box 5 North Manchester, Ind.

Peabody
QUALITY THEATRE SEATING

NEW CUSTOMER COUNTING DEVICE CAN'T MISS

By A. A. WARD

Chief Engineer, Conrac, Inc.



MOST troublesome and among the most serious leakages of an exhibitor's revenue is the leakage caused by non - revenue - paying entrances to the theatre. The demand for an accurate counting device to record the number of people who actually enter the theatre, therefore, has been of long standing and explains the lively interest displayed by exhibitors in the new type of attendance register.

The new apparatus is a mechanical counter that makes use of new applications of the electric eye principle. A series of light beams, invisible to the casual observer, focus on photo-electric cells. A patron entering a doorway equipped with the attendance register crosses one of these light beams and the momentary stoppage of light electrically trips a mechanism which in turn actuates a counting mechanism similar to the mileage meter of an automobile.

The features of the attendance register which have excited the most interest, however, are indicated by certain questions which immediately arise in the mind of an exhibitor. First of these questions is: How about two people coming in side by side?

The answer: A pair of light beams on the top of the door, which project pencil beams diagonally to the side elements. Thus, when two people enter abreast, the register clicks twice.

Second question: Does it count every person who crosses the light beams, whether coming or going?

Answer: Even though two-way traffic may exist at the entrance being checked, the attendance register only counts persons entering. People going through the door in the opposite direction—namely, leaving the theatre—don't affect the counting mechanism.

Well, an exhibitor may ask, supposing a person stands for several minutes in the path of the beam, thus permitting several people to enter without being counted?

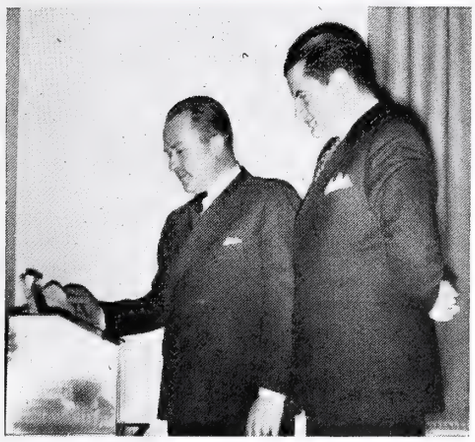
Answer: The register is so constructed that if a stoppage of the beam occurs for longer than a few seconds, an alarm signal flashes on and prints this alarm signal on a printed record in the manager's office, to which record only properly designated officials hold the key. Similarly,



Invisible light beams that project from light sources to photo-electric cells constitute the new application of electric-eye principles used in the Conrac attendance register. The mechanism counts twice when two persons make entrance side-by-side as illustrated here.

any type of tampering with the normal behavior of the light beams automatically flashes the alarm signal and prints the alarm signal on the record.

The new automatic tallying device was named "Conrac." It will be marketed, in-



Parental pride registers on the faces of G. L. Carrington (left) and L. W. Conrow, parents of the new Conrac attendance register. The printing register, in metal cabinet, produces an original and carbon copy record, each of which feeds into a separate locked compartment.

stalled and serviced by Altec Service Corporation and manufactured by a new corporation, Conrac, Inc., in Newark, N. J.

Relation of The Modern Theatre to Low-Cost Housing Projects

(Continued from page 47)

definite need of this type of recreation for such projects.

An attempt has been made to exhibit motion pictures right on the premises by having converted one of the basements of the buildings into a makeshift motion picture theatre, to which some of the tenants have contributed the machine, films, and other accessories. A definite interest in this form of entertainment is shown by the gesture and undoubtedly it was made to avoid the necessity of long trips to and from available theatres.

By employing a makeshift arrangement, of course, we are merely going back to the theatre of the early 1900s, when converted stores were used to form nickelodeons. This is most unsatisfactory and a definite step backward, which offers none of the modern facilities and comforts of an up-to-date theatre that have become absolute necessities for present-day theatre patrons. Also, the practice is most undesirable from the point of view of the building managements; since it presents a dangerous fire hazard to the lives of residents as well as to the housing property.

Another housing project in the South Chicago district, known as Trumbull Park Homes, is located approximately two miles from the nearest small theatre, which since it is beyond walking distance certainly is not of much use to the tenants of that development.

Project Theatre Successful

The Williamsburg Housing Project, a slum-clearance development in Brooklyn, New York, offers further evidence of what can be done with low-cost housing to improve the living habits of a community. It also provides an interesting angle on the relationship of such projects to the provision of movie entertainment. While the Williamsburg project, embracing an area of twelve city blocks, has two other small theatres in its vicinity, the Rainbow, operated by the Randforce Circuit, is the only new theatre built in the neighborhood as a result of the housing project.

The Rainbow Theatre is modern in every particular and has 1,800 seats including those in the balcony. Business has been reported good at the Rainbow since its opening, despite the fact that admission prices are scaled a bit higher than the other neighborhood houses. The Randforce theatre interests seem quite well impressed with the earning possibilities of such projects, since they have recently built another new theatre in the Red Hook housing project, a more recent slum clearance enterprise in Brooklyn.

In the next following (February 3, 1940) issue, we propose to present several other housing projects and discuss their relations to the growing demand for more recreation and refined entertainment such as the modern moving picture theatre is most capable of providing.

Carpeting and seat upholstery should harmonize in color and pattern to produce an interesting and attractive effect in the auditorium. These two luxurious textured features have a great deal in common as dominant notes in a decorative scheme.

WILL YOUR IMITATION LEATHER SEATS LOOK THIS NEW *After 5 Years?*



Naugahyde Covered Seats in an **A. J. Balaban-Alger Bros. Theatre** *—the "Coed" Theatre in Champaign, Illinois—serving a sophisticated university audience. Chairs by General Seating Co., Chicago.*

This photo shows a low-cost upholstery *after nearly five years service* on street car seats. Would you be interested in this kind of smooth, crack-free wear for your theatre seats?

You can have it — in color-and-grain combinations you'll want for their beauty alone. Simply by specifying, *through any seat supplier,*

GENUINE U. S. NAUGAHYDE

Though more exquisitely colored and more richly grained, theatre-seat Naugahyde is *exactly the same composition* that has made Naugahyde a byword for rugged wear in the street car, bus and trucking fields.

If it can wear so long on a street car, it's worth looking into for your theatre seats. *Write us today* for samples of low-cost U. S. Naugahyde upholstery.

UNITED STATES RUBBER COMPANY
Coated Fabrics Division — Mishawaka, Indiana

Seating the Automotive Impulse of Theatre Modernization

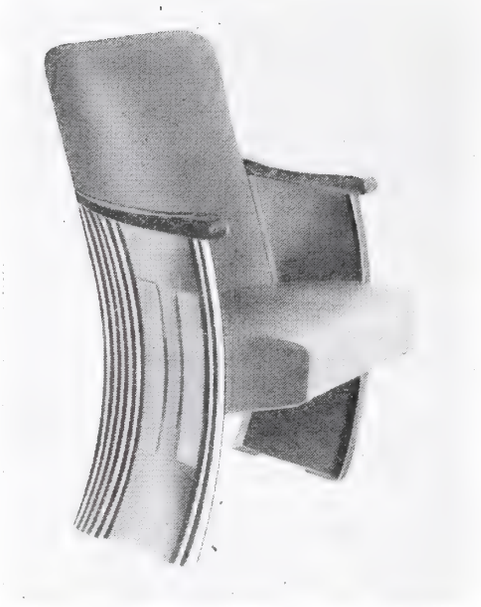
(Continued from page 42)

steel construction, bucket-type of posture formed seating—all in the business of making theatre chairs have contributed in great measure to the impulse of theatre property modernization for comfort during the past twelve months.

OTHER CONTRIBUTORS

In accrediting and commending the various contributors to the comforts and conveniences of the movie-going public, one must not overlook certain others who have played their parts successfully toward accomplishing the objective. We refer now to the manufacturers of materials that enter into the fabrication of theatre seats. Such as for instance the makers of upholstery materials, who have combined research activity with that of the seating manufacturers to improve the quality and satisfaction of public seating. We can say without fear of serious contradiction that only the finest of raw materials are being used for seat upholstery today.

One of the several outstanding developments of the year is the air-foam rubber



General Seating's NEW MODEL chair makes its bid for attention with the following FEATURES: Full upholstered back with mohair covering; metal clad back panel of full posture style; de luxe deep spring seat with mohair sides and leatherette top; newly designed aisle standards in variety of color combinations.

cushioning now being used so successfully as the comfortizing medium in the better grades of theatre seating. Introduced by United States Rubber Company something less than a year ago, foam sponge seat cushioning has stirred up an entirely new conception of sitting comfort and upkeep economy in theatre seating. Another U. S. Rubber development, called "Naugahyde," is creating a name for itself in seating upholstery circles.

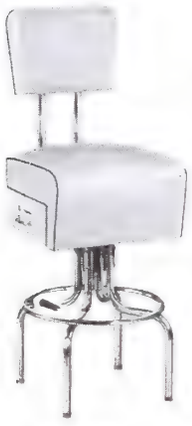
Still another incentive to finer appearance and wearing quality for theatre seating is Velmo upholstering material—a product of L. C. Chase and Company, which has steadily approached a peak of popularity during the period. While the Pantasote Company's "Russialoid" continues in popular preference with designers and builders as well as the purchasers of new theatre seats.

Like the modern automobile, today's theatre seating gives more for the money than ever before. In appearance, in operative exactness; in downright comfort calculated to restore the movie-going habit; in all that commands the utmost in return from equipment investment, the 1939-1940 model theatre chair is a masterpiece and there's no mistake about that.

The 1940 movie patron will ride in style and comfort heretofore unsurpassed and the result will be increasingly apparent in the "gate receipts" of many of our institutions, becoming more familiarly known to the American public as modern theatres.

New Cashier's Chair Has Safety Box in Seat

A new cashier's chair that is said to thwart attempted hold-ups is being introduced by Royal Metal Manufacturing Company. The posture-type chair has a heavy steel, triple-locked safety deposit box located unobtrusively under the seat. A slot allows the cashier to slip in currency easily.

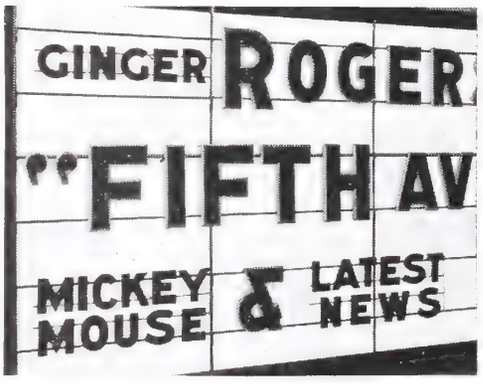


The safety box requires two keys to open—one for the cashier, the other for the manager. Another innovation is that special channels are available for anchoring the chair to the floor permanently so as to prevent removal. The chair also slides in these channels, allowing adjustment for the comfort of the occupant.

The chair, it is claimed, will save the expense of carrying hold-up insurance. Or in such cases where insurance is necessary, it will facilitate carrying less.

The chair frame is chromium plated and the seat and back are upholstered with high grade leatherette in any color. Its seat is extremely comfortable because of spring construction.

Advertise new seating after the installation has been made and continue to promote the comfort features of your theatre. Comfortable seating is a boxoffice value that ranks extremely high in the eyes of the public.



New Small Silhouette Letter Development

Of universal interest to theatre owners in this day of "double features and triple features," a new changeable four-inch silhouette letter and frame has been developed by Wagner Sign Service, Inc. The frame comes in various lengths that mount on standard marquee equipment, thus enabling the theatre operator to advertise several features prominently; an accomplishment which was formerly impossible because of space limitations.

The Wagner Company also announces a new innovation for marquee exploitation in cooperation with the Walt Disney Productions, through which they are developing 24-inch silhouettes in color of various cartoon characters. Inasmuch as a great number of Walt Disney fans are below school age, it is believed that these figures displayed on the marquee will have a tremendous drawing power to the theatre.

A theatre's patron appeal revolves about its comfort and convenience. Make seating the pivotal point in your theatre.

If you must have over-long program presentations, be sure that your patrons are seated comfortably. Otherwise they can't enjoy what is offered on the screen, be it long or short.

Seating in the auditorium has a great deal to do with acoustical quality also. Chair backs particularly should be sound-absorptive in order to assure best sound conditions.

PERFORMANCE DOUBLY ASSURED

STABILARC

MOTOR GENERATORS

Two things make the installation of STABILARC Motor Generators a sound investment. First, our experience and facilities—our contact with the newest ideas to increase operating efficiency. Second, sound design that always assures a dependable uniform power supply. Consult us if you are planning projection room changes.

•

The most complete line of motor generators on the market.

35 VOLT UNITWIN

(Requires No Ballast Rheostats)

42-60-80 VOLT MULTIPLE

•

AUTOMATIC DEVICES CO.

1035 Linden St. Allentown, Pa.

Export Office: 220 W. 42nd St., New York City

Also Manufacturers of Allentown Steel Curtain Tracks and Curtain Machines

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

Allegheny Ludlum Steel Corp., of Watervliet, N. Y., submits several pieces of literature on "Ludlite Bord," a revolutionary new building material. A folder entitled "Stainless Steel 'Lumber' Enters the Construction Field" describes the product in an enlightening manner, and installation details and suggested uses are also given.

American Asphalt Paint Co., of Chicago, offers its latest price list and outline of paint products. A new booklet giving complete instructions for correct application, entitled "How and Where to Use It," is also available.

Detroit Stoker Company, of Detroit, Michigan, files profusely illustrated literature on the Detroit LoStoker and various other stoker models for every need. Charts showing sizes and capacities are given as well as application drawings and cut-away illustrations.

International Register Company, of Chicago, presents an elaborate folder on the new "Q2 Cutawl" for all cutout work. Recent improvements in the device are outlined and advantages are described. Specifications and prices are also included.

Royal Metal Manufacturing Co., of Chicago, presents the new 1940 Royalchrome Catalogue illustrating Royalchrome furniture and presenting interior furnishing and decorating schemes in full color. The catalogue is 84 pages in size and presents many features of interest to lounge furniture buyers.

Semon Bache & Company, of New York City, files several folders on "Evabrite" mirrors and "Maltese Brand" lenses. The "Evalast" process of mirror making is described and its advantages outlined understandably. Prices on the lenses are also included.

Service Seating Company, of Wichita, Kansas, submits an illustrated folder entitled "Thinking About Theatre Chairs?" New features of the Service line of chairs are described and pictured and a sample offer is made.

Trumbull Electric Manufacturing Co., of Plainville, Conn., files folders on Trumbull "Controlite" and "Autrastat" Dimming Control. Specifications are suggested, and diagrams and illustrations explain the switchboard devices most clearly.

Universal Stamping & Manufacturing Co., of Chicago, offers descriptive and profusely illustrated folders on the new Coinometer, a low-price change-maker. Operating efficiencies and advantages are outlined and the ten-year guarantee is stressed for complete satisfaction.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.



"Just like CRESTWOOD . . ."

The next time someone tells you his carpet is "just like CRESTWOOD," remember this:

No other carpet can be just like CRESTWOOD for the same reasons no other automobile can be just like Cadillac or no other piano just like Steinway.

There is *only one* CRESTWOOD and it is made *only* by Alexander Smith.

ALEXANDER SMITH

CRESTWOOD

CARPET

DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

Theatre Decorative Color Schemes are Bounded by No Set Rules

By **Hanns R. Teichert***



THERE is no definite set of laws governing the decorative color schemes of a theatre; however, there are certain artistic requirements that definitely light the way. To disembark too far from certain fundamental rules is distasteful. Certain combinations of colors insult the eye and mind of even a layman, despite the fact that he might not be able to criticize or correct the fault intelligently. Instinctively he feels there is something amiss. Maybe it is that the color of the carpet clashes with the color of the wall—or the furniture with the drapes—or any number of things.

The most important single tool is color—and knowing how to use it skillfully is the first step. To this measure we have devoted the following direct schemes. Choose any base color you are fond of and build a decorative scheme around it. There are certain basic techniques for soothing, blended schemes or dramatic, contrasting ones.

Theatre Schemes More Dramatic

Most everybody today has color sense and plays around at home to produce harmonious and pleasing color combinations, but it is up to the theatre to show the higher dramatized, dynamic schemes that intrigue the onlookers' imagination. The Fairy Tale of make-believe should not end with the moving picture, but should be generated still higher as the patron walks through the well lighted and smartly planned foyer and lobby into reality. Color is powerfully magic.

There are always fashionable colors and it is up to the theatre to set the trend to be followed. Inasmuch as the public does not have to stay within the theatre for long periods, it is not necessary to create an effect to be *all* restful. To the contrary, the schemes should be striking and stimulating.

Here are a number of suggestions. *Lobbies:* It is always good practice to pull the color of the floor covering somehow into the surrounding wall surfaces. Maybe the same color in the woodwork, trim or doors—darker or lighter in tone; as long as it is the same color. If the ceiling is high and not indirectly lighted, it might be smart to recall the color of the floor on this surface and if light reflecting surfaces are needed, introduce circular or square white portions around the lighting fixtures to rebound and diffuse the light in order to overcome the efficiency destroying light absorption of darker colors.

If it is necessary to have a light ceiling, you may be able to introduce the floor color in soffits, arches or set-backs in the plaster. In order to dramatize a dark ceiling, always keep the cornice or any architectural feature between ceiling and walls as light as possible—off-white with a little tint of the ceiling color, eggshell or grey. If the ceiling is dark, the walls should be light or at least the greater portions of the wall surface should be lighter than the floor and ceiling.

Colors Promote Illusion

It is possible to alternate two tones recalling the color in opposite walls. Remember—dark colors bring the surface closer to the eyes, whereas light colors have a tendency to fade into space. If your lobby is long and narrow, use the darker tones on the back and front walls. If the lobby is wide and short, use your lightest color on the back and front walls. Strong complementary colors can be used in niches (behind candy counters), in certain decorative wall panels, as display backgrounds or in the furniture. Remember, the more sparingly complementary bright colors are used, the more dramatic their effect in the monochromatic scheme.

Bright colors are in good taste if not jumbled in a kaleidoscopic manner, using every color in the rainbow in one room and all in the same ratio. If orange is the predominating color, use three or four shades of orange, light to dark, to make up about three quarters of the surface of a room and the balance in complementary colors. Black and white are not colors. Black absorbs and white reflects.

Suggested Lobby Schemes

Here are a few schemes that have proved very adaptable in particular cases:

Scheme No. 1—

Floor: Shades of brown.

Ceiling: Orange color.

Walls: Alternating pigskin and darker fawn colors.

Niches or Furniture: Turquoise blue hues.

Display Backgrounds: Gold or burgundy.

Woodwork and Doors: Either in shades of brown, wine color or a deep, rich blue.

Scheme No. 2—

Floor: Shades of blue. Ultramarine blue (rather than the greenish blue).

Ceiling: Electric blue (turquoise), or if rather high, use dark ultramarine blue shades with white reflecting circles.

Coves: Light ivory.

Walls: Deep ivory or blushing French grey (toward mauve).

Niches: Tones of orange, coral or dubonnet.

Furniture: Either coral, antiqued white, copper or turquoise blue.

Woodwork: Shades of burgundy, gold or even a light French grey.

Decorations in white, copper and splashes of vermillion.

Scheme No. 3—

Floor: Shades of burgundy, dubonnet or wine.

Ceiling: Bone white or dark burgundy with white reflecting surfaces.

Walls: Alternating shades of French blue (powder blue), shades of coral or different tones of champagne.

Coves: White highlighted with gold.

Doors: Sapphire blue trimmed with gold, with perhaps the trim in off-white.

Furniture: Shades of coral, ultramarine blue or gold.

Decorations: White, gold, sharp blues and reds.

Lighting Fixtures: Polished brass and crystal.

If the lobby is not too well highlighted and appears rather cold, use light yellows for your wall colors with any of the aforementioned floor colors—because yellow creates an illusion of sunshine and brightens any interior. However, I like to save

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to The Modern Theatre, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

**Theatre Decorating Specialist, Chicago, Illinois.*

the yellows for the foyer, which is usually more dimly lighted in order to keep the light from filtering into the auditorium through doors or openings.

THE COMBINATION COLORS

If the lobby floor is of a cold material such as marble, terrazzo tile and so forth, try to keep the color scheme on the warm side by avoiding blues and cold greys. In contrast, a softly carpeted floor can be dramatized by using colder schemes.

Green is a dangerous color to use. It is a color that people associate more with food stores than theatres and I can only advise using this color very sparingly in any of its shades. Yellow and blue mixed together make green, so why not use these colors in a combination to create a more subtle effect of green without resorting to use of a direct green color. The same theory applies to purples. Made up of red and blue in balanced shades, a combination of the two colors will overcome the apathy against purple in its natural state as a color so closely associated with mourning. Besides, you will thus avoid the fading and tarnishing to which this color is subject.

But at this time, in order not to tire you with too many color schemes that might only bring confusion, I will save schemes for the auditorium and other suggestions for the next installment of this department.

Streamlined Chair Backs A Distinctive Feature

The lustrous, streamlined edge on many modern chair backs offers a splendid opportunity to "dress up" any house. This streamlined rim may be furnished with flawless chromium plating, aluminum finish or in a wide range of smart, modern enameled colors. The ensemble appearance of such installations quickly and conclusively proves that these beautiful chairs set a new, distinctive style in theatre seating.

The metal edge gives complete, lifetime protection, too, because it is made from large size, cold rolled steel in most cases. It eliminates chances of upholstery wearing through or fraying, protects the back upholstery from soiling from patrons' hands and it assures long wearability and an appearance of "newness."

House traffic is speeded up by this type installation because it acts as an eye guide for patrons, makes it easy for them to locate the available seats and reduces aisle congestion and its ensuing disturbance to the seated audience.

The streamlined edge lends beauty and decorative sparkle to new houses and to reseated and modernized interiors. It creates a custom-built appearance in the back, assures a smart, modern tailoring job and by careful selection of upholstery combinations achieves an entirely new and pleasing interior effect.

Aisle lights in the end standards of the seats are a most welcome convenience to patrons. Also, such lighting effect serves to highlight the beauty of the seating installation.

Patrons joke about deposits of gum found underneath theatre seats, but they are disgusted by it nonetheless. Watch this condition closely and keep theatre chairs free of all such barnacles.



SUPER TAMPA 24333

MOHAWKS ARE THEATER WISE . . .

And, theater men who put down Mohawks are wise birds, too! They spot house-appeal in Mohawks, as they spot an "A" picture in a preview! Mohawks are bred to the boards . . . woven strong to stand traffic for a long, long time. Mohawks have star beauty and Hollywood color to glamorize lobbies. But, down the aisles, Mohawk's soft, deep pile plays to silent footsteps. Through all weather, through cleanings and shampooings, Mohawks have a come-back like Tarzan!

Write for facts on Mohawk's Big Three for Theaters . . . Rialto, Scotia and the Broadway Group in a wide range of colors, textures, prices. Write Mohawk Carpet Mills, Inc., Amsterdam, N.Y.

THE SHOW BEGINS ON

MOHAWK Theater CARPETS

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

Mayhap This May Serve to Shatter the Fog of Misconception

By **Gordon H. Simmons**



IT IS said of the great Caruso that he could hold a wine goblet in his out-stretched hand and by singing at it shatter the glass at its stem. Plaster in a church has been known to fall when the organ pealed forth a tone of certain vibratory frequency. Therefore, it may be no myth about the Walls of Jericho falling when the priests walked around them sounding their ancient bazookas. Even words have power when they excite a vibratory response in their hearers.

So I watch my words even more than you might think. When I find they are falling on deaf ears, I change the tempo of my tune. I am trying vociferously to shatter this fog of misconception and excusable ignorance about air conditioning matters in the minds of many of my readers.

I'm trying the best I know how to emit a clear unmistakable tone having *power* enough to orient us around certain everlasting scientific facts, just as will lycopodium powder on a glass plate vibrated by a fiddle bow. If you've never seen the beautiful geometric pattern formed by so doing, you should try it once.

A Wearing-Down Process

Now a steel rail can be shattered by gently tapping it with a small hammer, provided you tap it a sufficient number of times. This, too, has been done. In scientific lore the shattering effect thus caused has been described as the "fatigue of metals." I, too, have been gently and persistently tapping away. Possibly I may secure results due to the fatigue of you theatre owners.

Yet I should know that the many letters I get are not due to fatigue. Practically all are an appreciative response to one whose declared purpose is to be intelligently helpful. So I advise with confidence. Not because I know what you've done that doesn't work, but because in most cases I know what should be done to make your equipment function.

The fundamental laws I follow are yours to use, too. I merely call your attention to them and often that is quite enough. To the extent that I know the scientific law pertaining to your problem am I infallible. But no more than that.

Should I pronounce a mathematical misconception about arithmetic, such as that two plus two makes five, you'd promptly say I'm nuts. Well, I say that most of the prevalent propaganda about air conditioning matters is just as screwy. Who should know better than I, since I'm so frequently called in to make a silk purse out of many a sow's ear. It is this situation that I am inveighing against, trying to dispel the clouds of needless obscurity surrounding a simple subject.

Possibly I may have a penetrating type of mind. Goodness knows I need it. But you have it, too, for many of you have penetrated to the core of what I'm talking about and have proved for yourselves that my preachments have had sufficient power to help you lick your problems.

Should I get too serious, you would soon tire of me. Should I become too silly, I'd lose your respect and possibly my own. Therefore, it is up to me to strike a happy tune and keep it up until more of you join our pied pipers' parade. The jolly letters I receive from so many of you prove that I have no monopoly on a perverted sense of humor. The sly digs and pokes in the ribs that I get from you-all not only keep me wide awake but they put a smile in the place where it ought to be.

I sat me down to my typewriter to write this piece with hope in my heart and a gleam in my eye. Some of your personal cracks at me in your letters are so full of good humor that I just can't pass them by without a back poke.

Aloofness Doesn't Pay

And now that I'm in a poking mood, let me take a swift jab in passing at certain elements of the so-called inner circles of our air conditioning industry who hold themselves aloof from theatre trade; because, they say, "theatre men won't pay for quality equipment." Howinell do they know? How many of them have really tried to sell quality to you readers? Sure they paint wonderful pictures and put plenty of pressure on me (my files are full of propaganda) and other engineers and contractors; but when it comes to telling you, the consumer and paymaster, things I want you to know about this or that before I specify it, they're content to "let George do it." And the American public continues at the rate of twelve million souls a day to sample the progress of air conditioning in our picture shows. It's time for someone to lift the fog of misconception.

I'm all set for another trip toward my old haunts Down South. I'm gone with the wind. While I'm away I want you air conditioned fellows to do a few *simple* things—not for me; but for you and the customers.

(1) Open those fresh air dampers just a little wider this winter so your customers can get a bit more oxygen. Your houses *don't need* to be ventilated; your customers do.

(2) Look at your filters right now. If they need to be cleaned or the filter pads need replacement, do this before I get back. If you haven't filters, for Pete's sake put 'em in.

(3) Where you have an auditorium roof exposed to the heat of Old Sol, put four inches of good insulation on the floor of your attic. It should cost you only a few pennies per square foot in place.

(4) If any salesman tries to sell you air conditioning equipment, ask him if he reads Simmons' articles in Boxoffice. If he says "No," don't buy from him unless he promises faithfully to subscribe. Tell him to get three years' back issues.

Most of 'em need a common-sense grasp of the subject far more than you do. If I weren't up to my neck all the time correcting people's errors, I wouldn't have to work and could fish all I want to. But I might also be penniless.

Here is a letter just received by a local contracting firm who referred it to me:

"Kindly get us prices on complete air conditioning F.O.B ..... (destination deleted) as follows: Fan, motor, water air filter, and all parts to connect the above in our place. We have a theatre of 350 seats and want 75 cubic feet of air per person. 110 volts. Above prices on used and new equipment."

The signature of the writer of that inquiry sounds Irish. So I'm risking a sock over the head with a shelaleh when I say he (like myself) is inclined to use *too much air*. But where in heaven's name did he get that figure of 75 cubic feet per person? Certainly not from Hollywood. Furthermore, he wants to buy a complete air conditioning system *right over the*

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

counter just like he might pick up a gadget in the ten cent store.

MORAL OBLIGATION VANISHES

And right away he starts talking "price." I assume the lowest bidder will get his order. But what he'll get will be a trimming unless he's lucky or air conditioning wise. This local firm could ship him a half carload of gadgets if their price is low enough and they'd have no moral obligation to him beyond the usual warrantee covering the equipment only.

They certainly cannot plan his installation for him because not only did he not send in a plan of his building, but he *did not even ask for one.* And even if he had asked for an installation plan and furnished architect's drawings of his building so that intelligent planning could be done, he would not get a plan from a firm that would base calculations on 75 cubic feet of air per person. But no doubt he can get many a "salesman's dream" of an air conditioning system that would create comfort at the rate of 175 cubic feet of air per person.

Now I know salesmanship and the acme of perfection in this art is to be able to get the business without even saying "let me sell you something." If I can't create in you the desire to buy the right thing without having to *ask* you to do it, I've muffed my mission terribly.

If I were a frank salesman and I called on you and you asked me, "How much?" which would be a natural question on your part, I'd say, "How much you got?" Of course, you wouldn't tell me, but I'd be answering your question with another one. Then I'd tell you that I'd sell you equipment at cost. And of course, you'd say, "That's fine!" I'd then add candidly, *"Cost to you."*

NOT STUBBORN BUT—

After that we'd probably get down to business and talk sense. I'd explain that probably we'd better decide what was suitable for you before attempting to price it. After the equipment was selected as to suitability and *proper size,* I'd price it and you could buy *that* or *nothing* through me.

Now I am buying apparatus all the time and in far greater volume than any of you. Salesmen come to see me, too, and I am cordial with them. Many times I need to buy something with which I am not too familiar. I ask the salesman for his recommendations—then his price. After getting it, I squabble about the price on general principles, ask him if he hasn't got something cheaper that will do the same work as well or better and tell him I've got just so much money to spend. So many times they fall into my trap, change their recommendations to suit my pocketbook but not my job. Then I sweetly tell Mr. Salesman to leave his proposal and I'll let him know if and when I decide to buy. And that's the end of *him.*

This is also the end of me, at least for another month. I'm all gassed up (as maybe you've noticed) and ready to go. To many of you who have asked me to call, I'm saying now, "I'll be seeing you." I do hope some of you will show me where to catch fish—and maybe go along. The head of my fishing department, unlike me, is a man of few words. But with a fly rod in his hands, he's better than I am on a typewriter. We haven't yet tried to swap fish for gas but we believe it is possible, especially since I have been able to swap "gas" for gas.

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

Frequently I receive letters from theatre owners who quite apparently want me to confirm bad judgment and conspire with them against their own best interests. In such cases I try to sidestep gracefully, but not without giving a bit of sound advice. The following incident is typical:

The Letter: "Enclosed is a rough sketch of proposed theatre. Height of ceiling at rear 13½ feet, at front 10 feet, inclined floor from front to about 60 feet on top of present floor which is legal; 400 seats all on one floor; no attic as there is a lodge hall above.

"Temperature of water entering air washer about 65 to 70 degrees, city water; temperature leaving blower about 50 degrees. Five horsepower ..... pump and motor with 80 spray nozzles with plenty of pressure and all 3-inch pipes to cut down friction. Air washer and tank 16 feet long and 5 feet high. It really cools the air. Not troubled with humidity. I think blower is big enough, but would be better to have a larger one. Don't believe I will install ducts for the present.

"We need some proper grilles that will handle the job. Would you make an air duct from blower to auditorium around the screen 5 by 5 feet and all the same size, or would you reduce it on the end next to the grille?

"Awaiting your early reply, I remain.—A. W. P."

My Answer: "Your letter received and I am sorry but I'm afraid I can be of little help to you. I don't mind giving you the information asked for and you will find it enclosed; but if a theatre could be air conditioned by shooting into it some 70-degree air and attempting to fire it 110 feet from stage-end of house, where you report the ceiling height to be 13½ feet with 10 feet at rear, then the inmates of the insane asylum could well be in the air conditioning business—and I think some of them are.

"Air conditioning consists of much more than a sprinkling can and a fan; which is about all you've got. And while I could prescribe for you so that you will get more relief than you could by going it alone, this department is being run for people who want to be air conditioned and everybody else has to pay.

"Your blower is too small. 10,000 c.f.m. is not enough air for 400 seats plus standing room, and if you have 70 degree air to distribute you will need more even to obtain the 'illusion' of cooling.

"If you will run a duct down the entire length of your house instead of dumping all air on both sides of stage, get a bigger blower and install air supply grilles of the size and shape I could want, you will at least have a *proper air distribution system.*

"I will make you such a plan and charge you $10.00, my average cost being $6.12 and the difference represents the price of a bottle of Scotch needed to overcome the reluctance of my draftsmen.

"I'll specify no grilles for you at the location shown by you. You would only ask me later on to arrange for the return of them. I don't engineer according to your ideas or according to the ideas of anybody else but me. And while I lose much business by being tough this way, at least I stay out of trouble by profiting from past experiences that made me familiar with trouble. Should this letter be published and if a certain theatre owner down Texas way reads it, he will laugh like the dickens and probably write me suggesting that I admit he contributed to my education—which he did.—G.H.S."

And I get many friendly, appreciative epistles too, such as this letter from a "fixed up" theatre owner out in Kansas.

The Letter: "We've got some of the fixing done and so far you sure know your stuff on distribution of air.

"I'm going to use the two exhaust fans that I have this summer or until I can get them sold, but I want you to buy me a syphon-type ventilator for my projection booth, capable of 450 c.f.m. I'm going to pass the cooling and heating coils until later and figure on them for my heating this winter. This show game is tough right now in this part of the country.

"What kind of cigars do you smoke?

"Thanking you, I am—R. W. M."

"P. S.: The river has been up and I was fishing for two days, just sort of neglected the show and had three of the biggest grosses I've had all year. Figure that one out.—R. W. M."

My Reply: "In the first paragraph of your letter of the 19th are you referring to my distribution of *hot*-air or cool air?

"I like compliments but many times when I swallow one I find there is a 'hook' in it. As witness that theatre owner in Canada who spent five cents in postage to console me about being called Hot-Air Simmons. He had me all buttered up until I ran across his post script. 'You're not so hot,' said he.

"I'll have ..... of Milwaukee ship you that syphon-type ventilator for your projection booth. You will hear from them direct, giving you price.

"In regard to what kind of cigars I smoke, beg to advise I smoke anything that will burn—if they're mild. (What, even herrings?—Ed.)

"The post script to your letter was most interesting. My advice to you is *keep on fishing.*

"Cordially yours—G. H. S."

PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS

An Owner-Planned Theatre Project That Turned Out Pleasantly

Case history of a commendable building project in which the theatre owner functioned as his own designer and construction supervisor. Pictures and data supplied by Wm. L. Luckett, exhibitor of Scottsburg, Indiana.

ORDINARILY, this department has rare occasion to become enthusiastic about owner-designed theatre projects. As often expressed herein and elsewhere, we are strong contenders that every new theatre or remodeling job of reasonable size should be rendered through the services of an accredited architect and preferably one who is experienced in theatre design, construction and functional furnishing.

However, despite our oft-repeated warnings and recapitulations of reasons why a good theatre architect is always worthy of his hire, we intend to be broad-minded about the matter. Hence, when an opportunity is presented to pass favorably on an owner-designed theatre project, we welcome it warmly.

Exception to Rule

The project we are about to present here as an exception to the rule we have previously recorded is the new Strand Theatre, completed last summer in Paoli, Indiana, and quite proudly presented to us in detail by Wm. L. Luckett, of the Luckett Amusement Company, Scottsburg, Indiana, operators of a string of theatres in the southern part of the Hoosier State.

Besides being an astute showman, Mr. Luckett is an experienced theatre builder with an eye for House Appeal. He personally designed and supervised the erection of his new Strand and his object, as he expresses it, was "to give patronage in this small town the best physical presentation of motion picture entertainment." Paoli has a population of slightly more than 2,000 residents.

Mr. L. designed his new theatre for an ample seating capacity of 800 and arranged his auditorium on the stadium plan. Combining the best available in modern building materials, he contrived a really modern theatre at a cost of $60,000 and installed all new equipment and modern furnishings at an additional investment of $28,000.

We follow now with a description of the project as given us by Mr. Luckett:

The entire front elevation and sides of the new Strand are of structural glass in ivory with black base trim. Most effective is the interesting decorative appeal of the exterior. Directly above the marquee is a perpendicular column of glass blocks behind which are concealed fluorescent floodlights that lend the proper illumination for the large silhouette letters spelling out the name "STRAND," placed obliquely on either side of the main sign.

Brilliant Display

The large, semi-V-shaped marquee has a four-line attraction board on either side with interchangeable silhouette letters for spacing on the all-glass frame, with stainless steel metal mouldings and trimmed with fluorescent tubing to blend the latest colors and give the much desired effect of all front illumination.

Located below the marquee in the outside lobby and on both sides of the all glass boxoffice are the recessed illuminated photo-advertising display cases which are finished in glass with chrome metal trim.

Plate glass panel doors lead from the lobby into the main entrance of a well-lighted vestibule with mirrors, where the patrons are immediately impressed with the quiet charm of the adjoining spacious lounging area. Here the lighting is concealed in coves recessed in the ceiling, casting luminous rays in an artistic and functionally effective manner, with properly installed illuminated directional signs



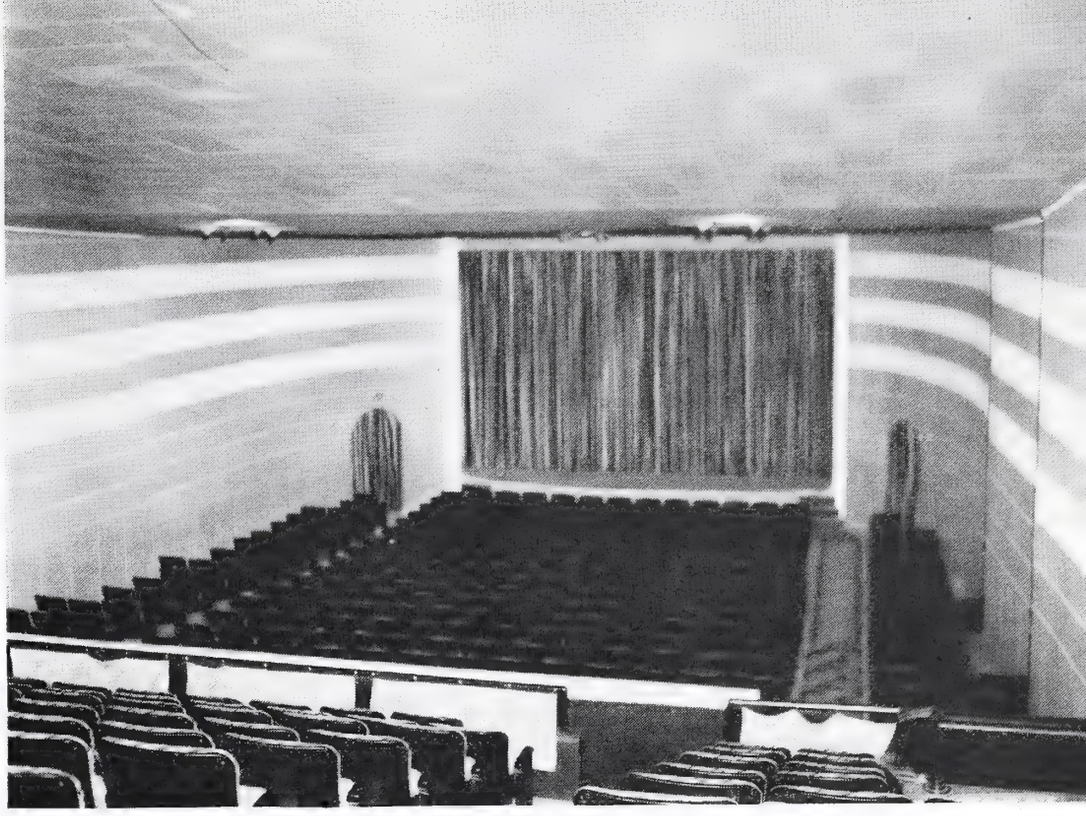
The facade of the Strand Theatre, in Paoli, Indiana, presents an ensemble of modern design and materials effectively used. The only jarring notes to an otherwise impressive view are the festive pennants above the canopy and the detached display easels placed on the sidewalks. These might well have been dispensed with in the interest of harmony. At right is a sectional view of the Strand's foyer with its novel arrangement of alcoves which provide a bit of privacy for waiting patrons.

also in silhouette letters to augment the lighting.

Luxurious Furnishings

Recessed alcoves fitted with chrome and leather furnishings blend with the atmospheric decorative color scheme of coral and delft blue and also harmonize with the design of luxurious carpeting of latest weave and pattern laid throughout the interior. The walls are entirely covered with a leather fabric in a lovely shade of coral with chrome band trim.

The drinking fountain and manager's office are conveniently located in this area, with access to the ladies' and men's lounges (cleverly captioned Queens and Kings). These rooms also are equipped with chrome and leather furniture in coral and blue. The Queens' lounge is particularly appealing to the feminine set with its attractive and modern furnishings. Each of the toilet rooms is partitioned off separately from the lounging space and is properly ventilated and equipped with the latest type plumbing and toilet facilities.



A stadium-type auditorium, decorated in streamline effect and with all provisions for perfect sound reception. Seats of the most comfortable type placed for best possible screen presentation. An entirely practical auditorium is the feature of the Strand Theatre.

Access to the auditorium is provided from the main lounge, on either side, through foyers leading to the main promenade and standee rail where the patron may indulge the preference of being seated on the main level or in the stadium.

Simplicity of Decor

The decorative scheme here is simple but effectively interesting, selling the main idea of pleasure plus comfort in attractive surroundings. The walls and ceiling are of decorative acousti-plaster installed to bring out the utmost in acoustical qualities.

Indirect fluorescent illumination along the walls at the ceiling provides sufficient auditorium lighting efficiently controlled by dimmers from the projection room. Six large circular satin-finished chrome draftless air diffusers are ideally located in the ceiling, featuring decorative eye appeal and providing all-year-round air conditioning for the general health and enjoyment of the customers.

Seating is arranged on the stadium plan, taking into consideration the essentials of eye comfort, effectively. Seats are all of the latest type, air-cushioned and fully upholstered and specially designed for the comfort of the patron. Attractive louvre lighting in the end-standards provides the aisle illumination. Louvre glass panels with indirect lighting are installed in each stadium.

The stage is well equipped with a large screen for the most advantageous presentation of moving pictures and is also adaptable for stage revues. Here the decorative scheme is enhanced by a beautiful blue shadowed velvet front stage curtain with a traveler in heavy coral satin controlled efficiently by an electrical device from the projection room. Installation of the engineered projection and sound equipment is of the latest type, serviced by contract and wired for television when it becomes available commercially.

From the evidence submitted (we were unable to make a personal inspection of the premises) it must be acknowledged that Mr. Luckett showed unusual capability as a theatre designer. But without reflection on his ingenuity, we would venture the opinion that the present availability and versatility of modern materials made the job easier and more economical for him. Unfortunately, too few theatre owners are as artistically or architecturally minded as Mr. Luckett. If more of them were, the practice of good theatre architecture could be given wider expression.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 1-6-40
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

.....

Theatre ..... Seating Capacity.....

Address .....

City ..... State.....

Signed.....
(Owner-Manager)

Clinical Observations on the Brain Cells of a Sound Projection System

By **J. S. Bailey**

IN human beings we recognize the brain to be a very finely balanced piece of human machinery. If the brain is abused it protests in many ways. A few of these ways are known to the layman, many more of them to the brain-specialist. If the brain is dulled by alcohol the sense of balance is impaired, speech is inarticulate, co-ordination is affected. A blow on the head will often cause death or permanent injury to the brain. Overwork or strain will cause brain-fatigue. Except in cases of accident and abuse, the normal life of the brain is quite long, assuming of course, that the brain to begin with is free from any hereditary ailments.

In your projection booth you have also a very delicately balanced piece of machinery. To the layman who glances casually at a projector it looks much like any other, but the expert projectionist realizes that he is the "physician" for an intricate piece of equipment and is responsible for peak results at all times. We realize, of course, that each integral part of the projector has its own particular job to do and it must be done well. But regardless of how near perfect the operation of a projector and sound equipment may be, one cannot expect a good presentation if the "brain," alias phototube or photocell, is not operating at its best.

Eliminate Mental Fog

After the projector has been in operation a short time, have you ever noticed an oil vapor in the cell housing or box? If so, you will also find a film of oil on the glass envelope of the cell. This oil film not only acts as a filter but also has a tendency to scatter and diffuse the light that is supposed to reach the cathode of the photocell in a clear-cut, well defined manner. It is just like a brain trying to register objects seen through fog. Remember also, that a layer of finger-prints on the glass envelope would have the same effect as a film of oil. You keep your lens spotless; do the same for the photocell.

As a general rule, dropping or banging the photocell is not regarded as a good practice. If you can pick up the "brain" in one piece after dropping it, it would likely operate efficiently. If you can't, the waste-basket is the place for it. Handle carefully, don't give it concussion.

The frequency response of your photocell is a strong argument in favor of an active "brain." You, as a projectionist or theatre operator, might possibly have noticed the following bit of action or something similar to it: On the screen a player drops a wafer-glass or any glass object. You hear the loud crash of the broken glass but you don't hear the rattle and tinkling of glass that should accompany such action. (If a high pitch bell is rung you may hear very little, or no sound at all.) In such instances, if you noticed it at all, you likely shrugged it off and hoped that none of the patrons wondered at the lack of realistic sound.

The film likely carries all of the frequencies necessary for an accurate reproduction, but some part of your sound system is failing in its duty. If you are sure your amplifier responds to all frequencies up to 10,000 cycles and that the lens in the exciter system passes all frequencies, then the blame must fall on the phototube. There is nothing a projectionist can do to remedy this except to be sure that his supply house handles only phototubes manufactured with the rigid "Academy" specifications always in mind. There are, of course, phototubes manufactured for other purposes; cells that are not held to such high standards of efficiency as the ones made for accurate sound reproduction.

To Avoid "Hiss"

When a photocell is operating under normal conditions the amplification factor is between 5 and 7. The closer the photocell voltage approaches the light-glow voltage of the cell the higher the amplification factor, the louder the hiss, and the sooner the delicate balance of the cell will be destroyed. No photocell should be operated so close to the light-glow voltage that a hiss is heard. Besides being objectionable to the ear, it is very detrimental to the life and stability of the photocell. The lower the voltage on the photocell, commensurate with efficient operation, the longer the life and the better the stability of the "brain."

Another big objection to operating the cell above the voltage recommended by the manufacturer (to get volume because of an inefficient amplifier) is the fact that the cell response will be slowed up even if there is a slight glow, almost imperceptible. This might not be noticeable to the ordinary theatre patron but a musician or trained sound man would detect it at once. This also causes a decided "background" noise. Your sound system only amplifies what the "brain" tells it to. Be sure the message is clear, and none of it cut off by inaccurate centering of the sound track slit. A photocell cannot compensate for poor equipment or a bad sound track but it can make a good sound track sound bad, due probably to negligence on the operator's part.

Deterioration in Quality

Have you ever noticed the difference in quality of your sound at the beginning of the show and that during the last hour or two? Probably not, because listening to it continuously you wouldn't notice the gradual change in quality. But your last audience group may get an inferior performance compared to your starting audience. Your last audience doesn't know that the first show was faithfully reproduced but they do know that what they are listening to now is decidedly "fuzzy."

The reason? In some installations the "brain" is kept in a housing with no opening except for the exciter beam. This exclusion of all extraneous light is as it

(Continued on page 60)

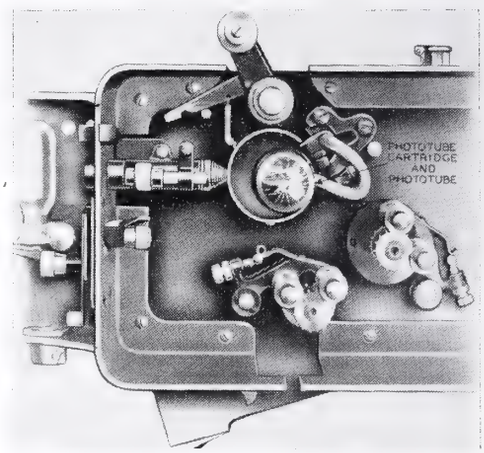


Fig. 1. The cartridge-type method of mounting the phototube. The cell is well cushioned and amply protected. The shell is fastened securely to the frame to prevent vibration. (Photo courtesy Wenzel Company, through G-M Laboratories, Inc.)

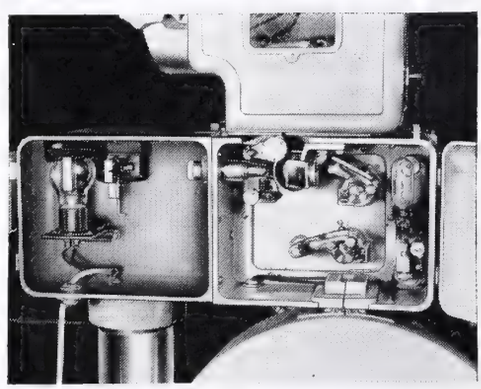
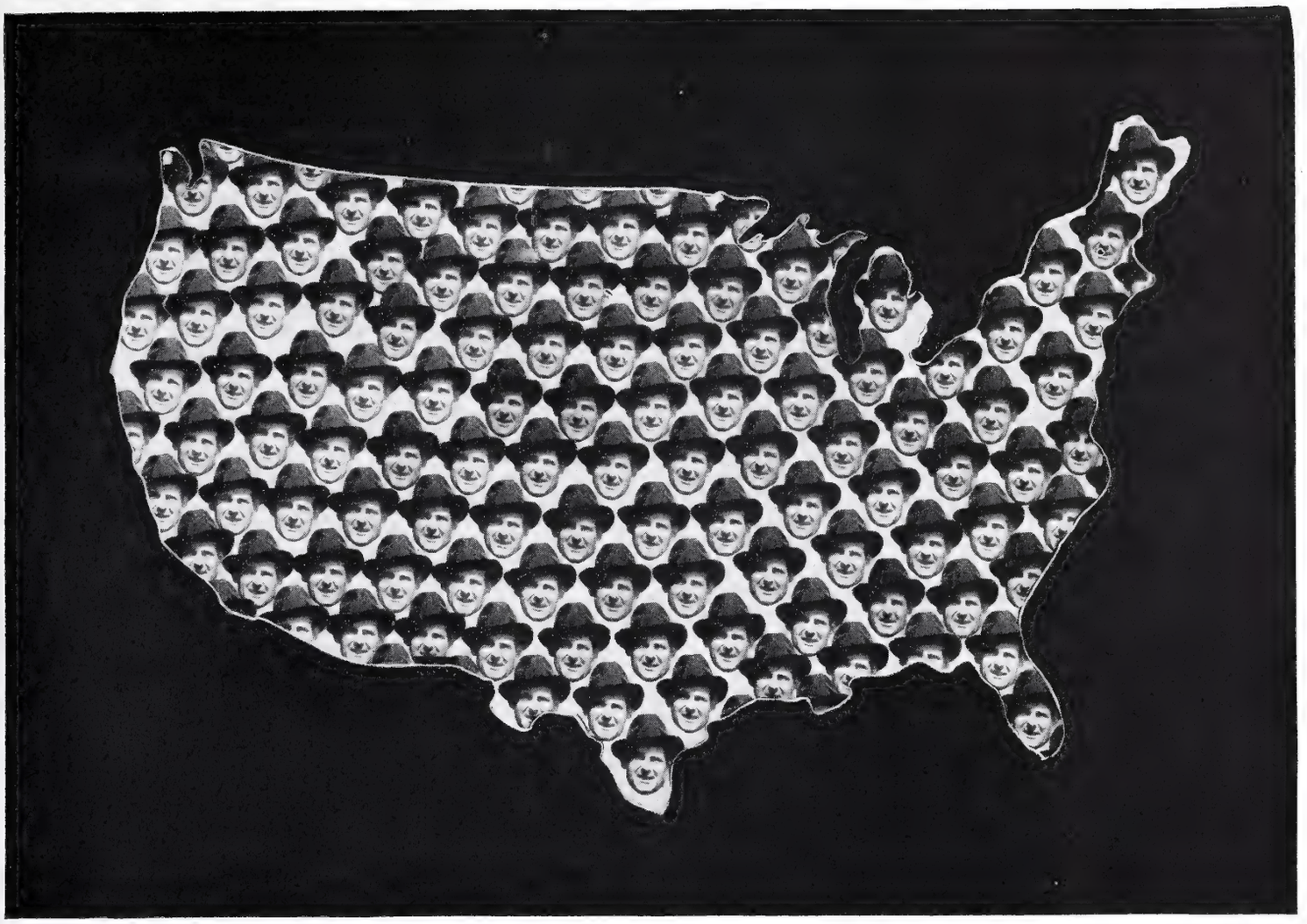


Fig. 2. The phototube is in a separate housing away from moving parts and is cushioned at the top to prevent creeping and vibration. Space is provided for the addition of push-pull phototube transformer if desired. (Photo courtesy Holmes Projector Company, through G-M Laboratories, Inc.)

**Phototube Dept., G-M Laboratories, Inc.*



Everywhere in the United States ...Your Altec Service Man

THE NATION-WIDE Altec organization, composed of scientists, engineers and practical technicians, provides exhibitors with a time-tested, dependable service for sound motion picture and other specialized theatre equipment, maintaining it at its highest possible efficiency, no matter what the age, the model, or the make of the equipment. Altec Service Corporation maintains warehouses and emergency stock points strategically located throughout the country, containing the largest inventory of emergency parts of any organization in the field. Stock points operate on a twenty-four-hour-a-day basis. Exhibitors recognize Altec protection as good business judgment.

ALTEC
SERVICE CORPORATION

250 West 57th Street, New York City

Branch Offices in Atlanta, Boston, Chicago, Detroit, Cincinnati, Kansas City, Dallas, Philadelphia and Los Angeles and stock offices in thirty-eight cities.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

Clinical Observation on the Brain Cells of a Sound Projection System

(Continued from page 58)

should be, but—you should also have some ventilation for your "brain." When you first start your equipment, all parts are at room temperature. After the first 20 minutes you switch over to another projector. Twenty minutes later you are back on the same projector again but has your machine cooled down to room temperature? Very seldom will you find this to be the case.

The ambient temperature of your projector rises with each reel shown and the overall temperature of the machine (also phototube) will be raised accordingly. This increase in temperature, if it is excessive, will gradually lower the ionization point of the cell, bringing it closer to the operating voltage which in turn causes the response to slow-up, giving the sound that barely perceptible dragging effect or "fuzziness." In a condition like this the background noise is also more noticeable. The remedy is to give the "brain" ventilation but no extraneous light.

Repel Static Electricity

Static electricity is often a very noisy and unwelcome visitor unless the projector is efficiently grounded. The film, rushing by the film gate, sets up an electrostatic charge which energizes any stray piece of lint or small particles of emulsion which may be scraped off the film. Some of these particles may find their way into the cell housing and are attracted to the phototube because of the electronic stream already in operation there. The glass envelope of the "brain" makes a very efficient dielectric and you get what is essentially a condensor discharge which causes a decidedly unwelcome and erratic background noise. Keep static electricity and its carriers away from the "brain."

Don't be too hasty in blaming those microphonic "bells" on your "brain." The chances are it is not alone at fault. The phototube cable, the method of mounting the cell, vibration of your projector or some part of your amplifier may be to blame. If transformer coupling is used it is very essential that the transformers be cushioned adequately. If you check the above points carefully and you still get microphonic noises, change your phototube. It is possible that the cell is vibrating in "sympathy" with, or on a harmonic of, some other part of your equipment. A different "brain" with a different vibration period might solve the problem.

Your photocells should be checked periodically, even if they stand idle on your shelf. In this way you can be sure of having a good cell when needed. Keep at least one spare for each machine.

Brain Vacations Recommended

"Brain" fatigue is an insidious method of keeping your audience at a minimum. An operator, as a rule, does not notice the gradual decline of his sparkling, brilliant sound. He has to listen to it day after day and the change may be so gradual it is hardly noticeable. The "brain" may become fatigued after weeks of continuous operation, and to eliminate the danger of an early demise put in a new cell and put the old one on a shelf in a dark spot and let it recover. Then notice the difference in your sound. Some operators make it a practice to change cells at regular intervals to prolong their life and give constantly better sound.

The life of a photocell is hard to gauge definitely. It depends, of course, on the amount of service it has had, the care, and very important, its "heredity." Be sure the "brain" in your projector comes from a reputable lineage. Your source of supply should be a manufacturer who has had many successful years of specializing in photocell technique. Chemistry, physics, machine glass-work and mechanics have combined to make the modern photocell the small efficient "brain" that it is today. If it is given due consideration it will give many months of faithful reproduction. Abuse it in any of the above mentioned ways and it will need early replacement.

Work the cell hard if necessary, but it is bad policy and poor economy to overwork it. Treat it right.

Photophone Announces Automatic Curve Tracer

The frequency response characteristics of audio amplifiers and the effects of various amplifier circuit adjustments may now be more easily and conveniently observed through the use of an automatic curve tracer developed by the Photophone Service Division of the RCA Manufacturing Company, Inc. When used in conjunction with an audio oscillator or other signal generating device, this instrument traces the response curve of the amplifier under test on the "long persistent" screen of a 910 cathode ray tube. The intensity and duration of the visible trace are sufficient to permit several curves to be superimposed on the screen for comparison or photographing.

The source of audio signal is fed into a discriminating network, the characteristics of which are such that with a constant voltage impressed across the network, the voltage developed varies directly as the logarithm of the frequency impressed. The voltage is impressed across the diode section of the RCA-6H6 tube and is rectified. This rectified signal is amplified and impressed across the horizontal plates of the RCA-910 cathode ray tube. The effect of this voltage on the electron beam is to move the beam from left to right across the screen as the frequency of the audio source is increased from zero upward throughout the audio range.

By rectifying and amplifying the output signal from the amplifier under test and impressing this DC voltage across the vertical plates of the cathode ray tube, the beam is deflected vertically in accordance with the output level at the particular frequency under observation. The combination of the two deflection voltages results in the audio frequency curve of the amplifier being traced on the screen as the audio signal is varied throughout the audio range.

Because of the long persistent characteristic of the RCA-910 screen, the trace is held long enough for observation or photographing. A two stage amplifier is also incorporated in the instrument so that the low level output of a soundhead as used in theatre sound reproducing equipments can be amplified and used as the signal generator. A continuously variable frequency test film is run through the soundhead as a source of signal.

The instrument is completely AC operated, portable and self-contained. It is particularly useful in making production and service tests on audio frequency amplifiers.

Scientifically planned seating installations also take into consideration such things as room contours, floor pitch, sight lines and staggering for better screen vision. Don't allow these items to be overlooked.



TransVerteR

with twenty-five years of service and experience behind it . . .

welcomes "Nineteen Forty"

as a new opportunity to be of service in every motion picture projection room.

Call in Transverter to meet your current rectification needs.

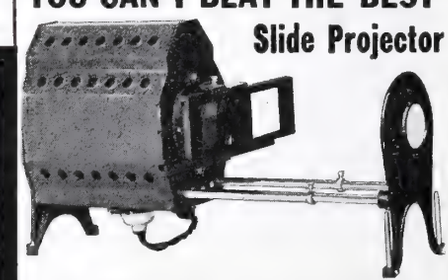
Ask the nearest office of National Theatre Supply Co. In Canada, General Theatre Supply Co.; or write us

THE HERTNER ELECTRIC CO.

12695 Elmwood Ave., Cleveland, O., U.S.A.

Exclusive Manufacturers of the Transverter

YOU CAN'T BEAT THE 'BEST' Slide Projector



1000 watt. Range 75-150 ft. With any focus lens 10 to 36 in. $35. 500 watt "BESTEROPTICON." Range up to 75 feet. With any focus lens 10 to 30 inches, $23.

AT YOUR DEALERS or write

BEST DEVICES CO.

10516 Western Ave. Cleveland, Ohio

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 1-6-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

THE SUPPLY MART

WHAT YOU MAY NEED AND WHERE TO FIND IT



WHEN YOU FASTEN ANYTHING IN MASONRY, DEPEND ON THESE CHICAGO PRODUCTS

Expansion nuts where exterior finish is important.

Four theatre style expansion bolts for fastening theatre seats **permanently.**

Drill points, chucks and setting tools.

SEE YOUR DEALER — or write us.

CHICAGO EXPANSION BOLT CO.

Room 601, 134 S. Clinton St., Chicago

LOUNGE FURNITURE

SPECIALISTS in SMART MODERN or PERIOD FURNITURE for THEATRE LOBBIES and LOUNGES.

DAVIDSON LTD.

420 N. Orleans St. Chicago

THE EASY WAY TO CONTROL SOUND

—is the NU-WOOD, the theatre interior that absorbs noise and corrects faulty acoustics. Plus values are outstanding decoration—insulation—ease of application—all at low cost. Get the facts. Write—

WOOD CONVERSION COMPANY

Dept. 134-1 First National Bank Building St. Paul, Minnesota

IMPROVE HEARING CONDITIONS—BOOST EARNINGS WITH

PAINTABLE PERMANENT

ACOUSTI-CELOTEX

TRADE MARK REGISTERED U. S. PATENT OFFICE

THE CELOTEX CORPORATION

919 N. MICHIGAN AVE. CHICAGO, ILLINOIS

REYNOLDS

***Direct Shot* BLOWERS**



for economical cooling, ventilating, exhaust, or warm air circulation. Can also be used with washed air, refrigeration, and Reynolds cold water type cooling coil systems. Quiet. Vibrationless. 6 sizes. $47.50 up including variable speed control, belt and motor pulley.

REYNOLDS MFG. CO. 412 Prospect Ave., N.E. Grand Rapids, Mich.

DUO SOUND MASTER

COMPLETE SOUND SYSTEMS

SOUND HEADS AMPLIFIERS

TWO-WAY HORN SYSTEMS

THE BALLANTYNE CO.

222 NO. 16TH ST. OMAHA, NEBR.

HEYWOOD - WAKEFIELD

Streamline

SEATS

Made to Order for the Modern Theatre

ADLER SILHOUETTE LETTERS and STAINLESS STEEL SUPPORTING FRAMES

in All Sizes and Constructions.

Protected by National Patent Corp.

ADLER SIGN LETTER COMPANY

2909 Indiana Ave. CHICAGO

GENERAL CHAIRS

"The Worlds Finest"

GENERAL

SOLD EVERYWHERE BY DEALERS SQUARE



***Quick, Easy Way to Make* LOBBY DISPLAYS**

Now, make swell business getting lobby displays. Less time. Less work. Simply trace enlargements of photos, ads, etc., in natural color with Postoscope Projector. Anyone can do it.

FREE Get full details, liberal TRIAL OFFER, low prices now. Write

F. D. KEES MFG. COMPANY

Dept. 102 Beatrice, Nebraska

BUILD - INSULATE - DECORATE QUIET NOISE WITH

WEATHERWOOD - BLENDTEX

Write UNITED STATES GYPSUM CO.

300 WEST ADAMS ST. CHICAGO

MODERN THEATRE LIGHTING



It will pay you to modernize now, with new up to the minute lighting fixtures. Sidewall, ceiling and exit fixtures designed for beauty and soft colored effects. Special fixtures made to order. Write for descriptive literature.

MODERN THEATRE SUPPLY CO.

320 Douglas St., N. W.

Grand Rapids . . . . . Michigan

FOR RESULTS ADVERTISE IN THE CLEARING HOUSE

ACOUSTICON

SO THAT 20,000,000 DEAFENED MAY HEAR YOUR PICTURES

580 FIFTH AVENUE, NEW YORK CITY • WRITE FOR FREE BOOKLET 413

INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

A — Page

Adler Sign Letter Co. 62
Altec Service Corp. 59
American Seating Co. 32
Automatic Devices Co. 50

B

Ballantyne Company 62
Best Devices Co. 60

C

Carrier Corporation ..... Second Cover
Celotex Corporation 62
Chicago Expansion Bolt Co. 62

D

Davidson, Ltd. 62
Dictograph Products Corp. 62

G

General Seating Co. 62

H

Hertner Electric Co. 60
Heywood-Wakefield Co. 62

I

Ideal Seating Co. 43
International Projector Corp. .. Fourth Cover
Irwin Seating Co. 38

K

Kees, F. D., Mfg. Co. 62

M

Modern Theatre Supply Co. 62
Mohawk Carpet Mills, Inc. 53

N

National Carbon Co., Inc. ..... Third Cover
National Super Service Co. 45

P

Peabody Seating Co. 48

R

RCA Manufacturing Co., Inc. 31
Reynolds Manufacturing Co. 62

S

Smith, Alexander, & Sons Carpet Co. 51
Strong Electric Corp. 44

U

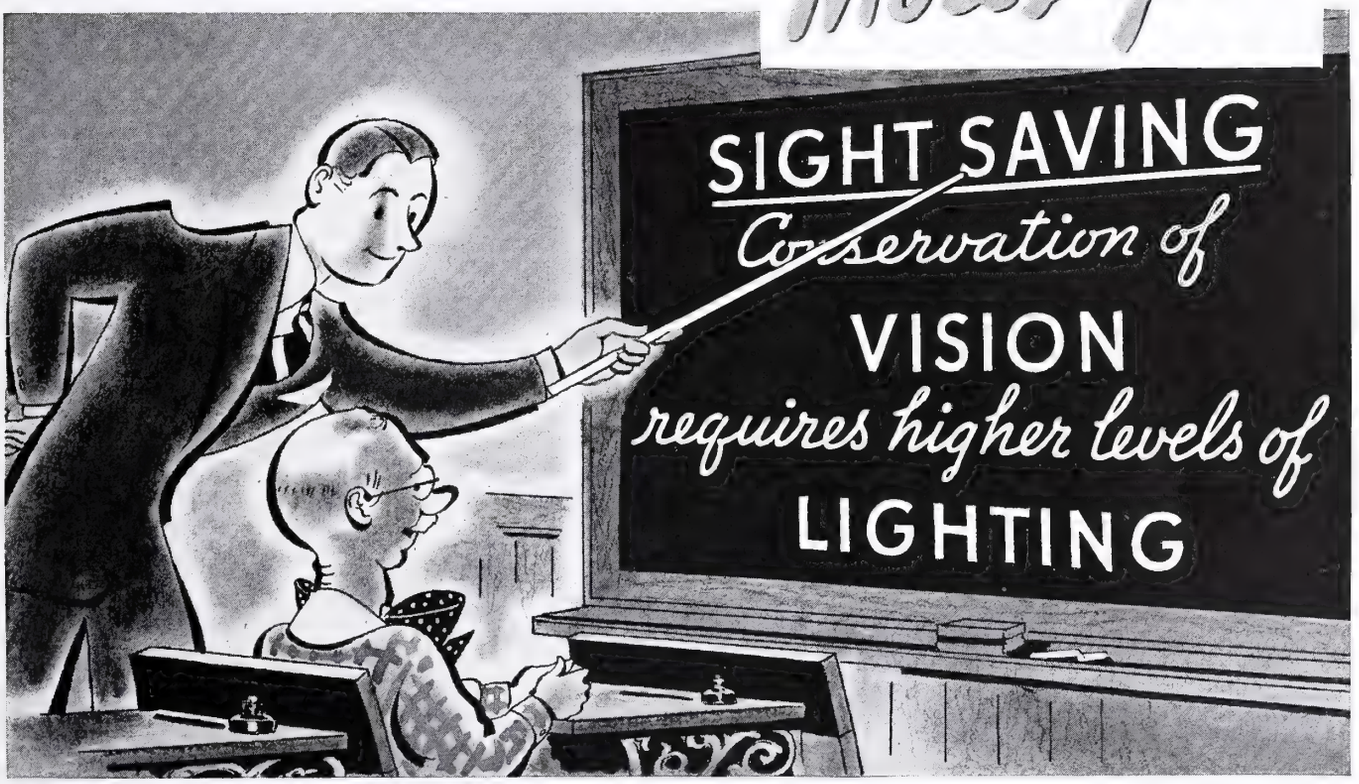
Union Carbide & Carbon Corp. .. Third Cover
United States Gypsum Co. 62
United States Rubber Co. 49

W

Wagner Sign Service, Inc. 47
Wood Conversion Co. 62

THE PUBLIC

IS BEING TAUGHT TO DEMAND *More Light*



MORE LIGHT is the slogan of the day. From newspapers and magazines, the lecture platform and the school, the public is being taught the sight saving value of plenty of light.

Put your theater in step with this upward trend in light intensity. It has popular appeal. People like to enter a theater in which they can *see* their way to their seats. And they can do just that in the many theaters that are now equipped with high intensity projection.

Think this over if you still have low intensity projection. Those first minutes of blindness result from the low level of general illumination necessitated by lack of light on the screen. Don't let poor lighting drive your patrons to other theaters. Install Simplified High Intensity projection and attract that growing body of theater-goers who appreciate plenty of light.

Write for a free copy of the booklet, "The Eternal Triangle in Picture Projection."

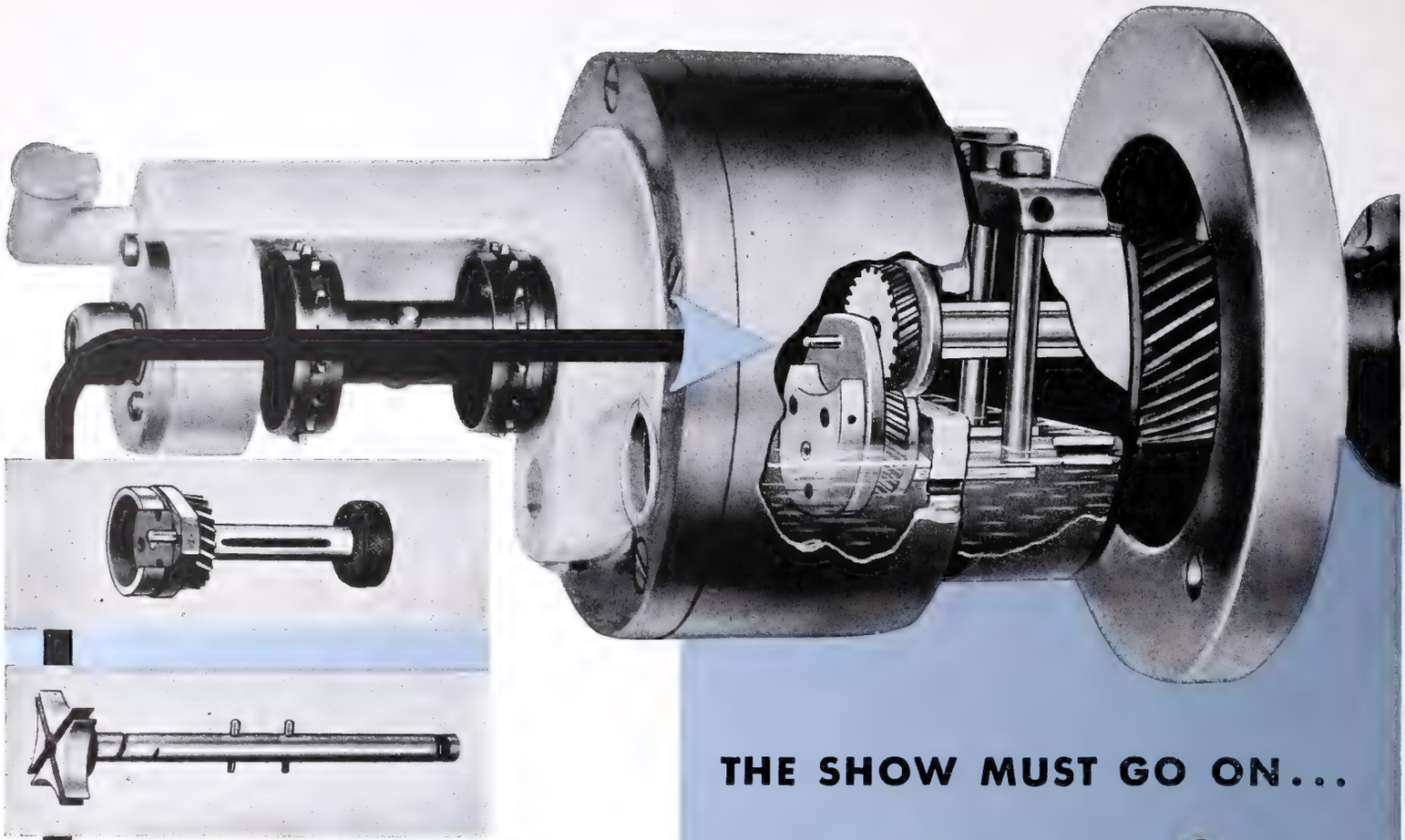
SIMPLIFIED *High Intensity* PROJECTION

WITH "NATIONAL" "SUPREX" CARBONS

ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation
CARBON SALES DIVISION, CLEVELAND, OHIO
General Offices: 30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES: NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO

The words "National" and "Suprex" are trade-marks of National Carbon Company, Inc.



THE SHOW MUST GO ON...

Simplex
REG. U.S. PAT. OFF.

DEPENDABILITY
KEEPS THE SHOW GOING



Simplex
REG. U.S. PAT. OFF.

INTERMITTENT
A VITAL PART OF
Simplex
PROJECTORS

Made of specially selected tool steel hardened and ground to 1/10,000 part of an inch **STANDS THE GRUELING GRIND OF STARTING AND STOPPING THE FILM *189,216,000 TIMES A YEAR***

THE RIGHT MEN, METHODS *and* MATERIALS

plus

many years experience are necessary to manufacture a product that will stand such a strain.

Simplex
DEPENDABILITY
KEEPS THE SHOW GOING

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.

Simplex SOUND AND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Eligible Productions Culled by Academy

Officials of the Academy of Motion Picture Arts and Sciences expect to have completed, almost immediately, their list of productions eligible as entrants in the forthcoming 12th annual Awards race, at which time voting on technical achievements will get under way to signal the official start of what has come to be looked upon as the Academy's most significant annual activity.

Balloting to determine the best picture, actor, actress, supporting players, writing and directing will go into the mail January 19, several important changes in the method of procedure having been adopted. The rules committee announced a short time ago that foreign-made pictures will be eligible in the competition. Further, pictures released locally through January 12 may be voted upon. In the past eligible films have been limited to those nationally released during the period from January 1 to December 31. Change was made because frequently films go into release during the calendar year in other parts of the country but are held over here until after the Christmas season.

Banquet, at which the winners will be disclosed, is set to be held early in February.

Judell Breathing Spell On 1939-40 Schedule

With "The Sagebrush Family Trails West" completed and now being edited, Ben Judell's Producers Pictures Corp. is in the midst of a short breathing spell before swinging again into action on its 1939-40 production quota.

Next to go into work at Judell's new studio in Prescott, Ariz., will be "Swift Justice," first in a series of eight westerns starring Tim McCoy. Peter Stewart will direct, cameras to roll January 8. This will be followed January 29 by "The Sagebrush Family Rides On," second in the eight-picture group starring Bobby Clark, 13-year-old cowboy. Stewart also is slated to direct this one.

Locally Judell has no immediate plans for resuming production on the series of action dramas which, with his westerns, comprise the company's yearly output.

Goldwyn's "Westerner" to WB; Other Producers Active

Backing up his words with concrete action in a move which local railbirds opine may precipitate several new twists in his current court action, Samuel Goldwyn closely followed his recent declaration that his releasing contract with United Artists was null and void by signing a distribution deal with Warner for the release of "The Westerner," starring Gary Cooper and now nearing completion. This development supplements Goldwyn's efforts via a federal court suit to have his UA release set aside as null and void.

No further details of the Goldwyn-Warner deal have been disclosed, other than that Warner's distribution chief, Gradwell Sears, and Sam Schneider, treasurer, were expected in from the east to seal up the pact. "The Westerner," being directed by William Wyler, has been filming on location in Goldwyn City, Ariz., for nearly a month.

Other Activity

James Roosevelt continues to solidify the personnel and production structure of his new Globe Productions, Inc. First film to be made will be "The Bat," by Mary Roberts Rinehart and Avery Hopwood, which is being adapted by Roland Kibbee. It will go into production April 1 as the first of two films to be made by Globe during the year. As to personnel, Roosevelt has signed Henry Henigson as his vice-president and associate producer; Guy Trosper has been named story editor; Dee Izzard, through arrangements with Samuel Goldwyn, joins the staff as production manager and Henri Verstappen has moved over from Republic as general production assistant. Release for Globe pictures will be announced shortly. Walter Wanger has turned over his publicity facilities to Roosevelt, with John LeRoy Johnston serving as press contact for the new company in addition to his duties as advertising-publicity head for Wanger.

Jack Skirball, head of Arcadia Pictures and formerly production supervisor for Grand National, has become associated with Frank Lloyd in the latter's formation of an independent production unit. As previously disclosed, Lloyd's first will be "Tree of Liberty," which he purchased from Columbia after pulling out of a producer-director deal with that studio. Columbia will, however, release the film, which goes into production in February. Lloyd also holds rights to "The Flying Yorkshireman," which he acquired from RKO Radio. Skirball declared his deal with Lloyd will in no way affect his plans to produce three films in association with John Wildberg, also for Columbia release. He is currently casting "Angela Is 22," the Sinclair Lewis play, as his initialer.

Harry Sherman has signed a new two-year deal with Paramount whereby he will deliver six "Hopalong Cassidy" westerns, two Zane Grey features and a "special" each year. Signing of the contract follows the closing of a two-year contract between Sherman and William Boyd to continue as "Hopalong" in the series, which has been on Paramount's release schedule for the past five years. Boyd has just completed "Hold Your Horses," his 30th picture for Sherman. The six "Hopalongs" on the 1940-41 schedule probably will be "Riders of the Panamints," "Buckaroo," "The Chisholm Trail," "Men of the Plains," "Three Men From Texas" and "Border Vigilantes." The Zane Grey stories will probably be "The Thundering Herd" and "Code of the West."

Grand National's fate as a production-distribution company, long in jeopardy because of financial difficulties, seemed slated for a final settlement one way or the other at a creditors' meeting called for January 5 in New York.

Roosevelt Makes Deal With UA

United Artists has signed a long-term releasing deal with James Roosevelt, president of the newly-formed Globe Productions, according to a joint announcement made by Roosevelt and Murray Silverstone, chief of UA's world-wide operations. Silverstone has been here for the past two weeks conducting the now-consummated negotiations. First Globe production to go to UA for distribution will be "The Bat," to be followed by "Storm in Paradise."

Silverstone declared Roosevelt "will be in every way the guiding spirit behind Globe productions," and said UA "looks to him to contribute outstanding product for our future distribution."

Feature-Length Cartoon Idea Takes; Many Plan for 1940

That 1940 will see a veritable landslide of feature-length cartoons looms as a strong probability, with nearly every producer of the animated subjects announcing plans for the making of a full-lengther during the year.

Opinion apparently is that feature-length cartoons are no longer a novelty but a definite money-making division of the production scene, with the heavy swing toward them almost undoubtedly a result of the revenue record chalked up by Walt Disney's precedent-setting "Snow White and the Seven Dwarfs" and Paramount's current release, "Gulliver's Travels."

Definite entries for the year will include:

Two from Disney—"Pinocchio," which is in the last stages of production and is due for a release shortly; and "Bambi," adapted from the children's book by Felix Salten. The latter is shortly to be sent to the animation unit, the story and preliminary work having been completed. Probability is, according to spokesmen for the organization, that animation will be finished late this fall.

Work is scheduled to start almost immediately at the Fleischer studios in Miami, Fla., on a follow-up to Paramount's "Gulliver's Travels," although the subject has not yet been announced. Cal Howard, animated cartoon artist, and Pinto Colvig, gag man, have been dispatched to Miami after spending some time at the local Paramount studio.

Metro Favorably Inclined

Although not yet officially announced, there is every indication that Metro will clamber aboard the bandwagon during the year. Fred Quimby, who supervises Metro's short subjects production, including the cartoons turned out by the Hugh Harman and Rudolf Ising units, declares the company has been cogitating a feature-length animated subject ever since Disney began work on "Snow White" and that the recently-constructed cartoon unit was designed so as to provide every facility in the event M-G-M takes the plunge. Quimby said that if a feature cartoon is added to the lineup the personnel of the Harman and Ising departments would be merged for the undertaking and that schedules would be so arranged that the regular quota of short cartoons would not be jeopardized.

Another shorts producer with feature-length ideas is Walter Lantz, who manufactures one and two-reel animated subjects for Universal. Lantz is currently in New York negotiating for a release for the feature subject he has announced plans to produce. The cartoonist has screen rights to "Pandora's Box," "Jack, the Giant Killer" and "The Old Woman in the Shoe," one of which will be selected as the subject. It will be filmed in Technicolor and will supplement his regular schedule of short cartoons for Universal for 1940-41.

Major holdout against feature-length cartoons at present is Leon Schlesinger, who manufactures "Merrie Melodies" and "Looney Tunes" for Warner. Schlesinger has long contended that cartoons, as film entertainment, are at their best in small doses, and spokesmen for him indicate he has not changed that opinion. He has said, however, that if Warner desires a feature-length cartoon, he will undertake its manufacture. Such a move, his spokesmen point out, would necessitate a radical readjustment of Schlesinger's 42-picture schedule for the 1940-41 season—largest in the industry. The producer is now in New York holding his annual conference with Warner executives. At the time Disney's "Snow White" went into release Schlesinger prepared the groundwork for a feature, "Rip Van Winkle," but later abandoned the project.

Slate March Opening For Disney Plant

Approximately 14 months after ground was officially broken, Walt Disney's new $3,000,000 cartoon studio in Burbank is slated to be formally opened early in March, although eight of the total of 13 buildings are currently being occupied by a portion of his staff of 1,000 workers.

The new plant occupies an area of 51 acres and, to the last detail, will be completely modern and capable of handling the producer's program of short and feature-length cartoons. The layout and type of equipment were designed to assure a minimum of waste effort and a maximum of efficiency and speed.

Although finishing-up details, such as the installation of carpets and some furnishings, are not yet completed, the Disney staff is already housed in the animation building, the camera and cutting buildings, sound stage, orchestra stage, dialogue stage, sound effects stage and the power plant. The unit working on "Bambi," forthcoming feature-length cartoon, was the first to move in, vacating its rented quarters on Seward Street.

Three-quarters completed are the new theatre, restaurant and painting and inking building. To date no actual work has been done on the administration building or any of the shops, which must be completed within the next two months.

The finished enterprise will resemble a miniature city, with paved streets, curbs, lights, storm drainage and sewage systems, in addition to complete fire-fighting equipment.

Contractors are currently installing one of the largest and most complete air-conditioning plants in the world, which will furnish the entire studio with 100 per cent fresh air, multiple zoning, control of humidity and tapering of temperatures from halls to the outside.

Various departments which have been housed at Disney's Hyperion Avenue plant are following the "Bambi" unit into the new structure. Cleanup work on "Pinocchio," next feature-length subject to go into release, will be done at the Hyperion studio, however. Disney expects to begin animation of "Bambi" within a short time after the new studio is completed.

"Joan of Arc" Selznick New Program Starter

Selznick International's first production on the 1940-41 slate will be "Joan of Arc," with Ingrid Bergman, who made her American debut in S-I's "Intermezzo," in the title role. Miss Bergman, now in Sweden, will return to Hollywood in February, with the film scheduled for an April start.

Lang Replaces Lanfield

Walter Lang has replaced Sidney Lanfield, who is ill, as director of "Twinkle, Twinkle Little Star" for 20th-Fox.



At the "Wind" Premiere—

The scene: The Carthay Circle in Los Angeles. The subjects, left to right: John Hay Whitney, Mrs. David O. Selznick, Olivia de Havilland, David O. Selznick, Vivien Leigh and Laurence Olivier.



Joins Metro—

Pandro Berman, for 16 years with RKO Radio and its predecessors, who has joined M-G-M studios as a producer.

M-G-M Signs Pandro Berman as Producer

Only a few days after terminating a 16-year association with RKO Radio, during the last two years of which he was in charge of the studio's production, Pandro Berman has been signed to a three-year contract as an M-G-M producer. Berman checked out of RKO Radio, December 15, and will move onto the Metro lot February 1, where no assignment has, as yet, been scheduled for him.

Berman's post at RKO Radio has been filled by Harry Edington, checking in next week. Edington's appointment was made by President George Schaefer, in New York, Edington thus dissolving his independent unit, Famous Productions, which headquartered on the Universal lot and had produced one film, "Green Hell," for Universal release. Edington will have direct supervision over RKO Radio's top-budget production, with Lee Marcus remaining as executive supervisor of the company's program quota. Edington has been connected with production and the talent agency field for the past 20 years.

With the dissolution of Edington's Famous Productions, Universal has absorbed A. H. McCausland, who had been in charge of the company's financial matters, and Reginald Allen, his publicity director. Allen has been placed in charge of Universal writing assignments, functioning under Dan Kelly, and assuming most of the duties which had been handled by Jerry Sackheim, scenario editor, before his departure from the payroll recently.

In preparation for the temporary production shutdown which he plans upon completion of "The Westerner," Samuel Goldwyn is continuing to skeletonize his staff by farming out his contract players, executives and creative talent to other studios. Six pacted Thespians have already been loaned to 20th Century-Fox, which studio has also borrowed Director Archie Mayo. Sam Wood goes on loan to Sol Lesser to pilot "Our Town," Lesser also having borrowed Julie Heron, Goldwyn's interior decorator. Cameraman Rudolph Mate has been borrowed by RKO Radio.

Columbia has sealed a deal whereby John M. Stahl will produce two pictures for the studio during the year, Stahl and the studio splitting the financial burden. Associated with Stahl in the arrangement is Irving Starr, who also holds a Columbia commitment for three musicals featuring Tony Martin.

After four years with the studio, Harry Tugend has wound up his 20th Century-Fox writing contract and has moved over to Universal on a one-picture deal.

Four-Year Pact to Boyer

Universal has ticketed Charles Boyer to a four-year pact calling for one starring appearance yearly. No vehicles have been named for the French star.

New Year Off to Quiet Start On Studio Labor Front

Comparative quiet, as compared to the turbulence of 1939, is characterizing Hollywood's labor front during the early days of the New Year, with current developments failing to assume the drastic proportions which have threatened the industry's well-being in the past few months.

A jurisdictional dispute involving the studio painters and the Scenic Artists Ass'n of America went before the national labor relations board as the first labor problem of 1940. The painters, claiming a majority of scenic artists are members of the local, seek certification as sole bargaining representative. The SAA, however, contends it has held NLRB certification since October, 1938, and alleges producers have refused to bargain with it. Only two studios have recognized the SAA pact to date, the organization charges.

Producers have opened negotiations with the Society of Motion Picture Interior Decorators and the Screen Set Designers, both of which crafts are seeking wage boosts, a readjustment of working schedules and reclassification of certain members. Problems between producers and the Screen Publicists Guild have been smoothed out and a closed shop contract for the publicists is ready for signatures. Studios are readying to pay back checks covering pay raises to last October 9, when the agreement was scheduled to have gone into effect.

Costume workers at the Western Costume Co., after staging a one-day strike in a dispute over certain working conditions, called off the walkout when an agreement was reached with their employers. The workers are affiliated with the IATSE, executives of which aided in arriving at the settlement.

Details of the forthcoming election of permanent officers, slated for January 9, were discussed at a meeting of the executive committee of the Studio Office Employes Guild. The committee also discussed tentative plans for the formation of a council of independent guilds.

The possible effects of the Neely anti-block booking bill upon the industry in general, and upon screen writers in particular, occupied the attention of the Screen Writers Guild at a meeting of its executive board. Action on the matter has been deferred, however, until the subject has been discussed by other Hollywood crafts. A scheduled meeting of the Screen Directors Guild's executive board was canceled because of the lack of a quorum. The Neely bill and its ramifications were also to have been the principal topic of discussion. Both crafts, as well as the Screen Actors Guild, had previously gone on record in opposition to passage of the measure.

The Artists Managers Guild, having duly applied for franchises under the SAG's licensing agreement, met to consider the advisability of forming an affiliate comprising agents functioning in New York. M. C. Levee, AMG president, plans to trek east in two weeks to broach the matter to agents there, then present a report on his findings to the AMG board. Formation of the eastern affiliate was suggested by the SAG at the time the franchise plan went into effect.

Another step in the suit filed by Ed Heim, Class "B" player, against the SAG, was taken when Heim's attorney filed a demurrer to the SAG's answer, which made a general denial of Heim's allegations that the constitutional rights of extras are being violated because they do not participate fully in the Guild's management. The Guild declared in an affidavit that a majority of the "B" players are against the suit and that the SAG has a standing offer with the NLRB to permit extras to hold an election and determine their bargaining agent at any time.

Producers Ass'n Elects New Officers Feb. 5

New officers of the producers association for the 1940 term will be elected February 5, date chosen for the organization's annual meeting, it was disclosed after the group's regular monthly session. Announcement came from President Joseph M. Schenck, who served as chairman.

Association members heard James Roosevelt explain the activities of the Motion Picture Relief Fund and set forth reasons for his plea that the Fund be given more substantial support. Members also discussed the status of negotiations with the Screen Actors Guild concerning demands for a reclassification of extra players and a request for a 15 per cent wage increase for them. Other labor matters were also talked over, including details of the Screen Publicists Guild agreement.

Earlier, major studio managers met with producers association officials to discuss current labor negotiations.

Hollywood Personnelities

Barnstormers

—Columbia

MOE HOWARD, CURLY HOWARD and LARRY FINE—the "Three Stooges"—head east for three-month personal appearance tour, opening in Omaha.

—Freelance

FRANK JENKS set to head a stage troupe on a 12-week tour of eastern key cities, tentatively scheduled to open in Boston in mid-February.

ANITA LOUISE planes for Hartford, Conn., to begin a p. a. tour.

LYLE TALBOT joins cast of "Thanks for My Wife," stage play written by Alan Dinehart and starring Dinehart and Glenda Farrell. Production will open in Portland, Ore., January 8, with bookings to follow in Butte, Minneapolis, St. Paul, Milwaukee and Chicago.

—20th Century-Fox

JANE WITHERS opens extended personal appearance tour in Indianapolis, accompanied by her mother and tutor.

—Universal

ANDY DEVINE launches six-week personal appearance trek in Minneapolis.

Cleffers

—Paramount

FREDERICK HOLLANDER composing score for "Safari." SIGMUND KRUMGOLD will conduct the orchestra.

VICTOR YOUNG writing score for "Light of Western Stars," a Herry Sherman western. His next assignment will be "The Road to Singapore."

—Warner

HOWARD JACKSON scoring "Teddy, the Rough Rider," a Technicolor featurette.

MOE JEROME and JACK SCHOLL writing song numbers for "It All Came True."

MAX STEINER completes original score for "The Magic Bullet."

Meggers

—Columbia

NICK GRINDE to "Men Without Souls." Picture rolls January 8.

—Metro

S. SYLVAN SIMON to "Two Girls on Broadway," featuring Lana Turner and George Murphy.

—Paramount

RALPH MURPHY set to pilot "I Want a Divorce" for Producer George Arthur.

—20th Century-Fox

WALTER LANG to "Twinkle, Twinkle Little Star," replacing Sidney Lanfield, who has been out with illness.

Options

—Columbia

JANE HINTON SMITH joins writing staff in the Robert Sparks production unit.

IRVING STARR set to produce another musical, starring Tony Martin.

—Metro

NELSON EDDY given new term acting contract. His next assignment will be "I Married an Angel."

—Monogram

JOHN KING given term acting deal and lead in "Arm of the Law," a T. R. Williams production. King had the title role in Monogram's "Gentleman From Arizona."

—Play's the Thing Productions

JOSEPHINE COTTLE, feminine winner of the last Jesse L. Lasky "Gateway to Hollywood" contest, given 13-week contract to appear in "Tom Brown's Schooldays," to be produced by Gene Towne and Graham Baker for RKO Radio. Miss Cottle will be known on the screen as Gale Storm.

—RKO Radio

LEE BONNELL, who topped masculine entrants in the last "Gateway to Hollywood" contest, signs term acting contract. His name will be changed to Terry Belmont.

—Republic

FRANK MCDONALD signs term directorial contract to pilot future Gene Autry westerns. First will be "Rancho Grande," rolling about February 1.

VERA VAGUE, radio comedienne, held for another picture following her debut in "Village Barn Dance."

—Edward Small

ERNEST VAJDA handed one-picture writing deal.

—20th Century-Fox

JOHN CARRADINE given new acting contract.

—Universal

JOHN BRAHM, director, held for another term.

MARGARET LINDSAY given long-term acting contract calling for three pictures annually. Her first assignment under the deal is the feminine lead in "The House of Seven Gables."

—Warner

PERC WESTMORE, head of studio makeup department, given a new five-year contract.

FRANK WILCOX, actor, held for another term.

Scripters

—Columbia

WOLFE KAUFMAN to an untitled original for the "Lone Wolf" series starring Warren William.

—Globe Productions

WALTER DELEON to "The Bat."

—Metro

IRVING BRECHER to "Never Say Love," a Jack Cummings production.

—Paramount

FREDERICK HAZLETT BRENNAN, completing "Untamed," draws leave of absence to write a book.

ELEANORE GRIFFIN to "I Wanted Wings," for Producer Arthur Hornblow jr.

W. L. RIVERS completes "Triumph Over Pain" and trains out for the east.

FRANK WEAD to "Moon Over Burma."

BILLY WILDER to "The Polonaise." Arthur Hornblow jr. will produce.

—RKO Radio

TESS SLESINGER and FRANK DAVIS to "One of Six Girls." Erich Pommer will produce.

—Republic

F. HUGH HERBERT to "Probation Nurse."

LOUIS KINGDON to "Carolina Moon," a Gene Autry western.

CONNIE LEE to "Down By the Old Mill Stream."

JACK TOWNLEY completes "Grandpa Goes to Town," next in the "Higgins Family" series.

ROBERT YOST to "Nevada City." Joe Kane will produce.

—Hal Roach

—GROVER JONES writing commentation for "1,000,000 B. C."

—20th Century-Fox

ALBERT S. LEVINO to "Western Union."

BARRY TRIVERS and CLAY ADAMS developing an untitled original for the Sol Wurtzel unit.

—Universal

PAUL YAWITZ to "They're All Crazy," a Mischa Auer comedy which Ken Goldsmith will produce.

—Warner

WARREN DUFF completes "Stuff of Heroes," which will star Eddie Albert.

JOHN HUSTON to "The Constant Nymph," based on the play by Margaret Kennedy, which will star Merle Oberon.

WALLY KLEIN to "An Angel From Texas," comedy which will star Eddie Albert.

AENEAS MACKENZIE completes "Prime Minister."

EDDIE MORAN completes comedy writing assignment on "We Shall Meet Again" and checks off the lot.

Story Buys

—Metro

"The World We Make," current Broadway play written by Sidney Kingsley.

Technically

—Metro

CLYDE DE VINNA handling cameras on "Wings Over the Desert."

HAROLD FENTON signed as assistant to construction chief, F. Gabori. Fenton was previously construction superintendent for Selznick International.

GEORGE FOLSEY to handle cameras on "Susan and God."

BERT GLAZER set as assistant director on the miniature, "The Old South."

RAY JUNE photographing "Hooray! I'm Alive."

GIL KURLAND set as assistant to Director S. Sylvan Simon on "Two Girls on Broadway."

SERGI PETSCHNIKOFF set as unit manager on "Willow Walk." Joseph Mankiewicz produces.

ROY ROWLAND to direct "Jackpot," a "Crime Does Not Pay" short for which Douglas Foster and Alan Friedman wrote the script.

MAJOR RUPP set as production script assistant on "Wings Over the Desert," a Lucien Hubbard production.

ELMER SHEELEY designing sets for "Jack-

(Continued on next page)

Rosten Hopes to End Task in Six Months

Another six months, he hopes, and the monumental task undertaken by Leo C. Rosten—of probing, searching, interviewing, studying, analyzing and assembling data in an effort to learn what makes every phase of Hollywood and motion picture production tick—will be completed. Then Rosten, who, with a staff of ten, has been sojourning in the film capital for more than a year, will undertake to correlate and coordinate those findings and merge them, in book form, by the end of the year.

Rosten, who admits he "bit off about as much as he could chew," came to the film capital with his corps of sociological investigators under a grant from the Carnegie Foundation. Broadly speaking, it is his intention to learn everything that there is possible to learn about every angle of motion pictures and, in his contemplated book, endeavor to compare the internal structure of the film world and its people with that of other American industries.

Into Three Sections

It is Rosten's intention, roughly, to divide his book into three sections. The first will deal with the making of films—not so much the mechanics, he explains, as an analysis of the problems confronting those who manufacture them—their cost, the function of the writer, the producer and the director, how the studios cope with outside influences such as the European War and other information. To this end, Rosten and his staff have completed their analysis of production and negative costs, fluctuations of the foreign and domestic markets, the federal government's various suits against the industry, distribution, the possible effects of the Neely bill should it be passed, and a score of other topics. To supplement this information, Rosten interviewed some 250 persons connected with every angle of film-making from producers down to day laborers; and, from the studios themselves, procured an enormous amount of information pertaining to costs, organizational structure and production procedure.

Section two, Rosten explained, will treat of the community of people who manufacture pictures, how they live, how much they earn, their likes and dislikes, who can boast prestige, the kind of parties deemed popular in social circles and, in short, a sociological treatise with filmmakers as the subject, as compared to the personnel of other industries. It is Rosten's contention that there is "nothing crazy about Hollywood," but that because of the vast public interest in things pertaining to motion pictures, the film colony's eccentricities, scandals and foibles are magnified out of their true proportions.

Section three of his forthcoming book Rosten will endeavor to interpret as the significance and function of motion pictures in the nation's every-day life, the film's ultimate destiny, and how it may be altered as a repercussion of the war and the other problems confronting the industry.

Rosten's staff comprises educators from the nation's leading universities, including Stanford, Columbia and Bryn Mawr. He himself will write the book, which as yet has no title. Rosten has garnered actual experience in Hollywood as a contract scenarist and, under the pseudonym of Leonard Q. Ross, is the author of "The Education of Hyman Kaplan," a series of humorous sketches.

Cinémarks

Jeanette MacDonald and Gene Raymond are vacationing at the B Bar H Ranch at Palm Springs . . . Claudine West, recuperated from a long illness, has returned to the Metro scripting staff.

*

Howard Hawks has checked in from Key West, Fla., where he conferred with Ernest Hemingway on a possible writing-production deal . . . John H. Auer, Republic producer-director, is vacationing in Phoenix for a week.

*

Sol Siegel has pulled out for New Orleans to check up on backgrounds and historical data for a forthcoming Republic production.

*

Following private services, the body of Augustus (Gus) Yorke, 79, father of Gabe Yorke, was sent to Westchester, N. Y., for burial. He had been an actor here and in England for more than 50 years. Surviving, besides his son, are his widow and a daughter.

*

Composer Leo Robin has returned from a six-month visit to New York. He remains here through January before returning east . . . Walter Bradfield, Paramount publicist, has checked in after six months in Miami and Albany, Ga., handling campaigns on a pair of pictures.

*

Jean MacDonald and Fred Pierce of the Paramount publicity staff are newlyweds—they eloped to Yuma New Year's Eve . . . With a private nurse keeping her eye on him, Writer-Director Preston Sturges is back on the set at Paramount, just about recovered from a sudden pneumonia attack . . . It took nine men in a free-for-all fight scene to down William "Hopalong Cassidy" Boyd. He emerged from the scuffle with a bruised and dislocated elbow.

*

With burial following at Hollywood Beth Olam cemetery, funeral services were held for Charles Mintz, 50, producer of cartoons for Columbia, who died suddenly of a heart attack. Mintz began his film career in 1915 and began producing animated cartoons in 1920. A widow, two children, a sister and two brothers survive.

*

Paul Jones has returned to Paramount after scouting locations around Wichita, Kas., for a forthcoming production . . . Scenarist Don Hartman left for New York to work with Clifford Goldsmith on a script for Paramount . . . Back in town is Edward Ludwig, who spent two weeks in New York combining business with a vacation.

PERSONNELITIES

(Continued from preceding page)

pot," a "Crime Does Not Pay" short.

LEN SMITH handling cameras on "Two Girls on Broadway." S. Sylvan Simon directs.

SIDNEY WAGNER to photograph "Twenty Mule Team."

—Paramount

LEROY KRUEGER set as property man on "Woman From Hell."

MELVIN EPSTEIN set as assistant director on "Woman From Hell."

—Universal

LESTER COLE directing dialogue on "The House of Seven Gables."

—Warner

GEORGE AMY to direct "Cinderella's Feller," two-reel comedy featuring the Meglin Kiddies and Cliff Edwards.

U Borrows Pidgeon

Universal has borrowed Walter Pidgeon from M-G-M for the principal male role opposite Deanna Durbin in "It Happened in Kaloha." The Joe Pasternak production is now before the cameras.

Winter Slump Fears Find Signs of Confirmation

Possibly a forerunner to the generally-predicted production slump during the winter and early spring, picture-making activities dropped off sharply during the first week of 1940, with only 37 films in work, six of them new starts. This shows a marked decrease from the 40 to 42-picture average which had been steadily maintained during the final months of 1939.

Columbia is filming four, none a new start. Metro gunned "Edison, the Man," and "Hooray! I'm Alive," but completed "New Moon" and "I Take This Woman" to hold to its five-picture total. Monogram has one in production, "Son of the Navy," a new start.

"The Woman From Hell" went into production at Paramount, which is filming six. RKO Radio's total tapered to five with the completion of "Millionaire Playboy" and "Little Orvie." Republic has only one in production, "The Drums of Fu Manchu," a serial.

Twentieth Century-Fox is shooting four, all holdovers from 1939. Universal has a total of three, having started "Black Friday" and "The House of Seven Gables" and completing "My Little Chickadee." Total in work among United Artists producers is three. Five are in production at the Warner plant.

Flora Finch

Flora Finch, an outstanding comedienne of the silent film era, died Thursday of blood poisoning following an accidental cut on her arm. She was a stock player at M-G-M.

Directors of Pacific Group Will Formulate Activity for 1940

Los Angeles—With a meeting of the board of trustees scheduled to be held this month to plan activities in detail for 1940, the Pacific Coast Conference of Independent Theatre Owners will step up its tempo for the new year considerably, according to Robert H. Poole, executive secretary of the organization. The conference unites the Independent Theatre Owners of So. Calif and Ariz., the ITO of Washington, Northern Idaho and Alaska, and the ITO of Northern Calif. and Nevada.

Poole recently concluded a series of conferences with James Hone, executive secretary of the Washington ITO, who departed for Seattle commenting enthusiastically on the PCCITO for its part in working out some of the problems confronting exhibitors in his territory. While here Hone parleyed with a number of distribution district managers regarding the revamping of zoning and clearances in the Seattle territory and received definite assurance that cooperation would be forthcoming from company executives.

"In all my experience as an executive of exhibitor organizations covering a 17-year period," Hone declared prior to his departure, "I have never been so enthusiastic over the plans for relief of theatre operators in my territory as I am now. I consider that the PCCITO, with the cooperation of distribution district managers, has already accomplished the groundwork that will overcome the bulk of exhibition problems in the Seattle area."

Hone also praised Poole for his part in the formation of the conference. Poole, in addition to his PCCITO duties, is executive director of the ITO of So. Calif. and Ariz.

FWC Donates Theatre for Special Kiddie Party

Hollywood—Fox West Coast donated its Egyptian and staff to the California Federation of Women's Clubs for a special Christmas-New Year's party held for 1,800 underprivileged children. In charge of arrangements was Mrs. Frank Greenough, chairman of the federation's motion picture division.

A special program of short subjects, including animated cartoons, was screened and a number of local merchants contributed candy and fruit for the occasion.

A HAPPY NEW YEAR
TO ALL
Geo. F. Bromley
Alex M. Mounce
CAMPUS THEATRE

Los Angeles Exhibitors Called for Polio Aid

Los Angeles—Following a preliminary "pep" session at the Biltmore Hotel January 4, local independent exhibitors were scheduled to be guests at a luncheon January 10 at 20th Century-Fox with Joseph M. Schenck as host for the purpose of building enthusiasm for the forthcoming infantile paralysis drive in theatres here. The campaign gets under way late this month with Schenck as chairman for California.

Aiding Schenck in the drive to be conducted in theatres in this area are Ben Wallerstein of the Warner circuit; Charles Skouras, president of Fox West Coast; and Robert Poole, executive director of the Independent Theatre Owners of So. Calif. and Ariz.

Ted R. Gamble Portland's No. 1 Junior Citizen

Portland—The Portland Junior Chamber of Commerce named Ted R. Gamble, general manager of the J. J. Parker theatres in Oregon, as Portland's first junior citizen for 1939. He will receive a distinguished service award from the United States Junior Chamber of Commerce here January 20 at a banquet at which James Roosevelt, the motion picture executive, will be the principal speaker.

The committee making the selection gave particular mention to Gamble's activity in connection with the city's annual Rose Festival. He had charge of the stadium shows which drew the largest attendance in 31 years of festival history and, at 33, was the youngest man to hold the post of president of the Rose Festival Ass'n.

Northern California Rights To A. S. Cohn for PDC

Los Angeles—Northern California distribution rights to Producers Distributing Corp.'s 1939-40 program have been sold to Armand S. Cohn of All-Star Feature Distributors, San Francisco. Territory acquired by Cohn includes, in addition to northern California, Nevada, southern Oregon and the Hawaiian Islands. The deal also includes 24 westerns to be made by Ben Judell's Producers Pictures Corp. at Prescott, Ariz.

Keogh Circuit Buys Warner Lineup for Four Units

San Diego, Cal.—The Keogh circuit has purchased Warner's 1939-40 product lineup for its Sevilla in Chula Vista; the Ocean Beach in Ocean Beach; the Hillcrest here and the El Cajon in El Cajon.

See Ban Limited to "Pin-Ball" Games

Los Angeles—After a thorough examination into the various ramifications of the measure, it seems to be the unanimous opinion of theatre circuit and independent exhibitor officials that the recent passage of an ordinance banning the use of so-called "pin-ball" marble machines in Los Angeles County cannot conceivably exert any effect on the use of those theatre giveaways which involve such mechanical contrivances as numbered wheels.

Exhibitor attorneys delved into the situation as the result of reports that marble machine operators were threatening to launch a campaign aimed at abolishing giveaways via mechanical means, and involving a certain element of chance, in local theatres. Speaking for Fox West Coast, as a member of its legal staff, A. L. Bertero disclosed that after huddles with Charles Buckley, head of the legal department, and W. H. Lollier, in charge of tax and property matters, the conclusion had been reached that:

1. The ordinance cannot be interpreted as applying to theatre giveaways, but is directed specifically at "pin-ball" games.

2. As far as can be ascertained, there is no organization of "pin-ball" operators which might institute such a campaign save, possibly, the manufacturers. The loss of Los Angeles County as a market for the latter, furthermore, would not be serious enough to cause a drive against theatres to be launched.

"There could be no logical reason for a campaign against giveaways in theatres," Bertero amplified, "unless it might be construed as a retaliatory move because of the passage of the ordinance. And there could be no reason to seek retaliation because our circuit did nothing to aid in passing the law."

The FWC attorney pointed out, furthermore, that "pin-ball" games have been banned in Pasadena and one or two other county municipalities for several years and that no action has ever been taken in those cities to abolish mechanical giveaways in theatres.

Speaking for the Independent Theatre Owners of So. Calif. and Ariz., Robert H. Poole, executive director, declared:

"We have seen no evidence of any such campaign. Certainly we independents took no issue in the matter of banning marble machines and I cannot conceive of any reason why a drive against theatres should be undertaken."

Warner Starts Razing of Los Angeles Exchange

Los Angeles—Warner has begun razing its exchange building on Filmrow and will rebuild in preparation for the 1940-41 distribution season. The new structure will occupy 14,000 square feet and will be two stories in height. The latest in fire prevention and precautionary equipment will be installed.

SEATTLE

IN this week was Roy Rogers, Republic's singing cowboy star. Roy was just resting, but while here was the guest of honor at the Northwest Film Club . . . Chief Thunder Cloud who plays the Apache Indian chief "Geronimo" in the picture of the same name will be here in person during the film's run at the Orpheum.

Murray Peck is back at the Rivoli handling the theatre and also doing master of ceremonies for the stage shows. His spot at the Colonial has been taken over by Frank Jenkins, formerly of the Montlake. Both houses are in the Sterling group . . . Now it can be told. Margaret Sheffield, daughter of J. T. Sheffield, will wed Paul Bangasser on February 3. Paul is the head booker for the Sterling houses, while Margaret is a first class school ma'am.

Bill McCurdy is off to Los Angeles to arrange bookings in the northwest for the new legitimate play, "Thanks for My Wife," now in rehearsals. The show will play Seattle late in January. In the cast are Alan Dinehart, Glenda Farrell, Lyle Talbot . . . Charlie Grieme, who came with his wife and daughter from Wenatchee to spend the Christmas holidays, decided to stay until after the new year.

Ed and Zella Lamb went to Victoria for their New Year party . . . Helen Friend, granddaughter of Mrs. Tom Berry, has gone to Fernandina, Fla., to join her hubby who has been transferred there from Shelton . . . Phyllis and Guy Navarre gave a preview party for some forty youngsters from the Day Nursery. Ben Shearer donated his Jewel Box preview room for the event and each kiddie was given candy and presents . . . Mrs. Agnes Samuelson and daughter Dorothy came in from Los Angeles to spend the holidays in Seattle.

Employes of J. T. Sheffield in the various Republic exchanges, gifted him with a handsome gold wristwatch for Xmas. It replaces a pocket watch worn constantly by Sheff since 1907. Within four minutes after the new watch was wrapped at the jewelry store the old one stopped running. No amount of shaking or winding would start it again, believe it or not . . . The Heaton Randalls entertained with an "open house" . . . Word from California tells that John von Herberg has taken a position in the press department at Columbia Studios . . . Wallace Munro, debonair veteran representative for stars of the legit, is in town spreading the word about the coming appearance of Eva LeGallienne . . . John and Mrs. Hamrick went to New York, Florida, and Palm Springs for several weeks.

Filmrow and show business in general was on hand for the opening of Mel Sohns' new Burien . . . Junior Mercy flew to Yakima one afternoon, concluded his business, drove back home, shaved and changed clothes in time for the New Year's Eve dinner dance at the Washington Athletic Club, the same evening . . . Alys Johnson is off to visit in Twin Falls and Cascade, Mont. . . . In town for a couple of weeks is Harold Groves, division manager of the Copyright Protection Bureau.

Cornell Crowds 'Em In Xmas Slump

Seattle—With holiday business in the dumps here, Katharine Cornell had to run extra matinee performances at the Metropolitan to accommodate the sell-out crowd. Alexander Woollcott, who six years ago pointed out an audience had waited in the Metropolitan until midnight for the delayed star and got their show until 4:00 a. m., was here and celebrated with the actress the anniversary of that eventful night.

Theatre Changes in the Seattle Trade Territory

SEATTLE—Some activity in the theatre field hereabouts, viz:

Art Bisholl has leased C. F. Zurfluh's theatre at Centralia.

Jack Allender has taken a five-year lease on the Pix at Hoquiam.

John Danz has added the Circle here to his group.

Pete Constanti has changed the name of the Harbor in Aberdeen to the Roxy, and is remodeling.

R. L. Bare Sets Opening for Claremont Village Jan. 19

CLAREMONT, CAL.—Richard L. Bare will open his new Village, a 650-seat house, January 19. House is located near Pomona and Scripps colleges.

Cornerstone Laid for New Hawaii in Hollywood

LOS ANGELES—With Harold Lloyd presiding and depositing a pair of his horn-rimmed spectacles in the concrete, the cornerstone of the new Hawaii, being built by Al Galston and Jay Sutton, was laid in Hollywood. The structure is being rushed for a probable March 1 opening. Galston and Sutton also operate the Marcal and Center.

Mrs. Jenne Dodge to Build 699-Seater in Ventura

LOS ANGELES—Architect C. A. Balch is designing a new 600-seat house to be constructed in Ventura by Mrs. Jenne Dodge. The theatre will be operated in addition to her Mission there.

Stern Bros. Plan New Hollywood Blvd. House

HOLLYWOOD—A new $60,000 theatre, seating 700, will shortly be built on Hollywood Blvd. for the Stern Brothers Realty Co. S. Charles Lee has been awarded the architectural contract and Henry Auerbach will construct the house.

Adapt One for Wurtzel

HOLLYWOOD — Barry Trivers and Clay Adams are developing an untitled original for the Sol Wurtzel production unit at 20th-Fox.

New House at Oildale

OILDALE, CAL.—The Banducci-Lemucchi Amusement Co. of Bakersfield has just opened its new River Theatre here.

LOS ANGELES

SPENDING the winter here is Charles Olson, circuit operator from Indianapolis. He is making his headquarters at the Miramar Hotel in Santa Monica . . . Joe Martin has organized the Reel Service Film Delivery, having dissolved his partnership with Fred Austin in another film delivery outfit. Martin was formerly with Goldberg Film Delivery.

Harry Stern has been named west coast division manager, in charge of sales and operations, for Film Alliance of the United States, Inc., an independent distribution unit. First pictures to be taken over by Stern for distribution here are "The Challenge," "Bombs Over London" and "Torpedoed." "Bombs Over London" has been screened for Fox West Coast and was given a trade screening at the United Artists, in Inglewood, by Stern January 4.

Jay Haas, western ad sales manager for Paramount, is back on the job after an extended tour of his company's exchange districts throughout the country . . . Universal employes are figuring out ways and means to spend the $1,500 they received for placing first in the company's recent national sales drive. Money came just too late to be a Christmas present.

Liquor, candy and cigarettes formed the bulk of the loot when burglars broke into the Film Cafe . . . The Universal exchange personnel is doing its best under adverse conditions, as remodeling on the office has gotten under way.

A visiting exhibitor from Calgary, Canada, is K. M. Leach. Accompanied by his wife, he plans to winter here . . . Joe McElhinney, formerly manager of 20th Century-Fox's Salt Lake City exchange, is en route to Singapore, where he will succeed A. G. Doyle as branch manager. Doyle has been transferred to Tokyo.

Conferring on business matters with President Charles Skouras of Fox West Coast is Arch M. Bowles, northern division manager for the circuit, who planed down from San Francisco . . . Thornton Sargent is back on the job as FWC's metropolitan district manager here after spending the Christmas holidays in St. Louis.

Irving Carlin back on the Row after spending New Year's at Palm Springs . . . Art La Shelle spending most of his time on the mainland. During the winter season he operates his Avalon in Avalon, Catalina Island, only on weekends.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

Carry Neely Fight to Patrons, Managers of FWC Are Told

LOS ANGELES—Taking its first definite and official stand in opposition to passage of the Neely anti-block booking bill now pending before the House of Representatives, Fox West Coast has launched a campaign urging its circuit managers to carry the fight against the measure direct to theatre patrons through utilizing every possible channel to crystallize public sentiment.

A bulletin has been sent all FWC managers in California, Arizona and Montana over the signature of W. H. Lollier, in charge of real estate and tax matters for the circuit, pointing out that in the opinion of FWC executives the Neely bill, if passed, would be injurious to exhibition through its ban on block buying, would curb production and, as a result, create serious unemployment in the film-making and exhibiting fields.

Lollier's message declares house managers "have a right and a duty" to secure the cooperation of clubwomen, ministers, chambers of commerce, service groups, bankers, supply dealers and politically prominent citizens in writing or wiring Congressional representatives to vote against the bill.

Not "Censorship" Measure

"The legislation was proposed as a censorship measure," Lollier said, "but, if passed, will not censor pictures in any way. Its passage by Congress will curb production, theatres will be short of product, resulting in the closing of theatres, and thousands will be thrown out of employment."

Lollier's bulletin continued:

"Theatres cannot operate without a full supply of product, and certainly could not operate by buying one picture at a time . . . Studios and producers could not make pictures under provisions of this bill. They must give to each exhibitor a complete synopsis of a picture before it is made, and if any changes were made differing from the synopsis submitted, they would be subjected to heavy penalty by law."

The communication stressed the importance of a contact by house managers with their local newspapers to obtain full editorial support of the anti-Neely campaign.

Lollier's action is the first to be taken in local exhibition circles regarding the Neely bill. The Independent Theatre Owners of So. Calif. and Ariz., representing a majority of the unaffiliated theatres in the territory, thus far has had no comment to make, with Robert H. Poole, executive director, declaring it has not yet come up for official discussion by the board of directors.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Delay on Particulars Date in FWC Case

LOS ANGELES—Congestion in federal district court has forced Judge E. W. Campbell to remove from the calendar a definite date for hearing on the bill of particulars requested by Fox West Coast and nine major distributors in answer to the criminal conspiracy suit filed against them by the government. The hearing date had already been set back several times.

Meantime Harold Collins, who, with Albert J. Law, is representing the Federal government in the action charging the defendants with conspiring to violate the 1930 consent decree, declared there was a possibility he and Law might arrange an out-of-court meeting with the defendants to supply them with the requested additional information. Until such a meeting has been effected, however, date for argument on the bill of particulars will remain pending.

Gifts to Employes

SEATTLE—The climax of the party that John Danz, president of the Sterling chain, tossed for his managers at the Northwest Film Club was presentation of New Year's gift checks.

SALT LAKE

NICK SALEVURAKIS, former exhibitor of Price, Utah, died of pneumonia last week. He recently sold his theatre interests to the Huish circuit.

I. H. Harris, exhibitor of Burley, Ida., spent a few days in Salt Lake City after a visit in Evanston, Wyo., during the holidays with his wife's parents who were celebrating their golden wedding anniversary.

Walt Hull's theatre at Fallon, Nev., was damaged by fire recently. Much of the projection equipment was destroyed.

Louis Jensen of M-G-M's scenic department in Hollywood vacationed with his folks in Salt Lake City for the holidays.

Manager Philip Guss of the Intermountain Theatre Supply Co. made a sales trip to San Francisco . . . Orin Hazen of the Service Theatre Supply Co. is on a sales trip in the territory.

The National Theatre Supply branch is equipping C. M. Wilson's Rex at Sheridan, according to R. P. Haase, NTS manager. New equipment includes Simplex Type S-T projectors and Simplex 4-Star sound.

Columbia Salesman Lloyd went to Pasadena for the Rose Bowl game. Larry Kennedy, Columbia's Idaho salesman, vacationed with his family in California. Branch Manager Bill Seib and Harold Green, Utah salesman, experienced family illnesses during the holidays.

PORTLAND

THIS correspondent promised an eye-witness account of Howard Mapes' annual New Year's party at the Star Film Exchange this year but flu bugs, and a press of holiday . . . er . . . duties, blocked him out. Anyhow, he gathered some statistics. It was the biggest and best Howard has staged, with more than 1,000 attending, many from out of town and with Seattle and other northwest points well represented. The casualty list included some 1,500 Tom and Jerrys, 1,000 eggnogs and exactly 78 siphon bottles of soda, the contents of which was suitably diluted, one assumes. And the guests enjoyed music, dancing and entertainment, a feature of which was the accordion output of Mr. and Mrs. Ted Francis of Newburg.

Herb Larson, drama editor of the Oregonian, *is off on his annual tour of the Hollywood studios, with Fred M. White pinch-hitting during his absence . . . Manager Herb Sobottka of the Paramount and his assistant, Virgil Faulkner, both took time out last week to fight off attacks of the flu . . . Al Finke, big boss of Hamrick-Evergreen, and his family welcomed the new year from the snowy slopes of Mount Hood. So did Don Beckman of Western Poster.*

First class business marked the New Year's weekend at all Portland downtown theatres, and exhibitors hope it was an authentic omen for 1940 . . . Katharine Cornell and Francis Lederer did a capacity $13,000 or thereabouts at the Mayfair to equal or top all others in an unusually successful run of stage productions.

Stanley Lang of the Capitol goes on the air over KOIN Monday to tell about his hobby of collecting pipes. It seems friends liked to kid him about the size of his pipes, so he gives 'em something to talk about by collecting more than 150 of the biggest, one of which he wears constantly. There are some unique numbers in the bunch, like the one carved from a walrus tusk by Eskimos, the meerchaum taken from the sunken hulk of a German ship and the special number made for him by a leading local plumbing firm from stock materials. And one from Finland.

The quiz craze cracked the theatre here with a regular Wednesday "Barrel of Fun" night at the Oriental. Participants chosen from the audience by lot get the keys to six barrels, each of which contains a question and part of $25 distributed among the kegs. If the party can answer the question he gets the money. A seventh barrel contains $25 of its own and gets the smaller unclaimed prizes to make a possible $50 pot for the grand prize winner. Five other questions are tossed to the audience, with a buck to the first to answer correctly.

Some candid stills: Millicent Smith, bothered, trying to entice more than one viewer for a screening at the Jewel Box . . . Earl Hunt starting the year right with a big order of fuel against a long, hard winter . . . Engraver Jack Morris, who collected an early-season ten-to-one bet he could name the contestants and the winner in the Rose Bowl, being congratulated at the Hamrick-Evergreen office—on his luck, not his judgment.

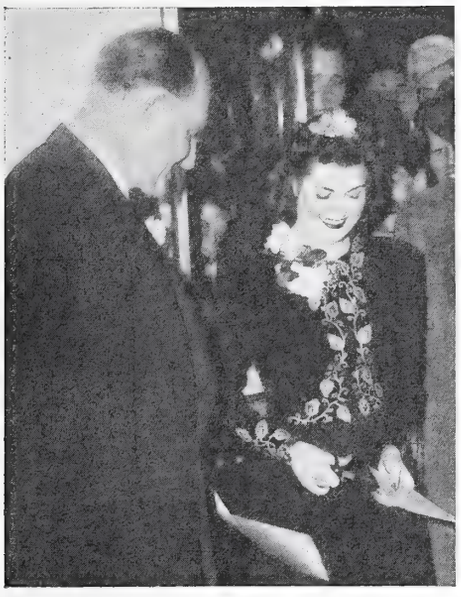
"Wind" Is Sold Away From B&K in Chicago

CHICAGO — Independent exhibitors, at week's end, were still a bit surprised over the unexpected selling away from B&K by M-G-M of David Selznick's "Gone With the Wind." The picture opens, as previously announced, on January 25, but at the Jones, Linick & Schaefer Oriental.

As BOXOFFICE goes to press, it is understood the second loop house in which the film will open simultaneously on the same date is the Essaness Woods. The deal was expected to be completed by the end of the week. Both deals were handled directly from New York, it is said.

The Oriental will drop its stage show policy for the duration of the run, which Johnny Jones hazarded would be anywhere from "ten weeks up." Three shows will be run daily at the Oriental, the first two with an unreserved seat sale, with loges at $1.10 and the remainder of the house 75 cents. The night show will be on a reserved basis with loges at $1.50 and the rest of the house at $1.10.

Though no one at the local M-G-M office would comment, it was understood the Woods' showing would be on a two-a-day basis, with prices not yet set.

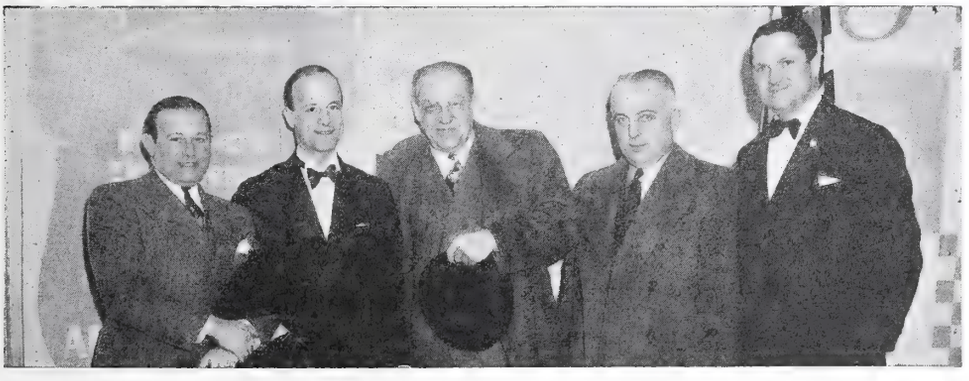


Hopes to Make Oriental An Acer in the Loop

CHICAGO—Johnny Jones of Jones, Linick & Schaefer is hoping to make the Oriental one of the top entertainment spots from a film angle in the Chicago loop.

"I'm sold on the fact that the good pictures will get the audiences regardless of how much you have to charge," he said. "We upped our admission scale on Universal's 'Charlie McCarthy, Detective,' and we did the biggest week since we've opened the house. Now, we are dropping back to our 40-cent top until the opening of 'Gone With the Wind' on January 25."

After that, which Jones figures won't be for two or three months, he hopes to have a deal made with RKO on a run of Walt Disney's "Pinocchio." This, despite the fact that the RKO Palace would appear to have an inside track to the run of the picture here. Jones said he has been talking a deal for some time now with RKO and hopes to work one out.



—Candid Illustrators

When Chicago's Telenews Opened—

Above: "Miss Telenews" cuts the tape for the formal opening of Chicago's Telenews Theatre while Sylvan Goldfinger, the manager, looks on. She was selected as winner in a "Smiles" contest sponsored by the Herald-Examiner. *Below: At the opening, left to right, Jack Kirsch, Allied Illinois president; Herbert Scheftel, president of Midwest Newsreel Theatres, Inc.; Morrie Leonard, president of Chicago Exhibitors Ass'n; Tom Flannery, president of White Way Signs, and W. French Githens, president of Newsreel Theatres, Inc.*

Non-Suit Covenant Formalized In Frank Ford Trust Suit

CHICAGO—Formal announcement of the "covenant not to use" agreement made between Frank Ford of the Stadium, Evanston, in his anti-trust suit, and M-G-M, 20th Century-Fox and B&K, which was carried exclusively in these columns many weeks back, has been made by the local attorneys for M-G-M and 20th Century-Fox.

The announcement made by the attorneys, Mayer, Meyer, Austrian and Platt, through the attorney in their office handling the case, Miles G. Seeley, follows:

"Loew's, Inc. (M-G-M), and 20th Century-Fox Film Corp. have settled their differences with Mr. Frank Ford, operator of the Stadium Theatre in Evanston, Illinois, by the execution of new film license agreements with Mr. Ford for their respective products for the 1939-40 season, upon mutually satisfactory terms. Each of said licenses calls for the exhibition of feature pictures at the Stadium Theatre in the so-called 'first week of general release,' the same playing position as was enjoyed by the theatre last season.

"Mr. Ford has agreed with each of said distributors to dismiss it from the anti-trust suit which he now has pending in the United States District Court for the Northern District of Illinois, Eastern Division, against the 'major distributors,' Sam Meyers and others. He will also dismiss Nicholas Schenck, Sam Katz, and Joseph M. Schenck, who were named as defendants but were never served with summons in the case. Mr. Ford has also given Loew's, Fox, Nicholas Schenck, Sam Katz, and Joseph M. Schenck, respectively, covenants not to sue whereby in effect he releases each of them from all liability with respect to anything which has occurred up to the present time.

"Neither the dismissal of these defendants from the pending lawsuit nor the terms of said covenants not to sue affect the status of Mr. Ford's claims against other defendants in his pending suit."

This is the first formal announcement of any settlement, or part settlement, of any of the legal entanglements now in Illinois district federal courts here.

Lewis Jacobson of Jacobson, Merrick, Nierman and Silbert is attorney for Ford.

Gov't Reply Briefs Seen Soon in Contempt Suit

CHICAGO — It is learned that Robert Wright, government attorney working on the contempt case, has mailed from Washington the government's final answers. These go to Master Edgar Eldredge, who heard the case. Master Eldredge will now peruse details of the hearings thus far and give his recommendations to Federal Judge Charles Woodward.

Nothing further has been heard on the rumored compromises in the Adelphi anti-trust suit here, though the usual sources close to the case still insist that this "basis for settlement," has been completed, and only awaits the finishing of the government's case before being announced.

It is expected that both cases will be out of the way in time to clear up matters in the Chicago territory before the 1940-41 buying season.

Sigmund David, Chicago attorney for the Gary Theatre Co., in its anti-trust suit against B&K, Warner Theatres and the majors, said this week that the case was still set on the court calendar for hearing before Federal Judge Holly for next Wednesday, January 10.

However, he added that he was awaiting word from Albert Gavit, Gary attorney handling the case, to determine whether it would actually be heard.

References to CIO Retained in Play

CHICAGO—The campaign of Chicago newspapers to keep an unofficial ban against the mention of John L. Lewis' name in two stage plays current here from being enforced was rewarded when the skits in both shows were restored on New Year's Day.

James C. Petrillo was termed by some of the Chicago press as an unofficial censor, when it was learned that he commented that the name of Lewis and reference to the CIO should be deleted by a Willie and Eugene Howard skit in the George White's "Scandals," at the Erlanger and and that the same thing should be done in "The Man Who Came to Dinner" at the Harris. Petrillo continuously was quoted, however, as saying that he never made a request to have the portions eliminated on the threatened penalty of closing the shows. He said he had merely objected to their use.

However, all ended well when both bits were restored over the last weekend.

Newspaper Encounters New "Censor" in Chicago

CHICAGO—The following editorial from the Chicago *Daily News* was one of several on the attempt of James C. Petrillo to keep John L. Lewis' name out of a musical show here:

"MEET CHICAGO'S CENSOR"

"A scene in a current Loop musical show has been deleted because it contained both a reference to the CIO and an actor who impersonated John L. Lewis.

"Another scene in another show soon to open in the Loop was also ordered deleted because it contained a newsreel shot of this same John L. Lewis in action.

"Both deletions were made on orders from James C. Petrillo, head of the Chicago Federation of Musicians, who doesn't like Lewis or the CIO. Thus it appears that Chicago has a censor. In fact, Chicago has a flock of censors. There is the police movie censor board, which periodically bans films expounding political doctrines with which the board doesn't agree. There is Mr. Dunham's park board, which decrees that Father Coughlin shall not be permitted to speak in Soldier Field. There is Mayor Kelly, who decreed that 'Tobacco Road'—just entering its sixth year in New York—was prejudicial to Chicago's morals. And, now, there is James C. Petrillo.

"Petrillo is a double-barreled censor. First, he is a member of Mr. Dunham's park board, and can swing the ax there in his official capacity. Second, he is czar of the musicians. In this capacity, he and his former fellow townsman, Willie Bioff, dominate the entire amusement industry. Petrillo, through his musicians, controls the legitimate theatre, movie theatre, vaudeville, night club and radio performers. Bioff, through his unions of technical workers, controls the production end of the movies and has a grip on the throat of the exhibitor.

"If Petrillo orders the producer of a show to delete a scene because it does not please him, the scene is spurlos versenkt. Otherwise the producer would have no musicians, no stage hands, no electricians, no show.

"Willie Bioff doesn't like John Lewis, either. He screams that John and his CIO are responsible for reviving that old criminal charge of which he was convicted in Chicago, but for which he never served time. In this antipathy toward John, Bioff and Petrillo enjoy no monopoly. In fact, the country is full of people who are allergic to John. But if there is anything in the adage that a man is known by the enemies he makes, John should become increasingly popular. There will be a growing suspicion that John can't be as bad as he is painted. If he were, it seems reasonable to believe that Willie and Jimmy would be on his side—not against him."



Field Man—

Above is J. H. Bingham, the sole traveling representative of BOXOFFICE *in the state of Illinois. Exhibitors are invited to submit newsworthy items when he calls.*

Chicago Strives to Break "Beast of Berlin" Ban

CHICAGO—Attempts were still being made this week to have Ben Judell's production, "Hitler—Beast of Berlin," passed for showing in Chicago. Thus far, it has been rejected three times by the censor board here.

However, the Chicago Civic Liberties League took up the cry again this week for the film's passage, and was petitioning Mayor Edward Kelly for action.

Trade Near Top in A Fund Drive

Chicago—The amusement industry has contributed to the Community Fund drive thus far $22,741, or 87 per cent of its $26,000 quota. Jack Kirsch of Allied is chairman of the industry drive.

Indiana Employment Shows Steady Rise

INDIANAPOLIS—A tabulation of mid-November reports from 1,082 Indiana manufacturing establishments showed factory employment and pay rolls had increased for the fourth consecutive month.

Weighted estimates based on these reports indicated 294,000 wage earners were working for Hoosier manufacturers during November, the highest level reported since November, 1937. Pay rolls were $8,022,000 a week, exceeding any month since October, 1937. These figures show a gain in employment of 1.3 per cent from mid-October and a rise of 17.5 per cent over November, 1938. Pay rolls were up 0.4 per cent in comparison with the previous month, and 29.6 per cent as compared with the previous year.

Seven non-manufacturing groups studied showed a gain of 0.3 per cent in employment over October, but a loss of 2.4 per cent in pay rolls. Reports were received from 1,853 non-manufacturing establishments in the state.

A total of 2,935 manufacturing and non-manufacturing establishments made data available for the monthly survey conducted by the employment service section of the division and the U. S. bureau of labor statistics. Using this report as a base, estimates were computed for entire industries.

Improvement Unusual

Employment and pay roll increases in manufacturing during the last two months were contra-seasonal. The expansion in employment was unusual, not only in terms of the seasonal index for Indiana based on experience from 1930 to 1935, but also in comparison with the average experience of the last four years without correction for cyclical changes.

The November gains in the manufacturing industries were more remarkable in view of temporary stoppage of production in certain automobile and automobile parts plants. Losses of 12.4 per cent in employment and 10.4 per cent in pay rolls were recorded in this industry, between October and November, a period when this industry normally expands.

November gains were almost universal in the 23 durable manufacturing groups studied. Excluding the automotive industry, only three other industries reported decreases in employment, and those were all small reductions ranging between 1.6 and 2.0 per cent.

The average hourly earnings of Indiana factory workers increased to 68.9 cents an hour in November, a gain of 0.4 per cent over October. This increase can be attributed almost entirely a wage rate increase and the new wage-hour regulations which became effective the latter part of October. Twenty employers reported wage rate increases affecting 1,892 employes. Eleven other employers reported a reduction in hours affecting 765 employes to meet the new regulations without any reduction in weekly pay. In addition, other plants continued to operate on the basis of 44 or more hours per week and paid overtime rates for all hours over 42.

Nicholas Will Manage Orrin Tucker Band

INDIANAPOLIS—Ted Nicholas, manager of the Lyric here for the last six years, has resigned to become manager and personal representative of Orrin Tucker and his orchestra and Bonnie Baker.

Nicholas was to leave Chicago to join Tucker who will open an eight-week engagement there at the Palmer House. From there, it is planned to go to New York where Tucker and the orchestra will be featured with Bonnie Baker on a new nationwide radio series.

Nicholas has been at the Lyric in a managerial capacity since 1933, and prior to that time had been connected with other theatres in this city and in California. He formerly was advertising manager of the Indiana and Circle; assistant manager of Loew's; manager of Keith's for a brief period; business manager of the Civic; publicity director at English's during the dramatic stock season of the Arthur Casey Players, and was motion picture editor of the Indianapolis *News* in 1928-29.

In his new post Nicholas will have charge of the bookings, management and general business of Tucker and his company.

Charles M. Olson, president of the Lyric Theatre Operating Co., who left for a five-month vacation on December 5 for Santa Monica, Calif., is returning to take charge of the theatre.

Starts New Year Sans Adelphi Premiums

CHICAGO—Ludwig Sussman, one of the first users of premiums in Chicago at his Adelphi, is starting the New Year without the use of a single premium.

"I haven't sworn off entirely," said Sussman, "but I feel that the time has come for us to return to showmanship alone in selling pictures, and I am certainly going to give it a fair trial."

Sussman at one time or another has had just about every premium "under the sun," in the Adelphi, and was the first user of many of them in this territory.

Kerasotes Interests Buy Two Chillicothe Houses

SPRINGFIELD, ILL.—The Palace and Sunset at Chillicothe, Ill., have been acquired by the Kerasotes Bros. interests here from Frank J. Rolan who has owned and operated the two theatres for many years, according to an announcement made by George Kerasotes.

Luther Worley, assistant manager of the Varsity, Peoria, has been promoted and will be the new manager of the two theatres at Chillicothe.

Has More Territory

INDIANAPOLIS—Hadley H. Hull, local Grand National manager, has been given supervision of the Cincinnati branch as well as Indianapolis and will divide his time in the future between these two exchanges. The appointment goes into effect immediately.

CHICAGO

MANY film folk stopped off in Chicago en route east and west during holiday season. Arriving on the Santa Fe Chief and Super Chief were Nancy Kelly, Frank Fay, Al Jolson's Sonny Boy, Allan Jones, and Robert Montgomery . . . Jones stopped long enough to do a week's personal appearance at the Chicago. He begins, after that, a three-months' concert tour, starting in Auburn, Ala. His next for Paramount will be a South American locale picture . . . Montgomery, accompanied by his wife was en route to England to renew work on additional M-G-M pictures there, under supervision of Ben Goetz.

A note on the bulletin board of the Essex: "Beginning with the Wednesday programs, our program will be listed daily and Sunday in the Chicago Tribune *. . . You may need a pair of field glasses to find it but it will be there."*

Lou Reinheimer may have two daughters, but that didn't keep him from going to that Father and Sons Night the other night at his brotherhood. Credit Dick Sachsel with this one.

In and out of Chicago, planing from Washington was Jimmy Stewart, going back to Hollywood . . . M-G-M's Wally Beery was here a few days. He arrived by airline and returned to the coast in his new Howard plane, which was delivered to him here.

Sally Kane, secretary to Jim Jovaney and Charlie Miller of Superior Pictures, one of Filmrow's more luscious eyefuls, started off 1940 with a bang by getting herself married on New Year's Day. She is the bride of James J. Langone of the Mather Printing Co.

Sol Cohen, who is handling "Mad Youth" in this territory with Abe Teitel, reports numerous bookings on the picture.

Ted Mendelssohn, local city salesman for Warner Pictures, has been upped to the post of manager of the Cleveland exchange. Before joining Warner, Mendelssohn was city salesman for M-G-M here.

Morton Van Praag, newly-named district manager for National Screen Service, was expected here this week.

Add another omission on those Christmas greetings through BOXOFFICE: Harry Phillips of the local Ben Judell office.

Irving Schlank, branch manager of the UA office here, was host to his employes at a New Year's party at the Congress Hotel.

It's becoming the time of year for drives . . . Universal is now in the midst of its Bill Scully Drive, which started December 31, and runs to May 4 . . . Monogram's drive begins February 25 and continues to May 1, with Henri Elman Month here being in April.

"Alec Templeton Time" on the air every Monday night will originate from Hollywood during March and the first half of April, before returning to its home broadcast base here.

Landau-Perlman Lease New Theatre Building

CHICAGO—Announcement is made by Landau & Perlman of a $100,000.00 new theatre project for Morgan Park-Beverly Hills district here. The William L. Gregson Estate, owner of the southwest corner of 111th Street and Homewood Avenue, 84 by 157 feet, have leased for a period of twenty years to Gollos Brothers for a 1,000-seat theatre to be erected on this site. The lessees now operate the Midway, Woodlawn and Ray theatres. Ground will be broken early this month.

According to Herbert H. Heyman, of Landau & Perlman, who represented all parties, the term rental will be $190,000.00. The playhouse will be known as the "Morgan Park," and will open on May 15, 1940. It is interesting to note that thirty years ago this same site housed one of the first nickelodeons in Chicago, which was known also as the "Morgan Park."

Erwin Fredrick, the architect, has planned to have the theatre occupy the entire building. The design is to be of an ultra-modern style with a multi-colored terra cotta front with stainless steel trimmings. The theatre will present a striking appearance, one of its outstanding features being a corner entrance with a new type of canopy heretofore not used in this section.

Lounges will be spacious and elaborate, with special powder rooms. The seats will be the last word in comfort. The auditorium will feature fluorescent lighting effects and will be air conditioned. Legal details for the owners were handled by Harry Walters, and for the tenant by Walter Zittenfield.

New Sound Jobs

CHICAGO—New RCA Photophone installations of the last month in the Chicago area include Telenews Theatre; the B&K State-Lake, Paradise and Coronet, Chicago; the new Eagle Theatre of Eddie Zorn's in Pontiac, Ill., and the B&K Park, La Grange, Ill.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

National Tavern League Moves on Ascap in Wis.

MILWAUKEE—The revived National Tavern League, Inc., has instructed its counsel, Howard P. Haberla, to begin a circuit court action to enjoin Ascap from collecting copyright fees on the ground that it has not complied with the Wisconsin registration law, which requires the organization to turn over to the state 25 per cent of its receipts.

The Tavern Music Protective Ass'n also is expected to begin its court test shortly to force Ascap to take out a license in Wisconsin in conformity with the state statute. Sol Zien, secretary of the organization, said the contest is expected to go to the state supreme court.

Fire Warning Personally, Not Via a Film Slide

CHENOA, ILL.—An audience of more than 100 in the Ritz was notified personally by Elmer Larsen, owner and manager, to leave the theatre when fire broke out, and not through the medium of an "old-fashioned film slide" as previously reported in these columns, the exhibitor advises.

Larsen says he was operating the machines at the time of the fire and that after being notified by his wife, who was selling tickets, he turned off the machines, turned on the house lights, came down from the booth and got the patrons to leave the theatre unaware that a fire was raging at the back end of the theatre.

Says Indianapolis Tower Is Operating Lottery

INDIANAPOLIS—Myron Coppoc, master of ceremonies at the Tower, is charged with operating a lottery and gift enterprise.

Louis B. Goulden, manager of the theatre, appeared at police headquarters and surrendered on a warrant also charging him with operating a lottery and gift enterprise. Police seized several articles they said were used in conducting the drawing.

This is the second recent arrest in Indianapolis on this charge.

Superior IATSE Local Names New Officers

SUPERIOR, WIS.—New officers of the IATSE, Local No. 457, have been named as follows: William Fiandt, president; Obert Quam, vice-president; Ralph Pink, financial secretary-treasurer; Erving Austin, business representative; Walter Jeffery, sergeant-at-arms, and Quam, Jeffery and Russell Nelson, trustees.

Oriental Hikes Prices For Universal Film

CHICAGO—The Oriental upped its price to 55 cents at night, and 35 cents in the afternoons during the past week. This was for the engagement of Universal's "Charlie McCarthy, Detective." The picture played the Oriental, because of a tie-up at the RKO Palace, which usually plays Universal product.

MILWAUKEE

E. J. WEISFELDT, managing director of the Riverside, is chairman of the entertainment committee in charge of arrangements for the President's birthday ball January 30.

Al Selig was in town last week to help exploit "The Hunchback of Notre Dame" playing the Warner.

Betty Mayer, cashier at the Warner, and Grace Thompson, cashier at the Wisconsin, were victimized of $5 each in making change for $10 bills by a "short change" artist.

Harry W. Fuhlbruegge, 42, motion picture projectionist, died here last week. A native of Milwaukee, Fuhlbruegge is survived by his wife, a son, two brothers and a sister.

Ken Harvey, banjoist who has been appearing in London theatres, visited his mother, Mrs. C. O. Reese, here last week . . . The Rialto at Racine was host last week to several hundred Junior police.

Miss Lucille Forbes, owner of the Cosmo, Merrill, was host last week to children at a free Christmas matinee. At Wisconsin Rapids, Mr. and Mrs. Frank Eckardt was host to the kiddies at the annual party at their Rapids Theatre, while Harry G. Day presented a free Christmas matinee for school children at his Town, Darlington . . . Otto Bauman, manager of the Classic, Watertown, staged a free children's matinee December 27.

Motion pictures are being shown on Fridays during January in the gym of the Pulaski High School. A new theatre is under construction at Pulaski, which is currently without a house.

Fred MacMurray, film and radio star, was honorary captain for the Alumni basketball team of the Beaver Dam High School when the Alumni played the Beavers last week. MacMurray played football and basketball for the Beaver Dam team.

Saxe's Jeffris at Janesville staged a New Year's Eve matinee for youngsters December 30 with balloons and fun makers. "Party just like mother and dad has," ad copy stated.

Oswald Mylender has installed new sound equipment in his Lyric at Peshtigo.

Mr. and Mrs. C. L. Roser of Baraboo were honored last week at a party in observance of their 28th wedding anniversary. Roser is manager of the Al Ringling Theatre in Baraboo.

Proceeds from the Variety Club's benefit boxing show on New Year's Day were turned over to the Junior Chamber of Commerce's milk fund for the purchase of milk for indigent school children.

Billy Pierce, manager of Saxe's Savoy, has named the 6½-pound package presented him December 21, Sigrid Carla.

New Allied Member

CHICAGO—The newest addition to the membership of Allied Theatres of Illinois is the recently-opened Telenews in the Chicago loop.

Three-Way Tie for Top in Chicago Bowling League

CHICAGO—And now it's a three-way tie in the hotly-contested Filmrow Bowling League.

The fast-coming Film Carriers moved up when they blanked Photoplay. National Screen did likewise to get into the tie when they white-washed Warner Bros. Republic held its end of the tie by taking two from Fox. Universal won twice from Paramount.

Recently a sweepstakes bowling event was held within the league. The winners: Wally Bennin, Walter Hyland, Louis Mathieu, Mike Fahey, Barney Klass and Stan Anderson.

The standings:

	Won	Lost
Republic	25	17
National Screen	25	17
Film Carriers	25	17
Paramount	22	20
Photoplay	22	20
20th Century-Fox	18	24
Universal	16	26
Warner Bros.	15	27

The perennial individual leader of the Warner League, Ted Turrell, continues at the top with a 178.5 average. Next in line come: Jones, 174.46; Graff, 172.13; Corbett, 168.18, and Busch, 166.2.

The leaders to date at the end of the 17th week:

	Won	Lost
Avalon	37	14
Avalon Cubs	28	23
Capitol	27	24
Beverly	26	25
Yannigans	26	25
Ogden	26	25
Stratford	25	26
Highland	25	26
Hammond	24	27
Cosmo	23	28
Jeffery	20	31
Dead Enders	19	32

Gala Chicago Preview to Highlight Broadcast

CHICAGO—A dinner-preview of Warner's "The Fighting 69th," will be held in the grand ballroom of the Sherman Hotel on January 24, in connection with radio broadcasts extending from New York to the Philippine Islands. The affair will be part of a nation-wide tribute planned by Warner to the men of the Rainbow Division, who were a part of the "fighting 69th."

The event will be conducted simultaneously in 26 cities, where veterans' chapters of the division are maintained.

The New York preview, which like Chicago will contribute to the broadcast, is expected to present President Roosevelt, Governor Herbert Lehman of New York, Postmaster General James A. Farley, and Mayor Fiorella LaGuardia of New York in its proceedings.

A special feature will be a tribute to Rainbow veterans by the U. S. Army Band from Manila, Philippine Islands.

Vonderschmitt Convalescing

BLOOMINGTON, IND.—Harry Vonderschmitt, operator of a circuit of Indiana theatres with headquarters here, is confined to the Methodist Hospital. Harry underwent a minor operation last Saturday and is expected to be returned to his home in a few days.

A Check for $1,150 by Variety to Milk Fund

KANSAS CITY—Jay Means, president of Variety Club, Arthur Cole, secretary, and Fred Meyn, Kansas City, Kas., exhibitor, presented a check for $1,150 to the Junior Red Cross, Kansas City, December 30. The amount, representing proceeds of the fifth annual milk fund bowling tourney held December 16 and 17, will go to buy milk for undernourished school children. Kansas City dairies are adding $100 to the fund, to make the largest amount raised in the five years of the bowling tournament. A check for $400 went to the Kansas City, Kas., schools.

George Baker, retiring chief barker of Variety, Frank Hensler, for four years chairman of the tournament, and others helped stage the tournament this year.

Poll Reveals "Mr. Chips" Minneapolis' Favorite

MINNEAPOLIS—Minneapolis film fans who entered the Merle Potter-*Times-Tribune* "best 1939 pictures" contest preferred "Goodbye, Mr. Chips" to all other 1938-39 releases, it being the favorite with men as well as women, according to Potter. It led the entire field, the men voting 93 per cent and the women 84 per cent for it, he says.

Second highest vote went to "A Man to Remember," asserts Mr. Potter, the women's percentage being 80 and the men's 77 for it. "Pygmalion" finished third. A surprising fact, he says, was that the women liked "Union Pacific" better than the men. Men ranked "Wizard of Oz" third and women put it in seventh place, he announced. And also surprising to Mr. Potter, he stated, was that the men liked "Love Affair" better than the women did.

Renewed Lincoln Theatre May Reopen January 12

LINCOLN—Opening date of the Lincoln, which has had $20,000 worth of interior re-dress, probably will be January 12 or some time during the immediate week thereafter. The house has had a complete going-over on the interior, new seats, new rugs, new decorating, entire change in the mezzanine, new sound and projection machines, and new lobby arrangement. Harvey Traylor will continue as manager when the spot opens, it's understood, and the policy is indefinite.

Tri-States Defendant in $10,000 Damage Suit

DES MOINES—The Tri-States Theatre Corp. here is being sued for $10,000 by Adelaide Connell, 26, who says she was injured November 6, 1938, in a fall at the Roosevelt.

According to her petition, she stepped into a depression while walking between seat rows. She says she fell and that her left shoulder was fractured.

Adapts "I Wanted Wings"

HOLLYWOOD—Eleanore Griffin is adapting "I Wanted Wings" for Producer Arthur Hornblow jr. at Paramount.

Nebraska to Try Anti-Ascap Act Before Highest Court

LINCOLN—An appeal to the United States supreme court will be made from the decision declaring the Nebraska anti-Ascap law unconstitutional and granting Ascap a permanent injunction against enforcement of the act.

The intent to appeal the opinion of the three federal judges, Gardner, Munger and Donohoe, was announced by William Hotz, Omaha attorney and special counsel appointed by the attorney general's office, who declared an opinion from the high court would permit "a basis to be laid for future legislation of interest both to music users and composers."

The present three-judge opinion states:

"We conclude that permanent injunction restricting enforcement of the statute must be granted. Counsel for the plaintiffs may prepare findings of fact and conclusions of law together with form of decree in accordance with this opinion."

In holding the act in-operative, the opinion says:

"Where the connection between the invalid parts and the other parts is such as to warrant the belief that the legislature would not have passed the act without the invalid parts, the whole act must be held in-operative. The provision of the statute we are here considering is such an essential part of the statute as not to be separable. In view of this conclusion, it is unnecessary to consider the other contentions that have been ably argued and elaborately briefed by counsel of the respective parties."

Case Started in 1937

Ascap's case was initiated here in June, 1937, when Gene Buck filed in behalf of the society, and won a temporary restraining order, under which Ascap has done business since that time. The law was passed, after being fostered by Senator Frank Brady, an Atkinson, Neb., rancher, in the 1937 session, signed as emergency legislation by Gov. R. L. Cochran and put in operation at once (May 17, 1937). At the time, Gene Blazer, Omaha representative for Ascap, made a determined stand in the governor's office trying to stall his signature, saying it was unconstitutional. Cochran said he had no wish, as the executive branch of the state government, to get over into the judicial, so penned the line and said it was up to the court.

Hearing conducted here last fall was handled by Louis Frolich, for Ascap, who introduced as principal witnesses, Gene Buck, the society president; E. C. Mills, Ascap's administrative chairman; John Gregg Paine, Ascap's general manager, and Mrs. Ethelburt Nevin, widow of the composer. The state's side relied almost solely on the testimony of two radio men, Johnny Gillin, WOW, Omaha, and Don Searle, of the Central States Broadcasting System (KOIL, KFAB and KFOR).

Testimony revealed the two radio outfits, WOW with $26,000 and the CSBS group with $27,000, and Nebraska's theatres with $12,000 paid in in 1938, represented the bulk of the Ascap income. There was no protest offered by the theatres, although in addition to the radio witnesses, the ballroom lads were heard from.

The judges, in addition to the ruling, found that prior to the organization of Ascap, the author and composer had no protection against having his material purloined for use for purposes of profit, and that users of music had no place to go to legally get music.

"Control of combinations in restraint of trade," said the opinion, "is a proper exercise of the police power of the state, yet subject to restrictions imposed by the federal constitution, the supreme law of the land. The owner of a copyright has the right to dispose of it at such times as he may see fit. While the copyright may not enhance the right of proprietorship, it certainly does not lessen that right."

Author's Rights Defined

"The right of an author in his intellectual productions is similar to any other personal property right. It is assignable and may be sold or transferred in its entirety, or a limited interest therein may be sold and assigned. The various rights included in the entire ownership may be split up and assigned to different persons."

The Nebraska statute would require author, composer and publisher to specify on the composition, the selling price for private rendition, and the price for public rendition for profit. In regard to this, the court reminds that there are several rights such as moving picture, stage, recording, and radio production, and says:

"The copyright owner might wish to grant one of several rights to one party, another right to a different party, but the statute interferes with his right to do so." The court finds that the statute would compel the copyright owner to offer the public performance rights for sale and use in Nebraska, and if he doesn't choose to do so, the work can be purchased and used without paying the owner a cent.

"Clearly," says the court, "this deprives him of his rights under the copyright act. The statute cannot be justified as a method of exercising police power. This power cannot be extended to the extent of taking private property for public use. While the power reasonably to restrain unlawful monopolistic trade restraining combinations from exercising any rights in the state may be conceded, an act which compels the owner of a copyright to offer it for sale in a certain way, and if he fails to do so, to take it from him without compensation, violates the due process and equal protection clauses of the constitution and the federal copyright act."

Milan, Minn., Gets First Theatre

MILAN, MINN.—O. M. Kirkedy is opening a new theatre here. The town never has had a showhouse before.

LINCOLN

NEWS of the week: The *Sunday Journal* and *Star's* ten best poll of motion pictures closed, and more than 7,000 entries were turned in, which indicates the interest in the flicker is still alive.

Howard Federer threw a party for his help between the holidays, and was the last to arrive . . . Harold Hellerich's wife claims he gives the best impersonation of a stumbling and crippled jitterbug ever seen on a dance floor . . . Out in Aurora, Harold Schoonover reports business as rough as the edge of a holly leaf . . . Vincent DiFiore seems to be undisputed champ on Theatrerow in matters of ping-pong.

New Year's resolutions, broken already: Bob Livingston's declaration he was going to look on the brighter side, in matters of business . . . Bob Huffman, to mark down all the strokes made on the golf course, even those made when the other guy isn't looking . . . Stan Blackburn, Fremont, to give the opposition a chance . . . B. M. Montee, Beatrice, to forget about Frank Hollingsworth as opposition, and vice versa . . . Luke Smith, to NOT even look like marriage is just around the corner.

Note to Carl Reese, Elmer Tilton, Bill Saal, etc.: If you're still looking for another cowboy, why not draft Tom Gentry, the orchestra leader? He has all the screen needs, musical ability, good personality, he's a big guy, has had some acting experience and has played about every town in the country in the last five years, so he's pretty generally known.

D. V. McLucas is looking for trouble selling "Of Mice and Men," because many of his accounts have theatres in connection with which the mention of mice is a sore spot . . . Sol Francis came to town to extend invitations to anyone who wants to share expense with him to Chicago and the Drake Hotel for the Monogram talkfest this January.

Jules Rachman is getting jumpy at the state penitentiary waiting for the pardon board to make up its mind on his plea for clemency . . . When is it that Lee Mischnick is due to be a pappy? . . . Mr. and Mrs. George O. Monroe are now headed for the west coast where George says he's going to hunt up Gene Autry and shake his hand for keeping the cobwebs cleaned out of his Colonial boxoffice . . . Capitol Beach ballroom is now being managed by J. Clair Lanning, Harry King being out.

New Howard Owners

HOWARD, KAS.—A. J. Simmons, who formerly operated the Plaza at Lamar, Mo., and Warren Weber, who has several theatres in western Kansas, took over the Howard here January 4 from George Gotobed. The name has been changed to the Plaza. Simmons will assume active management.

Chatham and McKinney to New Posts for Griffith

KANSAS CITY—Lew Chatham has resigned as assistant manager to H. J. Griffith of Griffith-Dickinson, Inc., to go to Bartlesville, Okla., as city manager for the Griffith Amusement So. W. G. McKinney has succeeded Ralph Kieffer as head booker here. McKinney formerly operated theatres in Topeka and has served as theatre manager and booker for the circuit.

MINNEAPOLIS

FRANK "BUD" WING JR., one-time F&R advertising artist here, later with Fawcett's publications and now connected with Agfa Film Co., New York City, paid his first visit home in more than four years over the holidays. Still smokes his cigars at the same angle, though a slightly better brand attests to his success in the business world . . . The Rev. James Friedrich, Red Wing, Minn., who reaped laurels in Hollywood with his religious film production, "The Great Commandment," was a home-town visitor New Year's. Incidentally, Red Wing has another distinguished citizen in Harold "Hoot" Bennett, Metro theatre projectionist and ace bowler. "Hoot" will invade Minneapolis shortly to match skill with the Mill City's champ tossers.

Alexis "Kelly" Evidon, Warner ad sales manager, has begun a civic campaign for a new baseball park here. His letter to the editor in the Star-Journal *showed considerable unsuspected literary ability on "Kelly's" part. He already has a host of ball club fans and community organizations in back of his plan . . . Tommy Charack, Warner crackerjack salesman, called off his planned New Year's eve trip to Chicago so that he'd be in better working shape this week preparatory to the Grad Sears' drive. He expects to accomplish big things in the campaign.*

Out-of-town exhibitors visiting Filmrow included Roy Rasmussen, Perham, Minn.; Archie Swanson, Ely, Minn.; J. P. Nelson, Fairmont, N. D.; Don Anderson, Pine Island, Minn.; Don Buckley, Redwood Falls, Minn.; Gus Wingreene, Bismarck, N. D.; Jack Wright, Red Wing, Minn.; Billie Benfield, Graceville, Minn., and J. M. Rostvold, Harmony, Minn. . . . Charlie Weiner, the Monogram man, working North Dakota.

Pathe News "shot" the opening of the new swimming pool in New Ulm, Minn. It's unique in that the water is heated. First bathers dove from sub-zero temperature into the 65 degrees warmer water . . . Harold Lyons, 20th-Fox salesman, back from Hamilton, Ont., where he visited his folks. He reports that his dad is recovering from the serious illness which occasioned Harold's visit . . . While salesman-go-lucky Tommy Charack is definitely on the wagon, Ben Spewak, theatrical financier, says he has $1,300 to wager that Tommy-boy smells a cork by February 1. And what's the answer for Tommy eating oysters for the first time in the Twin City Variety Club the day before New Year's.

(Continued on page 86)

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hiland 2694

KAYCEE

A BOW to those who helped take care of the 20 "neediest families" adopted by Variety on Xmas: Jack Shriner of the Gem; Homer Blackwell, Independent Poster Exchange; Arthur Cole of Paramount; Leon Abraham and Gib Jones of RKO; Gus Kubitzki, representing 20th-Fox; Harry Gaffney, WB; C. A. Schultz and his young daughter Patty, Commonwealth; Max Barewin of Price Premiums; Leo Finkelstein of Keystone Press; Don "Hifi" Davis of RCA; Jack Barnett, Movietone cameraman; Jack Gregory and Mae Dickinson of Altec; Loren Turner, Independence, Mo., exhibitor; Miss Kelly of Universal, Harold Lux of Screenland, Doug Desch of Monogram, Charley Gregory of NSS.

On the Row in the frigid atmosphere: Walt Talbot, Rogers, Ark., and Gus Diamond, Eldorado, Kas. . . . T. H. Wilson, 63, who operated a theatre in Olathe, Kas., from 1912 to 1922, died in Overland Park, Kas., January 2.

The engagement of Jesse Shlyen, BOXOFFICE managing editor, to Miss Bertha Francis Solomon of St. Joseph, Mo., is announced. No wedding date has been set.

OMAHA

KEITH WILSON, *World-Herald* film critic, picks the ten best pictures in Omaha during 1939 as follows (in order shown): "Goodbye, Mr. Chips," (M-G-M); "Ninotchka," (M-G-M); "Stagecoach," (UA); "Wuthering Heights," (UA); "Mr. Smith Goes to Washington," (Col); "Young Mr. Lincoln," (20th-Fox); "Babes in Arms," (M-G-M); "Dark Victory," (FN); "Pygmalion," (M-G-M); "The Under-Pup," (Univ).

Omaha exhibitors reported general good business for New Year's weekend. Since the eve came on Sunday night, it meant no "legal liquor" at local clubs and hotels, which helped theatres some. There was some trend for residents to stay home at private parties.

Ted Mendenhall, Paramount boss, and Walt Green, Fepco chief, along with other filmites, had their mugs printed in the local press when Paramount gave a New Year's party at a downtown hotel . . . Manager Will Singer reports the Brandeis broke all records for one-day grosses on New Year's Day with "Hunchback of Notre Dame" as a single feature.

Frank Hannon, Warner peddler, has a birthday this week . . . And it's wedding anniversaries for Lola Andersen, Warner, and Lew Kozal, Tri-States ad artist, and Ruth Cogley, Warner, and Carl Weekes, Paramount peddler.

More congrats: Estol Tompkins, Winfield, Ia., his 31st birthday . . . Vern Hagemann, Waverly, Ia., wedding anniversary . . . Ray Brown, Harlan, Ia., his 32nd wedding anniversary . . . Oscar Johnson, Rivoli, Falls City, Neb., his 37th birthday . . . Henry Peterson, Grand, Genoa, Neb., his wedding anniversary.

Minnesota May Go Dark; Hints Of Federal Trust Suit Heard

MINNEAPOLIS—With notice given to employes that the 4,000-seat independently operated Minnesota will close January 11, speculation again is rife as to the ultimate fate of the $2,000,000 de luxe showhouse.

Minnesota Amusement Co. relinquished its lease on the theatre because it could not operate the house profitably. An independent company has been operating it for 26 weeks for the 650 owners, but apparently has been unable to make a go of it, although offering elaborate shows plus films at a low admission.

The house has been handicapped because of its alleged inability to obtain major screen product and has been informing its patrons to this effect by means of screen trailers the past fortnight. Practically all of this product is said to be "sewed up" by Minnesota Amusement.

In connection with the picture situation, heads of the operating company and Managing Director Gordon Greene have been conferring with Aaron Stein of Rosenberg, Stein and Rosenberg, Chicago theatrical attorneys who were employed to prosecute the independent suit against Balaban & Katz in the Windy City.

Stein spent an entire day here with Greene and others, going over the situation. Although no official statement has been forthcoming, it is known that discussion revolved around the questions of whether an attempt should be made to enlist federal government aid or whether legal steps should be taken independently to compel servicing of the theatre by the major film distributors.

"The situation was described to Mr. Stein and all available information and data were turned over to him," said Greene. "Among the exhibits was a group of pictures of the canopy of the 900-seat Aster, a Minnesota Amusement house which plays first-run major product double features at 15 cents to 5 p. m. and 25 cents thereafter, in contrast to the 4,000 seats and the 40-cent top at the Minnesota.

"When Mr. Stein returned to Chicago late Thursday night after the lengthy conference he stated that he would give the matter study, consult with other members of his firm and then advise us as to what course of action he would recommend."

Greene asserted that the theatre will not necessarily close January 11 despite the "two weeks' notice," but may be operated on a week-to-week basis. Notices received by employes, however, declare positively that the house will go dark. They state, however, that "it is the operators' hope" that they "soon will be able to obtain the sort of attractions necessary for profitable operation" and then will reopen the theatre.

The asserted inability to operate profitably was in the face of the fact that no theatre rent or managing director's salary was charged against operations. Moreover, there have been two gift nights a week, double features at a late show one night a week, dancing in the lobby with a University of Minnesota band one night a week, etc. The theatre had an 18-piece concert orchestra, an organist, a master of ceremonies and a 12-girl dancing line. It also brought in four vaudeville acts each week to work in front of the band on the stage and in recent weeks has had some big name headliners.

During the Minnesota Amusement tenancy, the house was closed at various intervals, the huge operating cost admittedly a difficult barrier to hurdle. Built in 1928, it was a paying venture only during the first two years of its existence. After Minnesota Amusement gave it up it remained shuttered for a year because no tenant was obtained.

If the house is not reopened, the belief is current that the owners will let it revert to the ground owners to save ground rent and taxes and that eventually the theatre will be torn down.

Livingston Figures It Cost Him

Lincoln — Bob Livingston, Capitol owner manager, figures it cost him $2.40 out of his own pocket to run his theatre in 1939.

But Bob can do a lot of things with figures. For instance, he did pretty well in 1938. He is not listed for any salary on his books, assumption being the profit on the house is his bankroll. So, in the complete year's operation in 1939, he lacked by $2.40, the year-end profit of 1938.

So, reasons Bob, it cost him $2.40 of his own money to stay open in 1939.

INCREASE YOUR PROFITS

Buy Iowa's Finest Popcorn

It's Tender, Delicious and Wholesome When Used With
Our Flav-O-Nut Seasoning
For Quality Popcorn and Supplies Call
RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

DES MOINES

ABOUT the brightest star we saw in the holiday sky was that ENORMOUS diamond Jere Spandau put on that certain finger. The diamond-studded watch was no slouch either. Wish BOXOFFICE had been a good little girl . . . Art Anderson has been calling us names ever since the first day we met him, including spoiled-brat-in-need-of-a-paddling etc., but he hung a new one on at the Christmas party because we're so smart and know it . . . we're an egomaniac! (Art's never met Barney Oldfield).

A. H. Blank's been giving finns to the Finns (sumpin tells us that's been said before) . . . And they say women are the gossips! We sat next to a fellow at "Four Wives" who was counting up on Priscilla Lane and John Garfield! . . . Elmer Tilton and the phantom of Filmrow are doing up Mexico in a large red package . . . Have all of Don Allen's DM friends heard about his being moved to the Paramount in Omaha? . . . That GWTW color spread in the January 7 R&T Roto was almost as long in the making as the pic itself.

Theatre ushers here are finally getting used to Dr. and Mrs. Douglas N. Gibson who never sit together at the movies. They both have long legs and want seats on the aisle . . . If you've never seen Gilly Wells make an olive disappear up his sleeve and come out of his mouth, have him do it for you next time you meet him and he's got an olive with him . . . Bill Lansberg, the tall-blond-and-kinda-good-looking Paramount builder-upper, offers this conundrum: Bill's birthday is November 28, his parents were married on November 28 and he has an older brother (don't examine this too closely).

Wilsona Long (Willy in at National Screen) has been dating her b. f.'s brother, but she says it's no fun because her b. f. knows it and doesn't care . . . Dale Yaryan, Columbia postal clerk, got up the courage September 2, but didn't admit it until December 22 out at Bonnie Mac's when Columbia threw their Christmas jag . . . Milt Goodman married Lovella Freeborn of Fairfield, Ia., but couldn't keep it for more than a weekend. They're honeymooning in New York.

Bing Miller (after hinting very pointedly for almost two years) got an air-conditioned seat cushion from the Columbia gang for Christmas . . . Evelyn Rosen wept, she cried, she used up a whole box of Kleenex and started soaking up the salt water with a second box. No, there wasn't any funeral, she'd just broken off one of those gorgeous long fingernails of hers.

Diamond Joe Ancher had the gal from Joisey here over Christmas. That first sparkler Joe bought the charmer cost almost as many smackers as there are days in the year (and wholesale!), but Diamond Joe Ancher didn't think it good enough, so he had to go himself some better. She's a lovely, we hear, and supervisor of nurses back in New Jersey . . . Frank Greenland got a new pipe to take the place of the smelly old one, also a bunch of pipe cleaners on the National Screen tree as an ungentle hint . . . BOXOFFICE and Co. (get it, Art?) made a few of the exchanges Thursday eve for news, and were thought by Mary Benjamin to be a couple of drunks trying to get in at Columbia. Up at National Screen, Chick, those faithful employes of yours were working so hard they'd hardly talk to us.

M-G-M's hotcha salesman, Jerry McGlynn, did New Yawk on his vacation. He was back Sunday . . . Chick Friedman's gang gave him a walnut cabinet to keep his spirits up . . . Edna Rubel's new Persian lamb coat with the zipped-on skirt which enables her to make it either long or short, was the object of newspaper comment the other day.

Did we ever tell you: That Opal Judd danced with Kay Kyser, and partied with Ish Kabibble, Virginia Simms and all the boys at the Three Deuces in Chicago? About Don West's onyx ring with the diamond in the center? (Do you know, Don, onyx stands for domination?). That Marvin Godwin has an extra lower tooth? Oh yes, and that the Godwin and Lepowitz's newest images were only three weeks apart?

Henry Kohn, assistant manager of the Chicago branch of National Screen, paid Chick Friedman a flying visit (and I don't mean up in the air). Special note to Gilly and Ruby Wells: Please don't forget a repeat on that last invitation BOXOFFICE & Co. couldn't accept. We were so sorry.

Burke Buys Colonial

KANSAS CITY—Arthur Burke and associates have taken over the Colonial, formerly operated by Vogel Gettier. The theatre has changed hands in the last five years from W. D. Fulton to E. E. Webber, back to Fulton and then to Gettier. Burke, who will continue to operate the Gillham, is changing the policy at the Colonial to action pictures, premiums and dime nights. Admission will be 15 cents top.

MINNEAPOLIS

(Continued from page 84)

Those oysters, imported from Chesapeake Bay, were a treat for members by W. A. Steffes, retiring chief barker.

"Bruzz" ("Buzzy Wuzzy") Rubel, the debonair brokerage customer's man for the theatrical bunch, is a frequent Twin City Variety Club visitor. He has been a member of the club for several years . . . "Kelly" Evidon proved his magnanimity by marking "paid" on all the I. O. U.'s he was holding . . . Ben Friedman, independent circuit operator, accompanied by the wife and his daughter, Bobby, leaves shortly for a California vacation.

Al Ruben, Hollywood insurance man and brother of the popular Eddie, independent circuit operator here, entertained Walt Simmons, Sioux Falls, S. D., newspaper columnist, during the latter's jaunt to the film capital . . . Harold Kaplan, the St. Louis Park showman, tossed a swell shindig for film bookers at his home . . . The Fiddlers' Club of younger film folks now is definitely settled in its beautiful new clubrooms at the Dyckman Hotel. Mayor George E. Leach is an honorary member.

Missing Persons Department (including familiar faces whose disappearances make Hennepin Ave. a little lonelier: Louie Bloomberg, former M-G-M salesman, continuing his hibernation in his Palm Springs, Calif., shack; Frank Mantzke, now managing Universal in Milwaukee; Leo Blank, former Warner district manager, resting up in sunny California; Rud Lohrenz, district manager for Warner in Kansas City; Don Woods, former Paramount city salesman, also in Kansas City with Warner.

....AW, SHUCKS!.....

From the Tall Corn—By RENE McCLUSKEY

NOW what excuse did Park S. Roebuck of the Ideal Theatre in DM use to dodge jury duty Thursday? (It's none of our business).

Postcard from A. H. Blank to Joe V. Gerbrach of Ames dated years ago in London, England: "I say ol' chap, cheerio! Having a good time but find there are two languages—English and American. Best regards." Even some Americans no catchem theatre chatter, A. H.

Was Carroll, Iowa, named after Carroll Lane of the Lane Circuit, or was it the other way around?

Barbara Newbold was on the Row wearing a very lovely fox jacket during the pre-holiday season. She was sampling pictures, etc., we hear. The very handsome Mr. Barbara was along.

The "Lady in the Alice Blue Gown" is the title Filmrow has given to Mrs. C. S. Hoffman of the Grand in Knoxville. Why? We donno.

The blue-eyed and chipper Mr. Green of the Dodge in Fort Dodge is one of the few exhibitors who appeared on the Row right after Christmas.

Dentist F. M. Wells of 305 Iowa Theatre building in Cedar Rapids was one of the many who wrote to the *R&T* about that Chinchilla story.

C. C. Parker, the Fontanelle Flash in the green shirt, was playing mother hen to a flock of two Fontanelle youngsters (both feminine). C. C. fetched them to town to show off for their alma mammy at some school shindig here.

With DM building at a 13-year peak, Tri-States' new Ingersoll in the capital city was $35,000 of the amount which helped to slap the expenditures up to a peak.

Iles & McKinney of Iowa Film Transportation Co. were in Omaha on business until Thursday (we get suspicious, though, when we can't find out what kind of business).

Madison in Detroit May Start Vaude

DETROIT—Reports of changes in downtown first runs have been partially settled here with the shift of the Madison, run by the Robinson circuit, to a first-run policy, at least for the time being. The house recently changed from a 20 to a 25-cent admission scale, the lowest among first runs.

Further reports, apparently well founded, indicate the Madison may be the first of the downtown houses to introduce vaudeville. Popular-priced bills may be featured.

The position of Charles C. Perry, retiring president of Variety Club, and manager of the Adams for the Balaban interests, remained uncertain this week. Perry announced his resignation some weeks ago, but is still at the Adams, and is known to be connected with the ownership of the Madison, located near the Adams. The possibility that he may operate both houses, one as manager and the other as an interested partner, is considered likely, with some changes in house policy probable if this idea is definitely worked out with the owners of the Adams.—H. F. R.

"Wind" Debut January 26 At the Warner in Pitt

PITTSBURGH—"Gone With the Wind" will open here at the Warner on January 26. The three-hour-and-45-minute epic is scheduled for a four-week run, with three showings daily, at 10:30, 2:30 and 8 o'clock; there will be two performances on Sundays, and all evening performance seats will be reserved. Daytime prices will be 75 cents.

Policy on "GWTW" in Cleveland Not Set

CLEVELAND—"Gone With the Wind" opens its local engagement at Loew's Stillman on January 26. What policy will be pursued has not as yet been determined, Col. Harry E. Long, Loew division manager, states.

He Was All Alone

DETROIT—The one-man audience has at last arrived. And, of all films, for the four-hour "Gone With the Wind." The first print arrived in town and was screened for Police Censor Charles W. Snyder by Max Blumenthal of the Film Projection Room.

Strict orders came with the film from New York that no one except the censor was to see the film. That went for the salesmen and even the branch manager, Frank J. Downey, Blumenthal said. Interested members of the industry are commonly in the habit of viewing new films as they are screened for the censor, but rules against this practice are something new locally.

Flucksas Host 1,000 As New Cameo Bows

DETROIT—George and William Flucksa hosted some 1,000 persons at the opening of their new 1,500-seat Cameo. The house has been completely rebuilt, with the body of the old 500-seater used for the stage and first few rows of seats of the new theatre.

Refreshments were served after the screening of "Swanee River."

Among those spied at the opening were: Al Ruttenberg, Iris Theatre; Bernard Brooks, president; Carl Buermele, general manager of Co-operative Theatres, and Mrs. Buermele; George W. Carr, International Seating Co.; W. J. Turnbull and Clarence William, National Theatre Supply Co.; Cliff Giesseman and F. C. Dickely, Altec Service Corp.; Joseph Stoia and Joseph Miskinis, circuit owners, with Mrs. Stoia; Harold Sandelman, M-G-M salesman; John Tatu and Victor Petriks, circuit owners; F. L. Wagner, Wagner Sign Service; Ben J. Marshall, and George A. Ranshaw, manager of the Nortown.

The house will be booked through Co-operative Theatres.



Get Look at Production—

Frank Biordi (left), operator of the Majestic Theatre in Ellwood City, Pa., meets Ann Sheridan on the set of "It All Came True" at Warner's Burbank plant. With them are Mary Eddleman and Frank Biordi jr.

New Survey on 16mm Films Is Launched

PITTSBURGH—A new survey on the inroads of 16mm films is being made by the AMPTO of W. Pa., according to M. A. Rosenberg, president. These films are being shown in barns, clubs, auditoriums, churches and schools, according to the local Allied leader and Fred J. Herrington, secretary of the organization.

In "A Call to Arms" bulletin, the AMPTO officers declare:

"Theatre grosses generally are about as low as they have ever been; in specific spots they are even lower.

"To what may we attribute this?

"It may be to any number of causes, but this we know for certain: Anything that tends to detract from legitimate theatre attendance hurts your business. The people who attend the 16mm exhibitions are your potential patrons."

Remodeling of Rialto in Johnstown Nearly Done

JOHNSTOWN, PA.—The Rialto's remodeling program was to have been completed this week. Besides the rear addition made, it was found necessary to install a new and larger projection booth. This theatre, and the Lyric, is owned by Mrs. Rose Farkas and six sons and a daughter. Adolph Fargas is general manager.

The Nemacolin Is Acquired By Ideal Amusement Co.

NEMACOLIN, PA.—Ideal Amusement Co. has acquired the Nemacolin, the transfer having taken place January 1. The theatre was operated for a number of years by the Buckeye Coal Co. Vernon F. Scott, who heads the Ideal Amusement circuit, with headquarters at Johnstown, has named Duff Burdge as manager.

New Lee in Fairmont to Open Around April 1

FAIRMONT, W. VA.—The new Lee will be under roof within a few days, and the opening will be around April 1, according to George Nelson who will manage this new 600-seat house.

Harry Davis Dead in Pittsburgh at 78

PITTSBURGH—Harry Davis, 78, co-founder with John P. Harris, the late state senator, of the Pittsburgh Nickelodeon, and active for years in exhibitor organization work, died here Tuesday.

Opened in 1905, the Nickelodeon long was advertised by Davis and Harris as the world's first film theatre.

Urbanskys Host Employes

CLEVELAND—John Urbansky and his brother, T. J. Urbansky, owners of the Lorain Fulton and Jennings theatres, entertained their 35 employes with a Christmas party at Grosse's Grill.

Cleveland Summary Of Year's Events

CLEVELAND—"Nothing very startling, but all of it interesting," is about the way localities sum up the happenings of 1939 as the first week of the new year rolls by. Here are the news parade highlights of the past 12 months:

JANUARY

Louis Patz succeeds John Himmelein as GN branch manager . . . Holbrook C. Bissell quits Monogram . . . Ohio censor board threatened with extinction account the banning of "Mamlock" . . . Trailer Made trailers enter the scene via Exhibitor Poster Rental Co. . . . Kenneth Reid, former Loew theatre manager, killed in auto-train collision.

FEBRUARY

Zanesville rules against Bank Night insurance . . . Robert C. Menches resigns presidency Akron ITO . . . Ernest Schwartz re-elected president Cleveland MPEA for sixth term . . . Al Ploenes elected Akron ITO president to succeed Menches.

MARCH

Pete Wood takes a crack at producers for reissues . . . Warner's Colony inaugurates matinee book reviews.

APRIL

Lee Goldberg opens Cleveland office of Big Feature Rights Exchanges, Inc. Nate Gerson severs connection with Independent Film Service . . . Milton Mooney opens Co-Operative Booking office in Cincinnati . . . Paul Richrath succeeds Louis Patz as GN branch manager . . . Cleveland Cinema Club holds second annual Film Festival.

MAY

RKO Palace drops stage shows . . . 20th-Fox crew fete Eddie Bergman in celebration of his 14 years with the company.

JUNE

Cleveland kills proposed daylight savings plan . . . Suit entered in Columbus to subject film rentals to three per cent sales tax.

JULY

Skirball Brothers announce two new theatres to be built in Bryan and Massilon . . . Cleveland Press hikes theatre ad rates 25 per cent for downtown houses; nine per cent for subsequents.

AUGUST

John J. Dietjen, Royal, Akron, dies after one-week illness . . . Annual Variety Club golf tournament . . . Co-op booking organization of Columbus, Virgil Jackson, president, is dissolved . . . RKO Palace, Cleveland, resumes vaudeville.

SEPTEMBER

Cleveland Cinema Club opens its 23rd year of continuous activity . . . W. Wowra, retired Barberton exhibitor, died in Florida.

OCTOBER

Warner Bros. open the Lake . . Private jobs increase . . . 3,000 families officially announced off relief rolls . . . S. A. Gerson resigns as local manager for Big Feature Rights . . . Shulman & Schwartz opens new 1,300-seat Lake, Painesville . . . John Himmelein elected commander Variety Post succeeding Howard Roth.

NOVEMBER

Ohio Censor Board passed "Child Marriage in Polygamy" . . . U. A. sued for $25,275 for breach of contract by Ardmore Amusement Co., Inc., of Columbus . . . Dave Miller's district finishes in first place in Universal Drive . . . CMPEA assails Keeno in churches as unfair competition . . . ITO successfully fights Bigelow Plan . . . Nat L. Lefton elected chief barker Variety Club to succeed Nat Wolf.

DECEMBER

Ohio Censor Board passes "Hitler—Beast of Berlin" under title "Goose Step" . . . Pete Wood rounds up Ohio exhibitors to double TUMS award by a co-operative plan . . . Warners announce closing of the Lake.

New Film Transit Line For Operation Soon

LOUISVILLE—A film transit service to be known as the Kentucky Film Transport Co. is expected to begin operation immediately, according to Jesse L. Lausman, owner of the Hill Top Theatre and head of the new Theatre Business Ass'n of Kentucky. Headquarters for the company will be in Louisville.

The company, which will operate trucks, will be headed by Chester King, Indianapolis, who laid his plans before the theatre association at its last meeting.



Gets Testimonial—

C. C. "Kel" Kellenberg is observing his 20th anniversary with 20th Century-Fox at the Pittsburgh branch and the occasion will be celebrated at a testimonial dinner in the William Penn Hotel there Monday evening, January 29.

W. Va. ITO Into the Future at Meeting

CLARKSBURG, W. VA.—Problems facing exhibition for 1940 will be discussed at a meeting of the ITO of W. Va., an Allied unit, Tuesday afternoon, January 9, at the Waldo Hotel here.

The meeting has been called by Richard D. Marks, ITO president, for needed changes in the by-laws and the election of a new secretary. Distributors and supply men have been invited to attend. First session will be called at 3 o'clock, and at 7 o'clock a dinner will be served.

Mrs. Lucy H. Love Added As Pennsylvania Censor

HARRISBURG, PA.—Gov. Arthur H. James has named Mrs. Lucy H. Love of Johnstown secretary of the Pennsylvania state board of censors, thus completing the board. The post, which pays an annual salary of $4,500, has been vacant for six months. Mrs. Love succeeds Mrs. Hester M. Fye of Waynesburg.

Lynch Laid Up

GROVE CITY, PA.—Bob Lynch, sales representative for Warner Bros. Pictures, is laid up at his home here as the result of a fractured ankle sustained several weeks ago when he slipped on an icy street.

Brings Dick Powell

CLEVELAND—Dick Powell and his unit show move into the RKO Palace for the week of January 19, Nat Holt, RKO Great Lakes division manager, announces.

Equipment Deals in Detroit Area Rise

DETROIT—Especially active here of late has been the equipment field, the following deals reported from the various supply and service concerns:

The Nichols Floor and Tile Co. has installed new Flex-Wood in Barney Kilbride's Alhambra and in the new Harper for Wisper and Wetsman.

Leeson is installing air conditioning in the new Time being erected by Jack Broder.

Contract for new sound and projection for the Krim Brothers' Lasky is being divided between Amusement Supply Co. and E. V. Smith, representing RCA Photophone.

Cross Machine Shop has sold Cross Carbon Savers to: Paramount-Richards circuit, for the Rex and Strand, Shreveport, La.; Butterfield, for the Nortown, Lansing; Ligonier, Ligonier, Pa., and Manos, Ellwood City, Pa.

Cross also has installed Cross Suprex Carbon Savers in the following theatres: Michigan, Saginaw, Mich.; Lyric, Bisbee, Ariz.; Jewel, Mt. Clemens, Mich.; Genesee, Buffalo, N. Y.; Pitt, Bedford, Pa.; Grand, Patton, Pa.; Rialto, Johnstown, Pa.; Pastime, Lewistown, Pa.; Castle, Manchester, Ia.; Iowa, Waterloo, Ia.; Music Hall, Keyser, W. Va.; Strand, Altoona, Pa.; Saenger, Mobile, Miss.; Grand, Natchez, Miss.; Drake, Oil City, Pa.; Electric, Kansas City, Kas., and Tivoli, Springfield, Ill.

John Magocs of Theatre Sound Engineering Co., has installed new projector, sound, equipment, and generator in the Davison for Louis Spann, and wide range sound equipment in the Ecorse, at Ecorse, Mich., for Andrew Bzovi.

McArthur Theatre Equipment Co. has sold lamps, screen, lenses, and other equipment to S. A. Montgomery of the Sun at Williamston, Mich. The Sun is being lengthened about 30 feet, adding about 60 seats to its capacity. The seating contract went to American Seating Co.

T. J. Jagmin and Co., specializing in theatrical decoration, have completed the job on the DeLodder circuit's Your Theatre, and are working on the new Cameo for Flucksa and Tatu.

American Seating Co. has installed new seats in the Grand for Saul Korman.

National Theatre Supply Co. has installed new sound in the King for the Krul circuit.

Altec Service Corp. has installed Four Star sound in the new Harper, for Wisper and Wetsman, as well as 50 seats with special equipment for the hard of hearing.

Mork-Green Studios has completed the first painted-plush drapery installation locally, at Wisper and Wetsman's new Harper, using coral and turquoise shades, and now is working on the new Cameo.

Out-of-town jobs for Mork-Green include: 900-seat Ellaness Corp. theatre at Bryan, Ohio; 1,000-seat house at Massilon, Ohio, for Pyramid Theatre Corp., and a new theatre at Fairmont, W. Va.

Acme Theatre Suppply Co. has installed a new Gardner Gold Fibre screen in the Film Exchange Bldg. Projection Room for Max Blumenthal.

International Seating Co. is installing new chairs in the Oakland in Highland Park, for M. J. Chargot. Floor level also is being raised.

Reviews and Star Biogs In Cleveland Library

CLEVELAND—Fred Myers, chief of the public relations department of the Cleveland Public Library, has inaugurated a new service for people interested in films.

For the benefit of groups and individuals seeking information about their favorite motion picture star or for those who are studying biographies of the stars, Myers has prepared a new biographical star file. The file contains not only biographies of stars, but also pictures of the stars in both street dress and costume.

Together with this file is a list of reviews of all pictures filmed and shown in this country since 1929.

Myers now has in preparation a similar file covering the pictures and biographies of leading directors and producers.

The new biographical file and review guide enables the reader to learn what pictures have been taken from books and also if the library has the book available for use.

DETROIT

Republic Is in Front in Detroit Bowling Race

DETROIT—Standings in the local Film Bowling League:

	Won	Lost
Republic	40	12
Film Drug	32	20
United Artists	31	21
Film Truck	25	23
Cooperative	20	28
20th Century-Fox	19	33
Monogram	19	33

Competition Is Keen in Nightingale Club Race

DETROIT—Latest standings in the Nightingale Club bowling league:

	Won	Lost
Oliver Theatre Supply	33	23
McArthur	33	23
Motiograph	32	24
National Theatre Supply	29	27
Brenkert Projectors	27	29
Amusement Supply Co.	26	30
Lorenzen Flower Shop	25	31
National Carbon Co.	19	37

High-rollers and their scores: Jack M. Hall, 239, 223 and 231; Loran C. Loy, 200; Michael Badarak, 224; Carl Rush, 203; Gil Light, 203 and 236; C. W. Beals, 243; Emil Rausch, 206; Jack Lindenthal, 203, and S. J. Lambly, 209.

Book Review Matinees Resumed in Cleveland

CLEVELAND—Book review matinees at Warner's Colony, which were discontinued over the holiday season, have been resumed, according to word received from Manager Marvin Samuelson. For the regular price of admission, patrons may attend the weekly reviews without added cost.

This policy has been operating successfully since early in September.

Reopen Grand at Canton With Burlesque Policy

CANTON—The Grand, 1,200-seat house which has been closed for some time, reopened New Year's day with a burlesque policy under the management of George Young and Warren B. Irons of Cleveland. They also operate the Roxy in Cleveland. Policy is four shows a day.

Meet Smiley Burnette

CLEVELAND—A local delegation went down to Canton when Republic's Smiley Burnette made a personal appearance at Harry Reinhart's State. The delegation: S. P. Gorrel, Nat Lefton, Rudy Norton, Jack Lefton, Frank Belles, Al Gregg and Leonard Mishkind.

Record by Western

CLEVELAND—Ralph Lawler of the Princess, Toledo, reports that Republic's "South of the Border," playing three days before Christmas, established a new five-year record at the house.

Sam Brown Gives Bonuses

DETROIT—Christmas bonuses were passed out by the Sam Brown circuit to all employes of the Belmont and Woodward Grand theatres, Manager A. Milo DeHaven reports.

JOSEPH G. PORTELL of the Virginia and Greenwood has left for seven-month stay in Florida, where he also operates a big ballroom . . . Louis Goldberg is making his headquarters for the circuit at the newly-acquired Echo. Doesn't like downtown any more, we hear.

Peter Roth of Roth Screen Refinishing System has completed resurfacing of screens at the Center, Detroit; Highland Park, Highland Park, and Rialto at Flint, for Associated.

E. D. Ainslie, manager for Armstrong Cork Products Co., has been out of town . . . Beryl (O'Bie) O'Bryan, the "Miracle Memory Girl" at Butterfield, isn't quite sure of her technique lately.

Frank S. McKeown, Ross Federal manager, has been transferred to his home town of Portland, Ore. O. K. Swann, formerly of Chicago and New Haven, is his successor.

Francis Higgins of Higgins Sound Amplifiers Sales is planning to move . . . Bill Marley of National Theatre Engineering Co. was on the sick list.

Mort Winston of Typocraft is "from Missouri" . . . Thomas Lancaster, west side pioneer exhibitor, has another son, Francis, who is with his brother, Don, at the Grande . . . Harry W. Mason, sound engineer, makes his downtown visits on the fly.

Hal Burriss says those archery parties last all night . . . Floyd Avery is now sales manager for Turner-Brooks, Inc., handling acoustical installations.

Moe Teitel, Harry Mitzy and Louis Chapnick are partners in the Warfield under a new setup.

Ted Schlenker, former manager of the Oakman, is opening Ted's Hamburger Cafe up on Woodrow Wilson, near the house.

Sam Brown, circuit owner, is about the first filmite to return from Florida. Must be business . . . Saul Korman of the Grant likes to play that record he got as a Christmas present from his friends (?).

George Bernstein of Confection Cabinet Corp. puts his name right on his coat lapel; he's busy working nights. Sol Krim has a couple of Bernstein's new departments in the Park and Harmony.

Frankie Connors, who was soloist at the Fox for several years, is now in Tampa . . . Stanley Fisher, film salesman, says he's looking for a bank that will cash moral support.

J. Ollie Brooks, Butterfield booking chief, sent the "uniquest" Xmas card. He's right in the middle, with cutouts of many, many film stars on a letter-size sheet . . . Sam Merson, Ralph Ruben and Polly Pollard were the first to sign up for the A. B. C. bowling tournament.

Jerry Schneider, who died a few weeks ago, was honored by a memorial matinee Saturday at the Stratford, which he managed. Thirteen hundred children attended.

W. J. Turnbull, National Theatre Supply manger, was host to a multitude of friends on Xmas . . . Derek Sydney, National Screenite now in Denver, sends his Xmas greetings on a strip of celluloid.

Bill Potts and Bill Bishop, Detroit's contribution to Chicago's M-G-M office, were both weekend holiday visitors. Potts draws pictures of his last name on his Xmas card.

Mac Krim, circuiteer, sends his Xmas greetings from Arizona in Chinese . . . Charlie Snyder is getting fat, if we believe his pictures.

Art Knapp, 20th-Fox salesman, is vacationing in New Orleans . . . Emil Beck says "The news is—book-book-book."

Frank Mellon, Echo manager, is busy with a remodeling job up there . . . Mac Zipperman and Ira Kaplan of the Cinema say they bring those shorts back so often, because they like to see them themselves.

The Cinema had a sneak preview as an extra added attraction New Year's Eve . . . Pete Simon had a White Christmas. He put up a new roller towel.

Charley Collins' home life is made unhappy by folks looking for the former tenants in his new apartment . . . It's Helen Doris Brown, not Edna, who works for Nat Haase at Metro Premium.

Seen lunching together: Moe Dudelson, Harlan Starr and Syd Bowman; Art Robinson, Jack Stewart, Hal Burriss and Eddie Heiber, and Sam Seplowin and Phil Kaplan.

Col. L. T. Lewis, roadshowman, is back

(Continued on page 96)

AND A HAPPY NEW YEAR TO
YOU, YOU AND YOU

from

MORK-GREEN STUDIOS

243 W. CONGRESS ST. DETROIT

CLEVELAND

LEO GREENBERGER of the Community circuit was held up by two "polite" robbers last Thursday night as he was getting into his car which was parked near the Mall. Upon "request" they all drove out to East 72nd St. where Leo was relieved of his watch, a diamond ring and $20. Probably because of the holiday spirit, they left Leo with $1 and abandoned his car just one block away.

The Nat Wolfs had to call off their scheduled open house New Year's party because of the illness of Mrs. Wolf's father, Mr. Saul Globe of Chicago. Mrs. Wolf in with her father.

Nat Lefton, Republic franchise owner, and Mrs. Lefton celebrated another wedding anniversary last Thursday . . . Saul Bragin, booker for Warner theatres in this zone, went to Chicago, as usual, over the New Year weekend . . . Louis Van Baalen, Paramount booker, looks thin these days. His wife and baby have deserted him for a month's visit in Texas.

Dave Halper of Warner Bros. went to Sandusky by automobile the other day, but came home by train. Reason for the switch in transportation was that he skidded on the road, got wrapped around a telegraph pole and damaged his car beyond locomotion. He got off with just a few bruises, however.

Miss Ida Bartell, who has been an inspectress for M-G-M for the past 11 years, died suddenly of a heart attack as she was on her way to deliver some Christmas presents. She is survived by two sisters with whom she made her home.

Milt Harris' Helen spent the holidays with her folks in Pittsburgh, which probably is just as well, as the M-G-M publicity director is busy 24 hours a day getting ready for the GWTW opening at the Stillman on January 26.

Morris Berkowitz, for the fourth successive year, entertained the children of Forest City Lodge and underprivileged children of several institutions with a special matinee at the Ritz. The program consisted of "Five Little Peppers," assorted comedies and cartoons. "Santa" Berkowitz also presented each youngster with a bar of candy.

Julius Lamm, manager of Warner's Uptown, was winner of the radio given away by the Warner Club. And Isadore Katz, also of the Uptown, won a camera for suggesting the new name of the Warner recreation room. It is to be called Warners Corners, and officials of the club announce that with the completion of redecorating job, luncheons are again being served.

George Lefko, RKO branch manager, received a beautiful new radio as a Christmas gift from the members of his exchange which ought to make George feel awfully good, seeing as he has been in Cleveland only a few months.

Cupid certainly did his stuff over at the 20th-Fox exchange during the holidays. Casualties included Rose Leavitt, secretary to Ad Sales Manager Nate Scott, and Clara Bornstein of the secretarial department. After short honeymoon trips, both girls will report back for duty.

The 20th-Fox salesmen took advantage of their vacation periods to try new pastures. Ted Scheinberg went to Florida Eddie Bergman and his wife to New York to visit the elder Bergmans, and Sam Lichter took in the sights of Green Springs.

Charlotte Bobbin and Jean Luke of Art Guild are getting in training to join the Billy Rose Aquacade at the New York World's Fair next year. What other reason could there be for their faithful attendance at the Allenton pool?

Gregory Vogae, Columbia booker, returned from a Christmas weekend in Milwaukee . . . And did you see Joe Loeffler when he was in town last week? He is now in Minneapolis, so he does not get around here very often any more . . . Melvin Barrett, Paramount ad sales manager, went home to Pittsburgh for New Year's.

"Hitler—Beast of Berlin" or "Goose Step" (as it is called in Ohio by order of the state censor board) opened in Cleveland at the Circle on January 5 . . . John Rundell of Montpelier was one of the few out-of-towners noted along Filmrow during the week.

L. F. Jones, Neil Theatre, Fredericks-town, was in town last week for the second time this year. Only other time was when he came to shake hands with Republic's Gene Autry and have his picture taken with the singing star.

This will introduce to you Miss Jean Davies, a newcomer at the National Theatre Supply office. She succeeds Miss Loretta Dreger . . . Jim Scoville fooled 'em by recovering from the flu considerably ahead of schedule . . . Miss Jane Roberts, a law student at Columbia, has returned to New York after spending the holidays with her parents, Mr. and Mrs. George Roberts, the 20th-Fox district manager and his wife.

"Gulliver's Travels" received such enthusiastic support by the paying patrons that Col. Harry F. Long, Loew division manager, moved it from the State to the Stillman for an indefinite run. And speaking of Gulliver, we wish to thank Mr. and Mrs. Paramount for "Gabby," a jointed doll, and for the chick-a-dee lamp with lampshade containing the most famous characters of the feature cartoon. Both are being conspicuously displayed and reaping many compliments.

Society Note: Miss Shirley Greenberger, daughter of Henry Greenberger, one of the officials of the Community circuit, and of Mrs. Greenberger, will be married January 7 in the Jade Room of the Fenway Hall Hotel. Following the ceremony there will be an open reception from 7 to 9 p. m.

Wood Decries Star's Debut on Radio

COLUMBUS — An open letter to Shirley Temple from P. J. Wood, secretary of the ITO of Ohio, decries her appearance on a radio broadcast and urges her to refrain from future air activity. The ITO attitude toward broadcasts in general also is summed up.

The letter:

"And a Little Child Shall Lead Them"

Dear Shirley:

Providing for the unfortunates of this industry is a most worthy undertaking and to you and all of the other motion picture stars who have contributed their services on the GULF air program, I toss a bouquet of posies.

But, Shirley, I am wondering if you and the other stars have any conception of the irreparable harm that these broadcasts bring to the theatre owners of the country? The other stars may but you, on account of your age, I am sure, do not.

I have watched you, Shirley, from the old days of "Little Miss Marker," "The Littlest Rebel," "Poor Little Rich Girl" down through "Susannah of the Mounties," and you are deserving of everything that has come to you. You have given joy and pleasure to millions of people throughout the world. But remember all of this was made possible by the combination of Shirley Temple and the motion picture screen. Reaching the heights you have has compelled you to assume a grave responsibility—that of keeping faith with those who have made it possible for you to be successful—the motion picture theatre owners of America.

You may not know it, Shirley, but this is a peculiar business, evidenced by the fact that on the same day that theatre owners play your picture, ads appear in scores of newspapers throughout the country, urging movie-goers to stay at home to listen to a radio program headed by the star whose picture, in many, many instances, has been sold to the theatre owners on a percentage basis. I know, Shirley, that it will be hard for you to believe that the leaders of the industry would permit this but it would seem that, in this business, leadership is measured by the amount of the weekly pay check instead of intelligence.

Practically every night over the air motion picture stars appear in opposition to their own pictures and, as a consequence, the theatre box-offices of the country are suffering immeasurably.

You will note, Shirley, that the ad reads "ON THE AIR FOR THE FIRST TIME." I regret that it did not read "FOR THE FIRST AND LAST TIME," because, Shirley, in all honesty, your forte is the screen and not the air, and I beseech you to remain faithful to that medium of entertainment which has been responsible for your marvelous success.

Perhaps if you will lead the way and refuse to lend your talents to the motion picture theatres 'greatest competitor—the radio—other screen stars will do likewise.

Ode to Projector

DETROIT—The following "Ode to a Projector" comes to us from Joe Renick of Acme Theatre Supply Co., who picked it up from the composer-projectionist, who remains anonymous.

Sure, they're a bit noisy—
  Don't mean a darn thing.
They sound like old Model T
  Going out on a fling!
The lens is quite scratchy,
  We hope they don't show—
It's the only clear place
  That the light has to go.
The mirrors are busted,
  But nobody minds—
They've been so well glued
  That they're working out fine.
The drive belts are frayed
And rotten with time,
And the film just can't run
  Through in a straight line.
The bases are wobbly,
  The heads wired fast.
You wonder what—ancestor—
  Ran the thing last.

Pittsburgh Variety Dates For January Announced

PITTSBURGH—C. J. Latta, new Chief Barker of the Variety Club, who was in charge of the first family night party of the new year, January 5, has announced the following schedule for January:

Other family nights, now on Fridays instead of Saturdays, will have these hosts and hostesses: January 12, Mr. and Mrs. John J. Maloney; January 19, Mr. and Mrs. John H. Harris; January 26, Mr. and Mrs. Maurice Spitalny.

Kings at the regular Monday dinners will be Harry M. Kalmine and his Legionnaires, January 8; Art Levy, January 15; Larry Katz, January 22. No dinner will be scheduled for January 29, the night of the testimonial dinner in honor of C. C. Kellenberg.

Chairmen and assistant chairmen of the various committees for the new year include:

House Committee—C. C. Kellenberg, Harry Feinstein.

Publicity—James M. Totman, Al Weiblinger.

Advisory—I. Elmer Ecker, Dan Hamill.

Finance—M. N. Shapiro, M. A. Rosenberg.

Entertainment—Joe Hiller, Brian McDonald.

Shut-In Shows—Tony Stern, James H. Alexander.

Membership—Harry M. Kalmine, I. Elmer Ecker.

Charity—Ira H. Cohn, James G. Balmer.

List Other Contributors To Pitt Christmas Fund

PITTSBURGH—Additional contributors to the Filmrow Christmas Relief Fund included Sid Sugarman, Chris Lampros, John Muller, S. Lascola, William Marousis, Andy Masters, Lou Scoretta, Art Levy, William Blatt, Garland West, William Gray, Guy V. Ida, Mary Roney, Charles Szewczyk, R. M. Lynch, E. S. Thorpe, A. I. Weiner, James Nash, a friend, William Scott, B. J. Neyland, Fred and Eddie Beedle, N. G. Anas, Crystal Cupler, G. B. Capps.

And T. J. Laskey, George Sallows, Frank Panoplos, A. L. Hodginson, Herman Stahl, George Otte, John Osborne, Harry Seed, Bob Dunbar, William Demas, Carl Poke, Hymen M. Wheeler, Dolores Dortic, Carl Dortic, Charles Dortic, Jack Judd, C. A. Notopoulos, Joe Shapiro, J. T. Sweeney, George Elmo, George Zeppos, L. H. Houghton, Paul McKay, Harry Walker, Floyd Bender, Andy Gibson, Sam Fleishman, E. M. Stuve, Charles Blatt, John Stahl, Bob Caskey, Lou Hanna, Charles Rogers, Catherine Flanagan, Joe Daugherty, Gertrude Ball, Elizabeth Cunningham, Irene Fisher, R. F. Klingensmith, Milton Brauman, Tom Bello, Gerard Geinzer, A. Sleissinger, anonymous.

Sonja to Pittsburgh

PITTSBURGH—Sonja Henie and her Hollywood Ice Revue will be featured at Duquesne Garden from January 29 to February 3. The Harris arena has just closed a successful engagement of "The Ice Follies of 1940."

CINCINNATI

THE local Warner exchange is keyed to high gear for the annual Sears drive, now underway to April 13. Bookers Oshrey, Brunetti and Schmidt are much elated over the early response.

Warner Club is also leading at the end of the first half in the bowling league tournament. Jimmy Brunetti is leading high in three games and Yarrow Miller leading high in a single game.

Bill McAllister, former operator of the New, Warsaw, Ky., is reported back with Phil Chakeres, managing the two houses recently acquired at St. Marys, Ohio.

Burglars attempted to rob the safe at the Americus, Hamilton Ave., Cincinnati, but were foiled by the sturdiness of the safe. The thieves entered by forcing the lobby door.

The many friends of Fred Strief, former owner of the Bijou, extend their deep condolences in the sudden death of his young son, who died by his own hand.

Fred Wheeler, Gallipolis, was one of the few visitors at the Row this week. Wheeler signed for Warner's complete output for 1939-40.

Universal's Nat Levine is taking heat treatments for a bruised arm . . . Mrs. Tony Cassinelli, wife of the proprietor of the Family, Hazard, Ky., is reported convalescing following a major operation.

Mr. and Mrs. John Hanna of Metro are rejoicing over the arrival of a baby girl. Both were formerly with the local office and are now in Cleveland.

Col. H. Robertson of the Majestic, Springfield, Ky., having sold a bumper crop on the tobacco mart, will shortly take his annual sojourn in sunny Florida.

Walton Kentuckians are suffering severely from the drought. James E. Fall, owner of the James, is putting in his spare time procuring water for the farmers in need in that territory.

Perhaps no exhibitor in Kentucky has received a greater number of more beautiful greeting cards than did Mrs. Ethel Sparks, Leeds, Winchester, Ky.

Col. Paul Krieger entertained the office personnel with a dutch lunch preceding the sales confab on December 30.

Honey Bockelage spent the holiday weekend in Cleveland, with her sister. Honey belongs to Universal and is a sister of Sugar Bockelage, with Paramount on the coast.

The world premiere of "Slightly Dishonorable," UA's feature, is set for the Sherman, Chillicothe, Ohio, January 12.

Good Saint Nick brought George Gomersall a brand new Dodge. George covers Kentucky for Universal.

Mrs. Manny Nagel won the radio given away by the Cinema Club at their monthly December meeting. Proceeds went to the goodwill fund of the organization. Messrs. Keesling and Newboldt of the Keesling & Newboldt circuit made a special contribution to the fund.

Col. Allan Moritz, Columbus branch manager, and the sales force journeyed to Washington, D. C., on January 5 for the mid-season sales conference . . . Harry Bugie, Co-operative Theatres, has moved into his new home on S. Fort Thomas Ave., Fort Thomas, Ky.

Columbia's Charlie Palmer has returned from his holiday vacation spent at Martinsville, Ind.

Advertising Accessories To Paramount Quarters

PITTSBURGH—Effective February 1, Advertising Accessories, Inc., a subsidiary of National Screen Service, will open local headquarters at the Paramount exchange, according to Jack Judd, Pittsburgh manager for NSS. Within a year the accessory company will open in a new building to be erected on Filmrow. When thus equipped, NSS will distribute film trailers as well as accessories from Pittsburgh.

Perry Nathan, long in the accessory business, will come here to handle part of the local area, with Jack Judd continuing in his present capacity as a representative of NSS and the accessories.

Members of the Paramount ad sales department will remain on their jobs here, it is understood.

The Paramount-NSS accessories deal is national in scope and is said to be binding for a period of five years. Charles Casanave, president of Advertising Accessories, Inc., is understood to have closed deals with other companies whereby his outfit will distribute advertising paper of these distributors.

Control Holds

HARRISBURG, PA.—Dauphin county court refused to restrain the state liquor control board from enforcing a rule limiting music and entertainment in liquor establishments to the hours in which liquor may be sold. The case was brought by a group of musicians.

Second Fire at North Baltimore

NORTH BALTIMORE, OHIO—Fire broke out in the Virginia here recently for the second time in eight months. The loss this time was slight, smoke causing the major damage.

Reopen Youngstown Subsequent

YOUNGSTOWN, OHIO—Remodeling completed, the Regent here was reopened Sunday, December 31. The house will continue its subsequent run, dual feature policy.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

DETROIT

(Continued from page 93)

in town . . . Pete Simon is busy making trailers for a "magician."

Stanley W. Williamson is new assistant chief of the retail training department of Jam Handy.

A motion seeking dissolution of Detroit Film Laboratories has been filed in circuit court . . . Bill Schmidt, formerly of the Oriole, is operator at the new Cameo for Stoica & Flucksa.

Michael Colton is now a partner with William Chatman in Columbia Premiums Co. Mrs. Colton, who was Lillian Ruben, is in the Columbia office.

Festivities: W&W open house—Frank Wetsman and Lew Wisper, using rehearsal rooms across from their offices, gave their annual party, a highlight of the holiday season . . . Dan Lewis and Henry Koppin were on hand to assist in hosting . . . Carmen Morales of RKO proved her abilities as a tango dancer . . . Virginia of the Film Drug Store proved her fondness for hot dogs.

James Leasie got an O. K. from the city council for a new marquee for the Castle.

WOLVERINE DOINGS:

Joseph P. Uvick, a newcomer to show business, is opening the new 350-seat Thumb at Deckerville. The old Regent at Deckerville is being dismantled.

Burt Foster, Excellent salesman, says "news is scarce" upstate.



For Goodfellows—

Nat Goldstaff, secretary of the Screencraft Club, and organization of union projectionists, and Max Kolin, commander of the Russell Johnson theatrical post of the American Legion, present to Alex Schreiber (right) of Associated Theatres, a check for the Old Newsboy Goodfellow Fund, a charitable undertaking to aid needy Detroit children.

E. J. Leach, veteran owner of the Gem at Clio, is putting in the first new projectors he has had since 1910.

Bert Silver, Greenville, is reported ready to retire. He is 79 . . . Jack R. Bell, former motion picture editor of the Flint *Journal*, has joined Jam Handy as a writer.

★ COURTEOUS SERVICE
★ GENUINE HOSPITALITY
★ LUXURIOUS SURROUNDINGS
IN DAYTON OHIO



SECOND AND LUDLOW STREETS
HOTEL MIAMI
400 ROOMS WITH BATH
★ You'll appreciate the comfort and superior facilities at Dayton's leading hotel – the smart and colorful Miami, first choice of experienced travelers. Spacious, tastefully furnished rooms. Internationally famous for its excellent food. . .Popular Crystal Bar.
FROM $2.50
V. C. MURPHY, MANAGER
ONE OF THE ALBERT PICK HOTELS

PITTSBURGH

NEW UNIVERSAL exchange renovation and remodeling took a definite shape this week and Jules Lapidus and his gang are more confident than ever of a happy 1940 . . . Joe Hanna, 20th-Fox booker, who has been suffering "nerves," is able to be on the job, but he's not entirely well . . . Harris Silverberg stopped here en route from New York to Detroit where he looks after things for NSS . . . George Kreamer, UA auditor, has been checking the account books at the local branch office . . . Announcement of the GWTW opening, January 26 at the Warner brought a great demand for premiere seat reservations, the circuit office reports.

Charlie Freeman, former New Castle exhibitor, has sold his delicatessen business at Alexandria, Va., and has purchased the Lido at Georgetown, near Washington, D. C., which he will remodel and enlarge . . . Fred Solomon suffered hand burns the other evening at his home when a fold of paper matches exploded . . . Guy and John Oglietti's New Penn, Leechburg, was endangered last Saturday morning when a damaging fire swept through the business district . . . Morris Finkel and Jim Totman were the local industry's "spokesmen" of the week, both having appeared before women's clubs to tell all regarding ye cinema.

A number of local exhibitors and most of the exchange managers and West Virginia sales representatives plan to be in Clarksburg on Tuesday, January 9, in connection with the Allied ITO of W. Va. meeting. The afternoon will be devoted to business sessions at the Waldo Hotel, and there will be an informal dinner of "the gang" that evening. It appears that the new year will get off to a good start, according to Richard D. Marks, ITO prexy . . . David B. Franz, theatre promotional advertising man of Clarksburg, was here on business . . . John P. Goring, former Fulton manager, is handling the roadshowing of 20th-Fox's "The Blue Bird," which opens soon at the Hollywood on Broadway.

"Swanee River," screened for Mrs. Alexander Dallas Rose and her daughter, Mrs. Ralph Mellady, granddaughter and great granddaughter of Pittsburgh's immortal Stephen Collins Foster, was declared by Mrs. Rose as "very wonderful." The 20th-Fox film is now on view at the Alvin . . . Thomas J. Murphy, 57, manager of West View Park for 33 years, died last Friday at his home . . . City police are now taking films of all drunken drivers, the films to be shown in court when the cases come up for trial. P. A. Verzella, chief police photographer, is taking 75 feet of film of each suspect while the suspect is being examined.

Fernel A. Thomassy, proprietor of the Dreamland, McDonald, is on the road to recovery in Allegheny General Hospital after a serious double mastoid operation. During his absence, Joseph Sommers, assistant manager, has been in charge of the theatre and the Pitt hotel and restaurant.

E. B. Morton, NTS manager, was able to be up and around the house this week after being threatened with pneumonia . . . Roy Haines, Warner's eastern and Canadian sales manager, here on business.

Wartime Footing in Japan Affects American Films

HOLLYWOOD—Wartime footing in Japan is having its effect on American motion pictures, according to Morton E. Feiler, local attorney, who has returned after spending three months in the Orient as advisor to the Japanese film industry. Feiler declares American films are highly popular, but points out a new problem has arisen with the adoption of a quota providing that only 50 American features may be shown there in 1940.

The attorney foresees difficulties in adjusting film rentals when conditions in Japan become normal. At present, Feiler says, exhibitors are paying a flat footage rate regardless of the quality of film, and he predicts they will be reluctant to accept a differentiation in price scales in the future. Feiler declares some 550 feature pictures are produced annually in Japanese studios for home consumption.

Florida Zoo Is Locale For Pete Smith Short

HOLLYWOOD — Pete Smith's one-reeler "Facing the Lion," dealing with a school for women lion tamers, will be filmed at Fort Lauderdale, Fla., at Clyde Beatty's Jungle Zoo. Joe Newman, shorts director, will make the trip to Florida to film the subject.

Megs "I Want a Divorce"

HOLLYWOOD—Ralph Murphy will direct "I Want a Divorce" for Producer George Arthur at Paramount.

COLUMBUS

"GONE WITH THE WIND" has been set for February 2 at Loew's Broad; policy for the local situation has not yet been announced . . . After a November cancellation, the RKO Palace again has booked Kay Kyser for the week of January 12. Unit moves on to Cincy for following week.

Bill Murphy, genial guardian of the Variety Club portals, has rated a promotion in the Columbus police department, now drawing lieutenant's pay . . . Bill Devaney was in from Cincy for a meeting with his Metro checkers to check on GWTW . . . Jack Needham is back from Florida.

Leo Yassenoff's F&Y Theatre Division has started work on the new Sunset, Price Hill, Cincinnati. The theatre will have approximately 900 seats, cost to be over $110,000, and is located at Sunset and Glenway. Owner is the Ackerman estate, operators of the Glenway, also on the Hill. Opening of the theatre will come around the middle of May.

For the first time P. J. Wood, ITO secretary, cut loose on motion picture stars holding down radio spots, when he opened fire on Shirley Temple's guest-starring Xmas. What appealed to us was his reference to "And a little child shall lead them," meaning that he considered it apropos that her managers announce the appearance as the first and last.

Assignment for Klein

HOLLYWOOD—Wally Klein is adapting "An Angel From Texas" for Warner. The comedy will star Eddie Albert.

Three Interstate Boosts Announced by Delis

CANTON, OHIO—George A. Delis, district manager for the A. G. Constant Interstate group of theatres in eastern Ohio, has announced the following promotions:

James Fisher, for the past two years manager of the McKinley at Niles, has been appointed manager of the American in East Liverpool. He was assistant manager at the Palace here before going to Niles.

R. C. McWilliams, assistant manager of the Palace, has been named manager of the McKinley, Niles, replacing Fisher. George W. Otte, chief of service at the Palace, succeeds McWilliams as assistant at the Palace.

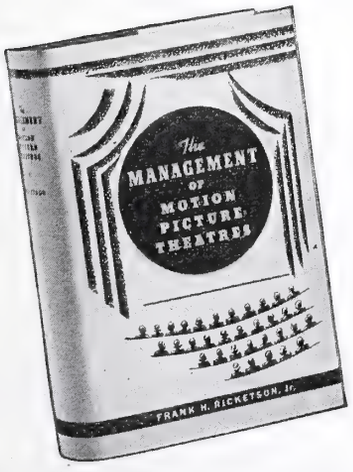
Frank Drew Heads House Committee for Tent 6

CLEVELAND—Nat L. Lefton, newly elected chief barker of the Variety Club, has appointed Frank Drew, M-G-M branch manager, as chairman of the house committee, as his first official act. Announcement of other committee chairmen will be made shortly.

New Sheppard Opens

SMITHTON, PA.—The New Sheppard opened here last week as the old Opera House went dark. The new theatre, seating 400, is owned and operated by John Sheppard, who had operated the Odd Fellows' Opera House for a long period.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

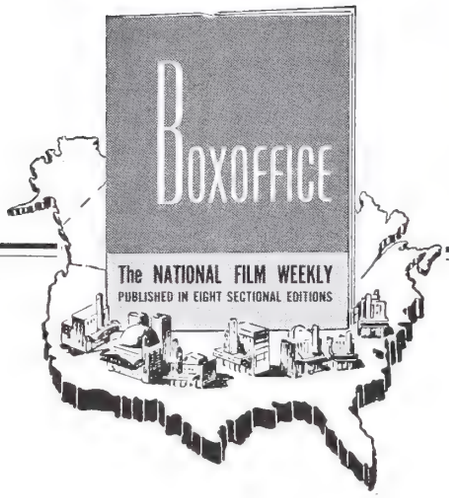
President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri



The *Most Complete* Trade Paper Service in the Industry

***Covering Every Phase of the Motion Picture Business*— Every Place in the Industry!**

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

Defense in M&R Suit Gathers Testimony

BOSTON—The Morse and Rothenberg $2,100,000 anti-trust suit started its third calendar year of trial. Hearings before Phillip Hendrick, master, have been continuing in Boston since December, 1937. George S. Ryan, plaintiffs' attorney, began taking depositions as far back as October, 1937.

The defense continued this week to call witnesses after putting on Leo Jacoby, Warner salesman in New York; Harry Hummell, New Jersey branch manager for Warner; Frank J. McCarthy, eastern sales manager for Universal.

Leo Abrams, New York branch manager for Universal; Richard J. Dobbyn, Maine and New Hampshire Theatre Corp. auditor; Neil Agnew, Paramount general sales manager; Milton Kusell, Paramount district manager in New York; Tim O'Toole, New Haven branch manager for Columbia; Paul Lazarus, manager of the United Artists contract department; David Burkan, New York salesman for UA, and Moe Streimer, former branch manager and now special representative at the New York exchange of UA.

Both R. J. Dobbyn and T. F. O'Toole had appeared previously. The depositions of Leo Abrams and Neil Agnew had been filed earlier in the suit.

Deletions on "Hunchback" Made in Massachusetts

BOSTON—Eliminations in "The Hunchback of Notre Dame" and "Birth of the Movies" were ordered by the Massachusetts bureau of Sunday censorship which passed 48 other motion pictures without cuts. Included in the okayed list were RKO's "Mexican Spitfire;" M-G-M's "Balalaika;" Paramount's "Remember the Night," and Republic's "Thou Shalt Not Kill."

The "group bathing scene showing nude figures" was ordered out of the second reel of "Birth of the Movies," importation being distributed in New England by Ben Rogers.

The elimination list of "The Hunchback of Notre Dame" read: "Cut to a short flash scene showing flogging of Hunchback; scene showing stripping of Hunchback and effects of lashings on Hunchback's bare back, in part 5. Scene showing Phoebus and Esmeralda in embrace on ground, in part 7. Scenes showing agony on Esmeralda's face and sounds of agony in court's torture chamber in part 9."

Massachusetts Legislature Passes Up Jan. Session

BOSTON—This January is the first in many years in which the Massachusetts legislature has not convened. Biennial sessions, legalized last year, went into effect in 1940. The possibility remains, however, that a special session may be called by either Gov. Leverett Saltonstall or by a majority of legislators.

Rule Bank Night Cases Need Individual Interpretations

The Responsibility of Exhibitor Clarified

NEW HAVEN—A clearer definition of the degree of responsibility assumed by an exhibitor for indecent assaults upon minors by a patron is gained in the ruling of the superior court in a $50,000 suit brought against Poli-New England Theatres, Inc., absolving the theatre firm.

The court ruling held that the plaintiff's "shocking experience" was not the direct and proximate result of either negligence on the part of the theatre or a violation of Section 6282 of the general statutes of Connecticut concerning unattended children in theatres.

In the defendant's brief, a recent supreme court decision was quoted stating the duty of theatre operators toward their patrons: "One operating a theatre is not an insurer of the absolute safety of its patrons; the duty assumed is to use reasonable care in the construction, equipment and management of it, having regard to the character of the entertainment given and the customary conduct of the persons attending."

In the instant case, in which the plaintiff had claimed negligence on the part of the theatre in failing to provide proper lighting and supervision, the judge stated: "I cannot see any act of negligence so far as lack of supervision is concerned. It is impossible to see how such supervision could avail. No method should be adopted that would be effective except one which would require a vast number of supervisors; neither can it be said that the lighting conditions were such as to show any act of negligence on the part of the defendant. For all that appears they were the same as those that prevail in any movie theatre."

Although it was found that the aunt who entered the theatre with the children in question left them to sit by themselves and the defendant therefore violated the statute, "the most that can be said is that the violation of the statute, leaving as it did a child in the theatre unattended, created a condition which afforded an opportunity for the commission of the injury, but this cannot be said to have been the cause of the injury."

Independent Exhibitors Will Elect on Jan. 9

BOSTON—The Independent Exhibitors, Inc. plan to elect new officers and directors and to set an organizational policy for 1940 at a business meeting Tuesday, January 9, at film district headquarters.

Next for Sylvan Simon

HOLLYWOOD — Next directorial assignment for S. Sylvan Simon at Metro is "Two Girls on Broadway," featuring Lana Turner and George Murphy.

By BRAD ANGIER

BOSTON—"There is no peculiar law applicable to Bank Night under which we can make a ruling that . . . Bank Night is a lottery or that it is not a lottery," the Massachusetts supreme judicial court has decided.

"Each instance must be judged by the general principles of law relating to lotteries as applied to the facts which could be found upon the evidence and the permissible inferences from these facts. The facts and permissible inferences vary with time, method, and the physical arrangement of the premises.

"We can no more say that it can never be possible to operate the plan called Bank Night so as wholly to remove the element of price paid for a chance from the admission fee charged those who enter, than we can say that as a matter of law the plan is always free from that taint.

"It seems likely," read the crux of the ruling, "that the decision will commonly, though not always, rest in the domain of fact."

The state supreme court found no error in the recent conviction upon lottery charges of Roy E. Heffner jr., manager of the Key in Lowell which his father, Bank Night assignee in New England, owns.

Previously, the same court had declared a mistrial in another Bank Night test case, so planned, in which a lower judiciary had found against the Affiliated Enterprises, Inc., interests. In finding error in the Commonwealth versus Wall conviction, the supreme court held that the essence of a lottery is "a chance for a prize for a price."

"The price must be something of value," the court further defined in the latest ruling, "and not merely the formal or technical consideration, such as registering one's name or attending at a certain place . . . The price 'must come from participants in the game in part at least as payments for their chance . . . The indirect advantage to the theatre of larger attendance is not in itself a price paid by the participants.'

"The test of whether a Bank Night is a lottery," continued the justices, "is not whether it was possible to win without paying for admission to the theatre, but is 'whether that group who did pay. for admission were paying in part for the chance of a prize'."

In ruling that Bank Night status in Massachusetts must be determined by individual rulings, based on respective evidence concerning its operation at each separate theatre concerned, the high court nevertheless took notice that, "perhaps it would be more convenient for law enforcement officers and for such proprietors of theatres as care to use this kind of advertising if we would issue a pronouncement either that Bank Night is a lottery or that it is not a lottery." No such rule is now possible, decreed the court.

Gets "Probation Nurse"

HOLLYWOOD—F. Hugh Herbert is scripting "Probation Nurse" for Republic.

Boston Allied Has Anti-Neely Answer, Six Points Strong

BOSTON—Claiming that the " 'Don't disrupt the industry'!" war cry of Neely bill oppositionists "goes back to King George when the American colonies wanted no taxation without representation," the local Allied unit seeks to answer six points brought out by the film men and others not in accord with Allied's national legislative program.

The points and Allied's comment thereon:

"Whom do you believe?" asked the local Allied organization. "When Hitler said the Czechs menaced him, did you believe it? When Joe Stalin claimed Finland attacked Russia, did you bite? When Mussolini squawked about Haile Selassie, did you get sore at Ethiopia?

"If you answer 'Yes' to any of the above questions, you'll believe Hays, Pettijohn, the hired help of the Big Eight, and their Charlie McCarthys—Brandt and Kuykendall.

"If you can recognize the Hitler-Hays-technique you'll know the answer when you hear the following reprises on the 'Neely' theme by the wailing-wall choristers.

"1. 'Up go the rentals'—but nobody tells you why. They've been going up ever since the Hays crowd got control of production, so what? How about the expensive clucks you won't have to buy and what happens to prices in any business when more producers come in and loosen up the supply? Can you remember when you had from 800 to 900 features annually to pick from and producers really had to sell?

"2. 'Must pre-view each picture.' Ask the song pluggers who pull this one to show you where the Neely bill calls for it. If they can, we'll eat the bill.

"3. 'Production will be curtailed.' Says who—except those who have been doing it ever since Hays appeared and who are doing it without any Neely bill. How about the producers who would make pictures today for you, if they weren't sure your screen time was plugged solid because of block booking?

"4. And the same goes for the 'Unemployment' dirge. Instead of the Big Eight there ought to be Sixteen or Twenty-four honest-to-god, honest-to-exhibitors, honest-to-themselves producers in New York and Hollywood. (Page LaGuardia).

"5. 'Awful, Terrible, Horrible, Government Supervision.' Ask them to show you that one too. We've got police so we can holler 'Stop Thief!' and get results. Why shouldn't exhibitors get a similar break? It is authentically reported that the burglars union regard the police as unjustified governmental supervision.

"6. 'Don't disrupt the industry!' This one goes back to King George when the American colonies wanted no taxation without representation. It's a swell tune but it 'don't mean a thing,' except that the 'ins' want to stay in and keep all the rest of the world out.

"These are the main squawks today; they've got their song-writers working on a new batch for next week. When they show up you'll have to spot the Hitler-Hays method and decide for yourself—'Whom do you believe'?"

BOSTON

LOU RICHMOND, E. M. Loew field manager, continues on the invalid list with a bad ankle . . . John Glazier, booker for the Western Massachusetts Theatres, Inc., has been hospitalized . . . Al Swerdlove, premium man, was back on the Row last week after illness.

Maurice M. Green has succeeded his deceased father, Fred Green, as director of five Malden theatres for Abner Eilenberg, George Ramsdell, Oliver Ramsdell, and Irving Green.

Manny Cohen, Columbia salesman, and Zippie Goldman of the Warner sales force have returned from a Caribbean cruise. Mrs. Goldman was along . . . Saul Simons, Columbia sales representative, is back from Grand Rapids where he drove to visit a sister . . . Bob Cobe, formerly with Republic and Grand National, is expected to return from Florida within a few months to reopen his open air theatre in Salisbury.

Herman Rifkin, former local Republic franchise owner now concentrating on his theatre interests, has been negotiating with the Cohen-Cohn circuit for acquisition of the latter's Springfield houses.

Phil Smith, circuit owner, was in Indianapolis last week on business . . . Carl Mysherall, Columbia salesman, and his wife are back from a motor trip to the Everglades . . . Roy E. Heffner of Bank Night is expected in from Texas and Oklahoma this week.

Another theatre may go into Lexington where William Viano operates a house.

Harry Asher has sold "Birth of a Champion" 100 per cent to Interstate and Loew's Poli. The Jack Dempsey-Jess Willard pix premiered here at the RKO Boston.

James Kennedy, former All-American quarterback now a local premium man, left in his car at 5:30 o'clock the other morning for New York, spent four hours in the city, and was back in Boston at 9:00 o'clock the same evening.

Arthur Lockwood, associated in theatre operation with Louis Gordon, suffered minor injuries last week while driving between Hartford and Middletown . . . Dave Ambuter, back in town last week after shooting a 16mm color commercial in Virginia, continued on the job despite a bad cold.

Thelma Henniger, Columbia booker-stenographer, is engaged . . . William Riseman and Alex Lercari, theatre decorators, informed this publication that they planned to finish renovation work this week on the former Julius Joelson houses recently acquired by M&P Theatres. The situations include the Park in Taunton, the Capitol in Arlington, and the Capitol and Central in Somerville.

Steve Broidy and Ben Welansky of Monogram planned last week to attend the January 6 and 7 Monogram Chicago confab . . . Marty Sheridan, Monogram publicity representative here, and Mrs. Sheridan leave January 20 for a Mexican siesta.

E. M. Loew plans extensive alterations on his Peabody and Watertown houses. Scheduled to do the job are Joe Dobsch, Bill Riseman, and Alex Lercari. The trio has been working on the Royal in Lowell for the circuit owner and recently completed the Regent in Arlington.

Tom O'Brien, Monogram booker, announces a playdate drive running from February 25 to March 30 . . . Sam Haase, theatre broker, won the prize in the raffle put on in the district for Eddie Anderson, former UA salesman who has been on the sick list for over a year. Haase gave the money back to the committee.

Charles Morse and Louis Rothenberg gave the Kenmore, their own situation, a large birthday cake last week in celebration of the house's first anniversary. The building formerly housed the Toyland, a night club.

Fred Sharby has reopened the Lyric in Fitchburg. The house, dark for years, was put into condition by Capitol Theatre Supply with new seats, carpets, lighting fixtures, stage drapes, screen and a new marquee.

Ed Morey, Republic sales manager, announces that the distributors' "Better Business Date Drive" will wind up January 27 . . . The present Universal sales drive, honoring William Scully, began Monday and will run through April . . . The RKO drive, to be started January 27 in honor of Ned Depinet, will close on May 10.

Jack Goodwin, Ben Rosenberg, and John Carroll of the Metropolitan, Fenway and Paramount, respectively, combined on a joint midnight show New Year's Eve. The grouping of the first-run houses gave "Remember the Night" and "Emergency Squad," a triple Hub premiere.

The Friar's Frolic, an annual New Year's event these past few years, was lacking this week, largely because of the committee's inability to settle on a suitable location, and because in past years the function has entailed work out of proportion to the financial return.

Bruno Ceci, formerly with Nesti's and now with the United States Marine Corp, was in town last week, visiting his brother-in-law, Theatreman Frank Borrelli.

F. T. Carr, operator of the Strand in Hardwick, Vt., has had the Capitol Theatre Supply outfit the house with a new screen.

Helen Fitzgerald, the smile of Nesti's, has received a purse from her many film district friends frequenting the sandwich shop.

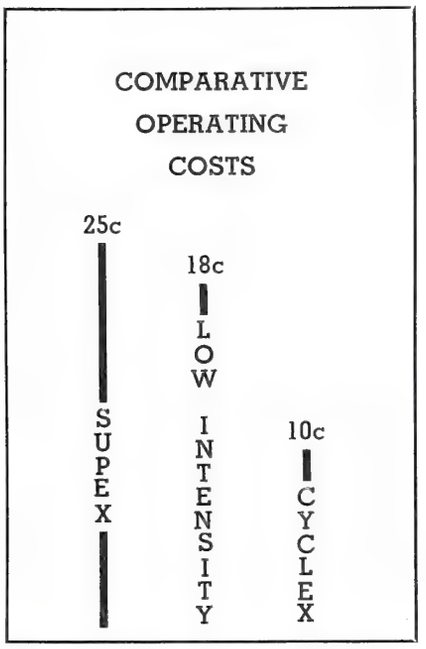
MORE FOR LESS!

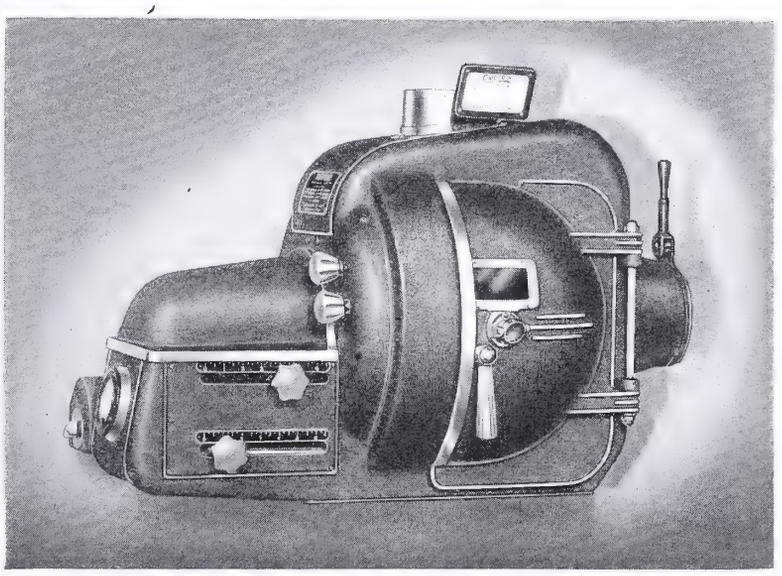
A COMPLETE NEW PROJECTION SYSTEM
A TRIUMPH OF THRIFT AND PERFORMANCE

Cyclex

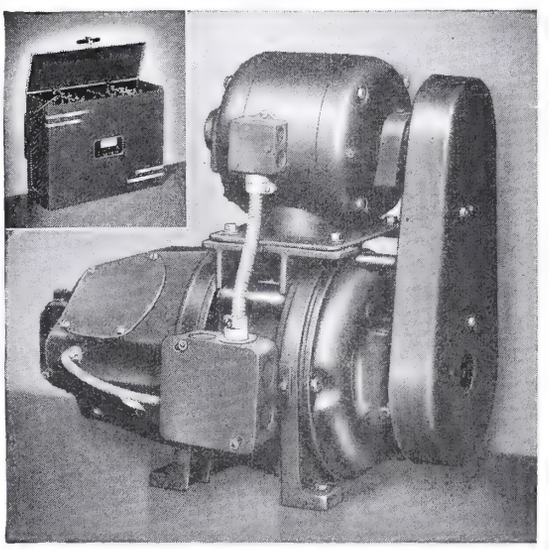
REG. U. S. PAT. OFF.

High Intensity Light Costing Less Than Low Intensity • No Generators • No Rectifiers No Ballast Resistors





A new arc-lighting principle in the Cyclex projection lamp produces a white high intensity light with a power input of only 900 arc watts. One pair of carbons per lamp will operate a full 9-hour show.



More power per dollar's worth of energy purchased is converted into screen illumination by the Cyclex power unit than is possible with generators or rectifiers.



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

EXCLUSIVE NEW ENGLAND DISTRIBUTOR

CAPITOLIZE

Sees "Wind" Profits Gone With the Wind

BOSTON—"Gone with the wind are exhibitors profits, as Metro hypos the percentage to collect the cream of the profits on their latest super-super," the local Allied unit charges.

Said one local officer: "The masses are not going to like the hike to $1.10 and they are not going to like waiting 18 months to see 'Gone With the Wind.' I have been asked at two women's club meetings in the last two weeks how long they would have to wait to see it at prices they could afford to pay."

Said the Independent Exhibitors, Inc., "Every independent theatre owner should demand and is entitled to a fair deal on 'Gone With the Wind.' He has to play enough 'cheaters' to be entitled to a chance to get his money back with a good one. Also, he alone should be allowed to judge whether his patrons can afford to pay an 'upped' admission price. After all, if the picture warrants it, the exhibitor will extend the run, and Loew's, Inc., will get a reasonable profit."

Calling M-G-M's percentage policy "utterly unfair to the other film companies" the spokesman continued: "This percentage racket is going from bad to worse and much worse. Metro hurdled 45-50-55-60 and 65 per cent this time. Let's examine Metro's percentage formula and see how it works.

"The cost of group A is 40 per cent.

"The cost of group B is 35 per cent of 80 per cent of the average gross on the 40 per cent pictures.

"The cost of group C is 30 per cent of 70 per cent of the average gross on the 40 percenters.

"Cost of group D is 25 per cent of 55 per cent of the average gross on the 40 percenters. *Example:* If the average gross of your 40 per cent pictures is $500, you pay Metro $140 per picture in group B, viz:

$ 500.00
80%

$ 400.00
35%

200000
120000

$ 140.00

and so on for the rest of the groups.

"Just check your own Metro deal and see how close this formula comes to setting the price that you paid.

"This plan amounts to making M-G-M your partner on a basis of 4-40 per cent, 10-35 per cent, 10-30 per cent, 12-25 per cent. The total is 36 engagements per year.

"If you play the 36 Metro engagements an average of three days each, you will be working for 'Leo the Lion' 36 per cent of the time or 3½ months of the year, and also the high cost of this film will cause you to give them mostly preferred time.

"This policy is utterly unfair to the other film companies as well as to exhibitors due to the fact that the other companies invariably receive less for their film than they are entitled to, otherwise no profit would be left to the exhibitor. If the Metro formula were to be adopted by the other film companies it would mean the elimination of independent exhibitors.

"When will it stop?" asked the Nathan Yamin's unit. " 'Gone With the Wind' at 70 per cent, then what?"

Springfield, Worcester Get "Wind" January 26

NEW HAVEN—The much-heralded "Gone With the Wind" will have its Loew-Poli opening at the Poli, Springfield and Elm Street, Worcester, on January 26. On February 2, the feature opens at the Majestic, Bridgeport; College, New Haven, and Palace, Hartford, followed by the Poli, Waterbury, and Poli, Meriden on February 3. Probable policy will be two daytime shows, starting at 10 a. m. and 2 p. m., and one evening reserved seat show. Both Sunday shows will be reserved seat, however. Admission policy had not been determined when the news of the opening arrived. Contrary to expectations, in towns where there are A and B Loew houses, booking was made for the B houses.

New Year's Eve Business Heavy in Hub Theatres

BOSTON—New Year's Eve business was heavy in the Hub. Reservations for "Gone With the Wind" were sold several days in advance for Loew's Orpheum and State. The RKO Boston, with all seats reserved and going at $1.65, was close to being sold out as early as Saturday. The house featured "Folies Parisien" on the stage and "Mexican Spitfire" on the screen.

Keith's Memorial operated continuously until 3:00 a. m. The Metropolitan, Paramount and Fenway gave a preview performance of "Remember the Night" and "Emergency Squad."

Boston Gives "Wind" Immense Reception

BOSTON—Public reception of "Gone With the Wind" at Loew's State and Orpheum continued last week to pyramid beyond all expectations. Advance sales ran far ahead, as a third-week booking became a reality. Extra telephones were added at both houses, but it required luck, or virtual hours of effort, to find a line at either house that wasn't busy.

H. M. Addison, Fred Greenway, and Howard Burkhardt, developed enforced insomnia as reserved-seat perplexities mounted. Joseph A. DePisa, Joe Longo, and Al Longo, found themselves the besieged when it came to exploitation tieins. I. J. Fox, a local fur concern, made matters more complicated by seeking an injunction to prevent Loew's Orpheum from allegedly blocking traffic.

GWTW in Hartford Feb. 2

HARTFORD—"Gone With the Wind" will open in Hartford on Friday, February 2, for an extended run at the Loew-Poli Palace, according to Manager Lou Cohen.

Writes "Lone Wolf" Yarn

HOLLYWOOD — Columbia has assigned Wolfe Kaufman to write an untitled original for the "Lone Wolf" series starring Warren William.

Laconia Business Leaders Plan Weirs Restoration

LACONIA, N. H.—Among business leaders who immediately set to work toward rehabilitation of The Weirs, famous summer resort and part of Laconia, after a recent $175,000 fire, was Ralph E. Morris, manager of the Colonial and Garden theatres here.

The exhibitor joined in a discussion with other prominent citizens on plans for rebuilding the damaged area.

Manager Morris' houses depend on vacationists at The Weirs for much of their summer business.

Catholic Motion Picture Guild Adds 2 Members

BOSTON—Two new members have been added to the local Catholic Motion Picture Guild, announces Frank Lydon, Allied eastern regional vice-president, and one of the founders of the new organization. They are Dr. Al Maloney, and Frank McKeen.

Dr. Maloney, says Lydon, is an X-Ray specialist and, therefore, is admittedly in the "picture" business. McKeen, a Gulf Oil supervisor, is declared eligible because "he sells that protective film."

Concord Projectionists Name New Officers

CONCORD, N. H.—The Concord projectionists' union has named the following new officers: Bradley Callahan, president; Ernest Mayo, business agent; Aldis Kirk, financial secretary; Gerald Hogle, treasurer; Frank Gay, recording secretary.

On the executive board are Bradley Callahan, Aldis Kirk, Paul King, Lewis Hill and Gerald Hogle.

Reports Game Interest

BOSTON—James Kennedy, distributing Keen-O-Kwizz in this territory, says that some 20 theatres have already contracted for the giveaway. Dan Murphy, Lloyd Bridgham, Jack Eames, Franklin Mitchell, George Ramsdell, Mort Shea are among the exhibitors Kennedy named as having already signed for the deal.

Books "Dead End Kids"

BOSTON—Ben Domingo, city manager for the RKO Theatres, has booked Billy Halop and the other "Dead End Kids" for a personal appearance at the RKO Boston for the January 28 weekend.

"Goose Step" at Trans Lux

BOSTON—Harry Asher has booked "Goose Step" into the local Trans Lux for the film's Boston premiere. The picture was formerly called "Hitler—Beast of Berlin." Loew's Poli and Sharby circuit bookings were already set last week to take the film to the sticks.

Collaborate on "Girls"

HOLLYWOOD—Tess Slesinger and Frank Davis are collaborating on the script of "One of Six Girls" for RKO. Erich Pommer will produce.

Now a Space Saver

BOSTON—A new use for motion pictures is now extant in microphotography, a process by which eight full-size pages are reproduced for preservation purposes on a single foot of film. The negative microfilm is expected to last 500 years. The positive film has been projected upwards of 10,000 times without apparent wear. The volume reduction of printed matter of all types, enabled by the innovation, is held to be particularly advantageous because of space-saving and preservation possibilities.

The process, in the instance of newspapers, consists of laying a page on a flat carriage which is rolled on a track under a high-mounted camera. A lamp inside the camera lights the page, together with the aid of four spotlights at the corners of the carriage. One-quarter of the page at a time is taken.

Microfilming newspapers is but one phase of microphotography. Architects, for instance, may now use motion pictures to put blue prints—that now occupy ten file drawers—into the space filled by a tennis ball.

Finishes "Grandpa" Script

HOLLYWOOD—Jack Townley has completed the screenplay for "Grandpa Goes to Town," next in the Higgins Family series for Republic.

NEW HAMPSHIRE

A HALL, once popular as a theatre, was badly damaged when a $5,000 fire, believed to have started around a Christmas tree, swept a century-old business building on the town square in Franconia.

The Scenic in Rochester distributed favors to customers at a big New Year's Eve midnight show.

James Irwin's $100,000 Winnipesaukee Gardens, popular summer dance and film spot, was saved when the huge nearby railroad station and steamer dock was burned at The Weirs, December 22. Also lost was the famous old side-wheeler Steamer, *Mt. Washington,* well known to thousands of vacationists.

William Stanton, manager of Rochester's Scenic, and Mrs. Stanton entertained their daughter, Phyllis, over the Christmas holiday. The girl is a student at the University of New Hampshire.

The Palace in Manchester awarded cash prizes in amateur contests held on the stage, December 21, 22 and 23.

Mrs. Pendergast Morey, state motion picture chairman of the D.A.R., has announced that the one-reeler, "The American Way," can be obtained without charge by any school or organization in the state. "Rulers of the Sea" was also shown at a recent gathering of the North Conway chapter.

Children were attracted to a "Nick Carter, Master Detective," matinee at the Scenic in Rochester when the management announced a giveaway of tracing books.

NEW HAVEN

OH, FATHER TIME, ring out the old troubles, and ring in a swell New Year for all.

Film men resolved for the new year not to make any resolutions or predictions about one of the most unpredictable of all games—the picture biz . . . After anticipating a better-than-usual Christmas week because of the notable lift in industry employment, bonuses in many plants in the vicinity, etc., exhibitors generally experienced a particularly bad week . . . And exhibitors were beginning to wonder if Mr. and Mrs. Public are tiring of the films . . . When along came the report that "Gone With the Wind" took something like $80,000 *in six days, in Boston.*

"GWTW" plays the Poli "B" houses in New Haven, Bridgeport, Hartford and Worcester, opening in the first three cities February 2 . . . The Poli had expected to play the picture here . . . Harry Shaw called a special meeting of staff members of the houses playing the show to discuss details of the engagement . . . Policy may be one or two shows during the day and one reserved seat evening show, with all Sunday performances reserved . . . Prices may be 75 cents afternoons and $1.10 and $1.65 evenings, although this is not yet set . . . Nat Rubin, Poli, New Haven assistant, and Al Domiam, Poli, Bridgeport assistant have been drafted for Boston duty while the picture plays Loew's State and Orpheum there . . . Meantime, George Loukides is in from Waterbury service to relieve the boys here, and Mollie Steckels, cashier, is subbing for Loukides . . . Sam Badamo is more smiles than ever these days because his house will have "GWTW" and not just another holdover.

Warner's will open Imperial's "Mill on the Floss" starring Geraldine Fitzgerald, at the Strand, Hartford and Roger Sherman, New Haven this month following a screening of the picture here by Hymie Levine . . . Pete DeFazio, Warner salesman, is back from a holiday in Pittsburgh. Says it may be home, but it's still smoky . . . James Mahan back at his desk after a few days' conference in New York . . . Mrs. Dorothy Gordon in town from Washington visiting her parents, the Dave Chermans . . . Ruth Levine, daughter of the Imperial representative here, was winner in the contest to rename the Taft Grill and enjoyed a free party with a group of friends . . . The Philip Saslows of the Fishman circuit, will be leaving for a southern vaction about the 15th . . . The Dr. Jack Fishmans are also planning a Florida trip . . . Ditto the Aaron Fishmans.

The 973-seat Forest in Allingtown opened without a newspaper announcement on Xmas eve. Finishing touches were rushed through to completion . . . Mike Cascioli barely had time to use a sound truck for a few hours, but a good crowd gathered. The Park, under lease to Cascioli until 1942, closed simultaneously.

Motion picture operators' union will meet January 21 and talk some more about that pleasant subject, a party . . . Allied Theatres of Connecticut set to meet January 16 at Martin's for luncheon and more campaign business . . . Whalley and Forest were the only New Haven nabes scheduled for midnight New Year's eve shows . . . Palace, Stamford; Paramount, New Haven; Globe, Bridgeport; Poli, Waterbury; State, Hartford, supplied midnight vaude around the state . . . Scouts and campers were invited to a special morning show at the Palace, New Britain, at regular prices . . . Rialto, New Britain, is offering occasional Polish shows.

Plaza, Windsor, has inaugurated "Book Nite" . . . Adolph Johnson is selling Movie Title Contest, new cash game showing one full reel of a feature picture and asking audience to guess . . . West End, Bridgeport, has a new Race Matinee with 18 prizes.

I. Levine, formerly with Grand National here, now is selling pictures for Imperial . . . Milt Hyams of Metro is visiting his daughter in St. Louis . . . George Weber, checking super, is also on vacation . . . Tim O'Toole, Columbia manager, left New Year's weekend for the sunny south to play a little golf and visit in Harrisburg on the return trip . . . Dick Mahoney, brother of Jim Mahoney, Interstate manager, is convalescing after a stay in the Putnam Hospital . . . Latest rumors had it the proposed Loew deal for the Pickwick, Greenwich, was definitely out . . . Harold Eskin of the Avon and Stamford and several Jersey houses, has moved his office to New York and his residence to Bronxville.

Congratulations to Grandpa Selig Fishman of Fishman Theatres and the Dr. John Chasnoffs on the arrival of 7½-pound Allan Roy Chasnoff . . . Herman Cherman, son of one of the Howard Theatre operators, has received his permanent teaching appointment . . . Sympathy to Dechantel Smith, chief accountant at the Paramount exchange, on the passing of her brother . . . Special meeting this week of the stage employes' union, to prepare for the regular meeting on January 28 . . . The regular stagehands' ball is off this year, it has been decided.

Connecticut Films has sold the Loew circuit the revival film of the Dempsey-Willard fight, called "Birth of a Champion" to play in January. The film was made in 1919 *but never shown in the state because of the laws governing fight pictures . . . State department of labor figures show Bridgeport employment tapering off after the recent boom in aircraft machine-tool and brass industries . . . Danbury is pepped up by a large government hat order . . . Groton clearance difficulties reported ironing out.*

Theatre doings: Bob Russell used eight New Haven News Co. trucks for midnight show banners, as well as the midtown news flasher . . . John Hesse combined Christmas and "Four Wives" ballyhoo in a street Santa Claus who distributed cards imprinted with season's greetings and picture copy.

HARTFORD

NOTES of a rambling reporter: Polish films were being shown at the Rialto, New Britain, last Wednesday and Thursday . . . Bingo is now in operation at the Olympic Hall, Norwich . . . Forest Theatre, West Haven, which opened last week, can now lay claim to being Connecticut's newest and most beautiful house . . . Glassbake ware is being given free to lady patrons of the Empire, New London.

"Gulliver's Travels" went into a second week last Thursday at the local M&P Allyn . . . Giveaways: Gold dinnerware to ladies these days at the Hippodrome, Bridgeport . . . Chinaware to patrons of the Arch St., New Britain . . . Dishes at the Rialto, same city, and dishes at the Liberty, Bridgeport.

Management of the Palace, New Britain, turned the house over for a boy scout get-together last Thursday morning.

Bingo is a heavy advertiser in the Bridgeport press nowadays. No theatreman in the Greater Hartford area is sponsoring the game as yet, it seems . . . Rudy Frank, press agent, Harris Brothers' State, was in New York last fortnight . . . Martin Harris, the fellow who handles the New York end of bookings for the Harris Brothers' theatre, observed his birthday the day before Christmas.

Martha Raye is scheduled to hit town at the Harris Brothers' State January 5.

About town: Manager William Flanagan's Lenox, a Warner unit, now plays new pictures on Sundays and Wednesdays.

Local E. M. Loew's management has announced to BOXOFFICE its intention of inviting theatres in Greater Hartford to play the Loew's newly created hockey team, which is composed of house employes.

"Honey Contest" is being offered patrons of the Strand, Clinton, on Tuesday nights . . . Harris Brothers' State had Charlie Barnet and his band, together with the "Mad Russian," star of Eddie Cantor's radio show, and several other acts, lined up as the house's New Year's Eve show offering . . . Last week, there being no classes in Greater Hartford public schools, kids flocked to both neighborhood and main stem houses.

Rudy Frank, press agent, Harris Brothers' State, had Johnny Downs, screenster, when the latter came to town to appear at the house on a vaudeville bill, over the four major radio stations in the Greater Hartford area—WTHT, WTIC, WDRC, and WNBC, New Britain and Hartford . . . Sound equipment at the theatre has been modernized at the house.

Most of the main stem houses had New Year's Eve shows, with several other houses in the Greater Hartford area coming in for their share of holiday offerings to patrons.

Nothing more has been heard in regard to rumors as to a proposed building of a new theatre in New Britain. News was, up to a few weeks ago, however, that a Hartford group was interested in building the new house.

Lyric, managed by Paul Binstock, held a Christmas party on the Saturday before Christmas for kids. Some 1,000 gifts were distributed to patrons and the management reported "packed house" for the event. January 10 will see, according to present plans, a "Merchants' Gift Night," with local merchants contributing gifts for the use of the house.

Stanley Redmond, assistant manager, M&P Allyn, was in New Haven to visit his mother last fortnight.

Reports flit about town in regard to the proposed building of a new theatre in West Hartford to be a competitor to the Central, which is managed by H. J. Campbell.

The Shulmans' new Wethersfield is rapidly taking shape . . . Hartford's new newspaper, which is scheduled to hit the streets of this town in March as a tabloid, is apparently keeping secret its plans as to theatre and motion picture coverage.

Doings about town: New ushers at the M&P Allyn Theatre are Paul Hammell, Joe Gallagher, and Bill Burns . . . Service staff meetings are held at that theatre about once a month . . . Reportedly quite a flash on ice skates is Assistant Manager Hillmer Robinson, E. M. Loew's.

Olive Mendelson, Allyn cashier, was formerly an employe of a theatre chain in New York . . . Earl Wilson, usher, E. M. Loew's, has resigned his position to join the navy. Taking Earl's former place is Eddie Boggs at present . . . Main stem Daly's recently painted front doors look nice during these winter days.

Back at the home of his parents in Thompsonville, for the holidays, Milton Piepul, captain-elect of the Notre Dame football team, was guest of honor at a "welcome home" night sponsored by Manager John D. Sirica, Strand, Thompsonville. "Welcome Home Milt" was emblazoned on a huge banner at the front of the theatre.

Elizabeth Morrow is new candy girl at the E. M. Loew's . . . Manager Lou Cohen, Loew-Poli Palace, reports that business is pretty good nowadays.

Hub Operators Choose Barrows President

BOSTON—Thad C. Barrows was unanimously returned as president of the motion picture machine operators union, Local 182, at a meeting Tuesday, attended by 168 members. Barrows has been president of the local during 24 of its 30 years of existence. During the remaining six years he held other offices.

Other officers elected are Bernard McGaffigan, vice-president; Al Moulton, financial secretary; Joe Rosen, treasurer. Louis Pirovano, John Diehl and Joe Nuzzolo join the officers to compose the executive board. James Burke was re-elected business agent.

PORTLAND

TO THE tune of dimes, quarters and half-dollars jingling at the boxoffices here, the old year went out and the new came in. Midnight shows at the Strand, State, Empire, Maine and Colonial attracted many more patrons than they might otherwise have done had not the holiday eve fallen on a Sunday when the sale of liquor at hotels is forbidden by law. Many hotel parties were thus diverted to the theatres, both first-run and subsequent.

Old Man Weather for once favored the theatres. A snowstorm which had been in progress both Saturday and early Sunday, stopped in time for the streets to be cleared so that driving was not hazardous.

Clinton Bolton of Paramount's New York office, assisted Harry Botwick of the State in planning and executing the campaign for "Gulliver's Travels" which included the use of almost every advertising medium: Newspaper display ads, readers, cuts, a transcript planted over WCSH, December 29, opening day; numerous plugs on sidewalk broadcasts for six weeks prior to opening; songs aired over "Recess Time," juvenile program on Saturday mornings, weeks in advance of play date; trolley card dashers entire playing week; teaser trailers and single reel showing how picture was made at the Miami studios; one and three sheets; midget window cards in all bowling alleys; window tieups with local music and book stores; study guides placed in public library and schools plus a nine-foot cutout of Gulliver spotted in the inner lobby two weeks in advance of opening and placed in front of the theatre during play date.

Friends of Harlan J. Boucher, former manager of the Empire during the Abraham Goodside regime, will be glad to hear that Boucher has returned to Portland and now is house manager of the new Capitol. Martin Goldfarb, manager of the old Casco, from which the Capitol sprang, was expected to manage the remodeled E. M. Loew house until a few days before the Christmas Day opening when Mr. Boucher was rushed here to take over the job.

Local "swing" music fans are to be given a treat the week of January 21 when the Strand Theatre brings Benny Goodman and his men, to Portland for a week's engagement.

Russell Mack, former manager of the Colonial, pleaded guilty to an indictment charging retail selling of bay rum for beverage purposes and failure to pay the special tax, and selling bay rum in containers without stamps denoting quantity, in the United States district court here December 28. Judge John A. Peters continued his case until January 8.

A telephone cash box in the lobby of the Colonel was rifled Wednesday night, December 27. The thief apparently gained access to the theatre by climbing over the roofs of several adjoining buildings and forcing a skylight.

"U" Holds John Brahm

HOLLYWOOD—Universal has held Director John Brahm for another term.

Variety Convention Planners Meet

Dallas—All committees working on the Variety national convention to be held here next April will meet the night of January 22 in club quarters to speed plans for the affair, which promises to be the "convention to end all conventions."

"Jesse James" Is Top Money Film in O. C.

TULSA—"Jesse James" was the outstanding grosser here in 1939, according to J. C. Hunter, general manager of Ralph Talbot theatres which control the first-run situation. The ten top grossers in Tulsa as ranked by Hunter follow:

"Jesse James" (20th-Fox); "Another Thin Man" (M-G-M); "The Women" (M-G-M); "Out West With the Hardys" (M-G-M); "Union Pacific" (Para); "Babes in Arms" (M-G-M); "Kentucky" (20th-Fox); "Man About Town" (Para); "Dodge City" (WB), and "Mr. Smith Goes to Washington" (Col).

Interstate Officials Now Occupying New Offices

DALLAS—Interstate officials are now quartered on the fifth floor of the Majestic Theatre building in an arrangement just completed. There are five private offices and three conference rooms.

Karl Hoblitzelle and R. J. O'Donnell have desks opposite each other in a large office, with Private Secretary John Adams having an adjoining desk and Attorney John Adams also occupying a part of the huge room.

Private offices for Raymond Willie and William O'Donnell have also been provided as well as one for Van Hollomon, assistant attorney to Moroney.

Walls are paneled in fine wood and furnishings and fixtures are of the last word.

Sam Parish Will Observe His 30th Anniversary

DALLAS—Friends in Huntsville and the surrounding territory will participate on January 11 in the 30th anniversary celebration of Sam Parish in the theatre business. He operates the Dorothy and Avon theatres.

So far as is known, A. Martini of Galveston and J. Y. Robb of Big Spring are the only other exhibitors who have operated theatres in one town that long.

Ernest Morrison Dies in A Hospital in Atlanta

ATLANTA — Ernest Morrison, formerly southern district theatre manager for Paramount-Publix, died late this week at Emory University Hospital. Morrison had been inactive the past couple of years because of poor health.

Dallas Variety's New Year Jubilee a Festive Affair

DALLAS—With reservations limited to 300 members and friends, the Variety Club's fourth annual New Year's Eve Jubilee Sunday night in the ballroom of the Adolphus Hotel turned out to be a very entertaining affair. The first supper of its kind here, a Smorgasbord made the festive angle a more satisfying success than any other of the previous dinners. Dancing to the music furnished by Hyman Charninsky's augmented orchestra of 18 ended at 2:45 a. m.

There were no formal ceremonies, yet Chief Barker R. J. O'Donnell, in a brief talk at the mike, thanked everyone for their generous support of Variety activities, paid tribute to outgoing and incoming officers and said he was proud to be Chief Barker of Tent No. 17.

Later everyone stood in tribute to the following Variety members: Wallace Walthall, Bill Underwood, R. E. Griffith, Harold Robb, Ed Rowley, Bob O'Donnell, Lloyd Rust and Jack Underwood. Immediately the orchestra played the national anthem, "Eyes of Texas," "Auld Lang Syne," "He's a Jolly Good Fellow" and "Happy Days Are Here Again," which got a tremendous hand and noise of every description.

Dance tunes were dedicated to the following members and their wives following a novel questionnaire sent out in advance by Entertainment Chairman Paul Short; Mr. and Mrs. Ed Blumenthal, Mr. and Mrs. Ben Bedford, Mr. and Mrs. Pat Bacon, Mr. and Mrs. Isadore Segal, Mr. and Mrs. Bass, Mr. and Mrs. Jake Lutzer, Mr. and Mrs. J. E. Luckett, Mr. and Mrs. John Adams, Mr. and Mrs. Louis Charninsky, Mr. and Mrs. Jack Adams, Mr. and Mrs. C. W. Allen, Mr. and Mrs. Herman Craver, Mr. and Mrs. Donald Dixon, Mr. and Mrs. Ted Debber, Mr. and Mrs. Jake Elder, Mr. and Mrs. Joe Estes, Mr. and Mrs. Ben Ferguson, Mr. and Mrs. B. C. Gibson, Mr. and Mrs. Buck Weaver, Mr. and Mrs. John Franconi, Mr. and Mrs. Bruce Collins, Mr. and Mrs. C. J. Zern, Mr. and Mrs. Burt King, Mr. and Mrs. Lawrence Oakley, Mr. and Mrs. Lafe Pfeiffer, Mr. and Mrs. J. O. Cherry, and Mr. C. V. Jones and daughter.

Dance numbers were also dedicated to bachelors present: Duke Evans, Van Alen Holloman, Hugh Owen, Dave Lutzer, Dick Owens, Ainslie Wood and I. Brode.

Other musical dedications went to Mr. and Mrs. R. E. Griffith, Mr. and Mrs. Jack Corgan, Mr. and Mrs. E. B. Coleman, Mr. and Mrs. Raymond Willie, Mr. and Mrs. Bill O'Donnell, Mr. and Mrs. Clarence Linz, Mr. and Mrs. Speed Hoover, Mr. and Mrs. Lloyd Rust, Mr. and Mrs. Mike Rice, Mr. and Mrs. Jack Underwood, Mr. and Mrs. Doak Roberts, Mr. and Mrs. Fred Jack, Mr. and Mrs. Charlie Meeker, Mr. and Mrs. John Moroney, Mr. and Mrs. Elmer Zrenner, Mr. and Mrs. George Schepps, Mr. and Mrs. Ed Sullivan, Mr. and Mrs. E. J. Solon, Mr. and Mrs. Rip Payne, Mr. and Mrs. H. F. Pettigrew, Mr. and Mrs. R. J. O'Donnell, Mr and Mrs. W. G. Underwood, Mr. and Mrs. Frank Starz, Mr. and Mrs. Al Wolf, Mr. and Mrs. Ray Beall, Mr. and Mrs. Jack Chalman, Mr. and Mrs. Harry Sachs.

And Mr. and Mrs. Don Douglas, Mr. and Mrs. Louis Weber, Mr. and Mrs. Wallace Walthall, Mr. and Mrs. F. W. Allen, Mr. and Mrs. Leo Smith, Mr. and Mrs. Walter Henschel, Mr. and Mrs. Norman Steppe, Mr. and Mrs. Meyer Tachofsky, Mr. and Mrs. Jim Webb, Mr. and Mrs. Benny Bickers, Mr. and Mrs. Herman Biersdorf.

The table decorations were new and novel. Paul Short, chairman of the committee in charge, deserved and received unstinted credit for the whole affair.

Hyman Charninsky, bedecked in tails and with an augmented band, served dance tunes to the liking of all. The hand of applause was big.

Attendance being limited to 300, there was no overflow of outsiders as occurred two years ago when the doors were wide open.

The Swedish Smorgasbord supper was an outstanding feature of the party. In case you don't know, it's a de luxe free lunch, buffet style.

One of the minor spectacles was a merry-go-round table heavily laden with delectable goods.

Mrs. Mary Straka, mother of Mrs. Joe Estes, traveled all the way from Chicago to be present with her daughter and son-in-law.

M-G-M Club Annual Party Held at the Plantation

DALLAS—The M-G-M Club held its annual New Year's party at the Plantation, popular night spot on the north edge of town. Dancing, refreshments and a friendly get-together featured the evening of entertainment.

Members present follow:

A. V. Philbin, Bill Arthur, Clyde Houston, Norma Jean Baldwin, Harold Brooks, Leora Cass, Jack Garretson, Marguerite Heath, Juanita Payne, Ora Dell Law, Ethel Moore, Martinette Stroud, Lena Smith, Vernon Smith, W. W. Spruce, Hazel Walton, Leroy Whitington, Mae Verne Booth, Alene Holland, Gladys Mullens, Frances Monicrief, Imogene Baskin, Nora Gay, Ethel Whitcher, Betty Nix, Eola Marshall, Calvin Chapman, Charles Kelly, Thelma Williams.

Officers are:

Bill Arthur, president; Harold Brooks, vice-president; Ethel Moore, treasurer; Martinette Stroud, secretary.

Shows in Anniston Again Operating on Sundays

ANNISTON, ALA.—For the first time in four years, the three local theatres are operating on Sundays as the result of a decree handed down by Circuit Judge R. B. Carr holding that the December, 1935, election, which outlawed Sabbath showings, was invalid because the ordinance calling it was not properly passed by the city council. The suit against the city was filed by the operating company of the local houses.

TENNESSEE

MANAGER WILLIAM CRULL announces the opening day of "Gone With the Wind" at Loew's, Nashville, for January 26. Present plans call for two shows daily —matinee and evening—75 cents for matinee and $1.10 for evening. The fact that about 4,000 people in Nashville were at the airport to see Hollywood stars en route to Atlanta for the premiere indicates the intense local interest in picture and characters.

After getting splendid reports of business done in his theatres during the Xmas holidays, Tony Sudekum, president of Crescent Amusement Co., Nashville, took an American Airliner for Pasadena, Cal., to witness the Rose Bowl game.

Tony and Mrs. Sudekum staged a "double header" Christmas party this year at their home on Harding Road. First came the dinner party for Crescent managers and their wives at which more than 50 were present. Later Mrs. Sudekum, assisted by four daughters, entertained the young ladies who are employed in Sudekum's office. There were 21 guests at this party.

Management of the Lyric, Rockwood has been very successful with special "School Matinees" on all pictures calculated to please those of student age. This matinee is staged at 3 p. m. on weel days when the regular schedule is not running. Bing Crosby's "The Star Maker" scored heavily at one of these matinees.

Charles Amos, injured a year ago in a fall at home and unable to return to the Paramount, Nashville, for almost four months, has "graduated" from a pair o crutches to a single stick and is his usua. self again.

Republic Producer Makes Stopover in N. O.

NEW ORLEANS—J. R. Grainger and A. C. Bromberg, accompanied by Sol Siegel, producer, were in New Orleans, looking over material for Republic's new picture, "Lady From New Orleans." Siegel will be joined by a writer, name yet unannounced, and will spend several weeks in the city. It is believed that the world premiere will be in this city.

Williams Adds Waldron Pine to His Circuit

OKLAHOMA CITY—The Pine at Waldron, Ark., has been purchased from John Forrester by K. Lee Williams Theatres, Inc., bringing the circuit's total to 14 houses. The Williams organization will take over the Pine on January 20. The building housing the theatre also was included in the deal.

C. E. Parker, construction engineer for the circuit, will move his crew from Gurdon, Ark., immediately to begin reconstruction of the Pine. They have completed remodeling the Hoo-Hoo Theatre there.

Doig to Waldron; Cornish to Nashville for Williams

OKLAHOMA CITY—Gerry Doig, now manager of K. Lee Williams houses at Fordyce, Ark., has been named manager of the circuit's units at Waldron, Ark., according to K. Lee Williams.

Daniel Cornish, assistant manager under Cecil Callaham at Nashville, Ark., will take over management of the Dixie at Ashdown succeeding Bill Frazier.

Lamps Sold to Two

DALLAS—National announces the sale of high intensity lamps to T. F. Keasler for the Strand, Jefferson, Tex., and to Sullivan and Moore for the Rita at Greenville.

SANTONE

JACK O. MITCHELL, KTSA announcer, brought Mary Martin before the mike during her recent guest stand at the Aztec . . . Perfecto Barbosa, KONO Mexican news commentator, is now also doing similar narration for National Films, Inc. here . . . Enrique Del Rio, screen and stage actor from Mexico City, did a personal appearance at the new Teatro El Nacional last week, along with other players.

Visitors: Oscar Seltzer of Roller Derby fame, Chicago; Limie Stillwell, general agent for the same firm and formerly with Marcus Show for 13 years; Mercer Coleman, Interstate auditor, Dallas; Chick Snyder, Roller Derby unit manager; Taylor Byars, cameraman, Dallas, and others.

After playing a week's engagement at the Majestic, "Gulliver's Travels" was given an extended run at the Texas last week.

Personalities: Emmett O'Donnell, father of Robert and William of Dallas, is here from California and is making his home out in the Olmos Park Estates . . . Oliver "Buzzo" Thomas, manager of the State, is also a new resident in this new addition where he recently purchased a house overlooking this beautiful terrace . . . Howard Conner has succeeded William Eubanks as chief of service at the Majestic.

The regular meeting of the visual educational branch of the Parent-Teacher Ass'n was held last week at Eleanor Brackenridge School with Mrs. S. S. "Dovie" Vincius, amusement inspector for the city who spoke on "The Different Aspects of the Commercial Moving Picture." Mrs. Floyd D. James, also of the censor board, gave a talk on "Motion Picture Appreciation," after which there was a round-table discussion covering the suggestions brought in by chairmen on how to forward a fuller program in visual education.

Christian Wildenstein, 86, beloved father of Jean Wildenstein, manager of the Municipal Auditorium here, passed away last month. He was a retired contractor and built the old Empire Theatre building . . . Other deaths occurring during 1939 were those of Roger Abbey, film projectionist here, and the beloved mother of John T. Floore. Mrs. Floore died in Troup, Tex.

Seek Florida Locations

DELAND, FLA.—Theatre owners are keenly interested in Florida. A survey is now under way to determine profitable locations for new theatres. Cities under consideration include Sarasota, Orlando, St. Augustine, Daytona Beach, Ft. Lauderdale, Plant City, Palm Beach, Lakeland and Tallahassee.

A New Wometco Unit

MIAMI, FLA. — Construction has been started on a 1,000-seat theatre here for Wometco. The structure, to cost approximately $50,000, will be known as the Center. Completion is expected by March 1. Robert E. Collins is the architect.

FOR PARTS - - - - - - - - ACCESSORIES

AND COMPLETE EQUIPMENT

CARBONS
TICKETS
BELTS
TUBES
POWERS MACHINE PARTS
SIMPLEX MACHINE PARTS
RECTIFIERS
RECTIFIER TUBES

SEE US

PHOTO CELLS
THUMB TACKS
PROJECTION LAMPS
AMPLIFIERS
SPEAKERS
SOUND HEADS
LIGHT FIXTURES
EXCITER LAMPS

All Other Accessories

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 SOUTH HARWOOD DALLAS, TEXAS

DALLAS

MRS. MARTHE McSPADDEN, who in connection with her Grand and Liberty in Electra, has published the *Town Tattler* for many years, came out with a two-color edition for Christmas which carried many columns of merchant ads in addition to theatre ads and picture publicity as well as town gossip and news. Mrs. McSpadden offered free shows at both houses during the Yuletide week.

Major H. S. Cole, of Bonham, was a busy visitor on the Row booking in for his three shows there. He is an avowed opponent of the Neely bill.

Paramount's district publicity office in Dallas has been working overtime lately with Exploiteer Ben Hill on "The Great Victor Herbert" and concentrating during the past few days on "Gulliver's Travels," in Hugh Braly's district of Texas and Oklahoma. Publicist Gene Finley was called in recently to handle the special assignment at Weatherford which was the personal appearance of Mary Martin and the southern premiere of the picture.

Paul Short, district manager of National Screen Service, left Friday for New York City for a conference with home office officials presumably on matters pertaining to opening of the Oklahoma City distributing branch and on the Paramount deal through which NSS is slated to handle all Paramount accessories.

V. E. Hamm, the enterprising independent at Wichita Falls, was on the Row booking for his five houses . . . Durward Witherspoon, former manager of the Overton at Overton, for the Lee Threet Theatres, has been transferred to the Dallas booking office of that growing circuit. He is succeeded at Overton by Jack Eaves.

After rounds of questioning, BOXOFFICE *finds no changes of consequence at the start of* 1940 *among exchanges and circuit organizations. Heretofore a New Year was not without important shifts in personnel.*

D. F. Luckie, former south Texas exhibitor, who engaged in the skating ring business also, now is distributor for an automatic phonograph and program service which he plans to sell exhibitors.

Roland Taylor, M-G-M's south Texas representative with headquarters in San San Antonio, spent the latter part of the holidays mingling among friends. For years he was one of the feature bookers in the Dallas exchange.

Audry Cox, Lamesa; R. Z. Glass, of the Stude, neighborhood at Houston; R. N. Smith, of Mission, were among the week's few visiting exhibitors.

Roy Heffner of Boston, who has the New England Bank Night franchise still going strong there, and who also operates an independent film exchange, paid a visit to Dallas while coming down south to hunt and bag deer in southwest Texas. He is a former Paramount branch manager at Oklahoma City.

Relaxes With Trains

TULSA—B. A. Susan, RCA Photophone field engineer here, takes his model railroading the hard way.

The youthful sound engineer recently spent eight months and more than $500 to contrive a 400-pound, working model of a New York Central, Hudson type, steam engine. The model works by steam and is powerful enough to haul 25 people.

"I didn't want to press a button and watch a train chase round a track," says Susan. "I actually want to be the engineer on the thing."

So he is. He straddles the tender and rests his feet on the boiler for a dash through the trees, fences and gates of his yard. Now he is building a set of cars so his friends can ride, too.

Susan originally started out to be an architect, then reversed his field to join RCA. He got interested in trains during his travels for the company and immediately started to build his own.

His latest model is eight and one-half feet long, holds four gallons of oil and 11 gallons of water. Constructed to scale even down to the water injector and whistle, it has consumed some 2,000 hours of work, he estimates.

"But that's nothing," he grins. "Wait 'till next year."

Variety in Oklahoma City Helps Cause of Finland

OKLAHOMA CITY—The local Variety Club, Tent No. 22, has donated $300 to the Finnish relief fund drive being led by Herbert Hoover. The sum was given to the Oklahoma City *Times* and *Daily Oklahoman,* sponsors of the drive locally after a special committee had canvassed the membership lists of the club in behalf of the fund.

NEW ORLEANS

VISITORS on the Row: W. H. "Bill" Baker, Dreamland, Macon, Miss.; Eddie Delaney, Pike, Magnolia, Miss.; Usey Pelegrim, Rex, Chauvin, Miss.; R. P. Guidry, Oak, Montegut, La. All were guests of Manager Leo Seichsnaydre of Republic Films at the Sugar Bowl game . . . L. J. Langlois, Alamo, New Roads, La.; Ernest Delliaye, Given, Maringouin, La.; Bob Sigler and M. M. Bailey, Royal, Hattiesburg, Miss., also were visitors.

Willis Houck is flying high these days—he made a trip to Miami, Fla., in his own airplane . . . A. H. Crook has been appointed city salesman and assistant manager of the Louisiana Motion Picture Equipment Co.

Gioachino Pipitone has been re-elected president of the Musicians Protective Union. John DeDroit, Charles Hartmann and Mr. Pipitone are the delegates to the AFM convention.

The Ballet Russe of Monte Carlo returns to New Orleans February 24 for two performances in the Municipal Auditorium . . . David Ballard, a native of Commerce, Texas, the 356-pound, eight-foot ballyhoo of "Gulliver's Travels," which was shown at the Saenger, was here for the Sugar Bowl game, the guest of the Saenger people.

Radio station WJBW has been moved from the Godchaux Bldg. to the Jung Hotel where studios have been installed . . . Charles Laughton made a personal appearance at the Orpheum in connection with the showing of his new film, "Hunchback of Notre Dame." Vic Meyers took him in charge and showed him the sights of the town.

G. B. Wilks opened the Epps Theatre at Epps, La., on January 6 . . . G. House, of the Gulf Theatre, Pensacola, Fla., soon will be standing at the front door of the Santa Rosa in Jay, Fla.

2,500 USED CUSHION CHAIRS

Made By Different Manufacturers

Contact Our Nearest Office

AMERICAN DESK MFG. CO

FACTORY — TEMPLE, TEXAS

Sales Offices in

DALLAS — MEMPHIS — NEW ORLEANS — KANSAS CITY

MEMPHIS

LYLE RICHMOND and John Mohrstadt, who operate theatres in Hayti, Senath, Hornersville and Parma, Mo., said Merry Christmas to their 18 employes on Wednesday, December 20, when they chartered the American Legion Hut at Kennett, Mo., and served turkey and all the trimmings with the Christmas tree afterwards. The nicest surprise was that each employe received a bonus of one week's salary in silver dollars.

W. H. Kaver of the Von at Booneville, Miss., was in Memphis en route to southern California, where he will remain for the next several weeks in an effort to relieve the severe sinus trouble he has been having. W. H. Kaver jr. will operate the show during his absence.

Exhibitors seen along the Row: Miss Louise Mask, Luez, Bolivar, Tenn.; C. W. Tipton, New Theatres, Manila, Monette and Carraway, Ark.; J. W. Crabtree jr., Paramount, Clarendon, Ark.; J. R. Adams, together with his son, Roland, of the Bruce at Bruce, Miss.; J. J. Rhodes, Crittenden, West Memphis, Ark.; E. O. Reeves, Dixie, Fulton, Miss.; Ned Greene, Legion, Mayfield, Ky.; M. B. Hasty, Joy, Dardanelle, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; W. F. Ruffin, Ruffin at Covington, Tenn.; Gordon Lee Hutchins, State, Corning, Ark.

The Allied at Dermott, Ark., was destroyed by fire Saturday night, December 30. This house is owned and operated by Clyde McCroskey, who said the fire originated in the projection room, and that he hoped to be operating again in approximately six weeks. McCroskey also operates theatres in Lake Village and Eudora.

On Monday, January 8, W. J. Shine, director of research of Ross Federal Service out of New York, is scheduled to speak before the Sales Manager Club of Memphis, at the Hotel Chisca, Cliff Wallace, Ross Federal's branch manager, advises.

Fred Dotson, 20th Century-Fox salesman out of Atlanta, but who makes his home in Daytona Beach, Fla., spent several days in Memphis seeing old friends. Mrs. Dotson was with him on this trip.

Augustine Cianciolo, manager of the Rosemary, Memphis, advises he is having the entire front rejuvenated, which includes a new paint job, with special glass front.

H. N. Pitman of the Paradise at Cotter, Ark., was a rare Filmrow visitor the past week. R. V. Reagin, RKO's Arkansas salesman, who makes his home in Little Rock, together with his family, have just returned from a vacation in Atlanta.

B. W. Hirsch, city booker for Malco Theatres, Inc., was among those pulling for Tulane at the Sugar Bowl game in New Orleans. Incidentally, Virginia Brown of the Malco office also was among those present for the game.

Joe Padgett is the new accessory manager at Universal, replacing Klyce Perry, who has been transferred to the district booking office in Atlanta.

On January 14, A. E. (Al) Moore of Memphis takes over the ownership of the Shelby at Shelby, Miss., from Albert Cohen, who has operated this house for the past year. Cohen has other business interests at Somerville, Tenn.

The Plaza at Harrison, Ark., the Commonwealth Amusement's new house, was destroyed by fire Saturday night, December 30, D. E. Fitton, their city manager, advises. This fire originated in the boiler room.

"Pop" Stockard, Warner's checking supervisor, drove down to New Orleans for the Sugar Bowl game. Speaking of football, it looks like the only two people on the Row that are happy over the Tennessee-Southern California game are Frank Willingham, Metro's branch manager, and E. R. Gillett of the Bristol. It looks like they knew something.

John Shannon of the Shannon at Portageville, Mo., was on the Row on Tuesday, January 2, and advised it might be the coldest day of the year, but that to him it was the most important, as it was his birthday. Just how many candles were on his birthday cake we couldn't find out.

Ben Jordan, Universal's salesman, as well as Mrs. Jordan and the two little girls, have returned from a ten-day visit in Atlanta, which is their home town.

On Monday, January 8, Ed "Stinky" Gibbons goes to the Strand Enterprises, Inc., where he is to be booker for G. W. Haynes. Ed has been accessory sales manager for the past several years at 20th-Fox. Prior to this time, Haynes personally did his own booking, but with the several new houses he has acquired, he advises that it has now become necessary to take on a regular booker.

M. J. Pruniski, vice-pres., Malco Theatres at N. Little Rock, and J. A. Prichard, Universal's branch manager, are off on a ten-day vacation to sunnier climes, after having spent several days in New Orleans, which included the Sugar Bowl game. The latest report is that they are basking in the sunshine with Henry Glover, Republic's branch manager at Tampa . . . Jimmy Rogers, Columbia's branch manager, and Mrs. Rogers also drove down for the Sugar Bowl game in New Orleans.

J. D. Chaffin, Ray Corrigan's manager, spent several days in Memphis recently arranging for personal appearance of Ray in this territory. His first appearance is to be in Paris, Tenn., on January 9.

The Washita in Chickasha Is Destroyed by Flames

CHICKASHA, OKLA. — This city's largest theatre, the Washita, was destroyed last week by fire which threatened for a time to spread to the adjoining five-story First National Bank Bldg. Firemen fought the blaze for two hours in sub-freezing weather. The cause was not determined immediately.

The theatre, located in the heart of the business district, was operated by Consolidated Theatres, Inc., Griffith subsidiary. The building, owned by Bell McCown, Dallas, was not protected by insurance.

Total damage was estimated unofficially at $40,000 to $50,000.

New Munford Costs $15,000

MUNFORD, TENN. — The new Munford, which recently opened here, costs $15,000. The house seats 400 and is owned by H. N. Haddad and C. T. Willis.

Fire Destroys the Majestic

FORT MILLS, S. C.—Fire destroyed the Majestic last week. J. R. Patterson operated the house.

Buy Cooling Equipment NOW!

'OFF SEASON' buying means money saved on Quality Cooling Equipment. Our representatives will gladly survey your cooling requirements.

American Blower Fans and Washers
Hertner Ventilating Motors
Allis-Chalmers Pumps and Drives

NATIONAL THEATRE SUPPLY CO.

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

OKLA. CITY

W H. SUMROW, roadshow man of the K. Lee Williams organization, spent the holidays in Oklahoma City . . . K. Lee Williams Film Exchange was among the companies paying Christmas bonuses this year . . . E. L. Walker is on a flying trip through Arkansas booking his cowboy show, "The Circle S Ranch Musical Cowboys."

Bob Pfotenhauer is back at his desk at the State . . . Pauline Johnson, W. B. Shuttee's secretary, held open house in her new home New Year's Day for all Standard theatre managers and other friends.

Sick list: Margaret Muir and Gladys Hale of the Standard office staff . . . John Trotter, in the bookkeeping department of Standard Theatres here, is going out for some managerial experience. He has been named new assistant manager of the Plaza . . . Doy Davenport, house manager of the Warner, has turned in his resignation.

Everybody wondered what happened at Standard's switchboard last week for a certain half-hour when none of the girls were on hand to handle it due to illness. Krisch of the books and pencils had taken over.

Forrest Swigart, manager of the Plaza, has moved into his new home . . . Standard's assistant general manager, E. A. Patchen, had a "merry" Christmas with six of his wife's relatives moving in for the holidays. They came from Coffeyville, Kas., to share the Patchens' small apartment. We understand Pat slept in the dog basket.

Sollie Childs' French Follies have been booked for the Warner next week at a 55-cent top. First big vaude show to play O. C. in some time . . . Russell Black is the new announcer at KOCY, replacing Bill Butterfield, resigned.

Mrs. Hester Zears Dies in Oklahoma City Hospital

OKLAHOMA CITY—Death last week claimed Mrs. Hester Zears of Sandoval, Ill. She had been in a hospital here for three weeks.

Mrs. Zears had come to Oklahoma City to be with her son, Charles R. Zears, who for 15 years was assistant secretary of the Theatre Owners of Oklahoma and before that secretary of the local film board of trade. He died December 20 of a heart ailment after a three-year illness.

Build New Balcony at Ritz

VALDOSTA, GA.—A new balcony has been erected at the Ritz, owned by the Martin circuit. Joe Schmidt is house manager.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

Hoo-Hoo, a Williams Unit, To Open in Gurdon, Ark.

OKLAHOMA CITY—The 13th house in the K. Lee Williams circuit was set for opening this week at Gurdon, Ark., with Carrolton Allman as local manager. The theatre is named the Hoo-Hoo after a lumber fraternity that originated in Gurdon in 1892.

Berrymans' Bartlesville Interests to Griffith

BARTLESVILLE, OKLA.—Announcement is made of the sale of the Berryman Bros.' theatre interests here to Griffith Amusement Co. of Oklahoma City. The theatres included in the deal are the Odeon, Lyric, and Rex.

Land Opens at Mt. Gilead

MT. GILEAD, N. C.—A new theatre has been opened here by N. W. Land of Hamlet.

Florida Flashes

By C. O. JEFFERY

HOWARD SMITH, owner and manager of the Dixie in Brooksville, is recovering nicely from an appendix operation.

Collie Biggers, owner of the Winter Garden in Winter Garden, has installed a new theatre front along with some new booth equipment.

Frank Rogers of the Sparks organization is spending some time at the Miami office.

Nick Fortunas, owner of the Dixie in Apalachicola, who was recently painfully burned in a booth fire, is doing very nicely.

Frank and Della Taylor, from the LaBelle in LaBelle, spent the holidays with relatives and friends in the Orlando section.

Bill Alig is opening a theatre in New Port Richey.

Frank Young at Tampa is one of Florida's busiest, getting together a new roadshow of some 60 people.

Katherine and Pete King, owners of the Grand in Ft. Meyers, have appointed Mrs. King's brother as manager of their Naples.

Build Profits—Patronage with
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

AUSTIN

BOYD SINCLAIR has resigned as assistant manager of the Capitol to assume the duties of motion picture critic of the Austin *American-Statesman.*

New Year's Eve shows on the local Rialto: "That's Right, You're Wrong" at the Paramount; "My Man Godfrey" at the Capitol . . . The Lunts in "The Taming of the Shrew" on the Paramount stage failed to "pack 'em in" in the usual Lunt manner, but this was due mainly to the fact that the University of Texas and most of the state offices were closed for the Christmas holidays. Business at the Varsity and the Texas, opposite the U. of T. campus, was particularly hard hit during the holidays.

J. T. Wood, chief of service at the Queen, is all pepped up over the thought that his cousin, Virginia Dofflemeyer, will be in Austin this month as a dancer with the Dave Apollon stage unit which is booked for the Paramount.

Who went where during the Yule season: Mose Macow, manager of Queen, Houston; Bill Hellums, skipper of the Capitol, north Texas; Boyd Sinclair, Capitol, Sherman; Julius Kubala, Texas, Houston; Ewell Love, Capitol, Temple; Burton Denman, Capitol, Brownwood; Clyde Holland, Capitol, Beaumont; Tommie Woods, State, Temple; Conley Cox, State, Mexia; Jimmie Mallory and wife, State, to their east Texas home.

The State is sporting new lobby doors . . . "The Old Dark House," reissue, played the Queen . . . Seen at "The Shrew": Jesse Melinger, manager of the Texas; Gerald Raines, ditto of the State, and others.

Start in Vinita

VINITA, OKLA.—Work has begun on a new theatre here for Richard Fryer sr. and his son, Richard Fryer jr., who will be in charge when the house is completed.

Broadwell Building Theatre

CALHOUN FALLS, S. C.—A new theatre is under construction here by W. M. Broadwell. The building will cost approximately $10,000.

Theatre for Sale or Lease

Fully equipped; located in good-sized Oklahoma city; seating capacity, 315; upholstered cushioned seats; theatre in operation 18 years; solid two-story brick building, with five modern rooms above. If interested in a real buy, write B-1205, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BUFFALO COOLING EQUIPMENT
315 S. HARWOOD BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

Dixie Doin's

By "AL" HENDERSON

TOOK a peek at the new theatre recently opened at Munford, Tenn., by C. T. Willis and H. N. Haddad. This house has a seating capacity of 264 down and 87 in the balcony, new equipment and has Neon sign and Neon trimmed marquee, and is a smart looking house for such a small town.

Bill Ruffin, Ruffin Theatres with headquarters at Covington, Tenn., advises he has opened his new Benton Theatre at Benton, Ky., and also the Halls at Halls, Tenn. Bill was somewhat under the weather due to cold, flu or something on that order during our visit. Hope you are well soon, Bill.

C. C. Mundo, Little Rock, Ark., recently opened his new theatre called the Rex and it is a thoroughly modern house with new equipment and sound and a very modernistic marquee. Color was used extensively and blue of several tones predominated in the color scheme. Best wishes, Mundo, in the new venture.

Ernest Drake of the Paramount at Jackson, Tenn., is back on the job again after several weeks of illness and says he feels right spry again. He is ably assisted in the office by Mrs. Norris Avey, who is the sister of Clyde Smith, Malco manager at Hot Springs, Ark. Nice going, Ernest.

Maxwell Braswell, who has been assistant manager at Saenger's Paramount at Greenville, Miss., has been transferred to the Isis at Pensacola, Fla., as manager. Good luck, Maxwell.

Friend Goff, who has the Rustic at Parsons, Tenn., tells us he is extending his Ritz at Bruceton, Tenn., an additional 40 feet, which will give him seating space for 200 more patrons and making a total of 550 seats.

"Seed" Wortsmith with the Republic exchange at Little Rock, Ark., claims he gets gyped each year as his birthdate falls on Christmas. Seed says he should receive double gifts, but all he gets is Merry Christmas and Happy Birthday together. We extend our heartfelt sympathy, Seed.

Had a pleasant visit with P. E. Morris at Indianola, Miss., recently and got a good look at his new theatre there. It is aptly named the Honey and it is a "honey." It has 308 seats down and 141 in the balcony.

"Slim" Brewer, who operates the Savoy, a jig house at Clarksdale, Miss., reports business good. "Slim" is a former ballplayer and has acted as player-manager of teams in the south and is well known to the fans of the mid-south.

Missed seeing Carolyne Miller, BOXOFFICE correspondent at Memphis, last week as she was confined to her home with illness. We hope she is O. K. again on our next visit there.

Boxoffice receipts were off considerably during the New Year season in the Memphis territory due to private entertainment and a cold wave, accompanied by snow New Year's Eve over all the area.

Your correspondent intends to leave this ice and snow and hie himself to Florida in search of business and, incidentally, a little sunshine and orange juice (we understand the state is giving it away).

McCord in Campaign to Reduce Forest Fires

BIRMINGHAM—M. S. McCord, Little Rock, secretary-treasurer of the Malco chain, will appear for his maiden meeting as a member when the southwide committee to help reduce annual forest fire losses convenes here February 22. McCord recently was named committeeman from Tennessee.

Seckinger Shifted

MOUNT DORA, FLA.—J. V. Seckinger, manager of the Princess, has gone to St. Petersburg to manage one of the Sparks units. Pickens Talley of Lakeland has succeeded Seckinger.

Cherokee Revamps Princess

MARSHALL, N. C.—The Princess, recently leased by the Cherokee Amusement Co. of Erwin, Tenn., has undergone several improvements. Aldon Phillips, formerly of the Cherokee at LaFollette, Tenn., is the house manager.

New Latta Theatre Opened

LATTA, S. C.—A new house has opened here. It is called the Latta and is operated by R. E. Atkinson and J. W. McMillan.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.



FOUL ODORS Are Unnecessary
The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.
The Kozono Co.
123-B Trade St., Charlotte, N. C.

FOR RENT
All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable.
VISUGRAPHIC FILM CORP.
P. O. Box 385 Atlanta, Ga.

ATLANTA

THE employes of the Atlanta branch of Republic Pictures held their yearly Christmas party Saturday, December 23, at which time everyone exchanged gifts and the members went home loaded. The surprise of the event was the distribution of bonus checks from Arthur C. Bromberg personally.

James M. Harris has joined the staff of Theatrical Printing Co. as shipping clerk.

The front office girls of Republic Pictures are now in the lead of the motion pictures division bowling league of Atlanta. The girls are determined to hold this lead for the remainder of the season by some hard classy strikes and spares.

Sam M. Moscow, southern division manager of Columbia Pictures Corp., has just been made a lieutenant colonel on the staff of Governor Rivers. The appointment was made while he was confined in the Riverbank Hospital, Boston.

Filmrow visitors: Harry Spann, Monogram Pictures, New Orleans; Page Baker, branch manager, RKO, New Orleans; Benny Jordan, salesman out of Memphis for Universal; T. E. Watson, Strand, Montevallo, Ala.; F. C. Bowers, Warrior, Warrior, Ala.; Aubrey Gay and L. J. Duncan, West Point, Ga.

Booker Vaughn, RKO, entered the ranks of matrimony Christmas Eve.

O. C. Lam and family, Riley P. Davis and son made a trip to Dunnellon, Fla., on one of their annual fishing trips. On December 29, Sid Reams received a wire (collect), advising that a nice mess of fish had been shipped (this no doubt collect, too). At the time of this writing there still was no fish. We wonder what the alibi will be?

"Snake" Richardson, branch manager of Universal, New Orleans, in town for a few days, looking very happy and receiving congratulations for having won a $1,000 *sales prize.*

Mr. and Mrs. H. J. Woodward, Strand, Winder, Ga., celebrated their 15th wedding anniversary December 24. Congratulations!

Friends of Mrs. P. M. Wise, Winder, Ga., will be pleased to know that she has recovered from her recent operation.

Mr. and Mrs. Hap Barnes (he's Alabama salesman for United Artists) received relatives in Ohio during the holidays.

Jack Barrett of Accessory Consolidated, R. H. Robinson of the Poster Exchange and Earl Humphries of Theatrical Printing Co., made a trip to Lake Burton in the north Georgia mountains over the weekend to go fishing. They report no luck as the water was down about a quarter of a mile.

New Screen for Sea Breeze

BEAUFORT, N. C.—A new Da-Lite seamless screen has been installed at the Sea Breeze here.

Amusement Ad Rates Hiked in Atlanta

ATLANTA—Theatres and other amusement places here were handed New Year's greetings from the papers in the form of a hike in amusement rates. The *Journal,* which now has the evening field exclusively since the foldup of the *Georgian-American,* jumped its rate from $2.80 per inch to $3.01 daily and $3.15 per inch on Sunday. The *Constitution,* morning paper, advanced from $2.80 to $2.94.

It is expected theatremen will protest the increases as already it has been noted that there has been a cutting down in space on the part of some of the theatres.

Amusement space rates in Atlanta papers have always been higher than those charged merchants and, in addition, theatres have never been given the privilege of buying space on a contract basis which has been extended to all other advertisers with a subsequent reduction in rates based on number of inches contracted for.

As is usual in most cities where the press charges high rates for amusement ads, the local papers claim justification for their rates because of other free publicity given to theatres.

The *Journal* usually has a film section the middle of the week and on Sundays while the *Constitution* features motion picture news on Sundays only. Radio is given considerable space in both dailies every day, but there is a noticeable lack of radio advertising accompanying the free space.

Maybe It Was The Picture

Paducah, Ky.—A jury, trying a damage suit in which a patron claimed permanent injury as the result of a fall in a local theatre, decided to look over the scene of the accident. They entered the theatre in a body—and remained for the full show as guests of the management. But they awarded the patron $5,000 damages anyway.

More Stage Shows Due In Atlanta Houses

ATLANTA—More emphasis on stage attractions at the Capitol and Paramount in the future is indicated in the announcement by E. E. Whitaker, general manager of Lucas & Jenkins Theatres, that flesh will be booked into the former house each week this winter that de luxe units can be secured.

Ozzie Nelson has just finished a Paramount date, and Phil Spitalny has been booked to open January 19. The Marcus unit is another headliner penciled in for the house.

The Capitol plan departs from its five-year policy of smaller stage units by presenting casts of 35 to 50 people.

Watch Tigers Bow

ATLANTA—Among local trade figures who watched the Tech Engineers wrap up the Missouri Tigers at Miami were R. B. and Mrs. Wilby and O. C. and Mrs. Lam.

New Rex Completed

LITTLE ROCK, ARK.—The new Rex has been completed after having been under construction for the past six weeks. The house is equipped with RCA sound. The color scheme of the lobby contains three tones of aqua blue with chromium molding. C. C. Mundo, manager of the house, designed the building.

Manager at 20

PINE, ARK.—E. K. Holder, age 20, who has been projectionist at the Pine, here for the past two years, has been promoted to manager by the K. Lee Williams circuit, owners of the house. Holder is probably the youngest theatre manager in the state.

L&J Announces Plans

COLUMBUS, GA.—Lucas and Jenkins circuit has made known its plans for the construction of the new Grand here. Seating capacity will be increased from 800 to 2,000 and cost around $150,000 for improvements.

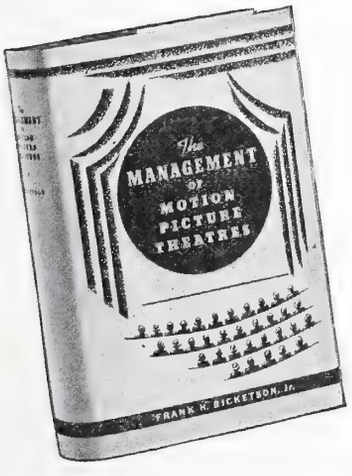
Davises Open the Mimosa

MORGANTON, N. C.—The Mimosa here has been opened by C. V. and F. W. Davis. They also operate the Alva here.

Improvements at Madison

MADISON, GA.—Mrs. Tom Holland announces new carpets and redecorations for the theatre here.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

"

FROM A LETTER FROM
WESLEY J. LUDWIG
Princeton Theatre, Princeton, Wis.

"I had been wanting to write you about THE BOOKING CHART and express my heartfelt thanks for this fine feature and booking aid but owing to pressing business I was unable to find time to do so. However, I am taking time out now to write you."

"The reason THE BOOKING CHART is of importance to me and I believe to all small theatres is the fact that the exchanges will not supply the smaller theatres with release charts in time to book many of the pictures as early as we want to or would like to. With this chart I step up to the bookers and ask for such and such a picture released at such and such a time and they usually give me a date."

"With this chart we are able to do our booking better and after all that is an important service to any theatre."

"I also wish to take the liberty at this time to thank you for the many fine suggestions I have received in perusing the contents of your journal."

THE *Booking Chart*
A GUIDE TO CURRENT RELEASES
Published regularly in
The Pulse of the Motion Picture Industry
BOXOFFICE

Amusement Tax Plan Displeases Labor

TORONTO—The Dominion Trades and Labour Congress, representing all branches of organized labor in Canada, has adopted a resolution of protest against the application of any new amusement tax in Ontario, the motion being sponsored by the Motion Picture Operators' Local No. 173 of Toronto. The resolution reads:

"Whereas the present crisis has a nerve-racking effect upon the population of this country, especially the wives and dependents of the men who have enlisted in His Majesty's Forces, and

"Whereas, it is a known fact that the best and cheapest form of entertainment and relaxation is the motion picture, and

"Whereas, to impose further taxation on the motion picture industry during the crisis would mean increased admission prices and additional costs to soldiers' dependents for this popular form of entertainment,

"Therefore, be it resolved that this convention go on record and express to the federal and provincial governments the inadvisability of increasing the taxation of the Motion Picture Industry during the present crisis."

This resolution, which embodies the attitude of the laboring classes, has been presented to the Ontario Government as an expression of opposition to the proposed new amusement tax which would replace the levy dropped in its entirety more than two years ago.

English Theatre Workers Get Wage Increases

LONDON—An agreement negotiated by the National Ass'n of Theatrical and Cine Employes and the Cinematograph Exhibitors' Ass'n increases wages of projectionists and male employes five to 15 shillings a week. Wages for females are increased three shillings and sixpence to seven shillings and sixpence. Working hours and conditions also have been improved.

It is estimated that 10,000 workers in 600 theatres will benefit from the new scale, which became effective New Year's Day.

Jack Munro a Holiday Visitor in Ottawa

TORONTO—A visitor in Canada for the winter holidays was Jack Munro, author, playwright and theatreman of New York City, spending some days at the home of his father, Col. J. R. Munro, at Ottawa.

Jack Munro directed the efforts of James Stewart in the days of his career before he became a big name in Hollywood. Munro's first play was "The Best Dressed Woman in the World" and his latest is "Godey's Lady," the writing of which he completed just prior to his trip to Canada. He also has an interest in the summer theatre at Marblehead, Mass.

Gets "Moon Over Burma"

HOLLYWOOD—Paramount has assigned Frank Wead to script "Moon Over Burma."

Ontario Move for Amusement Tax Rallies Opponents

Turkeys a Giveaway 25 Years Ago

Toronto—The record of the first giveaway by a theatre in Canada has been discovered.

It is the announcement, 25 years ago, of the Francais, an independent neighborhood house in Ottawa, that 50 turkeys and ducks would be given away to patrons.

The Francais Theatre still is in business at the same address.

No Easing of Child Ban for Quebec

MONTREAL—Quebec Province's legislation, prohibiting children under 16 years of age from attending theatres or cinemas in this province, will continue to be enforced by the authorities, it is reiterated by Hon. Wilfrid Girouard, attorney-general.

His statement follows the recent action of a Quebec City judge who publicly expressed the opinion that a certain latitude should be exercised in the interpretation of this Quebec law so that children should be allowed to see certain educational pictures and other films manufactured, particularly for child consumption.

Dominion Will Participate In N. Y. World's Fair

TORONTO—The Canadian government has officially accepted the invitation to continue its participation in the New York World's Fair, scheduled to reopen next May, according to an announcement by Hon. W. D. Euler, minister of trade and commerce.

The most important innovation for the 1940 display will be a film theatre in which will be presented typical Canadian programs to be produced by the national film board of Canada. These films and the pictures dealing with Canada's part in the war are on the schedule of the new board under the direction of John Grierson.

Six Canadian war films are being developed with all possible speed for early release in the Dominion and in friendly countries and a number of these prints, in abbreviated form, are to be distributed among Canadian schools for the information of juveniles as to what the war effort really means.

More Premiums

OTTAWA—J. Robertson, manager of the Mayfair, has increased his gift nights. A new type of dinnerware on Thursdays augments the premiums heretofore given on the first three days of the week.

TORONTO—Definite word of the intention of the Ontario government to restore the Amusement tax at the session of the legislature to open in Toronto on January 10 has aroused considerable action on the part of affected interests. Representatives of leading sport organization, war veteran associations, organized labor and exhibitors immediately launched a campaign of protest with the holding of a meeting in the King Edward Hotel, Toronto, January 3, and objections are being raised from this source on the ground that the ticket tax is a blow for wage-earners and those of modest means. Even Premier Mitchell Hepburn has agreed with this contention because, on the occasion of the repeal of the Amusement Tax in 1937 he told the legislature that "more than 80 per cent of the amusement tax is collected from admissions of 25 cents and under." He also referred to the levy as a "nuisance tax" on that occasion, declaring that "nuisance taxes are bad taxes."

From a reliable source it has been learned that the new Ontario tax will apply to all admission prices and that there will be no exemptions in the low brackets for the benefit of wage-earners and juveniles. Patrons at performances for patriotic or charity purposes will also be required to pay the extra levy.

The argument has been advanced that Ontario no longer has an unemployment problem because of enlistments for war service and the absorption of labor by war industries. The last amusement tax in the province was collected for relief purposes but it was abolished June 1, 1937. It has also been pointed out that the government has dropped its public works, such as highway construction, hence there is no increased need for revenue. Prosperous conditions are becoming evident and this means that greater returns will be secured from the income tax.

Sport organizations and the Canadian Legion have planned to carry on with their activities to maintain the morale of the people in war and the addition of the amusement tax may cause a curtailment of recreational features. A heated and lengthy battle over the new levy appears to be in the making with objections being heaped upon the government from many sides. Official announcement regarding the government's plans is expected January 10 in connection with the opening of the Provincial House.

Sam Freedman Wed

TORONTO—Sam Freedman, Circle Theatre, and Miss Marian Siegel of Hamilton were married at the residence of the groom's father, H. Freedman. The young couple went to New York for their honeymoon. The elder Freedman is an executive of 20th Century Theatres, an independent Ontario group.

New Pact to Carradine

HOLLYWOOD—John Carradine has been given a new acting pact by 20th-Fox.

MONTREAL

NEW YEAR'S festivities varied the routine in Filmrow offices. At various times during the festive season celebrations were held in the offices of Columbia, Warner-Vitagraph and other distributors. To the Columbia party the staff of United Amusement Corp. was invited and turned up in full force.

Harry Paynter, province of Quebec manager of Empire-Universal, spent the holidays in Toronto, his old home town. Before leaving, he presided at a staff dinner—a very gay occasion.

Ambrose Nolan, of the Pix, Aylmer, happened in on Filmrow in time to find it in festive mood and join in the well-wishing . . . Regal had a visit from Mr. Lightstone, of Toronto, the new general sales manager.

Paramount's team fell from its proud position in the Filmrow Bowling League when beaten two out of three games by Consolidated Theatres.

David Niven, who has had many admirers in Montreal since his stellar performance as "Scotty" in "Dawn Patrol," has reached England and is hopeful of being accepted as an officer in the Air Force. Son of Gen. William Graham Niven, he served as a lieutenant in the Highland Light Infantry.

"Gone With the Wind," it is reported, will not be shown in the United Kingdom or other warring countries in Europe until after peace has returned. David Selznick is reported to have said: "It costs too much to gamble with under current contions." Canadians are hoping the ban will not apply to Canada, which also is at war.

The Mount Royal screened one of the most successful Jewish films, "A Brivele der Mamen," starring Lucy and Misha Gehrman. English titles were provided. Another noted Jewish film, "Mirele Efros," shown at the College Playhouse, starred Berta Gersten and Michael Rosenberg.

The Dominion Theatre, one of the Confederation Amusement units, entertained several hundred soldiers of the Maisonneuve regiment at a special late show, comprising screen short subjects and 21 acts of vaudeville. Captain W. Lavigne expressed the thanks of the regiment to Manager Vezina of the theatre, and Frank Makarios, organizer of the state entertainment.

William H. Pine, Hollywood producer, who has been conferring with Commissioner Wood of the Mounties, says shooting of the new film, "The Northwest Mounted Police," will start in February.

The film community deeply regrets the death, result of an auto accident, of George J. Mercier, 35, of the film censor board of Quebec.

Verdun children of families of unemployed, were guests of the mayor and city council, civic employes and the theatre management, at a showing of "The Wizard of Oz" at the Fifth Avenue.

"The Hudson's Bay Company," a Canadian film which has been repeatedly announced "on" and "off" during the past three years, is now, according to word received from Darryl Zanuck, off the shelf again.

A canvas of distributors and exhibitors reveals the prevalence of a veritable fever of optimism regarding film prospects for 1940. In every respect, they believe, it will be "A Happy and Prosperous New Year."

And the Neighbors Get Acquainted

Tilbury, Ont. — A better relationship among neighbors might result from Harland Rankin's stunt to publicize "Know Thy Neighbor" at the Plaza here. Rankin circulated numbered coupons, some of which were in duplicate, widely. The two persons in each case holding the same numbers were invited as guests.

CPRS Fees for 1940 Remain Unchanged

TORONTO — The schedule of fees to be imposed by the Canadian Performing Right Society, Ltd., for 1940 remains unchanged from that of the past year and theatre proprietors are being billed for the tax which is based on seating capacity. The society had applied to the copyright appeal board of the federal department of the secretary of state for various increases in the royalty charges as provided under the copyright act, particularly with respect to radio broadcasting, but it is announced that the fees to be collected by the society will be unchanged for another year.

The annual charges for theatres are as follows, with a minimum of $10 being fixed:

Theatres 1,600 seats and over, 15 cents per seat per annum; 801 to 1,599 seats, 12 cents per seat; 800 seats and under, 10 cents per seat, and 800 seats and under operating three days per week or less, 5 cents per seat.

On payment of the required fee, a theatre is granted a license for the calendar year by the society for the performance of musical works in any form for which the CPRS claims control.

Coincidentally, the Society has announced, through Hector Charlesworth of Toronto, film critic and music authority, the holding of its third annual musical contest for Canadian composers under 22 years of age. During the past two years 75 Canadians have submitted original compositions and 10 awards have been made, the first prize each year being a $750 scholarship at the Toronto Conservatory of Music. Entries from Ontario and British Columbia have won three prizes each while each of the following Provinces have had one successful candidate: Quebec, Manitoba, New Brunswick and Prince Edward Island.

TORONTO

ONE who is actively preparing for the 1940 session of the Ontario legislature on his own account is W. A. Summerville, the sitting member for the Riding of Riverdale, Toronto, in which he is the owner of two theatres. He is the only exhibitor in the Provincial House.

"Gulliver's Travels," special holiday attraction at the Uptown Theatre, is the only holdover of the week in Toronto, Manager Fred Trebilcock keeping it on the screen for another six days. There was a lineup in front of the theatre each morning between Christmas and New Year's.

Bob Eves, manager of the Eglinton, ace suburban house of the Famous Players' circuit in Toronto, had the distinction of playing a North American premiere for his New Year's Eve midnight show, the picture being "A Girl Must Live." Prices for this advance showing were 50 cents and 65 cents, the regular evening admission being 35 cents.

Mrs. Frank Fisher, wife of the Toronto branch manager of Empire-Universal Films, Ltd., was singled out by the daily press as one of the outstanding sport champions of the year in Canada, getting special mention because of her string of championship victories in tennis throughout the 1939 season.

Moffatt Perry, electric engineer in charge of theatre illumination for Famous Players, was accorded special greetings at New Year's when he was wished "A *Brighter* New Year" to which District Manager Jack Arthur added *"Watt* for?"

Another seasonal party was enjoyed by employes of Famous Players head office when the accounting staff entertained William Kerr, chief of the department.

Harry Dahn, Toronto theatre executive, spent several days in Montreal during the holiday season to visit his son, Gordon Dahn, manager of the New York Theatre, new ace house of the United Amusement chain.

Kenneth J. McAdam, well-known Canadian football and hockey star, is being mentioned as a prospect for the screen via Hollywood. McAdam, who was signed up one year ago by the Toronto club of the National Hockey League, appeared recently on Major Bowes Amateur Hour in New York City as a vocalist when the Major intimated that the young stalwart would shortly be in pictures. He graduated last May from McMaster University.

Gutta Percha & Rubber, Ltd., one of the leading tire companies in Canada, has brought out a nifty tieup for "Another Thin Man" in a series of advertisements featuring the dog trademark "Perky" and the canine of the "Thin Man" family, "Asta." The two dogs carry on a conversation which includes a plug for the picture.

Manager Leon Bishop had two very busy mornings at the Tivoli in downtown Toronto when he put on an extra show for the mob of newspaper carriers of the Toronto Daily Star *with appropriate trimmings.*

Wilson's Spelling Bee an Increasing Attraction

EDMONTON—Many times before a pioneer in special theatre features, Manager Walter Wilson of the Capitol has been holding a stage and radio "spelling bee" for the past three months. It is proving an increasing attraction to patrons.

Held on the stage of the theatre, the spelling bee is at the same time broadcast over a local station. Choice of different priced words are offered to contestants who may choose a 25-cent, 50-cent, one-dollar or two-dollar word. They are priced according to their difficulty and if successful in spelling the word the contestant is awarded cash to the value of the word.

Words are submitted by contributors through the mail and if the contestant fails to spell correctly the word be selects, the money is awarded to the contributor.

In addition to single words, combinations of three words of identical pronunciation but different spelling are offered contestants.

Manager Wilson says interest has increased to such an extent that between 300 and 400 letters are received weekly at the theatre.

Euler Announces Start on "Canada at War" Film

MONTREAL—The production of "Canada at War," a film covering the principal aspects of national mobilization for war has been started, Hon. W. D. Euler, chairman of the national film board, announced.

The film will be ready in February unless something unforeseen develops to disrupt present plans. It will cover the entire range of Canadian war activity, stressing at the outset the economic resources of the Dominion and "the readiness of the Canadian people to work for victory."

Producers are using certain Canadian technical facilities and Canadian experts will be associated with the production of the film.

The King Accepts Picture Gift From Veterans

MONTREAL—His Majesty, King George, has, through Lord Tweedmuir, Governor General of Canada, notified Colonel R. S. McLaughlin, of Oshawa, that he has accepted the short film, "The Democratic Way," produced by Associated Screen News, as a gift from Canadian War Veterans through Col. McLaughlin, who played an important part in its initiation.

A copy of the film was forwarded recently by Col. McLaughlin to His Majesty, whose chief hobby is amateur film photography.

Cites Film Money

LONDON—British studios have $10,000,000 with which to make 45 films under new Board of Trade regulations, according to Seton Margrave, film critic. He regards this as "the chance of a lifetime" for the producers.

Ontario Censorship Is Quickly Channelized

TORONTO—The film censorship situation in Ontario has become normal in a wartime sense, according to O. J. Silverthorne, chairman of the provincial board of moving picture censors. A permanent barrier has been placed against all foreign films, with the exception of pictures of French origin against which there is no prohibition on national grounds. Films from neutral countries of Europe are barred because of the possibility of insidious propaganda while those from Germany and Russia are on the blacklist for war reasons.

War newsreels from all sources are carefully examined and horror scenes are eliminated to a considerable degree as undesirable from the viewpoint of entertainment and constructive information. "They are still war films when we get through with them, however," Silverthorne remarked.

With a ban on foreign releases, the Ontario board does not appear to have any unusual censorship difficulty in wartime with films from the United States, Great Britain and France.

With the opening of the second wartime session of the Ontario legislature scheduled for January 10, there has been a general moving around of offices of the Amusements Branch of the treasury department in anticipation of legislative developments. R. C. Buckley has been reappointed director of the amusements revenue branch to deal with the proposed amusement tax after having held another government post for the last two and a half years, and he has taken over his previous offices. Chairman Silverthorne of the censor board has also occupied new quarters in the Parliament buildings in proximity to the private theatre, film vaults and re-wind room. W. D. McPhee continues as chief inspector of theatres. There has been some re-allocation of clerks and stenographers in the reorganization.

Now "Men Without Souls"

HOLLYWOOD—Columbia's "Man Without a Face" has been retitled "Men Without Souls."

VANCOUVER

DAVE SUTAR of the Empire-Universal staff received a belated Christmas gift in the shape of an 8-pound daughter, born on the 27th.

Babe Coval, and his Warner Brothers staff, are getting into their stride on the annual Sears Drive.

While Quagliotti-Romano is convalescing, his daughter is doing a good job in guiding the fortunes of the Colonial; a very satisfactory post-Christmas week marked in the boxoffice.

Bill Brown says the Lux got off to a good start with gratifying audiences for its first week.

Chooses "Chips" as Best From Dominion Angle

TORONTO—A year-end choice of the best pictures of 1939 from the Canadian viewpoint by James R. Nairn, advertising director of Famous Players Canadian Corp., gives first place to "Goodbye, Mr. Chips" which had phenomenal runs in many cities and towns with subsequent runs also of a high order at the boxoffice and in general popularity. The feature established a record for the year with an engagement of seven weeks at Loew's, Montreal, during the hot weather. It also occupied the screen at the Capitol, Vancouver, for five weeks and the first run in Toronto went three weeks. Holdovers of one week were common in other cities.

Nairn selected Robert Donat as the outstanding actor of the year, largely for his characterization in "Goodbye, Mr. Chips." Bette Davis was selected the top actress for her work in "Dark Victory" and "The Old Maid." Nairn predicted Miss Davis would win the Academy Award again.

In his announcement Nairn named five other pictures that rated honorable mention, these being "The Old Maid," "A Man to Remember," "Young Mr. Lincoln," "Love Affair" and "Dark Victory" in that order.

Mrs. Brennan's Claim on Small Estate Is Upheld

MONTREAL—Mrs. Mary Kormann Brennan is entitled to receive $2,000 a year from the estate of Mrs. Ambrose Small, widow of the theatre owner who vanished 20 years ago, Mr. Justice Bakins ruled at Osgoode Hall. Mrs. Brennan, who under the will of Mrs. Small, her sister, was bequeathed an annuity of $5,000, put in the additional claim to $2,000 a year for life because of an agreement between her and Mrs. Small who, she said, offered to give her that amount if she stayed at her Glen road, Toronto, home and took care of her.

The argument turned on the question as to whether the agreement was a nullity by reason of its not being capable of performance within a year from death. His Lordship finds that it was capable of being performed within the statutory year and states that the claim is not barred by the statute of frauds.

"Suggestion Contest" by Famous Players Circuit

TORONTO — Famous Players Canadian Corp. has organized a "Suggestion Contest" for the whole circuit in which all employes of theatres, with the exception of managers, are invited to submit replies to the question, "How I think our theatre could sell more tickets." The entries, which will be accepted up to January 15, need not be submitted to the theatre manager. A prize of $10 is offered for each district group and a special $25 award has been hung up for the best of all entries.

Any employe of a chain unit, assistant manager, doorman, cashier, projectionists, ushers, janitor, scrubwomen and furnace man, is eligible for this contest which was originated by Vice-President J. J. Fitzgibbons.

Says Studios Up Budgets For Location Activity

MONTREAL—Hollywood studios are increasing their budgets for location work, in an effort to provide more realistic natural backgrounds for their pictures, Clarence E. Potter, secretary of Hollywood Rotary Club, who is general passenger agent for the Union Pacific railroad and one of Cecil B. DeMille's many "fact-finders," said in an interview here.

Potter is combining a vacation and business trip and is looking over sites in eastern and Central Canada for background "shots" for a picture of the Royal Canadian Mounted Police to be made shortly by DeMille, he said.

The loss of certain foreign markets to the industry, as a result of the war, will provide better "B" pictures for domestic distribution, Potter said, as the production of "A" pictures is being curtailed.

People in California are becoming more and more interested in Canada, he said, and the pictures of the Dionne quintuplets have done a great deal to further this interest.

Potter attended the Montreal Rotary Club party for underprivileged children here. His home club in Hollywood takes a keen interest in child welfare work, he said, and in connection with the premiere of a recent picture in Hollywood invited children from various orphanages to attend the picture opening.

Clarence M. Robson Back At Desk After Illness

TORONTO—The holiday season was marked by the return to his office of Clarence M. Robson, eastern division manager of Famous Players Canadian Corp., following a period of illness which started immediately after the national conference of the company's managers at Niagara Falls during the last week in July. A month ago Robson also suffered the shock of the death of a brother, Frank, who had been manager of the Orpheum at Fort William for many years. The F-P executive was accorded an enthusiastic welcome by his associates.

Walker Reopening Hinted

WINNIPEG—It is reported outside interests will open the Walker, long-time closed legitimate house.

Towels for Soldiers From Matinee

Toronto—Towels were featured at a matinee at the new Pylon, but not for crying purposes as per the traditional custom. Because soldiers of the Royal Canadian Engineers in training in Toronto had been handicapped, Ray Lewis of this theatre announced a bath towel matinee at which the price of admission was a towel, the event being held under the auspices of the local Jewish branch of the Canadian Legion.

Plan Bookings for Leap Year Day

Toronto—Theatre managers and film exchange bookers are already working on special bookings for the big day of Leap Year, February 29, which falls in 1940. The date is a Thursday and pictures with a romantic theme are being dated in.

WINNIPEG

DON GAULD has found the pickup for the last night of the weekly bill in the form of the military sing songs which he recently introduced. Gauld finds that Thursday take has increased and that last week his Thursday boxoffice was larger than the Wednesday night.

The Manager, *house organ of Famous Players in Canada, has opened a contest in which theatre staffs are invited to submit suggestions for the betterment of theatre service. District prizes are to be awarded as well as grand prizes. The contest is not open to managers.*

Of interest to local showmen is the news that Deanna Durbin, Winnipeg born star, has been chosen as the international boxoffice favorite.

An unusual and highly distinctive form of advertising was utilized by Helmer Jernberg at the Rio in connection with the showing of "France Is Ready." This took the form of a facsimile of a letter from the French consul in Winnipeg. It was an enthusiastic testimonial.

At the Capitol, Harold Bishop exploited "Ninotchka" and a Pete Smith short, "Ski Birds," with two stunts. "Ninotchka" was publicized via a radio contest over Station CJRC, playing up the Garbo angle. For the short subject Bishop circularized the ski clubs of the city.

Architects Prepare Plans For F-P Remodeling Job

HAMILTON, ONT.—Plans for the remodeling of the F-P Capitol here are being prepared by Kaplan & Sprachman of Toronto. They include a new front, boxoffice and interior decorations.

The contract for painting and decorating has been awarded to Emanuel Briffa of Montreal.

Jean Parker Femme Lead In "Son of the Navy"

HOLLYWOOD — Monogram has ticketed Jean Parker for the feminine lead in "Son of the Navy," rolling early this month from a story by Grover Jones and True Boardman.

The story was first produced over the air on the Lux radio program.

Kingsley Play to Metro

HOLLYWOOD — "The World We Make," current Broadway play written by Sidney Kingsley, has been purchased by Metro.

Canadian Documentary Films Go Over in N. Y.

TORONTO—Canadian documentary films have registered successes at special exhibitions in New York City. One of these is "The Case of Charlie Gordon," dealing with youth training activities of the Canadian department of labor, which was produced by Frank C. Badgley, director of the Canadian government motion picture bureau. This picture is the only Canadian production to be included in a group of 30 actual films collected by the Association of Documentary Film Producers representing the United States, Great Britain, France, Spain, Mexico and other countries. The Canadian subject, which qualified under the heading of "National Problems," was directed by Stuart Legg, formerly of England.

In the annual contest sponsored by the Amateur Cinema League, New York, for the Hiram Percy Maxim Memorial Award and a $100 cash prize, the winners were Mr. and Mrs. F. M. Crawley of the National Film Society, Ottawa, Ont. Among the first ten best amateur films was the entry of T. J. Courtney, manager of the Casino, Halifax, whose picture was a color film of the Royal Visit to that city. This picture was screened at the annual convention of Famous Players Canadian Corp. at Niagara Falls last summer. Earl L. Clark of St. Catharines, Ont., and L. P. Thatcher of Toronto were also among the first ten.

Royal Ontario Museum Is Equipped for Pictures

TORONTO—The Royal Ontario Museum here has been equipped for the presentation of motion pictures with the assistance of private donors for the purpose of demonstrating the value of films for visual education. The gifts include a projection machine, sound system, a color film and a cash donation of $2,500. The film was presented by Hon. G. Howard Ferguson, former premier of Ontario.

Attend Hanson Meet

LONDON, ONT.—Southwestern Ontario theatre managers who attended the Hanson Theatres annual convention at the Royal York Hotel, Toronto, included Tom McKnight of the Patricia, London; W. C. Tyres, of the Granada, St. Thomas, and Mr. Neun, of the Granada, Chatham.

Use Stamps for Pennies

Toronto—The shortage of one-cent pieces became so acute here during the holiday rush that it became necessary to resort to the use of postage stamps as legal tender if they were acceptable as change. The situation was said to be the most acute on record because of war conditions—and the theatres are facing the prospect of a restored amusement tax by the Ontario government which will bring an array of odd-amount admission prices.

"HARDY" AND "WIND" HOLIDAY WEEK LEADERS

AVERAGE IS 100%

Top Hits of the Week

JUDGE HARDY AND SON—Oklahoma City 220

GONE WITH THE WIND—Cincinnati, Denver, New York City.....200

GULLIVER'S TRAVELS—Denver.....200

GULLIVER'S TRAVELS—Oklahoma City 185

GULLIVER'S TRAVELS (dual)—New Haven 175

GULLIVER'S TRAVELS—Chicago, Los Angeles, New York City.....150

HUNCHBACK OF NOTRE DAME—Omaha 150

JUDGE HARDY AND SON (dual)—Indianapolis, Kansas City and Omaha 150

LIGHT THAT FAILED—New York City 150

AMAZING MR. WILLIAMS—Oklahoma City 140

FOUR WIVES (dual)—Portland, Ore. 140

GULLIVER'S TRAVELS—Kansas City 140

NINOTCHKA—Philadelphia 140

EVERYTHING HAPPENS AT NIGHT (dual)—Los Angeles 140

EXTENDED RUNS

Mr. Smith, 7th wk., Chicago.

Another Thin Man, 3rd wk., Portland, Ore.

Hitler—Beast of Berlin (Goose Step), 3rd wk., Detroit.

BOSTON

Fenway—**Remember?** (M-G-M); **Nick Carter, Master Detective** (M-G-M) 70
Memorial—**Destry Rides Again** (Univ); **Laugh It Off** (Univ), 2nd wk. 50
Metropolitan—**Gulliver's Travels** (Para); **Our Neighbors, the Carters** (Para) 85
Orpheum—**Gone With the Wind** (M-G-M), (3 shows daily at $1.50 top) .....Capacity
Paramount—Same as Fenway 75
State—Same as Orpheum .....Capacity

CHARLOTTE

Broadway—**Joe and Ethel Turp Call on the President** (M-G-M), 1st half 90
Broadway—**The Return of Dr. X** (WB), 2nd half 100
Carolina—**Judge Hardy and Son** (M-G-M).....110
Imperial—**Four Wives** (FN) 105
State—**South of the Border** (Rep), 1st half...110
State—**The Big Guy** (Univ), 2nd half..... 90

CHICAGO

Apollo—**Mr. Smith Goes to Washington** (Col), 7th wk. 100
Chicago—**Four Wives** (FN), plus stage show..120
Garrick—**Barricade** (20th-Fox) 100
Oriental—**20,000 Men a Year** (20th-Fox), plus stage show 115
Palace—**Hunchback of Notre Dame** (RKO), held 2nd wk. 125
Roosevelt—**Gulliver's Travels** (Para), held 2nd wk. 150
State-Lake—**Thunder Afloat** (M-G-M), continued loop run; plus stage show 115
United Artists—**Another Thin Man** (M-G-M), held 2nd wk. 125

CINCINNATI

Albee—**Judge Hardy and Son** (M-G-M), held...130
Capitol—**Gone With the Wind** (M-G-M); held indefinitely 200
Keith's—**Return of Dr. X** (FN).....100
Lyric—**South of the Border** (Rep).....120
Palace—**Destry Rides Again** (Univ), held.....120
Shubert—**We Are Not Alone** (FN), 2nd wk.....100

CLEVELAND

Allen—**Allegheny Uprising** (RKO) 100
Hippodrome—**Four Wives** (FN) 110
Lake—**20,000 Men a Year** (20th-Fox); **Private Detective** (FN) 90
Palace—**The Amazing Mr. Williams** (Col). Stage: Ted Lewis and his show 105
State—**Gulliver's Travels** (Para) 105
Stillman—**The Cat and the Canary** (Para).....100

DALLAS

Capitol—**The Private Detective** (FN), 1st part.. 90
Capitol—**Man From Montreal** (Univ), 2nd part.. 80
Capitol—**The Big Guy** (Univ), 3rd part..... 85
Majestic—**Another Thin Man** (M-G-M).....130
Palace—**The Great Victor Herbert** (Para).....110
Rialto—**Night of Nights** (Para), 1st half..... 90
Rialto—**South of the Border** (Rep), 2nd half..115
Tower—**Remember?** (M-G-M), 2nd wk.....100

DENVER

Aladdin—**Housekeeper's Daughter** (UA), after a wk. at the Denver 75
Broadway—**Another Thin Man** (M-G-M); **Secret of Dr. Kildare** (M-G-M), after 2 wks. at the Orpheum 80
Denham—**Gulliver's Travels** (Para) 200
Denver—**Everything Happens at Night** (20th-Fox) 80
Orpheum—**Judge Hardy and Son** (M-G-M); **Mexican Spitfire** (RKO) 120
Paramount—**Mutiny in the Big House** (Mono); **Blondie Brings Up Baby** (Col)..... 80
Rialto—**Private Lives of Elizabeth and Essex** (WB), after a wk. at each the Denver and Aladdin; **Smashing the Money Ring** (FN).... 85

DETROIT

Adams—**The Tower of London** (Univ); **The Amazing Mr. Williams** (Col), after 1 wk. at the Fox for both 95
Cinema—**Rasputin** (SR) 90
Fox—**Everything Happens at Night** (20th-Fox); **Charlie McCarthy, Detective** (Univ)... 90
Madison—**Hitler—Beast of Berlin (Goose Step)** (P-D-C), after 2 wks. at the Cinema; **Forbidden Music** (SR) 100
Michigan—**Gulliver's Travels** (Para); **The Secret of Dr. Kildare** (M-G-M) 105
Palms-State—**The Cat and the Canary** (Para), after 1 wk. at the Michigan; **Dead End Kids on Dress Parade** (WB) 90
United Artists—**Judge Hardy and Son** (M-G-M).100

INDIANAPOLIS

Alamo—**Saga of Death Valley** (Rep), 1st half.. 85
Alamo—**Riders of the Frontier** (Mono); **Hollywood Cavalcade** (20th-Fox), 2nd half..... 75
Apollo—**The Amazing Mr. Williams** (Col)..... 60
Circle—**Gulliver's Travels** (Para)..... 85
Indiana—**Four Wives** (FN); **The Honeymoon's Over** (20th-Fox) 75
Lyric—**Barricade** (20th-Fox), plus "A Night at the Moulin Rouge" stage show 115
Loew's—**Judge Hardy and Son** (M-G-M); **Fast and Furious** (M-G-M) 150

KANSAS CITY

Esquire—**Everything Happens at Night** (20th-Fox) 125
Midland—**Judge Hardy and Son** (M-G-M); **Blondie Brings Up Baby** (Col) 130
Newman—**Gulliver's Travels** (Para), held 140
Orpheum—**Return of Dr. X** (WB); **Reno** (RKO). 50
Tower—**The Big Guy** (Univ), plus stage show..100
Uptown—Same as Esquire 120

LOS ANGELES

Chinese—**Everything Happens at Night** (20th-Fox); **20,000 Men a Year** (20th-Fox).....125
Downtown—**Four Wives** (FN); **Smashing the Money Ring** (FN) 95
Four Star—**Of Mice and Men** (UA).....110
Hillstreet—**Allegheny Uprising** (RKO); **Amazing Mr. Williams** (Col) 90
Hollywood—Same as Downtown 95
Pantages—Same as Hillstreet 90
Paramount—**Gulliver's Travels** (Para), plus stage show 150
State—Same as Chinese 140

MILWAUKEE

Palace—**Gulliver's Travels** (Para); **Our Neighbors, the Carters** (Para) 120
Riverside—**The Big Guy** (Univ), plus stage show 100
Strand—**Another Thin Man** (M-G-M); **Bad Little Angel** (M-G-M) 90
Warner—**Four Wives** (FN); **Charlie McCarthy, Detective** (Univ) 115
Wisconsin—**Everything Happens at Night** (20th-Fox); **The Cisco Kid and the Lady** (20th-Fox) 110

NEW HAVEN

College—**The Amazing Mr. Williams** (Col); **Pack Up Your Troubles** (20th-Fox)..... 80
Loew-Poli—**Judge Hardy and Son** (M-G-M); **City of Darkness** (20th-Fox), moved to College for 2nd wk. 95
Paramount—**Gulliver's Travels** (Para); **Television Spy** (Para), held 175
Roger Sherman—**The Dark Angel** (UA); **Waterfront** (WB), 4 days 30

NEW ORLEANS

Center—**Tropic Fury** (Univ) 75
Globe—**The Roaring Twenties** (WB)..... 80
Liberty—**The Flying Deuces** (RKO) 95
Orpheum—**Charlie McCarthy, Detective** (Univ).100
Saenger—**Barricade** (20th-Fox) 90
State—**Judge Hardy and Son** (M-G-M) 100
Tudor—**These Glamour Girls** (M-G-M) 90

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 2nd wk..200
Capitol—**Gone With the Wind** (M-G-M), 2nd wk. 200
Criterion—**Reno** (RKO) 75
Globe—**Cisco Kid** (20th-Fox) 75
Paramount—**Gulliver's Travels** (Para), plus stage show 150
Radio City Music Hall—**Balalaika** (M-G-M), 2nd wk., plus stage show 125
Rialto—**Charlie McCarthy, Detective** (Univ).... 90
Rivoli—**The Light That Failed** (Para).....150
Roxy—**Everything Happens at Night** (20th-Fox), 2nd wk., plus stage show..... 85
Strand—**Four Wives** (FN), plus stage show...125

OKLAHOMA CITY

Criterion—**Gulliver's Travels** (Para) 185
Liberty—**Allegheny Uprising** (RKO) 95
Midwest—**Judge Hardy and Son** (M-G-M).....220
Plaza—**Ninotchka** (M-G-M), moveover from Criterion 125
State—**The Amazing Mr. Williams** (Col).....140
Tower—**Joe and Ethel Turp Call on the President** (M-G-M) 65

OMAHA

Brandeis—**The Hunchback of Notre Dame** (RKO), plus same show New Year's Eve program at 55 cents 150
Omaha—**Gulliver's Travels** (Para); **What a Life** (Para), moveover from Paramount. Plus **Swanee River** (20th-Fox) on New Year's Eve program at 55 cents 90
Orpheum—**The Cat and the Canary** (Para). Stage: John Boles and Lawrence Welk orchestra. Plus **Charlie McCarthy, Detective** (Univ), and stage show on New Year's Eve program at $1 115
Paramount—**Judge Hardy and Son** (M-G-M); **Honeymoon's Over** (20th-Fox), plus **Destry Rides Again** (Univ) on New Year's Eve program at 55 cents 150

PHILADELPHIA

Aldine—**The Tower of London** (Univ), 2nd wk...105
Boyd—**Judge Hardy and Son** (M-G-M).....110
Earle—**Invisible Stripes** (WB) 125
Fox—**Everything Happens at Night** (20th-Fox) .90
Karlton—**Ninotchka** (M-G-M), 2nd run.....140
Keith's—**Remember?** (M-G-M), 2nd run..... 90
Stanley—**Gulliver's Travels** (Para) 105
Stanton—**Rulers of the Sea** (Para).....110

PITTSBURGH

Alvin—**The Amazing Mr. Williams** (Col)..... 65
Barry—**North Sea Patrol** (Alliance); **One Hour to Live** (Univ) 100
Penn—**We Are Not Alone** (FN) 70
Senator—**Destry Rides Again** (Univ), 3rd d. t. wk. 100
Stanley—**Cat and the Canary** (Para); plus Gray Gordon band & Dead End Kids.....110
Warner—**What a Life** (Para); **Kid Nightingale** (WB) 100

PORTLAND, ORE.

Broadway—**Four Wives** (FN); **Pride of the Blue Grass** (WB) 140
Liberty—**Gulliver's Travels** (Para); **Our Neighbors, the Carters** (Para) 130
Mayfair—**Another Thin Man** (M-G-M); **Bad Little Angel** (M-G-M), 3rd wk.....100
Orpheum—**Tropic Fury** (Univ); plus stage show Bowes '39 Winners 120
Paramount—**Everything Happens at Night** (20th-Fox); **Meet Dr. Christian** (RKO)..... 90
United Artists—**Judge Hardy and Son** (M-G-M); **Private Detective** (FN).....130

SALT LAKE CITY

Capitol—**Submarine D-1** (FN); **Jeepers Creepers** (Rep), reissues 105
Centre—**The Great Victor Herbert** (Para).....125
Paramount—**Gulliver's Travels** (Para) 115
Rialto—**The Hunchback of Notre Dame** (RKO).125
Studio—**Judge Hardy and Son** (M-G-M), 2nd wk. 110
Utah—**Geronimo** (Para), and personal appearance of star 115

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Practical Holiday Suggestions From an Active Seat-Seller

By LARRY SYDNEY STEIN

(Director of Advertising and Publicity Warner Bros. Theatres, Chicago Zone)

Lincoln's Birthday—Feb. 12
Washington's Birthday—Feb. 22

IN GOING through this series you will note that great stress is being played on special kiddie shows on holidays where the youngsters get a day off from school. There's a reason for this special stress—and here it is:

> At a low cost, usually about $50, theatre managers can gross anywhere from $75 to $200 in EXTRA ADDED REVENUE.

There are concrete examples to prove the above statement. A typical program, run by a theatre which actually did gross $175 EXTRA at a cost LESS that $50 is included below:

> Cartoon: "Stuttering Pig."
> Cartoon: "Daffy and Egghead."
> Feature: "Alice in Wonderland."
> Cartoon: "Mickey's Moving Day."
> Cartoon: "Three Blind Musketeers."

Over 300 youngsters were TURNED AWAY!

That's EXTRA BUSINESS!

Take advantage of the birthday celebrations of our two most beloved Presidents—Lincoln and Washington!

Get that EXTRA MONEY! ! !

Valentine's Day—Feb. 14

This is a day on which a manager can really go to town. It represents an opportunity to go after youngsters and oldsters alike.

A few of the ideas that come to mind are:

(a) Sweetheart Night.
This is the old two-for-one gag, allowing the gals to bring their sweetheart along gratis.

(b) Free Candy.
For the girls, a local candy store can be contacted for the distribution of small heart-shaped boxes of candy.

(c) Free Flowers.
For the girls or the boys; a carnation for the boys, roses for the girls. A local florist should cooperate.

(d) Free Valentines.
For the youngsters, to be exchanged in the theatre or to take home to mail to their friends.

(e) Free Admission.
To the oldest married couple in town, or something similar. It's a gag that always gets lots of newspaper space. Make the couple host and hostess for the evening.

You might think of many other ideas. At any rate, don't let this day go by without doing SOMETHING in order to garner a few extra dollars.

St. Patrick's Day—March 17

Although this holiday is primarily celebrated by those of Catholic faith, they number enough among your patrons to make it a truly important holiday. Catholic schools are closed on this day, and you should make every effort to make it a big day in your theatre.

Here are a few timely ideas:

(a) Special program, in addition to your regular show, consisting of Irish song reels, travelogues and novelties.

(b) Irish atmosphere in your lobby with the judicious use of shamrocks, etc., for decorative purposes.

(c) For the youngsters, you might hold a clay pipe bubble blowing contest during the matinee show. Or hold a prize contest for the cutest youngster dressed in typical Irish costume.

(d) If your neighborhood is predominantly Irish, you might be able to tie in with your local Irish societies to hold a big rally in your theatre. You could also present prizes or gifts to the oldest Irish couple, sweetest Colleen, etc. Maybe you could coax a few of the oldtimers to do a real Irish jig or two. There are numberless possibilities in this idea.

St. Patrick's Day can be a BIG day in your theatre. All it takes is careful planning . . . WELL IN ADVANCE . . . for REAL boxoffice results.

Seat Selling Ideas That Click

Starting this week, BOXOFFICE prints in this department suggestions contained in an encyclopedia of exploitation prepared for the Warner circuit managers in the Chicago zone by Larry Sydney Stein, director of advertising and publicity for that area, under James Coston, zone manager. Presented by permission of Mr. Stein and the Warner chain, the material all has been tested in Warner houses throughout the nation. He has held his present position eight years and prior to that was district manager of Warner houses in Hammond, Ind., publicity man for the Fox downtown theatres in Milwaukee, advertising manager for the Fox-Wisconsin chain outside of Milwaukee, advertising manager for Warner northern Indiana houses and manager of the WB Shakespeare in Chicago and the WB Parthenon at Hammond.



—Photo by Cosmo-Sileo

Display for "Dr. X"—

A striking display credited to Phil Laufer, Loew's Criterion publicist in New York, for "The Return of Dr. X."



All for "Destry"—

For "Destry Rides Again," Frank Ritter, manager of the Uptown in Kansas City, set up a horse and feminine rider in the lobby. That stunt, with cowgirl togs for his usherettes, gathered plenty of attention. Additionally, Ritter put out 10,000 *heralds via* Liberty *Magazine deliveries.*

Sells "Drunk Driving" by Utilizing a Car Wreck

CHESTER, PA.—Always with an eye open for an exploitable short, Joe Bergin, Stanley, made a big thing out of "Drunk Driving." He had police tow a couple of wrecked cars around town and stop at busy corners. The cars carried signs plugging the film. Kids on the Chester Safety Patrol carried arm bands telling the story.



Ads, Color Contest, Radio For "Another Thin Man"

ST. LOUIS—A combination of cooperative ads, a color contest for children and grown-ups alike, a street bally, cuffo radio announcements and book shop tieups highlighted the exploitation campaign for "Another Thin Man" cooked up by Manager Harold W. (Chick) Evens of Loew's, his press agent, Jimmy Harris, and Harris' aide, Wallie Heim.

The color contest was part of a full-page co-op ad spotted in the *Star-Times*, an afternoon paper, and before "Another Thin Man" opened its second run at Loew's, more than 3,000 entries were received. There were three cash prizes totaling $40 and 40 pairs of theatre tickets.

Two of the larger department stores came through with fine cooperative efforts, which is unusual for this season when the stores utilize every bit of floor and window space to exploit their own "Xmas specials." The Zenith Radio Co. came through with spot announcements on its radio time. Every book store in the downtown section yielded window space for the picture and theatre copy. Twenty-five tinted cards of scenes from the film were spotted in swell spots.

Newspaper Ties Up With Theatre for News Stunt

ALBANY, N. Y.—Patrons and passersby were able to get an "inside" glimpse of how world war news is "piped" into newspaper offices through a stunt arranged by Manager Alec Sayles for the showing of March of Time's "Newsfronts of War—1940," at the RKO Palace.

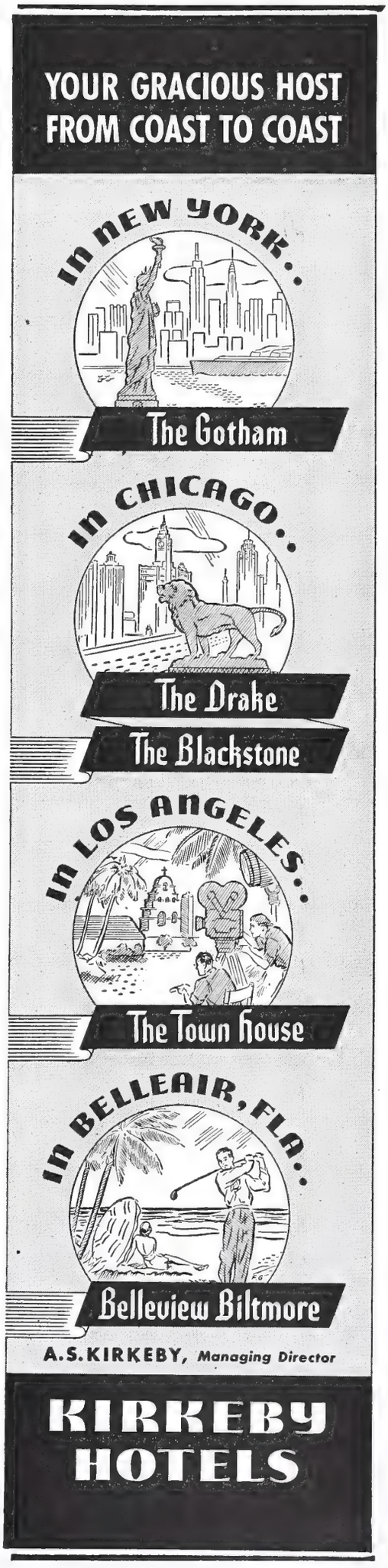
Through a tieup with the *Knickerbocker News* and Associated Press a wire "loop" was run into the Palace lobby connecting with one of the automatic printers by which "AP" news is disseminated. Patrons thereby were able to see news of the day being printed before their eyes just as it goes out over the wires to AP newspapers. Photographs and stories of the stunt were carried by the newspaper, all of which demonstrated considerable enterprise not usually engaged in for a short subject.

Tie Safety Drive Slogans On Kay Kyser Film

HIGH POINT, N. C.—Highlight of the campaign on "That's Right, You're Wrong" by Hugh Smart of the Center, was a novel safety drive. Street intersections were stenciled with the slogan: "That's Right, Be Careful," and "You're Wrong, to Be Careless." Bumper strips of the slogan were fastened to police cars and taxicabs.

Book Marks Plug Film

NEW YORK—Tapping a new field for motion picture exploitation, Paramount has completed arrangements with Mrs. Alice E. Field, head of the MPPDA community service department, for the distribution of 1,000,000 book marks plugging the William A. Wellman production of the Kipling classic "The Light That Failed."



Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
SEPT. 9	[5] Drama 9002 **Golden Boy** (100) Stanwyck-Holden R—Aug. 19 [7] Mys. Drama 1025 **Hidden Power** (60) J. Holt-G. Michael R—May 29	[8] Melodrama 5 **Blackmail** (79) Edw. G. Robinson Ruth Hussey Gene Lockhart R—Sept. 16		[8] Western 3954 **Range War** (66) Wm. Boyd Russell Hayden R—Aug. 12	[6] Western 857 **Wall Street Cowboy** (66) Roy Rogers Gabby Hayes R—Sept. 9	[8] Western 986 **Fighting Gringo** (60) G. O'Brien R-Sept. 2 [8] Drama 003 **Full Confession** (72) Victor McLaglen Sally Eilers R—Aug. 26	[8] Melodrama 006 **Charlie Chan at Treasure Island** (73) Sidney Toler Cesar Romero Pauline Moore R—Aug. 12		[8] Mus. Comedy 24 **Hawaiian Nights** (65); R—Aug. 26 Downs-Carlisle [7] Western 4058 **Desperate Trails** (58) R—Oct. 21 J. Mack Brown	[9] Com. Mel. WB419 **Nancy Drew and the Hidden Staircase** (60) Bonita Granville Frankie Thomas R—Aug. 26	
SEPT. 16	[14] Outd'r Act. 1201 **Outpost of the Mounties** (63) Chas. Starrett I. Meredith R—Dec. 2	[5] Drama 4 **Thunder Afloat** (94) Wallace Beery Chester Morris Virginia Grey R—Sept. 23	[12] Act. Drama 3815 **Sky Patrol** (61) John Trent Marjorie Reynolds R—Sept. 23	[15] Drama 3902 **Beau Geste** (114) Gary Cooper Ray Milland R—July 29		[15] Comedy 002 **Day the Bookies Wept** (65) Joe Penner Betty Grable R—Sept. 9	[15] Drama 011 **The Rains Came** (103) Myrna Loy Tyrone Power George Brent R—Sept. 16		[15] Drama 4017 **Two Bright Boys** (70); R—Sept. 23 Bartholo'w-Cooper [8] Musical 4044 **Mikado** (19) K. Baker R—Jan. 7	[16] Drama FN467 **Dust Be My Destiny** (88) John Garfield Priscilla Lane R—Aug. 19	
SEPT. 23	[21] Drama 1015 **Those High Grey Walls** (82) Walter Connolly Iris Meredith R—Sept. 30			[22] Comedy 3903 **$1,000 a Touchdown** (71) Joe E. Brown Martha Raye R—Sept. 30	[21] Melodrama 912 **Calling All Marines** (65) Donald Barry Helen Mack R—Sept. 16	[22] Com. Drama 934 **Fifth Avenue Girl** (80) Ginger Rogers James Ellison R—Aug. 26	[22] Comedy 008 **Stop, Look and Love** (57) Jean Rogers William Frawley R—Sept. 2	[22] Drama **Intermezzo** (70) Leslie Howard Ingrid Bergman John Halliday R—Oct. 7	[9] Melodrama 4027 **The Witness Vanishes** (66) Edmund Lowe Wendy Barrie	[23] Comedy FN469 **No Place to Go** (57) Fred Stone Gloria Dickson Denis Morgan R—Sept. 23	
SEPT. 30		[29] Com. Drama 3 **Dancing Co-ed** (81) Lana Turner Richard Carlson R—Sept. 30	[30] D'mentary 3831 **Fight for Peace** (68) R—Apr. 23, '38	[29] Com. Drama 3904 **Honeymoon in Bali** (96) Madeleine Carroll Fred MacMurray R—Sept. 16	[29] Western 951 **Arizona Kid** (61) Roy Rogers Sally March R—Oct. 7	[29] Drama 001 **Nurse Edith Cavell** (95) Anna Neagle George Sanders R—Aug. 26	[29] Drama 009 **Here I Am a Stranger** (82) Richard Greene Brenda Joyce R—Sept. 30	[29] Melodrama **The Real Glory** (95) Gary Cooper Andrea Leeds R—Sept. 23	[29] Drama **Rio** (77) Sigrid Gurie Basil Rathbone R—Sept. 30	[30] M'drama FN462 **Espionage Agent** (80) Joel McCrea B. Marshall R—Sept. 30	
OCT. 7	[7] Act. Drama 1010 **U-Boat 29** (77) Conrad Veidt Valerie Hobson R—Sept. 23	[6] Comedy 6 **Fast and Furious** (73) Ann Sothern Franchot Tone R—Oct. 14	[1] O'door Dra. 3936 **Crashing Thru** (56) James Newill Jean Carmen R—Nov. 4	[6] Comedy 3905 **What a Life** (75) Betty Field Jackie Cooper R—Sept. 23	[6] Western 961 **Kansas Terrors** (57) Three Mesquiteers R—Oct. 21	[6] Musical 946 **Everything's on Ice** (65) Irene Dare Eric Linden R—Sept. 9	[6] Melodrama 010 **The Escape** (62) Kane Richmond Allan Duff R—Nov. 11		[6] Comedy 4035 **Hero for a Day** (66) A. Louise-D. Foran [29] Drama **Reissue** **All Quiet on the Western Front** (93); R—Sept. 30	[7] M'drama WB418 **Pride of the Blue Grass** (65) Edith Fellows James McCallion R—Sept. 23	
OCT. 14		[13] Mus. Com. 9 **Babes in Arms** (97) Mickey Rooney Judy Garland R—Sept. 23		[13] Drama 3906 **Jamaica Inn** (106) Charles Laughton Maureen O'Hara R—July 8	[13] Act. Drama 913 **Sabotage** (69) Arleen Whelan Gordon Oliver R—Oct. 14	[13] Drama 004 **Three Sons** (72) Edward Ellis Virginia Vale R—Sept. 30	[13] Musical 007 ◎**Hollywood Cavalcade** (96) R—Oct. 7; Faye [13] Drama 061 **Road to Glory** (101) (Reissue)	[12] Comedy **Eternally Yours** (95) Loretta Young David Niven R—Oct. 7	[13] Drama 4052 **Tropic Fury** (63) Richard Arlen Andy Devine R—Sept. 16	[14] Musical FN463 **On Your Toes** (94) Zorina Eddie Albert R—Oct. 14	
OCT. 21	[19] Com. Dra. 1101 ◎**Mr. Smith Goes to Washington** (125); R—Oct. 14 [16] Drama 1031 **Scandal Sheet** (67) R—Oct. 28	[20] Comedy 8 **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	[20] Western **Riders of Destiny** (54) (Reissue) John Wayne [20] Western **Reissue** **Sagebrush Trail** (55); John Wayne	[20] Drama 3907 **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			[20] Comedy 018 **Shipyard Sally** (80) R—Dec. 9 [20] Comedy 014 **Pack Up Your Troubles** (75) R—Oct. 14		[20] Western 4059 **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	[21] M'drama FN470 **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	[24] Comedy 1011 **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown [29] Drama 1032 **Miracle of Main Street** (78); Margo	[27] Com. Drama 10 **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	[1] Act. Drama 3816 **Danger Flight** (61) J. Trent R—Nov. 4 [25] Drama 3803 **Mutiny in the Big House** (84) R—Oct. 21; Bickford	[27] Drama 3908 **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	[27] Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	[27] Drama 012 **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	[27] Act. Drama 013 **20,000 Men a Year** (84) R—Oct. 28 [27] D'mentary 062 **First World War** (78) (Reissue) R—Nov. 17, '34	[26] Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	[27] Comedy 4019 **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	[28] Drama WB403 **Roaring Twenties** (104) James Cagney Priscilla Lane R—Oct. 21	[22] M'drama P-D-C **Torture Ship** (57) Lyle Talbot Irving Pichel Jacqueline Wells R—Dec. 23
NOV. 4	[2] Western 1202 **Stranger From Texas** (55) Charles Starrett R—Dec. 23	[3] Com. Drama 7 **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	[31] Western 3857 **Overland Mail** (53) Jack Randall R—Nov. 18	[3] Western 3955 **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	[3] Drama 905 **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	[3] Comedy 010 **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 [3] Western 081 **Marshal of Mesa City** (61); R-Oct. 7	[3] Drama 019 **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		[3] Melodrama 20 **Call a Messenger** (65) R—Sept. 9 Little Tough Guys [3] Drama **Reissue** **Road Back** (79) Richard Cromwell	[4] Com. Dr. WB411 **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	[29] Drama P-D-C **Goose Step** (90) **(Form. "Hitler—Beast of Berlin")** Roland Drew Steffi Duna R—Nov. 11
NOV. 11	[9] Comedy 1013 **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	[10] Drama 11 **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	[5] Act. Drama 3937 **Fighting Mad** (60) James Newill [7] Melodrama 3919 **Heroes in Blue** (61) R—Nov. 18	[10] Melodrama 3909 **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	[10] Comedy 915 **Covered Trailer** (66) Gleason Family R—Nov. 18	[10] O'door Dr. 006 **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	[10] Drama 015 ⊙◎**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		[10] Act. Drama 30 **One Hour to Live** (..); R—Sept. 16 [3] Melodrama 53 **Legion of Lost Flyers** (64); R-Dec. 16	[11] Drama WB402 ◎**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	[6] M'drama P-D-C **Buried Alive** (..) Beverly Roberts Robert Wilcox
NOV. 18		[17] Com. Drama 13 **Another Thin Man** (102) William Powell Myrna Loy	[15] Mys. Drama 3923 **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson	[17] Drama 3910 **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	[16] Western 848 **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	[17] Drama 005 **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	[17] Comedy 016 **Too Busy to Work** (65) Jones Family R—Nov. 4		[10] Rom. Com. 3002 **First Love** (84) R—Nov. 11 [17] Melodrama **Tower of London**	[18] Com. Dr. WB413 **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	[14] Drama P-D-C **Invisible Killer** (..) Grace Bradley Roland Drew

NOV. 25	**Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	**dare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	(53) Tex Ritter R—Dec. 23	**Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	**ley** (58) Roy Rogers Geo. Hayes R—Dec. 2	**Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	Day-Time Wife (72) Tyrone Power Linda Darnell R—Nov. 18		**U** (55) 24 Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	**We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11
DEC. 2	30 Drama **1030** **Cafe Hostess** (63) 1 Drama **(French)** **Devil Is an Empress** (73) R—Dec. 23	1 Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama **3938** **Yukon Flight** (58) James Newill	1 Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama **021** **City of Darkness** (74); R—Nov. 25 1 Melodrama **022** **Inspector Hornleigh on Holiday** (77)		1 Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2
DEC. 9	7 Drama **1026** **Fugitive at Large** (66) R—Aug. 5 7 Western **1211** **Taming of the West** (54) R—Oct. 21	8 Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (56) Tex Ritter	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novara Lionel Atwill
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** **Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Dishonorable** (..) (Form. "Send Another Coffin")	22 Comedy **Charlie McCarthy, Detective** (77) R—Dec. 23	
DEC. 30	28 Drama **33** **My Son Is Guilty** (..) Jacqueline Wells Bruce Cabot	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona (..)** . Reynolds-**J. King**	29 Drama **3916** **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (..) David Niven Olivia DeHavilland R—Dec. 23	29 Action Drama **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (..) Geo. Raft; R-Jan. 6
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith	5 Com. **M'dr. 18** **Earl of Chicago** (85) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama **3917** **Emergency Squad** (58) William Henry Louise Campbell	4 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Drama **Oh, Johnny, How You Can Love** (..) Tom Brown Peggy Moran	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5
JAN. 13	10 **Musical** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Drama **20** **Shop Around the Corner** (..) James Stewart Margaret Sullavan	10 Act. Drama **3939** **Danger Ahead** (..) 15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (..) Three Mesquiteers	12 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'drama **Invisible Man Returns** (..) Nan Grey Vincent Price	13 Comedy **Brother Rat and a Baby** (..) Priscilla Lane Wayne Morris
JAN. 20	18 Com. Drama **His Girl Friday** (..) Cary Grant Rosalind Russell Ralph Bellamy Gene Lockhart	19 Com. Drama **19** **Congo Maisie** (..) Ann Sothern John Carroll	15 Melodrama **Fatal Hour** (..) (Form. "Mr. Wong at Headquarters") 20 Melodrama **Hidden Enemy** (..)	19 Drama **3919** **Remember the Night** (94) Barbara Stanwyck Fred MacMurray		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (..) Joel McCrea Nancy Kelly R—Jan. 6	19 Drama **Rebecca** (..) Laurence Olivier Judith Anderson	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (62) Boris Karloff Margaret Lindsay
JAN. 27	26 Mys. Drama **Lone Wolf Strikes** (..) 22 Adventure **I Married Adventure** (..)	26 Comedy **Lambeth Walk** (..) Lupino Lane Sally Grey	25 Western **3961** **Pioneer Days** (..) Jack Randall	26 Western **3956** **Santa Fe Marshal** (68) William Boyd		26 Drama **019** **Swiss Family Robinson** (..) Fred Bartholomew Edna Best Thomas Mitchell	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **Green Hell** (83) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (..) James Cagney Pat O'Brien
FEB. 3	31 Drama **Daughters of Today** (..) Rochelle Hudson Frieda Inescort	2 Drama **Strange Cargo** (..) Clark Gable Joan Crawford	30 Melodrama **Chasing Trouble** (..) Frankie Darro	2 Drama **3920** **Light That Failed** (97) Ronald Colman Ida Lupino R—Dec. 30		2 Melodrama **Marines Fly High** (..) Richard Dix C. Morris-L. Ball	2 Melodrama **Man Who Wouldn't Talk** (72) Lloyd Nolan Jean Rogers		2 Action Drama **Danger on Wheels** (..) Richard Arlen Andy Devine	
FEB. 10		9 Musical **21** **Broadway Melody of 1940** (..) Eleanor Powell Fred Astaire		9 Drama **Typhoon** (..) Dorothy Lamour Robert Preston		9 Drama **Isle of Destiny** (..) Wallace Ford Wm. Gargan	9 Musical Drama **Little Old New York** (..) Alice Faye Fred MacMurray			
FEB. 17		16 Drama **Arouse and Beware** (..) Wallace Beery Dolores Del Rio		16 Drama **Parole Fixer** (..) William Henry Virginia Dale		16 Drama **Vigil in the Night** (..) Carole Lombard Brian Aherne	16 Comedy **Young as You Feel** (..) Jones Family			
FEB. 24		23 Drama **Northwest Passage** (..) Spencer Tracy Robert Young		23 Mus. Comedy **Sidewalks of London** (..) Chas. Laughton Vivien Leigh		23 Animated Cart. **Pinocchio** (..)	23 Drama **They Came by Night** (..) Will Fyffe			

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) .....Dec. 15
Glove Slingers (18) .....Nov. 24
Nothing But Pleasure (..) Jan. 19, '40
Now It Can Be Told (17)...June 2
Pest From the West (..)...June 16
Rattling Romeo (17) .....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (..) .....Dec. 22
The Chump Takes a Bump (18) .....May 5
Trouble Finds Andy Clyde (18) .....July 28
Mooching Through Georgia (..) .....Aug. 11

CINESCOPES

World of 1960 (Futurama) (..) .....Dec. 22

COLOR RHAPSODIES

A Boy, a Gun and Birds (..) .....Jan. 12
Crop Chasers (8) .....Sept. 22
Dreams on Ice (6½) .....Oct. 20
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7) .....Aug. 11
Lucky Pigs (7) .....May 26
Mother Goose in Swingtime (7) .....Dec. 8
Mountain Ears (7½) .....Nov. 3
Nell's Yells (7) .....June 30
The House That Jack Built (7) .....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions) ..(9½) .....Sept. 15
Life in Paris (..) .....Jan. 26
Man Made Island (Frisco Fair) (10) .....May 26
Modern Cities of India (..)...Oct. 27
Morocco (10) .....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (..) .....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster Songs) (11) .....Nov. 17
No. 5 (Gypsy Songs) (..)....Dec. 29
No. 6 (..) .....Feb. 2, '40
No. 8 Strauss Waltzes (11)...Apr. 21
No. 9 Songs of the West (10) .....May 19
No. 10 Songs of Romance (..) June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (..).....Dec. 22

FOOLS WHO MADE HISTORY

Elias Howe (11) .....
No. 1 Charles Goodyear (10½).Oct. 6
No. 2 Elias Howe (..).....Sept. 1

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11) .....Oct. 12

KRAZY KAT

Krazy's Shoe Shop (6).....May 12

MUSIC HALL VANITIES (New series)

Montmarte Madness (10½)...June 30
Yankee Doodle Home (10)...May 19

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7) .....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) .....Jan. 26, '40

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6) .....June 2

SCREEN SNAPSHOTS (Series 18)

No. 9 (10) .....May 12
No. 10 (10) .....May 26
No. 11 (10) .....June 29
No. 12 (10) .....July 28

(Series 19)

No. 1 (9½) .....Sept. 22
Art of makeup.
No. 2 (10) .....Oct. 20
Training animal stars.
No. 3 .....Dec. 1
No. 4 .....Jan. 5, '40
No. 5 (..) .....Feb. 9, '40

SPORT REELS

Big Fish (10) .....Aug. 18
Bows and Arrows (9½).....Oct. 6
Diving Rhythm (10).....May 5
Flying Targets (..) .....Dec. 29
Jai Alai (8½) .....Nov. 30
Jockeys Up (10½) .....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Rockin' Thru the Rockies (..) .....Jan. 5, '40
Saved by the Belle (17) ....June 30
Three Sappy People (18½)....Dec. 1
Yes, We Have No Bonzana (16) .....May 19

WASHINGTON PARADE

No. 3 Inside the Capitol (10) .....May 26
No. 4 Library of Congress (10) .....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS In Technicolor

A Day on Treasure Island (11) .....Sept. 2
Colorful Curacao (9) .....May 27
Picturesque Udaipur (8).....May 13

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
Hollywood Hobbies (10).....May 13
Ice Antics (9) .....Feb. 11
Prophets Without Honor (11) .....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Greener Hills (11).....May 27

MUSICAL COMEDIES

Somewhat Secret (21).....Mar. 25

M-G-M CARTOONS (New Series)

◎Art Gallery (9) .....May 13
Goldilocks and the Three Bears (11) .....July 15
◎One Mother's Family (9)...Sept. 30
◎The Bear That Couldn't Sleep (9) .....June 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10) .....July 22
Captain Spanky's Showboat (11) .....Sept. 9
Dog Daze (11) .....July 1
Joy Scouts (10) .....June 24

PASSING PARADE (New Series)

Angel of Mercy (10).....May 20
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11) .....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia .....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9) .....July 1
Football Thrills of 1938 (..).Sept. 16
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20
Set 'Em Up (..).....Sept. 30
Take a Cue (Sepia) (9).....Aug. 12

ROBERT BENCHLEY

Dark Magic (10) .....May 13
Home Early (9) .....May 27
How to Eat (10) .....June 10
The Day of Rest (..).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Musical Mountaineers (7)....May 12
Rhythm on the Reservation (7) .....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8) .....Sept. 22

COLOR CRUISES (New Series in Cinecolor)

Chile (10) .....Nov. 10
Cuba (Cinecolor) (10) .....Jan. 5
Ecuador (10) .....Sept. 1
Jamaica (10) .....May 26
Peru (9) .....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10) .....Sept. 8
Frankie Masters and his Orchestra (10) .....Dec. 29
Here's Hal (10) .....Nov. 24
Hal Kemp and orchestra.
Moments of Charm of 1940 (Cinecolor) (11) .....Oct. 27
Phil Spitalny and Girl Orchestra.
Paramount Presents Hoagy Carmichael (10) .....May 5
With Jack Teagarden and his orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) .....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10) .....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (19).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10) .....June 23
Public Hobby Number One (11) .....Sept. 22
Swans (10) .....May 19
Touchdown Review (10) .....Dec. 22

PARAMOUNT PICTORIAL

No. 10 (11) .....May 5
Gentlemen at work, Oriental craftsmanship and sons of the year.
No. 11 (10) .....June 2
Three stories about water.
No. 12 (10) .....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7) .....July 28
Never Sock a Baby (6).....Nov. 3
Wotta Nitemare (7).....May 19

POPULAR SCIENCE (In Cinecolor)

No. 5 (11) .....May 12
No. 6 (11) .....Aug. 4
Popular Science No. J9-I
Popular Science No. 3 (Cinecolor) (10) .....Dec. 15
(11) .....Sept. 15
No. J9-2 (10) .....Nov. 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) .....Nov. 24
A Desert Adventure (10)....Sept. 29
A Dog Is Born (10).....Nov. 3
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10)....June 9
Diamond Dust (10).....May 12
Hydro-Maniacs (10) .....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

SYMPHONIC SERIES

Philharmonic Orchestra of U.S.A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)..Oct. 27
William Tell (11) .....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11) .....Oct. 13
No. 2 (11) .....Nov. 17

RKO Radio

DISNEY CARTOONS

◎Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8) .....July 21

EDGAR KENNEDY COMEDIES

Baby Daze (15) .....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17) .....July 21

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19) .....Nov. 3

MARCH OF TIME

No. 10 (20) .....May 12
Dixie—The nation's number one problem.
No. 11 (19) .....June 9
War, Peace and Propaganda.
No. 12 (22) .....July 7
The Movies March On.
No. 13 (18) .....Aug. 4
Metropolis—1939.
No. 1 (19) .....Sept. 1
Soldiers with wings.
No. 2 (19) .....Sept. 29
The Battle Fleets of England.
No. 3 (18) .....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) .....Nov. 24
Newsfronts of War—1940.

NU-ATLAS MUSICALS

Arcade Varieties (11).....May 12
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1

PATHE NEWS

Released twice weekly.

PATHE PARADE ('36-'37 releases)

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20) .....Jan. 26, '40

PATHE SPORTSCOPE

Devil Drivers (9).....June 16
Hunting Hounds (9) .....Sept. 29
Ice Cutters (9) .....Oct. 27

Kennel Kings (9) .....Aug. 11
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Smooth Approach (9).....May 19
The golfers show how it's done.
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)....Dec. 15
Sagebrush Serenade (19).....June 16

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Nevada Unlimited (8).....Sept. 15
Pack Trip (9) .....Aug. 18
Swinguet (8) .....May 26
Television (9) .....May 5
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9) .....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sand Hogs (10) .....May 12

ED THORGERSEN-SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Sports Immortals (11).....June 23

FATHER HUBBARD'S ALASKAN ADVENTURES

Birthplace of Icebergs (11).Aug. 4
The Aghileen Pinnacles (11)..Nov. 10

FASHIONS

Fashion Forecasts No. 4 (..)..July 7
Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (..)..Dec. 22

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (..).....Dec. 8

LOWELL THOMAS MAGIC CARPET

Good Neighbors (..) .....May 26
Tempest Over Tunis (11)....June 9
The Evergreen Empire (..)..Oct. 13

TERRY-TOONS

A Bully Romance (..).....June 16
A Mouse and a Million (..)...Nov. 3
Africa Squawks (7) .....June 30
Barnyard Baseball (7) .....July 14
Barnyard Egg-Citement (11) May 5
Hook, Line and Sinker (7)..Sept. 8
Nick's Coffee Pot (7).....May 19
Sheep in the Meadow (7)....Sept. 22
The First Robin (..).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (..).....Dec. 1
The Old Fire Horse (..)....July 28
The Orphan Duck (7).....Oct. 6
The Prize Guest (7).....June 2
The Watchdog (..).....Oct. 20
Two Headed Giant (7)....Aug. 11
Wicky-Wacky Romance (..) Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7)..Sept. 4
Andy Panda Goes Fishing (8).Jan. 22
Bird on Nellie's Hat.....June 19
Bola Mola Land (7).....May 29
Life Begins for Andy Panda (8) .....Oct. 9
Nellie of the Circus (7).....May 8
Scrambled Eggs (9) .....Nov. 20
Silly Superstition (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7) .....Aug. 7
Stubborn Mule (7) .....July 31
The Sleeping Princess (9)..Nov. 20

GOING PLACES WITH GRAHAM McNAMEE

No. 63 (9) .....May 15
No. 64 (9) .....June 26
No. 65 (9) .....July 17
No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (..) .....Feb. 5

MENTONE PRODUCTIONS

Gals and Gallons (18).....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

Pharmacy Follies (18).....May 17
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.

Swing Sanatorium (18).....June 14
Dorothy Stone-Charles Collins.

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

OSWALD CARTOONS

The Big Cat and the Little Mousie (7) .....Aug. 15

STRANGER THAN FICTION

No. 62 (9) .....May 1
No. 63 (9) .....June 5
No. 64 (..) .....July 3
No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 18
No. 71 (9) .....Jan. 8
No. 72 (..) .....Jan. 29

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

Bullets and Ballads (..).....Feb. 14

Rhythm Jamboree .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....Sept. 6

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Broadway Buckaroo (20).....June 3
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
You're Next to Closing (20) .....May 13
Wardrobe Girl (20).....June 17

THE COLOR PARADE (New Series)

American Saddle Horses (..).Nov. 11
For Your Convenience (10) .....May 20
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 5 (9) .....June 10
Mechanix Illustrated No. 6 (10) .....Aug. 5
Modern Methods (9).....July 15

LOONEY TUNES CARTOONS

Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (..).....Nov. 4
Polar Pals (7) .....June 3
Porky, the Giant Killer (..)..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Picnic (7).....July 15
Christopher Columbus jr. (7) .....May 13
Scalp Trouble (7).....June 24
Wise Quack (7).....Aug. 5

MELODY MASTERS

Eddie DeLange and Orchestra (10) .....Aug. 12
Larry Clinton & Orchestra (10) .....May 20
Leith Stevens & Orch. (10) .....June 10
Rita Rio & Orch. (10).....July 1
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10).....Sept. 2
Vincent Lopez and Orch. (10) .....Sept. 30
Will Osborne & Orch. (..) .....July 22

MERRIE MELODIES (In Color)

Believe It or Else (7).....June 3
Dangerous Dan McFoo (7) .....July 15
Detouring America (7).....Aug. 26
Fagin's Freshmen (..).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7) .....Oct. 7
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Naughty But Mice (7).....May 20
Old Glory (10).....July 1
Sioux Me (7) .....Sept. 9
Snow Man's Land (7).....July 29
Thugs With Dirty Mugs (7)...May 6

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Quiet Please (18) .....July 1
Royal Rodeo (..) .....Nov. 25
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
Sons of Liberty (20).....May 20
The Monroe Doctrine (16)..Oct. 14

SPECIALS (New Series) Tech.

The Master's Touch (10)....Feb. 18

VITAPHONE VARIETIES

Dean of the Pasteboards (10) .....May 27
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9
Witness Trouble (10).....July 29

TRUE ADVENTURES (By Floyd Gibbons)

Haunted House (11).....June 3
Lives in Peril (11).....July 7
Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26
Voodoo Fires (11) .....May 6

NEWSREELS

TUESDAY, DECEMBER 26

Movietone News, No. 31
Year of history, including synopsis of news highlights in 18 clips; moments of drama in sports and laughs of the year.

News of the Day, No. 229
History-making year in review. Happy New Year; peace comes to Spain; new Pope of peace; world of tomorrow; British rulers visit new world; zero hour strikes; Red sensation; U. S. guards own peace; death rides the seas; world of terror; New Year resolution.

Paramount News, No. 34
Headlines from Europe; action in sports; suicide of the Graf Spee.

RKO Pathe News, No. 46
Actual burning of the Graf Spee; U. S.-built bombers towed to Canada; Helen Hayes honored for refugee aid; streamlined Mississippi showboat; midwest swim stars hold spotlight and Rangers tip Montreal Canadians.

Universal Newsreel, No. 835
Big news events of 1939, including rites mark passing of Pope Piux XI; Chilean earthquake; sinking of Squalus and visit of British rulers to America; the Second World War, including Czechoslovakia, Poland, England and France declaring war on Germany; U. S. takes steps to keep out of war; Finland girds to stave off Russia.

THURSDAY, DECEMBER 28

Movietone News, No. 32
Graf Spee burns; Helsinki bombed; League of Nations meets at Geneva; English tank corps train; George VI visits war front; Pope Piux XII marks 40 years as priest; President Roosevelt extends season's greetings; outdoor fashions; newsettes by Lew Lehr; horse racing; swim meet.

News of the Day, No. 230
Suicide of Graf Spee; Uncle Sam's bombers make unique flight; King George strengthens "entente cordiale;" Helsinki bombed in new air raids; college swim stars in aquatic carnival; racing season opens in Florida; the woman's page.

Paramount News, No. 35
"Year of Dark Contrasts;" review of 1939 highlighting catastrophes and headlines and stressing Americanism by emphasizing George Washington's times, his Farewell Address and drawing the parallel between troubled times then and now.

RKO Pathe News, No. 47
Helsinki bombing rouses neutrals; army planes fly below sea level; Roosevelt asks world to end hates; pampered panda gets yearly bath; east meets west in swim carnival; Florida opens winter horse racing.

Universal Newsreel, No. 836
King visits fighting forces; British cruiser on death watch; League ousts Soviet Russia; Swedes bolster defenses; new French cadets sworn in; bombers fly over Mt. Whitney; Mexicans fete patron saint; beach beauties dunk "1939;" High One wins $1,000 inaugural; east-west swim meet thrilling.

SERIALS

COLUMBIA

Mandrake the Magician .....May 6
12 chapters.

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters .....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers (..).....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Green Hornet .....Jan. 9, '40
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Five Little Peppers at Home—Edith Fellows, Ronald Sinclair, Dorothy Peterson, Clarence Kolb. Director: Charles Barton. Producer: Jack Fier. **(Completed)**

M-G-M

New Moon—Jeanette MacDonald, Nelson Eddy, Billie Burke. Director: Robert Z. Leonard. Producer: Robert Z. Leonard. Original: Sigmund Romberg. **(Completed)**

I Take This Woman—Spencer Tracy Hedy Lamarr, Kent Taylor, Verree Teasdale. Director: W. S. Van Dyke. Producer: Lawrence Weingarten. Original: Charles MacArthur. **(Completed)**

PARAMOUNT

The Woman From Hell—Jean Cagney, William Henry, Paul Kelly. Director: James Hogan. Producer: Edward T. Lowe. Original: J. Edgar Hoover. **(Starting)**

Golden Gloves—Robert Ryan, Jean Cagney, William Frawley, J. Carrol Naish. Director: Kurt Neumann. Producer: Stuart Walker. Original Screenplay: Maxwell Shane. **(Completed)**

RKO RADIO

Tom Brown's School Days—Jimmy Lydon. Director: Robert Stevenson. Producers: Gene Towne, Graham Baker. **(Starting)**

Little Orvie — Johnny Sheffield, Ernest Truex, Dorothy Tree, Edward Ellis. Director: Ray McCarey. Producer: William Sistrom. Original: Booth Tarkington. **(Completed)**

20TH-FOX

Twinkle, Twinkle, Little Star—Linda Darnell, John Payne, Charlotte Greenwood, William Gargan, Roland Young. Director: Walter Lang. Producer: Kenneth Macgowan. **(Starting)**

UNITED ARTISTS

Untitled—Laurel and Hardy. Director: Gordon Douglas. Producer: Hal Roach. Screenplay: Harry Langdon, Charles Rogers. **(Starting)**

UNIVERSAL

The House of Seven Gables—Vincent Price, Margaret Lindsay. Director: Joe May. Producer: Burt Kelly. Original: Nathaniel Hawthorne. **(Starting)**

Untitled—Mae West, W. C. Fields, Joseph Calleia, Dick Foran. Director: Edward Cline. Producer: Lester Cowan. **(Completed)**

WARNER-FN

Virginia City—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Alan Hale. Director: Michael Curtiz. Producer: Robert Fellows. **(Completed)**

Dunningcolor Corp. New Building Is Completed

HOLLYWOOD—The Dunningcolor Corp. has completed construction of its new building and installation of equipment which has converted the structure from a research laboratory into a quantity production plant. The unit has a yearly capacity of 10,000,000 feet of 35 mm three-color negative and positive film in the Dunning process.

Printers and equipment were designed by Dodge Dunning.

Iron Casting Snarl

HOLLYWOOD — Casting difficulties encountered with the feminine lead in Warner's "Married, Pretty and Poor" have apparently been smoothed out, the studio having borrowed Anne Shirley for the role opposite John Garfield. The part had been successively turned down by Ann Sheridan, Olivia de Havilland and Jane Bryan. Miss Shirley replaces Marilyn Merrick, who had been set for the spot.

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... All Quiet on West. Front (Reissue) .....Univ
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
.... Arouse and Beware ....M-G-M
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

9 Babes in Arms.....M-G-M
10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
3902 Beau Geste .....Para
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
3 Blackmail .....M-G-M
1013 Blondie Brings Up Baby...Col
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
.... Brother Rat and a Baby..WB

C

1030 Cafe Hostess .....Col
20 Call a Messenger.....Univ
912 Calling All Marines.....Rep
3909 Cat and the Canary.....Para
006 Chan at Treas. Island..20th-Fox
021 Charlie Chan in City of Darkness 20th-Fox
948 Chan in Reno.....20th-Fox
.... C. McCarthy, Detective....Univ
.... Chasing Trouble .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep
3936 Crashing Thru .....Mono

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
.... Daughters of Today .....Col
953 Days of Jesse James.....Rep
002 Day the Bookies Wept....RKO
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4058 Desperate Trails .....Univ
.... Destry Rides Again .....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
.... Distant Fields .....RKO
.... Dr. Cyclops .....Para
015 ◎◎Drums Along the Mohawk 20th-Fox
461 Dust Be My Destiny.....FN

E

18 Earl of Chicago .....M-G-M
3917 Emergency Squad .....Para
010 Escape, The 20th-Fox
.... Escape to Paradise.....RKO
462 Espionage Agent .....FN
.... Eternally Yours .....UA
029 Everything Happens at Night 20th-Fox
.... Everything Is Rhythm...Astor
946 Everything's on Ice.....RKO

F

6 Fast and Furious.....M-G-M
.... Fatal Hour .....Mono
934 Fifth Avenue Girl .....RKO
3831 Fight for Peace.....Mono
986 Fighting Gringo .....RKO
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
911 Flight at Midnight.....Rep
010 Flying Deuces .....RKO
453 Four Wives .....FN
1026 Fugitive at Large .....Col
003 Full Confession .....RKO

G

3912 Gentleman From Arizona..Mono
3918 Geronimo! .....Para
.... Girl and the Gambler....RKO
9002 Golden Boy .....Col
.... Goose Step .....P-D-C
3916 Great Victor Herbert.....Para
926 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

24 Hawaiian Nights .....Univ
023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
4035 Hero for a Day .....Univ
3919 Heroes in Blue .....Mono
.... Hidden Enemy .....Mono
1025 Hidden Power .....Col
.... High School 20th-Fox
.... His Girl Friday .....Col
007 Hollywood Cavalcade..20th-Fox
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... Housekeeper's Daughter ....UA
015 Hunchback of Notre Dame.RKO

I

.... I Married Adventure.....Col
022 Inspector Hornleigh on Holiday 20th-Fox
.... Intermezzo, A Love Story...UA
.... Invisible Killer .....P-D-C
.... Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
.... Isle of Destiny.....RKO

J

3906 Jamaica Inn .....Para
914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

961 Kansas Terrors .....Rep
411 Kid Nightingale .....WB
9034 Konga, the Wild Stallion...Col

L

.... Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers....Univ
082 Legion of the Lawless.....RKO
3920 Light That Failed .....Para
4019 Little Accident .....Univ
.... Little Old New York..20th-Fox
3913 Llano Kid .....Para
.... Lone Wolf Strikes .....Col
.... Lucky Texan (Reissue)....Mono

M

481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
4054 Man From Montreal .....Univ
.... Man Who Wouldn't Talk 20th-Fox
.... Marines Fly High.....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
4044 Mikado, The .....Univ
1032 Miracle of Main Street.....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
.... Music in My Heart .....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Love for Yours.....Para
33 My Son Is Guilty.....Col

N

419 Nancy Drew and the Hidden Staircase .....WB
324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
469 No Place to Go.....FN
.... Northwest Passage ....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
.... Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
463 On Your Toes .....FN
3903 $1,000 a Touchdown.....Para
30 One Hour to Live .....Univ
3911 Our Neighbors—the Carters .....Para
1201 Outpost of the Mounties....Col
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
.... Parole Fixer .....Para
3923 Phantom Strikes .....Mono
3961 Pioneer Days .....Mono
.... Pinocchio .....RKO
418 Pride of the Blue Grass....WB
471 Private Detective .....FN
402 Private Lives of Elizabeth and Essex .....WB

Q

061 Queen of Destiny .....RKO

R

.... Raffles .....UA
011 Rains Came, The.....20th-Fox
3954 Range War .....Para
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
.... Riders of Destiny, reissue.Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
061 Road to Glory 20th-Fox
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

913 Sabotage .....Rep
952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
.... Sidewalks of London.....Para
3815 Sky Patrol .....Mono
.... Slightly Dishonorable .....UA
470 Smashing the Money Ring..FN
941 South of the Border.....Rep
.... St. Martin's Lane.....Para
008 Stop, Look and Love..20th-Fox
.... Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
011 That's Right, You're Wrong .....RKO
.... They Came by Night..20th-Fox
1015 Those High Grey Walls.....Col
916 Thou Shalt Not Kill.....Rep
004 Three Sons .....RKO
4 Thunder Afloat .....M-G-M
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
4052 Tropic Fury .....Univ
4017 Two Bright Boys .....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox
.... Typhoon .....Para

U

1010 U-Boat 29 .....Col
10 Under-Pup .....Univ

V

007 Vigil in the Night.....RKO

W

857 Wall Street Cowboy.....Rep
458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
3905 What a Life .....Para
4027 Witness Vanishes, The....Univ
1 Women, The .....M-G-M

Y

.... Young as You Feel...20th-Fox
3938 Yukon Flight .....Mono

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

BUY YOUR THEATRE EQUIPMENT on easy time payments at S. O. S.! Fair terms, low prices, guaranteed quality. Write S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

ABSOLUTELY LOWEST PRICES EVER OFFERED on theatre equipment! S. O. S. jubilee sale catalog being mailed shows hundreds of amazing bargains. Hurry—write for your copy and save real cash. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

WANTED—Complete Powers 6B projectors or heads only. Prompt payment. Must be 6B's. B-1186, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

TWO 6-B PROJECTORS, 2,000 ft. reels; Strong low intensity arcs; Strong rectifiers, motor drives; Raidart sound, Jensen speaker, V-10 table rewinds; cabinet reels; two extra heads; screen; 100 veneer chairs. What offer? N. MARSHALL, 3526 W. 105th St., Cleveland, Ohio.

FOR SALE—Full equipment for small theatre. REGENT THEATRE, Akron, Ohio.

THEATRE GAMES

ATTENTION, EXHIBITORS! PLAY 16 WAYS BINGO—PLAY 70 WAYS BINGO and increase your business. Come in or write PREMIUM PRODUCTS, 354 WEST 44th St., New York City.

BOOKS

THEATRE RECORD BOOK—Flexible back; OO ringbinding. Each $1.25. Send for one, returnable if not satisfactory. STEBBINS THEATRE EQUIPMENT CO., 1804 Wyandotte St., Kansas City, Mo.

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

AIR CONDITIONING

ATTRACTIVE PRICES on new and slightly used air conditioning units, air filters, washers, blowers, compressors (refrigeration), cooling coils, heating coils, motors, pumps, stokers. Cash or deferred payments on approved credit. Write us your requirements. Conditioned Air Co., 926 N. Cass St., Milwaukee, Wis.

FOR RESULTS
Advertise in the
CLEARING HOUSE

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—31c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

ARTIFICIAL LEATHER at most reasonable prices. Samples on request—mention quantity interested. You'll save lots of money. MOTOR FABRICS DISTRIBUTORS, Inc., 219 West 66th St., New York City.

THEATRE CHAIRS

WE'VE GOT JUST THE CHAIRS YOU NEED—Remarkably low-priced! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. Free list. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

THEATRES FOR SALE

THEATRE FOR SALE—RCA equipment; 360 seats; stucco building. All in good condition. Write Mrs. H. V. English, Crocker, Mo.

THEATRE FOR SALE—Small Illinois town, population 1,500; 300 seats. B-1201, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES FOR RENT

GOOD THEATRE BUILDING—Trade radius, 1,500. Rent $25.00. No competition. GUS MICHEL, Marble Falls, Texas.

THEATRES WANTED

SMALL TOWN THEATRE, West Texas or New Mexico. B-1202, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY theatres, towns 1,200 or over. Give full particulars first letter. B-1200, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

POSITIONS WANTED

ENGINEER—Air conditioning and refrigeration installation, service, maintenance, etc.; 8 years chief engineer for chain of theatres. Desire responsible connection after January 1. References. Address B-1199, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

PROJECTIONIST - MACHINIST-ELECTRICIAN—Capable and reliable. JOHN MARCUM, 901 W. Cottonwood, Independence, Kas.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) } 10c a word, 4 insertions at price of 3

Kindly insert the following ad ..... times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

.....

.....

.....

•Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

START 'EM SINGING for 1940!



A pre-sold audience of millions of radio listeners every Monday night is eagerly awaiting this triumphant screen appearance of their golden-voiced favorite, Tony Martin, star of Radio's 'Tune-up Time'!

Five Grand Song Hits!

- ★ 'No Other Love'
- ★ 'Punchinello'
- ★ 'Oh, What A Lovely Dream'
- ★ 'I've Got Music In My Heart'
- ★ 'It's A Blue World'

Music IN MY Heart

STARRING

Tony MARTIN ★ *Rita* HAYWORTH

with **EDITH FELLOWS • Alan Mowbray • Eric Blore • George Tobias** and
ANDRE KOSTELANETZ AND HIS MUSIC

Original story and screenplay by James Edward Grant • Directed by JOSEPH SANTLEY • Produced by Irving Starr

COLUMBIA PICTURES

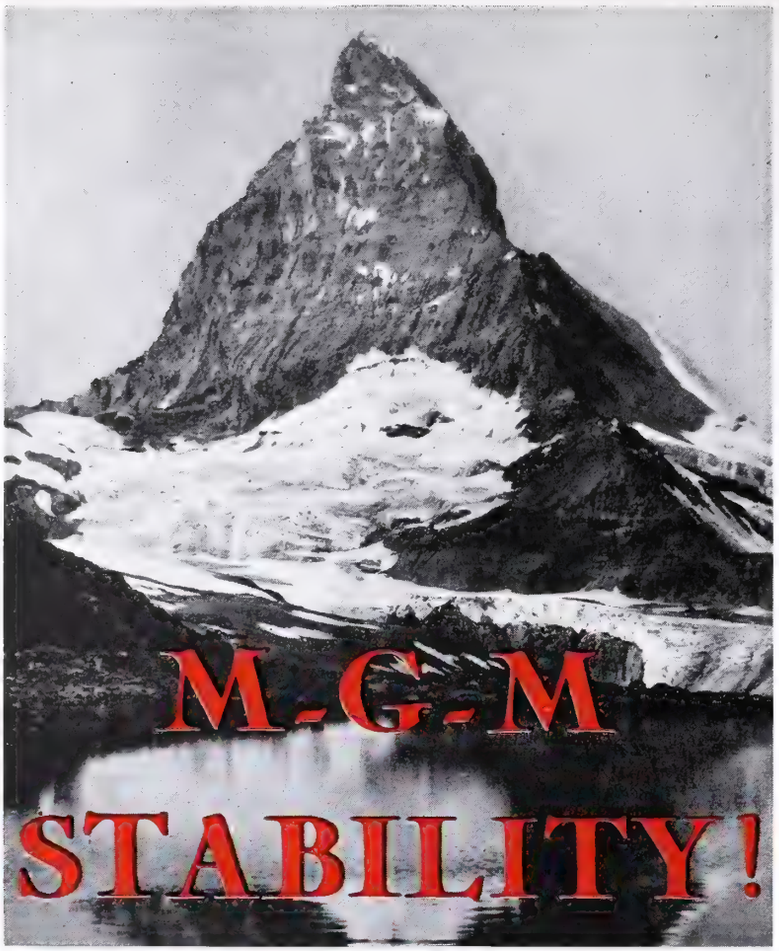
The Pulse of the Motion Picture Industry

BOXOFFICE

JANUARY 13, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

ED KUYKENDALL Gives His Arguments

AGAINST THE NEELY BILL



The mountain will be there tomorrow!

It is a comforting thought in these uncertain times to find the leader of the motion picture industry serenely stable, solidly strong, thankfully capable of assuring continued security and prosperity to its thousands of friendly customers.

With justifiable pride M-G-M points to these year-end surveys of the trade publications, the accumulated vote of exhibitors from coast to coast. Watch for more surveys.

FIRST IN HITS!

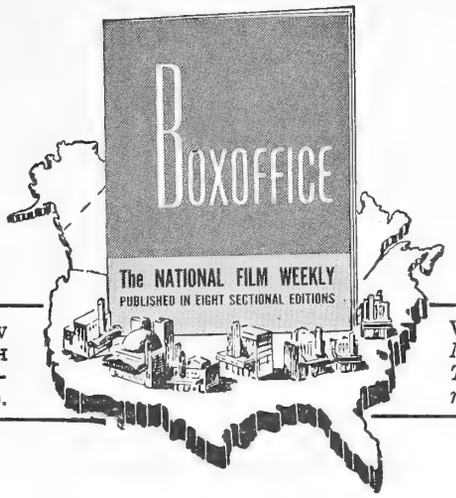
Thirty percent of all the industry's Box-Office Champions in the last 10 years are M-G-M *(Quigley Publications' Annual Poll.)* M-G-M was the Box-Office leader again in the past year *(Box-Office Magazine's Report, Quigley Publications' Poll and others.)*

FIRST IN STARS!

M-G-M leads all companies in Box-Office Stars *(Box-Office Magazine's Report.)* M-G-M gets 1st place and leads with 3 out of the first 4 top-money stars *(Quigley Publications' Annual Poll.)*

The current season has set a new hit record, even for M-G-M. Completed productions and others in the making assure continued happiness at your box-office. Your security is our responsibility and to that we pledge ourselves anew. **THE FRIENDLY COMPANY.**

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 8
January 13, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

BULL BY THE HORNS

" . . . it becomes obvious no determination of the industry's future course is possible until the government suit is tried and ultimately resolved by the Supreme Court, if needs be. Between now and then is a discouragingly long period of time, even years. In the interim, uncertainty will rule the day and harmony cannot prevail."—from an editorial in BOXOFFICE, August 26, 1939.

THE FUNDAMENTAL remains solidly without change. External markings in the situation, however, appear to have undergone a shift.

By the fundamental is meant the need to lift the pall of misgivings which, hovering so menacingly over the business, hampers its normal progression toward more important accomplishments.

By the externals is meant (1) the surprise statement of Thurman Arnold's indicating the all-industry suit might be settled by formulation of a code which meets the department of justice's requirements. And (2) majority reaction among the lawyers in New York that a consent decree might be considered, provided it skipped all reference to the question of theatre divorcements.

This page does not propose being juvenile to a point which will influence it to urge that the Arnold opportunity, if it is that, be seized upon in the headlong manner which is so often characteristic of the industry's decisions. The legal precedents which obviously would be involved take minds trained for such analyses to tear them apart and put them together again.

But it takes no legal mind to grasp, and quickly, the ever-apparent need for a sweeping of the decks, for a clear-cut definition of what are the legal limitations within which the industry must confine itself.

The government, of course, has one conception of what these limitations are and the major companies another. Washington will fight for theatre divorcement; New York, to the end, against it. Yet the fundamental issue, regardless of what specific shape or form it may take, demands a solution as rapidly as possible.

This industry cannot go forward until it knows precisely what it can and cannot do. Today's decisions may be kicked out tomorrow. Enormous expenditures of brain and money power may be heading for the scrap heap. Disturbance continues in New York and, as a sign, perhaps, of a changing order, uncertainty has seeped into Hollywood where the concentration ought to be on making the product better, not worrying over what happens to it after it is made.

What this column is trying to say for itself today is this:

That it is for the best interests of all hands, directly or indirectly involved, to get the government suit out of the way by whatever fastest method appears most likely. Technicalities should be abandoned and the issues hurried to their judgment day.

Let the industry learn, finally and for all times, the kind of bill of rights under which it is to operate and make its adjustments, whatever they may have to be, accordingly and without delays.

On an approach like this, producers will produce, distributors will distribute, and exhibitors will exhibit with the menace of the policeman on the beat removed.

Kann

GOV'T WOULD INSIST UPON SPECIAL MASTER TO OVERSEE INDUSTRY IN SUIT SETTLEMENT

Two Men Familiar With Trade Are Said to Be Under Consideration

NEW YORK—Settlement of the all-industry suit, to be considered favorably by the government, must provide for a special master who would keep tab on the industry's activities from an exhibition and distribution standpoint and, at the same time, be responsible to the department of justice, it is learned. The candidate does not necessarily have to be in government service.

This, precisely, represents the view of the justice department. Two men, currently, bask in its limelight for such a post. Both of them, moreover, fall within the department's attitude that it would be preferable to select someone familiar with the industry's problems as against a rank outsider who would be compelled to proceed through a course of training to learn what the shooting is all about.

The two men under consideration are known to have had considerable experience in arbitration matters. One is with a publication. The other is an attorney with a major company. Either one would constitute the deciding vote in an arbitration vote in the event of a deadlock.

Control Board Talked

While not yet completed, it is understood plans are being considered whereby a central arbitration, or conciliation, board in New York would weigh and decide all complaints registered from the field. Such a board would be designed to vitiate the need for new suits and also a great deal of checkup work for the department.

Complaints from independent exhibitors continue to reach the department at Washington at the rate of one a day, it is understood. Copies of the letters are sent to distributors. They, in turn, investigate and forward reports to Thurman Arnold's office.

One major distributor has had about 150 investigators in the field at one time. The men were asked to check details in connection with the all-industry suit, as well as gather material and information on complaints subsequently filed with the department.

In seeking the appointment of a special master, government observers believe a considerable burden can be removed from Washington in that daily, or regular, reports would filter into headquarters from its own representative. The idea is to work with the industry, not against it, and at the same time expedite complaints which are bound to arise from time to time.

The special master proposal is hinted in Arnold's annual report where he states a trade practice plan must be part of a consent decree. The particular reference is

(Continued on page 22)

Justice Dept's Own Questions Assume Embarrassing Turn

NEW YORK—Some of the clauses in the government's all-industry petition are causing department of justice attorneys quite a bit of embarrassment, it is learned following meetings between lawyers for both sides on the interrogatories.

Upon questioning certain parts of the government's petition, industry counsel has been informed by the department of justice that "we did not mean that." But regardless of the government's negative answers, industry attorneys are not reducing the number of interrogatories posed.

Another meeting of counsel was held the latter part of the week in an effort to coordinate the answers due distributors. Major company attorneys indicate most of their answers will be ready by the first of next month. Pre-trial conferences will get under way before May 1. The belief is still held that it will be impossible to get the actual trial started May 1. Selection of a judge by Senior Judge John C. Knox is seen as the delaying factor.

Consent Out Stymied Until Arnold Shift

WASHINGTON — Unless "Trust Buster" Thurman Arnold changes his stand in regard to theatre divorcement, moves for a consent decree by the industry will get no further than they are now, it is held by observers here.

Some time ago, Arnold stated he would take nothing less than divorcement before the all-industry suit is removed from the federal docket in New York. Operation of theatres by producers and distributors is regarded by Arnold as stifling competition for the independent exhibitor. The only way the market can be thrown open to all theatre operators alike for bidding on pictures is to remove major circuit operations, is the department's belief.



Mr. Attorney General—

Robert H. Jackson, former solicitor general of the United States, who has succeeded Frank Murphy, former attorney general and now on the supreme bench. As noted, no change in the administration's trust busting policy is foreseen.

Distributors Anticipate New Baltimore Victory

BALTIMORE—With Federal Judge Chesnut, the same judge who handed down a sweeping victory for the majors in the Westway case, sitting on the Linden suit, defendants are anticipating another important decision in its favor when the case comes to trial.

O'Mahoney Cohorts Cold On Monopoly Legislation

WASHINGTON—Sen. Jeremiah C. O'Mahoney, chairman of the TNEC, has taken every opportunity during the committee's hearings to bring out the desirability of his monopoly legislation in which he has the support of the representatives of several of the governmental agencies represented on the committee. However, his congressional colleagues in the group have displayed, if not active opposition, at least a passive resistance, which indicates he would have difficulty in securing enactment.

Significant among his proposals is a bill calling for federal charters for corporations in interstate commerce. It would impose upon officers and directors personal as well as financial responsibility for any corporate misdeeds and stipulate forfeiture of their salaries and other compensation for any period in which their companies may have violated the anti-trust laws.

CLEARANCE VICTORY IN BALTIMORE IS SEEN AS BULWARK FOR DEFENSE IN GOV'T ACTION

Major Counsel Point to "Right of Seller" to Select Customers

NEW YORK—Federal Judge W. Calvin Chesnut's decision in Baltimore dismissing the clearance suit of Westway Theatre against Frank Durkee, the Edgewood Theatre and major companies is a clear cut victory for distributors, according to a spokesman, and will play an important part in the defense of the all-industry suit.

It is held by major counsel that the principles advocated by distributors have been upheld by the court in their entirety. These are the same principles, it is added, involved in the big suit.

That distributors have a right to sell, and continue to sell, established customers in a given territory visited by a new and, in the majority of instances, more up-to-date theatre, is conceded by the court.

"It seems to be a common occurrence in the business that older and established theatres in the vicinity of a new theatre demand or, at least seek, clearance over the new theatre. Uniform action is not necessarily concert of action. A like conclusion as to the absence of proof of conspiracy was reached by Judge Otis in the western district of Missouri in the somewhat familiar case of Rolsky vs. Fox Midwest Theatres," the court holds.

On Individual Pacts

Then the judge adds: "The more important question in the case is whether the individual and separate contracts providing for the clearance are themselves invalid, irrespective of conspiracy. The affirmative is strongly urged by the plaintiff on the authority of the supreme court decision in the Interstate case. But before considering the application of that case to this, it will be helpful to briefly state that some settled principles of law with respect to what constitutes restraint of trade or commerce within the meaning of the anti-trust act.

"Of course, the contracts providing for clearance in favor of the Edgewood do restrain competition to some extent, but it has long been well settled that only unreasonable restraints of trade are condemned by the Sherman act.

"At common law a convenant by the seller of property not to compete with the buyer in such a way to derogate from the value of the property sold, was not invalid provided the restriction was reasonably necessary to the enjoyment by the buyer of the property bought." Specific cases are cited.

Continuing, the decision states: "We do not see how a better test can be applied to the question of whether this is, or not, a reasonable restraint of trade than by considering whether the restraint is such only as to afford a fair protection to the interests of the party in favor of whom it is given, and not so large as to interfere with the interests of the public. Whatever restraint is larger than the necessary protection of the party requires can be of no benefit to either. It can only be oppressive. It is, in the eye of the law, unreasonable. Whatever is injurious to the interests of the public is void on the ground of public policy.

"In determining whether a contract imposes an unreasonable restraint of trade, important considerations are the intent of the parties and the effect on the public. These tests can generally not be applied academically or theoretically but properly only upon a realistic consideration of the nature and conditions of the business." Again cases are cited, such as Appalachian Coals vs. U. S. and Chicago Board of Trade vs. U. S.

"First and subsequent runs of motion pictures is a practical physical necessity of the business. There are said to be 16,000 motion picture theatres in the United States, and each of the large distributors serves several thousand."

Baltimore's 100-Odd Pay $3-4,000,000

Baltimore—Gross film rentals distributors receive annually from the 100-odd theatres in this city and its suburbs, total $3,000,000 to $4,000,000, Federal Judge Chesnut states in his findings of fact in the Westway case.

Frank Durkee operates 23 theatres here. His average yearly film bill is approximately $500,000.

The Right to Establish Reasonable Clearance Also Is Upheld

In another part of the decision, the judge points out distributors did not refuse to sell the plaintiff, but did decline to consider the run he asked for. In the case of two companies, branch managers hesitated to deal with the Westway because of difficulties experienced in fulfilment of contracts for another theatre in which Leo H. Homand had been interested. Subsequently most of the companies sold the Westway 14 days after the Edgewood.

That reduction of clearance to an established customer might reflect in the returns to distributors also is pointed out by Judge Chesnut. Relative to this, he declares: "For 10 years or more the Edgewood had been doing business with these five distributors. It had been successful both for itself and for them in producing revenue; and any impairment of its gross revenues would obviously diminish the return to the several distributors. It was urged by counsel for the plaintiff that undue pressure was put upon the distributors to grant the clearance by reason of the large Durkee interests in motion picture

(Continued on page 20)

Why Distributors Are Rejoicing

BALTIMORE—*The eight conclusions of law propounded by Federal Judge W. Calvin Chesnut in the Westway clearance action against the Lyndhurst Corp., operating the Edgewood, and major distributors follow:*

1. The combination or conspiracy alleged in the complaint has not been established.
2. The defendant distributors have not conspired or agreed among themselves or with the defendant Lyndhurst Corp., or the defendants Durkee, Nolte, Pacy and Reddish, as to the terms or conditions, including run and clearance, upon which they will license photoplays for exhibition at the Westway.
3. The provisions in each of the separate license agreements between the distributors and the operators of the Edgewood granting runs and clearance are valid and are not in violation of Section 1 of the Act of July 2, 1890 (Sherman act).
4. Each of the defendant distributors has the right to select its own customers and to determine for itself whether or not it will deal with the Westway and upon what terms.
5. The defendant Lyndhurst Corp. had and has a legal right to determine for itself what, if any, motion picture films it will endeavor to license from the respective distributors having control of such films, and to bargain for and receive as part of the licensing by it of such films an agreement that the distributor will not itself exhibit or permit the exhibition of the films in the area which includes the Edgewood and Westway, and for a period of 14 days after exhibition in the Edgewood.
6. Each of the distributor defendants had and has a legal right in securing licenses for the exhibition of copyrighted motion picture films to contract for specific runs and reasonable clearances.
7. The defendant Lyndhurst Corp. had and has a legal right in securing licenses for the exhibition of copyrighted motion picture films to contrast for specific runs and reasonable clearances.
8. The defendants are entitled to a judgment dismissing the complaint, with taxable court costs allowed to the defendants.

'HUNCH
SENSAT
100% HO
in more than 150 thea
Record openings, smash
the first of the big ones fo

Charles LAUGHTON in THE HUNCHBACK OF NO

BACK

TIONAL!

LDOVERS

es coast to coast!....
siness, long runs . . . for
940 from *RKO RADIO!*

E DAME *with* SIR CEDRIC HARDWICKE • THOMAS MITCHELL • MAUREEN O'HARA • EDMOND O'BRIEN • ALAN MARSHAL • WALTER HAMPDEN • KATHARINE ALEXANDER

Produced by PANDRO S. BERMAN • Directed by WILLIAM DIETERLE

Screen Play by Sonya Levien • Adaptation by Bruno Frank

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies. R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Tommy Gray. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G. Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

KNEE-DEEP in lawyers and legal-looking documents for weeks, Jules Levy has outwitted them all and, as of this writing, has arrived in Hollywood to learn what makes a producer by becoming one himself.

There is available an assortment of definitions outlining the method. Your correspondent, roving through the studios recently, ran full tilt into two and, true to his craft, dutifully reported both. One, you may recall, had to do with a chap who, for reasons various, found himself attached to a certain studio and confronting the production council with questions on its consolidated lips. Finally: "Did he know anything about westerns?" No, he didn't. And so, of course, he was placed in charge of westerns.

The other, perhaps, too, with a familiar ring, was the perfectly bland exposition offered, and without pressure, by a studio executive who answered the question of how, in two words flat:

"Fortuitous circumstances."

Levy, whose many friends scattered around the country, will be watching him in eager anticipation, cannot rest on either of these. Moreover, he has no desire to do any such thing. He is now on the coast and your reporter is in New York and, thus, the worst that can happen is an angry word by telegraph. But the lowdown on this now-crystallized venture is that, for some years, Levy's secret ambition has been to do what he has now finally decided to do.

This plan to enter production is not a quick idea talked over a cigar one night and brought into being the following morning. After twenty-five years in distribution—there was the time, also, when he was chief film buyer for the RKO circuit—Jules turned his eyes toward Hollywood as the place he wanted to land, confident that, out of his selling barnstorm tours up and down the country, he had enough of an idea of what pictures ought to have to make them tick. We do not think he can be successfully denied his right to that idea or his assurance about putting it into action.

It is probably representative, moreover, of a natural union that RKO's former general sales manager, now preparing to charge through the invisible wall surrounding the studios, should ally himself with the one company which is steadily demonstrating space for a different approach has not been choked off. Not since the era of the original First National has there been an organization so definitely linked with theatre experience as Universal.

Scoffed at with the outset of the Blumberg administration, practical theatremen without illusions have been seeking to swing that structure around to a point where the market, and not Hollywood visionaries, determined its direction. The resuscitation of Marlene Dietrich in "Destry" illustrates the gauge of showmanship applied. Now, and although it has not been seen, excitement is bestirring itself over the combination of Mae West and Bill Fields in "My Little Chickadee."

Universal, as a consequence of these and other things no doubt to come, has induced attention for itself, not merely around the country but quite definitely in Hollywood where recognition is sometimes grudingly bestowed. For this company to immediately make a deal for Levy's Mayfair Productions, then, ought to have occasioned no surprise at all. The surprise might have been understandable if it had not.

La Guardia Sally

Pointed remark by Mayor La Guardia commenting on the best-direction award of the New York Film Critics to John Ford for "Stagecoach," produced by Walter Wanger:

" . . . who was a buddy of mine when we went overseas to make the world safe for democracy. Walter has done a better job in the movies."

Ad Men, Attention

A Harvard graduate, fresh and raw in Hollywood, recently found himself in a studio conference. The coast advertising boys were seeking to drum up a campaign on a particular film and were hot after advertising lines.

All hands turned in copy. Including the Harvard man with:

"A Chrysalis of Abnegation."

BOX OFFICE GIANT!

"GULLIVER'S TRAVELS"

A FULL-LENGTH FEATURE CARTOON, IN TECHNICOLOR
PRODUCED BY MAX FLEISCHER · DIRECTED BY DAVE FLEISCHER
A PARAMOUNT PICTURE

Paramount Pictures

Copyright 1939, Paramount Pictures Inc.

THE ARGUMENTS AGAINST THE NEELY BILL

WASHINGTON—*Highlights of the extended statement made by E. L. Kuykendall, president of the MPTOA, in opposition to the Neely bill before the senate subcommittee of the committee on interstate commerce, April* 13, 1939, *follow:*

I should like to point out that in this hearing, as in the previous hearings, the proponents of this bill have discussed nearly everything about the business except the Neely bill itself. We have listened to a great amount of testimony about the bad features and bad effects of compulsory block booking and blind selling. We are all agreed, including myself, that the uniform and inflexible application of compulsory block booking and blind selling to our business is highly objectionable.

Strangely enough, the exhibitors whom I represent, who oppose the Neely bill, are utterly opposed to compulsory block booking and blind selling. We are not at all unsympathetic with the ostensible purpose of this legislation; but we are convinced that the provisions of the Neely bill applied to our business—under criminal penalties—will do nothing but damage. Frankly, I don't believe it is possible to draft a statute that would be practical and effective.

My association has been convinced for many years that the one effective and practical solution to the problems presented is a selective contract. I don't think that can be accomplished by any statute. We have led the fight for an unconditional option to cancel a reasonable number of pictures out of each contract for any group of pictures. The Neely bill offers no such option to cancel after the pictures are licensed. We firmly believe that this is the only practical solution of the problem—that of cancellation. It will permit the rejection of a reasonable number of pictures by the exhibitor at his option when the pictures are ready for booking at the theatre, not just at the time they are licensed.

This is the point where the exhibitor should have the option to reject a picture—when it is licensed and ready to be shown. The picture has been produced, prints are in the local exchanges and available for screening, the picture has been reviewed and described by the trade press in our business and likely by the newspaper critics in the larger cities, as the picture is probably already showing in the big first-run theatres.

Without assuming the impossible task of screening every picture made, the exhibitor who wants to book his theatres intelligently is fully informed as to just what the picture is. At this time, when he receives a notice from the distributor that the picture is available for booking, the exhibitor is in a better position to decide intelligently whether or not the picture should be rejected than he is at any other time.

It is my purpose to show you how our business operates with respect to the buying and booking of pictures, then to show you how it would have to operate under the Neely bill.

The exhibitor, or retailer, does not buy pictures from another retail store any more than a grocer or proprietor of a clothing store would think of replenishing his stock by purchases from other retail grocery or clothing stores. He buys the exhibition rights to the picture he wants from the distributor or film exchange, who is the wholesale dealer in motion pictures. The film exchange will not sell motion picture entertainment to the public. Its business is strictly wholesale in this respect. They sell the exhibition rights only to theatres or retail establishments for resale to the public or theatre patrons.

Because of the inherent nature of the article in which we deal, our business operations are unique and quite different in several respects. This is necessarily so, as I will show you. For instance, unlike other retail stores, the theatres cannot carry a variety of articles in stock and on sale at the same time. Every time a theatre changes its program, it has an entirely new stock of merchandise on sale and has none of the goods on hand it was selling yesterday. You may much prefer the picture that was running last week, but the theatre has none of that picture left and probably will never have it again.

Editor's Note

Anticipated early action in the House on the Neely bill, already passed by the Senate, again limns that issue.

What are the cardinal arguments against the proposed legislation and what in favor of it? E. L. Kuykendall, president of the MPTOA, picked up the cudgels on behalf of the theatremen who oppose the measure when the senate subcommittee held its hearings last year. Abram F. Myers, chairman of the board of Allied, essayed the rebuttal.

In a pro and con presentation of both sides, BOXOFFICE, in this issue, dips into the Washington hearings for the Kuykendall side of the case. Next week in its logical sequence and drawing upon the identical source, Myers will have his say.

The purpose is to summarize what the proponents and the opponents believe so that the exhibitors of the nation may become familiar with both, decide for themselves where they stand and what they propose doing about it.

Now, we can and do buy four dozen pictures from a wholesale distributor in one deal, just as the clothing stores may buy four dozen suits from the wholesale distributor—and for the same reasons; that is, because we can make a better deal at better prices that way. But we don't want the 48 pictures sent to us or billed to us in one shipment. We require the wholesale distributor to ship them to us one article at a time, as the pictures are needed for exhibition. We pay for them the same way—one at a time. I know of no other business that operates in this fashion between the wholesaler and the retailer; but it's very necessary to us and there is no other practical way to do it. We must have wholesale prices which can only be had with wholesale buying; but we must have retail deliveries. Retail prices, with wholesale buying, will do us great damage.

As I stated before, we are opposed to compulsory block booking if it means that we have to take and pay for unwanted pictures in order to get the ones we want. We want a reasonable selection of the pictures we book; but we must have an assurance of an uninterrupted flow of pictures delivered to our theatres as we need them and we must buy them at wholesale prices if we are successfully to continue in operation. We are convinced that the way to get the desired selection without wrecking the business is by an option to cancel in every contract which the exhibitors can exercise at the time the picture is ready for actual booking, not at the time it is licensed.

The Neely bill does not offer any such selective contract or any option to cancel pictures after they are licensed for exhibition. It destroys the advantages of wholesale buying, so essential to every retailer who deals in goods for mass consumption, in order to provide retail selection in an essentially wholesale transaction.

Not only that, but it seems perfectly obvious to us that the enactment of this bill will take away from us the option to cancel and will discontinue the selective contracts we can now get. If the exhibitor picks out only the pictures he wants at the time he acquires the exhibition rights under this law, does anybody believe that the distributors will continue to give another selection by an option to cancel pictures in the contract? Not unless they are crazier than I think they are. They will follow this statute, under the criminal penalties provided in the law; and the selective contract and option to cancel that my organization has fought for years to get will go right out the window . . .

However, our main objections to the Neely bill are based on the bill itself, its specific provisions and what will be the practical result of its application to our business. After long study of this legislation and consultation with exhibitor members of my association throughout the country, I am convinced that, in many respects, the Neely bill is an amazing example of misleading, deceptive and confused legislation, prepared and sponsored by people who are inexperienced in this business.

The stated purpose of the Neely bill (S. 280)—and I quote—is

"To prohibit and to prevent the trade practices known as compulsory block booking and blind selling in the leasing of motion picture films in interstate and foreign commerce."

This is on the grounds that such practices—and I quote again—

"Are hereby declared to be contrary to public policy in that such practices interfere with the free and informed selection of films on the part of exhibitors and prevent the people of the several states and the local communities therof from influencing such selection in the best interests of public policy, and tend to create a monopoly in the production, distribution and exhibition of films."

Organized support of sincere and well-intentioned women's clubs, church groups and other public groups has been induced to support this legislation in the belief that, under such a law, they could prevent the showing of any pictures that are objectionable or offensive to the particular people whose support is thus enlisted, simply by exerting pressure on the local exhibitor. They have been told, in effect, that if this law is passed by Congress, the theatre owner or exhibitor would not dare to display or exhibit in his theatre any of the motion pictures which these groups feel are undesirable for the public at large to see and hear . . .

These sincere people do not understand, or will not recognize, the simple fact that the proposed law does not prohibit the exhibition of any film—no matter how improper—at any time or place, and no matter how suitable. This law, as I read it, does not prevent the showing of an entirely immoral picture. We cannot assume that every local exhibitor would put aside pecuniary consideration in the interest of public morals; at least, not to any greater extent than would the producer and the wholesale distributor . . .

What the sponsors of this bill do not

(Continued on next page)

Kuykendall for Cons Against Neely Bill

(Continued from preceding page)

realize is that business competition between theatres, the natural competition between rival theatre owners in practically every town or city, and the public demand for good motion picture entertainment invariably brings about the exhibition of practically every worthwhile motion picture made in some one or more theatres where those who want to can see it. There is no limit to the number of theatres that can be erected and operated in any town, city or neighborhood. The natural restraint on the construction and operation of additional theatres is merely the limit of the number of pictures that are available for showing.

Even in a single theatre, the number of pictures that may be shown in a given period of time depends entirely on the operating policy of the theatre—which is controlled by the management. They can show one picture for seven days, or two pictures each week, four pictures each week, six pictures each week or even more than that by showing two feature pictures on the same program—popularly known as "double billing." Even in the smaller country towns, where all the theatres may be under the same ownership, if the exhibitor refuses to show any important pictures or any line of pictures, some nearby theatre in a nearby town is almost certain to show them.

The point is that, as a practical matter, all of the pictures of any consequence that are produced in this country are shown in every town of any size. Every picture is accessible to anyone who really wants to see it, whether the picture is good, fair or indifferent. This is due solely to competitive conditions, to the insatiable demand created by rivalry between theatre operators for more and more attractions to keep their theatres operating.

It doesn't make any practical difference in this respect whether the pictures are sold separately or in blocks. The plain fact is that they are all on display and the public of its own accord chooses what it wants to see and what it refuses to see . . .

After setting forth the theoretical purpose to be accomplished by this legislation, the bill endeavors to make the law effective to prohibit so-called compulsory block booking through the provisions of Section 3. The enforceable part of the bill, as I read it, does not begin until Section 3.

Realizing that no general prohibition of the loosely defined practice called compulsory block booking would be practical or effective, the bill, in Section 3, tries to impose more rigid statutory regulation of the competitive buying and selling transaction between the distributor and the exhibitor under the penalties of fine or imprisonment provided in Section 5. This section of the act continues—and quote:

"It shall be unlawful for any distributor of motion picture films in commerce . . . to lease or offer to lease for public exhibition films in a block or group of two or more at a designated lump-sum price for the entire block or group and at separate and several prices for separate and several films, or for a number or numbers thereof less than the total number, which total or lump-sum price and separate and several prices shall bear to each other such relation (a) as to operate as an unreasonable restraint upon the freedom of an exhibitor to select and lease for use and exhibition only such film or films of such block or group as he may desire and prefer to procure for exhibition; or (b) as tends to require an exhibitor to lease such entire block or group or forego the lease of any number of numbers thereof; or (c) that the effect of the lease or offer to lease of such films may be substantially to lessen competition or tend to create a monopoly in the production, distribution and exhibition of films; or to lease or offer to lease for public exhibition films in any other manner or by any other means the effect of which would be to defeat the purpose of this Act."

This appears to be the heart of the entire act and the only effective part of it to prevent compulsory block booking. Just what it means is vague and uncertain, even to those who have a thorough knowledge of the business. Yet this bill seeks to impose these provisions on all the distributors as criminal law with severe penalties of fine and imprisonment on any and all violations. It is quite apparent that anyone engaged in the making or marketing of a motion picture, no matter how earnest their desire to comply with this statute, would have great difficulty in knowing whether they are violating this law in any of the vast number of transactions necessary in the marketing of their product.

It seems obvious that what the author of this act was seeking to do was to prevent and prohibit distributors from offering any of the unusual discounts in prices, to induce the prospective buyer to purchase films in quantity or groups. Apparently the author of this bill felt it was necessary to prohibit any discount or reduction that would tend to require any exhibitor to accept more than one picture, in order to make it fully effective in actual practice. Criminal penalties are imposed by the act to restrain or prevent the distributor from securing a license for a larger group of pictures from the exhibitor by offering such discounts in price.

Whether such a practice of offering a better average price for a quantity or bulk purchase, which is common to all wholesale selling, should be declared a crime by Congress, is a serious question in itself. No question of discrimination in price quotations as between rival retail dealers is involved or covered by this bill. This is quite different in principle from the Robinson-Patman Act or the Clayton Act, as I understand them. It relates entirely to price differentials in quotations to the same retail dealer or exhibitor, but as between the different articles purchased.

No such thing as a standard price is possible in the competitive buying and selling of licenses for motion picture exhibitions as between the distributor and the exhibitor. Prices are arrived at as a result of bargaining and trading in this field, which sometimes does become quite violent. It is sort of a horse-trading method, but we haven't been able to find a better one that will work.

The act does not give any definite indication as to what differential in price between a quantity purchase and the purchase of an individual item will be considered as a crime and punished by the law. There is no standard or measuring stick to guide the wholesale dealer as to how much difference in price he can charge for the same picture if it is sold alone or if it is sold with other pictures. There is, so far as I can see, no possible way that he can know in advance, or until after he has leased or licensed his film, as to whether he is violating this law in this respect. If he leases or offers to lease more than one motion picture film at the same time, he risks the punishment provided in the act.

The purpose explained by the proponents of this legislation is to regulate this business transaction in such a way that the wholesale dealer will be compelled, under criminal penalties, to price each picture separately and permit each exhibitor to select any number of pictures he desires. In other words, retail selection at wholesale prices. We exhibitors would all like to have that, just as we would all like to write our own ticket on film prices.

To accomplish this stated purpose, the bill proposes to severely punish any method of reducing the prices in order to influence the exhibitor to select more of the pictures offered than he would otherwise take, or any other means that may be devised by the wholesale dealer to secure a lease or license for a larger number of motion picture films. The vague and uncertain language of this provision, we believe, makes it impossible for the distributor to know definitely whether any sort of a discount or special price for a quantity purchase would be definitely in violation of the law or not, until after the distributor is indicted and tried in court for such alleged violation as may be charged.

The law speaks for itself with respect to this provision. If this is true, and I don't see how it can be questioned, the distributor will be forced to fix a price for each film offered on the basis that the retail dealer or exhibitor is going to buy just one film, and refuse, under any circumstances, no matter how many pictures the exhibitor is willing and anxious to take, to make any reductions whatever in that price under penalty of the act. The risk of violating this law with its severe penalties would be too great for the distributor to do otherwise . . .

To prevent so-called blind selling, which really means blind buying, and in an effort to place the exhibitor in a position to pick out the films which he himself considers most desirable for showing in his theatre, the bill declares—and I quote:

"Section 4—It shall be unlawful for any distributor of motion picture films in commerce to lease or offer to lease for public exhibition any motion picture film over 2,000 feet in length unless such distributor shall furnish the exhibitor at or before the time of making such lease or offer to lease a complete and true synopsis of the contents of such film. Such synopsis shall be made a part of the lease and shall include (a) an outline of the story, incidents and scenes depicted or to be depicted, and (b) a statement describing the manner of treatment of dialogues concerning any scenes depicting vice, crime, or suggestion of sexual passion. It is the purpose of this section to make available to the exhibitor sufficient information concerning the contents of the film and the manner of treatment to enable him to determine whether he desires to select the film for exhibition and later to determine whether the film is fairly described by the synopsis."

All of this under penalty of $5,000 fine

(Continued on page 14)

No Immediate Action Seen on Neely

Washington—Although Senator Neely expressed the hope the House would take up his measure early, doubt that this will happen is expressed at the other end of the Capitol.

It was pointed out the House Interstate and Foreign Commerce Committee has not yet drafted its program, but the thought is expressed that, because consideration of the bill would involve lengthy hearings, the block booking proposal probably would not be given preferred status, thus avoiding possible delay in the handling of measures considered more pressing by the Administration.

New York—The Central Trades and Labor Council, representing 350 AFL unions with a membership of 350,000 in New York, is in the open with a statement opposing enactment of the Neely bill on the ground it "would cause tremendous injury to thousands of workers in various branches of the great American motion picture industry."

Condemns Punishment Clause in Measure


6 MEN WAITING, while death sat off in the distance, like a vulture in a tree—and every man's thoughts on the woman who had blundered into their hearts!
"G

National Release—Jan. 26th



FAMOUS PRODUCTIONS *presents*

DOUGLAS FAIRBANKS JR. • JOAN BENNETT

in

REEN HELL"

with

JOHN HOWARD • ALAN HALE • GEORGE BANCROFT

VINCENT PRICE *and* GEORGE SANDERS

Original story and screenplay by FRANCES MARION

Directed by JAMES WHALE

Produced by HARRY EDINGTON

A JAMES B. WHALE PRODUCTION • A NEW UNIVERSAL PICTURE

Sees Trouble Ahead In Synopsis Must

(Continued from page 11)

and one year of imprisonment for each violation. Under this section, after a film has been in release and has been publicly exhibited and privately screened all over the United States, the distributor is still required to provide a detailed scene-by-scene description of the picture and make such synopsis a part of the lease or license agreement. This clause patently means nothing unless the distributor is bound by the statements made in the synopsis required, hence it must be made a part of the exhibition contract . . .

The producer and distributor who is forced to comply with this provision under criminal penalties, is faced with this dilemma: He can either complete the picture before offering it to anyone for exhibition and then prepare the detailed scene-by-scene synopsis from the completed picture, to make sure that as far as humanly possible there is no variation between such description and the film itself; or, if a synopsis is prepared before the final completion of the picture, then the picture must be produced to conform exactly and precisely with the advance description that has been used to lease or offer to lease that particular picture.

This means that, in producing the picture, the director and cast must scrupulously refrain from changing any of the scenes that they may feel could be improved upon by a different treatment, rewriting of the dialogue, or the substitution of an entirely different scene or episode. It would so completely tie the hands of the creative artists, writers, artisans, directors and executives engaged in production, that it would insure a sharp reduction in the quality, and damage the chances for success, of each picture produced under such conditions. The bill provides for both civil relief by injunction and criminal punishment by fine and imprisonment for the failure of any distributor or employe of any distributor to comply exactly with this provision.

The manner and treatment of "any scenes depicting vice, crime, or suggestion of sexual passion," referred to in Section 4, are fixed and recorded in the film by the producer. After the picture leaves the studio and goes into release, this treatment cannot be changed, and the scenes cannot be remade by the exhibitor. To cut out offensive scenes butchers the continuity and spoils the picture. While the responsible exhibitors fully realize and appreciate their responsibility for what goes on the screen of their theatre, nevertheless, the primary responsibility to maintain right moral standards in the pictures produced and released must always rest squarely on the producing company and the wholesale distributor . . .

To make sure this bill is fully complied with by all the wholesale dealers, the act provides, in Section 5, as follows:

"Every person who violates Section 3—" compulsory block booking.

"or who fails to furnish the synopsis required by Section 4—" blind selling.

"or knowingly makes any false statement in such synopsis, shall be deemed guilty of a misdemeanor and, on conviction thereof, shall be punished by a fine of not exceeding $5,000 or by imprisonment for not exceeding one year, or by both such fine and imprisonment in the discretion of the court."

Enforcement is placed in the hands of the district courts of the United States and the duty imposed on the United States district attorneys to institute proceedings in case of any and all violations of the act. It also provides for proceedings by injunction to restrain possible violations of the law. Presumably any violation of such injunctions would be punished by imprisonment without limit. We are told that no obligation, no responsibility, and no possible application of these penalties are imposed by the law on the retail dealer or exhibitor. It is not at all certain that this is true. As we understand it, once this bill becomes a law, the courts alone are competent to interpret and apply it.

In this summation, Kuykendall emphasized nine conclusions. They are:

First, this bill will not insure right moral standards in the production of motion pictures, because the picture is recorded on the film before it enters the process of distribution and cannot be changed.

Second, it does not prevent any exhibitor from showing any objectionable or indecent films he wants to show.

Third, it does not help the theatre owner who may be persuaded to cancel an announced picture because of local objections. He has already made a contract agreement to pay for the film. The act does not provide any option to cancel the picture after it is licensed.

Fourth, it forces the distributor to raise wholesale prices to an artificial level under criminal penalties. We exhibitors think that, in many instances, film prices are already too high.

Fifth, it imposes the constant threat of drastic fines and imprisonment on every person in the business.

Sixth, it invites misuse of the criminal penalties by unscrupulous exhibitors to secure commercial advantages not available in open competition.

Seventh, it compels the production of mediocre pictures by imposing impossible restrictions on creative effort.

Eighth, it takes away the responsibility on the producer, where it rightly belongs, to maintain right moral standards in pictures and seeks to put the entire responsibility on the local exhibitors scattered throughout the country without offering to the exhibitor an option to cancel pictures as they are booked.

Ninth, it destroys the business methods built on practical experience and forces the motion picture industry to embark on an untried experiment over the protests of those responsible for making and marketing modern motion pictures.

An Inspector Looks At Neely Bill

Boston—Lillian Adelson, inspector at the M-G-M exchange here, studied the proposed Neely bill and wrote a letter to her congressman, Robert Luce. This is the reply of the congressman's secretary, Robert H. Kempton:

"In your letter you say that the passage of this bill will force the discharge of thousands of needy employes, although you give no detailed information as to how this will occur. I have never seen any statement to that effect and I am wondering if you can give me any information on this point so that I may lay it before Mr. Luce."

Miss Adelson explained to Kempton her reasons for her belief:

"I thank you for your very evident interest in just what the Neely bill means to whom its passage will affect. It is my strong opinion that if this bill is passed it will lessen production considerably. Lessened production, of course, means fewer employes needed to manufacture, to sell and to do the accounting and mechanical handling necessary to keep in daily usable condition. I believe that production will necessarily be lessened because small producers and distributors of pictures will be unable to comply with the requirements of the bill because of financial difficulties.

"They, in my opinion, will be forced to close up entirely. What will become of their thousands of employes? The larger organizations, compelled to more than double their present financing, will be able to continue only under the great handicaps the bill imposes and whether or not even they will be able to hold out indefinitely is a question all employes will ask themselves with much fear and trembling. I cannot help wondering also just what are the 'evils' this bill is supposed to correct."

Nine Conclusions in Neely Opposition

Two-a-Day Broadway Run Planned for "Abe Lincoln"

NEW YORK—Plans are afoot to show "Abe Lincoln in Illinois" in a Broadway house on a two-a-day policy. A similar policy might be followed in Philadelphia.

The general plan for key first runs throughout the country will be to exhibit the film on a reserved seat policy at night at $1 top. Afternoon shows will be continuous with the scale at 75 cents.

"Lincoln" and "Wind" Rivals In Washington Playdates

WASHINGTON—An interesting situation impends here with the opening of "Abe Lincoln in Illinois" at Keith's, January 23, and "Gone With the Wind" three days later at Loew's Palace. This is the first instance to date of where the two pictures, both revolving around the slave issue, will compete with one another.

Won't Oust Paramount Stockholder Action

NEW YORK—Federal Judge Edward A. Conger, after seven months of pondering, has denied applications by Paramount, 31 officers and directors of the company, AT&T, Western Electric and Erpi, to dismiss a $25,000,000 minority stockholder action against them. The suing stockholders, Frank Jablow and Sam Acker, were told by the judge their complaint is not clear, although it does establish a cause of action, and they were ordered to file a bill of particulars on the defendants clarifying the issues.

Mayfair Levy's Firm

HOLLYWOOD—Mayfair, Inc., is the name of the new corporation Jules Levy has set up to produce for Universal distribution. Levy arrived here Friday from New York, saying he plans to sign additional stars to join the Ritz Brothers in "The Boys From Syracuse."

WARNERS' BIGGEST!

THE FIGHTING 69TH

WARNERS' BIGGEST!

WARNERS' BIGGEST!







JAMES CAGNEY • PAT O'BRIEN
GEORGE BRENT
in 'THE FIGHTING 69TH'
with
JEFFREY LYNN • ALAN HALE • FRANK McHUGH
DENNIS MORGAN • DICK FORAN
WILLIAM LUNDIGAN • GUINN "BIG BOY" WILLIAMS
HENRY O'NEILL • JOHN LITEL
Directed by WILLIAM KEIGHLEY
Original Screen Play by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin • A Warner Bros.-First National Picture



Hammons, Franklyn Warner Seek GN

NEW YORK—Earle W. Hammons and Franklyn Warner are said by well-informed sources to have met over the weekend in a midwestern city to consider the purchase of GN when the defunct company goes on the auction block next week. Should the former president and Warner, head of Fine Arts, decide to bid they could acquire GN for a fraction of the cost under liquidation that would have obtained had they attempted to get control before bankruptcy was ordered by the court.

GN officially went out of existence Wednesday with a deficit of approximately $860,000. Encountered in a little over a year, the company having been re-organized under the Hammons regime in October, 1938. According to Lee Hazen, associated with Joseph Dannenberg, attorney for Harry Fromberg, trustee, the company lost an additional $35,000 in liquidation. About $19,000 in back salaries, as of last November 1, were owed, but whether employes, under the status of prior creditors, will seek legal means to secure this money has not been established.

60 Films as Assets

The defunct company has among assets about 60 films, including two starring James Cagney. Which of these are owned outright by GN has not been determined, since auditors are still checking contracts. There is also about $10,000 worth of furniture in the home office, the lease of which in the Associated Press Building will be disaffirmed. The lease on the Educational studios in California will also be disaffirmed.

Shortly after Hammons organized the new GN, the company under the sales managership of Edward L. Alperson faced a $25,000 "nut" in order to maintain a sales organization, according to Hazen's analysis of the books. From the time Hammons took over GN until it sank Hazen states the company never produced a picture, for which the Educational studios had been leased. In the midst of its attempts at reorganization Jack Skirball, who was vice-president in charge of production, withdrew to form Arcadia Pictures.

Jack Cosman, head of Producers Laboratories, who was prominent in the last stages of attempted reorganization, told BOXOFFICE he has offered "not much less than $100,000 for the outfit—lock, stock and barrel," but believes the bid will be rejected.

Sol Edwards, sales manager, has begun an appraisal of the 26 films the company is said to own outright. From the sum collected for the sale GN will first have to meet a $26,000 tax bill to the government before other creditors are satisfied.

It is estimated close to 200 in 22 branches in this country and five in Canada are out of work.

Mrs. Sara Phillips Rites

NEW YORK — Private funeral services were held Monday for Mrs. Sara Phillips, 90, mother of Louis Phillips, Paramount home office counsel. Survivors, besides Louis, are Abraham and Sol, and one daughter, Anna Benjamin.

He's Riled Over E. M. Loew Suit

New York—E. M. Loew's anti-trust suit against the majors, filed in Boston for $2,595,000 damages, has at least one distributor counsel swearin' cats and dogs.

Loew spent more than two hours with Tyree Dillard jr., M-G-M counsel, in the latter's office January 8, the day the suit was instituted, without even mentioning a word about it. As a matter of fact, certain alleged practices were discussed and thrashed out during the conclave.

Dillard noticed Loew was jittery and anxious to get away during the meeting and is now wondering if the New England independent was not trying to stop the suit the last minute. It involves drive-in theatres operated at Providence; Lynn, Mass.; Winchester, Mass.; Miami; Glen Burnie, Md., and Alexandria, Va.

Foresee the New RKO Under Way by Feb. 1

NEW YORK—At the final RKO hearing after seven years in the federal courts, Judge William O. Bondy was informed that Irving Trust, RKO's trustee, would turn over entire assets of the company to the new company before the end of January.

The underwriting issue of 500,000 shares of new common for Rockefeller Center and the unsecured creditors, saw 250,728 shares subscribed to, of which the former took 163,629 shares and the unsecured creditors, 87,099. This left 249,272 shares to be picked up by the Atlas Corp. of which 77,871 were taken by the American Co., Atlas subsidiary. Atlas paid $747,816 for its shares at $3 each and its compensation for underwriting was $102,000, leaving a balance of $645,816 as the actual cost to the underwriting company. Since $752,184 was paid by the others for their stock, RKO will receive $1,398,000 for court and reorganization expenses and additional working capital.

All that remains to be done now to consummate the plan of reorganization is a formal order of Judge Bondy's approving the new Delaware company and granting it permission to operate under New York state laws plus the filing of requests for allowances.

RKO filed its petition for reorganization Jan. 27, 1933.

"Mr. Chips" Scores First Place in Film Daily Poll

NEW YORK—"Goodbye, Mr. Chips" scored first place in the *Film Daily* critics' poll for the ten best pictures of 1939. Second was "Mr. Smith Goes to Washington." Other winners were rated in the following order: "Pygmalion," "Wuthering Heights," "Dark Victory," "The Women," "The Wizard of Oz," "Juarez," "Stanley and Livingstone" and "The Old Maid." In the tally, M-G-M garnered four; Warner, three; UA, Columbia and 20th-Fox, one each.

New Selling Policy May Hinge on Neely

NEW YORK—Customary annual meeting of division managers of 20th Century-Fox for the formulation of new season selling policy may be delayed until the fate of the Neely bill in Congress can be ascertained, declares Herman Wobber, general sales manager.

"There is no sense in planning a sales policy," Wobber says, "without waiting until we can find out what happens to the Neely bill and its effect on distribution."

A tentative meeting, however, is slated for Chicago early in February. Whether it will be held then, depends on how fast Congress acts on the all-important piece of legislation.

At any rate, Wobber states, there will be a discussion of production and distribution problems with Darryl F. Zanuck and sales executives when he arrives here for the "Grapes of Wrath" premiere, January 24.

According to Wobber, the production schedule for 1940-41 is temporarily fixed at 52, of which four will be British productions. He adds the total is elastic and the ultimate number will depend on outside factors.

Wobber is optimistic on the domestic situation.

He says there is a strong possibility that the company may establish a new all-time high in sales.

Disposition of Elton UA Stock Not Yet Decided

NEW YORK—The disposition of stock in the Elton Corp. which was fully owned by Douglas Fairbanks and which controlled one fifth of UA, has not yet been decided upon. These shares will be held in trust until after all matters of tax litigation, both federal and state are cleared up.

Taxes will apparently eat up close to half of the estate estimated at approximately $3,000,000. Using that figure as a basis, the federal government will take $950,000 on that amount and 44 per cent more on any amount over $3,000,000. Since the bulk is to go to Fairbanks' widow and son, each will be taxed approximately $85,000 on each $1,000,000 received, plus ten per cent of any amount over $1,000,000. Two funds of $700,000 and $500,000, respectively, held by the Guaranty Trust Co. and the Bankers Trust Co. are also subject to tax in New York.

Fairbanks' will also disclosed his possession of studio property in California, which consists of a one-half interest in the United Artists studios. The other half is owned by Mary Pickford. This studio property, a Santa Monica residence, and a ranch covering 3,000 acres, will also be held in trust until after taxes are paid.

The Bank of America, N. A. is executor for California, and Guaranty Trust of New York for the rest of the estate, thirty three-fourtieths of which is left to Sylvia Fairbanks, the widow, and Douglas Fairbanks jr.

FOX WEST COAST AGENCY CORPORATION

"SPLENDID," says Ray Lindsey, Fox Pomona Theatre manager, in a confidential report to Fox-West Coast headquarters on a "sneak" preview of 'HIS GIRL FRIDAY' .

"Story starts at LIGHTNING SPEED and never loses pace...the SMART LINES crackle from the screen with the RAPIDITY OF MACHINE GUN FIRE...laughs tumble over laughs so fast that many were lost in the GALES OF LAUGHTER from the audience. There is not a dull spot.

"Audience reaction: 100% APPROVAL. Hearty laughter...at the finish a BIG ROUND OF APPLAUSE.

"Rating: from any standpoint A PLUS. It CANNOT MISS at the box-office."



It's the Year's Wildest, Wittiest Whirlwind of a Love and Laugh Show!

CARY GRANT

Rosalind RUSSELL *in* HOWARD HAWKS'

"HIS GIRL FRIDAY"

with **RALPH BELLAMY**

GENE LOCKHART • Helen Mack

Based on a play by BEN HECHT and CHARLES MacARTHUR
Screen play by CHARLES LEDERER • Directed by **HOWARD HAWKS**

General Release—JAN. 18

COLUMBIA PICTURES

"HUNCHBACK" TRIPLES PAR IN LOS ANGELES

AVERAGE IS 100%

Top Hits of the Week

HUNCHBACK OF NOTRE DAME—Los Angeles 300
GONE WITH THE WIND—Boston.....300
GULLIVER'S TRAVELS—Denver, (2nd wk.) 220
HUNCHBACK OF NOTRE DAME—Cleveland 210
BALALAIKA—New Orleans 200
GONE WITH THE WIND—Cincinnati, New York (3rd wk.).....200
HUNCHBACK OF NOTRE DAME—New Orleans 200
SWANEE RIVER—Kansas City.....180
AMAZING MR. WILLIAMS—Dallas, Cleveland 175
FOUR WIVES—Cleveland, (2nd wk.) 175
GREAT VICTOR HERBERT—New Orleans 175
HUNCHBACK OF NOTRE DAME—Kansas City 175
BALALAIKA—Cleveland (plus stage show) 160
SWANEE RIVER—New York City (plus stage show) 160

EXTENDED RUNS

Harvest, 15th wk., World, New York City.
Destry Rides Again, 4th wk., Pittsburgh.
Amazing Mr. Williams, 3rd wk., Seattle.
Four Wives, 3rd wk., New York City.
Gone With the Wind, 3rd wk., New York City.
Gulliver's Travels, 3rd wk., New York City, Seattle.
Hunchback of Notre Dame, 3rd wk., Chicago.
Judge Hardy and Son, 3rd wk., Seattle.
Light That Failed, 3rd wk., New York.
Our Neighbors, the Carters, 3rd wk., Minneapolis.

BOSTON

Fenway—**Gulliver's Travels** (Para); **Our Neighbors, the Carters** (Para) 90
Memorial—**The Hunchback of Notre Dame** (RKO) 135
Metropolitan—**The Great Victor Herbert** (Para); **All Women Have Secrets** (Para).....110
Orpheum—**Gone With the Wind** (M-G-M), (special policy $1.50 top; 2nd wk. better than first) 300
Paramount—Same as Fenway 110
State—Same as Orpheum 300

CHICAGO

Apollo—**Intermezzo** (UA) 95
Chicago—**The Great Victor Herbert** (Para), plus Allan Jones and Mary Martin on stage..140
Garrick—**Four Wives** (FN), 2nd loop wk.....110
Oriental—**Charlie McCarthy, Detective** (Univ), plus stage show 130
Palace—**Hunchback of Notre Dame** (RKO), held 3rd wk. 140
Roosevelt—**Gulliver's Travels** (Para), held 3rd wk. 125
State-Lake—**Dead End Kids on Dress Parade** (Univ), plus stage show 100
United Artists—**Another Thin Man** (M-G-M), 2nd wk. 110

CINCINNATI

Albee—**Hunchback of Notre Dame** (RKO), held over 130
Capitol—**Gone With the Wind** (M-G-M).....200
Family—**Buried Alive** (SR) 120
Keith's—**Judge Hardy and Son** (M-G-M), 2nd wk. 120
Lyric—**Destry Rides Again** (Univ), 2nd wk.....120
Mayfair—**Ballerina** (SR) 100
Palace—**Swanee River** (20th-Fox), held over..130
Shubert—**Barricade** (20th-Fox) 120

CLEVELAND

Allen—**Four Wives** (FN), 2nd wk.....175
Hippodrome—**Hunchback of Notre Dame** (RKO) 210
Lake—**City of Chance** (20th-Fox); **The Cisco Kid and the Lady** (20th-Fox).....100
Palace—**Joe and Ethel Turp Call on the President** (M-G-M). Stage: **A Night at the Moulin Rouge** 160
State—**Balalaika** (M-G-M) 110
Stillman—**Gulliver's Travels** (Para), 2nd wk...150

DALLAS

Capitol—**Missing Evidence** (Univ), 1st part... 85
Capitol—**Old Dark House** (Univ), reissue, 2nd part 90
Capitol—**Zenobia** (UA), 3rd part 80
Majestic—**Amazing Mr. Williams** (Col); **Dave Apollon** on stage 175
Palace—**Judge Hardy and Son** (M-G-M).....125
Rialto—**Reno** (RKO), 1st part 100
Rialto—**Tower of London** (Univ), 2nd part.... 90
Tower—**Another Thin Man** (M-G-M), 2nd wk..125

DENVER

Aladdin—**Everything Happens at Night** (20th-Fox), after a wk. at the Denver.....100
Broadway—**Judge Hardy and Son** (M-G-M); **Mexican Spitfire** (RKO), after a wk. at the Orpheum 90
Denham—**Gulliver's Travels** (Para), 2nd wk...220
Denver—**Swanee River** (20th-Fox) 110
Orpheum—**Hunchback of Notre Dame** (RKO)..135
Paramount—**Cisco Kid and the Lady** (20th-Fox); **Call a Messenger** (Univ).....130
Rialto—**Housekeeper's Daughter** (UA), after a wk. at each the Denver and Aladdin; **Man From Montreal** (Univ) 110

DETROIT

Adams—**Charlie McCarthy, Detective** (Univ), after 1 wk. at the Fox; **One Hour to Live** (Univ) 85
Cinema—**Rasputin** (SR), 2nd wk. 80
Fox—**Swanee River** (20th-Fox); **The Honeymoon's Over** (20th-Fox) 90
Madison—**The Mill on the Floss** (SR); **Mutiny on the Elsinore** (SR) 100
Michigan—**Gulliver's Travels** (Para); **Secret of Dr. Kildare** (M-G-M) 105
Palms-State—**Kid Nightingale** (WB); **Housekeeper's Daughter** (UA) 85
United Artists—**Judge Hardy and Son** (M-G-M), 2nd wk. 90

INDIANAPOLIS

Alamo—**What a Life** (Para), 1st half..... 60
Alamo—**Outpost of the Mounties** (Col); **Television Spy** (Para), 2nd half 65
Apollo—**Four Wives** (FN), 2nd wk..... 85
Circle—**Gulliver's Travels** (Para) 95
Indiana—**Swanee River** (20th-Fox); **Two Thoroughbreds** (RKO) 110
Loew's—**Balalaika** (M-G-M); **Blondie Brings Up Baby** (Col) 75
Lyric—**Cisco Kid and the Lady** (20th-Fox), plus stage show 95

KANSAS CITY

Esquire—**Swanee River** (20th-Fox), held.....180
Midland—**Balalaika** (M-G-M); **Nick Carter, Master Detective** (M-G-M).....110
Newman—**Gulliver's Travels** (Para); holdover..100
Orpheum—**Hunchback of Notre Dame** (RKO), held. 175
Tower—**South of the Border** (Rep), plus stage show. 130
Uptown—Same as Esquire.....170

LOS ANGELES

Chinese—**Swanee River** (20th-Fox); **City of Chance** (20th-Fox) 125
Downtown—**Invisible Stripes** (WB); **Little Accident** (Univ) 100
Four Star—**Of Mice and Men** (UA), 2nd wk.....100
Hillstreet—**The Hunchback of Notre Dame** (RKO) 300
Hollywood—Same as Downtown.....100
Pantages—Same as Hillstreet.....250
Paramount—**Gulliver's Travels** (Para), 2nd wk., plus stage show.....140
State—Same as Chinese.....140

MILWAUKEE

Palace—**Gulliver's Travels** (Para); **Our Neighbors, the Carters** (Para), 2nd wk.....110
Riverside—**Everything's on Ice** (RKO), plus stage show 140
Strand—**Everything Happens at Night** (20th-Fox); **The Cisco Kid and the Lady** (20th-Fox) 100
Warner—**The Hunchback of Notre Dame** (RKO) 145
Wisconsin—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M)..140

MINNEAPOLIS

Aster—**Reno** (RKO); **Little Accident** (Univ)... 90
Century—**Gulliver's Travels** (Para), 2nd wk.... 90
Esquire—**Rasputin** (SR) 300
Gopher—**Housekeeper's Daughter** (UA)..... 90
Minnesota—**Thou Shalt Not Kill** (Rep), plus stage show, Helen Morgan..... 80
Orpheum—**Amazing Mr. Williams** (Col), plus stage show, Buddy Rogers.....150
State—**Another Thin Man** (M-G-M).....100
World—**Our Neighbors, the Carters** (Para), 3rd wk. 80

NEW HAVEN

College—**Judge Hardy and Son** (M-G-M); **City of Darkness** (20th-Fox), 2nd wk.....120
Loew-Poli—**Balalaika** (M-G-M); **Those High Grey Walls** (Col), moved to the College for a 2nd wk. 105
Paramount—**Gulliver's Travels** (Para); **Television Spy** (Para), two-day holdover; **The Great Victor Herbert** (Para); **Emergency Squad** (Para), 6 days 190
Roger Sherman—**Four Wives** (FN); **Two Bright Boys** (Univ) 135

NEW ORLEANS

Center—**Rio** (Univ) 95
Liberty—**Return of Dr. X** (FN).....100
Orpheum—**Hunchback of Notre Dame** (RKO)..200
Saenger—**Great Victor Herbert** (Para).....175
State—**Balalaika** (M-G-M) 200
Tudor—**Fast and Furious** (M-G-M).....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 3rd wk..200
Capitol—**Gone With the Wind** (M-G-M), 3rd wk.200
Criterion—**Night of Nights** (M-G-M).....120
Globe—**Big Guy** (Univ) 125
Paramount—**Gulliver's Travels** (Para), 2nd wk. plus stage show.....150
Radio City Music Hall—**Hunchback of Notre Dame** (RKO), plus stage show.....115
Rivoli—**The Light That Failed** (Para), 2nd wk...145
Roxy—**Swanee River** (20th-Fox), plus stage show. 160
Strand—**Four Wives** (FN), 2nd wk. plus stage show. 120

OMAHA

Brandeis—**The Hunchback of Notre Dame** (RKO), 2nd wk. 100
Omaha—**Judge Hardy and Son** (M-G-M); **Honeymoon's Over** (20th-Fox), 2nd wk., moveover from Paramount 100
Orpheum—**Swanee River** (20th-Fox); **Henry Goes Arizona** (M-G-M) 115

PITTSBURGH

Alvin—**Too Busy to Work** (20th-Fox); **Shipyard Sally** (20th-Fox) 60
Barry—**A Slight Case of Murder** (WB), reissue; **Prison Without Bars** (UA), reissue...100
Fulton—**Day-Time Wife** (20th-Fox) 130
Penn—**Gulliver's Travels** (Para) 110
Senator—**Destry Rides Again** (Univ), 4th wk...100
Stanley—**That's Right, You're Wrong** (RKO); Martha Raye stage revue 145
Warner—**Joe and Ethel Turp Call on the President** (M-G-M); **The Return of Dr. X** (FN) 105

PORTLAND, ORE.

Broadway—**Balalaika** (M-G-M); **Nick Carter, Master Detective** (M-G-M) 140
Liberty—**Gulliver's Travels** (Para), 2nd wk.; **Two Thoroughbreds** (RKO) 110
Mayfair—**Four Wives** (FN); **Pride of the Blue Grass** (WB), 2nd wk., trans. 130
Orpheum—**South of the Border** (Rep); **Money to Burn** (Rep) 120
Paramount—**Hunchback of Notre Dame** (RKO).130
United Artists—**Destry Rides Again** (Univ); **Joe and Ethel Turp Call on the President** (M-G-M) 130

SALT LAKE CITY

Capitol—**South of the Border** (Rep), 2nd run..100
Centre—**Another Thin Man** (M-G-M) 110
Paramount—**Gulliver's Travels** (Para), held over 115
Rialto—**The Hunchback of Notre Dame** (RKO).125
Roxy—**African Holiday** (SR), with a 2nd run and vaudeville 105
Studio—**The Great Victor Herbert** (Para), 2nd wk. 115
Utah—**Everything Happens at Night** (20th-Fox); **Too Busy to Work** (20th-Fox).....110

SEATTLE

Blue Mouse—**Gulliver's Travels** (Para), 3rd wk.. 90
Fifth Avenue—**Hunchback of Notre Dame** (RKO), 2nd wk. 120
Liberty—**Amazing Mr. Williams** (Col); **Blondie Brings Up Baby** (Col), 3rd wk. 90
Music Box—**Judge Hardy and Son** (M-G-M); **The Witness Vanishes** (Univ), 3rd wk..... 90
Orpheum—**Geronimo** (Para); **Reno** (RKO).....100
Palomar—**Invisible Stripes** (WB), plus vaudeville 90
Paramount—**Balalaika** (M-G-M); **Nick Carter, Master Detective** (M-G-M), 2nd wk.....100

A FINE WOMAN'S PICTURE THAT PICTURES ADMIRABLY A WOMAN'S REGENERATION!

MIRACLE ON MAIN STREET



STARRING

MARGO

with **WALTER ABEL**

WILLIAM COLLIER, Sr. • LYLE TALBOT • WYNNE GIBSON

Screen play by Frederick Jackson • Directed by Steve Sekely

Produced by Jack Skirball

A COLUMBIA PICTURE

Margo, star of "The World We Make", current Broadway hit, turns in a truly magnificent performance!

Exhibitors Are "Fair" With United States

WASHINGTON—Exhibitors, as a whole, are dealing fairly by the government in the collection and transmission of admission taxes, it is indicated by the annual report of Guy T. Helvering, commissioner of internal revenue.

On the other hand, ticket brokers and cabarets appear to offer the most difficult collection problems.

During the fiscal year ended June 30, last, covered by the report, the government secured considerable sums in additional taxes from violators of the law, several of whom were fined or imprisoned for offenses.

No details regarding these cases were disclosed by the commissioner, who discussed the situation only in general terms, saying "the internal revenue officers investigating cabarets, theatre ticket brokers, etc., continued to produce excellent results."

"A considerable amount of additional tax has been asserted," Helvering continued, "and fines obtained or terms of imprisonment imposed on theatre ticket brokers or proprietors of cabarets, or other places of amusement, for failure to comply with the law or regulations applicable to admissions."

Admission tax collections for the year aggregated nearly $19,500,000, derived from nearly 50,000 places of amusement.

See Westway Victory As Defense Bulwark

(Continued from page 5)

theatres in Baltimore; but I do not find sufficient evidence to support that view.

"It is, of course, possible that the distributors were influenced somewhat by the fact that the Durkee interests had long been good customers, but the evidence does not show that they exerted any undue pressure upon the distributors on that account, nor does it show any unusual preference to Durkee and his associates other than would naturally have been given to the Edgewood considered alone.

"It is also urged that the Edgewood intentionally contracts for more pictures than it can properly use. But again, in my opinion, the evidence fails to support this contention. I find no intent on the part of distributors and the defendant exhibitor to unreasonably restrain competition by their contracts."

Block booking is found to be an obstacle, but does not prevent exhibitors from securing product. On this, the judge states:

"It has been urged by the plaintiff that under present conditions it may be impossible for a new theatre to be built and successfully operated in any place within several miles of another theatre which may have contracted under block booking for practically all new films, except with the objectionable clearance provisions. Of course, this may be the result in any given case and is alleged to be in that of the plaintiff; but there is evidence in this case that such a condition does not ordinarily prevail, there being numerous instances where in recent years new theatres have opened in Baltimore City and are now being successfully operated. Nor does the evidence show that it is impossible for the plaintiff to successfully operate its theatres as a second run neighborhood house, because there are many such theatres in Baltimore which apparently are operated with fair success."

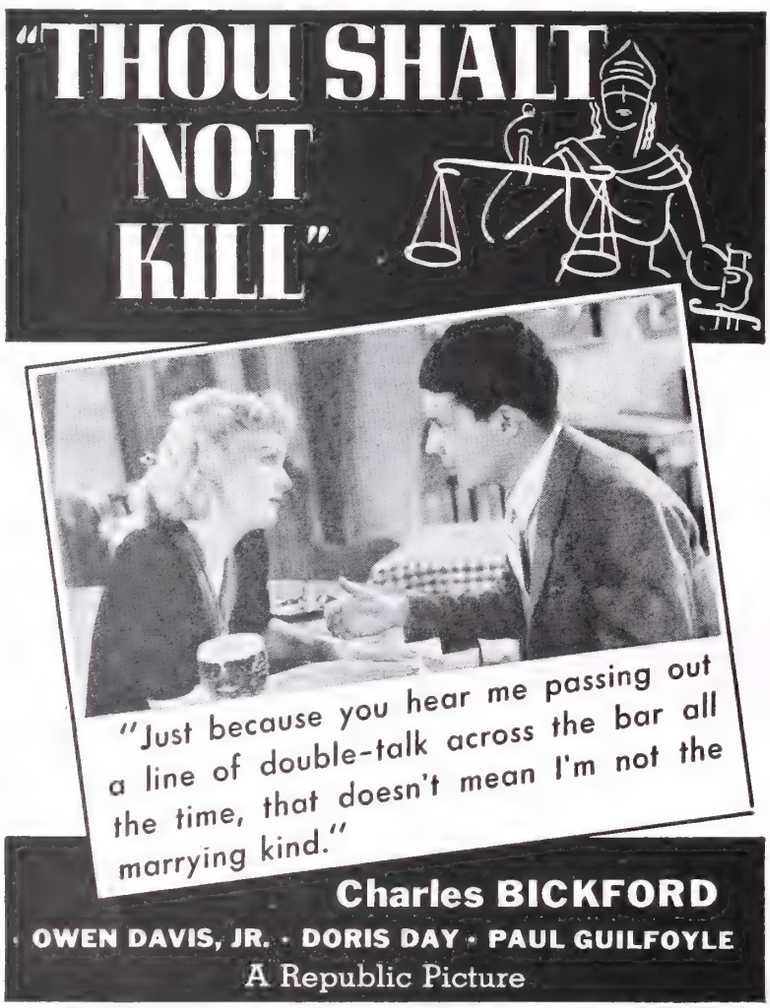
An important observation noted by the judge is the following method of operation by distributors. "In selecting its first or prior run exhibitor in each competitive area, each distributor endeavors to select that customer which will ultimately yield it the greatest revenue having due regard for its past business relations with the customer, the skill and character of the management of the theatre, the size, location, equipment and drawing power of the customer. Each distributor endeavors to license its pictures for successive runs in any given competitive area and to protect each run by the grant of such clearance as in its judgment will yield it the greatest aggregate revenue."

Dallas and Philadelphia Cases Deemed Not Applicable

BALTIMORE—Efforts by the plaintiff to inject the Interstate case in Dallas and the Gittone decision in Philadelphia as part of the Westway suit against Frank Durkee and major companies met with little success insofar as Federal Judge Chesnut was concerned.

Commenting on the Interstate case, the judge stated: "The facts of that case are, however, very different from this. There the court was dealing with a situation where two exhibitor defendants controlling a large majority of first run theatres in several Texas cities served notice upon the large distributors, as a group, that the exhibitors would reduce the price of admission charge to their first run theatres unless the distributors in licensing subsequent run exhibitors required the latter to increase their admission charge and restrict them from showing for one admission price two motion pictures, that is, so-called double features. An agreement on the part of the distributors to do so was condemned as an unreasonable restraint of trade."

In connection with the Gittone suit, Judge Chesnut said: "The plaintiff also refers to, and to some extent relies upon, a recent case in the eastern district of Pennsylvania, Gittone vs. Warner Bros. Pictures, Inc., where the district court found a violation of the Sherman act in an attempt on the part of exhibitors and distributors to monopolize the motion picture business in Vineland, N. J., under contracts which made it practically impossible for a new theatre to run in competition with two established theatres controlled by an exhibitor defendant. As this case is said to be now pending on appeal, it is sufficient to say that after a careful examination of it I find that it presents a different situation both on law and facts."



SWANEE RIVER

New openings **topping such smash 20th Century-Fox hits as "Rains Came," "Stanley and Livingstone," "Kentucky"!**

Holdovers **already reported by 87 per cent of all key-city situations . . . following record-breaking first weeks!**

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Coming—

LITTLE OLD NEW YORK

THE BLUE BIRD

THE GRAPES OF WRATH

The greatest concentration of smash attractions within memory!

Government Would Insist Upon Overseer in Suit Settlement

(Continued from page 4)

the fourth requirement which provides "that approval must be in a form which will permit ready reference to Congress, in order that the policy of the department may be under constant scrutiny."

In an effort to bring the matter to a head quickly, government representatives are understood to have been studying various ways and means to set up a clearance system which would tend to restore the business to open competition. That is, the small operator would be on equal bidding terms with the large exhibitor in his locale. One of the plans being studied is the coast clearance schedule which has been in operation the past five years. It was adopted with the NRA and continued since the Blue Eagle's demise.

This schedule is called "price zoning." Under it, subsequent runs in San Francisco had availabilities reduced from 56 days to 21 days. In Los Angeles proper, all second run theatres charging the same admission get identical availabilities after the first run. This scheme tends to keep admissions up. The schedule is involved and, during the past few years, has brought squawks from independents as well as FWC, the most important operator in northern and southern California.

Another plan is "the right to buy." The government would like to see theatres of the same capacity in the same zone play day and date, providing admissions are scaled alike. However, the majors' answer to this is that, while it looks fine on paper, exhibitors can build new theatres with a larger number of seats than the first run and claim priority on all product. Distributors then pose the question: "What is to become of our customers? Shall we take the product away from a man we have been doing business with all these years because some newcomer builds a larger and more beautiful house?" The sales heads answer themselves with: "No. We have to take care of our customer in such cases, otherwise he will be ruined in three years or less."

The government says, for instance, it is not proper for Loew's Century, an 800-seat house in Brooklyn, to continue to play ahead of Century's Patio, a more up-to-date house with approximately 2,000 seats. Loew's, it is claimed, plays all of its subsequent runs before the Patio can get a picture. It also charges a higher admission than the Century, it is held.

Recalling the NRA code authority meetings when alternates and second alternates quickly replaced the key men of the various major companies on the board of appeals, the government would insist on the top men themselves sitting on all disputes involving independent operators. The sessions, also, must be free of legal entanglements. By that, it is meant the industry must not repeat what was done at Code Authority meetings when attorneys comprised the majority distributor representation.

In informal talks, department of justice representatives make clear their insistence there must be a free market. In this connection, counsel for the majors ask: "If the government insists on 'the right to buy' what is to become of 'the right to sell'? Every distributor has the right to choose his own customer, yet the government demands we deal first with the man who has the more expensive house, regardless of our past dealings with him and also the feeling we have for our established customer."

Negotiations for settling the proceedings against FWC include elements of a plan which the department of justice would welcome for disposal of the all-industry suit. It is believed Washington will not put its stamp of approval on a settlement until a special master is named as its representative on a board to arbitrate disputes.

It is the intention of the department to make all members of the arbitration board life appointments so that politics could not influence changes.

Sees FWC Victory Over Gov't

New York—Confident of victory for Fox West Coast in the government contempt proceedings on the coast, Charles Skouras, operating head, on his arrival here for a 10-day visit, stated, "I don't know of any settlement under way."

Reports of a pending settlement have caused quite a disturbance on the coast, Skouras added. He insisted there was no truth to the rumors.



Weeks Into Production; Golden Reassumes Sales

NEW YORK—George W. Weeks has resigned as general sales manager of Monogram to enter independent production for Monogram release, and Edward A. Golden, vice-president in charge of distribution, reassumes his former post as sales chief.

Thomas P. Loach of Pathe has been named treasurer, and John W. Mangham of Atlanta, southeastern franchise holder, has been elected to the board replacing Norton V. Ritchey. The contracts of W. Ray Johnston as president and Scott R. Dunlap as vice-president in charge of production have been extended three years.

Cole Expected to Head National Allied Again

WASHINGTON—All indications point to the re-election of Col. H. A. Cole as president of National Allied when the organization opens a two-day board meeting at the Carlton Hotel, January 17-18. Among a discussion of policies the group will consider a place to hold the annual convention. Atlantic City has been suggested.

Majors Again Engage In Theatre Buying

NEW YORK—Major circuit activity in new acquisitions took a sudden spurt during the past week or two with one deal already consummated and another continuing in the negotiation stage.

RKO has been discussing a deal for 18 theatres operated by Cocalis Enterprises in the Greater New York area. The negotiations are in the preliminary stages and may take some time before concluded. William A. Scully, general sales manager for Universal, is a trustee for the estate of the late Sam D. Cocalis and his approval will be necessary before a plan could be set. He is now on the coast with Nate J. Blumberg, president, and is expected back in the next week or so.

The second deal involves FWC which has purchased Adolph Ramish's half interest in Pacific States, operating the El Rey, Lido, Strand and La Mar on the coast. New corporations have been formed for individual operation. Abe and Mike Gore retain their 50 per cent interest in Pacific States. The San Clement, San Clemente, is not involved.

In addition, several new houses are being constructed by FWC for operation within the next few months.

Only Minor Tax Matters in Way of L&J-Para. Renewal

ATLANTA—Only a few details in connection with tax matters stand in the way of closing the Lucas & Jenkins operating renewal with Paramount. The five-year agreement, embracing about 30 units in 12 Georgia towns, is expected to be signed early next week.

The pact, like the five-year deal which expired last fall, has no bearing on the downtown Fox, Paramount and Capitol here, which are Paramount-owned.

Netter and Gowthorpe Back After Parley in Kaycee

KANSAS CITY—Leon D. Netter, Paramount circuit executive, and Monty Gowthorpe have returned to the home office after conferences here with Jerry Zigmond, managing director of the Newman, Paramount home office operation. Operating policies and current local matters were discussed.

Before coming here, the men made a stop at Hamilton, Ohio, to discuss with Tracy Barham operating policies for the two interests' operations in Hamilton, Middletown and Marion.

Busy Day for Hays, But Not on Film Business

CHICAGO—Will Hays spent a busy day here on Wednesday, but it had nothing to do with the film business.

He is a member of the board of directors of the C. and E. I. Railroad and attended a board meeting. Hays' legal firm or its predecessors have been attorneys for the railroad since 1873.







—Metropolitan Photos

Already West for Universal Palavers—

Pictorial travelogue of the New York departure of Universal executives for studio huddles. Above is the Blumberg family—Nate, family and Universal head; his son, Lewis, Mrs. Blumberg and their daughter, Doris. The children remained behind. Below, left, is Arthur Rapf of the Rapf and Rudin circuit in Brooklyn, who is on the coast to visit his brother, Harry, M-G-M producer, and William A. Scully, "U's general sales manager. Right is Joseph H. Seidelman, foreign sales manager, and his wife.

Admissions Taxed $19,470,801; Indicate Grosses Showed Drop

WASHINGTON—A drop of $1,327,000 in admission taxes collected at boxoffices during the fiscal year which ended June 30, last, indicates that motion picture exhibitors, as well as the proprietors of other types of amusements, suffered smaller grosses than in the fiscal year 1938.

These figures were revealed in the annual report of the commissioner of internal revenue, placing total collections for the year at $19,470,801.85, compared with $20,800,799.49 in 1938, of which $17,096,415.63, against $18,423,307.09, was collected at the boxoffices of the country.

The exact share of either collections or decline attributable to exhibition, however, is impossible of determination since the figures represent the revenue from all amusements—legitimate theatres, opera, burlesque, concerts, skating rinks, baseball, football, hockey, horse and dog races, etc.

While boxoffice admissions account for the greater portion of the total taxes, a considerable amount is collected annually from other sources, the report giving the following totals: Cabarets and roof gardens, $1,442,204 against $1,516,748; free or reduced rate admissions, $667,099 against $575,954; sales by brokers, $172,405 against $186,619; lease or use of boxes or seats, $68,926 against $42,954; and tickets sold by proprietors for more than the established price, $23,661 against $42,954.

New York, California and Illinois maintained their traditional 1-2-3 status as

(Continued on page 26-E)

The Mayor's View On Bathtubs

New York—The mayor would like to go on record that he has no illusions over the "glamour" which envelops Hollywood. None of that for him.

"Pictures," he remarked caustically, "are going to be done on an artistic basis with normal-sized bathtubs."

(Details on page 26)

'Alter It', Says James Roosevelt; "Need Block Sales": Depinet

NEW YORK—It is the belief of James Roosevelt, UA producer, "that the distributors should have a greater consideration for the men who make their markets." He is convinced "that there should be remedial measures taken by the industry itself to meet a situation that is manifestly inequitable. In that way the great motion picture industry will be taking a step forward toward putting its house in order without outside interference."

Roosevelt puts these views against block booking alongside those of Ned E. Depinet, vice-president, who defends the practice, in an article in *The Rotarian*, entitled "Abolish Movie Block Booking?"

The President's son says exhibitors must adhere to the block booking system in order to survive; they have "no recourse but to accept an inferior or, perhaps, a questionable boxoffice product in order to obtain a percentage of good product." Depinet observes theatre owners have the privilege of cancelling "a part" of every contract, and adds: "The general structure of distribution in the industry, with its trade practices and customs, has remained basically the same since its inception. It has proved to be practical and, therefore, a workable means of doing business."

"Exhibitor Entitled to Choose"

Roosevelt has other things to say against the system. Some of them are condensed as follows: "Under the present method of block booking there is no such thing as any intelligent plan of selectivity of the Hollywood product on which the independent must depend as his stock in trade . . . Provide for them means by which they can see what they are contracting for over a lengthy period. Give them the opportunity to reject what they as showmen know will be 'turkeys' at the boxoffice.

"Blind disregard of a situation that yearly is becoming more and more acute may easily lead to definite legislative action—if not by the Congress, then by the several states . . . There is no legitimate excuse for bad pictures resulting from ill-considered stories and hastily executed work simply because a mass production schedule must be met."

Taking the position a system similar to that prevailing in Great Britain, "where no picture can be offered for sale until the exhibitors have had an opportunity to view it" could be followed in this country, Roosevelt says: "I believe the only reason that there has been but apathetic opposition to block booking except in the trade itself is that the average theatregoer is blissfully unaware of the machinery that operates to bring him the production that he sits through week after week as his major form of entertainment."

He adds, pointedly, that his views are not to be construed as an argument for the Neely bill. "That measure," he declares, "would outlaw block booking, but its other ramifications make block booking but one feature."

Concluding his side of the argument, Roosevelt states: "How much better it would be for all hands concerned if the industry recognized that cooperative action at this time might spare it the grief of legislative mandate later."

In his defense of block booking, Depinet traces the transition of films from the "peephole" to the nickelodeon to the more elaborate and costly show houses, the establishment of which demanded from producers a "steady flow of worthwhile merchandise—thus the term block booking came to a new industry." It was hardly to be expected, Depinet adds, that the theatre owner of those pioneering days "with his investment in real estate and equipment, could afford to risk his capital without an equally assured and steady source of merchandise."

The gradual artistic development of pictures begot higher rentals and runs, Depinet observes. It followed, he adds, that to have provided amusement at low admission prices it was necessary for the exhibitor to operate without interruption. "In its essence," he says, "this is comparable to the automobile agency which contracts in advance of manufacture—frequently in advance of actual design—to buy a given number of cars, or to a clothing merchant, specializing in a nationally advertised line of suits, who agrees to purchase a certain quantity of such merchandise season after season. Block booking is, therefore, understandable when translated into the more familiar business term of 'wholesale.'"

With an eye to "certain sincere cultural and social groups who have berated block booking as the reason more pictures of their particular liking are not shown locally," Depinet observes: "To these people there is no assurance that the elimination of block booking would accomplish their purpose. These sincere people forget that you cannot legislate taste or force upon a public that which it is unable or unwilling to absorb. If producers could perform the miracle of making only pictures of universal acceptance, there would be no headaches in Hollywood. But the simple truth is it can't be done."

Rochester Allied to Keep Meeting With New York

BUFFALO—Both the local and Rochester units of Allied of New York will continue to meet jointly for the time being, it was decided at a meeting here.

The group appointed a grievance committee consisting of Herman Lorence, Cattaraugus, chairman; Paul P. Grummitt, Buffalo; and Marvin Atlas, Niagara Falls, with Herbert Hochs and Ray Pashley as alternates. Minna Rosen was unanimously elected secretary.

A Happy Day at Ampa

NEW YORK—"It's a Hap, Hap, Happy Day" at Ampa which for the fiscal year ended December 31, 1939, showed $283.81 in the bank and a total of $1,507.47 in assets over liabilities.

"A" Illness Goes to "B" Doctor

New York—Sidney Skolsky in his "New York Post" column from Hollywood tells the story of a 20th Century-Fox writer who visited the studio doctor. "Who do you work for?" asked the medico. "For Sol Wurtzel." Said the doctor, "I'm afraid you made a mistake. You'll have to see the B doctor. I'm the A doctor."

But Skolsky still loves Hollywood.

Copyright Revision Sought in Congress

WASHINGTON—New copyright legislation which proponents of copyright reform hope to see enacted by Congress this year, prepared by the copyright group of the committee on international intellectual cooperation, has been introduced in the Senate by Senator Thomas of Utah, who will use it as the springboard from which to launch a campaign for ratification of the long-pending international copyright convention.

The measure was introduced by the senator at the request of the committee which spent months in conferences with interests in the affected industries and which now believes it has a measure approved in principle by all and opposed in only a few details by motion picture and radio interests.

In submitting the bill, Senator Thomas indicated he would not push it at this time, in view of the absence of Senator Bone of Washington, chairman of the Senate patents committee, which will be in charge of the legislation. As a result, it is not expected that any steps will be taken toward consideration of the measure until Senator Bone, now recuperating from a broken hip, returns to Washington, probably early in March.

On the other side of the Capitol, where a similar bill will come before the House patents committee, it was indicated that there was no prospect of immediate consideration because of other pending legislation which the new chairman, Charles Kramer of California, believes should be dealt with first.

Hearing Jan. 17 on Fees For Three From RKO

NEW YORK—Federal Judge William O. Bondy has set January 17 as the date of a hearing on applications for fees by the Chemical Bank and Trust Co., RKO trustee under a collateral note indenture, the bank's attorneys, and Special Master George W. Alger.

The bank, which was trustee of a $6,000,000 six per cent gold note issue, is seeking $43,091 including $4,966 disbursements and the attorneys, Wright, Gordon, Zachry and Parlin, $25,000. Both have received payments of $10,000 previously. Alger requests no specified amount, but asks the court to set his fee. He has received two payments totaling $34,500. His petition discloses he spent 880 hours on the RKO plan.

Majors Look Abroad; War Scare Abating

HOLLYWOOD — Although production schedules for the immediate future indicate a picture-making letdown for the next two months, most of the major companies have evidently shugged the war scare completely off their shoulders, with the signposts all pointing to a production boom in England to offset the hiatus occasioned by that country's declaration of war against Germany last September.

While the number of films in work here has dropped to its lowest ebb in nearly two years—a factor attributable to the substantial backlog of completed features at nearly every studio—daily announcements continue to solidify the revival of English production, with all but a few majors planning to reopen their British studios immediately and to cooperate to the fullest extent by exporting Hollywood stars and technicians.

Paramount has added Ray Milland and Director Edward H. Griffith to the contingent which will travel to England next spring to join the company's British unit under David E. Rose. Madeleine Carroll had already been announced for the trans-Atlantic jaunt, and six or eight other players and directors are to be added. Rose, who is en route back to London, has announced four large-scale productions—"The Admirable Crichton," "Knights of the Round Table," "'What Ho" and a film based on the career of Barney Barnato, South African diamond king.

William Sistrom, who heads RKO Radio's British unit, has checked out for London after spending several months at the Hollywood plant. He will resume production abroad with a vehicle tentatively titled "The Evacuation of London." Sistrom, while here, handled production reins on "Little Orvie." Herbert Wilcox, now producing "Irene" here for RKO, will leave for England, February 20, accompanied by his star, Anna Neagle, and will make one picture abroad, then returning to America.

There are, of course, some exceptions to the generally-anticipated local production lull. Warner is preparing 16 big-budgeted features for filming during the next five months, including "The Sea Hawk," "All This and Heaven, Too," "The Sea Wolf," "Torrid Zone" and "The Spirit of Knute Rockne." Republic is readying three films for immediate starts to supplement the current lull, in which only one picture is in work. Metro is also slated for a pickup with the launching of "Susan and God" and "Twenty-Mule Team."

Many Holdovers Reported By RKO for "Hunchback"

NEW YORK—"Hunchback of Notre Dame" is being held for a third week in theatres in 12 key cities and for a second week in 39 situations, reports RKO. The three-week runs include Washington, Los Angeles, Providence, Boston, Chicago, Cleveland, New Orleans, Denver, San Francisco, Montreal and Toronto.



—Metropolitan Photos

Film Executives—Serious and Otherwise—

A handful of camera studies, shot at the New York Film Critics' cocktail party by way of observing their annual awards. The key: Top row, Samuel Goldwyn, whose "Wuthering Heights" was adjudged the best of '39, acknowledges unseen Jack Cohn's congratulations; Will Hays, registering a point with unseen Goldwyn. Bottom row: Murray Silverstone, in a contemplative mood, and Cohn, felicitating unseen Goldwyn as of top left.

Australia Remittance Embargo Anticipated by Majors Here

NEW YORK—With Australian officials mapping out the groundwork for a comprehensive program of war taxation for 1940-41, distributors are resignedly looking forward to restrictions on remittances which will keep a sizeable chunk of their $9,100,000 annual gross in cold storage.

Curtailment of revenue will represent a real jolt to the majors since Australia, either alone or when lumped together with New Zealand, ranks second to the United Kingdom as the most profitable overseas market.

Although no provisions for increased taxation were announced at the last session of the Australian parliament, observers point to the defense budget which was upped $12,500,000 as a definite straw in the wind.

Foreign managers expect Australia to follow in the steps of England which restricted the revenue of the majors 50 per cent.

Adding to the woes of Australian managers are the increased custom duties on all imported films which will amount to approximately $500,000 in added expense.

New Zealand has yet to be heard from. A 25 per cent restriction of remittances in effect last year expired December 1.

Hollywood Has No Exclusive On Films, LaGuardia Warns

By DAVE GOLDING

NEW YORK—Slightly nettled by the attitude of Hollywood in regard to his plan for establishing eastern production, Mayor Fiorello H. LaGuardia, in an interview exclusively for the trade press, uttered a veiled warning to the powers-that-be that making pictures is not an exclusive affair.

Deadly serious, the mayor stopped during a lull in the questions fired at him and said: "Get this clear. The motion picture industry has by no means been preempted by existing larger companies. There may be other larger companies springing up. The domain is wide open."

Then LaGuardia said he was studying the anti-trust suit to discover what bearing it might have on eastern production. "If they don't take a freer hand, the government will," he remarked enigmatically. He refused to elaborate any further on his statement.

The interview, however, was conducted in a genial mood. The mayor, with his glasses characteristically perched on his forehead, smilingly greeted the reporters with, "Here come the brains of the industry."

With the euphemistic sendoff out of the way, the initial effort was made to ascertain how much had been achieved.

Proud of Progress

"Frankly, we have made pretty good progress, not so much as I would like, but a great deal more than standpatters could do," the mayor said somewhat proudly.

He stated he had received the approval of some of the executives of the major companies. He parried questions on the identity of the companies which presumably had committed themselves to support his plan.

He then paraphrased his remarks with, "Some executives have vision and some haven't."

When asked what effect he thought the Neely bill would have on eastern production, the mayor laconically replied: "I wouldn't get too chesty if I was some people."

Revealing a goal had been set, LaGuardia predicted approximately 125 pictures would be produced here annually within two years.

"We are going to get 27 per cent of the total Hollywood output," LaGuardia stated flatly. According to him, this figure represents the percentage of the total domestic income contributed to the industry in the metropolitan area.

Maximum estimates for the metropolitan area, according to sales executives, are about 16 per cent.

The mayor acknowledged that plans for a general central studio is in work. He expressed himself as satisfied with the progress made with labor. "There will be no chiseling between rival coast unions," LaGuardia assured.

Producers of reputation, according to the mayor, should have no difficulty in securing backing. "In the beginning we were told pictures could not be financed if they were not made in Hollywood," LaGuardia said. "That is not so. Better financial arrangements can be made in New York. There will be no difficulty about legitimate financing on a business basis. And there will be no extortionable rates or unconsionable bonuses for financing," he added.

Before long, the mayor expects pictures to be made here. He believes good films can be made on a sound budgetary basis. "I'm talking New York figures now," he emphasized. "They are more on the level."

LaGuardia was asked if he were going to take precautions to insure production that would rival Hollywood for quality.

"I claim everything for New York," he answered, "but I won't claim that we can make good pictures all the time."

"We are sure when the industry does come here you will be more prosperous," was His Honor's parting sally to the trade paper men as they prepared to leave.

"Letter Perfect" Showings Are Sought for "Wind"

NEW YORK—To promote perfect presentation of "Gone With the Wind' in each theatre, M-G-M is offering $200 in prizes to house staff members who do the best jobs. In an eight-page brochure to managers, the following awards are offered:

A prize of $100 for the best letter from a house manager on the subject, "How I Exhibited 'Gone With the Wind.' "

A $50 prize for the best letter on the subject, "How I Projected 'Gone With the Wind.' "

A $25 prize for the best letter on the subject, "How I Handled the Ushering Problem on 'Gone With the Wind.' "

A $25 prize for the best letter on "How I Assisted the Exhibition of 'Gone With the Wind.' "

Two Loew N. J. Houses Play "Wind" With Broadway

NEW YORK—Confirming BOXOFFICE's exclusive of December 9, Loew's has dated "Gone With the Wind" at two of its New Jersey houses, the State, Newark, and Jersey City, Jersey City, begining January 25. The two houses will play day and date with Broadway as will Loew's Metropolitan, Brooklyn, which opens with the film February 1. Afternoon shows will be continuous at 75 cents with night performances reserved at $1.10.

Openings at the Paradise, Bronx, and Valencia, Jamaica, L. I., have not yet been set.

Warner Officials Back

NEW YORK—Gradwell L. Sears, Warner general sales manager, and Sam S. Schneider arrived late this week from the coast and studio conferences. Sears came on by way of several southern cities where he made stopovers in connection with the current sales drive. Joseph Bernard, Warner circuit head, who was part of the original group to the coast, returned earlier in the week.



—Metropolitan Photos

"Wind" Blows Widely; Nearly 100 Runs Set

NEW YORK—In addition to the ten current engagements of "Gone With the Wind," M-G-M is set to open the film in exactly 50 situations over January 25-26-27 and expects to be ready with another 50 bookings beginning February 1-2. None is for less than one week.

At the rate contracts are coming in, M-G-M does not figure to set dates for less than one week minimum engagements before May. Sales executives declare initial runs have been so successful holdovers make it inadvisable to take subsequent run bookings at present. It is pointed out some difficulty has been encountered in getting more than eight Technicolor prints daily, which also has a bearing on taking too many dates. The company has been assured, however, 350 prints will be in exchanges by the middle of February.

In a last-minute switch, the Woods in Chicago was eliminated as a day-and-date house to play the film with the Oriental, Jones-Linick-Schaefer operation. The sell-away from B&K may be slightly appeased, however, if negotiations for the Esquire are successfully concluded. B&K is said to have a "slight" interest in the Esquire.

The second week of the film at the Astor on Broadway, running two reserved seat shows daily, is officially reported to have garnered $22,000, while the Capitol, at three unreserved shows daily is claimed to have grossed $82,500 the second stanza, reportedly $5,000 more than the first week.

In Boston, the film has shattered all existing boxoffice records, with a total of $92,000 for the second week for the combined engagements at the State and Orpheum, the home office states. The Grand, Atlanta, is hitting a steady $25,000, which is capacity.

Let LaGuardia Hear

NEW YORK—Jubilee Pictures, Inc., plans immediate production of "Paradise in Harlem," based on "Porgy," in the east, with six additional films to follow if the venture proves practical.

Hold Financial Data Pending Trial

New York—Data concerning major company financial structures and contract prices with exhibitors will be held confidential by the government pending the all-industry trial, according to a stipulation filed in federal court here. This is because it is felt that divulgement at this time may prove detrimental to current operations of these companies.

AA Now Talking Deal With United Artists

NEW YORK—Advertising Accessories, Inc., a National Screen Service subsidiary, reports that negotiations with United Artists on a deal similar to those closed with Paramount, RKO and Universal, are in progress.

The closing of a deal with UA will bring Advertising Accessories nearer to its goal of a streamlined service embracing every conceivable type of advertising display material from all majors, which exhibitors may secure on a rental basis from a centralized, single source.

The company is taking over the space formerly occupied by Warner Bros. in the Film Center Building, it is disclosed.

Desiring to observe the workability of the new accessory service, 20th Century-Fox probably will wait several months before negotiating a deal.

Meanwhile, Simon Libros, president of the National Poster Service Ass'n, following an executive committee session, said poster renters will continue their service.

Open Arbitration Meetings On Demands of Local 306

NEW YORK—Arbitration meetings between IATSE Local 306 and representatives of local major circuits were launched Thursday on union demands for a 25 per cent wage increase.

Charles C. Moskowitz, Loew's, and Leslie E. Thompson, RKO, are arbitrators for the circuits. Joseph D. Basson, president of the Local, and Bert Popkin, business agent, represent the union. Prof. Milton J. Handler of Columbia University is the impartial arbitrator.

Franklyn Warner Planning Own Exchange System

HOLLYWOOD — Franklyn Warner has formed the Fine Arts Producing and Distributing Co., and plans his own exchange system to handle 26 features and 16 outdoor productions. The move has no effect upon his deal for distribution through RKO.

Dunphy Will Make Two Pictures in the East

NEW YORK—Christopher Dunphy, former Paramount executive, has formed a finance company to make two pictures in the east, each to cost $600,000. This is the first tangible development to trail the LaGuardia campaign for New York production.

Brill Review Board Head

NEW YORK—Dr. A. A. Brill, noted psychiatrist, has been named chairman of the National Board of Review succeeding Dr. George W. Kirchwey.



—Metropolitan Photos

It Means $1,000 to Some Theatre Manager—

Tradepaper publishers and editors appraise one of the entries in Columbia's contest for the best exploitation campaign on "Only Angels Have Wings," top prize running to $1,000. *Left to right, the group includes Jack Alicoate,* The Film Daily; *Martin Quigley,* Quigley Publications; *Jack Cohn, Columbia; Charles E. Lewis,* Showmen's Trade Review; *A. Mike Vogel,* Motion Picture Herald. *Seated are Gertrude Merriam, on Vogel's staff, and Red Kann,* BOXOFFICE.



Three-Year Extension—

Joseph Bernhard, head of the Warner circuit, was voted a three-year contract extension last March, the Warner report to the securities exchange commission reveals. His first-year salary is $1,750 *weekly, plus* $500 *weekly expense, and* $2,000 *weekly for the second and third years, plus the same expense allotment. Hal Wallis got* $260,000 *for the year ending Aug.* 27, 1939. *James Cagney got* $243,000, *and Errol Flynn received* $181,000. *Sam Schneider, home office executive, was paid* $61,000.

Zukor and Hicks Sail For Latin America

NEW YORK—Adolph Zukor, chairman of the Paramount board, sailed Friday on the *Santa Elena* on the first part of his Latin-American trip, accompanied by John W. Hicks jr., chief of Paramount's foreign activities.

Prior to sailing, Zukor declared that the Neely bill would prove more detrimental to the exhibitor than to the distributor. He said that eastern production is impractical for economic reasons, and reiterated that all the industry requires is good pictures.

David Rose, Paramount British production head, sailed aboard the *Washington*, Saturday, to resume activity in London.

Coast Executives Due In New York, Monday

NEW YORK—Harry Brand, director of 20th-Fox studio publicity, is due from the coast on Monday, as also are Y. Frank Freeman, Paramount home office studio contact, and Cliff Lewis, in charge of Paramount cost publicity. Pandro Berman, former chief of the RKO studio and now a producer for Metro, already is here.

BROADWAY

JACK FLYNN, midwest M-G-M district manager, in town for a brief spell, says he is foregoing a Florida vacation for the time being what with "Gone With the Wind" about to open in Chicago at the Oriental and another theatre for two-a-day and three-a-day showings . . . Myer Schine and George Lynch were in from Gloversville on film deals the early part of the week . . . Harry and Jules Berinstein, who operate in Ithaca, Elmira and Albany, were Filmrow visitors the other day, principally on film deals . . . Frank Durkee, Baltimore circuit operator, was a weekend arrival for the motor boat show. He also saw "GWTW" for the first time on his visit . . . Robert Montgomery accompanied Ben Goetz by boat to England . . . Judy Garland was seen walking up Broadway the other day holding hands with Sidney Piermont, vaudeville booker for the Loew circuit . . . Trem Carr accompanied Scott R. Dunlap in from the coast for the Monogram quarterly board meeting. Harry H. Thomas and Tom P. Loach returned from Chicago after attending the Monogram franchise meetings.

Si Fabian and Bernie Kranze are vacationing at Miami Beach and Key West and promise to return home with pictures of their prize catch, if not the actual subjects . . . Walter Goetz is back on the Republic lot after a two-week vacation with his family . . . M. J. Siegel, production head for the company, left over the week-end for the coast after a periodic visit to the home office . . . Harry Moskowitz has been visiting Boston on behalf of Loew's . . . Gene Banker, M-G-M manager in Colombia, is in town for an indefinite stay, combining business with a vacation . . . Bob Rubin hopes to leave shortly on his belated vacation . . . Irving Greenfield and Mel Morganstern plan to leave for Miami in a few weeks . . . Laurence Bolognino says he is feeling much better these days and on the job, as usual . . . Nicholas M. Schenck and Bill Rodgers, vacationing in Florida, the former at Miami Beach and the latter at Hollywood, left New York on different days but when the snowflakes poured from the heavens.

John Hamrick, in charge of the Evergreen circuit in Seattle, left here for Florida Sunday. It was his first trip to New York in three years . . . Aubrey Schenck is back from a California sojourn and states that Tennessee was a greatly overrated team (which ought to end all football discussion until next season) . . . Corridor scene at 20th-Fox: Charles Skouras and Walter J. Hutchinson in a discussion about the rate of sterling exchange . . . Stella Seidel, secretary to William Sussman, is getting ready for a trip to Mexico in February . . . Cresson Smith is on a tour of RKO's western exchanges . . . If anyone knows how to stain Honduras mahogany for varnishing on the outside of boat, communicate with George Weltner of Paramount. Aside from the decline in British exchange, that's his most pressing problem at the moment.

"You're looking awfully pale," quipped Jack Cosman from behind a corner table at Lindy's in the direction of Jack Cohn, whereupon the latter assured him he'd take the next train south . . . Leon Netter and Monty Gowthorpe, Paramount circuit executives, are back from a trip to Kansas City and Hamilton, Ohio, discussing operating policies with partners . . . Harry Nace of Phoenix, Ariz., is pursuing his annual custom of sending pink grapefruit to his friends at the Paramount home office . . . Morris Kinzler says he knew Cary Grant when he was known as Arthur Leach, "and I didn't meet him in a revolving door" . . . Norman Elson, Film Alliance sales manager, is on a business trip to Pittsburgh, Cleveland, Detroit, Chicago and Boston . . . G. L. Carrington, Altec vice-president, is back from a trip to Detroit and other midwest cities.

"American Crisis"

Pondering the status of world events, H. I. Phillips in The Sun Dial, *his daily* New York Sun *column, finds this:*

The war in Europe's spreading—
Grave problems fill the air;
The arguments arising
Show anger and despair;
Yet through our land one question
Tops all the rest today:
Would Davis have been better
As Scarlett than Miss Leigh?

II.

The movements of the Russians
Are worrying us all;
Vast millions now are asking
"Will little Finland fall?"—
But here one mighty question
On every side we find:
Is Vivien the Scarlett
The people had in mind?

III.

More British ships are sinking—
There's terror on the seas;
The whole wide world is shaken
By wide atrocities;
But here one battle rages
Wherever two are met:
Is Vivien the Scarlett
To play to Gable's Rhett?

IV.

More Nazi blows are threatened;
"Do terrors new impend?"
Ask states intently hoping
The conflict soon may end;
But here one major battle
Goes on by day and night
Concerning whether Scarlett
Is played exactly right.

V.

There's carnage in the Baltic,
The Balkans may be next;
Each day sees some new warning
Most impolite in text;
But here there's but one conflict
In office, home and nook:
Is Scarlett in the picture
As good as in the book?

VI.

All Europe's on an abyss,
But here it's also true
A mighty row is sweeping
Vast territories, too:
Is Vivien well chosen?
Did Selznick miss a bet
In not selecting Shearer?
And what of Gable's Rhett?

Adolph Haas has gone to Miami to join the Don Alexanders, who are inviting exhibitor friends and theatre partners to partake of the pleasures afforded on the *Fifty-Fifty*, the Alexanders' 80-foot cruiser anchored at the Royal Palm Yacht Basin . . . James Roosevelt has purchased Ursula Parrott's "Love Song" for fall production . . . The stork has paid a call at the George Millers; it's a girl, Mary Ann. Daddy is Altec inspector of the Buffalo area . . . Si Seadler of Metro on the sick list, with grippe . . . Ditto Tom Gerety of the same department . . . David O. Selznick has been made a member of the advisory board of the National Eduction Association's Committee on Motion Pictures in recognition of the merits of "GWTW."

Izzy Rappaport, Jules Levy's close friend of long standing, saw the new Universal producer off for the coast Tuesday night . . . Joan Crawford was on the same train, but couldn't get the master suite on the 20th Century. Which was sort of an annoyance to her. Katherine Albert and Milton Weiss both were at a loss to effect a switch for the M-G-M star . . . Incidentally, Will H. Hays was another passenger. He went to Chicago to attend the annual board meeting of the Chicago and Eastern Illinois railroad, of which he is a director . . . Howard Dietz is not due back from the coast for another ten days . . . Mollie Siegfried, Gertrude Lebelson, Matie Hammerstein and Helen Steinberg of the Loew legal department have acquired more space to move around on the seventh floor . . . J. J. O'Connor and Fred Meyers left over the weekend for a very brief trip to the Windy City.

Sam Rosen visited the upstate territory on behalf of the Fabian circuit during the week . . . Louis W. Schine got in from Gloversville at 1:15 a. m. Wednesday. As soon as he checked in at the Waldorf, he started calling a number of distributor friends . . . Ed Raftery and John Caskey are planning to leave for Baltimore January 28 for the hearings on the Linden anti-trust suit against the majors . . . George J. Schaefer returned early in the week from a brief Florida vacation and plans to head for the coast the end of the month . . . Benn Jacobson, M-G-M esatern talent scout, celebrated his birthday Wednesday by visiting the doctor and getting sun ray treatments for a cold in the shoulder . . . The mother of Irving and May Reis is showing nice improvement at the Polyclinic after an operation. May is Milt Kusell's secretary while Irving, who came in from the coast especially to be with his mother during her illness, is under contract to Paramount as a writer.

Jack L. Warner and Pat O'Brien are due from Hollywood Monday for a re-

(Continued on page 26-E)

But the Redcap Was In Error

New York—"May I have your daughter's autograph?" asked a redcap at Grand Central.

"Why?" parried Mrs. Nathan Blumberg.

"She's Jane Withers, isn't she?" queried the R. C.

"Terrific," That's Word for Charlie

NEW YORK—"Terrific" is the word for Charles P. Skouras, operating head of FWC.

Arriving from Los Angeles, the main topic of a trainshed interview centered on the new crop of pictures Skouras had seen in recent weeks. He thinks this:

" 'Abe Lincoln in Illinois' is the best 'Lincoln' picture ever produced.

"We previewed 'Pinocchio' at our New Academy in Los Angeles. It is terrific. It is a great film.

" 'Gone With the Wind' is doing terrific business in Los Angeles.

" 'The Hunchback of Notre Dame' is one of the biggest pictures ever made.

"Although I haven't seen 'The Bluebird,' I understand it is a class picture and very entertaining.

"I haven't seen 'Grapes of Wrath' but I understand it is terrific."

Skouras said the purpose of his visit is to set plans for the division and district managers' meeting of National Theatres the latter part of the month. The sessions will be held on the coast.

About six new theatres are under construction for FWC, some with partners and others without.

Discussing business, the operating head of FWC asserted the circuit's first week for the new year is a little ahead of last year for the same time, which he views as a good indication. He expects better quotas this year than last year.

Enough Proxies to Assure Loew Board Re-election

NEW YORK—A sufficient number of proxies was on hand over the weekend to assure re-election of the Loew board Tuesday when the annual stockholders' meeting will be held. J. Robert Rubin, general counsel of M-G-M, will most likely preside. The current lineup of officers is expected to be continued for another year without change at a meeting of the re-elected board either Tuesday or Wednesday.

Film Board Induction Set for January 17

NEW YORK—Induction of Jack Bowen, president, and other newly elected officers of the New York Film Board will be held January 17 when a dinner and theatre party will be held. Bowen succeeds Harry Hummel. Nat Beier is the new first vice-president, succeeding Bob Fannon; Ben Abner, second vice-president; Dave Levy, treasurer replacing Bowen; Joe Felder, sergeant-at-arms, succeeding Levy.

'Westerner, Westerner'! Who's Got S. Goldwyn's 'Westerner'?

NEW YORK—There is positively no foundation to widely circulated reports that the National Slogan Institute is considering replacing "Remember the Maine" with "Who's Got 'The Westerner?' "

A spokesman for the NSI gives this reason why no such action is being contemplated: "We understand that Samuel Goldwyn has 'The Westerner,' and we hear he's going to have it for some time to come. We only establish slogans that make history."

Well, if "The Westerner" isn't making history the NSI has been misinformed. A few of the trade's sporting gentry are said to be making book over whether there is really a film with such a title. At lease, you can get odds of four to one that no one has seen it. And this, in spite of the alleged fact that Paramount and Warner would distribute it.

Paramount's lease on the life of "The Westerner" never reached the publicity department stage. But Warner went official, saying the company would release the picture along with other outside product. By stop-watch timing, Warner had the film for 41 hours and 26 minutes. Then came a flood of counter statements. Warner would not release the film until Goldwyn's contract status with UA had been clarified.

In the interests of reporting the facts, a BOXOFFICE correspondent was assigned to determine the situation.

First, he was told by Barney Balaban, Paramount president, that the company would not be interested in a deal as long as Goldwyn had a contract with UA. And Goldwyn has one, purportedly terminating Sept. 2, 1945.

Next he made inquiries at Warner. "No comment" was the rejoinder here. One spokesman more voluble than the others, added: "Better contact the coast; it's their baby."

Goldwyn, himself, was the next logical source. In effect, and amiably, he thought we should see his lawyer, Max Steuer. "The matter is in his hands," said Goldwyn.

For eight consecutive days, excepting one Sunday, the correspondent sought Steuer on the phone. For eight consecutive days, excepting one Sunday, the Steuer office repeated: "No statement today; try tomorrow."

Then came the ninth day. And history! Steuer speaks. His conversation with the correspondent can be found nowhere else. Here it is, "C" denoting the correspondent's questions; "S" signifying Steuer's answers:

C—Mr. Steuer, there is a little confusion in the trade over who is going to release "The Westerner." We hear that Mr. Goldwyn has not signed a deal with Warner. Don't you think this should be cleared up?

S—In my own mind, everything is clear.

C—But in the absence of a definite statement of facts, many confusing reports are being circulated.

S—I do not intend to become a stump speaker for the nonsensical reports various trade papers seem to enjoy indulging in.

C—Have you conferred with Mr. Goldwyn in the disposition of the picture?

S—Certainly we have conferred. But you might as well know that I haven't been near the Waldorf-Astoria (*where Goldwyn was stopping*) for many months. I see I have been reported to have gabbed—or whatever the trade parlance for this is—with Mr. Goldwyn at his hotel. Well, (*with a chuckle*) it just so happens Mr. Goldwyn has been at my office. That's the way I do business.

C—Well, you undoubtedly have your reasons for maintaining silence in the matter, but there is just one question I think you ought to—

S—(*breaking in*) Before I hear it, I know I don't want to answer it.

C—Do you mean that the industry is going to be left in the dark as to what becomes of "The Westerner?" Aren't you ever going to release a statement?

S—Possibly. At present I have nothing to say on the matter. When I move, everybody will know it at the same time.

Metro Brings in Field Men for "Wind" Talk

NEW YORK—Inability to secure additional Technicolor prints on "Gone With the Wind" beyond February 28—for the time being—caused M-G-M to bring four field managers to the home office for conferences on complying with demands for dates. Those who conferred with E. M. Saunders, western sales manager; T. J. Connors, eastern, southern and Canadian sales manager, and E. W. Aaron and M. L. Simons, assistants to W. F. Rodgers were Ralph Pielow, Albany; John Maloney, Pittsburgh; Harris Wolfberg, Kansas City, and Jack Flynn, Detroit.

Exploitation policies and other forthcoming product were discussed by William R. Ferguson, exploitation manager, who presided at a one-day conference with field representatives at the Astor.

Following is a list of the field representatives who attended:

Morris Abrams, Minneapolis; James Ashcraft, Philadelphia; Charles Baron, Pittsburgh; N. E. Beck, San Francisco; W. G. Bishop, Chicago; Dewey Bloom, Toronto, Ont., Canada; A. L. Burks, Charlotte, N. C.; E. B. Coleman, Dallas; C. C. Deardourff, Cleveland; Carlton Duffus, Washington, D. C.; Todd Ferguson, Memphis; Elliott Foreman, New York; Jack Gilmore, Buffalo; H. W. Lambert, Omaha and Des Moines; Bert McKenzie, Boston and New Haven; Harold Marshall, Indianapolis; Claud Morris, St. Louis; Louis Orlove, Milwaukee; William Parker, Seattle; Norman Pyle, Chicago; Warren Slee, Detroit; James Shiller, Los Angeles; James Thames, Atlanta; Ernest Van Pelt, Salt Lake City; Jack Walsh, Albany; Irving Waterstreet, Kansas City; J. E. Watson, Cincinnati.

Demands Extradition Of William Bioff

SPRINGFIELD—Gov. Henry Horner of Illinois has requested the extradition of William Bioff, Hollywood labor leader, to this state to complete a six-month sentence imposed on conviction for pandering 17 years ago. The executive suggested that when he was extradited to Illinois, the labor leader should relate to a grand jury how he had been able to avoid serving more than a few days of the old sentence.

Federal Grand Jury Indicts Bioff; Charges Tax Evasion

LOS ANGELES—A federal grand jury Wednesday indicted William Bioff, IATSE leader in Hollywood, on an income tax evasion charge for the years 1936 and 1937.

Based on information furnished by Charles H. Carr, special assistant to the attorney general, the indictment charged that Bioff, in 1936, reported an income of $5,720 on which he paid a tax of $105.92, but that his actual income that year was $33,573.25 on which a tax of $4,384.93 should have been paid. In 1937, the indictment charged that Bioff reported only $7,205 on an actual income of $176,416.38.

Joseph M. Schenck's $100,000 loan to Bioff in 1937 is also being investigated by the grand jury.

Acquit Nick of One Wage Parley Extortion Charge

ST. LOUIS—John P. Nick, vice-president of IATSE and former head of Local 143, was acquitted on the first of two extortion indictments voted against him growing out of alleged payments of money by local exhibitors during wage parleys several years ago, when Circuit Judge Thomas J. Rowe jr., sustained defense demurrers that attacked the sufficiency of the state's case. Nick had been jointly charged with State Representative Edward M. Brady, in this case, but took a severance. In the remaining case he is jointly charged with his former aide, Clyde A. Weston, who was business agent for the local.

The trial which resulted in the Nick triumph was the fourth attempt, previous efforts resulting in mistrials when jury tampering is alleged to have been uncovered after the trials got under way.

M. P. Associates Elect Officers on Tuesday

NEW YORK—Election of officers of the Motion Picture Associates will be held Tuesday at the Hotel Astor. Morris Sanders of 20th-Fox opposes Jack Ellis, incumbent, for the presidential post.

Japan Is First

NEW YORK—Japan, under Arthur G. Doyle, is first in the 20th-Fox Overseas Kent drive which lasted 52 weeks.



—Photo by Cosmo-Sileo

Just Before They Adopted the Constitution—

Long talked about, film and circuit bookers finally gather together to form the Motion Picture Bookers of New York. BOXOFFICE *dropped in at the opening meeting at the Hotel Lincoln to record the event pictorially. Starting from the usual left, Lillian Herbst, Consolidated; Herbert Richek, UA; Sam Phillips, Universal; Jack Meltzer, Associated Theatres of New Jersey; Sam Burns, Bolte circuit; Ed Richter, M-G-M; Harold Klein, Cocalis; Bob Finkel, Brandt. In the second row, Max Lippman, Cinema; Louis Socolow, Syndicate; Harold Weisenthal, Universal; Bernie Klein, Brandt, and Leo Simon, Brandt; Harold Goldberg, Universal; Harold Margolies, M-G-M.*
Grouped more or less directly behind are Henry Suchman, Silver circuit; Ben Levine, UA; Jim Cummings, Universal; Ruby Greenberg and Sam Lake, Paramount; Max Fried, Warner; Jack Porte, Bronx Circuit; Eddie Susse, M-G-M, standing near the clock; Jack Gelber, Interboro; Al Arnswalder and Johnny Coniffe, M-G-M; Joe Ingber, Brandt; Kitty Flynn and Lillian Berkson, Paramount; Lou Fischler, Belle; Sol Kravitz, Monogram; Danny Ponticelle, Warner; Moe Rose, M-G-M; Mike Anderson, Al Blumberg, Phil Levine and Pete Sage, Warner; Dora Fried, Syndicate, and Myron Starr, Island Circuit

Three Bills Touching Industry in Albany

ALBANY—The Bingo problem, long a knotty one for theatres, has been tossed into the lap of the legislature through a bill introduced by Assemblyman Aaron F. Goldstein, Kings county Democrat. The measure would legalize the game for non-profit organizations and they must have been organized for two years prior to filing of permit applications with the local chief of police, town or village clerk. The latter would be authorized to issue two types of permits: A, good for one day, and B, good for one day each week. License fees would vary with the seating capacity of the places where the game is to be played.

Opposition of theatres to the bill is a foregone conclusion. Organized religious associations like the New York State Council of Protestant Churches will also fight the measure, although churches may not line up 100 per cent. In localities where they use Bingo as a medium for raising money—ecclesiastical authorities have forbidden it in some places—pressure on legislators is not apt to be in the direction of killing the Goldstein bill. It is conceded that considerable support for legalizing Bingo, under non-commercial auspices, exists. The difficulty of obtaining convictions, in the present situation, is admitted. In one Greater New York county, a grand jury presentment recently urged the legislature to take ease-up or clarifying action on Bingo. A judge did likewise; he suggested a constitutional change, if necessary.

The important question is whether Bingo falls within the classification of a lottery. If so, the Goldstein bill might encounter constitutional obstacles that would lead to certain veto by Governor Lehman. The chief executive has been represented as against legalizing Bingo. "Non-commercial" Bingo is providing heavy competition to theatres in various parts of the state.

The pending Bewley-Whitney sales tax bill provides for a ten per cent admission tax, but stipulates this shall not be imposed if the amount paid is less than 51 cents. In the case of persons (except bona fide employes, municipal officers on official business and children under 12 years of age) admitted free or at reduced rates to any place when and where an admission charge is made to other persons, an equivalent tax is to be collected on the basis of the price so charged to such other persons for similar accommodations. This would be paid by the person admitted free or at a reduced rate.

A chain store tax bill, which by its language includes theatres, has again been placed before the legislature by Assemblyman Louis Bennett of New York. The measure, which died in committee at the last session, would levy a tax varying from $50 each on two units to $1,000 each on 26 or more.

Record Year for Smalley

COOPERSTOWN, N. Y.—Record business since 1929 was done throughout the Smalley theatre circuit during the past year, it is reported from the executive office of the chain here.

Philly Allied Neely Support Emphasized

PHILADELPHIA—A vigorous reaffirmation of its stand in favor of the Neely bill was one of the highlights of the second annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania. Fifty members, said to represent more than 100 theatres, attended the meeting in the Broadwood Hotel.

The following board of governors was elected: Harry Perelman, Charles Stiefel and E. B. Gregory of Philadelphia and Harry Chertcoff, Lancaster, and George Ickes, Duncannon, all to serve for three years; Tom Lazarick, to serve for one year. Alternates for one year are Norman Lewis, Philadelphia; Dave Segal, Hazelton, and Max Korr, Allentown.

Following the meeting, the new board named E. B. Gregory, secretary, and re-elected Ben Fertel, treasurer, and Sid Samuelson, business manager. The new finance committee consists of Joseph Conway, chairman; Dave Milgram, Harry Chertcoff, E. B. Gregory and Ben Fertel. The organization does not select a president.

Morris Wax presided at the general meeting, which heard a treasurer's report from Ben Fertel, including an accountant's audit, and a survey of the past year and plans for the new by Sid Samuelson.

Police Crackdown Order On Theatre Quiz Games

PHILADELPHIA—Police have received orders to crack down on all forms of quiz games in theatres, following a court decision holding the games are just as illegal as the outlawed Bingo, Bango and Screeno games.

Judge Eugene V. Alessandroni, in reaching his decision in a test case brought against the Mayfair, analyzed two kinds of quiz games. In one, eight patrons were chosen by numbers on their stubs and were given $2 for each question they answered correctly. In the other, patrons punched true and false answers on cards, which were later "marked" by the management, and the prizes sent by mail.

The judge found both involved lottery principles. In the second form of the game, he adds, the patrons weren't given much time to figure out the answers, and besides, questions could be trickily worded so those who knew the right answers might still punch the wrong places.

Assistant City Solicitor James Ryan, who argued the case, said "Quizo" games have been spreading to many houses, but will now have to stop.

Columbia Dividends

NEW YORK—Dividends of 68¾ cents for the past quarter and 34⅜ cents due from the preceding quarter on the convertible preferred have been declared by Columbia, payable February 15 to stockholders of record as of February 1.

Scheiber to Monogram

NEW YORK—Edward G. Scheiber is the new assistant treasurer of Monogram.

Lefkowitz Heads Warner New York Exchange

NEW YORK—Sam Lefkowitz, office manager and head booker for the local Warner exchange, has been promoted to branch manager for the metropolitan area. His assistant, Sherwood Macomber succeeds him as office manager and chief booker. Lefkowitz has been with Warner and First National on and off for 25 years. He was also with RKO for three years.

A change in the local sales setup will be made next week, including a successor to the late Paul Swift, Vitaphone short subject salesman.

Invitational for "Grapes"

NEW YORK—Special invitational premiere of "Grapes of Wrath" will be held at the Normandie on Park Avenue January 23, the evening before the film opens at the Rivoli. Leaders in all walks of life are expected to attend.

"Pinocchio" to Center

NEW YORK—Walt Disney's feature cartoon, "Pinocchio," opens at the Center Theatre late in February.

BROADWAY

(Continued from page 26-B)

union dinner of the 69th Regiment at the Waldorf January 24. James Cagney will come down from his farm at Martha's Vineyard, Mass., for the occasion . . . Ike Libson and his partner, Maurice White, were in from Cincinnati for a few days . . . James R. Grainger flew in from New Orleans, after an extended trip west . . . Oscar Neufeld made one of his regular trips from Philadelphia to the Filmrow the other day . . . Buddy Moss is pepped up over the booking of "Judge Hardy and Son," starting January 17, and "Earl of Chicago," at the Criterion, all due to the holdover of "Gone With the Wind" at the Capitol.

A novel and enjoyable experience is a Saint and Sinners luncheon. Just the kind of a time one would expect when a bunch of good guys get together. "Fall guy" was genial Jean Hersholt, in other words the guest of honor. Jolly Bill Steinke was the barker, in the best tradition of the circus legend. Harold G. Hoffman, former governor of New Jersey, acted as toastmaster. Among those introduced from the floor were George J. Schaefer, Richard C. Patterson, Larry McPhail, Frankie Frisch, Clyde Pangborn, S. Barret McCormick and, unexpectedly, the individual members of the trade press who were there as guests of Rutgers Neilsen, a Saint and Sinner of the old school. The ribbing was handled beautifully by Tex O'Rourke who gave a humorous biographical account of Hersholt. The Saint and Sinners have a serious side and that is a fund to take care of old circus performers. Hersholt told them of the Motion Picture Relief Fund which paid out over $400,000 in benefits during 1939 and helped more than 700 people last December.

Ticket Tax Revenue Indicates a Drop

(Continued from page 23)

the leading amusement states, receipts from New York boxoffices being $6,402,255 against $6,933,909 in 1938; California, $2,025,017 against $2,042,397, and Illinois, $1,404,801 against $1,629,549.

At the other end of the scale, North Dakota holds fast to its tail-end position with a return of $4,958.

Only three states returned more than $1,000,000 in boxoffice collections, only 22 returned more than $100,000; five returned less than $10,000 and 13 turned in less than $25,000.

The greatest deviations from the previous year are shown in Georgia, where they jumped from $71,486 to $184,496 ("Gone With the Wind" should increase them further for the current year), and Utah, where they dropped from $41,322 to $17,220; New Hampshire, dropping from $59,209 to $24,148, and Indiana, dropping from $294,370 to $148,364.

Boxoffice collections in each state, in comparison with 1938, are as follows:

	Boxoffice Admissions 1939	1938
Alabama	$ 62,130.35	$ 52,918.40
Alaska	23,940.22	21,764.96
Arizona	16,428.40	20,780.43
Arkansas	26,979.68	44,922.73
California	2,025,017.54	2,042,397.22
Colorado	85,233.74	113,007.76
Connecticut	192,895.37	187,174.28
Delaware	50,855.92	42,975.30
Dis. of Columbia	226,087.56	260,103.25
Florida	259,782.70	258,768.57
Georgia	184,496.73	71,486.61
Hawaii	61,508.08	59,351.44
Idaho	12,722.21	15,817.78
Illinois	1,404,080.79	1,629,549.12
Indiana	148,364.75	294,370.39
Iowa	77,955.37	66,618.86
Kansas	49,242.99	49,844.00
Kentucky	69,474.37	59,497.04
Louisiana	100,031.93	89,983.23
Maine	27,533.78	32,651.54
Maryland	264,247.46	303,894.89
Massachusetts	848,718.87	1,058,915.55
Michigan	539,026.18	612,927.58
Minnesota	134,900.64	185,465.87
Mississippi	9,021.07	7,822.85
Missouri	336,899.27	345,145.19
Montana	13,252.80	18,206.35
Nebraska	49,188.03	48,173.37
Nevada	9,203.04	8,312.78
New Hampshire	24,148.43	59,209.24
New Jersey	492,224.21	492,558.77
New Mexico	13,187.21	13,741.68
New York	6,402,255.70	6,933,909.25
North Carolina	80,922.81	69,466.72
North Dakota	4,958.17	3,056.09
Ohio	545,857.20	546,944.30
Oklahoma	72,135.90	88,160.86
Oregon	54,826.03	90,180.34
Pennsylvania	933,574.82	900,874.11
Rhode Island	116,585.73	137,316.19
South Carolina	42,201.22	26,097.12
South Dakota	8,717.75	8,560.04
Tennessee	100,452.51	87,816.27
Texas	479,258.92	481,289.21
Utah	17,220.81	41,322.04
Vermont	6,482.88	6,806.51
Virginia	103,839.73	115,402.88
Washington	113,683.87	153,196.98
West Virginia	26,590.83	22,823.45
Wisconsin	130,092.76	130,986.33
Wyoming	17,988.30	10,741.37
Total	$17,096,415.63	$18,423,307.09

Einfeld Conferring on "Fighting 69th" Adv.

NEW YORK—S. Charles Einfeld, Warner director of advertising and publicity, is here from the coast conferring with Mort Blumenstock on the handling of "The Fighting 69th." While here, Einfeld will also set the campaigns on "Virginia City" and "The Magic Bullet."



Dual Celebration—

B. B. Kreisler (left), Universal Washington manager, receives the congratulations of Eddie Cantor for his standing in the "Exhibitor-Sponsored Testimonial to Universal" as the comedian cuts the ribbon to formally launch Deanna Durbin's "First Love" in the Capital City.

WASHINGTON

SECRETARY OF NAVY, CHARLES A. EDISON, was feted with a luncheon by members of the Variety Club at the Willard. In a brief address, Edison stated that he felt very close to the motion picture industry since his birth, while coinciding with that of motion pictures, was looked upon by his father, Thomas A. Edison, as another experiment. Tony Muto of Fox-Movietone News and Bob Denton of Paramount News were "Kings for a Day," with Chief Barker Sidney Lust presiding.

Items from the Metro exchange: Mr. and Mrs. Phil Bobys held a housewarming for the entire exchange personnel at their new home. Following a buffet supper the staff presented them with a set of silver candelabras . . . Ida Barezofsky, assistant booker, is confined to her home with a sprained ankle . . . Helen Cruger has joined the Metro staff . . . Office Manager Fred Rippingale is moving to a new home in University Park, Md.

At the 20th-Fox exchange: Booker Ira Sichelman is vacationing in New York . . . Hilda Yaeger and Kay Hartnett have been confined to their homes with illness . . . The social club, known as the "T. C. F. Dynamos" held their election of officers for the coming year and named the following: Mary Hughes, president; Edith Lawrence, vice-president; Howard Collins, Treasurer; Myra McConnell, secretary.

Dick Eason has resigned from the Lincoln Theatres Abingdon house . . . Frank Boucher, Schine district manager, advises that their new house in Easton, Md., is nearing the completion stage; in addition, a newsreel of local events will be introduced at the Arcade, Salisbury, Md. . . .

PHILADELPHIA

SCORES of local independent theatres built up a mountain of goodwill by coming to the aid of the 90 orphan children burned out of the Southern Home for Destitute Children in a disastrous fire. The theatres ran trailers telling the story and collected contributions. Moe Verben of the *Record*, and Charles Goldfine, Alden Theatre, worked up the idea . . . The New Hope Cinema has taken over the Bucks County Playhouse for a month's showing of outstanding foreign and domestic pictures, starting January 16 . . . Maurice Gable, Boyd, arranged a display of "Gone With the Wind" costumes in Gimbel's windows.

Peg Barker, Metro bookkeeper, was out sick with a strep throat . . . Sam Sculli was presented with a family addition New Year's eve, but said he won't accept the suggestion to name it "1940" . . . Bill Porter, president of the Film Exchange Employes Union, and the rest of the cast of officers were inducted at a Broadwood Hotel meeting . . . Milt Young, Warner, is nursing a bad case of bronchitis, which he attributes to the back-draft caused by publicity efforts for "Gone With the Wind" . . . Harry Bachman, former Washington Monogram manager, has joined the local Warner exchange sales staff.

Florida-bound are Norman Lewis and Ben Fertel . . . Charles Goodwin, Quality Premiums, is nursing a broken arm, caused by a fall while horse-back riding . . . The West Philadelphia Douglass is closed indefinitely . . . Ditto the Hirsch circuit's Forrest . . . Joe Emashovski is building a new house in Larksville to replace the one now in use . . . Kay Milner, Horlacher, is resting up at home after a minor bit of surgery . . . Sam Stiefel, Fays, gave a hand to the Finnish relief campaign by lending his theatre for a benefit.

The Fox-Sablosky Holme, up on Frankford Ave., has started a vaudeville policy on Saturdays. That makes just two vaude houses in the whole city; the Fays is the other . . . Incidentally, the Fays has been notified by the musicians that if the city's 1½ per cent tax is deducted from their pay, they'll consider it breach of contract . . . Gene Autry's "South of the Border," coming into the Capitol, is the first Autry film to hit the downtown deluxers . . . Columbia played host to exhibitors at a screening of "His Girl Friday" at the Uptown . . . The burned-out orphans were aided by the Variety Club with a $100 check, by the Club's Women's Auxiliary with a $50 check and a stack of clothing, and by many individuals in the industry.

Reports are that "Gone With the Wind" will run in a few key neighborhoods day and date with the Earle, after it has run five weeks at that house. Mentioned among the neighborhood houses to get the film are the Erlen and Keswick . . . Among industryites busy arranging the local President Birthday Ball are James P. Clark, chairman; Ben Amsterdam, Jack Beresin, William Clark, Oscar Neufeld, Jay Emanuel, Ted Schlanger.

Meyer Coleman, National Screen, was seriously burned in a fire at his apartment house. Several of his friends gave blood transfusions . . . Among the noble spirits celebrating birthdays this month are Harry Weiner, Columbia, and Joseph Engel, former Universal manager here, on the 16th; Si Perlsweig, Universal, 18th; Earle Sweigert, Paramount, 24th; Florence Jackel, Republic, 25th, and Ray O'Rourke, Doris, 26th.

Al Blofson, new star of the Showmen's Club, announces his appointments of committee chairmen as follows: Membership, Allen Lewis, Dante; entertainment, Harry Biben, booking agent; publicity, Max Miller, News; house, Charles Goldfine, Alden; bar, Ray O'Rourke, Doris; good and welfare, Moe Verben, *Record* . . . Dick Mayer, Studio, arranged a lobby display of the original knife-sharpener's cart used in "Harvest" . . . Film men hope Mayor Lamberton's new "Board of Theatre Control," appointed as stage censors, won't let their attentions wander to films. One platoon of censors is enough, they say . . . Sam Stiefel is reported planning a new house in Roxborough . . . Al Reh, Stanley, tied up with Victor record merchants for "Gulliver's Travels."

Fred Berwald, Paramount auditor, is making a periodic check at the local exchange . . . The Paramount newsmen, Bob Denton, Hugo Johnson and Al O'Eth, journeyed to Norfolk to "shoot" the departure of the fleet on its Caribbean cruise . . . Patrons of the Capitol have been accorded the privilege of smoking in the loges . . . Alice B. Keylor has joined the Universal staff.

Monticello as Locale

CHARLOTTESVILLE, VA.—Frank Lloyd, director, will visit Monticello next month, according to Randolph Perry, secretary of the Chamber of Commerce. While at Monticello, the director may shoot several scenes for the forthcoming film, "Tree of Liberty."

Paramount's Production Plans in Britain Set

NEW YORK—Paramount's British production plans are all set, declares David Rose, who left on the *Washington*, Saturday, for England. Rose, who is in charge of the United Kingdom for Paramount, said shooting on "The Admirable Crichton" would start as soon as he arrived in London.

A Private Company

HOLLYWOOD—Spokesmen for David O. Selznick deny the formation of the Oliver Jeffers Corp. by Selznick is for any other purpose than as a clearing house for the producer's private business transactions.

• REVIEW FLASHES •

CHARLIE CHAN IN PANAMA (20th-Fox)—Holds the suspense successfully and, as in all cases, the least one suspected is the culprit whom Chan brings to an unhappy doom. A neat trick at the end solves a complicated mess. Sidney Toler, Lionel Atwill, Jean Rogers. Norman Foster directed with interest.

CONGO MAISIE (M-G-M)—Ann Sothern, as the wise-cracking trouble-shooting show gal, delivers another entertainment wallop when she invades the African jungles. While the feature sacrifices some of the humanness of its predecessors, in exchange for hokum, it stacks up comparably as good in toto and should cut as substantial a swath in revenue. John Carroll heads a satisfactory supporting cast. J. Walter Ruben produced; Henry C. Potter directed.

DANGER ON WHEELS (Univ)—An action picture for the sports fans which carries plenty of exciting incidents on the race track. The hero wins the inventor's daughter when he wins a race with father-in-law's new motor. Richard Arlen, Peggy Moran.

I CONDOTTIERI (Esperia Films)—The historical beginnings of a united Italy are the basis of this production. Battles are on a grand scale, though editing is haphazard. Luis Trenker.

LOST ON THE WESTERN FRONT (World)—The first World War and its effect on the lives of two soldiers and a girl they both love is the theme here. It has been done before and better. Stars Paul Cavanagh. Produced in England.

MAN WHO WOULDN'T TALK (20th-Fox)—As program material there is considerable merit in this well-told tale of murder and consuming revenge, relayed from the courtroom via the flashback technique. In the hands of a capable cast, topped by Lloyd Nolan, it emerges as unusual and highly exploitable fare. Sol Wurtzel produced; David Burton directed.

SAINT'S DOUBLE TROUBLE, THE (RKO)—Jammed with hairbreath escapes, thrilling rescues and a coterie of diamond thieves, this latest adventure of that devil-may-care adventurer, the Saint, is up to par for the series and should satisfy action fans. George Sanders, in title part, essays a dual role and performs the unique trick of capturing himself as the chief villain. Cliff Reid produced; Jack Hively directed.

SANTA FE MARSHAL (Para)—As a medicine show fakir Hopalong cleans up the lawless element which is harassing a frontier town. There are more story values and comedy than in many of this sagebrusher's predecessors. William Boyd, Russell Hayden. Lesley Selander directed.

THEY WANTED PEACE (Amkino)—The overthrow of the Kerensky government and the days of Stalin as "Pravda's" editor are the concern of this opus. Plenty of extras, battle scenes and concentration on the human element in the ranks. The cast is capable.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Acquit Danville Exhibitor Of Sunday Law Violation

DANVILLE, VA.—The Sunday show issue here virtually was determined when a jury of five held that Charles L. Abercrombie, manager of a local theatre, did not violate the state Sunday observance law by opening his theatre on Sunday.

Abercrombie's case, being typical of that relative to three other theatre managers, was held to be a ruling. This decision was the second during recent weeks in which a theatre manager has been acquitted on the same issue.

Leichter Sets Two

NEW YORK—Mitchell Leichter has closed distribution deals for "She Goes to War" and "Hell Harbor" with Pam-O Film exchange, Buffalo; Principal Pictures, New York and northern New Jersey, and Guaranteed Pictures, Inc., for the foreign market. Preferred Pictures will handle "Hell Harbor" in Philadelphia.

Pittsfield Capitol Burns

PITTSFIELD, MASS.—Fire destroyed the Capitol here Thursday and swept through two adjoining apartment houses. Officials estimated the loss would reach $1,000,000.

W. Va. Allied Unit Plans Campaign Against 16mm

CLARKSBURG, W. VA.—A unified campaign against the inroads of 16mm exhibition was mapped at the meeting here of the ITO of West Virginia, an Allied unit. Speakers included H. M. Richey, director of public relations for RKO, and J. O'Brien, district manager for the American Society of Composers, Authors and Publishers.

Lydon Heads Allied Unit When Yamins Declines

BOSTON—Frank Lydon, recently made Allied eastern regional vice-president, has been elected president of Independent Exhibitors, Inc., local Allied unit, to succeed Nathan Yamins, who declined to run after presiding locally for years. Max Levenson was re-elected first vice-president. Wilbur Peterson is second vice-president.

Refurbishing Lyceum

ALBANY—Bill Kennedy is refurbishing the Lyceum in Champlain, near the Canadian border. New exits, carpets and minor improvements comprise the job. Kennedy owns another theatre which runs full time, in Rouses Point.

Settlement Effected In Joy Trust Suit

DALLAS—Settlement of the anti-trust suit brought by Joy Amusement Co., operating last run theatres in Dallas and San Antonio, against the majors has been effected, according to Seymour Lieberman, counsel for the plaintiff. The suit claimed inability to secure first runs and sought damages totaling $17,366. The settlement provides for a better run and an unnamed amount of money.

BALTIMORE

KITTY BOYD has just returned from honeymooning in Florida and is now back on the job at the Little Theatre . . . Jewish War Veterans are holding a dance at the Emerson Hotel in the cabaret style on Sunday, February 4. Tickets are $1.00, and may be obtained from Harry or Al Vogelstein . . . Mr. and Mrs. Walter Silverberg, Park, and daughter are in Miami and plan to spend several months there . . . Rome theatre exploitation contest for managers was won by Wilbur Brizendine, Rialto, and R. Marhenke, Broadway . . . Miss Helen Leonard, secretary to I. M. Rappaport, Hippodrome, held a party last Thursday night for quite a few of her friends and employes at the Hippodrome. Of course, Cliff Jarrett and heartbeat were there . . . Mike Leventhal, Lord Baltimore, is vacationing in Florida.

George Jacobs, Goldfield, went to Washington with Harry Silver, Overlea, and Harry and Al Vogelstein . . . Theatres here have been warned by police not to leave too much cash in the boxoffice, due to recent holdups . . . Sympathy goes to the family of Edward Werner, former usher at the Apollo, who died January 3.

Moe Cohen of the Lexway has returned from a trip to New Haven . . . Rodney Collier, manager of the Stanley, really has a swell streamlined car . . . BOXOFFICE does get around, says Mac (spice of life) Weinberg, manager of the Little. He has received several letters from different parts of the country from friends with clippings about being titled "Spice of Life." As you know Mac writes the column of that name in the Variety Club's *Barker*. One of the letters was received from Jerry Harrison of the Mercury at Buffalo.

Schermerhorn Managing Morristown Community

MORRISTOWN, N. J.—Nick Schermerhorn succeeds John McNulty as manager of Walter Reade's Community. Schermerhorn was formerly manager of Reade's Community, in Saratoga Springs, and has been replaced there by Joseph Localle, formerly manager of the circuit's Kingston, Kingston.

Other changes include the transfer of John Gutteridge, manager of the Savoy in New York, to the Kingston, and shifting of Richard Mooney from the Lyric in Asbury Park to assist James Mullins at the Savoy.

ALBANY

THE *Knickerbocker News* ran a three-paragraph story on the selection by the National Screen Council of Paramount's "Gulliver's Travels" as winner of the BOXOFFICE Blue Ribbon Award for December. By a coincidence, the story was on the same page and not far from photos as well as advertising copy on the return of the feature length animated Technicolor cartoon for a week's engagement at Warner's Ritz. A week intervened between the run at the Strand, also a Warner house, and at the Ritz . . . Bernard Kranze, RKO manager, is in Miami, where all good exchange bosses from the north vacation. Elmer Sichel, assistant booker for 20th Century-Fox, and Mrs. Sichel are also at the Florida resort . . . Moe Grassgreen, 20th Century-Fox branch manager, and Mrs. Grassgreen celebrated their 15th anniversary with a party in the Grassgreen home. Filmrow friends were among the guests.

Tommy Martell, booker of pictures shown at army theatres in Plattburgh and Sacketts Harbor, ankled local exchanges for first time in recent months . . . Ernie Wolfe, Lowville exhibitor, stopped here en route from New York . . . Ernie Dodd, Placid Lake, came to Filmrow with good news. A plentitude of snow is bringing and keeping visitors in Lake Placid. Kay Kyser, making a personal appearance at the Palace in connection with exhibition of his "That's Right, You're Wrong," was crowned King of the Winter Carnival by Lowell Thomas at Olympic Arena, before a reported audience of 8,000. *Incidentally, January* 15 *marks the opening of the winter month during which Saranac Lake, a Schine town, does not have clearance over Lake Placid. The same situation prevails from June* 15 *to September* 15.

Ralph Unks, Albany manager of Ross Federal Service, battled those twin devils —cold and sinus infection . . . 'Tis said that Ben Smith, Pam-O salesman, and George Goldberg, Warner seller, were born on the same street, Madison Avenue, in the same city, Albany, and in the same year. Furthermore, the friendly pair look something alike. Fred Sliter, 20th Century-Fox peddler, is another native. Sliter probably goes back further in local exchange history than any one else. He talks of selling films for Mutual around 1912 and speaks of connections with other companies long since in the limbo. Sliter has worked under George Creel, chief of U. S. propaganda, in Mexico picture distribution during the World War and has been a film man all the way from Boston, Mass., to Seattle, Wash. He is the father of Harold Sliter, Schine executive.

Jim Newton, co-operator of the Community, Newton Falls (his partner is Wilfred Cheny), was due in Albany for a three-day stay. He is town supervisor . . . Phil Baroudi, North Creek and Indian Lake exhibitor, weekended in New York. Conversion of his Happy Hour, North Creek, from upstairs to a downstairs house is under way. It is reported the theatre will be closed for a time while the job is being completed . . . William T. A. Webb, manager of the Smalley Theatre, Sidney, was among the assemblymen pictured by the Knickerbocker News *at the legislature opening. Webb, who is serving his third year in the assembly, is interested with William C. Smalley in a Sidney realty company . . . M. A. Silver, New York state manager of Warner Theatres, Si Fabian, head of Fabian circuit, and Lou Golding, Fabian division manager, are members of advisory board to Albany county committee for the celebration of the President's birthday. Silver and Larry Cowen, manager of Fabian's Grand, were photographed with prominent Albanians at the first meeting of the committee in the state office building . . . A giant musicale at Fabian's Harmanus Bleecker Hall will climax the county drive to raise funds for infantile paraylsis treatment.*

Schine Said Combating "Pot O' Gold" Show

ALBANY—Schine theatres in Albany area are said to be combating the "Pot O' Gold" radio program by offering to pay any patron whose phone number is called the equivalent amount, $1,000. An informant, a picture fan, states that an announcement to this effect is flashed on the screen at shows in Schine Amsterdam theatres. The radio program, according to this person, is not identified by name. However, a Tuesday evening "important" phone call is linked with the promise to give the customer the sum he or she would receive if at home to answer the phone. There is a telegraphic followup to the call.

ROCHESTER

"GONE With the Wind" premieres here January 26 at the 4,000-seat Loew's . . . Jack O'Brien, Embassy stagehand, is starting his 35th year in the industry . . . Bill McCallum, for many years manager of the old Cook's Opera House, is now retired. He's a brother of Arch McCallum of the Capitol . . . Harry Davis, veteran showman who died last week in Pittsburgh, founded the Bijou Dream here.

A motion picture series, dating from 1900 *to* 1929, *was shown January* 7 *at the Museum of Arts and Sciences . . . The Madison and Cameo, local neighborhood houses, are experimenting with vaudeville on Saturdays. Every Friday the Century features a "jitterbug" contest . . . After a week at the Palace, "The Hunchback" has been moved to the Regent for a like period or more.*

Best 10 films of 1939 picked by Amy Croughton, *Times-Union*: "Goodbye Mr. Chips," "The Mikado," "Mr. Smith Goes to Washington," "Nurse Edith Cavell," "Pygmalion," "Stagecoach," "They Shall Have Music," "Wuthering Heights," "Wizard of Oz," and "Young Mr. Lincoln."

Readers of the Democrat *and* Chronicle *rated "Mr. Chips" the tops, followed by "Wuthering Heights," "Dark Victory," "Pygmalion," "Mr. Smith Goes to Washington," "Stanley and Livingstone," "Wizard of Oz," "Gunga Din," "Babes in Arms" and "The Women."*

RICHMOND

THE HEAVY snowfall of last Sunday and Monday knocked the bottom out of show business here . . . All theatres in the neighborhood group are combating the "Pot O' Gold" Tuesday radio program by offering the grand prize to anyone whose phone is called while they are in one of their theatres. Creating plenty of talk, with expected increase in Tuesday night grosses . . . All houses are running special trailers and using large posters in lobbies in addition to newspaper advertising . . . Buck Johnson, former doorman at the National, now is driving a taxicab.

Omer Owen, assistant doorman of Wilmer & Vincent's Colonial, died suddenly on January 8 . . . *Bob Overcash, engineer of the Capitol, is back on the job after a long spell of sickness . . . Muriel Stevenson is holding down the office at the Colonial during the illness of Frank O'Brien. Muriel recently visited her folks in Midlothian . . . Leon Nelson, Warner head checker, was in town . . . That is a very beautiful diamond ring on the finger of Lucille Bell, Wilmer and Vincent relief cashier. We hear that Lou Sherman presented it to her for Christmas.*

Mrs. Harriet Elsner is back on the job presiding over the boxoffice at the Byrd after being out with the grippe. During her absence, Dorothy Godfrey substituted . . . The convention committee of the MPTO of Virginia is busy lining up things for the annual midwinter convention on Thursday, January 18. Talent for the floor show will be obtained from the stage show at the National, in addition to several local dancing schools. A prominent band from Washington will furnish music for the dancing . . . Buck Golligan, maintenance engineer at the Colonial, has been sick abed for several days with the grippe, Tom Murphy filling in for him.

More Start Premiums

WASHINGTON—New deals for premiums have been closed with the following theatres in this territory, according to Ike Katz, head of the Paramount Premium Co. here: Rex, Berkley, Va.; Diamond, Selbyville, Del.; Kent, Millington, Md.

Klein Cocalis Head

ELIZABETH, N. J.—Harry Klein, with the Cocalis circuit for 11 years, is now supervisor for the New Jersey theatres of the chain. Klein will have six houses under his control.

Discuss Polio Aid

NEW YORK—Circuit heads met at the Hays office Wednesday to discuss ways and means of participating in the national paralysis drive.

Take Brandt House

NEW YORK—Alex Gross and Paul Weintraub have taken over the operation of the Ritz, Bronx, a former Brandt house.

First National (451) **85 Minutes** **Rel. Jan. 27, '40**

True to the tradition of the regiment whose history inspired the picture, "The Fighting 69th" will meet no resistance in blasting its way to its objective—the front line trenches of popularity and profit. In atmospheric and technical details probably the most authentic feature of the world war ever filmed, it preaches a powerful indictment of the futilities and horrors of international strife without compromising any of its inherent entertainment ingredients. The sweep of its battle scenes equals anything of comparable nature ever staged and combines with many moments of humor and heart-tugs to cause those who see it to forget the absence of romance. The cast, entirely male, is wisely selected and thoroughly capable with the action centering around Pat O'Brien as Father Duffy and his part in the redemption of incorrigible James Cagney. Directed by William Keighley.

James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn, Alan Hale, Frank McHugh, Dennis Morgan.

The Fighting 69th F Drama

M-G-M (20) **97 Minutes** **Rel. Jan. 12, '40**

A cinderella theme unfolded against the background of a Budapest luggage shop and treated to the rejuvenated "Lubitsch touch" makes "The Shop Around the Corner" a humorous and highly human parcel of whimsy which should have wide audience appeal—with only one possible criticism, its propensity toward being topheavy on dialogue. This slight fault, however, is so overshadowed by the feature's many admirable qualities—including superiority in production, direction and cast—that the film must be catalogued among the new year's topnotchers. In addition to the standardly fine performances which are to be expected from James Stewart and Margaret Sullavan, there are gem Thespic contributions by Felix Bressart, Frank Morgan and adolescent William Tracy. Ernst Lubitsch, credited with both direction and production, adds another to his list of hits.

Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut, Felix Bressart, William Tracy, Inez Courtney.

The Shop Around the Corner F Comedy Drama

United Artists (——) **83 Minutes** **Rel. ————**

Mildly amusing comedy murder mystery which veers toward the screwball side. The picture's best assets are brittle, laugh-assuring dialogue and its substantial production mounting. It can depend on additional help at the turnstiles from the established names in a large cast headed by Pat O'Brien and Edward Arnold. On the minus side is the fact that much of the feature's effectiveness is lost through overlong dialogue and fluctuating tempo. An adaptation of the novel "Send Another Coffin," the screenplay tells of O'Brien's efforts, as an attorney, to fight a crooked city administration, headed by Edward Arnold. To get rid of him, the crooks pin a murder rap on O'Brien, from which he fights his way out when it is discovered that his office partner, Broderick Crawford, is really guilty. Tay Garnett directed.

Pat O'Brien, Edward Arnold, Broderick Crawford, Ruth Terry, Claire Dodd, Alan Dinehart, Janet Beecher.

Slightly Honorable F Mystery Comedy

Paramount (3919) **86 Minutes** **Rel. Jan. 19, '40**

When a picture possesses those qualities which alternately make the customers laugh, cry, thrill to its romance and suffer pangs of chronic nostalgia, it must be a hit. Mitchell Leisen's latest production-direction chore—possibly his best for Paramount and certainly one of the finest features to come off that lot in months—has the necessary ingredients to stimulate those varied emotions and in definitely plus quantities. Barbara Stanwyck, with Fred MacMurray as runner-up, is in the Thespic forefront, while together they furnish ample marquee strength. Supporting cast and its individual performances are beyond criticism, while the story is one of those homey, down-to-earth concoctions which commands universal acclaim. Showmen will remember the nights they play this one with warm smiles of satisfaction.

Barbara Stanwyck, Fred MacMurray, Beulah Bondi, Elizabeth Patterson, Willard Robertson, Sterling Holloway.

Remember the Night F Drama

Warner Bros. (——) **87 Minutes** **Rel. Jan. 13, '40**

Quite a bit of fun for average audiences, the goings on by Wayne Morris, Eddie Albert and Ronald Reagan with Jane Bryan, Priscilla Lane and Jane Wyman. Some may be inclined to feel the sequel to "Brother Rat" is not so zippy as its predecessor, but that is a matter of opinion and probably best decided at the boxoffice. The fabric has Albert up as a candidate to head his alma mater's football team for the new season. Former schoolmate Morris gets wind of the doings and takes charge of a campaign to get Albert the job. It seems every time Morris gets an idea he puts his foot into it, complicates matters so that Albert finally loses out. But in the face of everything, the mischief maker comes through with something hot at the end and everything turns out rosy for the three couples. Ray Enright directed.

Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris, Eddie Albert, Ronald Reagan, Arthur Treacher.

Brother Rat and a Baby F Melodrama

Universal (——) **63 Minutes** **Rel. Jan. 5, '40**

If the story were only as good as the song, revived and among the most popular of the day after many years, Universal could go to town on "Oh, Johnny, How You Can Love." As matters stand, there is not a great deal to recommend outside of the tuneful number. Acting and direction are below the usual expectancy of the name values. Peggy Moran, a newcomer, has considerable possibilities, but not in threadbare material such as this. The story has her on her way to elope when she gets into a smashup with Tom Brown's car. He takes her to New York, but on the way they run into escaping bandits, are made prisoners until finally the police come to the rescue. Of course, the two kids decide to continue the highway romance, which will be okay with the younger fans. Directed by Charles Lamont.

Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek, Juanita Quigley, Isabel Jewell.

Oh, Johnny, How You Can Love F Melodrama

Columbia (——) **92 Minutes** **Rel. Jan. 18, '40**

This one, of course, is a remake of "The Front Page." The sex of the reporter has been changed to accommodate Rosalind Russell, while Cary Grant plays the managing editor buried to the hilt in the tenets of yellow journalism. The zip and the speed, however, have been retained in the streamlining process which accents comedy and love. So have the essential melodramatic elements—the escaped murderer deposited in the desk and the frantic and successful efforts to cart him to the "Morning Post's" office so that the sheet can claim a scoop. Grant and Miss Russell are swell. Ditto on the script and the direction of Howard Hawks. The tempo is fast and frequently furious. Fun, and a substantial grosser.

Cary Grant, Rosalind Russell, Ralph Bellamy, Gene Lockhart, Ernest Truex, Helen Mack, Cliff Edwards, Porter Hall.

His Girl Friday F Melodrama

Universal (——) **81 Minutes** **Rel. Jan. 12, '40**

Plenty of excitement for the thriller fans and packing a load of entertainment is this latest in the "Invisible Man" series. It is not too spooky, which makes it suitable for the juveniles as well as adults. The story centers about the "Invisible Man" returning to Radcliffe Manor to hunt his brother's killer. He has been accused, convicted and is about to die for the murder when his friend, John Sutton, injects the necessary fluid which starts the mysterious doings. When Vincent Price, the "Invisible Man," borders on insanity, his medico friend has not yet found the vital antidote. But Price continues on his hunt, clears up the murder mystery and is himself returned to actual being when a transfusion is performed. With Nan Grey as fiancee, she provides the third angle of the triangle, Sir Cedric Hardwicke being the culprit and number two man. Joe May directed.

Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton, Cecil Kellaway.

The Invisible Man Returns F Mystery Melodrama

Paramount (3917) **60 Minutes** **Rel. Jan. 5, '40**

Geared to fill the bill nicely for those to whom action in screen fare is a requisite, this is well cast, speedily directed and carries a bumper load of rip-snorting melodrama. It delves, as the title implies, into the daring deeds of the police emergency division, which is called upon for every type of special rescue work. Topping the cast in a role far below her talents is Louise Campbell, with Richard Denning supplying the male romantic interest and John Miljan drawing hisses as the villain. Miss Campbell, a newspaper reporter, writes special articles pertaining to the emergency squad. Miljan, constructing an underwater tunnel, frames a number of accidents so he can buy up the stock cheaply, until his trickery is discovered by Miss Campbell and the police. Edward Dmytryk directed.

Louise Campbell, Richard Denning, Robert Paige, John Miljan, Anthony Quinn, William Henry, Joseph Crehan.

Emergency Squad F Melodrama

SELLING ANGLES: "Slightly Honorable"

Pat O'Brien and Edward Arnold are the names for the marquee. For your mailing list and throwsheets print up facsimiles of a newspaper's front page carrying the headline "City Hall Graft Exposed." Arrange with bookstores and libraries to tie up on special displays of F. G. Presnell's novel, "Send Another Coffin," from which the picture was made. Try to secure radio and dance band plugs for "Cupid's After Me," sung by Ruth Terry in the picture, and give Miss Terry an exploitation buildup.

CATCHLINES:

Half-Rogue . . . Half Robin Hood . . . This Crusading Attorney Tried to Clean Up Civic Graft and Found Himself Charged With Murder.

Dirty Work at the City Hall . . . With Murder as the Weapon Used to Cover Up a Bumper Load of Graft.

SELLING ANGLES: "Oh, Johnny, How You Can Love"

Window cards should be distributed and displayed in music stores. Also try to effect tieups with local radio stations when playing the song of the same name to mention the picture. News stories should stress the possibilities of Peggy Moran who has a charming personality. It may be well to effect a tieup with the publishers whereby you can give the song away free to patrons during the exhibition of the film.

CATCHLINES:

You've Heard the Song, Now See the Picture.

She Eloped Right Into a New Lover's Arms and Highway Chariot.

Romance on the Roads . . . He Was a Candy Salesman, But He Did a Terrific Job With Love.

SELLING ANGLES: "Emergency Squad"

Invite the local police force to attend the first-night showing as special guests. If any member of the squad has distinguished himself through some act of heroism, publicize the fact in the newspaper advertising and publicity campaign. Arrange with police to set up a display of their equipment in the lobby. Stills in which "Boots," a trained dog, appears, can be planted with pet shops. Give the marquee credits to Louise Campbell.

CATCHLINES:

Death Lurks Close for These Daring Men of the Emergency Squad . . . Who Live Recklessly . . . And Love the Same Way.

There's No Task Too Dangerous . . . No Deed Too Daring for the Emergency Squad.

SELLING ANGLES: "The Shop Around the Corner"

The top trio of marquee names are Margaret Sullavan, James Stewart and Frank Morgan. To your patrons the name of Lubitsch might also be used as a selling angle. Create a teaser advertising campaign stressing the title and tie up with neighborhood stores on a cooperative newspaper layout in which they offer special "Shop Around the Corner" bargains. Contact a local luggage dealer to arrange a display of trunks and suitcases in the lobby before the picture opens, plugging his name and planting with the layout a number of stills from the picture.

CATCHLINES:

You'll Chuckle and Laugh at the Daily Doings in This Gay Little Shop Around the Corner.

He Dispensed Luggage and Gifts . . . But Found Love Was His Most Popular Item.

SELLING ANGLES: "Brother Rat and a Baby"

Probably the most effective tieups on this picture are in the elaborate press book published by the company. The idea is to think up stunts with the use of a baby in them. Along these lines are awards for babies born at midnight, the most beautiful 14-month baby (Peter B. Good, the baby in the film being of this age), but be careful not to encroach on Peter's name since the press book emphasizes it cannot be used for any commercial tieups. A hookup with the trans-Atlantic flying services can be used to good advantage. Play up the college football angle since this is the theme on which the story pivots.

CATCHLINES:

Join the Fun Parade With Wayne Morris As Leader.

Eddie Albert Gets a Going Over by Wayne Morris and Misses His Profession.

SELLING ANGLES: "The Invisible Man Returns"

A magician doing all sorts of tricks in the lobby would make a good ballyhoo for this picture. A stunt which should attract attention is to have a man swathed in a sheet from head to toe parade the streets. The sign should read, "he has returned to your theatre for a brief visit." Distribute to patrons ahead of the picture a puzzle provided in the press book. A stencil teaser on local main thoroughfares is another idea. Give away small samples of invisible ink. Have two men walking the streets hand in hand, with a dummy framework of a man. Stress the invisible idea in your copy, too.

CATCHLINES:

Invisible to the Eye, But Destructive to His Enemy.

The Invisible Man Returns to Bring His Brother's Murderer to Justice . . . Revenge for the Invisible Man.

SELLING ANGLES: "The Fighting 69th"

Award the marquee and advertising credits to James Cagney, Pat O'Brien and George Brent. Make over the lobby to resemble an army barracks. Secure the cooperation of the American Legion post in publicizing the picture by holding a special showing for veterans, turning over a matinee showing to the Legion women's auxiliary and arranging with Legionnaires to set up a display of World War souvenirs in the lobby. Arrange to have civic organizations see it and comment upon the anti-war doctrine it contains.

CATCHLINES:

The Stirring Story of a Glorious Regiment of Fighting Men . . . And a Powerful Argument Against War and Its Horrors.

The Fighting 69th . . . Whose Name Has Become Immortal in American History for Fearlessness and Honor.

SELLING ANGLES: "Remember the Night"

The teaming of Fred MacMurray and Barbara Stanwyck should be exploited as a new romantic duo. Print up "Reward" posters, bearing Miss Stanwyck's portrait, and describing her as a notorious jewel thief wanted by the police. The jewel thief angle can be used in jewelry store tieups on the angle: "You Don't Have to Steal—Our Prices Are So Ridiculously Low." With a newspaper's cooperation, stage a "Remember the Night When—" letter contest, awarding tickets to the show for the most amusing or exciting entries.

CATCHLINES:

A Down-to-Earth Yarn About Ordinary People . . . With Plenty of Heart-Throbs and a Sensational Comedy Wallop.

She Stole Jewels As a Business, Hearts As a Hobby.

SELLING ANGLES: "His Girl Friday"

The original "Front Page" by Ben Hecht and Charles MacArthur provides an excellent talking point. The performances by Cary Grant and Rosalind Russell, chiefly, but by no means exclusively, are worth stressing; they won't let you down. The newspaper background of the attraction, at once, suggests the reproduction of screaming headlines or red imprints over your local newspaper, drawing attention to theatre and playdate. Reference to earlier pictures in which the leads played is always dependable. Keynote advertising to the racy mood of the film.

CATCHLINES:

Is It Cricket to Steal Your Former Wife From the Man She's Engaged to Marry? "His Girl Friday" Answers That.

Universal (——) **60 Minutes** **Rel. Feb. 23, '40**

A murder is pinned on a typical motion picture newspaperman; his boss is a little daffy about news values, his girl is vital in solving the case and the real culprit is caught in a whiz-bang surprise trap. That's the crux of this mystery-comedy. In the leading role Frank Albertson gives it the proper, excitable touches. The supporting cast is made up of players who fit their parts in a well-tailored fashion. The pace is fast and maintained throughout. The dialogue is snappy and that emphasis, in spite of the legal aspect of eventualities, is kept on the light side. In its proper niche, this film is one which audiences will enjoy as entertainment and as a testing ground for their sleuthing talents. Harold Schuster directed.

Frank Albertson, Jerome Cowan, Constance Moore, Robert Armstrong, Sidney Blackmer, Barbara Pepper.

Framed F — Mystery Melodrama

Columbia (1203) **61 Minutes** **Rel. Jan. 4, '40**

Directorial touches are what lift this western from the formula routine of its story. They are deftly injected and speed up the action content more than usual. Charles Starrett is the man on the horse and Iris Meredith his romantic foil. The scene is a cowtown. Villainy is aptly performed by Kenneth McDonald, Dick Curtis and Hal Taliaferro. They have murdered Starrett's brother, among other dirty work, and he is out to get them. Also involved is Miss Meredith, whose father has also been killed. She continues to crusade with his newspaper. The players act this out with conviction. There is music to sooth the audience between the savagery by the Sons of the Pioneers—and well done, too. Joseph H. Lewis directed.

Charles Starrett, Iris Meredith, Bob Nolan, Kenneth McDonald, Dick Curtis, Hal Taliaferro.

Two-Fisted Rangers F — Western

Criterion (SR) **56 Minutes** **Rel. ——**

Laurie Yorke Erskine's story character, Renfrew of the Mounted Police, impersonated for screen purposes by James Newill, makes the best film to date in this string of events as the yellow-stripes investigate crooked activity of a flying freight line. Newill and Dave O'Brien, mounties, with the aid of Louise Stanley, a fancy looker, and Warren Hull, a service busted aviator, provide the foursome pitted against the William Pawley-Karl Hackett gold-snaring ring. Flick introduces a new wrinkle in being taken for a ride, the elected party tied in a plane and soloing until the gas runs out, dropping him for a 3,000-foot bounce off the Rockies. Ralph Staub's direction keeps the proper tempo to sustain interest of action buyers. It's Edward Halperin's screenplay.

James Newill, Louise Stanley, Warren Hull, William Pawley, Dave O'Brien, George Humbert, Karl Hackett.

Yukon Flight F — Action Drama

Columbia (1030) **63 Minutes** **Rel. Nov. 30, '39**

It is like this. Ann Dvorak is working in a clip joint where Douglas Fowley plays the piano. Now Fowley is worse than a rat because he spends on another girl the dough Miss Dvorak lifts from unsuspecting customers. One day, when Miss Dvorak is depressed with her environment, in walks Preston Foster like a breath of spring. Foster is a sailor aspiring to be a landlubber. He has in his mind a garage in a small town with shady streets where people go to church on Sundays. Miss Dvorak likes the idea too. But this guy Fowley is a rat who does not like girls to go "straight." So he is taken care of to no one's regret and a small town gains two more residents. While this all occurred, an apathetic audience waited resignedly for action which never came. Sidney Salkow directed.

Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson, Peggy Shannon, Arthur Loft, Eddie Acuff.

Street of Missing Women A — Action Drama

Monogram (——) **65 Minutes** **Rel. Jan. 15, '40**

Here is good fodder for the mystery fans who fancy themselves amateur sleuths. It is one of the "Mr. Wong" series. There are three murders to play around with and such a profusion of clues and leads that only the most slow-witted in the audience will not enjoy the game. The case is played in good narrative fashion against the San Francisco scene. Such familiars as a smart girl reporter, a captain of detectives who is given to shouting and Boris Karloff as "Mr. Wong" are present. Then on the other side of the law there is an equally clever group of smoothies, or slipperies, as the case may be. The action is strewn with comedy of the "you're here again" type. Chinese antiques, waterfront night clubs and radio also figure. William Nigh directed.

Boris Karloff, Grant Withers, Marjorie Reynolds, Frank Puglia, Rita Cheveret, Charles Trowbridge.

The Fatal Hour F — Mystery Drama

Mercury Film Lab. (SR) **80 Minutes** **Rel. Dec. 7, '39**

The exhibitor who has a strong colored following should make money with this film. In addition to a cast of well-known colored performers there also is the exploitable Henry Armstrong, the boxing champion. The production stands up well in comparison with Hollywood product. Generally the story sticks to familiar lines. It concerns Armstrong's rise from athlete-student to the top rung in the prizefighting world. The usual assortment of proud parents, faithful sweetheart, crooked gambler and wicked women are present, plus the daily life incidents which are more familiar to colored folk. Willie Bryant is perhaps the best known player in the cast. He is a guiding light in Harlem and the moving force of the Apollo (Harlem theatre in New York) stage show, where he has built a strong reputation.

Mae Johnson, Willie Bryant, Canada Lee, Hamtree Harrington, Francine Everett, J. Rosamond Johnson.

Keep Punching F — Melodrama

Warner Bros. (416) **60 Minutes** **Rel. Jan. 20, '40**

A good deal of second-hand destruction, a la guerre, takes place in this regulation spy story which has been brought up to date and made to bear on the present conflict in Europe. The story is the First World War. Again a competent cast enacts a drama wherein one side attempts to unveil the other, all for the glory of respective countries. This is done in good time. The locale of this game of who is who in the spy racket takes place in a London prime minister's home. The sequence of events is sometimes strained and loose threads of the story are overlooked. The climax arrives with time bombs and an air raid. One note, however, that will startle the audience is struck when a certain German corporal named Adolf is bawled out. The closeup will bring howls. William Clemens directed.

Margaret Lindsay, Boris Karloff, Holmes Herbert, Leonard Mudie, Bruce Lester.

British Intelligence F — Melodrama

Monogram (3952) **62 Minutes** **Rel. Dec. 15, '39**

The highlights of this western arrive when the accompanying music supports Tex Ritter and the camera shows a number of superb landscapes. Otherwise it follows the regular channel as to plot and dialogue. The story is told with a revenge angle for Ritter whose brother, an army officer, is killed by outlaws. It is complete with such important elements, a stagecoach dash, the necessary shooting, a bewhiskered driver of the coach, a banker named Jim Blake, a pretty blonde, a comic Chinaman, who, incidentally, steals a number of scenes with his comedy, plus Ritter and his fists, guns, pleasant singing voice and white horse. Spencer Gordon Bennett directed. Marcel Le Picard injected a fine Gallic touch in the excellent photography which tends to distract one from the story.

Tex Ritter, Muriel Evans, Kenneth Duncan, Nelson McDowell, Nolan Willis, Reid Horner.

Westbound Stage F — Western With Music

Colony Pictures (SR) **58 Minutes** **Rel. ——**

Ken Maynard's ride in this film comes out only a fair western, a little hard on the eyes, because of a misty print. He, and his two pals, Ralph Peters and Julian Rivero, under guise of looking for work, come horseback-ing into the border country to investigate shenanigans of a professorial expedition which the government believes to be espionage activity. They find the trail temporarily obliterated by what smells of a range war, mostly caused by Charlie King, who fronts for the spy ring, and who wants to oust Fay McKenzie and her brother, Julian Madison, from a small strip of land, on which a helium gas supply has been discovered by the expedition. Original screenplay is by Bill Lively, and Sam Newfield is the director. It's strictly for the kids.

Ken Maynard, Fay McKenzie, Ralph Peters, Julian Rivero, Charles King, John Elliott, William Castello.

Death Rides the Range F — Western

SELLING ANGLES: **"Yukon Flight"**

Well enough established now, the Renfrew series deserves playing up, especially when this one, "Yukon Flight," will be generally conceded by filmgoers as the best of the lot. Work on the angle that the series continues by popular demand, that initial productions were experimental, and that audience approval has led to more concentrated effort, more interesting adventures for Renfrew, etc., of which "Yukon Flight" is the topper so far.

CATCHLINES:

Renfrew Points Out Gold May Be Where You Find It, But That Gives No One License to Steal It.

A Mounted Policeman's Idea of the Difference Between Business and Pleasure . . . Business—He Gets His Man; Pleasure, He Gets His Woman.

SELLING ANGLES: **"Keep Punching"**

A tieup with sporting goods stores is suggested with the emphasis on the pugilistic achievements of Armstrong. This may also be carried out in neighborhood settlements where youngsters go in for boxing. The winner of a theatre-staged tournament might be honored when the film is shown. A short writeup on Armstrong and Willie Bryant should be handed out. Action scenes of Armstrong in the ring should adorn the lobby. Photograph giveaways may help.

CATCHLINES:

A Touching Story of the Heartaches and Ambitions of a Colored Fighter.

From Small Town to the Big Time, the Life of Henry Armstrong, Told Against a Harlem Background.

SELLING ANGLES: **"Death Rides the Range"**

Ken Maynard turns agent of the government to ferret out enemy espionage, and the spy objective is to pipe helium of U. S. origin out of the country. Maynard's name will be the main ad tag, and for some lobby curio magnetism, a posted card on which are listed scientific facts about helium, how important in modern warfare, etc., with copy eventually teased into a plug for Maynard. Toy balloons printed with ad copy, or Maynard's picture, and released in front of the theatre the day before opening, with admission promised those returned during the Maynard run, might be a good gag.

CATCHLINES:

Ken Maynard Makes His Biggest Roundup, Grabbing a Murdering, International Spy Ring.

The Nation's Valuable War Material Property, Helium Gas, Saved by Ken Maynard.

SELLING ANGLES: **"Two-Fisted Rangers"**

There are over 200 radio stations throughout the country that use transcriptions of western music made by the Sons of the Pioneers, which can easily be tied in with the presentation of this film. Mats and cuts are available. Autographed photos of Starrett could be given away. Promote a juvenile air rifle contest. Borrow a strength-testing penny catcher for lobby use and let the strong arms see if they can compare muscles with Starrett. Run a "largest fist" contest along similar lines.

CATCHLINES:

Starrett Rides in and Crooks Ride Out, Feet First, in This Tale of the West.

Lead, From Guns and Newspaper Type, Helped Clean Up This Lawless Town.

SELLING ANGLES: **"The Fatal Hour"**

The series has logical tieins with "Collier's," where the original stories by Hugh Wiley appear from time to time. On the day the weekly appears on the stands a poster notice of the playing of the film could be distributed to newdealers. Quite effective will be a tieup with stores that retail radios. A clue in the film is traced with one of the new remote control sets. Here again posters seem the proper thing. Place a radio in the lobby with an attendant demonstrating how it operates.

CATCHLINES:

Come and Test Your Detective Ability With Mr. Wong and the San Francisco Police.

It Took a Radio Set to Trap a Three-Time Killer.

SELLING ANGLES: **"Westbound Stage"**

Emphasize the swingy and pleasantly different music by Ritter. It has merits entirely its own and decidedly different from the usual run. A complete set of accessories is obtainable from the distributor in the line of giveaways, etc. A cooked-up imitation of a stagecoach could be used in street ballyhoo. The outdoor scenes are excellent for lobby blowups. In any case, this western rates a good amount of the regulation exploitation given to ordinary westerns.

CATCHLINES:

He Played Hide and Seek With His Brother's Killers Until He Got Them Into the Open.

Laugh, Thrill and Sing With Tex Ritter as He Outwits and Captures a Band of Outlaws.

SELLING ANGLES: **"Framed"**

The potent exploitation angles in this one are the use of perfume and an ambulance to create audience curiosity. The perfume angle can be used in various lobby gags and as a tieup with a cosmetic store. Inexpensive vials of the perfume could be labeled "clues" and given away. The ambulance gag probably needs police cooperation where a traffic problem might be a hindrance. The picture is a clever murder mystery and the standard treatment also is advisable.

CATCHLINES:

To Clear Himself of a Murder Charge He Had to Smell Out the Real Killer.

A Wild and Merry Chase Led to the Killer's Door . . . In an Ambulance.

SELLING ANGLES: **"Street of Missing Women"**

Obviously, the lurid and the sensational would be the items to exploit. The lobby should contain cutouts of some of the girls in the cast. Naturally the photographs should emphasize the type of roles these girls portray. This campaign, however, is not recommended where the exhibitor caters to the family trade. In such cases, the exploitation should underline the story of a girl who found love despite innumerable handicaps.

CATCHLINES:

Meet the "Percentage" Gals of Club 46.

It's Death If They Squawk.

She Was Penalized for Clipping . . . But Won a Garage in the Sticks.

SELLING ANGLES: **"British Intelligence"**

What has sufficed in the past for the exploitation of spy dramas will do for this one, too. Only the modern note must be struck and timely events played up. This film has a typically British stand, delivered by a performer at the conclusion, which states that England will always fight as long as a maniac seeks to dominate the world. The film has some excellent model work showing London being bombed. The Karloff name should be exploited heavily. Here he delivers his part with a minimum of grotesque makeup.

CATCHLINES:

Espionage and Counter Espionage . . . At Work Right Under the British Lion's Nose.

To Unveil the Most Ruthless Spy, She Had to Play His Game.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

"Extra" Work Is Down About 50 Per Cent

Attributable to the sharp post-New Year drop in major production, which finds the total in work some ten pictures under the average during the final months of 1939, preliminary reports indicate that for the first two weeks of this month the number of extra players placements has been cut nearly 50 per cent under the normal daily average of from 800 to 900. Indications, further, are that the entire month will run considerably below par for the bit players because of the dearth of big pictures announced for starts during January.

Ending a five-year association with the studio, Sam Bischoff has turned in his resignation as an associate producer with Warner and has checked off the lot. His present contract had until September to run. Bischoff has negotiations under way for production spots with several other major studios.

Roy Del Ruth has wound up a long-term contract as a 20th Century-Fox director, terminating an association with Darryl Zanuck which began when the latter was producing for Warner.

S-I Publicity Unit Folds

With Selznick International beginning a production lull that will continue until "Joan of Arc" hits the cameras in April, the publicity department has been folded and Don Roberts, who had been in charge, has returned to his post with Russell Birdwell and Associates, which will handle S-I's public relations during the hiatus.

Harry Edington has assumed his new duties as RKO Radio's studio production chief and is beginning to map plans for the 1940-41 schedule, upon which he will confer with President George Schaefer when the latter checks in from New York late this month. He succeeds Pandro Berman, who resigned and moved over to M-G-M as an associate producer.

John Fulton has replaced George Teague as head of Universal's camera process department, returning to the post which he held for a number of years. Teague has checked off the lot.

Lawrence W. Fox jr., president of General Films, has appointed Charles L. Glett executive vice-president of General Film Industries, Inc., a subsidiary of Fox's parent company. Glett, who recently resigned his post as operations supervisor of the Eastern Service studios in New York, will headquarter in the east.

Labor, Seeking Action on New Work Agreement, Stirs Again

A brief barrage signalled the start of new offensives in the 1940 edition of the never-ending war between labor and the studios when the IATSE engaged in a short skirmish with the producers over the latter's alleged failure to meet with the powerful labor union and negotiate a schedule of wages and working conditions as specified in the agreement signed last September under which IATSE workers were granted a 10 per cent salary increase.

Truce was reached at a meeting between the IA committee, headed by William Bioff, and the producers, with Joseph M. Schenck as chairman, after Bioff warned the union would take "economic action" if the parley was not held immediately. Following the session it was announced that committees for each faction would be appointed to "gather the facts involved and report back to their respective groups." Pat Casey and Fred Pelton have been appointed to handle the matter for the producers, with Steve Newman and Lew Blix representing the IATSE. Principal controversy was over jurisdictional disputes arising from undefined conditions set down in the original IA-producer agreement, and which has never been changed. Bioff's chief complaint is that the studios are utilizing laborers in cheaper wage classifications to do the work of technicians in higher brackets.

SMPFE Demands Tabled

Further action on the demand for a 10 per cent wage boost filed by the Society of Motion Picture Film Editors has been tabled by the producers until after a survey to be conducted among major studios has been completed, and an estimate of the cost of granting the demands has been prepared. The Society is asking a flat increase for its 900 members, including assistant cutters, librarians and apprentices, but excepting department heads.

Also under consideration by producers:

Demands of the Society of Motion Picture Interior Decorators for pay increases ranging from 10 to 35 per cent, and reclassification of certain types of work.

A 40-hour week and $2 minimum hourly scale requested by the Motion Picture Set Designers.

A closed-shop contract demanded by the Screen Cartoonists Guild, specifying a five-day, 40-hour week, minimum wage scales, overtime pay and other provisos. Members of the SCG held an open meeting January 12 to discuss the proposed agreement and map a future course of action.

Negotiations with the Screen Actors Guild pertaining to a reclassification of extra players, and a proposed 15 per cent wage increase for them, are also under way. Y. Frank Freeman, J. R. McDonough, Cliff Work, E. J. Mannix, William Hinckle, Fred Datig, John Zinn and Fred W. Beetson are representing the producers, while the SAG is represented by Kenneth Thomson, Ralph Morgan, Laurence Beilenson, Larry Steers, Major Philip Keiffer, Paul Marston, John Dales jr. and George Murphy. The respective committees reported, after a preliminary meeting, that "satisfactory" progress is being made.

Asserting that conditions had been misrepresented to him, Eddie Aquilina, Class "B" player, requested through his attorney that the test suit, filed by him in the name of Ed Heim, against the SAG be withdrawn. Aquilina declared he was convinced the action would "seriously injure" the economic condition of the extras. Suit had been filed on the allegation that the constitutional rights of the "B" players were being violated because they were denied the right to vote on all Guild matters. In answering the action, the SAG submitted that it has a standing offer with the National Labor Relations Board to allow extras to vote for their own bargaining agent at any time.

The SAG has authorized Kenneth Thomson, its executive secretary, to spend ten days in New York conferring with the AAAA, Actors Equity and the American Guild of Variety Artists concerning organizational plans for the AGVA. Thomson will leave in a few days.

The Neely bill occupied the attention of the board of directors of both the Screen Writers and Screen Directors Guilds. Both groups have officially gone on record as opposing the measure and are working out ways and means to combat its passage by the Senate.

Adapts Own Story

"Too Much for One Man," a society comedy by Jules Furthman, has been purchased by 20th-Fox, with Furthman assigned to script for Producer Harry Joe Brown.

A Federal Grand Jury Indicts Bioff on Tax Evasion Charge

William Bioff, Hollywood IATSE head, Wednesday was indicted by a federal grand jury on an income tax evasion charge on information furnished by Charles H. Carr, special assistant to Atty.-Gen. Murphy.

The indictment charged that Bioff reported a 1936 income of $5,720 on which he paid $105.92, but that his actual income that year was $33,573.25 on which a tax of $4,384.93 should have been paid. His 1937 income, according to the indictment, was reported as $7,205 on which he paid a tax of $193.08, but that his actual income for that year was $176,416.38 taxable in the amount of $80,250.49.

The grand jury is now investigating a $100,000 loan made to Bioff by Joseph M. Schenck in 1937. Called before the jurors last November, Schenck admitted making the loan and declared it was repaid in full. It was this transaction that, in September of 1938, caused an element within IATSE Local 37 to file charges with the national labor relations board charging the money was a "payoff" by which the studios purchased control of 12,000 IA workers.

Horner Orders Extradition Of Bioff to Illinois

SPRINGFIELD, ILL.—Gov. Henry Horner on Thursday demanded the extradition of William Bioff, Hollywood labor leader, to complete a jail sentence imposed after his conviction in 1922 on a pandering charge. Governor Horner suggested that when Bioff was extradited from California to Illinois, he should explain to a grand jury how he had been able to evade completion of his sentence for 17 years.

Majors Preparing to Pick Up in Britain

Although Hollywood production schedules for the immediate future indicate a picture-making letdown for the next two months, most of the major companies have evidently shrugged the war scare completely off their shoulders, with the signposts all pointing to a production boom in England to offset the hiatus occasioned by that country's declaration of war against Germany last September.

While the number of films in work here has dropped to its lowest ebb in nearly two years—a factor attributable to the substantial backlog of completed features at nearly every studio—daily announcements continue to solidify the revival of English production, with all but a few majors planning to reopen their British studios immediately and to cooperate to the fullest extent by exporting Hollywood stars and technicians.

Paramount has added Ray Milland and Director Edward H. Griffith to the contingent which will travel to England next spring to join the company's British unit under David E. Rose. Madeleine Carroll had already been announced for the trans-Atlantic jaunt, and six or eight other players and directors are to be added. Rose, who is en route back to London, has announced four large-scale productions—"The Admirable Crichton," "Knights of the Round Table," "What Ho" and a film based on the career of Barney Barnato, South African diamond king.

William Sistrom, who heads RKO Radio's British unit, has checked out for London after spending several months at the Hollywood plant. He will resume production abroad with a vehicle tentatively titled "The Evacuation of London." Sistrom, while here, handled production reins on "Little Orvie." Herbert Wilcox, now producing "Irene" here for RKO, will leave for England February 20, accompanied by his star, Anna Neagle, and will make one picture abroad, then returning to America.

There are, of course, some exceptions to the generally-anticipated local production lull. Warner is preparing 16 big-budgeted features for filming during the next five months, including "The Sea Hawk," "All This and Heaven, Too," "The Sea Wolf," "Torrid Zone" and "The Spirit of Knute Rockne." Republic is readying three films for immediate starts to supplement the current lull, in which only one picture is in work. Metro is also slated for a pickup with the launching of "Susan and God" and "Twenty-Mule Team."

Place for Selznick On NEA Board

His production of "Gone With the Wind," which the organization cited as "marking a milestone by which all future cinema endeavor will be judged," has won for David O. Selznick a place on the advisory board of the National Education Ass'n's committee on motion pictures, department of secondary education.

The announcement came from Dr. William Lewin, committee chairman, who presented Selznick with an NEA trophy calling "GWTW" an "inspiration for the finest things in motion picture art." Selznick is the first film producer ever to gain a position on the NEA board.



Topkicks See Their Fighters Perform—

Attending the Hollywood press preview of "The Fighting 69th," four of the Warner organization's top executives pause for the cameraman. Left to right: Joseph Bernhard, Warner circuit general manager; Harry M. Warner, president; Gradwell L. Sears, president of Vitagraph and WB general sales head, and Jack L. Warner, vice-president in charge of production. Bernhard and Sears were in Hollywood for production conferences.

The Hays Labor Committee Is Keeping Plenty Busy

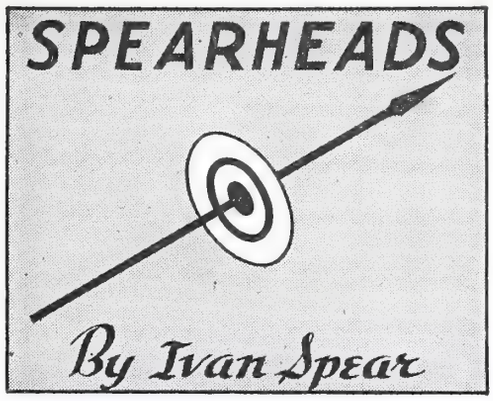
What with attending sessions with five studio labor groups, including the IATSE and the Screen Actors Guild, members of the Hays office's labor contact committee have been adhering to a busy schedule that, from all current aspects, will remain equally crowded for some time to come.

The appointment of Pat Casey to work with Fred Pelton in collecting data pertaining to negotiating a wage scale-working conditions schedule for the IATSE has again set back Casey's plans to return to New York. Casey had been set to check out for the east, where he headquarters, shortly after the first of the year.

Tom Petty, public relations counsel for the local office, is scheduled to return from New York, January 15, where he has been conferring with eastern officials on policies for the year.

Adapts "Nevada City"

"Nevada City," Joe Kane production for Republic, will be adapted by Robert Yost.



ROY ROGERS is one of the unsung heroes of the recent holiday season. At a time when most of Hollywood's Thespic great were hugging the home fires, basking in the self-righteous glow of their Yuletide charities and ostentations, the Republic western star gave up his Christmas to play two previously cancelled theatre dates in Portland and Seattle. In addition to this sacrifice, Rogers went further by paying all expenses himself and giving the show to the exhibitors free of all charges.

It is gestures of this kind that help create a badly-needed bond of understanding between those who make pictures and those who exhibit them, for which a sincere bow to young Mr. Rogers.

→

The newly-formed Voco Productions is in constant danger of typographical errors. Dire results might ensue if printers habitually substituted an "L" in place of the "V."

→

New high in unwise public relations:

"Gary Cooper in his overdrive Lincoln Zephyr and Fred MacMurray in his La Salle race home nightly, with the first one tagged by a copper paying the tickets for both."

The foregoing—and probably entirely untrue—from a local gossip column is sure to enhance the stars' popularity with Mr. John Public, driving his 1934 jalopy and trying to observe traffic laws, and whose admission quarters, incidentally, furnish the wherewithal for La Salles and Lincolns.

→

Add "Leading-With-the-Chin" Department:

Reports Columnist Harry Crocker: "John Howard spends two days a week at his valley ranch—raising turkeys."

→

Local industry brass-hats who are stepping on each other's heels in their anxiety to go on record with accolades for "Meet the People," musical revue currently being presented by the Hollywood Theatre Alliance, and predictions that the offering is headed for Broadway, might remember, to the accompaniment of red faces, that several of the individuals who were responsible for writing and staging the presentation have experienced difficulty finding or keeping places on studio payrolls. Which is in no way a reflection on the Theatre Alliance hit but rather an indictment of the production magis' lack of vision.

→

Stressing the fact that it was to be a private reception, with Bette Davis as guest of honor in connection with her acceptance of "Red Book's" 1939 trophy. Warner publicists filled several closely-typed pages with the guest list, which was a veritable Hollywood Who's Who and included more than 300 names.

Private, like a goldfish bowl.

→

Eddie Cantor denies that his new safe-driving slogan—"If you have a tankful, be thankful; if you have a car full, be careful; and if you have a snout full, hail a taxi"—is being sponsored by the Yellow Cab Co.

→

The mythical con man who accumulated a fortune selling the Brooklyn Bridge to visitors from the hinterland will undoubtedly be Burbank-bound when he reads that Warner has sent William Guthrie, head of its location department, to San Francisco, to buy an eight-wheel locomotive and six freight cars as called for in the script of "Torrid Zone."

When the picture is completed, and so that the investment shouldn't be a total loss, Warner Freres might use this rolling stock to transport Gradwell Sears, and the contracts he sold away from Fox West Coast, between here and New York.

→

Possibly it's the "Balalaika" influence. On M-G-M's current payroll are the following:

Daniele Amfitheatrof, a composer in the music department.

Sergi Petschnikoff, unit manager.

Combat, Comedy and Corn

Ten previews during as many days of the new year indicated that 1940 is going to do all right for the Hollywood reviewers who depend on the debuting of features for their entertainment, sometimes their groceries and often their sleep Of the decade, four fell into the worthy-of-special-mention class.

Warner, in "The Fighting 69th," has a vehicle that is certain to capture its objective—the front-line trenches of popularity and profit. Veritable perfection in atmospheric and technical details make it probably the most authentic picture of the World War ever filmed, and one in which the writers—Norman Reilly Raine, Dean Franklin and Fred Niblo jr.—preached a powerful indictment of the futility and horror that accompanies such international strife. At the same time, however, the scenarists exercised particular care not to allow their anti-war sentiments to overshadow any of the smash entertainment ingredients in the vehicle. William Keighley directed with punch and vigor, his sweeping and spectacular battle scenes equaling anything of a similar scope ever staged; Louis F. Edelman produced with studious attention to every detail; the all-male cast registers to a man; and, to top it off, the vehicle is garnished with many moments of humor and heart-tugs, which will make those who see it forget the absence of love interest.

One of the heroes of the preview lineup is, undoubtedly, Howard Hawks, who is entitled to thumb his nose at those who sneered when they learned that "His Girl Friday," his re-make of "The Front Page," had been re-written with a woman in the robust, raucous "Hildy Johnson" role. Hawks assigned the task to Charles Lederer, who submitted a whirlwind, laugh-packed, dramatic script that makes this Columbia release an unqualified hit, and an improvement in many ways on the original version. Hawks directed with an unflaggingly breathless pace and the picture, with Cary Grant and Rosalind Russell in the toplines, can be pegged as a substantial money-maker and equally substantial entertainment.

The rejuvenated "Lubitsch touch" is again much in evidence in Metro's "The Shop Around the Corner," a humorous and highly human bundle of whimsy which should be highly appealing to most audiences. The one possible criticism, a propensity toward topheavy dialogue in Samson Raphaelson's screenplay, is almost completely overshadowed by the excellence of production, direction and cast. It is another distinct triumph for Ernst Lubitsch, closely following his success with "Ninotchka."

One of the finest features to come from Paramount in months, and possibly Mitchell Leisen's best effort for that studio, is "Remember the Night," which has every element to make it a showman's delight. Leisen, drawing credit as producer-director, has invested the vehicle with qualities to make the customers alternately laugh, cry, thrill to its romance and suffer pangs of nostalgia, all of which spell satisfied patrons and money in the till. Preston Sturges' original screenplay is definitely on the superior side.

* * *

Four which approached, but did not quite attain, the top-bracket rating, included:

Walter Wanger's latest for United Artists release, "Slightly Honorable." It qualifies as a mildly amusing comedy-murder mystery, veering toward the screwball side in its unfolding, but losing much of its potential effectiveness through over-length and a fluctuating tempo. Ken Englund, basing his screenplay on a novel by F. G. Presnell, imbued it with brittle dialogue and some good comedy, while Wanger imparted his usual substantial, polished production trappings. Tay Garnett directed.

In "Emergency Squad" Paramount has a fast-moving programmer that will fill the bill nicely for those who demand action in their screen fare. Delving into the heroic deeds of the police emergency divi-

(Continued on page 39)

As Critics Celebrated Their Awards



In Hollywood—

When the New York Film Critics in annual banquet hailed "Wuthering Heights" as the best picture of 1939, *scenes from the film were enacted over the NBC network under the personal direction of William Wyler, who piloted the picture. Left to right, members of the picture and radio cast: Geraldine Fitzgerald, Laurence Olivier, Merle Oberon, James Stewart, Vivien Leigh, Wyler and Flora Robson.*







—Metropolitan Photos

And in New York—

At a cocktail party in New York to observe the selection of the annual "bests" by the New York Film Critics appeared these Hollywood names. Top left: Jean Hersholt. Top right: Anita Louise. Below: Lucille Ball, Cliff Reid and Van Heflin, all in the foreground. The last named is in the cast of the stage play, "Philadelphia Story."

Scientific Advances Will Be Accoladed

With nominations to close January 22, the Academy of Motion Picture Arts and Sciences has sent out a call to individuals, organizations and companies for a list of scientific and technical achievements during 1939, one of which is to be selected for recognition as the outstanding work in this field during the year, and its creator to be given an accolade at the 12th annual Awards banquet in February.

The winner will be selected by the Academy's Research Council, assisted by special subcommittees of technical experts set up by the rules committee. In issuing the call for nominations Major Nathan L. Levinson, vice-chairman of the Research Council and sound director at the Warner studio, urged that nominations be considered from an impartial industry standpoint.

Meantime Academy officials have nearly completed their list of pictures eligible as entrants in the forthcoming Awards race, with ballots scheduled to go out January 19. From these ballots, also, will be determined the best actor, actress, supporting players, writers and director of the year.

Foreign-made product has been declared eligible by the rules committee.

'Who's Who' at Metro Told In 132-Pager by Dietz

Exhibitors on the Loew account lists and key city motion picture editors throughout the world are shortly to be supplied with a 132-page volume titled "Who's Who at Metro-Goldwyn-Mayer," covering all the personalities under contract to the company. Book was prepared under the supervision of Howard Dietz, advertising-publicity director, and Howard Strickling, studio publicity chief. The 20,000 copies to be issued contain biographies and portraits of 21 stars, 52 featured players and 25 directors, a complete description of the Culver City studios, a history of M-G-M and a listing of each year's outstanding product and Academy Award winners.

"Abe Lincoln in Illinois" To Premiere in Capital

"Abe Lincoln in Illinois," the Gordon-Goetz production which RKO Radio is releasing, will have its world premiere in Washington, D. C., January 22, with Mrs. Franklin D. Roosevelt as guest of honor. The showing is being sponsored by the Newspaper Women's Club of America, the proceeds going into that group's charity fund.

Premiere will be attended by representatives of the executive, judicial, legislative, diplomatic and social life of the capital, including Mrs. Cordell Hull, wife of the secretary of state; Mrs. Nicholas Longworth, Mrs. Charles Evans Hughes, the wives of several foreign diplomats and others. Following the initial screening, the film will begin a roadshow engagement.

GN Studio Staff Is Pared to Minimum

Immediate local repercussions followed the recent liquidation order issued in New York for Grand National, whose assets have been ordered sold by the referee in bankruptcy, ending a long struggle by President E. W. Hammons to obtain the needed RFC financing to keep GN in action.

The new trustee, Harry Fromberg, notified Ira Sidell, GN accountant at the studio, to drop all local personnel except himself, a bookkeeper and two watchmen. Those leaving the payroll include Fred Kane, right-hand man to Loyd Wright, attorney and trustee for the old GN creditors, who has been supervising studio activities for the past year and a half, and Dick Pearl, studio manager. Sidell remains in temporary charge.

Additionally, it has been disclosed that Franklyn Warner's Fine Arts unit plans to evacuate its present GN studio headquarters. Warner returned only recently after a long stay in New York, where he kept close watch on developments in the GN situation. Warner's attaches here declare he has an investment of some $500,000 in GN, including four pictures turned over to that company for distribution, but were inclined to scout reports that it is Warner's aim to buy control of the company, giving as a reason the contention that he "wouldn't gain anything by taking it." Warner has a three-picture release set with RKO Radio.

Meantime Wright planed to New York to confer with Hammons and Fromberg in an effort to determine what course to pursue with creditors locally.

Other Independent Activity

Formation of a new independent production unit has been disclosed with the announcement that Jack Votion, erstwhile music publisher, and Sam Coslow, a composer of popular songs, have incorporated a company to produce a series of features starring Lum and Abner, radio comics, for RKO Radio release. Firm will be known as Voco Productions. Production is scheduled to start on the initialer in March from a script by Barry Trivers.

Swinging into action after a hiatus of several months, Retsama Films announced it has signed Mae Murray to a three-picture deal and at the same time clinched a seven-year lease on International Studios, where it is headquartering. Miss Murray will be starred in "Chocolate," based on a novel by Tarisov Rodionov, with Henri Bellous directing and release set through the Standard Distributing Corp. Cameras are to roll January 24. This film will be followed by "Trail Blazers," in which Geraldine Spreckels, sugar heiress, is scheduled to star.

A production schedule of 13 symphonic short subjects has been announced by Frederick Feher, in charge of the film-making unit for the National Philharmonic Symphony Orchestra Ass'n. Feher will conduct a 122-piece orchestra. He is headquartering at Talisman Studios, where "Rosamunde," by Franz Shubert, is now in production. William Quinn is handling release in this territory.

Next in the series of Ken Maynard westerns being produced for the state-right market by Max and Arthur Alexander goes into work January 15 at the Sunset Studios. It is untitled.

Frank Lloyd has vacated his offices at Columbia and has established headquarters at General Service studios, where he heads a newly-formed independent unit in association with Jack Skirball. Preparatory work is now under way on "Tree of Liberty," which he will produce for Columbia release.

"Dark Command" Insured With Lloyd's of London

Loss of time and money on Republic's "Dark Command," occasioned by the current serious illness of Claire Trevor, who has the femme lead, is fully covered by insurance with Lloyd's of London, with studio attaches disclosing that the estimated loss in salaries to Director Raoul Walsh and the cast will total $250,000. Picture has been off production schedules for more than a week and, according to the present outlook, will be idle from two to three weeks longer.

Premium paid on the policy was $30,000.

Scripts Oberon Starrer

John Huston is scripting "The Constant Nymph" for Warner. Film is based on a play by Margaret Kennedy and will star Merle Oberon.

REVIEW FLASHES

DANGER ON WHEELS (Univ)—An action picture for the sports fans which carries plenty of exciting incidents on the race track. The hero wins the inventor's daughter when he wins a race with father-in-law's new motor. Richard Arlen, Peggy Moran.

I CONDOTTIERI (Esperia Films)—The historical beginnings of a united Italy are the basis of this production. Battles are on a grand scale, though editing is haphazard. Luis Trenker.

SANTA FE MARSHAL (Para)—As a medicine show fakir Hopalong cleans up the lawless element which is harassing a frontier town. There are more story values and comedy than in many of this sagebrusher's predecessors. William Boyd, Russell Hayden. Lesley Selander directed.

THEY WANTED PEACE (Amkino)—The overthrow of the Kerensky government and the days of Stalin as "Pravda's" editor are the concern of this opus. Plenty of extras, battle scenes and concentration on the human element in the ranks. The cast is capable.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Ignore Dies Decision To Withhold Report

Decision of the Dies Committee to shelve its report on the alleged Communistic movement in Hollywood until such a time as Congress may decide to allocate additional funds, has thus far failed to provoke any comment from the film colony's liberal element, indicating the action was no surprise.

Progressive circles here had manifested no perturbation at the announcement some weeks ago that the "un-American" probers were shortly to make public a list of actors and writers who were reputedly identified with the Communist regime, which list has been pigeon-holed.

A 15,000-word report, compiled by Dies and six aides, omitted reference to the motion picture industry itself, although it listed the American League for Peace and Democracy among a dozen organizations as "Communist fronts." The League headquarters in New York but has a number of members here.

The Hollywood League for Democratic Action, spearhead of the local liberal movement, had no comment to make on the disclosure that the Dies report on films had been shelved, other than to report the development in the news columns of Hollywood *Now*, its official publication.

New Year Is a Busy One For Coast Liberals

The early weeks of 1940 continue to be busy ones for the Hollywood League for Democratic Action, nee the Hollywood Anti-Nazi League, which faced the New Year with the avowed purpose of bending every effort toward keeping America out of the current European war.

The League is cooperating with the Los Angeles Council to Keep America at Peace in a drive to support Sen. Robert LaFollette's proposed Congressional bill providing that before Congress can declare war, an "advisory vote" of the American people must be taken. Similar to the war referendum which has been suggested several times in the past, the LaFollette measure is considered by League officials to be an improvement because of the elimination of much red tape. Windshield stickers and circulars are being prepared bearing the slogan, "Vaccinate Against War."

Meantime a Hollywood committee of screen and radio writers, under the chairmanship of Louis Bromfield, is putting finishing touches to a script for radio broadcasts which will be used to popularize the findings of LaFollette's forthcoming probe into alleged civil liberties violations in this area.

On January 16, with the League as sponsor, "I Accuse," a French anti-war film, will be given its local premiere at the Vogue. Before the screening, Scenarists Dalton Trumbo and Dudley Nichols will deliver short talks. The picture was banned in France.

Long-Termer to Eddy

Nelson Eddy has been signed to a new long-term contract by Metro-Goldwyn-Mayer. He is now co-starring with Jeanette MacDonald in "New Moon."

Hollywood Personnelities

Barnstormers

—Paramount

MARY MARTIN is scheduled to complete her personal appearance tour March 1, then go to Miami for a three-week rest before returning to the studio.

—Republic

SMILEY BURNETTE returns from eastern tour to prepare for a forthcoming film assignment.

—Walter Wanger

BRODERICK CRAWFORD, CLAIRE DODD, PHYLLIS BROOKS and DOUGLAS FOWLEY attended the western premiere showing of Wanger's "Slightly Honorable" at the United Artists Theatre in San Francisco.

—Warner

JOHN GARFIELD planning a return to Broadway to appear in a stage play, "Heavenly Express," when he completes his current film assignment in "It All Came True."

ELSA MAXWELL leaves February 1 on a nationwide lecture tour, opening in Washington, D. C., after completing two of her "How to Get Fun Out of Life" short subjects. Stops include New York, Detroit, Indianapolis, Baltimore and Cleveland.

EDWARD G. ROBINSON and RUTH GORDON, who headline the cast of "The Magic Bullet," set to attend New York premiere in February. Robinson leaves next week for an eastern vacation.

Cleffers

—Samuel Goldwyn

DIMITRI TIOMKIN composing score for "The Westerner."

—Metro

DANIELE AMFITHEATROF writing score for "The Old South," exploitation short for "Gone With the Wind."

ARTHUR GUTMANN doing score for "I Take This Woman."

GUS KAHN writing songs for "Forty Little Mothers," the Eddie Cantor comedy.

AL NEWMAN and studio orchestra record the "Aarens and Broderick" number in "Broadway Melody of 1940."

DAVID SNELL composing music and conducting score for "The Flag Speaks," a short.

EDWARD WARD scoring "Congo Maisie."

—Universal

JOHNNY BURKE and JAMES V. MONACO writing three songs for "If I Had My Way," forthcoming Bing Crosby starrer.

Meggers

—Columbia

NICK GRINDE to "The Man Who Would Not Die," an Irving Briskin production.

—Metro

HAROLD BUCQUET to the next "Dr. Kildare" feature, starring Lew Ayres.

SAMMY LEE given first straight megging assignment on "The Hidden Master," a "Passing Parade" short. Lee has been directing dances and musical shorts.

NORMAN Z. MCLEOD to "Dulcy," co-starring Melvyn Douglas and Rosalind Russell, which Edward Chodorov will produce. Jerry Chodorov and Joseph Fields are scripting from the George S. Kaufman play.

—Paramount

RALPH MURPHY signed to pilot "I Want a Divorce," co-starring Dick Powell and Joan Blondell.

—RKO Radio

JACK HIVELY to "Anne of Windy Poplars," starring Anne Shirley.

—Universal

CHRISTY CABANNE to "Alias the Deacon," starring Bob Burns. He replaces RICHARD WALLACE, who has begun preparations for the Gloria Jean production following "If I Had My Way."

LEW LANDERS to "Enemy Agent" for Producer Ben Pivar. A spy melodrama, it was scripted by Edmund L. Hartmann from an original by Sam Robins.

—Warner

WILLIAM K. HOWARD given long-term contract.

WILLIAM KEIGHLEY to "Torrid Zone," which will co-star Ann Sheridan and George Raft.

WILLIAM KEIGHLEY substitutes for EDMUND GOULDING on "We Shall Meet Again." Goulding is nursing a flu attack but is expected to report back shortly.

Options

—Republic

LONA ANDRE signs picture-to-picture acting deal.

BARRY HAYES given term acting deal. He is a brother of Crooner Phil Regan.

—20th Century-Fox

HAROLD BUCHMAN signs one-picture writing deal.

JOAN DAVIS, comedienne, held for another year.

—Warner

MARY ANDERSON, featured player, given new contract.

DE WOLF HOPPER given new term acting contract.

Percenteers

LEO TURTLEDOVE resigns as an associate of the Cooley-Ullman agency.

Scripters

—Columbia

CHARLES BARTON to "Babies for Sale."

DON CLARKE to script and narrate "I Married Adventure," travel picture which Osa Johnson is producing.

KEN ENGLUND and GEORGE SEATON to "This Thing Called Love."

HARRY SAUBER to "Five Little Peppers at School."

—Larry Darmour

HAROLD GREEN to an untitled Jack Holt starrer.

—Globe Productions

DAVID BOEHM to "Two on Tour" from an original by himself and Henri Verstappen.

HOUSTON BRANCH and PAUL TRIVERS to "The Bat," collaborating with WALTER DE LEON.

—Metro

ZOE AKINS to "1417 Broadway," a story by Vicki Baum, which will star Miliza Korjus.

JULIEN JOSEPHSON completes an untitled "Tarzan" script for Producer Lucien Hubbard.

JONATHAN LATIMER to the next in the "Nick Carter" series, starring Walter Pidgeon. Frederick Stephani will produce.

WALTER REISCH completes "Escape," based on a recent novel.

RICHARD SHERMAN completes "Waterloo Bridge" for Producer Sidney Franklin.

—Paramount

E. E. PARAMORE to an untitled original for Producer Eugene Zukor.

—RKO Radio

ALLAN SCOTT to "Bonne Chance," a story by Sacha Guitry, which will be the next starring vehicle for Ginger Rogers. George Haight produces.

DALTON TRUMBO to "Curtain Call." Howard Benedict will produce.

JOHN TWIST to "The American Way" for Producers Max Gordon and Harry Goetz.

—Republic

BENNETT COHEN to "Ghost Valley Raiders," initialer in a new series of westerns to be produced and directed by George Sherman.

AGNES CHRISTINE JOHNSTON to "Doctors Don't Tell."

—RKO Radio

EARL FELTON to "Manhattan Miracle," his own original.

—Republic

SAM FULLER to "Gangs of Chicago."

BERNARD MCCONVILLE to "The Ranger and the Lady," a Roy Rogers western.

JOSEPH MONCURE MARCH polishing "Forgotten Girls" for Producer Robert North.

EARLE SNELL to "Oklahoma Outlaws" for Producer Harry Grey.

—Charles R. Rogers

ARTHUR CAESAR to "Jane Addams and Hull House," to be produced for Columbia release.

—20th Century-Fox

WILLIAM BOWERS to the screenplay of an untitled original by Ivan Lebedeff, which Gregory Ratoff will direct.

SAM HELLMAN to "The Return of Frank James."

HILARY LYNN writing an untitled original for Sonja Henie.

BARRY TRIVERS teamed with CLAY ADAMS on the next in the "Hotel for Women" series.

ROBERTSON WHITE to "Charlie Chan's Oriental Cruise."

—Universal

CHARLES GRAYSON to "Sandy Is a Lady," forthcoming starrer for Baby Sandy, which Burt Kelly will produce.

—Walter Wanger

ROBERT BENCHLEY joins other writers on "Personal History."

—Warner

TOM MCKNIGHT completes "Riding Into Society," a short subject which will feature Elsa Maxwell.

BERTRAM MILHAUSER teamed with WALLY KLEIN on "An Angel From Texas," forth-

coming Eddie Albert starrer.

NORMAN REILLY RAINE completes "Footsteps in the Dark."

Story Buys

—Globe Productions

"Love Song," a novelette by Ursula Parrot. This is the third vehicle acquired by James Roosevelt's new company, which will release through United Artists.

—Metro

"Port of Hope," by Gina Kaus and Ladislaus Fodor, based on an idea by Dean Hartley. Joseph Mankiewicz will produce with Robert Taylor and Ilona Massey set to co-star.

—Republic

"The Finger Woman," by Clarice Aronton, for the 1940-41 schedule.

—Sherwill Productions

"Midnight Limited," by Harrison Carter and Charles Williams." T. R. Williams will produce for Monogram release.

—20th Century-Fox

"Too Much for One Man," a society comedy by Jules Furthman. Furthman has been signed to script for Producer Harry Joe Brown.

—Warner

"One Sunday Afternoon" purchased from Paramount, which made it in 1933 with Gary Cooper and Fay Wray co-starred.

Technically

—Sol Lesser

WILLIAM CAMERON MENZIES and LEWIS RACHMIL complete scale models of 38 sets for "Our Town."

BERT GLENNON signed to photograph "Our Town."

SHERMAN TODD, borrowed from Samuel Goldwyn, to edit "Our Town."

—Metro

MALCOLM BROWN, unit art director on "Twenty Mule Team," and LOU STROHM, location manager, lining up arrangements for sets to be built in Death Valley.

WILLIAM CANNON set as unit manager on "Waterloo Bridge."

CLYDE DEVINNA photographing "In Love Again," an Our Gang comedy which Edward Cahn is directing.

RICHARD GOLDSTONE signals start on "The Hidden Master," a John Nesbitt "Passing Parade" short, written by Nesbitt and Doane Hoag. It is a psychological story of luck and how it governs humanity.

RICHARD GOLDSTONE signals start on "In Love Again," Our Gang one-reel comedy, with Edward Cahn directing.

PAUL GROESSE set as unit art director on "Pride and Prejudice," next Norma Shearer starrer, which Hunt Stromberg will produce.

CHARLES HUNT assigned as unit manager on "Twenty Mule Team."

EDDIE IMAZU, art director, surveying desert location sites for "Wings Over the Desert."

SERGI PETSCHNIKOFF set as unit manager on a forthcoming untitled "Dr. Kildare" picture, featuring Lew Ayres, set to roll about January 20.

STANLEY ROGERS set as unit art director on "Two Girls on Broadway."

—Paramount

GEORGE BERTHOLON replaces EUGENE HORNBOSTEL as chief business manager on C. B. DeMille's "North West Mounted Police." Hornbostel is recuperating from an illness. CHARLES WOOLSTENHULME has been set as second business manager.

JOE DE YONG, cowboy artist, signed to paint "advance visualizations" for Cecil B. DeMille's "North West Mounted Police." He joins DAN SAYRE GROESBECK, signed for a similar chore a month ago.

J. GILBERT set as coordinator of studio engineering activity.

ARTHUR ROSSON, assistant director on Cecil B. DeMille's "North West Mounted Police," preparing to launch a survey of possible location sites in Arizona, Texas, New Mexico and western Canada.

ERIC STACEY set as first assistant to Director Cecil B. DeMille on "North West Mounted Police."

JOE YOUNGERMAN set as assistant director on "Destiny."

—Stephens-Lang

JOHN ALTON to photograph "The Courageous Dr. Christian." Picture rolls January 15 for RKO Radio release.

—Universal

JOAN HATHAWAY directing dialogue on "Black Friday."

—Warner

WILLIAM GUTHRIE, location department chief, checks out for San Francisco to purchase an eight-wheel locomotive and six freight cars. The equipment will be shipped to the Warner ranch at Calabasas and will first be used in "Torrid Zone." A camera crew will be sent to La Lima, Honduras, to film the backgrounds.

Cinémarks

Milton Krims, Warner writer, is holidaying in New York for a week . . . Pete Smith was host when the Green Bay Packers, professional football champions, visited M-G-M, and managed to secure himself a position on the players' bench when the team plays at Gilmore Stadium January 13.

*

Adolph Zukor, Paramount board chairman, pulled out for New York to join John W. Hicks, head of the foreign department, on a good-will to South America . . . Having finished his 30th "Hopalong Cassidy" picture, Bill Boyd and his wife are vacationing on Boyd's mountain ranch. Plans for a series of personal appearances are being cogitated.

*

Funeral services, followed by cremation, were held for Maurice Borodkin, head of Paramount's music library, who died after a brief illness. He is survived by his widow and three daughters . . . Joseph Schenck, Louis B. Mayer, Harry Brand, Lou Anger and Ken Murray participated in a "March of Dimes" banquet in San Francisco, launching the infantile paralysis campaign in that area.

*

William LeBaron will be honored at a testimonial dinner to be given by the Masquers January 18 . . . George O'Brien and his wife, Marguerite Churchill, have checked out for an extended South American vacation.

*

Geza Herczeg, Metro scenarist, has checked out on a data-hunting trip that will take him to San Francisco, Chicago, Cleveland, Boston, Buffalo, New York, Washington and New Orleans.

*

Judy Garland and her mother pulled out for a short vacation in Chicago and Milwaukee . . . Edward H. Griffith planed for Richmond, Va., to confer with civic authorities concerning the filming of his next Paramount picture, "Virginia"

*

Walter Wanger acted as proxy for Director John Ford in accepting the New York Film Critics' award given Ford for his directorial job on "Stagecoach." Ford is vacationing in Mexico . . . Victor Fleming is back at M-G-M after a two-week vacation on his ranch near San Diego.

Paramount has granted Robert Paige, featured player, a month's leave of absence, which he will spend on the desert resting after playing six major roles since June.

*

Exhibitor guests at the Warner plant included John Miller of the Cameo, American Fork, Utah; Mac Krim, who heads Krim Theatrical Enterprises in Detroit, and B. R. Johnson of the Orpheum, Nipawin, Saskatchewan.

*

Frank McHugh plans to leave for a New York vacation as soon as he completes a Warner acting assignment . . . A luncheon guest of Harry and Jack Warner at the Burbank studio was Gov. Prentice Cooper of Tennessee, who was here for the Rose Bowl classic.

*

Fred Astaire has returned from a short holiday at Palm Springs . . . Back at his desk at Paramount is George Bagnall, studio manager, who vacationed for two weeks in Canada.

*

Jack Warner will be guest of honor at a dinner planned by New York's "Fighting 69th" regiment on January 24. Pat O'Brien will accompany him east for the event, which will include a showing of Warner's picture based upon the regiment's World War activities.

*

Binnie Barnes is planning a holiday at Del Mar, following completion of an acting assignment at Warner.

*

Mrs. Wally Westmore, wife of the head of Paramount's makeup department, is recuperating at Hollywood Hospital after an emergency appendectomy.

*

Lionel Houser, scenarist, has joined Republic's Sol Siegel in New Orleans to gather background material for a forthcoming film.

*

Frank Seltzer, Hal Roach's publicity director, pulled out for New York to handle the "Of Mice and Men" campaign . . . Mr. and Mrs. John Stone are en route to Mexico for a four-week motoring holiday with Lester Ziffren, a writer, accompanying them.







While Wintry Breezes Blow Elsewhere—

While most of the rest of the world may be shivering in wintry blasts and shoveling snow, filmdom's elite basks in summer-like sunshine at the new Arrowhead Springs Hotel, in the mountains an hour's drive away from Hollywood. The resort has become the most popular with the film colony. Resorteers here: Upper left, Joseph M. Schenck and Darryl F. Zanuck, two members of the Arrowhead Springs board, and Mrs. Zanuck. Upper right: E. J. and Mrs. Mannix. Below are Mrs. Toscanini, Conductor Arturo Toscanini, Edward G. Robinson, Mrs. Ernst Lubitsch, Samuel Goldwyn and Ernst Lubitsch.

Selznick Incorporation Is Personal Holding Co.

Though there have been a number of rumors to the contrary, spokesmen for David O. Selznick insist that the Oliver Jeffers Corp., which the producer incorporated in Sacramento last December 15, has no connection whatever with motion pictures and in no way affects the production plans either of Selznick or of his Selznick International unit.

On the contrary, S-I attaches declare, Selznick merely incorporated himself, the new unit constituting a personal holding company so that his own private business —the purchase and sale of real estate and other property, payment of taxes, etc.— can be accomplished without the necessity of Selznick's being on hand. The move parallels that of one or two other Hollywood personalities—notably Bing Crosby—who have formed private corporations for the same purpose. In no case is it Selznick's intention to convert the Oliver Jeffers Corp. into a film-making company, which spokesmen say would be impossible to do because it was not incorporated for that purpose.

The name is derived from Selznick's own middle name, Oliver, and the first name of his son, Jeffery. Officers listed are Selznick, his wife Irene, and Daniel T. O'Shea, his personal accountant, recently made vice-president of S-I, succeeding Henry Ginsberg. The company has been granted permission to issue 100 shares of no-par value stock.

Universal Top Men In Product Talks

Lining up the remainder of the 1939-40 program and beginning preliminary discussions of the 1940-41 schedule, a coterie of Universal executives, headed by President Nate Blumberg, has checked in for a series of conferences with studio moguls. Accompanying Blumberg were J. Cheever Cowdin, chairman of the board; Joe Seidelman, foreign sales chief, and William A. Scully, general sales manager. Visitors plan to remain at least two weeks. In huddles with Cliff Work and Matty Fox, they will determine the vehicles to be slotted as the balance of the current year's quota, and set tentative budgets and titles for the 40-41 schedule, in addition to thoroughly discussing the foreign outlook.

Winding up parleys with Jack Warner, Hal Wallis and Charlie Einfeld, Gradwell Sears, Warner distribution head, planed out for Dallas to confer with executives of the Interstate and the Robb & Rowley circuits concerning product deals. He will move on to New Orleans, Atlanta and Charlotte to meet with branch managers and salesmen on plans for promoting the fourth annual Sears Drive, then returns to New York. Also heading east was S. S. Schneider, Warner treasurer, who accompanied Sears to the coast. Another eastern departure was that of Einfeld, who headed for New York to direct the exploitation campaign on "The Fighting 69th."

Y. Frank Freeman, Paramount vice-president in charge of studio operations, trains out January 19 for conferences with New York executives. Accompanied by Cliff Lewis, studio advertising and publicity director, Freeman will be in the east a week. Another Paramount executive, David Rose, is en route back to London to resume British production for the company. He had spent several weeks in Hollywood conferring with Freeman and William LeBaron.

M. J. Siegel, Republic's production chief, is expected to return to the North Hollywood plant next week after journeying to New York on his semi-annual visit. In the east he huddled with Herbert J. Yates, chairman of the board, and spent some time scouting the Broadway plays for possible story and acting talent.

Blondell and Powell to Paramount for One

Joan Blondell and her husband, Dick Powell, have been signed by Paramount to co-star in "I Want a Divorce," feature based on a radio program of that name, which George Arthur is producing. The film will bring Powell back to the screen after a long absence in his first non-musical role in several years.

McLeod Megs "Dulcy"

"Dulcy," to co-star Melvyn Douglas and Rosalind Russell, will be directed for Metro by Norman Z. McLeod. Edward Chodorov will produce from a script by Jerry Chodorov and Joseph Fields based on the George Kauman play.

SPEARHEADS

(Continued from page 33)

sion, it was speedily directed by Edward Dmytryk from a screenplay by Garnett Weston and Stuart Palmer, who worked from an idea by Robert Musel and Michael Raymond. Producer Stuart Walker rounded up a more-than-adequate cast, topped by Louise Campbell, whose previous cinematic starts should have established her as worthy of more impressive parts.

The horror fans have a superior chiller for their consideration in Universal's "The Invisible Man Returns," an excellently-constructed melodrama in which the remarkable photographic effects conceived and executed by John P. Fulton will probably be responsible for considerable word-of-mouth advertising. True, it probably will exert no appeal for the old lady-little girl trade, but should overcome that loss through a hearty reception by the thrill-seekers. Joe May, who directed, also collaborated with Kurt Siodmak and Lester Cole in penning the script, a sequel to "The Invisible Man," which was taken from a novel by H. G. Wells, and Ken Goldsmith functioned as associate producer. In most respects it is far superior to the earlier film.

Warner can tout a solid laugh-hit in "Brother Rat and a Baby," a worthy successor to the original "Brother Rat." Under Robert Lord's production guidance, Director Ray Enright and a first-rate cast move rapidly through a broadly comic screenplay written by Richard Macaulay and Jerry Wald. Fred Finkelhoffe and John Monks jr. wrote the original.

* * *

Undisputed weak sister of the aggregation was Columbia's "Music in My Heart," which fails to avoid the pitfalls that have bogged down so many previous musicals. Tony Martin, starred, sings pleasingly enough but the remainder of the acting talent is sadly dissipated. Irving Starr produced and Joseph Santley directed.

* * *

Then, of course, the inevitable westerns, the first of which to welcome the New Year was Harry Sherman's "Santa Fe Marshal." Possessing more story values and comedy than many of the 27 predecessors in this perennial "Hopalong Cassidy" series for Paramount, it sacrifices some of the usual action but emerges as an improvement. The supporting cast is exceptionally strong and William Boyd is his accustomed competent self as "Hoppy." Lesley Selander directed from a script by Harrison Jacobs.

Wilding to Produce Second Film in Insurance Series

Wilding Pictures has been set to produce the second in a series of 16mm films for the Institute of Life Insurance, its bid having been accepted by Fred H. Fidler, head of the J. Walter Thompson agency's commercial film department.

Picture is titled "American Portrait" and is being cast and supervised by Norman Blackburn, west coast head of the Thompson agency's film department.

Sign Starr for Musical.

HOLLYWOOD—Columbia has set Irving Starr to produce another musical starring Tony Martin.

FWC Conspiracy Suit Is at a Standstill

LOS ANGELES—Action in the government's criminal conspiracy suit against Fox West Coast and nine major distributors continues at a standstill.

Date for argument on a bill of particulars requested by the defendants is still pending, a definite date for the hearing having been removed from the calendar because of congestion in Federal District Court.

Albert J. Law, who, with Harold Collins, is representing the federal forces, declared they have not yet been successful in arranging an out-of-court meeting with the defendants to supply them with the requested additional information. If such a session can be arranged, court hearing on the bill will be stricken from the calendar and expedite legal machinery, which thus far has been running in low gear.

Ricketson Heads Rocky Mountain Screen Club

DENVER—Frank H. "Rick" Ricketson, head of Fox Intermountain theatres, was elected president of the Rocky Mountain Screen club at its annual meeting. Earl Collins was chosen first vice-president; Harry Graham, second vice-president; Henry Friedel, treasurer; Ross Bluck, secretary, and Albert J. Gould jr., counsel. On the board of directors for the year are Ricketson, Collins, Graham, Friedel, Bluck, William Agren, A. P. Archer, J. H. Ashby, E. P. "Buzz" Briggs, Frank Culp, Charles R. Gilmore and R. J. Morrison.

Tentative plans were discussed for a get-together of the film and theatre men of the Denver territory, March 29-30, to take place here, with trade showings and a banquet, with possibly a speaker of national prominence, as the principal attractions.

Affiliation with the national Variety clubs was discussed but no action was taken.

Carrol Blake Purchases Star in Los Angeles

LOS ANGELES—Carrol Blake has purchased the Star, a Main Street house, from Rube Kulla. Blake also operates the Clinton in Hollywood.

FWC Chain Books Short

LOS ANGELES—"Here Comes Malicious," a short subject dealing with the famous race horse and narrated by Joe Hernandez, has been booked into the Fox West Coast circuit by Majestic Pictures.

"Wind" in Salt Lake Jan. 28

SALT LAKE CITY—"Gone With the Wind" opens here January 28 at the Paramount for an indefinite run. House policy for the engagement was not announced.

Doing Original for Sonja

HOLLYWOOD—Hilary Lynn is writing an untitled original as Sonja Henie's next starring picture for 20th-Fox.

Coast Conference Meet ITO Huddle Subject

LOS ANGELES—The decision to hold a meeting of the board of trustees of the Pacific Coast Conference of Independent Theatre Owners in the near future featured the regular January get-together of the board of directors of the Independent Theatre Owners of So. Calif. and Ariz.

Presided over by Robert H. Poole, executive director of the ITO, the session got under way in the morning and adjourned early in order to allow members to attend a luncheon given local independent exhibitors by Joseph M. Schenck at 20th Century-Fox as a means to stimulate the showmen's enthusiasm in the forthcoming infantile paralysis "March of Dimes" campaign. The drive gets under way late this month with Schenck as chairman for California.

The ITO has pledged Schenck its support, as have Ben Wallerstein of the Warner circuit and Charles Skouras, president of Fox West Coast.

Participating in the forthcoming PCCITO trustees' meeting will be representatives from the ITO here, the ITO of Washington, Northern Idaho and Alaska and the ITO of Northern Calif. and Nevada. Poole is the PCCITO's executive secretary.

Colorado Corp. Buys WB's New Season Film Output

LOS ANGELES—The Colorado Corp., operating 11 houses in and around Los Angeles, has purchased Warner's new season product lineup. Jack Brower handled the deal for Warner under the supervision of W. E. Callaway, district manager.

Harry Stern Sells Trio to Fox West Coast Circuit

LOS ANGELES—Fox West Coast has booked "Torpedoed," "Bombs Over London" and "The Challenge" over its entire circuit. Films are being distributed here by Harry Stern, franchise holder for the Film Alliance of the United States.

Roadshow "Blue Bird"

SAN FRANCISCO—This city is one of a trio that includes Detroit and New York where "The Blue Bird," 20th-Fox's latest production starring Shirley Temple, will be roadshowed. The local engagement will start January 26 at the St. Francis.

To Open New Lenox

LENOX, CAL.—Dave Rector will open his new Lenox, a 500-seat house, on or about February 1. It will have a 25-cent admission scale. Rector also owns the Ebell in Long Beach.

Rivers Completes Chore

HOLLYWOOD—W. L. Rivers has completed the script of "Triumph Over Pain" for Paramount.

LOS ANGELES

AFTER a lingering illness, Mrs. Manny Feldstein died January 8 at the Cedars of Lebanon Hospital. She was the wife of Manny Feldstein, partner with Paul Dietrich in the Feldstein-Dietrich circuit . . . United Artists is in the midst of a "Ben Fish-Big Four" drive to clean up unsold product in the Denver, Salt Lake City, San Francisco and local exchanges.

Ken McKaig, United Artists salesman, is in Bishop on business . . . However, Fred Gage, another UA film touter, is laid up for a few days with an injured shoulder, incurred in an automobile accident.

Resigning as manager of Fox West Coast's Tower in Pasadena, J. R. Rogers has moved over to the Warner circuit to another managerial job . . . M. W. Nattecheck of the McMinnville Amusement Co., McMinnville, Ore., was a Warner studio visitor.

Charlie Gore is nursing a cut face and broken arm, which he says he incurred when thrown through the windshield in an automobile mishap . . . Hi Peskay of Majestic Pictures returned from San Francisco with the announcement he has closed a deal with Budd Rogers of Alliance Films Corp. to distribute 12 Alliance features in the western territory. First to go into release will be "North Sea Patrol."

Ben Judell's "Goose Step," nee "Hitler—Beast of Berlin," has been booked first-run into Harry Umann's Regina in Beverly Hills, with January 17 as the tentative opening date. Film is in for a two-week run. Umann will boost prices from his regular 25 cents to 40 and 55 cents . . . George Bromley is giving away novel heralds at his Campus Theatre. They are imprinted on the back of hot-pan holders, used by nearly every housewife.

Mrs. Jim Hone jr. dropped in at the ITO offices for a visit with Bob Poole. Her husband, son of the Washington ITO head, is managing the Esquire here . . . Charles Fournier, usher at the Pico Drive-In, is in General Hospital as a result of an automobile accident.

With the holiday season over, selling forces are beginning to hit the road again. For Universal, Sam Milner and Foster Blake have gone into their territories, and Al O'Keefe, district manager, has headed out on a swing around the western division. United Artists has sent out Ben Fish, western district manager, and Fred Gage . . . Universal screened "Charlie McCarthy, Detective," for its sales force.

A Role for Miliza Korjus

HOLLYWOOD—Miliza Korjus will be starred in Metro's "1417 Broadway," from a story by Vicki Baum. It is her first role since "The Great Waltz."

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES



For the Hawaii—

A pair of Harold Lloyd's horn-rimmed spectacles is imbedded by him in a section of cement at "ground-pouring" ceremonies for the new Hawaii Theatre being constructed in Hollywood by Al Galston and Jay Sutton. Spectators here include William Coffey (second from left behind Lloyd), building engineer, and Galston, second from right. The house is aimed for a March 1 opening.

PORTLAND

WELL, it's here—1940, bringing "Gone With the Wind" and reduced electric rates to Portland. J. J. Parker has announced the first Pacific northwest booking of the Margaret Mitchell epic to open January 25 at the Broadway at roadshow prices. The theatre will open an hour earlier (10 a. m.) during the run.

Those reduced power rates, announced last month by both Portland electric companies, apply only to residential meters at present. But a new industrial schedule is looked for, come spring, and theatremen will be professionally as well as personally grateful. Power rate schedules are confusingly complicated, but the monthly minimum for apartment dwellers is down to 85 cents from two dollars.

Guy Navarre, Seattle manager for United Artists, got in on last week's cold showers, and so did Bill Forman of the Danz circuit . . . A. J. O'Keefe, Universal district manager, was here pepping up the boys on the Bill Scully anniversary drive, and will have caught Seattle before now . . . Filmrow learns with sorrow of the death last week of Dot Buckmiller, theatre owner and operator of Baker . . . Mrs. Lawrence Spraker dropped in to book for the Star at Stayton.

Mr. and Mrs. Tom Shearer are due back soon from a two-weeks trip to 'Frisco . . . Calling to extend their schedules were Claude Smith of Tillamook, Bill Ripley of Longview, Ted Francis of Newberg and C. L. Skeins of Burns . . . What young lady at B. F. Shearer's blames the absence of candy from her desk on a visit from W. F. Myrick? . . . Hellos last week to Eddie Callahan of Seaside, Zelma Dow of Vernonia, D. Piercy of Waitsburg and M. E. Ritter jr., of Florence.

Holiday worries or something let down the bars for flu bugs and they began 1940 with a field day. Manager Bob Anderson of the Playhouse reports his crew and himself all out by turns but all recovered, and Herb Sobottka and Virgil Faulkner are both back on the job at the Paramount . . . Earle Larrimore, a local boy, as leading man pulled the gross on Eve Le Gallienne's three days of Ibsen only to about $5,500.

DENVER

GONE With the Wind" goes into the Orpheum January 24 with three shows daily. Prices for the matinees will be 75 cents with $1.12 for the loges, and night $1.12 and $1.50. There will be only two shows on Sunday with both reserved at night prices.

Press dispatches from Hollywood tell of Chas. U. Yaeger losing jewels valued at $11,000 by theft from a trunk in their hotel room. Mr. and Mrs. Yaeger were on their way to Honolulu for an extended vacation. Yaeger is president of Atlas Theatres, Inc., with Denver headquarters.

Mitchell Leichter of Hollywood was here arranging for the handling in this territory of the films "Hell's Harbor" and "She Goes to War." He left without okaying a deal.

The Bideawee, where Harry Huffman, now city manager, got his start in the theatre business, is no more. The place has been entirely made over from front to back, and reopened by J. J. Goodstein, after changing the name to the Lincoln. Goodstein so named it because of its proximity to a federal housing plan to be named Lincoln Park. He plans to use foreign films two days or so a week if they are available.

The Dempsey-Willard championship fight films, taken when Dempsey won the title from Willard, go into the Denver for a week, then to the Aladdin and Rialto, each for at least a week. The film has been sold to all circuits headquartering in Denver for practically everyone of their spots.

Son to Calloways

LOS ANGELES—W. E. Calloway, western district sales manager for Warner, is passing out the proverbial cigars. He's the father of a new son, weighing in at seven and one-half pounds, born to Mrs. Calloway at Cedars of Lebanon Hospital and christened Patrick William.

Three Adapt "The Bat"

HOLLYWOOD — Houston Branch, Paul Trivers and Walter De Leon are collaborating on the script of "The Bat," to be produced by Globe Productions, company recently organized by James Roosevelt.

50% Interest to FWC In Pacific Theatres

LOS ANGELES—Culminating negotiations that had been under way for several months, Fox West Coast has acquired a 50 per cent interest in four theatres in the Pacific States Theatres, Inc., circuit, buying out the holdings of Adolph Ramish.

FWC has filed incorporation papers for three new operating companies to take over the properties. The Reyshire Theatre Corp., capitalized at $50,000, will operate the El Rey; the Pico Theatre Corp., with a $75,000 capitalization, will operate the Lido in partnership with the West Coast Hollywood Theatres; and the Marstrand Corp., capitalized at $150,000, will operate the Strand and LaMar.

Abe and Mike Gore will retain their 50 per cent interest in Pacific States. Not involved in the transaction is their San Clemente, San Clemente.

Listed as directors of each of the three new operating companies are Charles P. Skouras, FWC president; George Topper, treasurer of the circuit; Charles Buckley, John Bertero and Albert Leeds, of the legal staff.

Coast Pictures to Handle Judell's 1939-40 Lineup

LOS ANGELES—Coast Pictures Corp. will distribute Producers Pictures Corp.'s 1939-40 product in southern California. PPC, owned by Ben Judell, closed its own distributing offices recently. Sam Nathanson, general manager of Coast, has added Marty Solomon to his staff to handle Judell's films.

SALT LAKE

THE new exchange for Paramount, in the process of construction on the east end of Filmrow, is being built by Intermountain Theatre Supply Co., managed by Phil Guss . . . "Gulliver's Travels" held over a second week at the Paramount here . . . Able Davis, former local exchange head for various distributing firms and now an exhibitor in Denver, visited Sam Gardner, Metro's local branch manager.

"The Hunchback" is standing them up at the Rialto here, managed by Joe Lawrence, and is also doing terrific business in Butte, Mont., and Ogden, Utah, according to H. C. Fuller, local RKO branch manager . . . A 16-act stage show was featured at the Roxy here by Manager Andy Floor.

A brief visitor was Violinist Jascha Heifetz. He was en route to New York via plane . . . UA salesmen were treated to preview showings of "Raffles," "Of Mice and Men" and "Slightly Honorable" . . . The theatre at Melba, Ida., has closed for the winter . . . The Vogue, Manhattan, Mont., will be opened soon by the Mooney Bros.

SEATTLE

HOLLYWOOD is well represented in town this week with the arrival of Hugh Herbert and Chief Thundercloud. Roy Rogers, the singing cowboy from the Republic lot, is in bed, very songless at the present time, suffering from acute laryngitis and flu. His manager, Ben Roscoe, is being kept plenty busy handling the kiddies who are storming the hotel to get a peek at their favorite cowboy. Hugh Herbert is making a personal appearance for the opening of a new clothing store. The store publicity department went first class and hired Jackie Souders and his band for a two-day celebration with Herbert as the main attraction. Chief Thundercloud is doing a personal at the Orpheum in conjunction with the showing of "Geronimo." He is accompanied by his manager, James Barlotti.

Another attempt to rob the Northwest Film Club quarters was made on the night of New Year's. The burglar broke the skylight and pounded a hole through the ceiling of the clubrooms. Kelly, the janitor, was working next door at B. F. Shearer company and heard the noise so went to investigate, frightening away the would-be burglar.

Engraved announcements from Portland bring the information that Mr. and Mrs. Albert J. Finklestein have changed their name legally to Mr. and Mrs. Albert J. Finke, effective from January 1 . . . Les Theuerkauf jr. and D. M. Cobbs have purchased a gas station in the Montlake district and are doing right fine . . . Ben and Florence Shearer off by car to Palm Springs where Mrs. Shearer will remain while Ben goes on to New York. Phil Blake of the Shearer's office staff is driving south at the same time, taking John Hamrick's car to Palm Springs. John and Mrs. Hamrick will arrive there shortly from New York and Florida.

Adelaide Cooper, wife of Roy of the Golden State theatres in San Francisco, is driving up from that city with Sylvia O'Neal and will stay in Seattle for a spell . . . H. O. Berger, traffic manager for Art Slater's Northwest Film Service, will be married on the twelfth of this month. The bride is Emma Klein, secretary to C. B. Fitzgerald.

Two mergers in matrimony on the Row this past week. First was Emma Morse of Metro who changed her name to Mrs. George Peterson. The second welding was Ilda Bachelor of Paramount who became Mrs. Leslie Shory . . . Friends in the show business will be sorry to learn of the passing of Mrs. Frank (Myrtle) Buckmiller of Baker, Ore. Myrtle died in her sleep while on a booking trip in Portland . . . J. T. Sheffield getting word from California that James R. "Jimmy" Grainger spent his holidays in bed, a victim of flu . Glenn Haviland and Dwight Spracher back from the Rose Bowl game . . . Al Bloom back from his business trip to San Francisco.

Neal and Mrs. Walton and Ray and Mrs. Ackles home from Los Angeles where they spent their Christmas and New Year vacation . . . Cecil Gwinn back to the hospital for another check-up, then leaving for his home in Centralia . . . George Endert jr. has opened another theatre at West Sound. Name is the West Sound Hall . . . Art Huot off for Los Angeles to be gone for some time . . . O. M. Overmire received word that he was to go to Los Angeles to take the spot vacated by a man suffering from stomach ulcers. The day O. M. was to leave he was taken to the Seattle general hospital and is not yet allowed visitors. Yep, he has stomach ulcers.

John Franco and Weldon Gerrard winning the bridge tourney held in the Film Club . . . John McKeehan is the new fellow you see around in the booking department at Sterling Theatres. John is the assistant to the bookers . . . Charlie and Mrs. Grieme and their daughter away for home in Wenatchee after spending the holidays here.

Bud Saffle entertaining 28 friends at a house party. That's a load of friends for a young chap who has not been in these parts very long . . . Bill Parker, the Metro publicity ace, has "gone with the wind." Bill hopped a plane for New York to attend a special publicity session to figure the angles to be used in the campaign for "GWTW" . . . Lloyd Lamb and J. M. Burke back from Bellingham where they made arrangements for the showing of their Keeno-Kwizz.

Launch Western Depinet Drive Work in Denver

DENVER—Launching their western campaign here in the Ned E. Depinet sales drive, RKO field generals held a meeting Tuesday with the staff of Branch Manager J. H. Ashley. Present from drive headquarters were Herb MacIntyre, captain of the drive; Cresson E. Smith, western and southern sales manager; Harry Cohen, western district manager, and Harry Gittleson, editor of the RKO house publication.

Other meetings will be held in Salt Lake City, Portland, Seattle, San Francisco and Los Angeles.

Mitchell as "Gibbs"

HOLLYWOOD—Sol Lesser announces he has signed Thomas Mitchell for the role of "Dr. Gibbs" in his forthcoming production of Thornton Wilder's Pulitzer prize play, "Our Town." The feminine leads will be handled by Fay Bainter and Beulah Bondi. Sam Wood will direct.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 1-13-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

No. 143 Shaves Dues And Sets Up Fund

ST. LOUIS—Dues of Local No. 143, projectionists' union, have been reduced from $30 annually, plus five per cent of each member's earnings, to $30, plus three per cent. The reduction has been approved by Circuit Judge Ernest F. Oakley, who has legal jurisdiction over the union which is in receivership.

The union has also established a general fund to which members will contribute voluntarily two per cent of their earnings yearly. The fund, to be used for social and educational purposes, will be administered by a five-man committee including Terry O. Savage, Fred Lang, J. J. Schrempp, George Palm and J. C. Chambers. About 100 of 170 members have agreed to contribute to it.

The troubled affairs of No. 143 have been before Judge Oakley for almost a year now. Some months ago the court ousted John P. Nick, IATSE vice-president, and Clyde A. Weston, No. 143 business agent, from control, Oakley naming James A. McKeown and William M. Brandt, secretary of the Central Trades and Labor Union, as temporary co-receivers. The court has under advisement a suit to make the receivership and ousters permanent.

In asking permission to reduce dues payments, the co-receivers informed the court the union has $54,145 in cash and securities valued at approximately $65,000 in its treasury. Between Sept. 22, 1935, and Dec. 11, 1937, the two per cent now sliced off was paid to the international as a special assessment. Ater Sept. 11, 1937, the local continued to charge the five per cent plus the $30, putting the excess in the treasury.

It was also disclosed Nick drew $125 weekly from No. 143 while Weston was paid $225 weekly.

Whereas dues of members formerly ranged from $1.75 to $4.60 weekly, they will now pay from $1.05 to $2.75. These figures are based on the earnings of members which range from $35 to $92.

Apprentice projectionists who formerly paid $30, plus 10 per cent of their earnings, will now pay $30, plus three per cent.

Ed Donahoe Assumes New Post at Beech Grove

BEECH GROVE, IND.—Ed Donahoe, formerly in charge of the Ohio in Louisville for the Settos circuit, and which was recently closed and scheduled to be demolished and replaced by a modern business structure, has been transferred to the Grove here where he will become manager. The Grove also is a Settos house.

Settos Transfers Ford Tracey To Shelbyville, Ky.

NEW ALBANY, IND.—Ford Tracey, manager of the Elks in New Albany for the Settos circuit, has been transferred to Shelbyville, Ky., where he will manage the Shelby.

The Elks was recently taken over by Switow Theatrical Enterprises from Settos.

Al Simon Wipes Slate Clean

Chicago—Read this; it's true.

Al Simon, Filmrow's restaurateur, is wiping the slate clean with the beginning of 1940 by mailing "paid-in-full" receipts to each of his debtors.

Simon says he is taking this means of showing his appreciation for past patronage and expressing best wishes for 1940!

Announce Drive Prizes At Monogram Meeting

CHICAGO—Prize money for the Monogram national date drive was announced here during the franchise holders' confab over the weekend at the Blackstone Hotel. First prize money will be $300 for the exchange turning in the most business. Second award is $200 and third is $100.

W. Ray Johnston, president, conducted the meeting, with Edward A. Golden, distribution vice-president; and Scott R. Dunlap, vice-president in charge of production, and Trem Carr, producer, also present. Dunlap and Carr went on from here to New York for the quarterly directors meeting.

Franchise holders attending included Steve Broidy, Ben Welansky, Harry Thomas, Harry Berkson, John Mangham, William Onie, Nate Schultz, William Hurlbut, Henri Elman, Charles Weiner, Charles Trampe, F. E. Judd, Sol Francis, Lon Fidler, Howard Stubbins, Carr Scott, George West, John Franconi and Ed Blumenthal.

Indianapolis Showmen Spur Modernization

INDIANAPOLIS—Redecoration and the installation of new equipment has been undertaken or completed in several theatres here.

Among the theatres redecorated are Emerson Hackley's Sheridan, and John Servaas' Mecca and Stratford. The latter two houses have also had new projection equipment installed as has been done at the Fountain Square, operated by Earl Cunningham, and at the Sanders and Granada. Orvin Moore of the Settos Theatres reports new sound at the Irving.

Snow Storms Hurt

ST. LOUIS—The heavy snow storms that have recently swept the St. Louis trade territory have played havoc with theatre attendance. Houses playing to normal business, even with outstanding product, have been rare.

Drive-In for Des Peres

DES PERES, MO.—Construction contracts will be signed soon for the first drive-in theatre in this section to be built here by the Midwest Drive-In Theatres, Inc., of Boston.

450 Theatres Open in Milwaukee Territory

MILWAUKEE—Of 497 theatres in the Milwaukee exchange territory, 450 of them are open, according to the new 1940 theatre guide just compiled by Benjamin J. Miller, 212 West Wisconsin Ave., Milwaukee. The survey covers all theatres in Wisconsin and Upper Michigan.

The total seating capacity of the houses now operating is 278,034. The capacity of the closed houses is 21,029. In Wisconsin there are 96 circuit-affiliated theatres seating 95,694, and in Upper Michigan, five, seating 4,232. The independent circuit theatres in Wisconsin number 42 with seating total of 25,939; while in Upper Michigan the respective figures are 13 for a total of 9,431 seats. The independent theatres in Wisconsin total the largest of all, 305, seating 149,563; while in Upper Michigan there are 36 independent houses seating 14,204.

The directory, which Miller is now offering in the industry at $5 a copy, also includes the addresses and telephone numbers of the various exchanges, together with the names of the branch managers. Also listed are all circuit and other organizations.

Wisconsin ITPA Campaign Nets 140 New Members

MADISON, WIS.—The affiliation of over 140 exhibitors with the ITPA of Wisconsin since the inauguration of its membership campaign several months ago, was reported at the organization's third regional meeting held here last week.

William Ainsworth of Fond du Lac presided at the meeting, which was attended by 46 exhibitors from this area. Previous gatherings have been held in Marshfield and Ripon, and several others are scheduled, according to Harry Perlewitz, business manager.

Kerasotes Chain Acquires Two From Frank J. Rolan

CHILLICOTHE, ILL.—The Palace and Sunset theatres here, operated by Frank J. Rolan, have been purchased by the Kerasotes Bros. circuit of Springfield, Ill. Luther Worley of Peoria is here to assume charge for the circuit. In Peoria, he was assistant manager of the Varsity.

$4,500 Fire Loss

TROY, MO.—The Colonial here, damaged by fire a fortnight ago, suffered a loss of about $1,000 to the building and $3,500 to equipment. Charles Rudolph, operator, will build a new 500-seat house here to be known as the Trojan.

Alter St. Louis Congress

ST. LOUIS—The projection room and entrance to the Congress, F&M-controlled house here, is being altered by Sol Abraham & Son Construction Co.

Enjoin St. Louis Negro Group From Picketing

ST. LOUIS—Seven members of the Colored Cashier's Society have been temporarily enjoined by Circuit Judge O'Malley from picketing the Criterion and molesting the owners in the operation of their theatre. The order was entered in a suit filed several weeks ago by the Criterion owners, George Pliakos and William Peppes, who contended the defendants began picketing the theatre in an attempt to force the management to employ four Negroes as projectionists.

The theatre, which formerly employed only white projectionists, in recent months has been dividing the work between whites and Negroes as the result of a compromise effected last summer. Despite this agreement, the society recently resumed picketing in an attempt to force the hiring of only Negroes.

Warner Chicago Exchange Creates Public Goodwill

CHICAGO—Public groups are being conducted on regular tours of the local Warner exchange, with office representatives explaining the various tasks performed in connection with the distribution of motion pictures. Tours are usually climaxed by screenings of short subjects.

The tour series was arranged by Tom Gilliam, branch manager, with the Chicago Board of Education as a means of promoting goodwill between the industry and the public.

Switow Circuit Takes Over The Elks in New Albany

NEW ALBANY, IND.—The Switow Theatrical Co. has taken over the Elks here and will operate it in conjunction with the Grand and Indiana, with F. Shirley Wilcox as city manager.

The Switow company also operates two houses in Seymour, three in Washington, and one each in Jeffersonville, Salem, Anderson and Shelbyville, Ind.

Mrs. Quimby's Composition Presented in Ft. Wayne

FORT WAYNE, IND.—Mrs. Helen Quimby, owner and manager of the Quimby house in Fort Wayne, is the author of a musical composition entitled "White Dawn." The composition was orchestrated by Alfred Egizi and was presented for the first time by the Fort Wayne Civic Symphony.

Columbia in Evansville Is Opened After Remodeling

EVANSVILLE, IND.—Fine Brothers have reopened the 650-seat Columbia here after completely remodeling it. The house now features a round marquee, said to be one of the few of its type.

General Seats for Ewing

BLOOMINGTON, ILL.—The Ewing here has installed new General seats.

MILWAUKEE

JUDY GARLAND, accompanied by her mother, stopped off here en route to Lake Placid to visit the Four Franks, appearing at the Riverside.

H. J. Mirisch's Oriental and Tower are now offering the 20-volume home library of the world's greatest literature as giveaways.

Billy Pierce, manager of Warner-Saxe's Savoy Theatre here, was presented with a real Christmas present in the form of a 6½-pound baby girl—Sigrid Carla.

Constance Bennett, in town for an appearance at the Davidson, revealed she will make three pictures in New York for a Hollywood studio. Miss Bennett was accompanied by her daughter, Linda, 2.

Sam Shurman, M-G-M exchange manager and chairman of the Variety Club's committee in charge of the New Year's day boxing show, reported that the club would realize at least $500 for the milk fund.

Mrs. Hugh Flannery, wife of the manager of the Orpheum in Madison, suffered a fractured right wrist and scalp lacerations when she was struck by an automobile last week.

The Savoy at Watertown has announced it will show only class A features and has upped its admission top to 35 cents . . . The Lloyd at Marinette admits students up to 15 years of age for 10 cents on Friday nights. Regular adult admission is two bits.

Station WCLO at Janesville is using a variation of the pot of gold program with those answering the phone receiving $5 and a pair of ducats to either the Myers or Jeffris theatres to those called but not answering during the program.

Pastime Theatres, Inc., of Kiel has filed articles of dissolution. The theatre was recently taken over by the Eskin circuit from George Berth.

The Majestic, De Pere, was host last week to Green Bay Press-Gazette *carrier boys at an annual party . . . Superior Theatre at Superior is offering Book Nights each Thursday and Friday.*

The Rivoli at La Crosse is staging "Old Style Treasure Chest" each Friday night with $50 and other valuable prizes given away.

Harvey Buchanan was host to the first girl who said "Let's get married" and the first boy who said "yes" in Douglas county in 1940 *at his Palace in Superior last week. Buchanan turned over a box at the theatre to the bridal party. The flicker was "All Women Have Secrets."*

"No Republic Tie"

ST. LOUIS—Nat E. Steinberg of the Republic office here has issued a denial that the Metro Publicity Co. and its officials have any connection with the local branch. The firm, according to Steinberg, is promoting a tieup with Gene Autry pictures.

Nine Houses in Racine as New Year Gets Going

RACINE—As the new year gets going Racine has in operation two first run houses and seven other theatres showing second and third run releases nightly and weekends.

The first runs are Warner's Venetian, managed by Eli Arkin, and the Rialto, in charge of Stanley Lambert. Warner's third house here is the State which is open on weekends only.

In operation longest in Racine are the Crown and Douglas, the former located on the south side, the latter on the north side. Owner-managers of the Crown are Mr. and Mrs. Steve Dorece. Mr. and Mrs. Walter Krusienski own and manage the Douglas.

Max Krofta operates the Capitol, a west side neighborhood house. He formerly managed the Granada on the north side, now operated by Stan Kohlberg.

Fox-Midwesco operates the Uptown, which is under the management of Gordon Dimmitt. The city's remaining theatre, the Mainstreet, is operated by Len S. Brown.

Arrest Samuel S. Millard For Showing 'Condemned'

ST. LOUIS—Samuel S. Millard, who operates the Lyric, was arrested when he attempted to show "The Condemned" under the new title "The Tree of Life."

The film, purporting to contain a warning against venereal diseases, was taken to police headquarters by the arresting officers. Millard was booked as "suspected of possessing and displaying obscene pictures." He furnished a $1,000 bond and was released from custody.

Earlier in the week, Millard had filed an injunction suit to prevent the police from interfering with his plans to show the picture, but Circuit Judge Eugene L. Padberg denied the temporary restraining order Millard sought after a special committee of citizens, headed by Dr. R. Emmet Kane, had reported back to the court that it was unfit for public display and had no educational value.

Many Install RCA

INDIANAPOLIS—New RCA Photophone installations of the last month in the Indiana territory include Roxy, Pendleton; Rialto, Fortville; Dreamland, Fowler; Hines, Portland; Grand, Bluffton; Centennial, Warsaw; Esquire, Indianapolis; Community, Greenwood; State, Greenfield; Strand, Hobart; Tivoli, Mishawaka; Strand, South Bend; Grand, Linton, and Vogue, Louisville, Ky.

Out-of-Court Settlement

ST. LOUIS—An out-of-court settlement has been made in the suit of Mrs. Louise Dawson Turpin of New York to establish a claim to an interest in the estate of the late Charles H. Turpin, Negro justice of the peace and pioneer theatre operator here.

CHICAGO

BILL BRUMBERG, assistant branch manager, conducted a round of the Warner exchange taken by the tour department of the board of education. About 50 persons participated, Brumberg explaining the system of distribution of films.

A newcomer to Filmrow is the new eyeful in the office of the Stanley Theatre Supply Co. She is Norma Schulkin and is aide to Anne Weiner.

Emile Montemurro, Movietone News bureau chief in Chicago, had a celebrity help him inaugurate the shooting of first scenes for the reel in the local 20th Century-Fox combination screening room and studio. He was none other than Lord Lothian, British ambassador to the United States, who gave a brief discourse on the current war.

Joe Skirball is here working in the interests of "The Birth of a Baby." The film still has no Chicago permit, but will be booked for the time being in the outstate territory where no permit is needed.

Lillian Gish will play the lead in the Oscar Serlin-produced "Life With Father" when the Chicago troupe opens here at the Blackstone.

Judy Garland had the local M-G-M exchange staff all aflutter, including Bill Potts, when she dropped in between trains the other day.

Bill Bishop and Norman Pyle, Chicago M-G-M exploiteers, were in New York this week for an all-day meeting of all Metro exploiteers with William Ferguson, director of exploitation on "Gone With the Wind."

Frankie Darro and his newly-acquired missus stopped in to visit at the Monogram convention here. Darro is currently appearing as the headliner of the Oriental Theatre stage show.

Cresson Smith, western sales manager, and Herb MacIntyre, Boston district manager and drive captain, were here to start off the local end of the RKO-Ned Depinet Sales Drive, which opens January 27 and runs until May 10.

Norman Pyle, M-G-M exploiteer, we understand is getting to be quite a cook, especially at making bacon and eggs in the mornings these cold days . . . Al Seeling, RKO exploiteer from New York, was here this week getting ready to work on some forthcoming RKO releases.

Ernest Van Pelt, M-G-M branch manager in Salt Lake City, stopped off here for a visit with local Metroites before proceeding on to New York.

Elmer Balaban is the new personnel manager for B&K. His post as manager of the Garrick is being temporarily handled by Jimmy Thompson.

Post for Joe Wallace

HAGERSTOWN, IND.—Joe Wallace, formerly at the Princess, New Castle, has been transferred to the new Circle here as manager. The new house is operated by Theatrical Managers, Inc.

Business Unimpaired By Bad Weather

CHICAGO—Despite the first snowstorm of any consequence of the season coming over the weekend, business was reported "not bad," in most sectors of the city. Most of the suburban houses even reported better than average attendance at the boxoffice.

In the loop, Paramount's "The Great Victor Herbert" was a standout in its second loop week and was to be held for a third at the Garrick. Paramount's "Gulliver's Travels" was going into its fourth stanza at the Roosevelt.

RKO's "Hunchback of Notre Dame" was finishing up a third big week at the Palace, to be followed by Universal's "Green Hell." The Louella Parsons' traveling troupe, together with Warner's "Brother Rat and a Baby," was doing good business at the Chicago.

Pre-Show Band Offerings Succeed for C. Allison

INDIANAPOLIS—A club of band music addicts, whose members meet daily 15 minutes before show time is the idea successfully introduced by Claude Allison at his Strand here.

Bargain prices are an added inducement to those attending and the music schedule each week includes Horace Heidt's band on Tuesday; band of the week, Wednesday; request numbers Thursday; Benny Goodman, Friday; martial airs and tunes for the kiddies on Saturday and family favorites on Sunday.

Members receive ballots to vote their favorites for request night. If they are present and their numbers are called, they receive two free passes.

New Chicago Cinderella Leaves for Hollywood

CHICAGO—Newest Cinderella to leave Chicago for Hollywood is Jane Drummond, graduate of the local Goodman School and more recently a radio bit player.

Miss Drummond was among several likely candidates suggested by Clarence Shapiro, local M-G-M talent scout, to William Grady, head of M-G-M's studio talent department, upon the latter's recent visit. One look at the young woman convinced Grady.

June Travis Marries Chicagoan

CROWN POINT, IND.—June Travis, radio and screen actress, and Fred Friedlob, Chicago manufacturer, were married here Wednesday in a surprise elopement. Miss Travis spent several years in Hollywood but returned to Chicago last year.

Film Pact to Indiana Youth

SOUTH BEND, IND.—Lee Bonnell won a film contract and the right to be known henceforth as "Terry Belmont" after taking first place in the "Gateway to Hollywood" contest conducted by Jesse L. Lasky.

INDIANAPOLIS

DICK FRANK, manager, Elmer Donnelly, Milton Krueger and Eddie Golden left Friday for Cleveland to attend the district sales meeting of United Artists, which was directed by Bert Stearn, district manager.

Harry Markun, operator of the Talbott and Belmont theatres, left Saturday afternoon for a week's vacation in Boston and eastern cities.

Les Abbott, sales manager for Motiograph, was in town this week on business . . . Jack and Benny Van Borssum, operators of the Savoy and West theatres in Terre Haute, were in town complaining about the cold weather.

Harold Marshall, exploiteer at M-G-M, is busier than a cranberry merchant these days making extensive plans for exploitation of "GWTW" in the Indianapolis and Louisville territory, where the picture opens January 26 and in Evansville on February 2.

George Levy, with NapAd Service of Texas in the Indiana territory, reports tie-ups in approximately 35 towns now using NapAd service . . . Fred Greenberg, manager at Warner Bros., has returned from his vacation spent in St. Joseph and Kansas City, Mo., where he thoroughly enjoyed the holidays visiting old haunts and seeing old friends.

C. R. Jackson and wife left this week for the annual sales meeting of Burch Mfg. Co. in Kansas City. Jackson is their Indiana representative.

Herman Golden, former operator of the Golden and Parker theatres here, and Mrs. Golden are enjoying the balmy breezes of Miami, Fla., where they are spending several weeks.

Along Filmrow: Jack and Ben Van Borssum, Terre Haute; Abe Kaufman, Terre Haute; Nick Paikos, Tipton; Anthony Bokas, Argos; Walter Easley, Greensburg; Roy Harrold, Rushville; Red Massey, Worthington; Mrs. Dorothy Landstoffer, New Haven.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

SPR'GFIELD

SAM KAPLAN of Chicago, representing Al Dezel Roadshows, was in putting on a campaign for a special midnight showing of "Fools of Desire" at the Strand.

Negotiations are underway to bring George White's "Scandals" to the Orpheum here in the next few weeks.

Melting snow freezing on the fire escape and making a heavy icy coating made it necessary for A. R. Zimmer, manager of the Fox-Lincoln, to call out the fire department to break off the ice.

Frisina's new theatre at Effingham, Ill., the Heart, is expected to be ready for opening the latter part of the month.

Dominic Frisina, president, and J. B. Giachetto, general manager of Frisina Amusement Co., have returned from a business trip to Chicago.

Try Matinee Book Reviews At Chicago Subsequent

CHICAGO—With book reviews the current rage among club women everywhere, Ted Turrell, manager of the Warner Beverly on the south side here, has worked out a plan to get the book lovers to the theatre, give them a show and book review all at once.

Turrell has worked out details with Larry Stein, Warner publicity head here, whose ideas on exploitation now are being presented exclusively by BOXOFFICE in the Selling Seats section.

A series of six book review lectures will be offered every other Tuesday afternoon. All club women are invited and the reviews will begin at 1 o'clock, to be given by some prominent reviewer each time. They will last for an hour, with the regular afternoon show coming after the review session.

Mid-Week Amateur Show Popular in Milwaukee

MILWAUKEE—Business has been brisk on Wednesday nights at Warner-Saxe's Savoy, west side neighborhood house, where Billy Pierce has been staging an amateur show of eight acts weekly with $10 in prizes. Pierce also stages a kiddie pay matinee every Saturday with serial, extra cartoons and a giveaway.

A Publicity Flop

CHICAGO—This is the brief story of what happened to the scheduled publicity course at the University of Chicago that failed to get any publicity.

Briefly, the U. of C. announced in its winter-spring quarter catalogue some months ago a course in "Techniques of Publicity," to be conducted by the school publicity director, Henry Morganstern. But, it seems, the course failed to get any publicity.

So, when time came for the initial session the other night, "Techniques of Publicity" failed to get going because of insufficient registrations.

He Thought Fast to Empty House

Chicago—Informed by the janitor that the theatre basement was ablaze, Manager Walter Lyons of the B&K Biltmore told over 500 patrons from the theatre stage to file out in orderly fashion under the supervision of trained ushers because of a fire "nearby." Damage in the amount of $5,000 consumed only scenery, rugs and spare seats.

Nine Films Earn "Best" Rating in Chicago

CHICAGO—Nine films made the "best" rating of Mae Tinee, *Tribune* film critic, for December. Those selected:

Elizabeth and Essex," (WB); "Destry Rides Again," (Univ); "Ninotchka," (M-G-M); "The Great Victor Herbert," (Para); "Intermezzo," (UA); "Gulliver's Travels," (Para); and two foreign films, "Katia" and "Generals Without Buttons," both French productions.

Legion Hears Levine

LA PORTE, IND.—Isadore Levine, operator of the LaPorte and Cozy, and national executive committeeman of the American Legion, was guest speaker at a dinner meeting of the Bruce P. Robinson post in the Central Christian Church, Indianapolis.

George Busher Rites

KANSAS CITY—Funeral services were held here for George A. Busher, 43, head of the Busher Sound Engineering Co. in St. Louis. Busher died suddenly in the Claridge Hotel in St. Louis where he had been confined to his room for a week.

Rob at Racine

RACINE, WIS.—Warner's Venetian here was robbed last week of $1,360, the second time since August. After tying up six of the theatre's employes in the manager's office, the bandits escaped by automobile.

Denies Robbery Report

INDIANAPOLIS—A report of having been robbed sometime during her appearance on a local stage, alleged to have been made by Constance Bennett, was denied by the star upon her arrival in Milwaukee.

Resemblance Contest for P. A.

INDIANAPOLIS—In conjunction with the personal appearance of Jane Withers on the Circle stage, Manager Art Baker conducted a contest each night, during which the audience determined which girl most resembled the star. Final winner was awarded a pair of shoes and skates.

S'Renco Art Dark

ST. LOUIS—The S'Renco Art Theatre, which has been showing foreign films continuously through the fall and early winter, has closed. Scarcity of suitable product is the announced reason.

ST. LOUIS

POWER and Life," Yiddish film, showed January 7 at the Municipal Auditorium . . . Edward Everett Horton, screen comedian, comes here January 14 to appear in "Springtime for Henry" at the American.

Mrs. Norman Windsor, head of the Child Conservation Conference and prominent in the affairs of the Better Films Council of Greater St. Louis, has been recommended for appointment to the vacancy on the St. Louis advisory board of the State Social Security Commission.

The St. Louis Municipal Theatre Ass'n announces that the 1941 season will open June 3 with "The American Way." It will run for two weeks, to be followed by 11 other notable musical plays, each of which will run one week.

Mayor Bernard F. Dickmann has resigned as chairman of the board of governors of the St. Louis Metropolitan Grand Opera Ass'n. . . . "Leave It to Me" registered a new boxoffice record for the current season in a seven-day stand at the American Theatre, ended on January 6, by pulling in $24,000 *at a* $3.30 *top.*

Heart Fails George Bailey, Early St. Louis Showman

ST. LOUIS—George E. Bailey, 57, pioneer exhibitor and cameraman, died of a heart attack at his home here after shoveling snow from the sidewalk in front of his house.

Back in the early 1900s, he served as manager of the old Bijou on Washington Ave., which was one of the first of the better theatres in St. Louis. Later he operated his own house on Jefferson Ave. and Mullanphy St.

He deserted exhibition to become a newsreel photographer, covering many big news events, including the Lindbergh flight to Paris. More recently he was engaged in freelance work as a photographer.

Funeral services were held at St. Engelbert's Catholic Church. Burial was in Calvary Cemetery. He is survived by his wife.

Helen Hayes Due in Indianapolis

INDIANAPOLIS—Helen Hayes is scheduled to appear in "Ladies and Gentlemen," a comedy coming to English's on February 8. Philip Merivale will appear with her.

Out by a Neck

INDIANAPOLIS — Charles Butterworth, Hoosier film comedian, who is appearing in person at the Lyric, was in a perplexing situation when both the Democratic and Republican politicians approached him for his exclusive presence at party functions held the same night. The Democrats were holding their $25.00 a plate Jackson Day dinner and the Republicans, to clinch the bargain, proffered a free ticket to the 25-cent eating tournament in the same hotel. A bad case of laryngitis relieved the situation for him and he refused both invitations.

Look to Independent For 1940 Business

KANSAS CITY—With circuits spending a little less on new equipment and modernization in 1940 than they did in 1939, total outlay this year will depend more than last on expenditures by individual, independent theatres. Boxoffice scoring from now until spring, and prospects at that time for good crops will more or less determine how the year compares with 1939 in theatre improvements.

While not pessimistic, supply men are a little cautious in their predictions for this year. Circuits, which have the bulk of the key towns—where they must keep up—have been spending a good deal the past four or five years in bringing their physical plants up-to-date. Independent exhibitors have not been so active. Many have been drifting along because of bad business until today a great many need major replacements and modernization.

At least half the theatres in the territory, it is estimated, need new projection and sound equipment. Such equipment is either obsolete or wearing out, and in either case is not adequate to reproduce the original in an entertaining manner. Other needs listed by observers are screens, chairs, cooling systems, carpet, and a general smartening up of the entire theatre layout.

It is early yet for definite announcements of improvements, but some already have been made.

Definite Plans on a Few

Fox Midwest already has set for 1940 a new house in Brookfield, Mo., to replace the present DeGraw which the circuit operates. The house will seat 800. Fox also plans a new 650-seater at Marion, Ill., a second house. The Orpheum, A house there, is scheduled to get a new refrigeration system in the near future, along with the Brookside, Kansas City; Orpheum, Wichita, and Granada, Emporia, Kas. No other major improvements are contemplated by Fox in the first quarter, though there probably will be others as the year goes on. However, Fox is not planning to spend as much as it did in 1939.

Griffith-Dickinson Theatres, Inc., spent a quarter million last year modernizing theatres, and, in the main, brought units up into good shape. However, in 1940 additional theatres are being equipped with cooling systems until all houses are so treated. While the circuit plans to spend less than in 1939, it will spend a substantial amount, mostly on recarpeting, reseating, and redecorating.

A new 500-seat house has been planned for Burlington, Kas., by A. J. Simmons and Warren Weber, both veteran exhibitors, with Larry Larsen architect. The house will have fully upholstered seats—already purchased—air conditioning, etc. Weber and Simmons are reseating the 500-seat Plaza at Howard, Kas., a theatre they just took over. Louis Sosna is remodeling, reseating, re-fronting his Sosna, Moberly, Mo.

So many theatres definitely are planning on installation of air conditioning systems in 1940 that it is apparent it will be an "air conditioning year" in the equipment field. Many theatres have some form of cooling system, but few are adequate.

Conclusion of supply men here is that at least half the theatres in Missouri and Kansas need major improvements: They have equipment and houses that do not do the business justice.

Minnesota Theatre's "Last Stand" Ends

Minneapolis—After 32 weeks of independent operation for its 650 local owners, the $2,000,000 4,000-seat Minnesota, largest and most beautiful showhouse in the territory, has closed again, operations with a policy of big stage shows plus independent film releases at a low admission scale having proved unprofitable. Opinion in show circles here is that the owners will be unable to find a tenant and that eventually the theatre will be torn down to save taxes.

Move to Oust Duals Abandoned in Minny

MINNEAPOLIS — Twin City section of Northwest Allied has dropped its fight to get an ordinance through the city council here outlawing double features in Minneapolis. Measure was vigorously opposed by the Minnesota Amusement Company. It now is buried in committee and no effort will be made for the present to bring it to life.

Northwestern Allied's current efforts will be concentrated on blocking the issuance of permits for new theatres in Minneapolis neighborhood sections. Such permits also are being opposed by the Minnesota Amusement Co. on the grounds that the city already is considerably overseated.

The council at a meeting last month referred about a half dozen applications for permits back to the license committee for further consideration.

Expect Allied Barrage On Percentage Films

MINNEAPOLIS — When W. A. Steffes, Northwest Allied president, returns next week from New York it's expected he will issue a call for the annual convention, setting a late February or early March date.

One of the meeting's main purposes will be to map out a further campaign against percentage pictures, with particular guns to be trained against "Gone With the Wind," Steffes has announced.

Plans Loop Lots

MINNEAPOLIS — Frank Grady, Duluth business man, is buying up choice loop locations with the idea of establishing more parking lots convenient to theatres. Buildings on the property will be razed.

27 Burch Salesmen Convene in Kaycee

KANSAS CITY—Twenty-seven salesmen, covering the entire United States, met at the Ambassador Hotel here January 10, 11 and 12 for the annual sales convention of the Burch Mfg. Co., makers of popcorn machines and supplies.

With L. M. Manley, president of the company, in charge of the meeting, salesmen discussed new sales plans, selling ideas, and plans for 1940. The company, located at 1906 Wyandotte St., here, has become one of the leading manufacturers of popcorn machines, equipment and supplies in the U. S. during the 15 years of its existence.

Those attending the convention are J. J. Conroy, Waltham, Mass.; L. C. Denehie, Berkeley, Calif.; Glen Evans, Newark, N. J.; A. J. Gentle, Bloomington, Ill.; W. R. Glesner, Staunton, Va.; R. A. Guettler, Des Moines; Samuel Horenstein, New Bedford, Mass.; T. W. Houseworth, Birmingham, Ala.; C. R. Jackson, Shelbyville, Ind.; R. J. Jeffries, Pittsburgh, Pa.; R. A. Johnson, Los Angeles; M. C. Klinkel, Albion, Mich.; H. W. Lane, Sioux Falls, S. D.; W. Y. Larson, Portland, Ore.; M. J. Larson, Phoenix, Ariz.; M. L. Lyons, Denver; L. M. Malcon, Rochester, N. Y.; F. E. Malia, Minneapolis; H. V. Ridgway, Bowling Green, Ky.; A. T. Rowe, Kansas City; J. F. Saunders, New Orleans; R. H. Saunders, Roanoke, Va.; C. E. Scruggs, San Antonio; C. F. Smith, Seattle; Ray Stretch, Akron, Ohio; P. A. Warner, Winnsboro, Tex., and W. H. Workman, Miami, Fla.

Day and Date Singles at Two Tri-States Houses

DES MOINES—Tri-States has inaugurated a single-program policy at the Hiland and Ingersoll here. Under this setup, the Hiland, in the north suburbs, and the Ingersoll, in the west residential area of the city, will show the same program regularly.

The Ingersoll shifted from an every day matinee policy to Tuesday, Saturday and Sunday matinees. On those days the theatre opens at 1:45 p. m. On Monday, Wednesday, Thursday and Friday, the house is dark until 5:45 p. m.

Judds Attend Monogram Meeting in Chicago

DES MOINES—F. E. Judd and Mrs. Judd attended the mid-winter meeting of the Monogram Pictures Corp. franchise holders in Chicago. The meeting was held at the Blackstone Hotel over the weekend. President W. Ray Johnston and other Monogram officials attended.

Remodeling in Allison

ALLISON, IA.—The Allison here is being remodeled by C. L. Spencer, who acquired the house a fortnight ago from H. L. Germer.

Admission Level Even Over Kaycee Area

KANSAS CITY—Admission prices here and in the territory, off slightly from a year ago, are not expected to change materially in 1940 unless there is a sharp rise or fall in the economic barometer. Under present conditions, and with the year developing according to present indications, there is little chance at all for increases. Possibility of decreases hinge on crop conditions and other general economic factors as they develop during spring and summer.

The change in admission prices in comparison with 1939 is so slight as to be unimportant. Considering boxoffice grosses since the opening of new season product last fall, the significant thing about them is that they haven't been reduced. Business for 1939 averaged less than 1938 for theatres here and in the area. Yet under the pressure of decreased business throughout the year, the admission average continued to be maintained.

Although Xmas, always a bad time for boxoffices, is out of the way, and the number of good pictures reaching the market is considerable, exhibitors aren't asking their patrons for more money. The snowfall hasn't been of any immediate benefit to grosses, in town or in the territory, although it broke a long drought and eventually will benefit motion pictures as well as other business.

No Fox Midwest Changes

Fox Midwest Theatres have made and are making no changes in admission prices, up or down. Giffith-Dickinson Theatres, Inc., made a few adjustments in prices in 1939 to meet local conditions, but on the average the circuit's admissions remain what they were in 1938: 25 cents in most spots with a few over and a few under. The circuit doesn't plan to make any more changes this year. In a couple of spots in Kansas another group has lowered week-end admissions from 25 to 15 cents, and in a few of its smaller houses is using fewer changes than it did a year ago.

In Wichita, Kas., a fair trade practice code recently signed by all exhibitors operating there did away with price evasions and should, if it works out, have a steadying influence on admissions.

Sale of first run last fall by Warner to some independents in the territory caused those particular houses to hike admissions, in most cases from 15 to 25 cents, for their first-run showings. This is true of J. E. Pennington's Cozy, Topeka, Kas.; Louis Sosna's Sosna, Moberly, Mo. At Sedalia, Mo., J. T. Ghosen was getting 20 cents at the Uptown, now gets 25 cents for WB first run; in Salina (Vogue), Eldorado (Ritz), and in Arkansas City (Howard), Kansas, Gus Diamond got 20 cents, is getting 25 on the first runs.

In Kansas City, which is the key city so far as admissions are concerned, there have been a few shifts, notably an increase in the number of dime nights, a policy that has gained in the territory. The Southtown (W. D. Fulton), which has been 20 cents except on Sunday change, when it got 25 cents, last spring went to 25 cents on two out of three weekly changes. Recently it inaugurated a split week (two changes weekly) at 25 cents straight.

The Giles, which reopened last fall at 20 cents, has gone to 15 cents, with a dime Friday-Saturday change. The Strand, also operated by John Wolfberg, is running more dime nights than formerly. At the Colonial, a 15-cent price has replaced the former 20-cent schedule, and the house has more dime nights. The Baltis, straight 15 cents for a time, now gets 20 cents on the Sunday change. The Mary Lue, 25 cents on Sunday, now is 20 cents; the Murray is a regular 15-cent house but has moved into the 20-cent spot on the Tuesday-Thursday change, along with the Admiral. In Kansas City, Kas., the Jayhawk went from 15 to 20 cents last year, together with the State, downtown subsequent.

The Solution!



KANSAS CITY—The mystery of the missing sow finally has been cleared up. Through the camera lens (see photo), it has definitely been determined that all the rumors started by R. A. Higdon of Griffith-Dickinson Theatres, Inc., as to who shot the sow were mere herrings across the trail of the real culprit, Mr. Higdon himself!

The story goes back to several weeks ago on a hunting trip near Zapata, Tex. In the party were Herman Beiersdorf, 20th-Fox manager at Dallas; H. J. Griffith, Griffith-Dickinson Theatres, Inc., Kansas City; Mr. Higdon; F. Lynn Stocker, Partnership Theatres, Dallas, and Fred M. Jack, Dallas. Higdon brought back the story that Beiersdorf (Sure Shot Beiersdorf) had killed the sow with a bullet from his rifle at 400 paces. Apparently Higdon wanted wind of the deed to get back to the owner of the female porcine so that Beiersdorf would be embarrassed.

The accompanying picture shows Higdon, with a savage expression on his face, about to take a bite out of the only thing he bagged on the trip, an innocent pig. It is understood he chipped three teeth when he did it, and he finally had to bury the carcass in order to get rid of it.

Gets "Curtain Call"

HOLLYWOOD—Dalton Trumbo is scripting "Curtain Call" for RKO. Howard Benedict will produce.

Omaha Paramount Is Dark After 8 Weeks

OMAHA—Tri-States' de luxe Paramount is dark once more after eight weeks of what District Manager Cummings described as "the most ambitious reopening venture in the past six years."

Tri-States' two other first-run houses, the Omaha and Orpheum, will absorb most of the Paramount's staff. Don Allen and Jack Kolbo, manager and assistant, returned to the Omaha in the same capacities and Don Shane, subbing for Allen at the Omaha, moved back to the Orpheum as Bill Miskell's right hand man.

Regarded as a "problem child" almost since it was built in 1926, the Paramount is regarded as one of the most beautiful theatres in the middlewest. It seats just under 3,000 patrons and there is much imported and costly material in the Italian Renaissance structure. Its location, four blocks up a hill from Sixteenth St. (Omaha's main business street), always has been against the house's success.

The Paramount has been open from one to two months for each of the last six years.

The last reopening venture started on November 10, when the house was opened on an elaborate stage show policy. Despite heavy advance advertising, three top-notch stage shows proved disappointing, and Cummings pointed out that the same shows "would have made money" had they been played at the Orpheum, regular flesh house.

Then, in a change of policy, the Paramount was put on a straight film basis and given the best product available under Tri-States contracts. On this "big picture" basis, the house continued to lose money. During this period, December, the Omaha Theatre was used as a moveover and sluff house.

"We have tried everything possible," Cummings said. "It is obvious that Omaha is overseated and any further efforts to make the Paramount show a profit would be useless. We took a tremendous loss."

Meanwhile, Ralph D. Goldberg's State remained open as Federal Court Judge Donohoe considered evidence submitted by Tri-States in their attempt to obtain a court order closing the State. Tri-States contends the State should remain closed under the terms of agreement with World Realty (Goldberg) the chain asserts provided that the State would be dark from 1934 to 1944.

Judge Donohoe's ruling on the lease-suit is expected about the last of January or early February.

Lease Omaha Paramount For "Wind" Roadshow

OMAHA—Although Tri-States has closed the Paramount, the house will be opened January 25 for showing of "Gone With the Wind," according to District Manager Evert Cummings. Metro has leased the theatre and will present the picture, he said.

Picture will be shown on three-a-day roadshow basis with 75 cents and $1 admissions for afternoons and $1 and $1.50 for evenings.

KAYCEE

MARCH for Monogram is the by-word on the corner of 18th & Wyandotte, where the local boys plan on winning the prize money in the playdate drive from February 25 to March 30. Doug Desch, branch manager, has worked out a scheme for giving away life savers that will annoy those extremely hungry for the condiment.

Ben Marcus, Bill Bradford, Tom Baldwin, Charley Reynolds, Herb Stulz and Zack Beiser, the Columbia outfit, left Friday p. m. for Chicago to attend a district meeting Saturday and Sunday.

W. L. Norris of the Norris Distributing Co. has taken over distribution of 12 Alliance Film Corp. features for western Missouri and Kansas. These he will handle in addition to the 34 of the Sack Amusement Enterprises.

On the Row: Louis Griefe, Windsor, Mo.; C. C. Rhoades, Warsaw, Mo.; H. A. Porta, Humansville, Mo.; George Shilket, Joplin, Mo.; Frank Weary and Paul Taylor, Richmond, Mo.

Mrs. Maloney is closing the Paseo three days a week till the snow clears up . . . The Nu-Buflo, C. C. Rhoades house at Buffalo, Mo., is closed due to a scarlet fever epidemic.

Dr. and Mrs. Marion Miller of the Casino, Boonville, Mo., had a good time this week razzing friends on Filmrow via postcard from Florida, where they are vacationing.

The Kansas City Sound Service Co., headed by Paul Humston and Eleanor Bell is located at 1818 Wyandotte St., instead of 126 W. 18th St., as erroneously listed in that company's Christmas greeting last month.

L. G. Lay has taken over the Louis, St. Joseph Mo., from M. B. Pressley, Savannah, Mo.

Herb McIntyre, drive captain for RKO, and Walter Branson, district manager, Chicago, were here conducting a sales meeting to inaugurate RKO's drive.

On the Row in the zero weather: Frank Cassil, Rialto, St. Joseph, after several weeks' absence; Frank Anderson, Kirksville, Mo.; Frank D. Morris, Meade, Kas.; T. G. Kemper, U. S. Army Motion Picture Service, St. Louis; F. L. "Doc" Lowe, Sterling, Kas.; Paul Taylor, Richmond, Mo.; Curly Wilson, Excelsior Springs, Mo.; George Hunter, Fox, Pittsburg, Kas.; Abe Shafer jr., Edgerton, Mo.

The Al Hauetters, who were married December 28, announce that they are now at their new home at the Lemars Hotel, Lemars, Ia. Mr. Hauetter is head of the Modern Theatre Decorators of Kansas City. Mrs. Hauetter is the former Miss Allene McDaniel.

Betty Maguire, Edd Haas' secretary at Fox Midwest, vacationed the holly days in her home town of Wichita, Kas.

The Varsity, Landmark in Lincoln, Will Be Razed

LINCOLN—An appraisal committee, appointed by the city council, is sizing up the Varsity, 1,100-seater and one of the oldest houses in Lincoln, with an eye to placing a condemnation price on it.

House is on 15th St., which runs north and south between the Capitol building and what will one day be a main point on the University of Nebraska campus. The street opening has been contemplated for many years, but is believed a cinch to take place in 1940. The opening will mean the Varsity, among other properties along the way, will have to be torn down.

The Varsity has been under many names —the Bijou, the Orpheum and the Rialto— before it was given its present handle by T. B. Noble jr. when he came here some five and a half years ago to establish an arm of L. L. Dent-Westland Theatres, Inc.

Food Matinee Response Is Greater in Omaha

OMAHA—Local exhibitors declared their annual Christmas "food matinee" a huge success after it was reported a total of 6,551 cans and packages of food was collected for charity. In addition, 650 pounds of potatoes and onions were received.

The response was a 50 per cent increase over 1938. Cooperating theatres included: Avenue, Dundee, Military, Ralph D. Goldberg; Benson, Circle, Corby, Lothrop and Roseland, Sam Epstein; Minne Lusa, Carl Olsen; Muller, Lawrence Grobeck; Muse, Irving Gossick, and North Star, J. Erle Kirk.

Decline "Rasputin" Ads

MINNEAPOLIS—All local newspapers are refusing to accept advertising copy for the Esquire's "Rasputin," which, nevertheless, has been playing to very big business. *Star-Journal* is running ad which simply states space is reserved for Esquire. Legion of Decency has protested against showing of the picture, but Mayor G. E. Leach, after a hearing, refused to halt it.

Friday-Saturday Operation

MEXICO, Mo.—C. M. Clay is operating the recently-reopened Rex here on Friday and Saturday only. Russell Crews is house manager; Mrs. Betty Biggest, cashier; and Howard Reed, projectionist.

Session in Lincoln Holds No Worries

LINCOLN—Bob Livingston, the Capitol owner-manager and film industry lobbyist, says there isn't anything to worry about in the present extraordinary legislative session, because the solons can only act in special sittings on actual points covered in the governor's call.

Since the call pertains only to the appropriation and handling of the $480,000 surplus funds for state assistance, there is little danger of any tax measures being introduced, and censorship, or other like nusiances measures are virtually out of the question.

"Wind" Scheduled to Play Des Moines Paramount

DES MOINES—"Gone With the Wind" will have its first Iowa showing in Tri-States' 1,600-seat Paramount here starting January 26.

The announcement was Page One news in the *Tribune* here after a full color page in the Sunday *Register's* roto ballyhooed the production as "The Year's No. 1 Movie."

Publicity precedent also went by the boards when the *Trib* told admission prices in its news story.

Despite the cooperation, even the Des Moines newsmen on the regular Oakley list, are not certain they won't have to pay up to see the four-hour film. Latest word here is that there will be no screenings.

Some of the Tri-States employes are grumbling about prospects of shucking out at the boxoffice.

The situation was foreseen by Tri-States, as evidenced by the fact that the current passes have a "Not good for 'Gone With the Wind' " label in addition to the usual "Sunday, holiday and Bank Night" blackout.

Griffith-Dickinson Shifts DeVilbiss to Kansas

KANSAS CITY—Griffith-Dickinson Theatres, Inc., has shifted Temple DeVilbiss from Marceline, Mo., to Junction City, Kas., as manager. DeVilbiss succeeds Ken Prickett. Jack Sage goes to Marceline from an assistant's post at Chillicothe, Mo.

1,000 POPCORN BOXES $3.50

With Any Order of Popcorn or Seasoning

— SPECIAL JANUARY AND FEBRUARY DEAL —

ACT NOW!!!

SACKS . . . BOXES . . . SALT

Order Your Needs from

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

MINNEAPOLIS

TOMMY CHARAK, the live-wire Warner salesman, suffered extensive damages to his new convertible coupe, but saved his own skin in a collision which occurred when he was returning from a symphony concert . . . The "Little Judge" Ben Meshbesher, Republic salesman, met Mayor LaGuardia and many other notables during a recent fortnight vacation with the wife in New York. He also had an appointment with Walter Winchell, but the famous columnist failed to show up. Meshbesher did some tall driving, making the trip by auto in two days each way.

"Hy" Chapman and Billy Evidon, Columbia branch and office manager, respectively, in Chicago for the company's district convention. It's likely "Hy" will have plenty to rave about when he returns. He was spouting Columbia greatness even before departing . . . What happened to Jerry Weisfeldt, assistant booker, the night of Warner Bros.' Christmas party. It's still a Filmrow mystery and the boys would like so much to know . . . Rumors are circulating about the Row that Joe Jacobs, Minneapolitan and long a member of Columbia's sales staff here, but now Omaha branch manager, soon will wed.

Bob Holcom, Pantages usher, off to Hollywood to take a singing job. He has been studying for several years for a vocal career . . . Herb McIntyre, RKO sales drive leader, here conferring with "Nicky" Goldhammer, district manager; Fay Dressel, local branch manager, and Sherm Fitch, the latter Sioux Falls, S. D., branch manager. Walter Branson, McIntyre's predecessor as drive leader, accompanied Herb to Minneapolis. Previously they had held a sales meeting in Des Moines.

Morrie Abrams, M-G-M exploiteer, in New York for a special meeting to discuss "Gone With the Wind" publicity . . . Dave Kimmel, RKO booker, transferred to Chicago in similar capacity. He will be reunited there with his wife coming on from New York . . . Since moving into her new apartment, Helen Johnson, Welworth circuit stenographer, has been acquiring considerable of a reputation as a cook. How about inviting this column over, Helen? . . . Al Putz, M-G-M office manager, vacationing in New Orleans . . . Bill Crystal, film salesman, up in Duluth for a few days, presumably looking into the smokefish business.

"Kelly" Evidon, Warner ad sales manager, who is leading a city-wide campaign for a new baseball park here, is finding keen opposition from certain quarters, and the going is getting increasingly hotter in a newspaper battle . . . Tommy Charak off to South Dakota to launch the Sears' drive there . . . Allen Clatworthy, M-G-M salesman, recovering from an illness that kept him confined to his home last week . . . W. A. Steffes, Northwest Allied president, off to New York on business.

A. P. Bill, RCA representative, closed several deals while en route by motor car for a Kansas City holiday vacation . . . Marty Lebedoff, Brynwood manager and daddy of triplets, became tired of buying his children toys in quantities of three and had a sled made to order that will accommodate all three kiddies at one sleighing . . . When Bill Volk, theatre circuit operator, called upon Tommy Dorsey socially back-stage at the Orpheum this week the latter mistook him for Clark Gable.

Ben Ashe, Benny Berger's right-hand man, was a weekend visitor at Tyrol Hills, sumptuous home of Ben Spewak, theatre financier, leading many to the belief that the pair are cooking up another theatre deal . . . Flash: Charles Du Ryck of Ten-O-Win fame is reported on a fast-moving train heading back to Minneapolis after a holiday vacation . . . George Jermain, popular premium man, spending a few days in Des Moines, adding to his many theatre accounts . . . First bowling meet of the Film League in Paul Mann's beautiful new Uptown alleys a rousing success.

Out-of-town exhibitors visiting Filmrow included Clarence Kaake, Duluth; Charlie Lyons, Aitkin, Minn.; Sheldon Grengs, Clouquet and Two Harbors, Minn.; Bill Haswell, Waterville, Minn.; E. P. Parsons, Renville, Minn.; L. E. Molitor, Stewart, Minn.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Harvey Thorpe, Crosby, Minn.; Lyle Webster, Spooner, Wis.; Eph Parsons, Renville, Minn.; Charles Connaught, Olivia, Minn.; Tony Paulson, Amery and Clear Lake, Wis.; W. R. Hiller, Marshall, Minn., and H. C. Van Sloon, Waverly, Minn.

Charlie Weiner and Ben Nathanson attended the Monogram sales meeting in Chicago . . . "Buck" Tidwell, Warner traveling auditor, now here, is a Texan and appears for work in regular cowboy regalia, except for spurs. Fear of scratching up the furniture deters him from wearing the latter . . . Jay MacFarland, National Screen branch manager, attending a business conference in Chicago . . . Marion Loysten, Warner cashier secretary, now is Mrs. Vincent-Adolph Marx.

First sub-zero wave of current winter made going tough for film salesmen and hurt theatre business plenty . . . Letters still come to A. Selby Carr of Paramount from those who attended the invitation preview of "The Great Victor Herbert," thanking for the invitation and praising the picture . . . Sylvan Leff, Universal

(Continued on page 54)

OMAHA

J MORGAN REYNOLDS, Elwood, Neb., was called to Illinois by the death of an uncle. Reynolds' daughter has recovered from an operation . . . Earl Isaac "Ike" Rubin, Paramount peddler, has a new car. Ike says he wants to get to Lincoln in a hurry when Nebraska starts playing football next fall.

Harold Schoonover, Mazda, Aurora, Neb., in town wearing a fancy new sweater that was the envy of Filmrow. Harold reported 14 inches of snow around Aurora, which should mean increased business next fall . . . Warner screened "Brother Rat and a Baby" and the exhibitors present thought it a great show.

H. H. Thomas, exhibitor at Kingsley, Ia., was on Davenport St. . . . If you want to see something in good old-fashioned showmanship, take a look at the RKO exchange, now all steamed up about the Depinet drive. They've got more signs and posters than a circus and you won't have any trouble knowing a drive is going on . . . W. F. Carter, manager of the Strand, Walnut, Ia., was on the Row.

Harold Dunn, portly owner of the Jewel, Valentine, Neb., has been in bed due to flu, but he's up and around now. Next time you see Harold on Filmrow, give him a big smile because he'll probably have his new camera and will take your picture . . . Frank Van Husan sporting a fancy green shirt.

W. S. "Bill" Bogart, Orpheum, Rock Valley, Ia., was on Davenport St. . . . Tom Kenyon, Paramount cashier, used to be a big, strong, outdoor man but now he wear's cream colored spats! . . . Frank Hannon, Warner peddler, another wearer of fancy green shirts.

Frank Simek, exhibitor at Ashland, Neb., has gone to Scotland, S. D., where he owns the Royal Theatre. His son will operate the theatre at Ashland . . . Sid Rose, Warner boss, wants the world to know about the Sears drive . . . Carl White, Quality Theatre Supply, was wearing a fancy red shirt. What is this, fancy shirt week?

Walt Bradley, Moon, Neligh, Neb., is getting his theatre all slicked up for 1940. Carl White helped him plan the job which includes a new interior and general modernization . . . Don't forget to buy a couple of tickets for the Omaha Variety Club inauguration party on January 21. The affair is open to all exhibitors, filmites and their friends.

Fred Wickman, Lyric, Tekamah, Neb., is putting on extra pounds . . . Leon Dizon, Warner peddler, has the right idea. When he wants to prove a point about product he says, "Look here! It says so right here in BOXOFFICE*!" . . . Bill Grenville is going to stick out the winter at Carter Lake Club, he says.*

Never knew until now that Berger A. Tomte, friendly Paramount salesman, is a grandfather. Tomte's other daughter got back from California. She came back with Gordon Halloran, Fox peddler, and his wife who went out to the coast over the holidays and took in the Rose Bowl game . . . One of the friendliest fellows on Filmrow is Joe Jacobs, Columbia boss.

Himon Goldberg, 70, father of Ralph D. Goldberg, local circuit owner, died this week after an illness of some length . . . Ted Mendenhall, Paramount manager, is having that old trouble with his arm again. Ted tried to shovel some snow and it was too much for the arm . . . Meyer Stern, Capitol Pictures, drives one of the best looking cars on Filmrow.

Librarian Lauds Films on Popularizing Books

DES MOINES—"A good movie will bring an immediate demand for the book from which the movie was made," said Des Moines Librarian Forrest Spaulding, talking on "Society, Men and Books" before the First Unitarian Church young adult group last Sunday night.

"The movie practically made 'Wuthering Heights' a best-seller."

Spaulding's reference to film productions followed an attack on censorship. He lamented pressure efforts to censor "The Grapes of Wrath" both in book and film form.

"'Gone With the Wind,'" he added, "has done more to interest people in history than has any other publication."

Censorship, Spaulding contends, was decreasing, but with the opening of the European war, has become more prevalent.

He contends that the danger to the people of the United States is "not in knowing all about Hitler, but in not knowing all about him."

"I'm not afraid of propaganda," he asserted. "It usually is so obviously just that. I'm not afraid of the Earl Browders or the Fritz Kuhns—give them rope and they'll hang themselves."

The speaker told of a Des Moines minister who protested that Hitler's "Mein Kampf" should not be in the public library.

"Perhaps if more people had read 'Mein Kampf' some of Hitler's despotism might have been prevented," Spaulding declared. "Knowledge never did anyone any harm."

R. L. McIntyre Heads Omaha Projectionists

OMAHA—R. L. McIntyre, Fox screening room operator, has been elected president of Local 343, IATSE, for 1940, succeeding Adolph Fells.

Other officers are Alvin "Boots" Kostlan, Brandeis Theatre, first vice-president; Shep Owens, Benson, second vice-president; G. E. Jordan, Muller, financial secretary; Clyde Cooley, Winn, recording secretary; Baird Loomis, Brandeis, treasurer, and Howard Jackson, Omaha, business agent.

McIntyre said trustees would be appointed soon.

Buys Todd for Plaza

HOWARD, KAS.—A. J. Simmons has purchased Todd air conditioning equipment for the Plaza here.

And So She Picked Another Line

Lincoln—Ruth Hardy, cashier at the Lincoln for several years, grew tired of saying "how many" to everybody who walked up to her wicket. So she picked out one guy and changed the line to "what do you want for dinner tonight?"

She became Mrs. George Milne last week.

That's Telling Him

DES MOINES—RKO rated a lot of free publicity on a crowded Des Moines street car one cold morning this week.

When Parker Mize, *Tribune* editor, boarded the car a voice from the back end questioned loudly:

"Did you get that guy straightened out yet, Parker?"

Being a modest gent, the embarrassed Parker ignored the query. But the question was repeated insistently.

Unable to hold his curiosity any longer, Parker unwarily asked what guy.

"The Hunchback of Notre Dame," replied Baiter Fred Lazell, *Tribune* political reporter, to the delight of the rest of the passengers on the car.

Dubinsky Maple Splitters Lead Cinema League

KANSAS CITY—Dubinsky Bros. maple splitters are out in front in the Cinema Club Bowling League by a comfortable three-game margin over the Cinema Club and Don Davis, who are tied for second and third.

LEAGUE STANDINGS

	Won	Lost	Pct.
Dubinsky Bros.	25	17	595
Cinema Club	22	20	524
Don Davis	22	20	524
Film Delivery	20	22	476
National Screen	18	21	462
Finton Jones	16	23	410

NEXT WEEK'S SCHEDULE

Dubinsky Bros. vs. Finton Jones....Alleys 19-20
National Screen vs. Cinema Club..Alleys 21-22
Film Delivery vs. Don Davis.....Alleys 23-24

Omaha Variety's Annual Ball Slated Jan. 21

OMAHA—Members of the Omaha Variety Club will hold their annual inaugural ball on January 21 at Hotel Fontenelle. The dinner-dance will be open to members, exhibitors and their friends, tickets priced at $2 per person.

Inauguration ceremonies will be held in the club headquarters and will be open only to members. Morris Cohn, Strand, Council Bluffs, Ia., will be installed as chief barker, succeeding Harry J. Shumow, Metro branch manager.

Other officers to be installed include Evert R. Cummings, Tri-States district manager, first assistant chief barker; Sam Epstein, head of the Epstein circuit, second assistant; Meyer Stern, Capitol Pictures, treasurer; Edward Shafton, attorney, secretary.

The six other members of the board, including the officers, are Walter M. Green, Fepco; D. V. McLucas, United Artists; Ted Mendenhall, Paramount; Eugene Blazer, Ascap attorney; John J. Gillin, radio station WOW, and Shumow.

Film Transport Expands

DES MOINES—Film Transportation has outgrown its present quarters, and will move to a new location February 1, according to R. E. Hacker, office manager. The move is to be made to the building at 1101 Grand from the company's present location at 415-12th St.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

LINCOLN

NEW YEAR'S greeting to Russ Egner: B. M. Montee, Rivoli, Beatrice, writes that "Hunchback of Notre Dame" did a very nifty business for him . . . Sunday *Journal* and *Star's* 10 best poll turned up more laughable angles than can be imagined. For instance, R. E. Falkinburg's top entry from Lexington forgot to sign his or her name, so missed an annual pass . . . One family in Lincoln creamed four of the top prizes . . . A woman, who lived in Pittsburgh, Pa., but who entered while here visiting her parents, won the free trip to Hollywood, but turned it down . . . All of which, with a few other exasperations, drove contest editor Barney Oldfield to the nearest pay-phone to ask for reservation in the nearest asylum (resort to pay-phone by him being surest sign of unbalance).

J. H. Cooper and Joe Philipson, the circuit bigwigs, in for a look at the Lincoln they'll hand to the public hereabouts later this month . . . M. E. Lofgren's gag-line to sell Nelson Eddy: "You'll likka, 'Balalaika'" . . . When people can't remember Nebraska assistant manager Luke Smith's name, they ask for the guy with the "home-made marcel" . . . Harvey Traylor's father came on from Colorado for a week's visit, finally leaving because he couldn't stand a state which had no sunshine. Harvey's papa should visit here in the summer sometime!

It's costing Vincent DiFiore a pound or two a day to do it, but he's still the pick of the paddlers who indulge in ping-pong under the Stuart stage . . . Ed Vaughan opines that once a man begins to think of a gal's eyes as clear, limpid pools, he's about to go off the deep end . . . Bob Huffman turned "Nurse Edith Cavell" last week, when his frau and three of the kids turned off sick listers.

Speed Lambert came in to make a plea, that the local motion picture editor write Keith Wilson, the Omaha World-Herald's *scribe, to tell him M-G-M did not take him to Atlanta. Seems Wilson has been after the Lambert scalp, because every guy was taken but him. Wilson, Lambert tells* BOXOFFICE, *the "Gone With the Wind" premiere was so well pre-sold, Metro was even thinking of charging Clark Gable for the privilege of going, so what chance would newspapermen have of getting a free ride?*

Next anti-trust suit promised is from down Beatrice way, with Frank Hollingsworth, the promiser . . . Said Sol Francis, as he drank a bottle of coke straight: "Gosh, that's pretty good, what is it?" . . . John Boles is the only man to slip into the Orpheum, Omaha, in months, in person, who could give Evert Cummings a run in a male beauty contest. Boles would have to sing to get off the tie, at that!

Portrait of a ward-heeler: Now that the legislature is in session, Bob Livingston, who doesn't smoke and wouldn't sit all the way through one of his own shows, goes about the legislative halls, thumbs in vest-armholes, with one vest pocket stuffed with passes, and the other with two-for-a-nickel stogies.

Tri-States Is Sponsoring A New Radio Program

OMAHA—Tri-States Theatres are sponsoring a new program on radio station KOWH, Omaha, with Keith Wilson, Omaha *World-Herald* critic, discussing the new pictures to be shown here. The program is aired twice a week for five minutes during the afternoon.

Wilson told BOXOFFICE he will not confine his remarks to product to be shown at Tri-States houses here but will include "all new pictures." Pictures will not be reviewed but will be discussed and explained.

Control to Dick Gaston

FORT MADISON, IA.—Complete control of the Iowa here, which he previously managed for eight years, has been assumed by Dick Gaston.

Brief Shutdown at Wellington

WELLINGTON, KAS.—Theatres were closed a few days last week because of a meningitis epidemic.

Yipeee!

DES MOINES—The *Register and Tribune* comes through with a second editorial comment on "Gone With the Wind," which establishes a record for crashing the paper's ordinarily un-kittenish editorial columns:

"In the spirit of service, we present plans for the reception of 'Gone With the Wind' when it comes to Iowa.

"1. Exercises marking the reunion of the North and South, to be held on the statehouse steps. Speeches welcoming Scarlett and Rhett by the governor and mayor.

"2. Arrival of the entire cast on decorated flat-cars under convoy of the Daughters of the Confederacy. Community singing of 'Dixie.'

"3. Parade up Locust Street in Des Moines in the following order:

"Des Moines police contingent.

"Clark Gable on symbolical float, 'The Ol' Southland,' escorted by the Selznick twins, 'Oleander' and 'Honeysuckle,' giving the famous rebel yell.

"Vivien Leigh on float, 'Plantation Days in Piccadilly.'

"Claudette Colbert on float, 'Through Hollywood With the Confederacy.'

"Olivia DeHavilland on a horse said to be a descendant of one ridden by Stonewall Jackson.

"Union soldiers.

"Confederate soldiers.

"Officials of the Selznick company in pork pie hats and paisley shawls.

"Rival producers in chagrin.

"The U. S. Association of Major Movie Houses singing 'It's About Time.'

"Women movie fans who still think Bette Davis should have got the part.

"Women movie fans who still think Norma Talmadge would have been a great Scarlett.

"The Vivien-Is-Good-Enough-for-Us Clubs of America."

DES MOINES

WE DON'T AIM to be so late with things, but we just got Don Allen moved to the Paramount in Omaha when we read that he's back to the Omaha because Tri-States decided to close Nebraska's whitest of white elephants. Yeah, and we didn't know 'til this week that Tri-States ritzed it with a band at their holiday party.

Credit the films (take a bow Jack Kennedy over at M-G-M) with the fact that already Shrine Auditorium sales are booming for Jeanette MacDonald's toothy concert here April 8 . . . Film ballyhoo also may help "The Hot Mikado" with dancin' Bill Robinson carrying the publicity burden. It's expected about the middle of next month, but Mrs. George Clark, auditorium manager (and a humdinger), is still wondering whether Kenny Baker is a good bet in a 4,200-seat house . . . Nino Martini last Saturday drew 3,800 at Dubuque, Ia., and was called back for nine encores.

R&T hands saw Boss Gardner Cowles on the screen at their dinner kicking off their January drive for business last Sunday . . . Monday noon the Northwestern Bell Telephone business film provided the program for the Conopus-Exchange Club at Younkers' tearoom . . . We've been tipped off to look out for a Ronald Reagan-Jane Wyman wedding here.

For two years now we've heard about Hershey Bar Harry Gottlieb playing Santa for the 20th Century-Fox outfit at their Christmas party. We're making our suggestion early for next Christmas: Why not have Stan Mayer and Hershey Bar play twin Santas next Yule? Why, almost anybody would pay to see such a colossal sight as that.

Morris Smith, his wife, son Jordan and brother Joe Smith vacationed in the south. They all got back safe and sound New Year's Eve (Joe hadda get to the Casa Loma) . . . Ken Clayton is to tell the Des Moines Women's Club about the drama, films and things again the latter part of February . . . That'll be the Effie Judds driving in from Michigan in that nice, shiny new Olds.

Week's best news item: Tri-States has, we hear, thawed out Bill Toney a bit . . . Week's best crack: Ken Clayton (of course) referring to Opal Judd by saying, "Bring along the little brown Judd" . . . Opie is neither little nor brown, but it's still a good gag . . . Week's best candid shot: Diamond Joe Ancher trudging up Grand Avenue in the snow, chawing a big black cigar and not looking the part of the eager bridegroom at all . . . Week's biggest scandal: Theatre character seen in shop examining fur coat exactly like the one his best girl blooms out in the very next day.

Film Transportation's Mike Riley is reported to have a new girl by the office force, but Mike denies same fiercely . . . Paramount Theatre cashier, Opal Vincent, was married Tuesday at the Cathedral to Lawrence whose last name begins with "P" . . . Three Tri-States females burst out in print last week when an *R&T* re-

porter did that old one about whadda-ya-think-about-a-woman's-proposin' - during-Leap-Year? Virginia Kyle, Bank Night secretary; Virginia Calhoun, who works in the office; and Gail Nichols, Des Moines Theatre cashier, were the gals who opined for the curious reporter.

Joe Deitch will be back from California this week, and we have a nice snow storm all ready for him to brush up with on his Iowa weather . . . The A. H. Blanks spent New Year's Eve in Excelsior Springs and are leaving January 14 for Hollywood Beach, Fla. They'll be gone six weeks . . . Looking over Tri-States gals again this week, we still think they're the best-looking crew on the Row. Hazel Dunn, Madge Ward and Virginia Orr will stack up with the best of them anywhere.

It wouldn't hurt Howard Dunn to carry a little M-G-M news home to Hazel so we could pick it up conveniently from her at Tri-States . . . We saw Jerry Banta out sweeping the snow off the walks Sunday afternoon . . . he looked and acted very sour until we asked about the family and then he lighted up like Papa Dionne should have . . . Cleo Current, Monogram steno, has resigned to spend three months in bed with a weak heart, but we're not worrying . . . you can't keep a girl like Cleo down.

Whatta-man McKechneay's brown-and-tan checked tie may not sound like much, but it looks very much okay on McKechneay . . . "What a lotta nerve that guy's got," says we when a truck double parked ahead of us on Locust Saturday night and its driver climbed out leisurely and calmly crossed the street to disappear into the R&T *building . . . we were stuck there in the traffic long enough to discover that the guy was Burton Jerrel and the truck was his Iowa Flashes wagon.*

We met A. E. Thiele in at the Brown Drug the other evening having his grape juice toddy . . . Thiele says all is harmonious with the theatre supply triumvirate at Twelfth Street (Thiele's Des Moines, Schuyler's National and Carter-Chansky's Service) . . . Too bad everybody isn't like Bob McIntire, the *R&T's* agency manager . . . Bob says he thinks pictures are the best entertainment there is and that he could go to a film every night! From the looks of the crowds at the Roller Derby here, there are them as don't agree with Mr. McIntire.

Betty Culp, who'll be taking a chance at the altar with Universal's Ralph Olsen February 3, is the daughter of the J. W. Culps of Leon, Ia. She had to come to DM to get acquainted with Oley, however, and has been working at the Northwestern Bell Telephone Co. Prior to that, she was at Stephens College and the University of Missouri.

One of the downtown hotels was doing some frantic checking up when a guest registered as Bob Steele with a Hollywood address and a "Mice and Men" script under his arm . . . A real visitor here was Jesse A. Graves, negro actor, who has been seen often as a screen butler . . . he lived here 14 years ago and worked in the county treasurer's office for 11 years, he says . . . he lists "Safari" as his latest film and says Hattie McDaniel will stop here on a personal appearance tour.

....AW, SHUCKS!.....

From the Tall Corn—By RENE McCLUSKEY

RAYMOND BALSEY of Bussey was doing a proud papa on the Row because his youngun's picture won her a $50 prize in a national exhibit. You could have seen it on display in the Younker Tearoom foyer during the holiday season. Ray's got a passel of boys, but this bell-ringer is his only petticoat.

That was Art Sunde from the Elma at Elma whom we saw chatting with Jess Carter and Roy Chansky in at Service Theatre Monday (betcha can't guess how we identified you, Art).

C. C. Parker of Bridgewater and Fontanelle must be stuck with his famous green shirt all winter. He was on the Row in it again Monday.

One look at J. D. Peck's bulk and you'll understand why two Filmrowers looked at him and remarked, "Here comes a lot of people." J. D. is without question the biggest little circuit operator in Iowa. He operates out of Van Cleve.

We saw John McLees from Ft. Dodge and Bob Ringler (his first name's really Laurel, we hear) acting like partners on the Row this week . . . and you'll never believe us, but both were sans wife!

We went over to Hayden Peterson's State in Lee Township to see why he was doing a week's biz in one day on "Ecstasy." We decided it must be for the same reason we sold every farmer's wife in Iowa a two-cent bottle of perfume for 25 cents at the fair when we said it was Hedy's favorite. We thought Janet Martin, Hayden's "goddess of the boxoffice," made Hedy disappointing. The "Adults Only" sign must have disappointed some of the customers, too. During one of the many scenic shots, someone in the rear of the show jeered, "Ain't this filthy, though?" and guffawed loudly.

Elmer Klatt at Fredericksburg, Ia., closed the Burg Theatre last week.

Robert Newman, the nice new boy who took Hal Robinson's place at Film Transportation, upholds the good impression we got of Madrid, Ia., when we met the Lepowitzes there. Bud (not Bob), who says "yes'm" and "no'mam," was fetched up in Madrid and makes us madder'n ever that we've never tasted Winemaster Roy's fine brew. Bud says the Madrid showman's beverage is even better than it's reported to be.

K. D. Long has sold the Bode in Bode, Ia., to F. W. Aldinger.

Attention everybody who's going to Florida for the winter: Joe V. Gerbrach's address there is 1250 Drexel, Miami Beach, we see by a note to Clayton from the Aimes, Ia., film big-shot. And Joe just loves company.

We have a notation which we took at that Vitagraph Christmas party which we can't figure out . . . we'll use it as we have it, and maybe others who know the story can still get a bang out of it: "Fifteen years ago . . . Bill Eddy of Indianola ran four blocks—no keys."

Joe Jacobson from the State in Davenport, spent the holidays in DM . . . Floyd Rafferty of the Lyric in Coon Rapids was seen around these parts, too.

Bob Leonard, manager of the Hiland in DM, has three cute kiddies . . . and Bob's kinda cute himself, 'tis reported.

Kermit and Frances Carr (he manages the Ottumwa at Ottumwa, and she manages him) sent out some clever Christmas cards bearing their very own pitchers . . . Kermit is quite a camera addict, so we suspect he did the job himself.

McKinney was responsible for that false alarm a tire salesman turned in for the Iowa Film Delivery not so long ago . . . was just trying to start his motorcycle, and the smoke-filled garage had the tire man fooled . . . We hear Mac's little David Lee, age 4, has been ill with the flu, so Iles' little Charles, age 6, had to get the measles.

We hasten to correct last week's Boxoffice which read (much to our surprise who writ it) that the Warner outfit gave Art (Ninotchka) Anderson a truck for Christmas . . . it was a perfectly beautiful TRUNK about the size of a three-in-one apartment for Art to carry his other suit and clean pair of sox in when traveling.

Don't let that E. R. Franke signature fool you . . . he's the same Emil you hear so much about . . . Figures at the state comptroller's office show Iowa's unemployment compensation payments down 50 per cent . . . which mean more money at the boxoffice.

Pressley Buys Binney's House at Pattonsburg

PATTONSBURG, MO.—The Binney, operated by Earl Binney here, has been sold to M. B. Pressley, who operates the New Globe, Savannah, Mo.

Transfer at RKO

OMAHA—Danny Matin, RKO salesman here, has been moved to the Des Moines branch and E. E. Gruenberg, RKO peddler at Des Moines, was transferred here.

Now in Cumberland, Ia.

CUMBERLAND, IA.—H. V. Mullins is now operating a theatre here. He recently sold his theatre in Glenwood, Ia.

Retitle "Years Without Days"

HOLLYWOOD—Warner has retitled "Years Without Days" and the film will be released as "Castle on the Hudson."

Transportation Companies Find Tax Law Favorable

DES MOINES—According to local drivers and film transportation owners, the new compensation levy experiment aimed toward reducing truck and bus fees and taxes to increase its revenue, is very favorable to the film hauling business.

Truckers told the legislature that revamping the system of taxation of motor transportation would bring Iowa from $250,000 to $1,000,000 more per year. The legislature changed the method of computing annual registration fees for trucks and abolished the ton-mile tax on common carrier trucks and busses in favor of a compensation tax.

The new truck license fees went into effect with the purchase of 1940 plates beginning December 1. The compensation tax became effective December 31.

The result of the experiment will be known at the end of 1940. It is being undertaken because of a decision of the legislature, which sets the fees, and the bus and truck operators, who pay them, to agree upon a fair governing principle of taxation.

Son Manages Dillon House

MOREHOUSE, MO.—The Dillon, which was opened here recently by W. H. Dillon, is being managed by his son, Kinnard.

Hahn Sells Out to Zears

MORNING SUN, IA.—E. L. Hahn has sold his theatre here to C. J. Zears of Delta.

Buy "One Sunday Afternoon"

HOLLYWOOD—"One Sunday Afternoon," which Paramount made in 1933, has been purchased from that company by Warner.

MINNEAPOLIS

(Continued from page 50)

salesman, back from his honeymoon. He wedded a Montreal girl on New Year's day.

Ferdinand Rieger, Universal homeoffice auditor, departed for Cleveland after a brief stay here . . . Martin Saari, 20th-Fox ad sales department, took unto himself a wife some time ago, but the fact just came to light among his fellow employes . . . Jack Egan in town ahead of Tom Dorsey at the Orpheum . . . Joe Podoloff, 20th-Fox branch manager, elated because "Grapes of Wrath" had a double-page spread in last Sunday's *Star-Journal* roto section.

Abe Kaplan, independent circuit operator, is in a joining mood these days. He just joined the American Legion and the Film bowling league. His debut as a bowler after laying off the game for many years was most impressive. He shot 188 *his third game . . . Moe Levy, 20th-Fox district manager, back from his California vacation, was the recipient of some nifty Christmas gifts from employes of the local exchange. The gifts were a golf bag and a set of clubs.*

"Gone With the Wind" finally has been set. It goes into the Orpheum, starting February 2, on a three-a-day schedule. The first daily showing will be at 10 a. m., the second at 2:15 p. m. and the third at 7:45 p. m. Prices, including taxes, will be 75 cents for the morning and afternoon showings and $1.10 at night.

Bowling Alleys Become Serious Competition

MINNEAPOLIS—Bowling is looming as increasing opposition for theatres here and throughout the territory. It's the latest cause of worry, along with the radio, for the film houses.

On every hand bowling alleys are being built and are attracting surprisingly large patronage. Theatre owners declare more and more of their patrons are being weaned away by the alleys. The sport has become a fad with the fair sex and, if anything, they're more in evidence at the alleys than the men.

Many exhibitors already have gone into the bowling alley business—among them Paul Mans, who has built an elaborate 14-alley recreation parlor here, and Don Buckley. The film people even have a 12-team league that plays on Friday nights.

Lone Bandit Takes Bank Night Pot and Flees

ROCK ISLAND, ILL.—A lone bandit won $131 at the Fort's Bank Night here recently.

While more than a thousand persons jammed the theatre, the bandit held up 18-year-old Grace Barton in the boxoffice, stuffed his pockets full of bills and dashed out of the theatre and up a side street.

H. D. Grove, manager, had taken the bulk of the receipts from the boxoffice to the theatre safe a short time before the holdup.

Hold Joan Davis

HOLLYWOOD—Joan Davis has been held for another year by 20th-Fox.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

60 Films Played Two Weeks in Pittsburgh

By ROBT. F. KLINGENSMITH

PITTSBURGH—Four hundred features were exhibited at downtown theatres during 1939, 60 of which played a minimum of two weeks. At least 70 of the 400 were reissues or return engagements, playing mostly at the Senator, Barry and Fulton.

Columbia's "Mr. Smith Goes to Washington" was on view for five weeks in the downtown sector and New Universal's "Destry Rides Again" (both of which starred Jimmy Stewart), was on display four weeks.

Three-week runs included six from 20th-Fox, "Kentucky," "Jesse James," "The Little Princess," "Rose of Washington Square," "The Rains Came" and "Stanley and Livingstone;" three from M-G-M, "Pygmalion," "Goodbye, Mr. Chips" and "Babes in Arms;" two from New Universal, "Three Smart Girls Grow Up" and "First Love;" and one from Warner, "Dodge City."

The two-week engagements included 11 from M-G-M, "Sweethearts," "Out West With the Hardys," "Idiot's Delight," "Huckleberry Finn," "The Hardys Ride High," "Andy Hardy Gets Spring Fever," "The Wizard of Oz," "The Women," "Lady of the Tropics," "Another Thin Man" and "Ninotchka;" Universal had five, "Son of Frankenstein," "You Can't Cheat an Honest Man," "East Side of Heaven," "The Mikado" and "When Tomorrow Comes;" 20th-Fox had six, "Tail Spin," "Story of Alexander Graham Bell," "Young Mr. Lincoln," "Hollywood Cavalcade," "Second Fiddle" and "Drums Along the Mohawk;" Warner had five, "Juarez," "Daughters Courageous," "Each Dawn I Die," "The Old Maid" and "Elizabeth and Essex;" Paramount had five, "Union Pacific," "Man About Town," "Star Maker," "Beau Geste" and "Gulliver's Travels;" Columbia had three, "Only Angels Have Wings," "Golden Boy" and "U-Boat 29;" RKO had three, "Gunga Din," "Bachelor Mother" and "Allegheny Uprising;" United Artists had two, "Man in the Iron Mask" and "Four Feathers;" Republic had "Man of Conquest;" GB had "The Lady Vanishes" and the State Right market offered "Assassin of Youth."

The Fulton was closed for ten weeks and the Barry was dark for eight weeks.

In addition to the 400 pictures, including reissues, the Art Cinema offered several dozen American production reissues in addition to the best of the foreign product available. French films consumed most of the foreign picture playing time at this house and other pictures were English, Ukrainian, Czechoslovakian and Yiddish. Two dozen foreign productions were among the attractions of the year.

The legitimate theatre, the Nixon, enjoyed one of its best years in a decade. Bookings included the cream of the New York shows on tour and the better road company shows.

The city's burlesque house, the Casino, reported a prosperous 1939.

Among the players seen in person during 1939 at the Stanley and Alvin were Jane Withers, Phil Regan, Fuzzy Knight, Bob Crosby, Hal Kemp, Russ Morgan, Ted Weems, Eddy Duchin, Tommy Dorsey, Patricia Ellis, Vincent Lopez, Artie Shaw, Benny Goodman, Al Donahue, Ethel Shutta, Janis Williams, Tony Martin, Fred Waring, Hugh Herbert, Eleanor Powell, Ritz Bros., Bert Wheeler, Marion Talley, Orson Welles, Arthur Treacher, Blue Barron, Eddie Cantor, Henry Armetta, William Holden, Glenn Miller, Shep Fields, Jimmy Dorsey, Louella O. Parsons, June Preisser, Jane Wyman, Ronald Reagan, Arleen Whelan, Susan Hayward, Joy Hodges, William Henry, Robert Preston, Warren William, Glenda Farrell, Marsha Hunt, Anthony Quinn, Brian Donlevy, Dead End Kids, Gray Gordon, Martha Raye and others.

Get Premium Line

CLEVELAND—Arthur Unger, sales manager for Coulter Premium Co., has turned the premium line over to F. Arthur Simon and M. M. Jacobs of Lake Shore Sales Co. for the northern Ohio territory.

"Free" Bingo Ruling Threatens All Cash Games in Cleveland

CLEVELAND—All cash giveaways in Cleveland theatres are threatened as the result of a ruling returned by Municipal Judge Oscar C. Bell, who in finding three men and a woman guilty of promoting a scheme of chance, held that "free" Bingo provided in places where people pay for entertainment and food, does not "remove the element of gambling."

The finding was in the case of the operators of Willy's Lake Shore Gardens where "free" Bingo was played by patrons paying 50 cents for dinner and entertainment. Policemen who made the arrests testified they were allowed to play 25 games of Bingo free of charge; and that winners of the games were paid from $7 to $25.

Defendants claimed one section of the resort was reserved for those who played "free" Bingo without having been served dinner or having paid anything at all. Police denied this testimony.

Safety Director Eliot Ness said there was a possibility of future police action against churches operating Bingo games and also against motion picture houses offering "Screeno," "Bingo," "Lucky" and other games of similar nature.

In the face of continued poor theatre attendance, this threatened action on the part of the safety director has caused consternation among owners of subsequent run theatres, the majority of which use cash games to attract patrons.

"With the public so plainly disinterested in pictures, we have to depend upon games to bring people into the theatres," one of the leading theatre owners states. "It is obvious that the public shops carefully for its picture entertainment these days, not for the sake of saving money but because they want only the best. Pictures that were considered of outstanding value several years ago no longer satisfy. Only the big hits draw crowds. And how many outstanding hits are there in the course of a season? Not enough to keep a picture theatre in product for 52 weeks a year."

Asked whether he thought extended runs would relieve the situation and keep the screens available for big picture only, this exhibitor, who prefers to remain anonymous, said that extended runs was not the answer to the problem.

"Our experience has been that extended first runs downtown, followed by extended runs at the affiliated first run neighborhood houses, leave nothing at all for the subsequent run theatre." As proof he cited "Mr. Smith Goes to Washington." This picture played three weeks downtown and then played ten days at Keith's East 105th St. Theatre. "As a result," states this exhibitor, "the picture, although acknowledged to be excellent entertainment, died at the neighborhood houses."

"There are not enough regular moviegoing people in Greater Cleveland to support a picture through two extended runs and approximately 100 neighborhood houses as well."

Unless something new comes along to reawaken interest in motion pictures, the future of the industry, according to him, is anything but rosy.

A Product Problem Is Eased in Pittsburgh

PITTSBURGH—With dozens of pictures awaiting release due to the many first-run holdovers and moveovers, and many neighborhood managers "scratching" for product while the Warner screen is tied up for from four to six weeks with "Gone With the Wind," relief has been offered the situation in the transferring of several blocks of product to downtown theatres which assertedly are about exhausted for pictures.

The Fulton has closed for at least a half-dozen films from major companies other than its usual source of supply. This house is holding over "The Secret of Dr. Kildare," an M-G-M picture starring Lew Ayres; next attraction is RKO's "The Day the Bookies Wept" and RKO's "Three Sons," both three months late in local release. The following feature at the Fulton will be "Geronimo," Paramount's western spectacle.

The Fulton, which depends on 20th-Fox and Universal, with some independent and state right product, has 20th-Fox's "The Blue Bird," starring Shirley Temple, announced for early showing.

The Barry, which plays independent product, has recently exhibited slough pictures from RKO and Warner.

Handle Westinghouse Film

CLEVELAND—F. Arthur Simon and M. M. Jacobs of Lake Shore Sales Co. announce they are handling the Westinghouse feature, "The Middletons at the World's Fair," together with paper and trailer service, entirely free of charge.

Hively to Meg "Anne"

HOLLYWOOD—Jack Hively will direct "Anne of Windy Poplars," starring Anne Shirley, for RKO.

A New Tax Threat In Kentucky

Frankfort, Ky.—Introduction of a bill providing restoration of an occupational tax on theatres and certain other businesses in Kentucky is scheduled during the current session of the general assembly. The measure was prepared by the governor's legislative council as one of a long list of tax readjustments. The tax, first imposed two years ago, was cast out a short while later on grounds the cost of collecting it was exceeding the income.

Pennsylvania Court Renders Void Bank Night Injunction

MEADVILLE, PA.—The state supreme court at Philadelphia has rendered void the efforts of the Meadville Park Theatre Co. to enjoin by civil court procedure the threatened criminal prosecution of its Bank Night activities.

A year ago Judge O. Clare Kent of Crawford county decreed Bank Night was not a lottery, the court making permanent an injunction obtained by the Park interests against District Attorney Herbert A. Mcok. Several months later in an effort "to settle this matter once and for all" Mook filed an appeal with the state supreme court to determine whether Bank Night constituted a lottery. Stating that the appellate courts of Pennsylvania had never been asked for such an opinion, Mook appealed from the permanent injunction which had prevented his office and all law enforcement officers and the owner of a rival theatre from seizing theatre records or Bank Night equipment or arresting theatre employes.

The supreme court in sustaining the appeal of the district attorney held that a civil court can not interfere with the functions of the criminal law machinery or the district attorney.

Justice George W. Maxey, at Philadelphia, in his opinion which voided the injunction on the criminal suit, stated "The machinery of criminal law is designed for the protection of society, and the office of district attorney is an important part of that machinery. It is difficult to conceive anything more opposed to sound public policy than to permit an accused to obstruct by means of a suit in equity to which the state itself is not a party the operation of machinery of criminal procedure which has been established to protect the public welfare." The action of the lower court was thus reversed and the costs of the appeal were placed on the theatre company.

Shagrin Succeeds Trunk At State in Youngstown

YOUNGSTOWN, OHIO—The new year has brought a change of management at the State, with the announcement that Joe Shagrin, owner of the Foster and former manager of the Park, takes over where Joe Trunk leaves off. Trunk, one of the owners of the house, has been its manager for many years. He will devote himself to his other theatre interests.

McGee to New Schine Post

BELLEFONTAINE, OHIO—Pat McGee, formerly manager of the Paramount in Syracuse, has been assigned to Schine's zone office here.

New Pact to Mary Anderson

HOLLYWOOD—Warner has handed Mary Anderson, featured player, a new contract.

BBB Booklet Brands Bank Night Lottery

Pittsburgh—Bank Night was branded a "gambling scheme" by a copyrighted booklet called "Facts You Should Know About Schemes," published last week by the Better Business Bureau of Pittsburgh. The "racket exposure" publication, reprinted in the "Press," stated "The U. S. postoffice department has held the theatre Bank Night scheme to be a lottery."

Detroit Censor Lauds Improved Standards

DETROIT—Tribute to contemporary standards of production was paid by Sergeant Charles W. Snyder, Detroit film censor, in commenting on the year's activities.

"Complete rejection of pictures by the censor was the smallest in years. I think it was because the picture business is becoming cleaner, and the industry is striving to please the public. Only two films were completely rejected during the year," he said.

Snyder disclosed that an attempt had been made to repeal the old court order against showing "The Birth of a Nation" here, but that it failed when the corporation counsel reviewed the film, and declined to move to set the order aside.

Dispute Construction

LOUISVILLE—Local trade unions are protesting employment of Negro mechanics at wages below the prevailing union scale, for the construction of the Williston Enterprise's new Palace. A. Edward Campbell, local manager, said he had chosen a non-union contractor because he was under the impression there were few Negroes in the skilled trades, and that since the house is to cater to Negroes he wanted to give them employment.

Fire at Scottsville, Ky.

SCOTTSVILLE, KY.—Fire starting in the Lyric, operated by C. M. Caldwell, did an estimated $13,000 damage to the theatre and two adjoining store buildings.

Two for Real Art

CLEVELAND—Real Art Pictures is handling "She Goes to War" and "Hell Harbor" in the Cleveland area.

Raine Turns in Script

HOLLYWOOD—Norman Reilly Raine has turned in his script for "Footsteps in the Dark" to Warner.



—Richardson Studio

Promoted—

Manny Pearlstein, assistant to Sidney Dannenberg, head of Warner Ohio circuit publicity and exploitation, who succeeds his chief in the indefinite leave of absence granted Dannenberg for the purpose of regaining his health.

Farewell Dinner for Sidney Dannenberg

CLEVELAND—Sidney Dannenberg, head of the advertising and publicity department for Warner theatres for the past seven years, has been given an indefinite leave of absence by Zone Manager Nat Wolf, for the purpose of regaining his health. Dannenberg has left for California to rest.

Manny Pearlstein, Dannenberg's first aide, has been given the number one post in the department, while Dave Bachner moves up from second to first assistant.

Dannenberg came here in January, 1932, with the opening of the theatre department, and has served continuously as its head.

His many friends and well wishers within the organization held a farewell turkey dinner in his honor last Friday in the Warner clubrooms. Following the dinner, they presented him with a traveling bag with the expressed hope that he use it on a return trip to Cleveland.

Ray Brown, southern district manager, and Frank Harpster came up to participate in the farewell dinner.

"Open Air" Theatre for Cleveland Is Planned

CLEVELAND—An "open air" theatre is being planned by Mid-West Drive-In Theatres, Inc. of Boston to be situated at Brookpark Road and Riverside Drive. Bids for the general contract are to be taken on January 15 by Murray Weiss, representative of the W&L Engineering Co. of Boston.

CLEVELAND

Irving Solomon—The Master Showman

Massillon—Once a showman, always a showman. And that applies to Irving Solomon, manager of Warner's Lincoln. For the Solomon family made the front page of the local paper when the stork delivered to Mrs. Solomon the first Massillon baby of 1940. The young man, named Richard, has been adopted by all merchants of the town as their mascot and they have showered him with gifts. Unaware of the commotion he has caused, the little fellow is attending to his business of gaining weight, while mother and father are busy watching him grow.

Columbus Lincoln Bought By J. Real Neth Chain

COLUMBUS, OHIO—Purchase of the Lincoln Bldg. on East Long St. at a price in excess of $100,000, is announced by J. Real Neth. The property includes the 1,000-seat Lincoln Theatre, four store rooms on the ground floor, a ballroom on the second floor and offices on the third floor. The transaction was completed with James H. and Virginia L. Moore of Cleveland.

The Neth organization has operated the Lincoln the past five years under lease.

Solether to Operate New Hudson, Ohio, Theatre

HUDSON, OHIO—The project of remodeling the Buss Block on Main St. into a theatre is announced by the owner, C. H. Giles. The 450-seat theatre has been leased by Loren B. Solether, who also owns the Falls in Chagrin Falls. It is hoped the theatre will open in May.

4th Ave. Amusement Co. Able to Pay Dividend

LOUISVILLE—Stockholders of the Fourth Avenue Amusement Co. have received checks for 75 cents a share, the first dividend paid in nine years. The company operates a chain of theatres in Louisville, Kentucky and Indiana.

COL. HARRY E. LONG, along with other Loew division managers, was called to New York last week to discuss with home officials, policies to be pursued in the exhibition of "Gone With the Wind," opening here January 26 at Loew's Stillman with a mixed policy of continuous shows during the day and reserved seats at night. Although the seat sale for "GWTW" has not yet opened, Manager Jack Lykes of Loew's Stillman is being swamped with orders for reservations.

Ira Becksted, projectionist at the Jennings, has been named business agent for Film Employes Union B-5 for the third successive term.

Joe Lissauer, associated with W. N. Skirball in the operation of a theatre circuit in Ohio, wears his responsibilities lightly. With much enthusiasm he announces the birth of his second son. The young man, named Richard, was born to Mrs. Lissauer last Wednesday at St. Luke's Hospital. Young Richard has a two-year-old brother named Charles William.

Mrs. Abe Kramer, wife of one of the Associated circuit higher-ups, and daughter, Hope, are basking in the sun of Miami Beach. Kramer plans to join them about the middle of February . . . Meyer Kaplan, local theatre owner, and wife left Monday for a six-week vacation in Florida . . . And the Paul Gusdanovics pull out of here January 21 to spend the rest of the winter in the south.

Film Exchange Employes union is working on plans for a January party . . . Walter Brandt, Vitagraph salesman who was taken ill around Thanksgiving time, is back from Florida and is calling on the trade again feeling and looking as good as new. He returned from the south literally weighted down with grapefruit and oranges which he brought back for the stay-at-homes.

The newly-wedded Harold Bein, Vitagraph booker, and his bride, the former Miss Rosalind Hoffman, secretary to Vitagraph Branch Manager Herbert Ochs, drove all the way home in a snow storm from New York where they had gone for the weekend holiday.

Marmaduke Clark (you know him better as "Duke"), Paramount branch manager, has been named a member of the executive committee in charge of the President's Ball to be held the end of January, in such exalted company as Bishop Schrembs and Rabbi Abba Hillel Silver. Proceeds of the ball are used to alleviate infantile paralysis sufferers both nationally and locally.

Herman Smith, who recently purchased the Waldorf Theatre, and Mrs. Smith leave this week for a month in Florida . . . Charles Beckerman, formerly with National Screen Service and now operating a super-market in Toledo, is the proud grandfather of a 5-pound, 11-ounce grandson, born December 29, to his daughter, Mrs. Margaret Portney. This puts Nat Barach, NSS manager, in the grand uncle class.

Variety Club held its first stag night of the new year last Monday. In honor of its new chief barker, it was Republic Night with Sam Gorrel and Frank Belles, both of Republic, in charge of the entertainment. The first Queen-for-a-Day luncheon of the year took place on Tuesday with Mrs. Morris Berkowitz and Mrs. F. Arthur Simon as hostesses.

Abe Schwartz, owner of the Lake, Painesville, and the Lexington, Cleveland, and Mrs. Schwartz, departed last Monday to spend the rest of the winter at Miami Beach . . . The J. S. Josseys are back from a Christmas holiday visit in Georgia . . . Charlie Deardourff was the guest speaker last week before the members of the Cleveland Cinema Club. His subject was, yes, you guessed it—"Gone With the Wind"—and the publicity campaign accompanying its dramatic premiere in Atlanta.

A theatre romance of interest which culminated last Sunday in matrimony, concerns two well-known members of the Warner theatre department. Bob Cox, of Warner's Hippodrome and president of the Warner Club, wanted to start the new year off right. So he got in just under the wire for his marriage to Miss Beatrice Heinz, Hippodrome cashier.

Just back from Chicago are Warner Zone Manager Nat Wolf and Mrs. Wolf, whose father, Saul Globe, died after a short illness. Besides Mrs. Wolf, he is survived by another daughter, Mrs. Sam Ostrow of Pomona, Calif.

McRay Promoted to Manager

COLUMBUS, OHIO—Saxton J. McRay has been appointed manager of the Empress, where he has worked as usher and operator since 1925.



Production Data, First Hand—

Priscilla Lane entertains Exhibitor and Mrs. Gene De Falla of Claysville, Pa., on the "Three Cheers for the Irish" set at the Warner studio in Burbank.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

Death Ends 12-Year Illness for Davis

By ROBT. F. KLINGENSMITH

PITTSBURGH—Prominent and little-known figures alike in the industry paid their respects this week to Harry Davis, 78, veteran exhibitor and a champion of independent theatre interests, who died after a bedfast period of 12 years.

News of his death came as a surprise to many, because most of the theatregoers and a number of those who had been associated in the trade with Davis for many years had believed him dead years ago. He was a victim of a paralytic stroke in 1927, and had been confined to his bed since that time. In various film trade "histories" of the last decade he had been referred to as "the late Harry Davis."

He was chairman of the board of directors of the MPTOA when he was stricken, and he was a leader of independent theatre owners. Many leading theatre operators and managers got their start with him.

Around 40 years ago Harry Davis and his brother-in-law, the late Hon. John P. Harris, were leading showmen of Pittsburgh, operating stock companies, vaudeville houses and museums. At these theatres they had introduced moving pictures as "chasers," the films being of foreign production and purchased outright. Several hundred such films had accumulated at the theatres and at the homes of Davis and Harris—they had served their purpose and had been repeated on makeshift screens. These films, 100 to 250 feet in length, had entertainment and novelty value if they could be given a wider exhibition.

The First "Nickelodeon"

In June, 1905, they rented an old storehouse on Smithfield St. and with 96 seats they opened the world's first "Nickelodeon," so named by Eugene L. Connelly, a business associate for many years. Twenty-minute shows were exhibited and thousands of persons paid their nickel to view the first day's attractions of moving pictures in the world's first all-moving picture theatre.

Theatre owners and managers of legitimate and stock shows would have nothing to do with moving pictures even after the phenomenal success of Davis and Harris.

Then the small business men of America started remodeling storerooms and purchasing and building their own projection machines. In a few months' time "Nickelodeons" were springing up over night throughout the nation; exhibitors, formerly merchants in small and large cities, were purchasing prints of all the films available. There were no exchanges or distributors and many moving picture show proprietors started trading and reselling films.

Harry Davis followed through in exhibition and opened other houses, although he never lost contact with his vaudeville interests. He was in the thick of the battle when the legitimate "White Rats" were at the throats of the Keith interests, the latter winning and organizing a great booking system of advanced vaudeville. The veteran showman acquired the Grand and offered this type of entertainment. In 1915 he opened the Davis with a stock company, the first leading man being Edward Everett Horton. Several years later the Grand was destroyed by fire and Davis moved his vaudeville to the Davis Theatre.

Born in England

Harry Davis fought the battles of the exhibitor for a quarter of a century before he was stricken more than a dozen years ago.

He was born in Blackfriar's Row, London, England, in 1861, and came as a boy to the United States with his father, a millwright who helped to erect the first tin-plate mill in America. At the age of 12 he went to work here in a florist's shop at $1.50 a week. His first venture into showmanship was a series of walking matches in the old Grand Central rink on Penn Ave. Later he operated the Tivoli Garden, the Harry Davis Eden Musee on Fifth Ave. and the Pittsburgh Opera House. In the first decade of the 20th century he organized the Harry Davis Enterprises Co. which until 1927 controlled all the leading theatres in Pittsburgh. Davis and his associates sold these theatres to the Stanley Corp., which subsequently disposed of them to Warner Bros.

The pioneer exhibitor is survived by his widow, Mrs. Edith Pichel Davis, and a sister, Mrs. John P. Harris. He was an uncle of John H. Harris, active head of the Harris Amusement Companies, and Harry D. Harris of the same enterprises, and also of Mrs. Andrew Sheridan, Mrs. John Wurtz, Mrs. Edward Zur Horst and Miss Geneva Harris.

Welansky Confers With Goldman Anent Drive

PITTSBURGH—Ben Welansky, Monogram franchise owner for Pittsburgh and Boston, was here this week for conferences with Mark Goldman, manager, regarding the company's business drive which is scheduled to open in about a month. Cash awards have been announced for exchange employes, Welansky stated. He had stopped here from Chicago where he attended a company meeting en route to New York to attend a company directors' meeting.

Rosenberg, Herrington to National Allied Meet

PITTSBURGH—M. A. Rosenberg and Fred J. Herrington, president and secretary of the AMPTO of W. Pa., will attend the annual meeting of the national board of directors of Allied States Ass'n, at Washington, D. C., January 17 and 18. Rosenberg is mideast regional vice-president of the organization.

The directors will elect a national president and set the time and place of the 1940 convention.

New Seats for Rialto

PADUCAH, KY.—New General seats have been installed in the Rialto here, which is operated by L. F. Keiler.

PITTSBURGH

BART DATTOLA reports that all's well at the new Dattola, West Tarentum, which he recently opened and that he's ever so grateful that so many of his friends in the industry were present for the inaugural. He entertained more than 175 friends at a dinner-reception that evening at the Kenmar Hotel, New Kensington . . . Harry Goldberg, national director of advertising for Warner Bros. Theatres, spoke on "Audiences, Not Hollywood, Make Pictures," at the annual meeting of the Pittsburgh section, National Council of Jewish Women at the YM-YWHA, Tuesday afternoon. He had addressed the Pennsylvania College for Women at the school at noon the same day.

E. B. Morton, NTS manager, has recovered from his illness and was able to be on the job this week . . . Guy Peterson, Paramount sales representative, and George Moore of 20th-Fox, report enjoying fine vacations in Florida, where the latter did some "record" fishing . . . Art Levy, George Tice, Sid Sugarman, Joe "TGG" Gins and Sid Goldberg spent the weekend in Washington, D. C., attending a regional sales meeting of their Alma Mammy, good old Columbia Pictures.

Marcella Boden of Superior Supply was on the sick list this week . . . Harry Kalmine was in New York booking new Stanley stage shows . . . Variety Post American Legion's next show at the Veterans' Hospital, Aspinwall, will be staged February 7 . . . The Harris circuit will play Sonja Henie's "Everything Happens at Night" at the Alvin while the ice queen appears at Harris' Duquesne Garden for a week opening January 29 . . . Recommended: Paramount's "Remember the Night."

Recent theatre decorating jobs by the Scatena Studio include the Capitol, Butler; Ambridge, Ambridge; Olympic, Altoona; Strand, Johnstown, and the Sewickley, Sewickley . . . R. J. Jeffries, local Burch popcorn machine representative, is in Kansas City, Mo., this week attending the annual convention of the company . . . Perry Nathan of Advertising Accessories, subsidiary of NSS, arrived here last week in connection with the new setup, whereby AA opens its local distributing branch at the Paramount exchange on February 1. Jack Judd, Pittsburgh manager for NSS for a long period, and Nathan will be in charge of this new enterprise.

The Mario Battistons are parents of a 10-pound son, who has joined the family circle which includes two daughters. Papa was around with the cigars the other day as he booked for his Export Theatre, reporting that mother and son are doing well.

Local Warner and Loew's advertising and publicity representatives at a district meeting here planned an extensive campaign for WB's "A Child Is Born," the sales drive to be built along the lines of the world premiere ballyhoo which helped set a new house record at the Newman in Kansas City . . . Al Weiss reports "everything going fine" for the C. C. Kellenberg testimonial dinner January 29 . . .

The Harry M. Kalmines will be off on a Mexican vacation within a few weeks . . . R. V. McCalmont, president of Ri-Knox, Inc., operators of the Rialto, Brownsville Road, reports the installation of new lamps and generators from Superior.

John J. Maloney, district manager for M-G-M, who addressed the Homewood Women's Club Monday afternoon on "Pittsburgh's Contribution to the Motion Picture Industry," found that he was in very good company. Relatives of two of the club's members are M-G-M stars; they are Mrs. Ward L. Gable, cousin of Clark Gable, and Mrs. Garnet E. Cooper, cousin of Norma Shearer . . . Ladies Variety Club staged their first luncheon of 1940 Tuesday afternoon with Mrs. Lew Lefton and Mrs. Herbert Dimling as co-hostesses . . . As expected, the Nixon will offer another return engagement of "Tobacco Road" the week of February 5 . . . Eddie Duchin and his orchestra return to the Stanley stage for the week of January 19.

Flashbacks of 1939

JANUARY: The year 1938 expired at midnight on a Saturday and all downtown theatres were open for midnight shows despite the Sunday film law which does not permit exhibitions until 2 p. m. on Sundays . . . Matthew Teplitz, James Brady Walker, Walter T. Kinson and William E. Kirsch, local industry pioneers, dead . . . Carmichaels Sunday referendum defeated in court battle . . . W. E. Anderson retired from exhibition . . . AFL and CIO union of actors in feud here . . . American Legion confiscates projector and print of "Lenin in October" at Midland . . . Sunday shows stopped at New Kensington . . . Judge O. Clare Kent of Crawford county rules Bank Night not a lottery . . . A. L. Criswell named president of the Pittsburgh Allied Theatrical Crafts Credit Union . . . Pennsylvania legislature convened and a number of acts detrimental to the film industry were introduced . . . West Virginia legislature considered the elimination of Bank Night and proposals for two men in the projection booth.

FEBRUARY: Better Business Bureau pounds away at Bank Night . . . James Gilmore Balmer honored at 30th anniversary-in-trade dinner . . . Clearfield and Center counties rule against Bank Night . . . M. A. Rosenberg named east central vice-president of national Allied . . . Dauphin county court outlaws the state theatre chain tax as invalid . . . Frank Orban sr., dead . . . Bob Dunbar and Charles Dortic honored at testimonial dinner in Clarksburg.

MARCH: Postmaster Stephen A. Bodkin advised that Bank Night literature is unmailable and Safety Director George E. A. Fairley urged theatres to install foot-operated signal buttons in boxoffices . . . Governor Arthur H. James ignores suggestion of re-enactment of the state amusement tax but, regardless, such measures were introduced in legislature . . . Fayette county bans Bank Night . . . Jules Lapidus named local New Universal branch manager, succeeding Joseph R. Kauffman, who was shifted to the Cleveland office as manager . . . Austin Interrante and Saal Gottlieb honored by "main line" exhibitors at Altoona testimonial dinner . . . Miss Edna R. Carroll named chairman of the state censor board . . . Scanning this city's first criminal docket of 150 years ago we discover that Pittsburgh had an established house of entertainment (William Irwin's) before law and order arrived; first court of this city was held at that theatre.

APRIL: Max Shulgold named Grand National manager . . . Cafe floor shows and music banned here after legal hour of bar's closing; liquor board clamped down on cafe "stripping" shows . . . West Virginia legislature adjourned with no adverse industry measures passed . . . William L. Brown withdrew from exhibition to accept political job . . . Dick Palmer built his new theatre at Webster Springs with his own hands . . . Louis Marshall Baker, former rich theatreman, victim in murder mystery . . . IATSE here voted to continue under supervision of its International for two more years . . . Dozens of new film gouges in the hopper at Harrisburg, with four admission tax bills and other acts aimed at amusements . . . Sam Bleyer and Lester W. Hutcheon, dead.

MAY: Art Levy named president of Filmrow Bowling League . . . John C. Fisher named to censor board . . . William A. McShaffrey, dead . . . "Good Fellows" outing at Conneaut Lake.

JUNE: Mrs. Bessie Goldstein retires from exhibition after 29 years . . . Peter Sotus, dead . . . ITO of W. Va. joins Allied . . . Charles Anderson merges 30 tri-state theatres, with Charles Kosco as booker . . . Silver anniversary of George Sallows and George Comuntzis, at Morgantown, a great event with 350 friends present . . . John J. Maloney honored with Doctor of Laws degree from St. Vincent College . . . State high court invalidates chain store and theatre tax . . . W. P. (Penn) McCartney died and his widow was appointed to his position as manager of the Jefferson, Punxsutawney.

JULY: Local police frustrated a new Bank Night insurance plan . . . John S. Cooper, Frank M. McBride and Oaks Floyd, dead . . . Exhibitors condemn non-theatricals and 16mm film exhibitions . . . Louis Krieger, who opened one of the first film exchanges here 31 years ago, re-enters distribution field.

AUGUST: Mrs. Crystal Coleman Harvey, widow of Ed Harvey, Aliquippa exhibitor, who died May 4, named Woodlawn Trust Co. as defendant in an unusual suit in which she claimed her husband was hounded to death for a debt not rightfully owed by him . . . D. C. Meadows, dead.

SEPTEMBER: Clarence J. Vogel killed in fall from new West View theatre . . . Sol Hyman re-elected president of W. Va. Managers' Ass'n, at fifth annual convention, and organization joins MPTOA . . . IATSE and local circuit theatres sign new two-year agreement; stagehands union, one-year; musicians have one year to go on pact . . . J. A. McDonald, dead . . . I. Harvey Emerman, et al., asks $425,000 in anti-trust suit naming 26 defendants . . . Richard D. Marks elected president of ITO of W. Va., succeeding R. J. "Riney" Hiehle . . . IATSE Local No. 171 of Pittsburgh observes 30th anniversary.

OCTOBER: M. A. Rosenberg unanimously re-elected president of AMPTO of W. Pa. at 19th annual convention which marked the 30th anniversary of Fred J. Herrington as independent exhibitor leader . . . C. J. Latta named as new chief barker of the Variety Club, succeeding Ira H. Cohn . . . Movie's Golden Jubilee was a bust here . . . Checkup shows that more churches than theatres here are equipped with ear phones for the deaf . . . Louis J. Engel and Benjamin Jaffe, dead.

NOVEMBER: Dr. C. E. Herman re-elected chairman of the board of directors of AMPTO . . . George Clair withdraws from exhibition . . . Fourteen communities approve Sunday shows; issue defeated in only one . . . Peter Gorris, dead . . . Lawrence Lowstutter, Greensboro exhibitor, defendant in $10,000 trespass action.

DECEMBER: State motor police announce attack on lotteries, including Bank Night, but enforcement action was vested with local authorities, according to the justice department . . . Pittsburgh considers amusement tax as new high budget is negotiated . . . Representative John McDowell predicts Congressional investigation of propaganda in films . . . C. B. "Dad" Hall and and H. G. Wilt retire from exhibition . . . Ben Browarsky, dead . . . Theatre grosses continue under par but general business upturn delays special general assembly call.

Old Landmarks Still Must Guide–Richey

CLARKSBURG, W. VA.—The Utopia many exhibitors see around the corner will have its troubles and its problems, and theatremen still will have to exercise showmanship and business acumen to keep their houses operating, H. M. Richey, former head of Michigan Allied and now director of exhibitor relations for RKO, warned the ITO of West Virginia in convention here.

Pointing out that different factions have different cure-alls for the "evils" of the trade, Richey cautioned exhibitors against lulling themselves into the belief any one or all of the proposals combined would dissipate an industry's problems. Even when the "fair land" arrives, he said, "you still will have to be good to get there."

Several approaches to trade reform were discussed by Richey, who cited the major contentions of proposing and opposing factions. These included the Neely bill, the government suit and arbitration.

Clearance he considers the industry's No. 1 problem for 1940. "Where unfair circuits hold up the pictures an unreasonable time, preventing the pictures from being shown until they are too old and have lost most of their boxoffice value, they injure the subsequent run exhibitor—and when he doesn't make a profit, the industry loses," Richey said. "If 1940 brings a solution to clearance, it must be based on price of film, admission prices, distance, area, natural barriers, policy, etc. Then much of the grief of this business will be eliminated. Again, in this, many independent exhibitors will not find the promised land they expected, for if they feel that only the fact that they charge a high admission entitles them to an earlier run, they will find that there are probably 100 entirely parallel situations, which charge a proportionate price for the same clearance, are making a good profit, and yet paying three and four times the film rental. Efficient operation will always be a factor."

Touching on the government suit, Richey reminded his hearers that positive actions must follow termination of the suit, and that again the need for rules would force to the fore. Said he: "When after months of delay, the government suit is concluded, then comes the gigantic task of making rules for this complex industry that will work in the majority of cases—machinery to carry out the decision made. Based on past experience, that is a long, tedious and delayable job, for large bodies move slowly and governmental bureaus haven't the reputation of rushing things. Nineteen hundred and forty will see only the preliminary skirmish in this matter."

He urged exhibitors to give the Neely bill a most thorough reading, if necessary, even with the aid of an attorney, and cautioned against the tendency "to read into the bill things that are not there."

Presenting producer arguments against the bill, Richey quoted their contention that they will experience difficulty in getting the millions necessary for production from the financiers, because the latter will wait to see if the exhibitor can stand the burden of paying a greater sum for the privilege of selection.

A reprimand for the "cold shoulder" Richey said independents gave the code of fair trade practices, was voiced by him. A particularly regrettable loss, in Richey's view, was the method of arbitration incorporated in the code and which went by the board when the code was not adopted.

He went on further to declare "I am confident that the majority of exhibitors of the United States want arbitration machinery to settle differences that are bound to come up in a speedy, fair and enforceable manner." He cited the approval such a plan already has from "Michigan, Minnesota, Independent Theatre Owners of New York, Allied of New York, and one or two more independent theatre owners' organizations. An arbitration plan should be the exhibitors' job No. 1 for 1940," he concluded.

Postpone AMPTO Meet in Respect to Harry Davis

PITTSBURGH—In respect to the memory of Harry Davis, one of the world's most colorful showmen, the regular meeting of the directors of AMPTO of W. Pa., was postponed last Friday afternoon. Secretary Herrington represented the organization at the funeral services at the hour of the scheduled meeting.

The amusement pioneer, founder of the first all-moving picture theatre, died January 2 at the age of 79, after a 12-year illness. Funeral services were held at the H. Samson Funeral Home.

DETROIT

WAYNE JUNTUNEN, head of the Ford Movie Co., is developing a new sound projector for the market . . . Joseph B. Mitchell reports distribution of Luck-O-Grams now in 11 states.

Sam Harris, manager of the Stage Door Bar, is vacationing in Florida . . . Paul Bazevanes has taken charge of the filmites' hangout in the Majestic Hotel Dining Room, following the recent death of his partner, M. G. Serges.

W. Emerson Clyma, manager of National Picture Service, commercial film producers, is specializing in surgical films . . . Howard A. Porter of Industrial Sound Systems will start active theatrical installation work in the spring.

Lee Portser, of Lee Displays, is handling display work now for the Madison and Adams theatres . . . Ben Cohen, circuit owner, has arrived in Florida, aboard his yacht, and is staying at Miami.

Louis Allegretti, manager of Stoia and Miskinis' Midway, reports Joe Stoia came back from hunting with his buck . . . Joseph Allegretti, who managed the Alden, has shifted to the Midway . . . He is representing the show business in the Dearborn Junior Chamber of Commerce . . . Dallas Skinner has returned to the Stoia and Miskinis circuit as manager of the Alden.

Wade Allen of the Arcade and Fine Arts rates about the hardest exhibitor in town to locate . . . Alf Lane reports business decidedly better at the Alhambra since the house reopened after that $50,000 *remodeling.*

Claude A. Dock, owner of the Dox Theatre, is one of the incorporators of the new Detroit Council for Industrial Peace . . . Mac Krim flew 500 miles from his Arizona ranch to play polo at Hollywood —and back the same day.

Sol Krim, stoking the home fires, is going in strong for swamis and blindfold drivers' stunts for the Harmony—till the police catch up with him each time! . . . Dave Newman of the Pasadena is an accomplished rhumba artist.

Waneta Stout does her bit, pinch-hitting as a salesman . . . John C. Haines, formerly in the orchestra at the old Empire, and later manager of the G. A. R. Auditorium, now has his son playing in the Scovel Symphony Orchestra.

J. G. Kalec, of Kalec, Inc., commercial film producer, is specializing in industrial films for legal use now . . . Bill London is down in Florida and will visit Hollywood on his way back home in February.

Jacob M. Gross's American Attractions office is out of business . . . Henry Lueders of United Booking Ass'n and Chuck Stanley of Artists Service Bureau are sharing offices in the Insurance Exchange —the old Film Exchange Bldg.

George Carillon, slidefilm and motion picture writer, has joined Jam Handy's Chicago branch as creative contact man on food merchandising and mercantile retailing.

Jack Morgan, M-G-M salesman, has been vacationing in Florida . . . Billy Brill, the "Man of Three Voices," was a Variety Saturday Frolic feature.

Lou Greenley and Bill Flemion came back from a 500*-mile hunting trip with a sparrow and a backache respectively . . . Mrs. Flemion thinks her husband isn't such a good sportsman this year.*

Milton London, Arcadia manager, and son of Circuiteer Julius D. London, discloses his engagement to Evelyn Morris, daughter of Mrs. Leo E. Morris, wedding to be in June. She's a graduate of the Institute of Music, now attending Skidmore College, Saratoga Springs, N. Y.

Gene Buck, president of Ascap, was back in his home town, called here by the serious illness of his mother . . . Joseph B. Mitchell of the Rex is planning to dispose of his interest in the Minit-Pop Co., pop-corn machine manufacturers . . . Ed Long is erecting a marquee on the Van Dyke.

Harold Robinson, new Variety chief barker, is putting in new house rules that will make the cashier responsible for all handling of money at the club rooms—Barkers and guests to purchase tickets for use in the room.

Variety's installation banquet, slated for last Monday, has been postponed . . . Charley Collins, roadshowman, has recovered from injuries sustained in an auto accident.

Joe Reich is back from Miami to rejoin Mrs. Reich. He crossed trails with Herbert Hoover down there, when the ex-president decided to visit the "White House" where Joe was staying.

The safe in Mitchell Victor's Astor was rifled overnight . . . J. LeRoy Gibson, formerly producer of commercial films for Castle Films, has joined Jam Handy, in charges of the "Quality Bargain basement" . . . Hughes G. Southwell is new field service coordinator for Jam Handy—he's been projection supervisor for group selling shows for several years . . . Variety's Installation Banquet will be next Monday (15th) *with free buffet supper at the clubrooms for all members.*

Fred C. Dickely, Cliff Giesseman and E. C. Shrier of Altec were hosts to 150 exhibitors for three days last week at the Hotel Statler, showing the new Conrac Attendance Register. About 125 industrial plants also sent interested visitors . . . G. L. Carrington, vice-president of Altec, and A. A. Ward and W. D. Meyers of the engineering staff were with the display . . . Thursdayites dining together—Ed Kirchner, Jack Saxe, Ollie Brooks, Bill Hurlbut, Claire Townsend.

Twentieth-Fox brevities: Bill Brown is back from his long distance honeymoon . . . Art Knapp is back from his perilous trip to New Orleans—thought it was a secret.

Sam Merson is the official timekeeper for the Film Bldg . . . Lloyd Hammond, independent producer, is victim of a headache . . . Bill Flemion, Excellent chief, says "Hitler" is being booked only on percentage . . . Howard Craven, of Exhibitors Service, was the filmite we missed, selling papers for the Goodfellows, at Adams and Woodward Ave.

Theatrical Post notes—Murdoch MacDonald entertained at the Veterans' Facility Hospital . . . The Post arranged for free show for 50 *youngsters at the Michigan . . . Jack Dickstein reported in Grace Hospital, recovering from an appendectomy.*

At Variety's New Year Frolic—Charlie Perry, plenty glad to surrender duties as chief barker, as Harold Robinson, wearing that special hat for the occasion, entered on his year . . . Fred Schader making New Year's resolutions . . . Azel presiding at the festive board . . . F. M. Wagner, of Wagner Sign Service, telling how he got his deer . . . Clayton Wilkinson, who has a different daytime life, busy with the orchestra . . . Eldon Auker, Tiger pitcher, playing the drums . . . Ollie Brooks and Jack Saxe, the inveterate bachelors, out, and with their lady friends . . . Mrs. Jim Sharkey, wife of RKO's manager, in her first appearance since recent illness.



—Barton Studios

Pleasure for the Shut-Ins—

Through a tieup with the Detroit News *Sunshine Club and the Variety Club, the Michigan in Detroit arranged to send "Gulliver's Travels" for projection to six hospitals in the town and vicinity for the entertainment of crippled, hospitalized children. In the photo are Mike Colton, operator, and John Brown and Chuck Bernard of the Paramount exchange.*

Independent Duals Prove Strong Detroit Draw

DETROIT—The boxoffice power of some independent films got a big boost here when the Madison decided to hold over "Mutiny of the Elsinore" and "Mill on the Floss" for a second week. With a new first run policy for this one bill only, in a downtown house which has usually played last run on any available pictures, the Madison had a further handicap in building up first run patronage, but they evidently came in droves for this bill.

Both pictures were distributed here by Excellent Pictures Co., marking one of the few dual bill holdovers for an independent company in a long time in this town.

Shift Michigan State Fire Marshal Post

DETROIT—A transfer of the state fire marshal's office, responsible for a semi-annual check of every theatre in the state, has been made. Arnold C. Renner, former assistant marshal, is head of the new fire marshal's division in the state police.

Eight officers have been trained in fire work for eight districts of the state, with headquarters at Lansing, Detroit, Bay City, Jackson, Paw Paw, Rockford, Traverse City and Marquette.

The old marshal's office was formerly responsible to the state insurance department.

UDT Experiments With Duals at First-Run

DETROIT—Shift to an experimental double bill program for the first time in its history is decreed for the United Artists by the UDT management. Opening bill combines "Balalaika" and "Joe and Ethel Turp Call on the President."

Initial reception of the new policy appears satisfactory, although a continued single bill policy for major pictures, for which this house has always been reserved, is likely.

Late Saturday Shows Will Get a Try-Out by UDT

DETROIT—United Detroit is adopting a near-midnight show policy for Saturdays at the two chief houses of the circuit, the Michigan and United Artists. Shows will start at 11 p. m., marking the latest Saturday shows for major houses locally. Detroit was formerly noted for Saturday midnight shows, with half a dozen downtown houses offering different late attractions.

Wayne Dowie to Waynesville

WAYNESVILLE, OHIO—Wayne Dowie, assistant manager of the New Arcade at Newark, has been named manager of the new Twin here. Both houses are units of the Rader Bros. circuit.

CINCINNATI

BURGESS MEREDITH arrived in town to attend the preview of UA's "Of Mice and Men," which is set for the Palace Thursday, January 11 . . . Warner's Mary Robinson has announced her engagement to Miles Hoffman. No date has been set for the wedding.

In spite of icy streets and unprecedented below zero weather, Cincy's theatres were well attended, and big feature films drew the audiences. M-G-M's "Gone With the Wind" went into its third week, with the advanced seat sale a week in advance, and all matinee and morning showings had a lineup.

Monogram's Bill Onie attended the company's sales meet in Chicago. Columbia also was quiet at the exchange, due to their regional meeting in Washington, which also included Jim Curran, chief booker. Col. Allan Moritz, business manager, has returned from Florida, and accompanied the force east . . . UA's gang attended their sales meet at Cleveland, returning on the 8th.

The many friends of P. L. Dysard were grieved over his death at the Veteran's Hospital, Huntington, January 5. Mr. Dysard recently sold out his theatre interest at Lewisburg, to Custer.

George Fettick, with Barham Tracey, Publix circuit, have moved their offices from Hamilton, Ohio, to 355 Dixie Terminal Bldg., Cincinnati. Fettick has also moved his residence here.

Universal's Bill Scully anniversary drive is well under way, with enthusiasm rampant, pictures and streamers much in evidence. The dates are December 31 to May 4, with prizes for the winning offices . . . "Swanee River" played to standing room only at P. Kearse's theatre at Charleston, W. Va.

John Allen, Metro, is "batching" again. John left his wife and family with his folks in Georgia for the winter . . . Metro's Lou Marks, student booker, departed to join the Cleveland office.

Si Stewart has resigned from Grand National, and the Cincy office is now combined with the Indianapolis office, under the managership of Had Hull . . . Marvin White, son of Maury White, United Theatres, left for Florida, for the Kentucky Military Institute, where he attends school.

The Switows are reported to have taken over the Elks Theatre, at Albany, from George Settos interests.

Big Features are reissuing a Gene Autry Mascot special feature, "In Old Santa Fe," with Ken Maynard. Their "Birthday of the Movies," a short, held over the second week at the Mayfair, Cincy's art theatre.

Sam H. Abrams, formerly with Columbia and RKO, has succeeded R. D. McRaven as manager of BF's Indianapolis office . . . Warner's Ann Keck, secretary to Ralph Kinsler, was hostess for a social gathering at her home which included Jimmy Brunetti, Yarrow Miller, Lenore Schmidt and Gene Hensley, the Hensley circuit in W. Va.

"Wind" Dates in Ohio Area To Break Simultaneously

CLEVELAND—"Gone With the Wind" will break in all key spots in this territory at approximately the same time. In Cleveland, the picture opens at Loew's Stillman on January 26. Loew's Akron opens February 1, and the next day it opens at Loew's Canton and Loew's Valentine, Toledo. Negotiations now are pending for a Youngstown opening about February 2.

The same policy will prevail at all engagements, it is stated. This is a continuous policy at 75 cents top during the day and a reserved seat policy at $1 top at night. The daytime shows will start at 10 a. m. and 2 p. m., following which the house will darken until the evening opening at 8 o'clock.

Jack Lykes, manager of the Stillman, reports that although the ticket sale has not yet started, he has received more than $1,000 in mail orders. The picture will play a minimum of four weeks.

"Conscientious" Catholics Urged to Pass Up "Wind"

PITTSBURGH—"Gone With the Wind," which opens an extended engagement at the Warner on January 26, has been classified by the Legion of Decency as "Class B—Objectionable in Part," and the Pittsburgh *Catholic*, official organ of the diocese of Pittsburgh, in an editorial, states that it is obvious "conscientious Catholics have the recourse of staying away from the picture."

Ben Schwartz Resigns as Reinhart Chain Manager

CANTON, OHIO—Ben Schwartz, for several years managing director of Harry Reinhart's local chain of houses, has resigned, effective immediately. His many friends arranged a testimonial dinner for him at the Belden Hotel and the committee in charge consisted of George Delis, district manager for the A. G. Constant circuit; Ralph Russell of the same circuit; Frank Hensen, manager of Loew's, and Bill Harwell, manager of Warner.

Zucker and Staff Attend Regional in Washington

CLEVELAND—Lester Zucker, local Columbia manager, accompanied by his salesmen and feature booker, were in Washington over the weekend attending the company's regular semi-annual regional meeting. Those who went with Zucker were Manny Glick, Oscar Bloom, Jack Share and Gregory Vojae.

Safety Certificate Award To WB Cleveland Branch

CLEVELAND—The local Warner exchange has won the group certificate of safety merit awarded by the industrial commission of Ohio for the best record in the Greater Cleveland No-Accident Campaign. The certificate was awarded to H. J. Ochs, branch manager, at the annual safety council banquet.

LOUISVILLE

GWTW" opens January 26 at Loew's, and Manager George Hunt and his assistant, Ethridge Frye, are getting ready for a windy publicity campaign . . . Harold Marshall, M-G-M agent, was in town the other day setting the stage for "GWTW" and telling the boys all about his automobile accident over in Indiana. He suffered minor injuries.

Down at Leitchfield, Ky., they look up to Erwin W. Rau, owner of the Alice Theatre there, when it comes to Christmas decorations. Rau set the pace four years ago, and had the town talking this Christmas about the elaborate trimmings at his home.

The Uptown at Tompkinsville, Ky., now owned by B. Hire, has been closed for a while. It formerly belonged to Ira Dyer . . . Lee Goldberg, Cincinnati, head of Big Feature Rights, accepted two speaking engagements in Louisville—January 8 at a lodge meeting and January 14 at an annual synagogue dinner. His brother, Joe, Kentucky-Tennessee agent for the firm, celebrated his birthday New Year's Day.

Louie Ramm of United Artists was in town and took A. A. Daugherty, film critic for the Louisville Times, *and Mrs. Daugherty to Cincinnati for a special screening of "Of Mice and Men."*

Andy Anderson owns theatres at Hartford, Cadiz, Eddyville and Hodgenville—all in Kentucky—but has his offices at Bowling Green, Ky. All except one of his theatres are named "Kentucky."

Lee W. Moffitt of the Seville at Owensboro, Ky., has gone to Hollywood, Fla., to resume operation of his trailer court. During his absence, his secretary, Mrs. Frances Morris, will have charge of his theatre business.

Heavy snows and ice-coated roads slowed down the traveling men last week throughout Kentucky and didn't do the film business a bit of good . . . Allen Bradley, who operates the Ritz, Louisville neighborhood house, is getting out a fan magazine with his monthly programs.

B. Ethridge Fry, assistant manager at Loew's, says he's gone with the wind already, and the show doesn't even start there until January 26. All seats will be reserved at night and Sunday shows at $1.27. *Week day matinees will be offered at 75 cents, with no reservations.*

New Skills May Be Needed

Detroit—Al Grasgrin of the Flatroc, Flat Rock, is a good bowler. So, he won a match game with Sam Seplowin, Republic manager. According to Al's story, Sam said something about pulling out a Republic picture in retaliation. Whereupon, Al made arrangements for a match with Moe Dudelson, UA manager, and, we're told, offered to replace with two UA films if he lost.

West View Preparing for Grand Opening Jan. 19

PITTSBURGH—West View was preparing to receive its first "Broadway touch" as the Gerard Real Estate officials completed final grand opening plans for the borough's first theatre, the Gerard, which will be operated under lease by the Alpine Theatre Circuit. Harry Roney, well-known film man, will be manager.

Scheduled opening date is January 19 and the James S. Nudi Publications was assembling a special section for its *North Hills Journal* to be issued in connection with the gala inaugural. The new West View is named as a memorial to Gerard Redenbach, war veteran. Charles Anderson and Walter Urling of the Alpine Theatre Circuit operate around 30 theatres in the tri-state area.

Pennsylvania Censors Ban Only Four of 271 Films

HARRISBURG—Pennsylvania censors rejected only four pictures of 271 submitted during the past six months. Fifty-two of these were passed by the board after deletions.

The former state board disapproved several pictures because of "objectionable propaganda," but the new board, under Mrs. Edna R. Carroll, censors only on the grounds of "sacrilegion, obscenity, indecency and immorality."

L. J. Katz Is Re-elected Head of Local No. 488

PITTSBURGH—Lawrence J. Katz, International representative of the IATSE in charge of Local No. 171 of this city, has been elected president of the Harrisburg IATSE Local No. 488 for the eleventh consecutive year. Katz recently served as one of seven national delegates representing the Film Exchange Employes Union which negotiated new wage scales and working conditions for that union.

A New Radio Cash Prize Program Inaugurated

PITTSBURGH—A new radio cash prize program was inaugurated here last Thursday evening over WWSW, the broadcast originating from the stage of the Harris Senator Theatre. Program is known as "Wise Crackers," and is of the "quiz" variety. Cash award is $75 and the conductor for the initial program was "Rosey" Rowswell. Local newspapers accepted the "$75 in cash prizes" advertisements.

Saul Steinfeld to Marry Miss Betty Goldstein

PITTSBURGH—Saul Steinfeld, of the RKO accessory department, and Miss Betty Goldstein will be married at 7:30 o'clock, January 14, in Beth Jacob Synagogue.

Louis Rothenstein, Cambridge Springs exhibitor, and Miss Celia Wein were married at the Congregation Poale Zedeck here last Sunday.

COLUMBUS

JOHNNY JONES, manager of the Southern, broke into print when the *Citizen* listed him as one of Columbus' most eligible bachelors for Leap Year leapers.

The ITO "Pot O' Gold" campaign, which was to start January 9, has been set back again . . . Watty Watson was in New York during the week . . . Opening of the Bremen is now set a month hence . . . We hear the East Columbus Theatre is to reopen in the near future.

Greetings! to Mrs. Harry Young, wife of the genial Universal salesman, who has been convalescing in White Cross Hospital . . . Don't be surprised if Metro's salesman, Milt Jacobs, begins using a Spanish sales talk. He's just back from a southern vacation, part of which was spent learning the ropes at the M-G-M exchange in Havana.

Virgil Jackson, Uptown, is in charge of an Upper Arlington party set for next week . . . "GWTW" will hit the smaller Ohio cities in five or six weeks . . . Louis Wiethe's new Westwood, Cincinnati, will open about February 10. *Leo Yassenoff of F&Y is the builder.*

RKO Chain Buys Lyric Theatre, Cincinnati

CINCINNATI—The RKO theatre chain on December 29 purchased the Lyric Theatre building here from the Heuck's Opera Co. RKO Midwest had leased the building 20 years ago, with the privilege of purchase at $680,000.

Besides the Lyric, RKO Midwest now owns the Albee, Palace and Family theatres. The chain leases the Capitol, Shubert, Grand, Paramount and Orpheum. Ike Libson is general manager of the corporation.

Pittsburgh Variety Club Expanding Quarters

PITTSBURGH—Variety Club Tent No. 1 will establish new and larger quarters, Chief Barker C. J. Latta announced this week. An entire wing of the first shop floor of the William Penn Hotel has been acquired and will be remodeled for occupancy by mid-February. Club headquarters for several years has been on the club floor of the same hotel.

"Hunchback" Cracks Cleveland Marks

Cleveland—"The Hunchback of Notre Dame" broke all weekend records last Sunday and Monday at Warner's Hippodrome, according to Nat Wolf, Warner zone manager. While it did not break the record for the week, it came within a few thousand dollars of the all-time high established by "Anthony Adverse." It is being held a second week.

Anti-Trust Charges Descend on Majors

Boston—Damage suits totaling $2,595,000 in claims were filed Monday by six theatres, from Lynn, Mass., to Miami, Fla., against the eight majors. The charges are violation of the anti-trust laws by the withholding of first runs.

Conn. MPTO Slates Vital Discussions

NEW HAVEN—"Seldom has there been a time in the history of motion picture exhibition that it has been more necessary for the interests of theatre owners to be more keenly watched and guarded," President Arthur M. Lockwood points out to members in an invitation to attend the second Connecticut MPTO meeting this season, at 12:30 p. m., Tuesday, January 16, at Ceriani's Restaurant, 204 Crown St., New Haven. The problems on the agenda for discussion are the Neely Bill, the Connecticut Bingo Bill and proposed steps to test its constitutionality, and the current legal decisions concerning theatres and theatre owners.

Herman M. Levy, new executive secretary of the group, which was recently reorganized, has issued an initial bulletin to members which is introduced by a special message from Lockwood, urging active cooperation. "It is comparatively easy," Lockwood states, "to rally exhibitors around a flag when a problem touches them acutely and the immediateness of it is at hand. Unfortunately, however, too many times in the past, that moment has been too late for a rally. Join in with us now. Lend a helping hand to prevent the advent of those acute problems. Let us have definite views and mature judgment on things that are going to happen in our business. That judgment can come only from actual experiences, related and exchanged in round-table discussions."

Membership Drive Report Awaits Conn. Allied

NEW HAVEN—Allied Theatres of Connecticut will hold a special luncheon-meeting at 12:30 p. m., Tuesday, January 16, at Martin's Restaurant, New Haven, with A. M. Schuman presiding. New members from Bridgeport, Hartford and other towns will be present, and E. Thornton Kelly will report on the progress of the current membership campaign.

60-Day Racing Permit Given Suffolk Downs

BOSTON—Suffolk Downs has been granted a permit to run pari mutuels for 60 racing days, opening May 20 and going through July 27. Narragansett, it is expected, will open the New England bangtail season early in May. Rockingham, it is believed, will take over in August. The track sessions will not end until about the middle of November.

Waldo Theatre Corp. Anti-Trust Action Assails Block Booking

BOSTON — New England's latest anti-trust suit is a $250,000 litigation filed this week in U. S. district court, Maine, in behalf of the Waldo Theatre Corp.

George S. Ryan, attorney for Morse and Rothenberg, A. B. Momand, the many other film anti-trust plaintiffs, is representing John T. Cooney jr., in the action. Defendants also include Joseph Dondis, the Rockland Amusement Co., M&P Theatres Corp., New England Theatres, Inc., and Publix-Netoco Theatres Corp.

The quarter-million dollar action is singular in the fact that it is one of the few suits filed so far in the United States in which block booking is a major issue.

The plaintiff corporation has been operating the Waldo Theatre in Waldoboro, Me., since Dec. 10, 1936.

One allegation in the bill of complaint is that "the defendant distributors have all refused to contract for or deliver films to the plaintiff until the defendant exhibitors have refused to exhibit them in . . . Rockland or until after the expiration of long and unreasonable periods of protection, varying from 14 to 120 or more days, after their last exhibition at the theatre controlled by the said defendant exhibitors in said Rockland."

The count involving block booking, alleges, in part, that:

Charge Conspiracy

"2. (a) Prior to Dec. 10, 1936, the defendant distributors and Columbia Pictures Corp., and the producing companies affiliated with the defendant distributors, and the Motion Picture Producers and Distributors of America, Inc., a membership corporation organized under the laws of the state of New York and having a usual place of business in said state, entered into a combination and conspiracy to restrain interstate trade and commerce in motion picture films throughout the United States, and in every city and town therein where motion picture theatres were located and motion picture films exhibited.

(b) The purpose and intent of said combination and conspiracy were to induce or compel all independent exhibitors to enter into licenses for the exhibition of substantially all the films to be produced by the said producing companies or released by the said distributors during each season thereafter, beginning about September 1 of one year and ending August 31 of the following year, without having an opportunity to 'screen' the said films or to determine their character or quality before contracting for them.

(c) The means which were agreed upon by the said defendants and the other conspirators aforesaid, and which were adopted and employed by them, were that they should jointly inaugurate or continue in effect as industrial practices the methods of licensing films now known as 'block booking' and 'blind booking;' that in making contracts with independent exhibitor each distributor should require them to contract in advance for their entire supply of films for an entire season, including features, shorts and newsreels, and to exhibit and pay for all films released for exhibition by the distributor during the season, the number of features varying, according to the output of the distributor from approximately 25 to 75 feature films; that a distributor might permit an exhibitor who contracted for all its product to cancel no more than ten per cent of the feature films specified in said contract; that each distributor should require the said exhibitors to contract for films before they were produced or released, and frequently without information of the titles or subject matter or of the 'stars' appearing in the said films; that they should coerce independent exhibitors into contracting for licenses to exhibit all their films by threat to acquire competing houses to cause other persons or corporations to acquire them, and thereafter to supply films, and to cause other distributors to supply films, to the competing theatres, to the exclusion of the independent exhibitors.

Many Deals Needed

"3. By reason of the aforesaid combination and conspiracy of the defendant distributors and the other conspirators aforesaid, and of their acts and practices in pursuance of it, and of the restraint of trade created thereby, the plaintiff has been greatly injured in its business and property. Because of the wide variations in quality and grade of the films released annually by each defendant distributor and by the said Columbia Pictures Corp., it has been necessary for the plaintiff, in order to secure an adequate supply of commercially valuable product, to enter into contracts each season with substantially all the said distributors. It has been prevented from selecting the films of each distributor which it desired to exhibit in its theatre; and it has been obliged to contract for films largely in excess of its requirements, including features, shorts and news, and to pay for films which it was unable to use, and that were unpopular or offensive to the taste and moral standards of its patrons."

George S. Ryan, in behalf of the Waldo Theatre Corp., requests:

(1) Judgment for $100,000 damages on the first and second counts, and for damages of $50,000 on the third count.

(2) A preliminary and final injunction "to prevent the continuance of the (alleged) combination and conspiracy."

(3) A preliminary and final injunction restraining each of the defendant distributors from refusing to sell the Waldo Theatre Corp. except on a block.

(4) A preliminary injunction restraining the defendant distributors from continuing with alleged zoning set ups.

(5) And for "reasonable attorney's fees" and costs.

"Wind" Set in Hartford

HARTFORD—"Gone With the Wind" will open here February 2 at the Loew's-Poli Palace on a continuous show, reserved seat policy.

HARTFORD

THE State featured an all-Italian show last Wednesday. Included were two features and a newsreel . . . "Where Is My Child," Yiddish film, played at the Bushnell Monday . . . Allyn House ballroom is sponsoring Penny Bingo Tuesday nights . . . Dinnerware is being given free to lady patrons of the Windsor, Windsor.

Theodore Harris's cold is much improved . . . DeWitt Tuttle, usher at E. M. Loew's, formerly lived in Kentucky . . . Tommy Vaughan, house policeman at Loew's-Poli, likes to bowl . . . Pyrex is being given free to ladies at the main stem Proven Picture Theatre . . . The Walter B. Lloyds (M&P Allyn Theatre) have moved to Garden St. They have a garage in the basement of their apartment.

William Conlon, student assistant at Loew's-Poli, Meriden, has been promoted to assistant manager at the Loew's-Poli Palace there. He replaces Sidney H. Kleper, who has been appointed assistant to Manager Lou Cohen of Loew's-Poli Palace in Hartford. Kleper replaces Jack Feschler, who resigned.

Observes Julian B. Tuthill, Times, *in regard to the New Year: "The year that passed into history wasn't a bad one, as far as entertainment in Hartford was concerned. A vast number of fine performers found opportunity to give expression to their art from local stages and screens. Many films . . . found audiences large enough to warrant two or more weeks in the downtown theatre and one picture piled up the all-time record of six weeks."*

John Mason Brown, drama critic for the New York *Post,* was speaker at the Town and Country Club on "Broadway in Review" . . . Myron Neiman is a recent addition to the service staff of Loew's-Poli, Hartford . . . State held a party for its ushers right after the New Year's Eve show.

Don Chambers, M&P Allyn, commutes to Wethersfield every day . . . While audiences were jamming the main stem Strand, a Warner unit, to see Charles Laughton in "The Hunchback of Notre Dame," the actor and his wife, Elsa Lanchester, were relaxing with friends in nearby Farmington . . . Alfred Lunt and Lynn Fontanne are due at the Bushnell January 30 in Shakespeare's "Taming of the Shrew."

Mr. and Mrs. Henry Needles are taking in the scenery in and around Panama. Henry is Warner district manager . . . The M&P Allyn is contemplating building a new boxoffice . . . North End Lenox gave a benefit party for the northwest district Boy Scouts. Same house has added two new ushers, Johnnie McDonald and Walter Robinson.

Starts Two Stimulants

HARTFORD—Two new boxoffice stimulants are being inaugurated at the Lyric here by Manager Paul Binstock, a "Merchants' Gift Night" and a "Musical Quiz Night."

Frank Lydon Heads N. E. Allied Unit

BOSTON—Frank Lydon, recently named Allied eastern regional vice-president, rose from second vice-president of the Independent Exhibitors, Inc., following Tuesday's election, to head of the organization. He succeeds Nathan Yamins, who has presided over the organization locally for many years.

Max Levenson was re-elected first vice-president; Wilbur Peterson, Somerville exhibitor, second vice-president; Frank Perry, secretary, filling the post left vacant by the death of Adolph Bendslev; Harold Stoneman, treasurer.

The executive board includes Edward Ansin, Irving Isaacs, Tom McNulty, Phil Smith, Charles Hodgdon, William McLaughlin, Dan Murphy, William Viano, Richard Rubin, Sam Resnik, Morris Pouzzner, George Ramsdell. Arthur K. Howard has been signed again as business manager.

Lydon has set an Allied eastern regional meeting for January 16, to be held at the Hotel Carlton at Washington. A national confab follows the regional the succeeding two days, Wednesday and Thursday.

Philip Smith Plans Six Middle West Ozoners

BOSTON—Philip Smith, New England and New York circuit operator who took to the open air last year with ozoners in Cleveland and Detroit, told this publication this week that he plans to have six more drive-ins in operation next summer. They will include situations in Cincinnati, Indianapolis, St. Louis, and Milwaukee, in addition to new locations in both Cleveland and Detroit.

Abner Pinanski Wed

BOSTON—Abner Pinanski, manager of the Modern in Boston for the M&P Theatres Corp., and Shirley Jacobs, took a one-week honeymoon after being married at the home of Rabbi Abrams. Harry Goldberg covered the downtown house.

Two Films to Asher

BOSTON—Harry Asher of Producers Distributing Corp. is handling "She Goes to War" and "Hell Harbor" in New England.

Two-Day Sitting For M&R Case

Boston—The Morse and Rothenberg anti-trust suit sat only two days last week. Moe Streimer, United Artists special representative, continued his testimony Tuesday. The defense also summoned Abe Montague, Columbia general sales manager, and Seymour Schussel, salesman for the concern.

BOSTON

JACK EAMES, New Hampshire circuit owner, and his bride are south on a delayed honeymoon. They are expected to return about the middle of February after a six-week absence.

Harry Lowis, after spending a few days with Wilbur Peterson at the Orpheum in Somerville, is back in New York where he is reportedly considering several propositions.

Ben Domingo, city manager for the local RKO Theatres, will open the "Dead End Kids" in person January 26 at the Boston for six days. The short week is because of booking requirements.

Ken Forkey, local circuit man, is operating the Greendale in suburban Worcester. The house, recently constructed by Henry Steinberg and Arthur Blanchard, previously was operated by Max and Joseph Levenson.

Phil Smith has brought a law suit against E. M. Loew regarding money allegedly owed the former in connection with the National Theatre, Boston . . . Eldean Johnson is now with Specialty Pictures, Inc., having replaced Hazel Fitzgerald, who a week before had replaced Helen Sahl. Changes were made by Michael Hurney, acting manager.

Abe Weiner, former local UA salesman now branch manager for the distributor in Pittsburgh, was recently on the Row . . . Edith Gerber Trombly, who resigned as booker for the then Julius Joelson circuit to concentrate on married life, was in town over the holidays . . . Robert Paine, son of the Ascap general manager, has been appointed to canvass New England on a good will mission.

Frank Perry, Les Bendslev, William H. McLaughlin, Wilbur Peterson, and Arthur K. Howard attended an informal business meeting of the Independent Exhibitors, Inc. last week.

Joseph Ambuter, son of the owner of the Ambuter Film Laboratories in the film district, has been convalescing at the Forest Hills Hospital where he was rushed for an appendix removal. He had another attack on the table while the operation was in progress.

Pat McGee, part owner of the Key in Middleboro, is now a field manager for the Schine circuit, covering 27 houses . . . John Glazier, booker for the Western Mass. Theatres, Inc., is back in the Metropolitan Theatre Building after a stay at Cambridge Hospital.

Charles Smith of Minneapolis has been in town on publicity for Dr. I. Q., set for the Metropolitan Theatre for the next few Mondays . . . Paul Levi, Metropolitan advertising manager, held a press conference at the Statler last week during which local newspapermen met the quizzer in person.

Ann Harrington and Helen Helivitz of the local Metro office, plan to leave today for a bit of skiing and skating in Lit-

tleton, New Hampshire . . . Phil Smith, circuit owner, returned to town last week from the middle west . . . Nathan Goldstein, partner of the Western Mass. Theatres, Inc., was in town last week.

George French, manager of the Albee in Providence, used the sidewalk-footprints gag to exploit "Hunchback of Notre Dame."

The *Saturday Evening Post* story on dog racing in Massachusetts aroused considerable interest in film circles last week. Several motion picture men ventured to this publication that the iron was hot for striking against this particular form of competition . . . And in the film district, a new horse-betting room has opened; grill work, chained door, and all.

Lou Richmond, field manager for E. M. Loew, continued out of work last week . . . Mike Hurney of Bank Night has had a bad cold . . . Jeanne Finkestein of the same office, has been having stomach trouble . . . Harry Asher, inde distributor, has been down with a cold.

Arthur Krohn, M-G-M student booker, is back on Church Street following an assignment to special work in New York . . . Shirley Rachlin and Mary Coogan of the Universal office have diamonds. Miss Rachlin is a granddaughter of Dave Brand, former Waltham exhibitor and local distributor, who died some three years ago.

Jack Saef is readying a campaign on "A Child Is Born," definitely set for the Paramount and Fenway . . . Julian Rifkin and Paul Kessler dug up a stooge, a set of red flannels, and a sign entitled "The Amazing Mr. Williams," to exploit the Columbia release at the Suffolk in Holyoke.

Harold Eskin, exhibitor in Maine, New Jersey, New York, and Pennsylvania, was recently in town . . . Steve Broidy and Ben Welansky of Monogram have been in Chicago on business . . . Doc Golden of Monogram has been in town . . . Harold Sachs, Columbia auditor, has been getting his mail here.

Richard Rubin, operator of the State in Saugus, and the director of the Independent Exhibitors, Inc., entered Beth Israel Hospital last week . . . Jack Corbett, assistant at the Merrimac Sq. in Lowell, has been convalescing following an operation . . . The son of William Powell, manager of the Paramount in Springfield for Sam and Nate Goldstein, is getting along well, as a broken leg mends satisfactorily . . . The wife of Bill Brown of the Park in Worcester is convalescing from pneumonia . . . Samuel Pinanski of the M&P Theatre Corp., has been ill.

Kenneth Douglass of the Capitol Theatre Supply has had a new display board installed for the merchandising of Color Glow and other lighting fixtures . . . A fluorescent fixture, running on 200 watts, outshines the entire group of ceiling fixtures, all of which operate on 200 watt electric light bulbs.

Abe Montague and Seymour Schussel of Columbia were in town last week . . . Harry Rogovin, local Columbia manager, vacationed last week . . . Domenic Turturro, veteran Millbury exhibitor, has finally been licensed to operate a remodeled church there as a motion picture house. Turturro, who formerly ran the Town Hall, went to the courts on the matter.

"GWTW" Riding High In Fourth Week

Boston—Aspirin and "Gone With the Wind" have been running neck and neck at Loew's State and Orpheum. Reserved seats for a fourth week of the engagement were put on sale last week. Telephone operators, in some instances, tried to aid communication congestion by advising would-be telephoners that the houses had discontinued taking telephoned reservations.

Everyone even remotely connected with the film industry here has been besieged by requests for aid in the purchase, no less, of tickets. Fred Greenway, manager of the State, went home one day for an hour's sleep but gave up after the door of his apartment was bombarded by neighbors begging to buy seats.

It is estimated that the engagement, which is scattering other M-G-M releases to M&P and RKO houses will gross about a quarter of a million dollars at the Loew's State and Orpheum.

Jack Granara, RKO publicity manager, promoted two full newspaper pages last week, one in the *Advertiser* on "Swiss Family Robinson" and one in the *Post* on "Folies Parisienne" . . . E. M. Loew may settle his Winchester Theatre clearance aggrievance in the courts.

Charlotte L. Frank is now handling due bills at Suite 1140 *in the Little Building . . . Bud Fornell, former theatreman, now is running the Quality Foto Finishing Co. at* 21 *Bromfield Street . . . Bill Foster of Shubert's and Arthur K. Howard of Allied are among the film men who lost their five-number automobile license plates this year.*

PROVIDENCE

SEVERAL Rhode Island theatre managements will cooperate in annual fund raising drive for infantile paralysis battle. One of first to announce plans is Samuel Bomes' Hollywood, East Providence, which will run benefit film-variety show January 30 under auspices of local committee in that town.

Stadium, Woonsocket, recognizing benefits of having friends and boosters among clerks in city's largest department store, played host to store's employes one evening recently at regular performance.

Associated Theatres chain here has requested license to run burlesque at its Playhouse. Decision in the matter not yet given, though Anthony Romano, requesting the license, said of refused he would demand a hearing on the matter.

E. M. Loew's Capitol, Pawtucket, reported doing big business with unit stage shows, played with films first half week. Manager Hy Rodman carrying extra newspaper ad space on shows in Providence and Woonsocket, supplementing usual ads in Pawtucket daily.

Anyone trying to see Manager Eddie McBride at Loew's State these days has to stand in line. Reason: McBride is doing valiant service at one of three reserved seat windows handling advance sale for "Gone With the Wind." Line of ticket buyers at all windows has been steady since advance sale opened last week and picture promises to set all time high for city in grossage.

Scripts "Personal History"

HOLLYWOOD—James Hilton has reported to Walter Wanger to start on the script of "Personal History." Alfred Hitchcock is directing.

CONSERVE CARBON COSTS

The arc voltage in the revolutionary CYCLEX projection system has been reduced one-half without an increase in current. Carbon consumption, as well as electric consumption, is therefore proportionately low. Light output, on the other hand, is greatly increased as the result of a new method of arc operation.

CAPITOLIZE with *Cyclex*



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

NEW HAVEN

WHAT'S A MONTH without a theatre opening in the New Haven territory? The Natale DiFrancesco 499-seat Cheshire will be the January offering, date about the 25th, from present indications . . . Cheshire's first theatre will have a modern front . . . National has the projection installment, Modern the chairs.

The 714-seat Fine Arts, Westport, now being completely renovated and enlarged by George Comden, will close about January 14 for several weeks during which the work will be carried on. Opening date is estimated as middle of February . . . Modern Theatre Equipment has the contract for all booth equipment, colonial decorations, and chairs.

Al Sharpe, New England zone manager for Paramount, was in town this week to talk about the new Paramount deal with Advertising Accessories for manufacture and distribution of its accessories. Meantime there was only speculation as to what the local setup would be when the change was put into effect February 1.

Plan to break in big name band shows one day in advance of the Strand, New York, openings at the Roger Sherman, New Haven, has been held up, and will probably not go through now . . . Herman Levy, new Connecticut MPTO inaugurates the organization bulletins with a fine journalistic flair . . . Republic Pictures' augmented exchange is working in full swing now, with Katherine Lavelle added as inspectress, and Margaret DeCapua, stenographer . . . Edward Morey, district manager, was in from Boston to inspect the new quarters . . . Mutual Advertising Service has added an artist to the staff and should be in the new quarters at 130 Meadow any day.

Phil Sherman is reported scouting for a theatre in or around Hamilton, Canada . . . Half a dozen exhibitors from Boston and Connecticut are on the lookout for houses in this state . . . Exhibitors welcomed the 5,000 Yale vacationers home with joy . . . Thirty-two members of the Sheridan Junior High Movie Club will see a selected picture at a local theatre every other week, and discuss it the alternate week . . . Tom Bailey, 20th-Fox district manager, was in to see Ben Simon Thursday . . . Harry Shaw and Lou Brown were in New York for another special meeting on "GWTW" The feature will open January 26 at the College . . . New exchange employes' union contracts, as of December 9th, are expected momentarily and give some few members a slight edge over last year.

While exhibitors still complain of the great competition which church and organization Bingo parties impose, the town of West Haven complains that revenue from Bingo permits is being steadily and materially reduced . . . Mrs. Russell Hess is assistant to her husband in the management of the new Groton . . . The Capitol, Middletown, tried a special grammar school children 10 cents admission for "Gulliver's Travels" and "Bad Little Angel" Monday, Tuesday and Wednesday at 3:40 . . . The dual stays at this house for five days . . . Martha Raye and her Hollywood stage show spent six busy days at the State, Hartford . . . "The Great Victor Herbert" reported to have exceeded the recent house record of the Paramount, New Haven, set by "Jamaica Inn."

Lewis Ginsburg is working harder than ever these days, what with the UA Charles Stern Testimonial Drive ending February 17 . . . Joe Reed's Bryan Memorial, Washington Depot, and Bantam theatres are both on Friday through Monday running schedules . . . Billy Sirica, of the Lido, Waterbury, is handling Movie or Hollywood Party in the territory, new cash game which the Poli, Waterbury, is using successfully. State, Jewett City; Park, Thomaston, and Strand, Thompsonville, are also trying the game . . . Proven Pictures, Hartford, has opened with a new glassware giveaway . . . Sam Weiss is using a night picture of the attractive new Avon, Stamford, as a trailer . . . "GWTW" plays Loew-Poli houses in two daytime unreserved shows, 10 to 2, and 2 to 6, at 75 cents, and one evening reserved show at $1.10, loges and boxes $1.50. All Sunday shows to be reserved.

Earl Wright of 20th-Fox is back from his daring fishing expedition into the icy New Hampshire wilds, where he and the "Mayor of Tilton" pulled as many as 18 fish a day out of holes in the ice while the thermometer registered 16 below . . . The clearance grievance of the Groton Theatre operators against 20th-Fox, in the hands of attorneys, was reported closer to disposition as we went to press.

Harold Bone informs us that the Winne Sharples, who wrote some of the "Gulliver's Travels" music, once played the piano and arranged songs for Barney Rapp at Poli's.

A Batch of 26 Films Gains Massachusetts Approval

BOSTON—An entire group of 26 films was passed without eliminations in a report made last week by the bureau of Sunday censorship division of the department of public safety. "Harvest," French Cinema Center, Inc. release, which incurred considerable censorial difficulty in New York, was among the motion pictures unequivocally approved for Massachusetts exhibition on the Lord's Day. Also okayed were UA's "Slightly Honorable," Columbia's "Music in My Heart," and 20th-Fox's "City of Chance."

For the first time in weeks, the only elimination made on vaudeville acts was "all dancing." Two routines out of 16 were declared unfit for Sunday showings, while ten others were declared simon pures.

Walter Lloyd Heads Push For Finns in Hartford

HARTFORD—Walter B. Lloyd, manager of of the M&P Allyn, has been appointed local chairman of the theatre division now engaged in the Finnish Relief Fund drive.

Set Charity Record

BOSTON—William H. McLaughlin, commander of the Theatrical Post of the American Legion, told this publication that the film district organization set up a new charity record by distributing 200 Christmas baskets this season. The fraternity held a business meeting Monday.

Higgins Moves Office

BOSTON—Herbert Higgins has set up new offices for his Exhibitor's Booking Service in the Statler Office Building. Higgins, now located in suite 457 after moving from the Gas Building, has the same phone number, Hubbard 4592.

BRIDGEPORT

MRS. AL SMITH, cashier at the Lyric and wife of the house manager, has inherited $2,500 from the estate of an uncle in Elmira, N. Y.

The Strand-Palace, Capitol, Park City, and Strand have taken the Murray Holstein deal for electric broilettes.

Lillian Yanott, cashier at the American, is sporting a nice flashy diamond ring.

Manager Manny Kugell of the Warner had to spend most of New Year's day in the boxoffice when both his cashiers and a doorman were out with heavy colds.

Jesse Benton is in town from Hollywood where he was with Jimmy Fidler. He is to join Walt Disney.

Arthur "Otto" Esposito, assistant to Matt L. Saunders of the Loew-Poli, is back from a trip to Staten Island.

The Strand Amusement bowlers are still finding those pins and their latest victim was the Round Hill Dairy.

Price asked for the site sought for a motion picture theatre in Paradise Green, Stratford, may result in the idea being abandoned.

Manager Morris and Molly Rosenthal were the guests of the Majestic employes at a party on the stage.

Division Manager Harry Rose and a party of guests attended the stage show at the Globe and then dined on roast turkey in the office of Matt L. Saunders of the Loew-Poli.

The Parkway has started a hand-cut cocktail service deal.

The ushers at Mike Carroll's American are all camera enthusiasts and would like to form a theatrical camera club.

Police Censor Sergt. Joseph Coughlin's wife will have a birthday next month for the first time in four years. She was a leap year baby.

The Morris Rosenthals have moved into a new home.

Neely Bill Gets a Real Airing As Sides Line Up in Dallas

DALLAS—Whatever might be the reaction, both sides of the Neely bill are being aired for public consumption following an article opposing the measure in the December 28 issue of the Dallas *News* by John Rosenfield, the paper's amusements editor.

After Rosenfield's initial article, the paper editorially flayed the bill as "merely another of those senseless measures introduced in response to the universal urge, 'There ought to be a law.'" Then Rosenfield followed up with another story against the bill.

The three articles challenged the ire of Col. H. A. Cole, president of National Allied, who wrote a lengthy letter to the *News* which was published January 7. It is understood that Cole, who since the inception of the newspaper's fight against the bill has exchanged a series of letters with Rosenfield and the editor of the *News*, will follow up shortly with a lengthy article. All of which indicates that the public, at least in this part of Texas, is perhaps being more highly informed as to the Neely bill and its contents than that in any other part of the country.

BOXOFFICE here presents highlights of the Rosenfield stories, the *News* editorial, and the Cole letter:

Says Mr. Rosenfield:

"The Neely bill, in short, would prohibit block booking and blind selling, two terms that cover conventional trade practices . . . Just what block booking and blind selling mean in the continuous war between the larger and smaller elements of the picture business, we will not presume to discuss. We should imagine that either side is jockeying for all the advantage it can get. The fact remains that analogies to block booking and blind selling are commonplace throughout the trade structure of American business.

"What burns us up is that the Neely bill provisions are offered not on business grounds, but on moral grounds, and this, in our none too humble opinion, is an unalloyed and unadulterated fake . . . Unfortunately, a bill of goods has been sold to women's organizations, uplift pressure groups and others who have been made to believe that block booking and blind selling are at the bottom of all they object to in motion pictures.

"Paramount sold Mae West's 'I'm No Angel' to 11,558 theatre accounts. Inasmuch as these theatres could have exercised their cancellation privileges and reduced the film to a flop, it stands to reason that the picture was played because the theatres wanted to play it.

"One thing is certain. If the Neely bill becomes a law, there will be many upsets in the picture industry. Admission prices may rise, some theatres may close. Both chain and independent theatres will have to adjust themselves . . . but the effect on the tone and morals of motion pictures will be absolutely nil."

Says the *News* editorially:

The Neely bill "would outlaw . . . compulsory block booking and blind selling . . . This simply means that the exhibitor must buy not one particular picture which he may want, but a series of pictures. There is blind selling in the practice because motion pictures are sold before they are made. It is the only device that industry has found that will take excessive gambling out of production. If you can think of a better one, the movies will be glad to know it.

"Exactly why is the practice (block booking) a matter with which government should take concern? Bear in mind that there is nothing in the world to prevent anyone from going into movie production and selling single pictures . . . block booking does not prevent them (exhibitors) from buying where they can. There is no monopoly in movie-making.

"But motion picture houses must have a large turnover in pictures . . . Not without enormous losses can the producers supply so many on the hazard that they will be bought. The first result of Congress' outlawing block booking would be to increase the cost of production, the charge to exhibitors and the boxoffice price to the moviegoer who must foot the bill.

"The Neely bill . . . is merely another of those senseless measures introduced in response to the universal urge, 'There ought to be a law.'"

Says Col. Cole, in protesting the *News'* editorial:

"Just as an instance of where, in my belief, you have gone wrong, you make a statement, 'There is no monopoly in movie-making.' In that statement you disagree with the United States government and its department of justice, which a year and a half ago filed a suit against these companies, in which suit they said under oath that it is just such a monopoly.

"This suit was brought . . . because the department of justice had received voluminous complaints from hundreds and thousands of sources . . . Incidentally, I might state the department of justice in that suit has named compulsory block booking as one of the monopolistic weapons which has been used by the motion picture trust, and has asked the courts to enjoin that practice.

"So there is nothing to prevent anyone from going into movie production and selling single pictures? . . . Frank Capra says that he has tried to make his own pictures and distribute them as he wants, but he is told by the distributors that he must produce just the kind of picture that they want and that the 2,500 theatres which they own, dictate.

"So far as I know, no one is satisfied with the results (of block booking) except the distributors themselves.

"You state further: 'The first result of Congress' outlawing block booking would be to increase the cost of production, the charge to exhibitors and the boxoffice price to the moviegoer who must foot the bill.' This is a statement which I absolutely deny, and is merely an assertion which you cannot prove. In my opinion, and the opinion of a great many others, the opposite would be the case.

"However, if the cost to the moviegoer should increase, would it be any different result than has obtained right here in Dallas when the cost to the moviegoer was increased against the will of the independent theatre owners at the demand of dominating producer chain?"

An Idea Grows On Cole

Dallas—Col. H. A. Cole, National Allied president, is leaning more than ever now to the idea that the big advertiser controls the editorial columns of the big newspaper.

He wrote the Dallas "News," which editorially assailed the Neely bill, that in the past he had tried to discourage such thought, especially on the part of some of his friends.

But now, he concludes, "when a one-sided attitude of this kind (against the Neely bill) is taken without proper investigation, it makes me wonder if the advertiser too frequently controls the editorial page of many of our publications."

He assured the paper he was writing to it "more in sorrow than in anger."

He's Fighting for "Love"

Dallas—John Rosenfield, amusements editor of the Dallas "News" now currently engaged in a lively fight against the Neely bill, "loves" the motion picture industry and, typewriter at hand, is ready to defend it to the bitter end. Here's why:

"We think motion pictures are among the wonders of our civilization. Their capacity to provide entertainment, drama, frequent episodes of superb literary expression, many moments of gorgeous histrionism, many scenes of breath-taking splendor—in short, the screen's proved capacity to divert, enlighten, deepen and enrichen the mind and spirit of man at prices that start at less than a dollar and descend eventually to a dime, challenges every power we own to defend it."

R&R-United Slate Final Confab at Little Rock

DALLAS—The Robb & Rowley-United Circuit will hold its annual managers' and partners' convention January 24-25 at the Albert Pike Hotel in Little Rock, Ark., it was announced this week by an executive of that organization.

A film ball with several prominent stars present is contemplated as one of the big events.

Momand Suit Defense Hearing Must Wait

OKLAHOMA CITY—Hearing on the defense motions to dismiss the $4,500,000 A. B. Momand anti-trust action from U. S. district court here scheduled for January 12 was stricken by Judge A. P. Murrah in whose court the case has been heard to date.

No announcement has been made as to what date the motions will be heard.

Griffith Attorney Withdraws From Anti-Trust Action

OKLAHOMA CITY—J. B. Dudley, one of the Griffith attorneys, has withdrawn from the $4,500,000 A. B. Momand anti-trust action against Griffith companies now in federal district court here.

Dudley withdrew from participation as attorney for the Griffith Amusement Co., Consolidated Amusement Co. and Consolidated Theatres, Inc.

Last Rites in Atlanta For Ernest Morrison

ATLANTA—Funeral services were conducted from the Trinity Chapel here for Ernest W. Morrison, former Paramount theatre executive, who died at the age of 46 in a local hospital after a long illness. Morrison formerly was manager of all Paramount-Publix houses in the south, but had been inactive lately because of ill health. He returned to Atlanta about six months ago from Miami where he had been an executive of the circuit.

Born in Jesup, Ga., Morrison first started with the Bijou there, later going to Paramount for a service record of 25 years in Dallas, Atlanta, Houston, Memphis, New Orleans and other important centers.

Interment was in Decatur cemetery. Surviving are his wife; a daughter, Miss Jacquelin Morrison; two brothers, F. D., of Birmingham, and Paul of Savannah, and two sisters, Miss Alva Morrison of Jesup and Mrs. Marion Dix of Rochelle, Ga.

Saenger Plans to Build $30,000 Mobile Unit

MOBILE, ALA.—Plans for construction soon of a second theatre at the government street loop, only a block from the new Azalea, were revealed in a lease just filed with probate court.

Saenger Theatres Corp., already operators of three downtown Mobile houses, the Saenger, Crown and Empire, will build the new showplace, at a cost of $30,000. Around 700 seats are contemplated.

Under the lease, the corporation takes over the property for 25 years, and will pay an aggregate of $36,000 with rentals starting at $100 a month and increasing to $150. The corporation is given an option for a 10-year extension at $25,000.

Next for Baby Sandy

HOLLYWOOD—Next Universal production for Baby Sandy will be "Sandy Is a Lady." Burt Kelly will produce from a script by Charles Grayson.

Now the Kids Will Review Films

New Orleans—Composed mainly of Catholic school students, the Young Reviewers of the New Orleans Better Films Council has been organized as a film study group. Members will report on the fitness of pictures shown here for child consumption.

A "Nothing Like It" Convention Sprouts

DALLAS—Contemplation of the forthcoming national Variety convention that will be held here April 18, 19, and 20, with its multitude of festivities and an abundance of the industry's prominent, has led Eddie Barr, columnist on the Dallas *Journal*, into an editorial panegyric over what the convention will mean to Dallas.

Says Barr: "The register during those three days will read like the 400 of the amusement business . . . In fact, it will be the 400 of show business . . . Executives of every major company in Hollywood will be on hand . . . Already having accepted invitations are Edgar Bergen and Charlie McCarthy, Spencer Tracy, Bing Crosby, Mickey Rooney and many others . . . This convention is going to mean a lot to Dallas in a business way and from the angle of getting national attention . . . The Dallas Variety Club is sparing no expense in putting on a show for the 1,250 visitors that will eclipse anything ever done before at a convention."

Nor does the *Journal's* columnist permit his readers to forget the mainsprings behind the convention. All Dallas is reminded that R. J. "Bob" O'Donnell, vice-president and general manager of Interstate Theatres and Chief Barker of the local Tent, No. 17, will be host to the horde of showmen and that he, with the cooperation of R. E. Griffith and other prominent theatremen of the southwest, built the club into one of the country's outstanding ones.

The curtain on the program and festivities being lined up under Paul Short's direction for the convening barkers, too, is lifted for a brief glimpse at what the three days hold in store.

Welcoming committees will meet the 33 special trains and the motorcades that will pour barkers into Dallas from all corners of the country. There will be a big parade, including high school, SMU and American Legion bands; a feed on three floors of the Dallas Athletic Club will await the guests; 10-gallon hats and bandanna Indian costumes are in stock for each visitor; and a wild west show and golf tournament are all on the forepart of the program. The final day of the convention will be the occasion for a gala banquet, with film stars for speakers and Bob Hope as master of ceremonies.

Variety's quarters in the Adolphus Hotel will remain open 24 hours a day throughout the convention.

Mangham Is Advanced In Monogram Setup

ATLANTA—John W. Mangham, head of Monogram-Southern Film Exchanges, Inc., and southeastern franchise holder for the first half of the hyphenated firm name, has been named a director of the Monogram national board of directors.



J. W. MANGHAM

The appointment followed the resignation of George W. Weeks as general sales manager to produce for Monogram release. Edward A. Golden, vice-president in charge of distribution, reassumes the position of sales chief, and Thomas P. Loach of Pathe becomes treasurer. The contracts of W. Ray Johnston, president, and Scott R. Dunlap, vice-president in charge of production, are renewed for a three-year period.

Franconi and Blumenthal Report 18 Features Ready

DALLAS—Returning from a Monogram franchise owners' meeting at the Blackstone Hotel in Chicago, John Franconi and Ed Blumenthal say that 18 features are scheduled for release by their exchange from January through April 14. They are an all-colored feature, "Gentleman From Arizona," "Son of the Navy," "The Fatal Hour," with Karloff, "East Side Kids," "Crime of Dr. Arloh," with Lugosi, three Renfrew of the Mounted series, three Ritter westerns, and three Jack Randall westerns.

Franconi said W. Ray Johnston has designated March as Monogram month with the three exchanges showing the best increase receiving cash prizes.

Caution Mobile Showmen On Allowing Smoking

MOBILE, ALA.—Managers of Mobile's theatres have been warned by Cliff W. Adams, city building inspector, to halt violations of the city ordinance prohibiting smoking in theatres.

In letters to managers of nine houses, Adams said the ordinance prohibits smoking anywhere within a motion picture house, and that this would eliminate smoking lounges.

Sack Sells Bijou

DALLAS—Sack Amusement Enterprises has closed a deal with Bijou Amusement, leading Negro circuit of Nashville, Tenn., for a full circuit booking of all their 47 houses on "In Old Santa Fe," reissued Ken Maynard-Gene Autry western, and "Bad Boy," recent Richard C. Kahn production with Johnny Downs, Rosalind Keith, and Spencer Williams.

MEMPHIS

R B. COX, Batesville, Batesville, Miss., was on the Row advancing his bookings. Mrs. Cox, who has been ill for sometime, is much improved, but is still confined to the hospital . . . Frank Neal, Paramount's office manager, and Mrs. Neal have returned after spending the holidays with Mrs. Neal's parents, Mr. and Mrs. Oscar Morgan, at Asbury Park, N. J.

Due to the extremely bad weather, few exhibitors were seen on the Row, most of them preferring to do their booking by mail or telephone. Among those who ventured forth were: C. N. Eudy, Ackerman, Ackerman, Miss.; W. F. Ruffin, Ruffin, Covington, Tenn.; J. F. Wofford, Union, Union, Miss.; G. H. Goff, Parsons, Tenn.; J. W. Wofford, Eupora, Eupora, Miss.; H. G. Brewer, Savoy, Clarksdale, Miss.; C. M. Mounger, City, Calhoun City, Miss.; Norman Fair, Fair, Somerville, Tenn.; Jack Watson, Palace, Tunica, Miss.; Jack Wilbanks, Hinz, Walnut, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; B. F. Jackson, Delta, Ruleville, Miss.; George Hale, Globe, Drew, Miss.

Bob Smallwood jr. of the Ritz, Oxford, Miss., says he saw the old year out and the new one in wrestling with the flu, but that he won the first round. He plans to open his new house in Aberdeen on January 18 . . . Paul Jones, Malco's city manager in Pine Bluff, Ark., proudly reports a brand new "heiress" in the Jones family. "Suzanne," born January 4, weighed seven pounds, four ounces. This is their first child. Both Mrs. Jones and the baby are doing nicely.

H. T. Sniffin, Universal, auditor, is visiting the local office . . . Mrs. Cecil Vogel, wife of the manager of Loew's, is recuperating at the Methodist Hospital where she has been confined for several days . . . Filmrow extended sympathy to Herman Chrisman, office manager for Columbia, upon learning of the death of his father, W. A. Chrisman.

Charles Laughton, who made a personal appearance at the Malco in conjunction with the opening of his "Hunchback of Notre Dame," addressed members of the Better Films Council of Memphis at the Nineteenth Century Club. Mrs. Lawrence S. Akers, president of the council, introduced Laughton, who spoke informally on some of his experiences in England and Hollywood. A reception followed the meeting. About 400 persons were present.

Elsie Wagner, secretary-treasurer of Film Transit, Inc., is fighting the flu . . . Speaking of sub-zero weather, the Collier boys, Charles of Shaw and C. H. of Drew, are not letting it worry them. They have hied off in Charles' plane to Miami, where they are basking in the sunshine and taking it easy.

FOR RENT

All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable.

VISUGRAPHIC FILM CORP.

P. O. Box 385 Atlanta, Ga.

Dixie Doin's

By "AL" HENDERSON

D A. SMITH of Fordyce, Ark., will open his theatre at Rison, Ark., about February 1. It will probably be called the New or the Rison.

Mrs. Baradel, who recently turned over her theatres at McGehee, Ark., to the Malco Theatres, is operating the cafe in the theatre building and tells me she is going to Florida for the winter.

Homer Williams, who operates at Grenada, Miss., is remodeling a building there to be used as a B house. Am wondering if Homer is still talking politics? He knows the game, having been representative to Jackson, Miss., at one time.

Guy Adams, who operates the Grand at Vicksburg, Miss., is having a building remodeled for an all-colored theatre and expects to open before long. This will be Vicksburg's only Negro house. Good luck, Guy.

Johnny McLeod, who has been working as assistant to Paul Jones for Malco at Pine Bluff, has been transferred to McGehee, Ark., as city manager there. Incidentally Johnny is a graduate attorney and practiced at Pine Bluff before going with Malco.

Had the pleasure of spending several hours with R. P. Dawson who works Arkansas and Mississippi for National Theatre Supply. He was down to see Clyde McCroskey about equipment as Clyde's theatre at Dermott, Ark., was recently destroyed by fire.

Al Moore, film salesman for Warner Bros., has purchased the Shelby at Shelby, Miss. from Albert Cohen of Summerville, Tenn., and will move to that point. It is said that Mrs. Moore will operate the house.

Congratulations are in order to Paul Jones, city manager for Malco at Pine Bluff, Ark. Paul is the father of a seven-pound girl born to Mrs. Jones at the Trinity Hospital in Little Rock on January 4. How about cigars or something, Paul?

Seen around the territory: Clyde McCroskey at Dermott, Ark.; Bennie Bignell managing the Paramount for Saenger at Monroe, La.; Steve Stien of the Met at Jackson, Tenn.; Mike Lyons jr. at the Saenger at Vicksburg, Miss.; Jacobs at the Majestic at Shreveport, La.

Dan Colbos, who has been managing the Rex at Shreveport, La. for Saenger, has been promoted to the position of district manager which includes Texarkana, Monroe and Shreveport. He is succeeded at the Rex by H. Watts Bracey.

Simon Ehrlick, who has an interest in Saenger theatres, recently returned to his home in Shreveport after spending the month of December in California. From all accounts he had a nice vacation.

"Gone With the Wind" is showing in Memphis next week and will also show at New Orleans some time this month at 75 cents and $1.10 on a strictly reserved seat basis. Many exhibitors in the mid-south area are receiving requests from their patrons as to when they will have it locally.

I hope to find something to comment on from the New Orleans territory next week and expect to spend a pleasant couple of days with the film people there.

Simplex TRADE MARK REG'D. Scores Another

MODERNIZATION Hit--!

Synchronized Front Shutter Attachment for SUPER-SIMPLEX

12 to 20% MORE LIGHT

Complete Elimination of Flicker!
Quick and easy installation without special tools.

NATIONAL THEATRE SUPPLY CO.

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

NEW ORLEANS

ALONG the Row were "To-To" Guidry, Royal, Elizabeth, La.; L. W. Watt, Strand, Oil City, La., and William Frank, plugging "Keep Punching," a prize fight feature . . . V. W. Castleberry, office manager for Affiliated Producers here, is back after a stay at Veterans' Hospital, Biloxi, much improved in health. James C. Crockett, who has been pinch-hitting for him, will take to the road again, covering Louisiana and Mississippi.

W. A. Prewitt, with American Desk Co., had quail on toast after a successful hunt in the company of L. J. Langlois of the Alamo, New Roads, La. . . . Lionel Houser, screen writer, is here gathering material for Republic's forthcoming "The Lady From New Orleans" . . . W. A. Hodges, manager of the local branch of National Theatre Supply, says he was well pleased with business results for the year just ended.

"Gone With the Wind" opens at Loew's State here on January 26 with all seats reserved. Nights and matinees will go at $1.12 top, including tax . . . In searching antiques, was Howard Hawks, Hollywood producer . . . The San Carlo Opera Co. gave four performances at the Municipal Auditorium . . . Norma Talmadge is here for a short rest . . . Joe Newman, young Hollywood director, stopped here briefly en route to Fort Lauderdale, Fla., to make a Pete Smith short featuring Clyde Beatty's "Lady Lion Tamers' School."

Three Bowling Games Are Forfeited by RKO Team

OKLAHOMA CITY — The Variety Club League bowlers went through their usual rounds with the Paramount gang taking three by forfeit from RKO. Warner Bros. clipped 20th-Fox for three, Standard Theatres won two while losing one in their engagement with Clark Poster, and National Theatre Supply took two while losing one in their match with the Griffith Amusement team.

In the select 200 game circle for the rounds were Parks with 236, Watkins with 200, while Peel of Warner gets two pews this week, one for his second game 205 and another for his third game 214.

Boasts General Seats

ST. PETERSBURG, FLA.—The Beach here now boasts new general seats.



FOUL ODORS
Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

Riley Davis Is "King" as Atlanta Variety Meets

ATLANTA—Riley P. Davis was "King" at the monthly meeting January 8 of Tent No. 21 of Variety in the dining room on the mezzanine floor of the Henry Grady Hotel. About 70 members and friends attended.

Principal speaker was Ed Danforth, who discussed "25 Years of Sports in Atlanta." Danforth has served as sports editor for two Atlanta papers.

Next luncheon will be held the first Monday in February. "Kings" will be Thomas H. Read, manager of the Fox, and Earle Holden, who helms the Capitol.

The Hoo-Hoo Bows

GURDON, ARK.—The Hoo-Hoo (formerly the Wright), owned by K. Lee Williams, Inc., opened January 4 under the management of Carrollton Allman, formerly of Oklahoma City.

Consumed Quickly

ANDALUSIA, ALA.—In little less than two hours, a fire believed to have started in the basement, completely consumed the Paramount here.

Florida Flashes

By C. O. JEFFERY

MRS. FRANK THOMPSON, owner of the Ramon in Frostproof, has redecorated her theatre. Her son, Frank, handpainted two very beautiful murals . . . Scott Rutherford, formerly of the Royal in Wauchula, is now manager of the Park in Avon Park . . . The Drive-In in Orlando is rapidly nearing completion . . . M. Pollard, recently of Sebring, is now skipper of the new Fox in Ft. Meade . . . Paul Smith of the Washington, Deland, was a recent visitor in Jacksonville.

J. Don Alexander, president of Alexander Film, Colorado Springs, with Mrs. Alexander are spending a month in Miami. They are entertaining exhibitor friends aboard their yacht . . . The new Sparks Theatre in Plant City is now open. Their old theatre is now undergoing alterations.

Joe Sparrow, Sparks city manager in Plant City, is the proud father of a new girl . . . E. M. Covel, MPA representative, is taking his annual vacation in Florida . . . Eddie Nye and Al White, Alexander representatives, met with their chief in Miami.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

ATLANTA

DENNY B. DIXON of the Princess, Gadsden, Ala., is in bed with the flu . . . Mrs. C. W. Savini and daughter of New York City are visiting here with Mr. and Mrs. N. E. Savini . . . Mrs. Elizabeth Donaldson, secretary of the Poster Exchange, is reported much improved from her recent illness.

Our apologies to Riley Davis and O. C. Lam. The fish did come in (collect, however) . . . Mrs. W. B. Smith of the Erin, Tennille, Ga., is down with pneumonia . . . Back from a successful hunting trip in south Georgia are Jack Frost, Buckhead Theatre, and Sid Reams and the aforementioned Riley Davis.

Filmrow visitors: Bob Cannon, Alimar, Live Oak., Fla.; Mack Jackson, Strand, Alexander City, Ala.; Mr. and Mrs. Fred G. Weis, Savannah, Ga.; Margaret Storey, Knox, Warrenton, Ga.; Nat Williams, Rose, Thomasville, Ga.; Paul Engler, Birmingham; Ellison Dunn, Olive, Donaldson; Col. Thomas E. Orr and Hammond Green, Albertville, Ala., and J. S. Tankersly jr., Ellijay, Ellijay, Ga.

Mr. and Mrs. A. C. Bromberg are visiting in Mobile and New Orleans . . . Tony Sudekum saw Tennessee get beat in the Rose Bowl game . . . Kermit C. Stengel of Nashville took in the Sugar Bowl classic . . . John W. Mangham, Monogram Southern Exchanges, is back from a Chicago visit . . . Frank Merritt of Birmingham is vacationing in Miami.

Williams Plans Home

DEQUEEN, ARK.—K. Lee Williams has bought a membership in Little River Country Club and will begin erection of a modern cottage soon. It is said Williams plans to make his permanent residence at the club which is near the center of his theatre operations in Arkansas and Oklahoma.

To Rebuild Plaza

HARRISON, ARK.—The Plaza, owned by Commonwealth Amusement Corp. and managed by D. E. Fitton, which burned December 30 with a loss estimated at $20,000, will be rebuilt.

Lease to Cecil Kelly

STAMPS, ARK.—The State Theatre building, sold recently to the Bodcaw Rent and Loan Co., has been leased to Cecil Kelly of Plain Dealing, La., who plans to reopen the house shortly.

Theatre Burns at Huntsville

HUNTSVILLE, ARK.—Fire destroyed the Dixie here. The blaze is said to have originated in the projection room.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

BUFFALO COOLING EQUIPMENT
315 S. HARWOOD BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

DALLAS

L. N. CRIM, associated with East Texas Theatres, Inc., in the theatres at Kilgore, and Tracy Flanagan, by the same arrangement in theatres at Longview, were visitors in the circuit's Dallas booking offices and on Filmrow . . . Tom Clemmons, circuit executive, was in town at the same time.

B. R. McLendon and Mrs. McLendon of Atlanta, Tex., were on the Row, Monday. He said there are no new theatre plans in his circuit at this time, with the new house now under way in Honey Grove being the only current move.

Johnny Long of Bay City, and his right hand man and booker, Theo. Routt, were making all the exchanges and the boss was making other contacts and talking about equipment.

Louis Charninsky, one of the live-wire managers on Elm Street, talked before the Dallas Central Labor Council on the "evils" of the Neely bill. Being manager of the Rialto, Mirror and Capitol, he also presided at a New Year party given for employes of the three theatres at the Jefferson Hotel where there were plenty of refreshments and eats and where everybody had a grand time.

Homer Dodge, Griffith manager and partner at Winters, was a Dallas visitor along with his very robust son . . . Mrs. Cereatha Bentel is the new secretary in the Dallas office of Sack Amusement Enterprises.

C. M. Cooper of Mart was among the week's visitors setting in bookings for the Queen there. Other out-of-towners for the week were Jim Tobola of West and Lonnie Legg of Denison.

Pete Barnes, owner of "Buck-Nite," which flourished in this part of the country until the Texas supreme court ruling, is back in Dallas for a brief stay after spending the past few months in Canada where he says the plan is in full sway, being used by big circuits and many independents.

Pat Garyn of the Texas Film Co. left Wednesday for Memphis and New Orleans from where he expected to return Monday only to leave again next Wednesday for the west coast on further business.

Ed Blumenthal and Mrs. Blumenthal will vacation, beginning next week, on the west coast. They will headquarter in Ed's former home, San Francisco.

Lance Davis, the "former mayor" of Rotan where he operates the Majestic in an affiliation with R&R circuit, spent part of the week visiting friends on the Row . . . E. R. Rainosek, of the Texas at Iraan, has been in town mainly to confer with Forrest White, of Ind-Ex Booking Service.

Build Profits—Patronage with

PARAMOUNT PREMIUM CO.

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.

Several Shifts and Boosts In Austin Theatre Staffs

AUSTIN—New assignments seem to be the order of the day. The past week has seen Jesse Melinger, manager of the Texas, shifted to the same post at the Varsity; Mose Macow, from managing the Queen to the State; Gerald Raines, assistant skipper of the State, to helmsman at the Texas; Will Roddy was upped from assistant to doorman at the Paramount; Ralph Park, Austin football star, joined the Paramount service staff; Charles Root was shifted from the Varsity to the Queen as manager; new assistant manager at the Capitol is J. T. Woods, former chief of service at the Queen; Jeff Wolf is in the berth vacated by Woods; Bob Hopkins is the new assistant doorman at the Paramount; and Maurice Haber has been shifted from the Paramount to the Austin service staff.

AUSTIN

BILL HELLUMS' Capitol held "Mr. Smith Goes to Washington" over for two extra days. There were standees every night, too, he reports . . . Business on all fronts seems to be on the increase in these parts.

Louis Novy, city Interstate manager, has been named "Man of the Hour" by Interstate circuit for selling the most theatre gift books during the Christmas season. Mr. Novy led the field by more than 280 coupon books . . . Dave Apollon and his stage review moves into the Paramount for a two-day strand, January 10 and 11 . . . "Gone With the Wind" will open in the State February 8.

Mr. and Mrs. Louis Novy have announced the engagement of their daughter, Lena, to Earl Podolnich of Los Angeles.

TENNESSEE

EMPLOYES and their friends, altogether 150, were guests of Dewey Mouson, manager of the Knickerbocker, and R. L. Parham, manager of the Princess, both of Nashville, at the Noel Hotel, Saturday night, January 6. Honor guests were Andy Devine, in Nashville for personal appearances at the Princess, and his publicity man, Von Richardson. After a Dutch supper the fun extended into the "wee small" hours.

The new Princess in Paris, Tenn., opened Friday night, January 5. The opening show included a vaudeville. Owner D. F. Biggs called attention to fireproof construction and to broad stairways and wide exits for public safety in case of fire. The theatre, which is modern in every detail and modernly equipped, will seat 600.

The Capitol, Paris, closed on January 6 for complete remodeling, according to announcement of Manager Hal Laurence. Films booked for the Capitol will be shifted to the Gem while the work is in progress.

Programs of the Doradele, Copperhill, were moved to the old Cherokee Theatre Bldg. on January 1 to permit complete remodeling of the Doradele, with 60 to 90 days required for the work. The Doradele is owned by Newport Amusement Co., of which J. W. Baird is president.

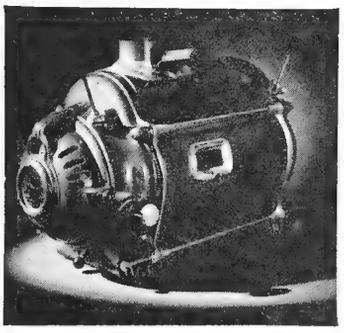
Abe Borisky, secretary-treasurer of Independent Theatres, Chattanooga, back from the "Gone With the Wind" premiere in Atlanta, is so enthusiastic over the picture that he provided more than half a column newspaper plug for it. He confided to friends he was one of three men at the premiere not in full dress.

Attempt Robbery at Austin

AUSTIN—The Capitol safe was cracked by yeggmen who failed, however, to smash the inner compartment.

THE LAMPS

STRONG MOGUL



STRONG LO

Distributed by

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 SOUTH HARWOOD DALLAS, TEXAS

"Cavalcade of Texas" Is Offered by Interstate

DALLAS—"Cavalcade of Texas," the 50-minute feature depicting the natural resources and industries of Texas, is being generally released to all Texas exhibitors through Harry Sachs, executive in the booking department of the Interstate circuit, in the Majestic Theatre Building here. Sachs said he will arrange prices and take dates from all exhibitors. He said Interstate has exploited and played the picture 100 per cent, including subsequent runs, and that R&R and Jefferson bought it 100 per cent. Smaller circuits, including Hall, are booking the film, Sachs said, as well as many independents. There are plenty of prints, Sachs said.

"Cavalcade of Texas" was produced by FitzPatrick, of M-G-M, under sponsorship of Karl Hoblitzelle, with the idea that it be shown at the New York World's Fair. This, however, did not materialize. Later, there was a plan to distribute the film nationally which apparently was abandoned. Sachs said, so far as he knows, there is no current move for national distribution.

Texas exhibitors have shown keen interest in the picture and have wanted to book it ever since Interstate opened with it in Dallas about 60 days ago. The R&R circuit is giving top billing to the film, playing it, of course, along with another feature.

Cole Heads for Directors' Meetings at Washington

DALLAS—Col. H. A. Cole, national Allied president, was scheduled to leave Dallas Saturday for a drive to Washington where he will preside Wednesday, January 17 and 18, at the national directors' meeting. He will probably spend the following two days at the Department of Justice on conferences and leave Saturday, January 20, for New York.

Making the trip with Cole will be W. W. Hays, of Greenville, inventor of a changeable Neon effect sign in association with his employer, A. W. Lilly. Cole will aid Hays in New York on a deal for manufacture and national distribution of the sign.

Summer's Sure to Come

DALLAS—In the midst of our prolonged siege of ice and snow, Herber Bros. have been busy installing a giant washed air cooling system in the new Municipal Building at Greenville, consisting of four large blowers and two big washers. The entire job, including equipment, was a PWA affair.

See "LUPE" SIXTEEN YEARS KNOWING HOW

MODERN FIXTURE & DECORATING CO.

Complete Theatre Remodeling

2015 Corinth St. — Dallas

Phone 4-1983

It's a Paltry Sum, $10,000?

Dallas—It's a paltry sum, $10,000, when talking about the motion picture industry, one would be led to believe by the Dallas "News."

Editorially defending block booking as a system of film distribution while flaying the Neely bill, the newspaper conceded that the industry could be improved, but wound up with: "If the gentlemen of Congress could improve it, there would be no necessity for them working for Uncle Sam's $10,000 a year."

Objections to Neely Bill Are Questioned

DALLAS—Because of his circulated supplement to a previous bulletin entitled, "Objections to the Neely Bill," as sent out by Judge Roy Walker in the name of Theatre Owners Protective Ass'n, Col. H. A. Cole, president of National Allied, this week takes the judge to task over specific statements of additional objections to the measure.

As is well known, Judge Walker leads the fight in Texas against the bill and Col. Cole is the general for the support of the measure both nationally and in Texas.

This BOXOFFICE reporter called Cole's attention to the Walker supplementary bulletin for comment and after an interim received the following words from the National Allied prexy:

"Judge Walker makes the statement that Section 3 of the Neely bill says 'that it shall be unlawful for a distributor to lease or offer to lease any films in a block or group of two or more and places a penalty, in Section 5, of a fine not exceeding $5,000 or imprisonment for one year, or both, if this clause is violated.'

Says Cole: "I do not know, of course, whether Judge Walker made this statement through ignorance or through intent. The bill reads exactly as he put it—but he did not complete the sentence," and the Colonel emphasized that last phrase.

The complete sentence reads as follows, he said: "Sections 3 (1) It shall be unlawful for any distributor of motion picture films in commerce to lease or offer to lease for public exhibition films in a block, or group of two or more films, and to require the exhibitor to lease all such films or permit him to lease none."

"You will note that with the full and complete sentence written out the meaning and intent is completely changed from what Judge Walker asserts," Cole continued.

"It is not necessary to comment on publicity issued by Judge Walker under the caption, 'Objections to the Neely Bill,' except for one or two statements. One sentence in that article reads as follows: 'Hence it is literally true no exhibitor ever plays a picture he does not want to play.'

"I do not believe this sentence by Judge Walker requires any comment on my part," Col. Cole declared.

"Judge Walker states further under the Neely bill how our industry becomes 'subject to another government bureau,'" Cole said.

"There is not one word or reference to any government bureau in this bill, or any inference in it from which any such bureau would be needed," Col. Cole concluded.

Twelve Texas Dates Are Announced for 'GWTW'

DALLAS—Twelve Texas dates have been set on "Gone With the Wind," according to a public announcement during the week. For these dates prices have been set at 75 cents for week day matinees and $1.20 nights.

The picture opens at the Melba in Dallas on February 7, with three performances daily except Sunday which will be two a day with all seats reserved.

At the Loew's in Houston arrangements are the same as for Dallas.

The other dates are Hollywood, Ft. Worth, starting February 8; Texas, San Antonio, starting February 7; Martini, Galveston, starting February 7; State, Austin, February 8; Plaza, El Paso, February 9; Majestic, Wichita Falls, February 9; State, Amarillo, February 16; Paramount, Abilene, February 16; Liberty, Tyler, February 13; Orpheum, Waco, February 15. All engagements have been designated "for a week or longer," according to the announcement.

Carolina at Lumberton to Wilby-Kincey Chain

CHARLOTTE—Under terms of a 10-year contract, effective January 1, the Carolina of Lumberton passes under control of the Wilby-Kincey interests from the Anderson Theatres, Inc., which has operated the house many years. For a number of years it was Lumberton's only motion picture house.

The theatre was closed January 1 for remodeling and renovation which will cost $15,000 and require several weeks, it was announced, after which an elaborate formal opening will be staged, under direction of H. F. Kincey of Charlotte, president of N. C. Theatres, Inc., and Montgomery Hill, of Greensboro, district manager.

The theatre building, which houses suites of business offices on the upper floors, is owned by the Lumberton Theatre Corp. of which Dr. R. S. Beam is head.

Roy Chapman, who has managed several theatres in the Kincey chain, has been transferred from Asheboro to Lumberton to assume management of the Carolina, succeeding Carlyle Biggs. Biggs has joined the Kincey organization and has been made manager of the Palace in Raleigh, it is announced.

"Wind" Holds On

ATLANTA—"Gone With the Wind" continues at the Grand, with seats going on sale for the fifth week.

MIAMI

STAGE presentations have attracted capacity crowds on both sides of Biscayne Bay during the past week when Shep Fields and his Rippling Rhythmsters topped the bill at the Biscayne Plaza and Phil Spitalny's All Girl band was held over at the Olympia for an additional three-day run. Even if the bubbling lads with Shep hadn't been good (but they were . . . sold their performance to BOXOFFICE's Miami correspondent emphatically enough that we suffered through "Day-Time Wife" to catch them a second time), we'd have shouted for them because they're all tied up with this reporter's memories of her first season down here—five years ago. And Maxine could make even a less smooth outfit than Spitalny's "more than somewhat" interesting.

Major excitement for the coming week centers around the first Florida presentation of "Gone With the Wind" at the Sheridan. It will be played Wednesday night at a single showing at the Sheridan to reserved seat ticket holders at $1.65 for loges and $1.10 for orchestra seats. The following day it will be launched on a week's engagement, to play an afternoon and evening performance at the big beach house and three-a-day at Paramount's big town house, on the west side of the bay, the Olympia. The same prices will be continued throughout the double run—which will be shown nowhere else, Paramount offices declare, before 1941 . . . except at higher prices than these. All seats at the Sheridan will be reserved for the week's run as will those for the evening shows at the Olympia. The morning and afternoon shows at the latter house will be unreserved. Tickets went on sale Thursday.

Decisions of the week at Wometco headquarters fix the opening date of the newly acquired Surf as January 18. (The Surf and the Cameo were bought recently by Wometco theatres as the outcome of the damage and monopoly suit, pending for the past year, which had been brought against not only Wometco, but Paramount Enterprises, Inc., and the eight major film distributing companies). Stanley Stern, manager of the Miami, is advanced to the managerial post of the Cameo, the larger of the two new Miami Beach Wometco houses, located on Washington Ave. at 14th St. Norman Fleischman, who has been managing the Cameo, will be shifted to the Surf.

Earl Potter advances to a managerial post with the acquisition of these two new Wometco houses. He returns as manager to the Mayfair, where he was assistant manager before his promotion last year to be assistant at the Miami, where his former manager, Mark Chartrand, now assumes the managerial post vacated by Stern. Two other promotions, announced this week, also entailed by the new Wometco acquisitions, send J. C. Faircloth, former assistant at the Tower, to a similar post at the Miami, and Guy Warner, former chief of staff at the Tower, into Faircloth's former post.

Friends of Wilbur Gerard are congratulating him on his return to health and to his desk in the Wometco art department where he is first assistant to Publicity and Advertising Director Hal Kopplin. Owen Wills, who batted for Wilbur while he was fighting his way back to his old vim and vigor, is now taking the count, having been confined to Jackson Memorial Hospital with an attack of gastric ulcers. He is reported to be recuperating satisfactorily.

In town to oversee promotion on the "Gone With the Wind" showing here next week is E. C. Coleman, southern exploitation manager for M-G-M out of the Dallas office.

Add personalities busy getting sand in their hair, sun in their eyes and rejuvenating—yousah—seafood on their diet: Walter Winchell and Ben Bernie (sweethearts forever); Ben Hecht, Al Jolson (who made a midnight appearance at the Lincoln last Saturday when the first local showing was made of "Swanee River;" Henry King (who intends to maintain neutrality at any price in the Florida-California feud) down for a fortnight of deep sea fishing; Arline Judge . . . to whistle off a few of the early season celebrities down in time to see the gala opening of Hialeah Park this week.

Louis Jambor, internationally reputed artist who designed the backgrounds for "Gulliver's Travels" for the Fleischer Studios' big Technicolor cartoon feature, has become sufficiently sold on Miami during his period of association with the Miami studio that he has purchased a home and plans to make his permanent residence here. He has an exhibit at the Art Center of the Miami Beach Library this month.

After years of virtual isolation the Temple hums with constantly increasing activity this season. Besides being the house at which Cloyd Head's Miami Players are producing "Biography" this week, it's scheduled to show a weekend of oldtime films from the pretalkie archives. Promised tidbits include big moments from features in which Theda Bara, Mary Pickford, Francis X. Bushman and Charles Chaplin were starred.

Identify Robbery Suspect In Fort Smith, Ark.

OKLAHOMA CITY—A former Michigan convict, held by police in Fort Smith, Ark., has been identified by two employes of the Tower Theatre as the "thin man" who robbed the house of $1,250, December 10.

Betty Lou Davis, 19 years old and Virginia Bowles, 21, theatre usherettes, accompanied by city detectives, went to Fort Smith to identify the suspect.

Would Censor Plays

DALLAS—The Dallas Federation of Women's Clubs has petitioned the city administration for more adequate censorship of stage plays, naming "Moulin Rouge" and "Folies Bergere" which played this winter at Fair Park Auditorium. The women told the city manager that a reasonable censorship exists for films but that there apparently was none for stage plays and musical comedies.

SANTONE

VISITORS: Mrs. Karl Hoblitzelle, Dallas; George Waller, New York City; Raymond B. Willie, Dallas; Adkins Lenoire, Plaza, San Marcos, Tex.; Raphael Calderon, Azteca Films, El Paso, and Corrine Firssora, Massachusetts.

New cashier is Ruby Price at the Palace, while Miss Dorothy Allsup is shifted from the Broadway to become candy saleslady at the Texas.

BOXOFFICE wishes Jack Silverthorn many happy returns of the day . . . Jack Hooper, the cameraman, is back in town for the winter season . . . Ditto, Jack Hoey, rodeo man and cowboy actor.

Travelers: Johnny Fielder, the bandsman, to the coast and back after an engagement; Ernest "Frenchy" Biencourt, Majestic stage manager, to Dallas and return over the weekend; Dolly Shirmacher of KTSA staff was in Houston for the New Year's holidays.

We have just received word that Al Larkin, showman, is very ill at Corpus Christi. He and the missus would appreciate a line from their many Texas friends. Address: Care General Delivery.

The Roller Derby Revue will be held on the Majestic stage this Saturday midnight with both the California and San Antonio team members doing their bit of entertainment.

Starting next week, the Texas will have "Buzzo" each Tuesday and Friday nights as a new inducement.

Coates Gwynne, actor, director and playwright, has returned to the Alamo City after a sojourn in Hollywood and Mexico. While in the film capital, he visited his niece, Ann Gwynne, who is working in New Universal Pictures.

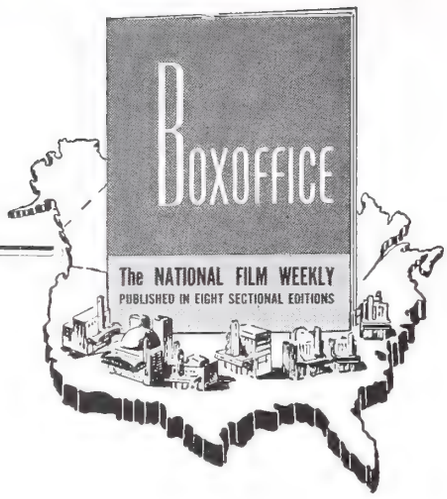
When Dave Apollon brings his "Hitting High" musical revue to the Majestic next week, it will mark the first stage show of the New Year to go into that house.

For the 'teenth local showing, a five-reel motion picture of the life of Jesus Christ of Nazareth was exhibited at Saint John's Parish Hall last Sunday evening. The film was made in Palestine . . . Paramount's "Star Maker" did a return engagement at the Uptown, nabe house, to satisfactory biz . . . "The Women" played the Palace Theatre several days last week, being brought back by popular demand.

Bill Fisher is back in town after a short sojourn South of the Border, Down Mexico Way.

Evans Sprott Visits

DALLAS—Evans Sprott, partner with Milton Starr in Bijou Amusement Co., with headquarters at Nashville, has been on the Row in the interest of that circuit's 50 all-Negro theatres. He said the company now is building the new Ritz at Shreveport and the new Ritz at Pensacola. The Gem at Nashville opens February 2, he said.



The *Most Complete* Trade Paper Service in the Industry

***Covering Every Phase of the Motion Picture Business*— Every Place in the Industry!**

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

Many Groups Protest New Amusement Tax

TORONTO—Numerous organizations in Ontario have combined in opposing the new amusement tax of the provincial government in the adoption of a resolution of protest which emphasizes several strong arguments why such a levy should not be imposed. These bodies include sport associations, the Hotel Association of Ontario, the Trades and Labor Council representing organized labor, the YMCA and war veterans, in addition to which the Independent Theatres Ass'n of Ontario and the theatre chains have added their protests.

The resolution against the tax reads, in part, as follows:

"Whereas the amusement tax falls heavily upon the wage-earning classes, and those of limited resources and juveniles, as shown by the statement of Premier M. F. Hepburn that 'over 80 per cent of the amusement tax is collected from admissions of 25 cents and under,' to which classes sports and diversions are an absolute necessity during the war, and

"Whereas unemployment has become less a drain upon the Public Treasury and will be substantially reduced because of enlistments in His Majesty's forces and because of absorption of labor by industries in wartime production, and

"Whereas the Ontario government found it advisable, during the depression period, to abolish the amusement tax on the ground that 'nuisance taxes are bad taxes' and that it was 'a difficult and expensive tax to collect,' and

"Whereas no enterprise or activity, voluntary or otherwise, should be taxed to the point of extermination when it is performing a public service such as the operation of vital recreational features in a time of stress, therefore

"Be it resolved that the undersigned place themselves on record as vigorously opposed to the imposition of an amusement tax by the Province of Ontario through Act of Legislature or by Order-in-Council which would place an additional burden on the masses and discourage necessary recreation in time of war, and

"Be it further resolved that copies of this resolution be sent to the Prime Minister of Ontario, members of the Provincial Parliament, the press and other proper persons."

This resolution was adopted at a number of meetings in Toronto prior to the opening of the Ontario Legislature, January 10 and was supported by other organizations in Hamilton and Ottawa.

Famous Players Shifts Three Subsidiaries

MONTREAL — Surrender of charters of three wholly-owned subsidiaries of Famous Players Corp. is reported in the Ontario *Official Gazette*. The subsidiaries are: The Oakwood Amusement Co., Paramount Peterboro Theatres, Ltd., and United Theatres, Ltd.

The assets of these companies are being transferred to Famous Players Canadian Corp.

Ontario Legislature Is Opened Sans Amusement Tax Mention

TORONTO—The Ontario legislature opened its wartime sessions Wednesday at Toronto with no mention of amusement tax proposals either in the Speech From the Throne or in the introduction of numerous bills to be considered during the session. There is a possibility that the amusement tax revival is postponed pending further study by the government.

Reports of a provincial levy on theatre admissions earlier brought about organization of an opposition campaign which featured arguments that the Ontario government did not require additional levies for war purposes because Canada's war effort was primarily the responsibility of the Dominion government which was creating new federal sources of revenue in the form of new and additional taxes; that public works had been cut to a minimum by the Ontario government; that unemployment relief was no longer a major problem because of enlistments and absorption of labor by war industries; that 80 per cent of the amusement tax is collected on admissions of 25 cents and under and was therefore a burden upon those who were least able to pay an additional impost; that the amusement tax act was costly in its operation and that it is a nuisance levy for all concerned, hence it is a bad tax.

The words of Premier M. F. Hepburn himself, when he abolished the tax in 1937, were freely quoted as reasons why a new amusement tax should not be imposed. Theatre interests declared that new taxation would be damaging because the business could not stand a further impost.

Films Doing Part in War Training

Montreal—Canada's fighting men are learning the tricks of their new trade in the most up-to-date manner possible and training includes the viewing of moving pictures which show in detail the right way for things to be done. These films, of the silent variety, are one-reel pictures which cover about 100 subjects with which the various arms of the Canadian Act Service Force must be familiar.

Eastern Theatres Dividend; F-P Common to Nathanson

TORONTO—Activities in the Toronto financial world include the payment of a dividend by Eastern Theatres, Ltd., operating the Imperial downtown, and announcement by the Toronto Stock Exchange of the sale of a block of Famous Players shares under option to N. L. Nathanson, president of the chain.

The current payment by Eastern Theatres is the 3½ per cent interest for the six months ending Dec. 31, 1939 on the seven per cent preferred shares of the company with no arrears to be covered.

N. L. Nathanson has taken up a balance of 5,000 shares of Famous Players common at $15 per share, these being a part of the allotment for 1939 under an agreement dated April 15, 1936.

This agreement has two more years to go, with 11,000 shares under option to be purchased by Nathanson next July and another block of 11,000 shares exercisable in 1941. The price of the optioned stock will be $16 in 1940 and $17 in 1941.

Montreal Military Units 'March of Time' Subject

MONTREAL—Two Montreal military units will figure in the next "March of Time" following a visit of the production crew to Canada where it is picturing the Dominion's war effort. The production unit, under the direction of George R. Black, has been working in cooperation with Associated Screen News, taking pictures of Canadian military, naval and air activities. Two weeks are required to complete the filming, and the sound portions of the newsreel have not yet been recorded.

The Montreal units appearing in the film are the Black Watch (5th Royal Highlanders of Canada) and the Regiment de Maisonneuve, a French-Canadian unit.

Start "Forty Little Mothers"

HOLLYWOOD—"Forty Little Mothers," starring Eddie Cantor, has been placed before the cameras at Metro. Busby Berkeley is director, Harry Rapf producer, and the supporting cast includes Ralph Morgan, Rita Johnson, Bonita Granville, Diana Lewis and Margaret Early.

Laurie Quits Empire-Univ.; To Florida for Winter

TORONTO — Considerable surprise has been occasioned by the news that A. J. Laurie had resigned as assistant general manager of Empire-Universal Films, Ltd., Canadian distributor of Universal, Republic and British product.

Laurie, long identified with the film business in the Dominion, has gone to Florida for the winter after which he will consider plans for future trade activities. He has been an exhibitor and exchange executive for more than a score of years, principally in Toronto and Montreal. In the latter city he made a name for himself as manager of the Midway Theatre and served for some years with Regal Films, Ltd., before becoming identified with Empire on its formation six years ago.

Blotters Sell "Daughter"

TORONTO—An effective stunt for "The Housekeeper's Daughter" at the Imperial here was the placing of blotters in important public offices in the downtown section.

Get "Thing Called Love"

HOLLYWOOD—Ken Englund and George Seaton are collaborating on the script of "This Thing Called Love" for Columbia.

MONTREAL

WITH NEW YEAR'S festivities over, Filmrow knuckled down to business in earnest, and the offices are keenly competing for new bookings. In the opinion of managers, 1940 films already announced eclipse in interest anything offered in previous years.

Exhibitors are still scare around Filmrow, few of them caring to risk a lengthy trip over roads deep in snow. Amongst those who did motor in were P. Senecal of the George's, Ste. Therese; Messrs. Prevost and Robert, of the Cartier and Palace, Granby; G. Martineau, of the Royal, Vallefield, and Mr. Caron, of Louisville, member of Quebec legislature, who owns a theatre in that town.

Harry Allen, Canadian general manager of Grand National Films, was here on a visit to provincial manager Frank Goldhar. Eddy Yaworsky has left the local Grand National Films to become associated with RKO.

Canada's second overseas contingent which has arrived in England was kept up-to-date on motion picture fare on the voyage and also after arrival at camp. Singsongs were also held on deck under the leadership of Captain Mert Plunkett, founder of the Famous Great War Dumbells. Influence of the films was felt when the boys christened their lifebelts, "Mae West."

"Royal Visit," the government's official picture of the King and Queen's tour of Canada and the United States, opened at His Majesty's, proceeds going to the Canadian Red Cross. The film was made under the supervision of Captain F. C. Badgley, M. C., of the Canadian government motion picture bureau, with technical assistance from Associated Screen News.

Contracts awarded for construction during December, as officially recorded, include one for a theatre at Oshawa, Ont., to cost $50,000. . . *No definite date has yet been fixed for Canada's first view of "Gone With the Wind," which is likely to open at Loew's next month, with reserved seats for the premiere.*

Jack Hirshberg, Montreal radio columnist, is visiting Hollywood in search of material . . . Charles Kennedy, 76, former operator of theatres at Coaticook, Magog and Richmond, Que., died at Coaticook, December 29 . . . Two northern Ontario pioneers journeyed to Fort Erie and saw their first film since they went north 14 years ago.

Motion pictures and film stars influenced a great many of the toys sold at Christmas in Montreal. There was a boom in Shirley Temple, Deanna Durbin and Dionne Quintuplet dolls, and also in little figures of Snow White and the Seven Dwarfs, as well as in replicas of Mickey and Minnie Mouse, Popeye the Sailor, and Ferdinand the Bull.

The St. Denis has put in two new mechanisms, installed by General Theatre Supply Co., Ltd.

The motion picture industry is credited by J. Murray Gibbon, novelist and advertising expert, with "greatly helping to restore the realization that there is color in the world, and that an appreciation of color and beauty can help to change a person's entire outlook on life. Gibbon showed the Advertising and Sales Executives Club of Montreal a colored film produced by Associated Screen News for the Canadian Pacific Railway, which pictured summer visitors at Banff and Lake Louise enjoying themselves.

Montreal is still without either blackouts or air raid shelters, and so local theatre interests have not yet striven to emulate Paris in the construction of its successful underground theatre, "L'Abri," which means, in English, "Shelter."

Roy Tash, ace cameraman of ASN, has been in Ottawa filming the arrival from England of Hon. Charles Crerar. ASN has received cabled New Year greetings from Allan Grayston, member of its staff, who enlisted for overseas service, and who has now arrived in Aldershot.

High cost of television programs is the most important problem to be solved in Canada before a television broadcasting service can be inaugurated, according to E. C. Grimley, president of the RCA Victor Co., Ltd., Montreal, who, in a year-end review, emphasized that "television is required to scan and transmit moving pictures, scenes and living persons, as well as to synchronize them with sound. In other words, it is the difference between a still photograph and a talking motion picture."

Glenn Ford, a Portneuf, Quebec, youth, played in the motion picture, "Heaven With a Barbed Wire Fence," shown at the Capitol there. When his family moved to Santa Monica, Cal., a few years ago, Ford, whose real name is Gwyllyn, became a member of no fewer than seven "Little Theatres" there, and played in Pacific Coast productions and in New York before signing up with 20th-Fox for whom he completed two pictures. He now is making a picture for Columbia.

"The Democratic Way," film produced by Associated Screen News, will have the distinction of being the first Canadian film to have its American premiere in Hollywood. In the film, according to the *Canadian Veteran,* 100,000 troops appear. The *Veteran* announces that the film has had a remarkable reception in all Canadian cities where it has been shown, and preparations are being made to exhibit it in Great Britain. It had its Canadian premiere at Ottawa recently.

The next Canadian Cameo to be released by Associated Screen News will be entitled "Ski Ways," and will be a natural color short of winter sports in the Laurentians —ASN has issued a new catalogue of stock trailers, which has been mailed to exhibitors. Anyone who has not received a copy can obtain one by writing direct to Associated Screen News, Montreal.

Grierson Announces Move to Australia

OTTAWA—Formal announcement is made by John Grierson, whose appointment as national film commissioner of Canada under the newly formed National Film Board created considerable comment, that he is proceeding to Australia after having completed three months' work for the Canadian government. Further, Grierson announces that, after a stay of three months in Australia, he will return here for another three months. This information is followed by the statement that "after that the government will appoint a permanent film commission."

This declaration is confirmation of the recent report that his appointment as Canadian film commissioner was of a temporary nature and the latest information is that he was engaged for six months. There yet remains the prospect that Grierson will receive a permanent appointment in Canada at the termination of his present contract.

Charges Against Kibbey Admitted Groundless

MONTREAL—The hue and cry raised during the disappearance of Charles E. Kibbey, 45-year-old accountant for the Consolidated Theatres, Ltd., died away to less than a whisper in Enquete Court on January 4 when L. A. Sperber, counsel for the company, advised Judge Jules Desmarais that the prosecution had no evidence to offer on forgery and theft charges of $1,200 brought against the accused. The court immediately dismissed the complaint and freed the accused.

Missing for about a week, Kibbey returned to his home at 911 Dunlop Avenue, Outremont, at the end of November and immediately faced arrest on a warrant issued after complaints by Alexander A. Adelman, secretary-treasurer for the company. The complaint charged that last March, Kibbey had stolen $1,200 and that he had forged a cheque of $24 by raising it to more than $1,224 and had then cashed it.

According to the statement made in court by the prosecution counsel there was no evidence to be offered to substantiate any of the charges brought against the theatre company employe. He returned voluntarily to his home and submitted to arrest.

George Stroud Celebrates 30th Year as Exhibitor

HAMILTON, ONT.—George Stroud is celebrating 30 years as an exhibitor here where he manages the Palace and Savoy theatres in association with Famous Players. The Savoy was built by his father, the late William Stroud, as a vaudeville house and George became its manager in 1910. The affiliation with F-P was effected in 1921.

Completes "Untamed"

HOLLYWOOD—Frederick Hazlett Brennan has completed the script of "Untamed" for Paramount.

CALGARY

CAL WINTER, with a partner, a Mr. Taffy, has taken over the Marpole and has been operating there since the first of the year. Cal led the orchestra in the Capitol before the advent of sound. He also was director of the very popular symphony orchestra here, and for a time managed the Civic in Nelson, B. C., leaving there to come back for further musical activities in Vancouver. The Marpole has been for some time in the hands of Archie Calladine who later built the Rio which he retains and is still managing.

Norman Duncan's latest stunt is a personal in the daily papers, headed: "Do You Like Your Nurse?" which is followed with a suggestion that her name be sent in, giving her a chance to win one of the 25 free tickets to "The Secret of Dr. Kildare," when it appears at the Strand.

M. Chechik is making a major operation of the remodeling of the Little Theatre. There is a new front, new foyer, new acoustical lining for walls and ceiling, new chairs, and, of course, new decoration and lighting.

"Judge Hardy and Son" was previewed at the Kerrisdale last week to a capacity audience. This idea of a weekly special Thursday night performance, with a special admission charge, is an established success, with the additional advantage of whetting the interest in what is presented later at one of the F-P downtown theatres when it appears for a regular.

Jim Patterson, Fox, is longing for "The Bluebird," and it is not as a sign of spring, but as a film for which he anticipates a huge popularity . . . Ben Plottel and his Empire-Universal staff are under full steam on that sales and collection drive.

Babe Coval is away "somewhere" on a short business trip . . . The latest news from the Romano home is that "Quag" is mending rapidly, is impatient to get back to the Colonial, and should be on view there within the next week or two.

Another patient who is beginning to take an interest in outside things is Jack Muir.

There has been a trifling relapse in theatre attendance, but what can you expect just after Christmas and just before fortnightly pay day.

McComber Is Alderman; Cashman Beaten in Bid

PORT ARTHUR, ONT.—George J. McComber, manager of the Lyceum here, was elected an alderman in the local city council for 1940, while Charles Cashman, identified with the industry in Toronto, was defeated in his bid for the office of reeve in the York Township elections after having served for four years as deputy reeve and four years as a member of the Township council.

Eddie Moran Checks Out

HOLLYWOOD—Completing his scripting assignment on "We Shall Meet Again," Eddie Moran has checked off the Warner lot.

A Potential Panic Averted By Don Gauld and Staff

WINNIPEG—Through the prompt action of Don Gauld and his staff at the Metropolitan, what might have turned into a panic was averted when fire broke out in a tea room next door to the theatre and smoke seeped into the house through the men's smoking room.

Discovered by Jack Heaps, usher, he quickly notified the cashier, Miss Gadd, who phoned the fire department. Doorman George Rogers, seizing a fire extinguisher, made his way to the men's room where the smoke was so dense an usher who followed Rogers with another extinguisher could not see him and accidentally soaked him.

Harold Gray, assistant manager, assured the 400 patrons in the audience there was no danger and asked them to keep their seats. With the exception of three women, all remained seated and the performance went on.

Paper Believes Animated Cartoon Has Won Place

OTTAWA—Under the heading "Film Cartoon Here to Stay," the Ottawa *Citizen* declared editorially that, "The popular acclaim with which 'Gulliver's Travels'—the second feature-length film cartoon ever to be made—has been received, suggests that in future the output of the makers will increase rapidly. So far as the creations of Disney go, that was apparent two years ago when 'Snow White and the Seven Dwarfs' was released but it was not certain whether the product of a rival studio would stand the test.

" 'Gulliver's Travels' settles that question. The animated cartoon which the Fleischers have made is being received with spontaneous enthusiasm wherever it is shown, and deservedly so for the fable of Gulliver is a refreshing change when seen in the rich colors of the motion picture cameras."

Continued Pressure for Juvenile Law Revamp

MONTREAL—Continuing pressure against the Quebec law prohibiting attendance of children in theatres is being applied by the press and public groups and a campaign to have the law revised is likely. As a start, the acquiescence of Premier Godbout on the admission of children to the showing of "Gulliver's Travels" when it opens at Loew's on January 19 is being sought.

It was with considerable surprise that the trade learned the new liberal government had no intention of modifying the attitude of its predecessor on the law which trailed the Laurier Palace disaster 11 years ago.

Adds Six Acts

HULL, QUE.—The Cartier here, which plays double feature programs, is adding six vaudeville acts, according to Manager Bob Maynard. Harry Thompson is emcee and George Clements is in charge of the orchestra.

TORONTO

N L. NATHANSON, president of Famous Players Canadian Corp., has gone to Florida for the winter . . . "Another Thin Man" is the principal holdover here, having been retained a second week at Loew's . . . Wolfe Cohen, Canadian manager of Warner film exchanges, has returned here after a business conference in New York.

Mrs. Simon Meretsky, wife of the widely known theatre owner of Windsor, Ont., suffered the loss of a $3,000 mink coat which was stolen from her room during the course of a social evening.

A visitor here and in Ottawa, Sir Cedric Hardwicke, British screen and stage actor, announced that he had offered his services to Canada in any capacity with His Majesty's Forces and, pending a call to the colors, was returning to Hollywood to start work on "Tom Brown's Schooldays."

Fraser Elliott, a Canadian government official well known to many local film trade executives, has gone to Florida for a rest to recuperate from the effects of a serious operation which included removal of one eye.

The wartime musical production of Roly Young, "Chin Up," is doing nicely on the road. After two weeks here and one in Montreal, it has hit the provincial centers, doing nice business at the Grand in London, Ont., a Famous Players house. Young is the film critic of the Toronto *Globe and Mail.*

Ernest Rawley, manager of the Royal Alexandra here, is back from a holiday and business trip to New York.

Heavy snow and real cold throughout Ontario have had the effect of keeping many outside theatre operators away from Toronto for their periodic booking calls at the various film exchange offices.

The Uptown, Imperial and Tivoli here have switched to Saturday openings since the break in weekly schedules to fit in with the occurrence of Christmas and New Year's Day on Monday, when the theatres opened with new shows for these holidays.

Carole is the name of the new baby in the household of Gordon Hogarth, proprietor of the Roxy, Kingsville, Ont. . . . Manager Fred Trebilcock and staff of the Uptown here are still trying to sort out the mittens, rubbers, scarves and caps which were left in the theatre by many juvenile patrons during the run of "Gulliver's Travels."

Now it can be told. One of the first Canadian officers to reach Great Britain to serve overseas in the current struggle was Capt. F. G. Doney, former manager of the Capitol, St. Thomas, Ont., who was called to the colors at the end of August. He proceeded to England in advance of the first Canadian contingent but the news is only public property now because of censorship regulations.

Adapts "Never Say Love"

HOLLYWOOD—Irving Brecher is scripting "Never Say Love," a Jack Cummings production for Metro.

Assure Winnipeg Children Suitable Saturday Fare

WINNIPEG—At a meeting of the West Kildonan Parent-Teacher Ass'n, Mrs. H. Hastings, president, reported that after four weeks of effort, the Better Movie Committee of Winnipeg has made great progress in securing suitable Saturday afternoon programs for children in local houses.

Mrs. Hastings said a preview committee, composed of representatives of various organizations, was in a position to know which films were suitable for children. Managers of houses running films deemed unsuitable by the committee have been requested to adjust their programs accordingly, she reported. Among the films on the taboo list are those featuring the Dead End Kids.

Mrs. Hastings was reported as having quoted a New York medical authority who said the effect of gangster pictures on children is comparable to the effect of shell-shock on soldiers.

'Wind' Canadian Premiere In Toronto January 26

TORONTO—The Canadian premiere of "Gone With the Wind" will open at Loew's here Friday, January 26, and the reserved seat plan for evening performances has already been opened with all seats on the orchestra floor at $1 and boxes and loges at $1.50. Continuous matinee performances will not be reserved and prices for matinees are announced as follows: Orchestra and balcony, 75 cents; boxes and loges, $1.

It is understood "Wind" will play Loew's in Montreal for the first run in the Province of Quebec.

Had to Be a Winner

HAMILTON, ONT.—When the Foto-Nite prize at the Tivoli here reached a record sum of $450, Manager C. T. Spencer announced that names would be called from the barrel until a winner was found in the audience. Incidentally, the prize at the Avalon, Ottawa, has grown to $375.

"When checking back on picture reviews I find I did not receive the Nov. 12 issue of your magazine. I would greatly appreciate it if you would supply me with the reviews for this date so my records will be complete.
I would like to take this opportunity to express my complete satisfaction with your magazine. Your system of zoning gives us the items of local interest along with everything really worth while that is happening within the industry."

—A. C. NOBLE,
Simcoe Theatre,
Sutton, Ont., Canada

BOXOFFICE
The Pulse of the Motion Picture Industry

WINNIPEG

ASSISTING the drive being held here to aid the cause of Finland, theatres are permitting taggers to use their lobbies . . . Two attempted burglaries were made at local houses as the new year began. At the Capitol, two gunmen trussed up the night watchman after which they unsuccessfully tried to open the office safe. Another attempt was made to break open the safe at the Rose.

Grand National's "France Is Ready" played to such good business at Helmer Jernberg's Rio, that the film was held over a second week . . . At the Lyceum, Eddie Newman's midnight showing of "Dust Be My Destiny," resulted in a jam at the box-office that nearly turned into a riot.

Results of the Christmas tickets contest held by downtown houses are in. At the Capitol Bernard Beach, doorman, won easily. Winners at the Metropolitan were, in the order named: Ethel Conrad, Bob Smythe, and Hilliard Gunn. At the Lyceum, Edna Tamplin, cashier, and Lena Money, head usher, finished in a tie.

A trade party held at the home of D. Griesdorf, UA manager, was a big success . . . R. Radis has resigned as office manager at Empire-Universal.

Mr. and Mrs. F. H. Kershaw have left for Florida . . . Monte Jenkins of Red Lake, Ont., is a visitor . . . M. Halparin of the Paris is on the sick list.

Hold Gertrude Small and Husband Were Drowned

TORONTO—Despite charges by Florence Small, sister of Ambrose J. Small, wealthy Toronto theatre magnate, that her sister, Gertrude, had been doped and murdered on the occasion of her marriage to Warren G. Bell at Stayner, Ont., last October, the inquest into the deaths of the woman and her husband of a few hours resulted in a decision by the jury that the fatalities had resulted from drowning, the verdict being largely based on the evidence of Dr. E. R. Frankish, medical expert of the Ontario government, that the lungs of both victims were filled with water although their bodies had been found a mile from each other.

Florence Small testified that her sister "had been doped and murdered and I can't believe anything else" and further said "my brother's death was hushed and kept down and I am not going to do the same thing about my sister's death." Ambrose Small, it is recalled, vanished after he had received a cash payment of $2,000,000 from Trans-Canada Theatres, Ltd., for a chain of theatres in Ontario and no trace of him was found.

The inquest brought out the evidence of witnesses that the deceased woman and her husband had been drinking and it was testified that ether and needles had been found among the effects. There were a number of sensational clashes during the hearing at which 45 witnesses were heard.

A New Pact to Eddy

HOLLYWOOD—Nelson Eddy has been given a new term pact at Metro and assigned to "I Married an Angel."

Move to License Itinerant Exhibitors Strikes Snag

TORONTO—A move to place itinerant exhibitors on a license basis starting with 1940 by the Canadian Performing Right Society, Ltd., will not be executed, according to information from government sources.

The Copyright Appeal Board recently passed upon the society's schedule of royalty fees for theatres, radio stations and other users of musical compositions over which the society exercises control, but apparently a hitch occurred in the proposal to license the traveling shows using either 16 or 35mm films. Perhaps the difficulty of maintaining a check on the itinerants with regard to the number of performances, capacity of rural halls and size of audiences also brought a recognition that the imposition of an annual license fee would prove an expensive expansion.

Feast of Epiphany Is a Boon to Film Business

OTTAWA—"Le Petit Noel," otherwise Little Christmas, brought traditional celebrating among the Catholics of Canada in observance of the Feast of Epiphany, and the occasion of merrymaking, more pronounced than at Christmas in many cases, brought its attendance at theatres as a part of the festival program. The date, January 6, was also a big holiday in the Eastern Orthodox Church with theatre attendance to the fore.

Baxter Winds Up 20th-Fox Pact With "Earthbound"

HOLLYWOOD—Final picture for Warner Baxter under his 20th-Fox contract will be "Earthbound," in which Andrea Leeds, borrowed from Samuel Goldwyn, will have the feminine lead. Irving Pichel will direct for the Sol Wurtzel Production unit.

Fresh From Bowes

LONDON, ONT.—Three localites who appeared on Major Bowes' "Radio Salute to London" in New York, were featured on the stage of Loew's here by Manager Fred Jackson in conjunction with the run of "Judge Hardy and Son." The trio included Sonny Bretherton, Frank Rockwood and John Mair.

Republic Holds Vera Vague

HOLLYWOOD—Vera Vague, radio comedienne, has been held for another picture by Republic following her debut in "Village Barn Dance."

To Direct Gene Autry

HOLLYWOOD — Frank McDonald has signed a term pact at Republic to pilot future Gene Autry westerns. First will be "Rancho Grande."

Finish Warner Script

HOLLYWOOD—Screenplay for Warner's "City for Conquest" has been completed by Warner Duff and John Wexley.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams
Played this one day, but should have booked it for two, as word-of-mouth would have built it up. A pip of a comedy. Full of belly laughs. Women liked it especially well. Melvyn Douglas excellent. Tuesday. Weather: Sub-zero. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Blondie Brings Up Baby
We can get out a good house any time with a "Blondie." Our patrons liked this one better than "Blondie Takes a Vacation." Hope Columbia keeps up the standard. Good family entertainment. Tues. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Golden Boy
Ended the year with the best picture of the year. Had a good crowd, considering the weather. An excellent Sunday picture. Sunday. Weather: Cold and snow. Admission: 20-10. Small town patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

First National

We Are Not Alone
On the heavy side for a small town, however did average mid-week business. Muni turns in another excellent performance. Comment found its usual controversy over the pic's finish, but all agreed it was a good picture. Tues., Wed. Weather: Cold. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Metro-Goldwyn-Mayer

Andy Hardy Gets Spring Fever
Another percentage picture which did not make me any money. It is just another way to get more money for the picture. The Hardy pictures are too much alike. Sat., Sun. Weather: Good. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Babes in Arms
This swell piece of entertainment gathered in the shekels for us. Rooney proved himself a real trouper. The Garland kid was right behind him all the way. She has more rooters after each picture. Tues., Wed. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Dancing Co-Ed
Fair programmer that the young folks seemed to find okay. Lana Turner seems to lack experience, but may improve unless she gets too much undeserved publicity. Business average. Wednesday. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,650. Capacity: 300.—S. L. George, Mountain Home, Mountain Home, Ida.

Secret of Dr. Kildare
Comments indicated they liked this drama very much and it did a little extra business in the middle of the week. We have found this a satisfactory series. Wednesday. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,650. Capacity: 300.—S. L. George, Mountain Home, Mountain Home, Ida.

Tarzan Finds a Son!
Very good picture. Some of the scenes were like those in "Trader Horn." Did not draw as good, but will go over with the kids. Sat., Sun. Weather: Cold. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Paramount

Great Victor Herbert
O. K. for music lovers. Lack of action will keep it from bringing big grosses in small town situations. Did better than average business as we ballyhooed it well. Mary Martin great for first try. Sun., Mon. Weather: Cold. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Our Neighbors, the Carters
Excellent. Everything your press sheet claims for it. Solid, down-to-earth drama every member of your family will appreciate. Pleased everyone here. Should make a fine series. Business a shade on the light side. The people have been fooled before on weak family pictures. Weather: Good. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Rulers of the Sea
We looked for extra business, but didn't get it. A fine production. Will Fyffe carried the burden and made the picture. Can't see why it missed, but it did. Fairbanks jr., best we have seen him. Sun., Mon. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Rulers of the Sea
No so good for Christmas day. Business even lower than anticipated. Everyone liked Doug jr.; Fyffe does well. Interest builds, leading to what could have been a smash finish, but it dropped off as they ran out of film. Not terrific, not bad. Sun., Mon. Weather: Cold, rain. Admission: 35-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Star Maker, The
Bing Crosby's best picture beyond a doubt. It was something new and different. Did good business on matinee, considering I don't regularly have a week-day matinee. New Year's Day. Weather: Cold. Admission: 20-10. Small town patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

RKO Radio

Girl From Mexico
Lots of comedy in this. Quite a change from most of them. Not much of a crowd—too cold. New Year's Day. Weather: Cold. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

20th Century-Fox

Barricade
Attendance above average, but the picture a flop. No one liked it. Wasn't Alice Faye picture I ran. Sunday. Weather: Fair. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Barricade
What happens with this one will have you guessing what happened to the Fox production department. It's strictly amateur night in China. Mr. Ratoff's direction allowed Faye and Baxter to turn in performances sorrier than an exhibitor's Christmas week. Principals mis-cast, plot very tired, dialogue pitiful. Screen this one with a soft pedal. Thurs., Fri. Weather: Cold. Admission: 35-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Drums Along the Mohawk
Very beautiful Technicolor. Some wonderful camera studies. Henry Fonda pleases his fans. Claudette Colbert does well despite crying too much. Story holds too much repetition. Comment favorable, business average. Thurs., Fri. Weather: Good. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Drums Along the Mohawk
This one rang the bell. Technicolor beautiful and enough blood and thunder to suit the most rabid action fans. We looked for big gross and weren't disappointed. If the kiddies need new shoes here is a chance to get them. Sun., Mon. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C B. Woodbury, Bethel, Bethel, Vt

Stop, Look and Love
One of the funniest of the year. Did fairly good business on Pal Night, considering it was cold and there was snow on the ground. Thursday. Weather: Cold and snow. Admission: 20-10. Small town patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

Universal

First Love
This was the first Durbin we ever played and it d dn't break any records for us. Didn't hear many raves from the customers. Deanna seemed a little actressy, if you know what we mean. Sun., Mon. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Little Accident
For a comedy this is best program picture I have showed in some time. Average attendance well pleased. Wed., Thurs. Weather: Rainy. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Man From Montreal
Very good action picture. Average attendance. Everybody pleased. Showed Saturday. Weather: Cold. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Under-Pup, The
Played this one late, but glad we didn't pass it up. It is a dandy family picture and the youngster, Gloria Jean, is fine. In fact the picture was liked better than "First Love" by our patrons. Tuesday. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

United Artists

Real Glory, The
If your patrons like action and thrills you can't go wrong with this one. Business average and we had basketball and sub-zero weather against us. Wed., Thurs. Weather: Below zero. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Warner Bros.

Pride of the Blue Grass
Good program picture; held everyone's interest; general comment favorable. Race sequence could have been treated to bring a more thrilling climax. Business terrible. Saturday. Weather: Good. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Private Lives of Elizabeth and Essex
More came than we expected, but only the arty folks raved over it. Bette Davis tops as usual. Errol Flynn lacked something. Don't know what, but he lacked it just the same. Sun., Mon. Admission: 30-15. Rural and small town patronage.—Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Roaring Twenties
The men came out, but the women stayed home. Cagney is a good draw for the men, but leaves the women cold. Plenty of action for those who like it. It takes Warner to make this type of picture. Wed., Thurs. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—C. B. Woodbury, Bethel, Bethel, Vt.

Announcing . . .

MOVIE TRADE SCRIP

THEATRE ATTENDANCE PLAN

with all rights strictly reserved

NOW Being Offered Theatres in All Areas

MOVIE TRADE SCRIP CORPORATION

(Kirk & Haysler Enterprises)

Suite 403 Commerce Building — Kansas City, Missouri

WATCH FOR FURTHER ANNOUNCEMENTS IN THIS PUBLICATION

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

New Scrip Plan Developed for No-Cost-to-Merchant Tieups

By THE MERCHANDISER

KANSAS CITY—Out of the midwest, lately spawning a large number of seat-selling ideas, comes a new boxoffice stimulant plan with a different twist and a bid for national attention.

Originated and now headed by Julian Kirk, an advertising executive and connected with the old Metro company and with Pathe, and Arthur Haysler, former insurance company president, now retired, the plan is known as Movie Trade Scrip. It operates as follows:

Avoiding the need for expenditure by participating merchants, the scrip is designed on an admission-price percentage basis for redemption by the exhibitor, the emphasis being on the fact that merchants contribute no cash or merchandise. With each paid adult admission the exhibitor issues the scrip in various denominations according to the price, or at any face value he may desire. It then may be used for the purchase of additional tickets, at the theatre popcorn or candy stand, or utilized for the purchase of merchandise—either in full or part payment—from participating merchants.

Cooperating merchants display appropriate advertising matter, provided to the exhibitor by the Movie Trade Scrip Corp., and distribute heralds and other theatre copy on future billings.

No Time Limit on Use

In providing for redemption of the scrip by the exhibitor, the originators of the plan point out that not all of the scrip issued is presented for redemption within a time limit set. Some of it, they say, is lost by the patron, accidentally destroyed, hoarded or forgotten, or used as stage money by the children. It is figured, too, that a large percentage of it is cashed back through the boxoffice and requires no theatre cash outlay, and that many of the participating merchants use the accumulated scrip for theatre tickets. They estimate that in some localities as much as 50 per cent may find its way back through the boxoffice. It is said that in some cases merchants engage in independent contests of their own with the scrip as contest material.

Presented as an effective lure to merchants is the provision that the holder must sign his name and address across the face of the scrip when used in a store, giving the dealer a record of the sale.

Licensed theatres are provided by Movie Trade Scrip Corp. with special advertising material which includes:

A teaser trailer to be used about two weeks in advance, a followup explanatory trailer, 6″x10″ decalcomanias in four colors for applications to store windows and doors, mat reproductions of the decalcomanias for merchant use in newspaper and handbill advertising, theatre handbills carrying the names of cooperating merchants, and a third reminder trailer. Exhibitors also promote the plan in appropriate lobby advertising.

The scrip is lithographed in black and green to simulate money in 3″x4¾″ size and carries the theatre imprint in red. It usually is distributed by the ticket-taker as he checks in each patron to prevent interference and delay at the ticket booth.

The idea may be used on nights selected by the exhibitor. One circuit head, the originators say, plans to issue the scrip four or five nights weekly for several weeks and then reduce to the nights that most need stimulation.

The plan is restricted to single theatres in small towns and in larger or metropolitan areas to pre-determined zones to avoid overlapping of merchants and theatres.

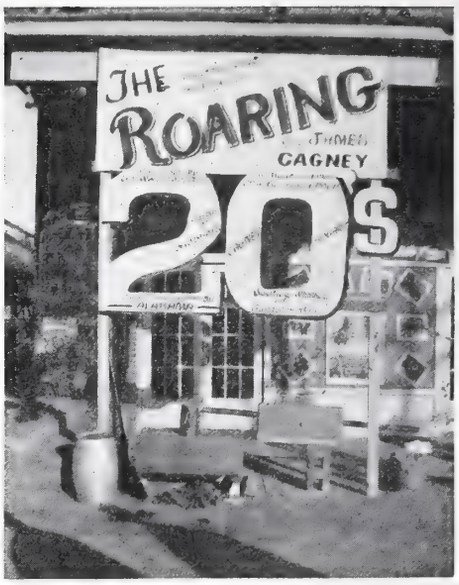
Baby Derby Is Promoted For "A Child Is Born"

OSAGE CITY, KAS.—Stanley Gartside, manager of the Osage, arranged with merchants to sponsor the "First Annual Baby Derby" in connection with the showing of "A Baby Is Born." Seven merchants put up valuable prizes: A jeweler offered a silver baby spoon, a druggist a complete set of baby's needs, a dairy a quart of milk a day for three months, the theatre a three-months' pass. Prizes went to the first baby born in Osage City or within a radius of 15 miles in 1940. Backed by plenty of exploitation, the idea was a wow.



Tip-Top Idea—

How Dave Martin of the United Artists in Inglewood, Cal., got across the quality idea for "First Love" in a lobby display that was the talk of the town.



Atmosphere—

For this display plugging "The Roaring Twenties," Ben G. Tisdale of the Ritz at Brantley, Ala., borrowed from the county sheriff a 60-gallon whiskey still, with kegs, gun, ax, bottles and jugs. The interior of the theatre was decorated as a speakeasy, with pictures of the Tunney-Dempsey fight, the Spirit of St. Louis, and Al Capone. Ben says the stunt went over big.

NUGGETS

EIGHT states officially have announced text books for this year built around Walt Disney subjects as part of their regular department of education requirements. "Pinocchio" is expected to be the latest on the list.

•

Fred Ford, manager of the Malco, Memphis, took advantage of the tieup with Lucky Strike for "That's Right, You're Wrong" and had girls dressed in caps and gowns distribute cigarettes a week prior to the opening.

•

Special emphasis was placed on Paramount Newsreel's special release, "Year of Dark Contrasts," by Stewart Martin, manager of the Embassy Newsreel, who mailed 12,000 imprinted postal cards throughout the metropolitan area endorsing the reel.

•

"Raffles" left his calling cards all over the business section of Louisville in a Loew's promotion of the picture, and a lot of folks got right on the telephone to find out all about him. The cards, of ordinary size, described "Raffles" as a "Heart and Jewel Specialist," and listed his telephone number—Loew's, of course.



Publicity, Anyhow—

There was almost a "scalping" on Clinton Ave. in Rochester, N. Y., when the "Indian" advertising "Drums Along the Mohawk" at the RKO Palace, met the "student" in cap and gown advertising Kay Kyser's "That's Right, You're Wrong" at the Century.

'Barricade,' 'Four Wives' Sold Via Two Stunts

INDEPENDENCE, KAS.—To exploit "Barricade," Bill Wagner of the Booth built a sand bag barricade on the back of a Chevvy truck, had a record made of machine gun fire, and sent it around town with an usher lying behind the barricade with a machine gun, the record playing so that it appeared the usher was operating the gun. Long banners on each side of the truck carried title and playdates.

Wagner arranged with a florist to send all hostesses of the Federated Women's Clubs a bouquet when they met in Independence the other day, a week preceding the Booth's showing of "Four Wives." On each bouquet was a card, "The Booth Theatre Announces the Marriages of 'The Four Daughters, Priscilla, Rosemary, and Lola Lane, and Gale Page, in 'Four Wives'."

Street Stunt Stopper for "Another Thin Man"

TOLEDO—A street stunt, in which the characters in "Another Thin Man" were impersonated, proved to be a crowd stopper for Manager Wally Caldwell's campaign on the picture.

A tall member of the service staff was dressed to look like William Powell and a smaller man was made up as an impersonator of Myrna Loy. The "couple" paraded downtown, pushing a baby carriage equipped with a large doll and a wire-haired terrier similar to Asta.

Caldwell also carried on an extensive campaign for the one-reeler, "Drunk Driving." One stunt carried on in conjunction with the local paper and the police department had the motorcycle police list the cautious drivers whose licenses were printed in the paper. Guest ticket awards went to those selected.

Exploiteer Lofgren Uses Timeliness in Copy

LINCOLN, NEB.—Showmanship and timeliness go hand in hand, if profits are to be reaped. On this basis, exploiteers have worked unceasingly for decades.

Presented to M. E. Lofgren, exploitation man for the Lincoln Theatre Corp., was the job of writing a trailer ad to tease on the Nebraska and Stuart screens, the forthcoming opening of the Lincoln, which is in the throes of much fetching fixing up to bow late in January as an ace house.

Lofgren's trailer copy went something like this:

"A blessed event is on the way . . . the re-birth of the new Lincoln Theatre . . . to join the Nebraska and the Stuart and become one of three sister theatres, the finest in the midwest . . . watch for this bundle of joy, etc."

Yes, sir! Timely is the word to describe it. Lofgren daddied his first-born, M. E. Lofgren jr., late last month.

SHORTS REVIEWS

The Shadow

Columbia 31 *Mins.*

With the advantage of having the entire audience at once familiar with the title character, the exhibitor should have little difficulty in selling this serial to his audience. It is the usual pseudo-scientific melodrama with violent action in every sequence and all sorts of weird complications. This describes the story, too. A character called "The Black Tiger" has plans for domination of the business and industrial worlds. His aims are fought by the title character, played by Victor Jory. Aiding in enacting the yarn are Veda Ann Borg, Roger Moore, J. Paul Jones and Jack Ingram. It is usual serial stuff. There are 15 chapters.

One for the Book

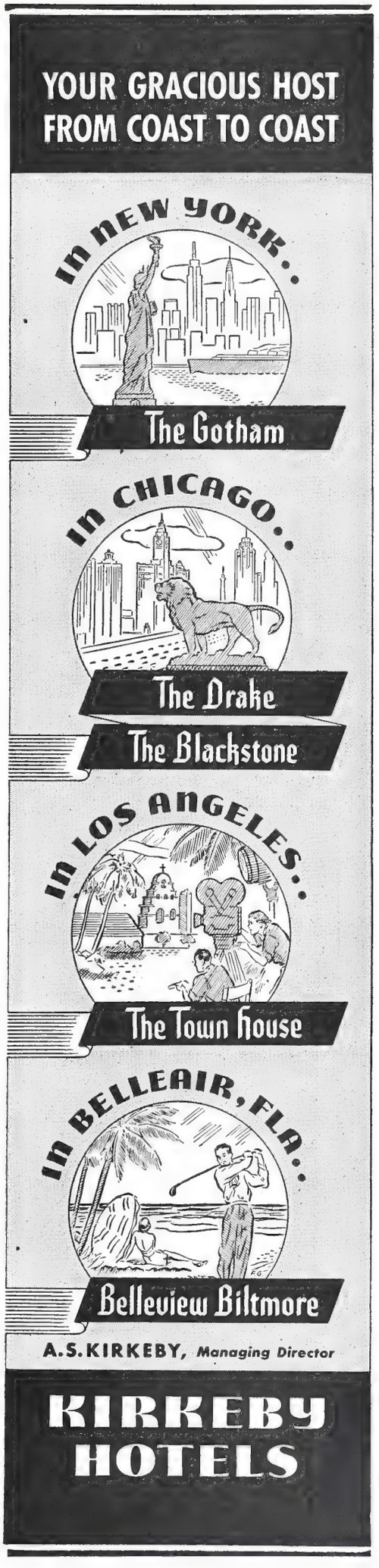
Vitaphone (Broadway Brevities) 20 *Mins.*

In its particular classification, musical variety, this two reeler has plenty in the way of first-rate entertainment. Betty Hutton of swingdom sings and cavorts her way through a phantasy that uses characters from books in a clever fashion. Joe Miller of the famous joke book is present for comedy and there is also Captain Kidd, Huckleberry Finn, The Count of Monte Cristo and a number of others. Miss Hutton can deliver a song very well. The Gae Foster Girls dance and there is a reliable blackface minstrel group to help out. It's worthwhile.

Touchdown Review

Paramount 10 *Mins.*

Timely and entertaining resume of the past football season with outstanding players, coaches and colleges in review. Bill Slater delivers the narrative. The editing is clever and amusing when awkward plays are repeated and the players made hilarious by their repeated motions. Highly recommended.



Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
SEPT. 16	14 Outd'r Act. **1201** **Outpost of the Mounties** (63) Chas. Starrett I. Meredith R—Dec. 2	15 Drama **4** **Thunder Afloat** (94) Wallace Beery Chester Morris Virginia Grey R—Sept. 23	12 Act. Drama **3815** **Sky Patrol** (61) John Trent Marjorie Reynolds R—Sept. 23	15 Drama **3902** **Beau Geste** (114) Gary Cooper Ray Milland R—July 29		15 Comedy **002** **Day the Bookies Wept** (65) Joe Penner Betty Grable R—Sept. 9	15 Drama **011** **The Rains Came** (103) Myrna Loy Tyrone Power George Brent R—Sept. 16		15 Drama **4017** **Two Bright Boys** (70); R—Sept. 23 Bartholo'w-Cooper 8 Musical **4044** **Mikado** (19) K. Baker R—Jan. 7	16 Drama **FN461** **Dust Be My Destiny** (88) John Garfield Priscilla Lane R—Aug. 19	
SEPT. 23	21 Drama **1015** **Those High Grey Walls** (82) Walter Connolly Iris Meredith R—Sept. 30			22 Comedy **3903** **$1,000 a Touchdown** (71) Joe E. Brown Martha Raye R—Sept. 30	21 Melodrama **912** **Calling All Marines** (65) Donald Barry Helen Mack R—Sept. 16	22 Com. Drama **934** **Fifth Avenue Girl** (80) Ginger Rogers James Ellison R—Aug. 26	22 Comedy **008** **Stop, Look and Love** (57) Jean Rogers William Frawley R—Sept. 2	22 Drama **Intermezzo** (70) Leslie Howard Ingrid Bergman John Halliday R—Oct. 7	22 Melodrama **4027** **The Witness Vanishes** (66) Edmund Lowe Wendy Barrie	23 Comedy **FN469** **No Place to Go** (57) Fred Stone Gloria Dickson Denis Morgan R—Sept. 23	
SEPT. 30		29 Com. Drama **3** **Dancing Co-ed** (81) Lana Turner Richard Carlson R—Sept. 30	30 D'mentary **3831** **Fight for Peace** (68) R—Apr. 23, '38	29 Com. Drama **3904** **Honeymoon in Bali** (96) Madeleine Carroll Fred MacMurray R—Sept. 16	29 Western **951** **Arizona Kid** (61) Roy Rogers Sally March R—Oct. 7	29 Drama **001** **Nurse Edith Cavell** (95) Anna Neagle George Sanders R—Aug. 26	29 Drama **009** **Here I Am a Stranger** (82) Richard Greene Brenda Joyce R—Sept. 30	29 Melodrama **The Real Glory** (95) Gary Cooper Andrea Leeds R—Sept. 23	29 Drama **Rio** (77) Sigrid Gurie Basil Rathbone R—Sept. 30	30 M'drama **FN462** **Espionage Agent** (80) Joel McCrea B. Marshall R—Sept. 30	
OCT. 7	7 Act. Drama **1010** **U-Boat 29** (77) Conrad Veidt Valerie Hobson R—Sept. 23	6 Comedy **6** **Fast and Furious** (73) Ann Sothern Franchot Tone R—Oct. 14	1 O'door Dra. **3936** **Crashing Thru** (56) James Newill Jean Carmen R—Nov. 4	6 Comedy **3905** **What a Life** (75) Betty Field Jackie Cooper R—Sept. 23	6 Western **961** **Kansas Terrors** (57) Three Mesquiteers R—Oct. 21	6 Musical **946** **Everything's on Ice** (65) Irene Dare Eric Linden R—Sept. 9	6 Melodrama **010** **The Escape** (62) Kane Richmond Allan Duff R—Nov. 11		6 Comedy **4035** **Hero for a Day** (66) A. Louise-D. Foran 29 Drama **Reissue** **All Quiet on the Western Front** (93); R—Sept. 30	7 M'drama **WB418** **Pride of the Blue Grass** (65) Edith Fellows James McCallion R—Sept. 23	
OCT. 14		13 Mus. Com. **9** **Babes in Arms** (97) Mickey Rooney Judy Garland R—Sept. 23		13 Drama **3906** **Jamaica Inn** (106) Charles Laughton Maureen O'Hara R—July 8	13 Act. Drama **913** **Sabotage** (69) Arleen Whelan Gordon Oliver R—Oct. 14	13 Drama **004** **Three Sons** (72) Edward Ellis Virginia Vale R—Sept. 30	13 Musical **007** ◎**Hollywood Cavalcade** (96) R—Oct. 7; Faye 13 Drama **061** **Road to Glory** (101) (Reissue)	12 Comedy **Eternally Yours** (95) Loretta Young David Niven R—Oct. 7	13 Drama **4052** **Tropic Fury** (63) Richard Arlen Andy Devine R—Sept. 16	14 Musical **FN463** **On Your Toes** (94) Zorina Eddie Albert R—Oct. 14	
OCT. 21	19 Com. Dra. **1101** ◎**Mr. Smith Goes to Washington** (125); R—Oct. 14 16 Drama **1031** **Scandal Sheet** (67) R—Oct. 28	20 Comedy **8** **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	20 Western **Riders of Destiny** (54) (Reissue) John Wayne 20 Western **Reissue** **Sagebrush Trail** (55); John Wayne	20 Drama **3907** **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			20 Comedy **018** **Shipyard Sally** (80) R—Dec. 9 20 Comedy **014** **Pack Up Your Troubles** (75) R—Oct. 14		20 Western **4059** **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	21 M'drama **FN470** **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	24 Comedy **1011** **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown 29 Drama **1032** **Miracle of Main Street** (78); Margo	27 Com. Drama **10** **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	1 Act. Drama **3816** **Danger Flight** (61) J. Trent R—Nov. 4 25 Drama **3803** **Mutiny in the Big House** (84) R—Oct. 21; Bickford	27 Drama **3908** **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	27 Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	27 Drama **012** **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	27 Act. Drama **013** **20,000 Men a Year** (84) R—Oct. 28 27 D'mentary **062** **First World War** (78) (Reissue) R—Nov. 17, '34	26 Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	27 Comedy **4019** **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	28 Drama **WB403** **Roaring Twenties** (104) James Cagney Priscilla Lane R—Oct. 21	22 M'drama **P-D-C** **Torture Ship** (57) Lyle Talbot Irving Pichel Jacqueline Wells R—Dec. 23
NOV. 4	2 Western **1202** **Stranger From Texas** (55) Charles Starrett R—Dec. 23	3 Com. Drama **7** **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	31 Western **3857** **Overland Mail** (53) Jack Randall R—Nov. 18	3 Western **3955** **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	3 Drama **905** **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	3 Comedy **010** **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 3 Western **081** **Marshal of Mesa City** (61); R-Oct. 7	3 Drama **019** **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		3 Melodrama **20** **Call a Messenger** (65) R—Sept. 9 Little Tough Guys 3 Drama **Reissue** **Road Back** (79) Richard Cromwell	4 Com. Dr. **WB411** **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	29 Drama **P-D-C** **Goose Step** (90) (Form. "Hitler—Beast of Berlin") Roland Drew Steffi Duna R—Nov. 11
NOV. 11	9 Comedy **1013** **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	10 Drama **11** **Remember?** (81) Robert Taylor · Greer Garson R—Nov. 11	5 Act. Drama **3937** **Fighting Mad** (60) James Newill 7 Melodrama **3919** **Heroes in Blue** (61) R—Nov. 18	10 Melodrama **3909** **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	10 Comedy **915** **Covered Trailer** (66) Gleason Family R—Nov. 18	10 O'door Dr. **006** **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	10 Drama **015** ◎◎**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		10 Act. Drama **30** **One Hour to Live** (59); R—Sept. 16 3 Melodrama **53** **Legion of Lost Flyers** (64); R-Dec. 16	11 Drama **WB402** ◎**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	6 M'drama **P-D-C** **Buried Alive** (..) Beverly Roberts Robert Wilcox
NOV. 18		17 Com. Drama **13** **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama **3923** **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama **3910** **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western **848** **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama **005** **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy **016** **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. **3002** **First Love** (84) R—Nov. 11 17 Melodrama **Tower of London** R—Nov. 25	18 Com. Dr. **WB413** **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama **P-D-C** **Invisible Killer** (..) Grace Bradley Roland Drew
NOV. 25	23 Mys. Com. **7** **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama **12** **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western **3951** **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy **3911** **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western **952** **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical **011** **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama **020** **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western **4060** **Chip of the Flying U** (55) 24 Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama **FN458** **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 2	[30] [illegible] **Cafe Hostess** (63) [1] Drama **(French) Devil Is an Empress** (73) R—Dec. 23	[1] Com. Drama **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	[2] Act. Drama [illegible] **Yukon Flight** (58) James Newill	[1] Drama [illegible] **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	[29] [illegible] **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	[2] **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	[2] **City of Darkness** (74); R—Nov. 25 [1] Melodrama **022** **Inspector Hornleigh on Holiday** (77)		[2] **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	[2] **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	[7] Drama **1026** **Fugitive at Large** (66) R—Aug. 5 [7] Western **1211** **Taming of the West** (54) R—Oct. 21	[8] Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	[10] Western **Reissue** **West of the Divide** (55); John Wayne [10] Western **Reissue** **Lucky Texan** (56) John Wayne	[8] Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		[8] Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	[8] Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		[8] Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	[9] C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		[15] Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	[15] O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	[15] Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	[15] Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		[15] Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		[15] Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	[16] Drama **FN481** **Mad Empress** (72) Medea Novara Lionel Atwill	
DEC. 23		[22] Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		[22] Tech. Cart. **3915** **Gulliver's Travels** (74) R—Dec. 23	[20] Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	[22] Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	[22] Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	[22] Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	[22] Comedy **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	[28] Drama **33** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot	[29] Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King	[29] Drama **3916** **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Action Drama **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama **FN453** **Four Wives** (110) R—Dec. 2 [30] M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[10] Act. Drama **3939** **Danger Ahead** (..) [15] Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (..) Three Mesquiteers	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'drama **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (..) Ann Sothern John Carroll	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] Melodrama **Hidden Enemy** (..)	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13	[19] Melodrama **Wolf of New York** (..) Edmund Lowe Rose Hobart	[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Drama **Rebecca** (..) Laurence Olivier Judith Anderson	[19] Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	[26] Mys. Drama **Lone Wolf Strikes** (..) [22] Adventure **I Married Adventure** (..)	[26] Comedy **22** **Lambeth Walk** (..) Lupino Lane Sally Grey	[25] Western **3961** **Pioneer Days** (..) Jack Randall	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd	[26] Mus. Drama **Village Barn Dance** (..) Richard Cromwell Doris Day	[26] Drama **019** **Swiss Family Robinson** (..) Fred Bartholomew Edna Best Thomas Mitchell	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	
FEB. 3	[31] Drama **Convicted Woman** (..) [1] Western **1212** **Pioneers of the Frontier** (..)	[2] Drama **23** **Strange Cargo** (..) Clark Gable Joan Crawford	[30] Melodrama **Chasing Trouble** (..) Frankie Darro	[2] Drama **3920** **Parole Fixer** (..) William Henry Virginia Dale		[2] Melodrama **Marines Fly High** (..) Richard Dix C. Morris-L. Ball	[2] Melodrama **1030** **Man Who Wouldn't Talk** (72) Lloyd Nolan Jean Rogers		[2] Action Drama **Danger on Wheels** (..) Richard Arlen Andy Devine		
FEB. 10	[8] Comedy **Five Little Peppers at Home** (..) Edith Fellows Dorothy Peterson	[9] Musical **21** **Broadway Melody of 1940** (..) Eleanor Powell Fred Astaire	[10] Melodrama **East Side Kids** (..) Vince Barnett Dennis Moore	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **Isle of Destiny** (..) Wallace Ford Wm. Gargan	[9] Mus. Drama **031** **Little Old New York** (..) Alice Faye Fred MacMurray		[9] Comedy **My Little Chickadee** (..) Mae West W. C. Fields		
FEB. 17		[16] Drama **24** **Arouse and Beware** (..) Wallace Beery Dolores Del Rio	[17] Action Drama **Murder on the Yukon** (..) James Newill	[16] Mus. Comedy **3922** **Sidewalks of London** (..) Chas. Laughton Vivien Leigh		[16] Drama **Vigil in the Night** (..) Carole Lombard Brian Aherne	[16] Comedy **032** **Young as You Feel** (..) Jones Family				
FEB. 24	[18] Comedy **Blondie on a Budget** (..) Penny Singleton Arthur Lake	[23] Drama **25** **Northwest Passage** (..) Spencer Tracy Robert Young	[24] Western **Cheyenne Kid** (..) Jack Randall	[23] Western **3923** **Knights of the Range** (..) Russell Hayden Jean Parker		[23] Animated Cart. **Pinocchio** (..)	[23] Drama **033** **They Came by Night** (..) Will Fyffe				
MAR. 2				[1] Comedy **Seventeen** (..) Betty Field Jackie Cooper		[1] Comedy **Little Orvie** (..) Ernest Truex John Sheffield	[1] Outdoor Drama **Earthbound** (..) Warner Baxter		[23] Mystery-Melo. **Framed** (60) Frank Albertson Constance Moore R—Jan. 13		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Indicates short of the week.

Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Nothing But Pleasure (..) Jan. 19, '40
Now It Can Be Sold (17)..June 2
Pest From the West (..)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (..).....Dec. 22
The Chump Takes a Bump (18).....May 5
Trouble Finds Andy Clyde (18).....July 28
Mooching Through Georgia (..).....Aug. 11

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22

COLOR RHAPSODIES

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7).....Aug. 11
Lucky Pigs (7).....May 26
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Nell's Yells (7).....June 30
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions) ..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Man Made Island (Frisco Fair) (10).....May 26
Modern Cities of India (..)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (..).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..)....Dec. 29
No. 6 (..).....Feb. 2, '40
No. 8 Strauss Waltzes (11)...Apr. 21
No. 9 Songs of the West (10).....May 19
No. 10 Songs of Romance (..) June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (..).....Dec. 22

FOOLS WHO MADE HISTORY

Elias Howe (11).....
No. 1 Charles Goodyear (10½).Oct. 6
No. 2 Elias Howe (..).....Sept. 1

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

KRAZY KAT

Krazy's Shoe Shop (6).....May 12

MUSIC HALL VANITIES
(New series)

Montmarte Madness (10½)...June 30
Yankee Doodle Home (10)...May 19

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26, '40

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6).....June 2

SCREEN SNAPSHOTS (Series 18)

No. 9 (10).....May 12
No. 10 (10).....May 26
No. 11 (10).....June 29
No. 12 (10).....July 28

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3.....Dec. 1
No. 4.....Jan. 5, '40
No. 5 (..).....Feb. 9, '40

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Diving Rhythm (10).....May 5
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30
Jockeys Up (10½).....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5, '40
Saved by the Belle (17).....June 30
Three Sappy People (18½)....Dec. 1
Yes, We Have No Bonzana (16).....May 19

WASHINGTON PARADE

No. 3 Inside the Capitol (10).....May 26
No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS
In Technicolor

A Day on Treasure Island (11).....Sept. 2
Colorful Curacao (9).....May 27
Picturesque Udaipur (8).....May 13

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
Hollywood Hobbies (10).....May 13
Ice Antics (9).....Feb. 11
Prophets Without Honor (11).....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Greener Hills (11).....May 27

MUSICAL COMEDIES

Somewhat Secret (21).....Mar. 25

M-G-M CARTOONS
(New Series)

Art Gallery (9).....May 13
Goldilocks and the Three Bears (11).....July 15
One Mother's Family (9)...Sept. 30
The Bear That Couldn't Sleep (9).....June 10
The Blue Danube (7).....Dec. 16
The Bookworm (9).....Aug. 26

M-G-M NEWS OF THE DAY
Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dog Daze (11).....July 1
Joy Scouts (10).....June 24

PASSING PARADE (New Series)

Angel of Mercy (10).....May 20
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11).....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia.....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Football Thrills of 1938 (..).Sept. 16
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20
Set 'Em Up (..).....Sept. 30
Take a Cue (Sepia) (9).....Aug. 12

ROBERT BENCHLEY

Dark Magic (10).....May 13
Home Early (9).....May 27
How to Eat (10).....June 10
The Day of Rest (..).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Musical Mountaineers (7)....May 12
Rhythm on the Reservation (7).....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8).....Sept. 22

COLOR CRUISES
(New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (Cinecolor) (10).....Jan. 5
Ecuador (10).....Sept. 1
Jamaica (10).....May 26
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Paramount Presents Hoagy Carmichael (10).....May 5
With Jack Teagarden and his orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS
Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10).....June 23
Public Hobby Number One (11).....Sept. 22
Swans (10).....May 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 10 (11).....May 5
Gentlemen at work, Oriental craftsmanship and sons of the year.
No. 11 (10).....June 2
Three stories about water.
No. 12 (10).....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Wotta Nitemare (7).....May 19

POPULAR SCIENCE
(In Cinecolor)

No. 5 (11).....May 12
No. 6 (11).....Aug. 4
Popular Science No. J9-I (11).....Sept. 15
Popular Science No. 3 (Cinecolor) (10).....Dec. 15
No. J9-2 (10).....Nov. 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10)....Sept. 29
A Dog Is Born (10).....Nov. 3
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10)....June 9
Diamond Dust (10).....May 12
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

SYMPHONIC SERIES
Philharmonic Orchestra of U.S.A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)..Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17

RKO Radio

DISNEY CARTOONS

Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8).....July 21

EDGAR KENNEDY COMEDIES

Baby Daze (15).....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17).....July 21

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19).....Nov. 3

MARCH OF TIME

No. 10 (20).....May 12
Dixie—The nation's number one problem.
No. 11 (19).....June 9
War, Peace and Propaganda.
No. 12 (22).....July 7
The Movies March On.
No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 Crisis in the Pacific (17).....Dec. 22

NU-ATLAS MUSICALS

Arcade Varieties (11).....May 12
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1

PATHE NEWS
Released twice weekly.

PATHE PARADE ('36-'37 releases)

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26, '40

PATHE SPORTSCOPE

Devil Drivers (9).....June 16
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11

Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9) .....Dec. 22
Smooth Approach (9).....May 19
The golfers show how it's done.
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)....Dec. 15
Sagebrush Serenade (19).....June 16

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Nevada Unlimited (8).....Sept. 15
Pack Trip (9) .....Aug. 18
Swinguet (8) .....May 26
Television (9) .....May 5
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9) .....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sand Hogs (10) .....May 12

ED THORGERSEN-SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Sports Immortals (11).....June 23

FATHER HUBBARD'S ALASKAN ADVENTURES

©Birthplace of Icebergs (11) .Aug. 4
The Aghileen Pinnacles (11)..Nov. 10

FASHIONS

Fashion Forecasts No. 4 (..)..July 7
Fashion Forecasts No. 5 (10) .Sept. 15
Fashion Forecasts No. 6 (..)..Dec. 22

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (..).....Dec. 8

LOWELL THOMAS MAGIC CARPET

Good Neighbors (..) .....May 26
Tempest Over Tunis (11)....June 9
The Evergreen Empire (..)..Oct. 13

TERRY-TOONS

A Bully Romance (..).....June 16
A Mouse and a Million (..)...Nov. 3
Africa Squawks (7) .....June 30
Barnyard Baseball (7) .....July 14
©Barnyard Egg-Citement (11) May 5
©Hook, Line and Sinker (7)..Sept. 8
Nick's Coffee Pot (7).....May 19
Sheep in the Meadow (7)....Sept. 22
©The First Robin (..).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (..).....Dec. 1
The Old Fire Horse (..)....July 28
©The Orphan Duck (7).....Oct. 6
The Prize Guest (7).....June 2
The Watchdog (..).....Oct. 20
©Two Headed Giant (7)....Aug. 11
©Wicky-Wacky Romance (..) Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7)..Sept. 4
Andy Panda Goes Fishing (8) .Jan. 22
Bird on Nellie's Hat.....June 19
Bola Mola Land (7).....May 29
Life Begins for Andy Panda (8) .....Oct. 9
Nellie of the Circus (7).....May 8
Scrambled Eggs (9) .....Nov. 20
Silly Superstition (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7) .....Aug. 7
Stubborn Mule (7) .....July 31
©The Sleeping Princess (9)..Nov. 20

GOING PLACES WITH GRAHAM McNAMEE

No. 63 (9) .....May 15
No. 64 (9) .....June 26
No. 65 (9) .....July 17
No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (..) .....Feb. 5

MENTONE PRODUCTIONS

Gals and Gallons (18).....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
Pharmacy Follies (18).....May 17
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
Swing Sanatorium (18).....June 14
Dorothy Stone-Charles Collins.
With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

OSWALD CARTOONS

The Big Cat and the Little Mousie (7) .....Aug. 15

STRANGER THAN FICTION

No. 62 (9) .....May 1
No. 63 (9) .....June 5
No. 64 (..) .....July 3
No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 18
No. 71 (9) .....Jan. 8
No. 72 (..) .....Jan. 29

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (..).....Feb. 14
Rhythm Jamboree .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....Sept. 6

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Broadway Buckaroo (20).....June 3
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
You're Next to Closing (20) .....May 13
Wardrobe Girl (20).....June 17

THE COLOR PARADE (New Series)

American Saddle Horses (..).Nov. 11
For Your Convenience (10) .....May 20
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 5 (9) .....June 10
Mechanix Illustrated No. 6 (10) .....Aug. 5
Modern Methods (9).....July 15

LOONEY TUNES CARTOONS

Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (..).....Nov. 4
Polar Pals (7) .....June 3
Porky, the Giant Killer (..)..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Picnic (7).....July 15
Christopher Columbus jr. (7) .....May 13
Scalp Trouble (7).....June 24
Wise Quack (7).....Aug. 5

MELODY MASTERS

Eddie DeLange and Orchestra (10) .....Aug. 12
Larry Clinton & Orchestra (10) .....May 20
Leith Stevens & Orch. (10) .....June 10
Rita Rio & Orch. (10).....July 1
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10).....Sept. 2
Vincent Lopez and Orch. (10) .....Sept. 30
Will Osborne & Orch. (..) .....July 22

MERRIE MELODIES (In Color)

Believe It or Else (7).....June 3
Dangerous Dan McFoo (7) .....July 15
Detouring America (7).....Aug. 26
Fagin's Freshmen (..).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7) .....Oct. 7
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Naughty But Mice (7).....May 20
Old Glory (10).....July 1
Sioux Me (7) .....Sept. 9
Snow Man's Land (7).....July 29
Thugs With Dirty Mugs (7)...May 6

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Quiet Please (18) .....July 1
Royal Rodeo (..) .....Nov. 25
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
Sons of Liberty (20).....May 20
©The Monroe Doctrine (16)..Oct. 14

SPECIALS (New Series) Tech.

The Master's Touch (10) ....Feb. 18

VITAPHONE VARIETIES

Dean of the Pasteboards (10) .....May 27
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9
Witness Trouble (10).....July 29

TRUE ADVENTURES (By Floyd Gibbons)

Haunted House (11).....June 3
Lives in Peril (11).....July 7
Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26
Voodoo Fires (11) .....May 6

SERIALS

COLUMBIA

Mandrake the Magician .....May 6
12 chapters.
The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters .....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers (..).....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Green Hornet .....Jan. 9, '40
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, JANUARY 2

Movietone News, No. 33
Fourteen sports champions of 1939; the "Dusseldorf;" Capt. Langsdorff buried; novel night spot; Uncle Sam's cavalry in action; fashions in lace and jewels; Lew Lehr.

News of the Day, No. 231
Broadway welcomes New Year; Al Smith's birthday; old age benefits; operatic stars sing for Finland; sports parade of the year.

Paramount News, No. 36
Social Security payments begin; school to trenches; pushcart era to end; eyes of the war; airport on wheels; England's wearing wool; ski fever grips U. S.; 1940 sets first mark.

RKO Pathe News, No. 48
War cargo ready; operatic stars sing for Finn relief; church backs F. D. R. peace move; school to trenches; the new Garand rifle; best sports pictures of 1939.

Universal Newsreel, No. 837
Fame awaits crew of "Sirocco;" Mrs. Chamberlain reviews women's units; acres of trucks for Allies; No. 1 pair of dimpled knees; W. C. Fields; sport thrills of 1939.

THURSDAY, JANUARY 4

Movietone News, No. 34
Roosevelt's message; launching tiny seaplanes; Mummers' Day in Quaker City; human target for Marines; Edison gets cabinet appointment; Al Smith's birthday; Senator Taft; Lew Lehr; Sugar Bowl, Orange Bowl, Cotton Bowl; tennis in Australia; skiing season opens.

News of the Day, No. 232
Seventy-sixth Congress hears President; Minneapolis hotel burns; new ski ride up Mt. Hood; Bowl games thrill fans; Santa Anita.

Paramount News, No. 37
Legislative leaders confer at White House; Edison gets cabinet post; Taft has budget plan; 76th Congress hears Roosevelt; the Orange, Cotton, Sugar and Rose Bowl games.

RKO Pathe News, No. 49
Roosevelt opens Congress; war changes World of Tomorrow; Edison is new secretary of navy; the Sugar, Orange and Rose Bowl games.

Universal Newsreel, No. 838
Roosevelt asks big arms budget; Garner visits President; Edison new navy secretary; Minneapolis fire fatal to many; Mummer parade in Quaker City; model seaplanes; chic new bathing suits; the Orange and Rose Bowl games.

In the Making

COLUMBIA

Men Without Souls—Director: Nick Grinde. Producer: Irving Briskin. **(Starting)**

Passport to Alcatraz—Jack Holt, Noah Beery jr., C. Henry Gordon, Clay Clement. Director: Lewis Collins. Producer: Larry Darmour. Screenplay: Albert DeMond. **(Completed)**

METRO

Waterloo Bridge—Vivien Leigh. Director: Mervyn LeRoy. Producer: Sidney Franklin. Screenplay: Richard Sherman. **(Starting)**

Two Girls on Broadway—Lana Turner, George Murphy. Director: S. Sylvan Simon. Producer: Jack Cummings. **(Starting)**

Florian—Robert Young, Helen Gilbert, Charles Coburn, Irina Baranova, Reginald Owen. Director: Edwin L. Marin. Producer: Winfield Sheehan. Original: Felix Salten. Screenplay: Geza Herczeg, Noel Langley. **(Completed)**

MONOGRAM

Rhythm of the Rio Grande—Tex Ritter, Dorothy Womack. Director: Al Herman. Producer: Ed Finney. Screenplay: George Martin. **(Starting)**

PARAMOUNT

Destiny—Basil Rathbone, Ellen Drew. Director: Tim Whelan. Producer: George Arthur. Original: Ben Hecht, Charles MacArthur. **(Starting)**

RKO RADIO

Tom Brown's Schooldays—Jimmy Lydon, Freddie Bartholomew, Sir Cedric Hardwicke. Director: Robert Stevenson. Producer: Gene Towne, Graham Baker. Original: Thomas Hughes. Screenplay: Walter Ferris. **(Starting)**

The Primrose Path—Ginger Rogers, Joel McCrea, Henry Travers, Marjorie Rambeau. Producer-Director: Gregory La Cava. Original: Victoria Lincoln. **(Completed)**

A Bill of Divorcement—Maureen O'Hara, Herbert Marshal, Adolphe Menjou, Fay Bainter. Director: John Farrow. **(Completed)**

REPUBLIC

Nevada City—Roy Rogers. Director: Joe Kane. Producer: Joe Kane. Screenplay: Robert Yost. **(Starting)**

20TH-FOX

Sweetheart of Turret One—Jon Hall. Director: Alan Dwan. Producer: John Stone. Original: Frank Wead. Screenplay: Frederick Hazlitt Brennan. **(Starting)**

Viva Cisco Kid—Cesar Romero, Jean Rogers, Chris-Pin Martin. Director: Norman Foster. Producer: John Stone. **(Completed)**

UNITED ARTISTS

Our Town—Fay Bainter, Frank Craven, Beulah Bondi, Gene Lockhart. Director: Sam Wood. Producer: Sol Lesser. Original: Thornton Wilder. Screenplay: Thornton Wilder, Frank Craven. **(Starting)**

WARNER-FN

The Sea Hawk—Errol Flynn, Flora Robson. Director: Michael Curtiz. Producer: Henry Blanke. Original: Rafael Sabatini. Screenplay: Howard Koch. **(Starting)**

"Please send me some fillers for my BOXOFFICE PICTURE GUIDE & RECORD BOOK. I want to take this opportunity to express my appreciation for your service. I think your BOXOFFICE is one of the finest publications available to exhibitors today."

—DELMONT BECKEMEYER,

Princess Theatre,

Beckemeyer, Ill.

BOXOFFICE — The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... All Quiet on West. Front (Reissue) .....Univ
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
24 Arouse and Beware.....M-G-M
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

9 Babes in Arms.....M-G-M
10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
3902 Beau Geste .....Para
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
1013 Blondie Brings Up Baby...Col
.... Blondie on a Budget.....Col
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
.... Brother Rat and a Baby..WB

C

1030 Cafe Hostess .....Col
20 Call a Messenger.....Univ
912 Calling All Marines.....Rep
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
948 Chan in Reno.....20th-Fox
.... C. McCarthy, Detective....Univ
.... Chasing Trouble .....Mono
.... Cheyenne Kid .....Mono
1060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
.... Convicted Woman .....Col
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep
3936 Crashing Thru .....Mono

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
953 Days of Jesse James.....Rep
002 Day the Bookies Wept....RKO
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
.... Destry Rides Again .....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
015 ◎◎Drums Along the Mohawk 20th-Fox
461 Dust Be My Destiny.....FN

E

18 Earl of Chicago .....M-G-M
.... Earthbound 20th-Fox
.... East Side Kids .....Mono
3917 Emergency Squad .....Para
010 Escape, The 20th-Fox
.... Escape to Paradise.....RKO
462 Espionage Agent .....FN
.... Eternally Yours .....UA
029 Everything Happens at Night 20th-Fox
946 Everything's on Ice.....RKO

F

6 Fast and Furious.....M-G-M
3909 Fatal Hour .....Mono
934 Fifth Avenue Girl .....RKO
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
2002 First Love .....Univ
062 First World War.....20th-Fox
.... Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
010 Flying Deuces .....RKO
453 Four Wives .....FN
.... Framed .....WB-FN
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
.... Goose Step .....P-D-C
3916 Great Victor Herbert.....Para
926 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
4035 Hero for a Day .....Univ
3919 Heroes in Blue .....Mono
.... Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
007 Hollywood Cavalcade..20th-Fox
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... Housekeeper's Daughter ....UA
015 Hunchback of Notre Dame.RKO

I

.... I Married Adventure.....Col
022 Inspector Hornleigh on Holiday 20th-Fox
.... Intermezzo, A Love Story...UA
.... Invisible Killer .....P-D-C
.... Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
.... Isle of Destiny.....RKO

J

3906 Jamaica Inn .....Para
914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

961 Kansas Terrors .....Rep
411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
4019 Little Accident .....Univ
.... Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
.... Lone Wolf Strikes .....Col
.... Lucky Texan (Reissue)....Mono

M

481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
.... Marines Fly High.....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
4044 Mikado, The .....Univ
1032 Miracle of Main Street.....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
.... Murder on the Yukon....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Little Chickadee .....Univ
.... My Love for Yours.....Para
33 My Son Is Guilty.....Col

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
469 No Place to Go.....FN
.... Northwest Passage ....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
.... Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
463 On Your Toes .....FN
3903 $1,000 a Touchdown.....Para
30 One Hour to Live .....Univ
3911 Our Neighbors—the Carters .....Para
1201 Outpost of the Mounties....Col
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
.... Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
418 Pride of the Blue Grass....WB
471 Private Detective .....FN
402 Private Lives of Elizabeth and Essex .....WB

Q

061 Queen of Destiny .....RKO

R

.... Raffles .....UA
011 Rains Came, The.....20th-Fox
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
.....Riders of Destiny, reissue.Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
061 Road to Glory 20th-Fox
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

913 Sabotage .....Rep
952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
3922 Sidewalks of London.....Para
3815 Sky Patrol .....Mono
.... Slightly Honorable .....UA
470 Smashing the Money Ring..FN
941 South of the Border.....Rep
.... St. Martin's Lane.....Para
008 Stop, Look and Love..20th-Fox
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
1015 Those High Grey Walls.....Col
916 Thou Shalt Not Kill.....Rep
004 Three Sons .....RKO
4 Thunder Afloat .....M-G-M
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
4052 Tropic Fury .....Univ
4017 Two Bright Boys .....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

U

1010 U-Boat 29 .....Col
10 Under-Pup .....Univ

V

007 Vigil in the Night.....RKO
.... Village Barn Dance.....Rep

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
3905 What a Life .....Para
4027 Witness Vanishes, The.....Univ
.... Wolf of New York.....Rep
1 Women, The .....M-G-M

Y

032 Young as You Feel...20th-Fox
3938 Yukon Flight .....Mono

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

BUY YOUR THEATRE EQUIPMENT on easy time payments at S. O. S.! Fair terms, low prices, guaranteed quality. Write S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

JANUARY CLEARANCE SALE — SIMPLEXES, double bearings, magazine, rear shutters. POWERS 6-B late model with sound heads. Amplifiers, screens, lens, speakers, chairs, carpet, generators, DeVry portables. WESTERN THEATRE SUPPLY, Omaha, Neb.

ABSOLUTELY LOWEST PRICES EVER OFFERED on theatre equipment! S. O. S. jubilee sale catalog being mailed shows hundreds of amazing bargains. Hurry—write for your copy and save real cash. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

WANTED—Complete Powers 6B projectors or heads only. Prompt payment. Must be 6B's. B-1186, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

AIR CONDITIONING

ATTRACTIVE PRICES on new and slightly used air conditioning units, air filters, washers, blowers, compressors (refrigeration), cooling coils, heating coils, motors, pumps, stokers. Cash or deferred payments on approved credit. Write us your requirements. Conditioned Air Co., 926 N. Cass St., Milwaukee, Wis.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to Boxoffice—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

THEATRE GAMES

ATTENTION, EXHIBITORS! PLAY 16 WAYS BINGO—PLAY 70 WAYS BINGO and increase your business. Come in or write PREMIUM PRODUCTS, 354 WEST 44th St., New York City.

SPACE WANTED

WANT TO LEASE lobby space for new popcorn machine. Write WILLIS W. ROBERTS, Angola, Ind.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

ARTIFICIAL LEATHER at most reasonable prices. Samples on request—mention quantity interested. You'll save lots of money. MOTOR FABRICS DISTRIBUTORS, Inc., 219 West 66th St., New York City.

THEATRE CHAIRS

WE'VE GOT JUST THE CHAIRS YOU NEED—Remarkably low-priced! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. Free list. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

THEATRES FOR SALE

NEIGHBORHOOD THEATRE—Paying business; 325 seats; terms. B-1204, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

THEATRES WANTED

SMALL TOWN THEATRE, West Texas or New Mexico. B-1202, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY theatres, towns 1,200 or over. Give full particulars first letter. B-1200, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

BUY OR LEASE western theatre; full particulars. RIO, Stevensville, Mont.

POSITIONS WANTED

ENGINEER—Air conditioning and refrigeration installation, service, maintenance, etc.; 8 years chief engineer for chain of theatres. Desire responsible connection after January 1. References. Address B-1199, Boxoffice, 4804 E. 9th St., Kansas City, Mo.

FOR RESULTS • ADVERTISE IN THE CLEARING HOUSE •

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) — 10c a word, 4 insertions at price of 3

Kindly insert the following ad ..... times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.



MONEY TALKS

Spend your advertising dollars where they sell the most seats at lowest cost pe ticket sold and your money will be talking for you in the only language tha counts . . . **PROFITS!**

The Prize Baby of the Industry watches over SPECIAL ANNOUNCEMENT TRAILERS too here at NATIONAL SCREEN SERVICE

NATIONAL SCREEN TRAILERS reach more people . . . reach mor customers . . . present more selling points from more different angles . . quicker . . . more dramatically than any other advertising you can buy

• That's how **NATIONAL SCREEN TRAILERS** have proven themselve the best seller in the business for more than twenty years . . . makin more profits per dollar spent . . .

• The most concentrated . . . quick-action . . . lowest cost advertisin in the field.

NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTR

The Pulse of the Motion Picture Industry

BOXOFFICE

JANUARY 20, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

ABRAM F. MYERS Answers Kuykendall

FOR THE NEELY BILL

PRODUCTION INDEX

TODAY!

Special M-G-M Flash!



MARGARET SULLAVAN · JAMES STEWART in The Ernst Lubitsch Production **"THE SHOP AROUND THE CORNER"** with Frank Morgan · Joseph Schildkraut · Screen Play by Samson Raphaelson · Produced and Directed by Ernst Lubitsch · A Metro-Goldwyn-Mayer Picture

Ernst Lubitsch directing a scene with Margaret Sullavan and James Stewart!

Quickly Mr. Exhibitor!
Tell your patrons about M-G-M's

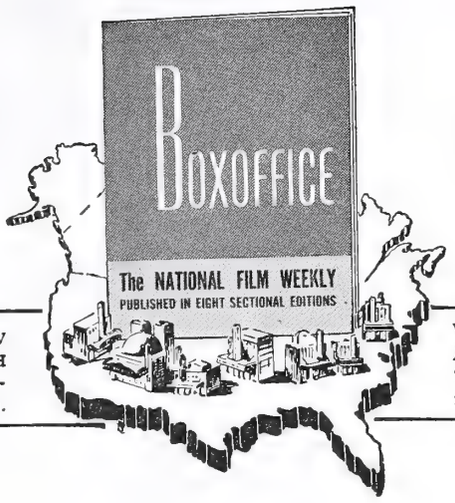
"THE SHOP AROUND THE CORNER"

It's a dream! It's a honey! It's BOX-OFFICE!
Opening soon at Radio City Music Hall!
Thank you Mister Lubitsch!
While the folks are still howling over "Ninotchka"
You deliver another hilarious hit!
You know what laughter means these days:
It means escape from the world's woes—
And it means lines at the box-office for every Tom, Dick and Mabel in town. And it's a grand love story between sweet Margaret Sullavan and James ("*Mr. Smith Goes to Washington*") Stewart.



Whoopee! M-G-M!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 9
January 20, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

EAST COAST, WEST COAST

HE'S beating the political tom-toms.
He's courting favor with labor.

He's trying to fill a scrapbook with free publicity about New York.

These are the three horsemen of the opposition to Mayor La Guardia's idea for production in the east.

Actually, there is substantial reason to credit none of the three in favor of an on-the-square conviction that part of the product can be, and ought to be, made somewhere in the shadow of Times Square.

Among the loosely circulated yarns already published about the La Guardia scheme is one which ridiculously supposes Hollywood would be uprooted, placed on box cars and shipped to the Atlantic seaboard, swimming pools and all. Silly is the word for it. Hollywood, with its timeless superiority, will remain geographically and influentially exactly where it is. Arrowhead, Palm Springs and Santa Anita have nothing to worry about.

The plan, if not its execution, is simple enough to understand. La Guardia sees no reason why some pictures should not be made in New York. Neither do we, if His Honor doesn't mind company. Everyone knows, but not everyone will concede it, that production has little or nothing to do with longitude and latitude. Very patently it is not a matter of where, but of who and what.

"Passion" and "Danton" came from Germany. So did "The Last Laugh" and "Variety." England, calculating it quickly now, has sent over efforts like "The Private Life of Henry VIII" and also "Pygmalion" and "Goodbye, Mr. Chips."

"Harvest" came from France as did "Carnival in Flanders" as well as "Mayerling" and others. About two decades ago when we were very young, Denmark and Sweden were producing dramas on celluloid far outstripping anything attempted in this country.

"Snow White" came out of a brain and an inkpot in Hollywood. That brain and that inkpot might just as well have been resident in Hoboken.

Civic pride with us has nothing to do with the case. But it is very much in the obvious column to point out the city that is the nerve center of the whole nation has a great deal to offer which production can use.

What, for instance? These, for instance:

A point of view different from the one prevailing in Hollywood. There are no mountains enveloping New York and ideas circulate about freely, without monopoly.

The living stage and its talent to conveniently draw upon.

The exciting pulse and the dramatic stimulus of a great metropolis.

And—the opportunity to put Hollywood to a test.

It would be, and it rightfully ought to be, a friendly test. Hollywood, among other ailments, suffers from too much smugness and too much of what is described as the mystery in production. A competitive jolt would set the studios there further on their toes; certainly, there is nothing wrong in that. Any threat to west coast domination rolling out of the east inevitably would be met and the consequences could be only of benefit to the industry at large.

If determination will resolve this issue, La Guardia will win hands down, but, of course, it takes more than that. Thus far, it is the fact little encouragement has been directed his way by the major companies and that's by way of an indulgement in reverse approach. Rather than encourage, they have definitely discouraged and for reasons not always apparent to your observer. Here and there, and apparently by no preconceived arrangement, one executive or another thinks eastern production would be uneconomic and impractical. It might be observed the mere remarking of it does not prove it so.

East coast studio activity can be made to work if the majors want it to work. It may anyway, despite or because of them. If worthwhile attractions are manufactured in New York, they will find a distributing outlet.

That much is a cinch.

Kann

EXECUTIVE QUIZ ONE STEP IN GOV'T'S MOVE TO HURRY TRIAL; "DILATORY" TACTICS IRK

"Blue Book" of Executive Talent Is Involved in Surprise Subpoenas

NEW YORK—The department of justice is "fed up" with the alleged dilatory tactics of major company attorneys in responding to the interrogatories in the all-industry suit. This is the reputed reason behind the issuance of surprise subpoenas for the appearance of 26 executives of seven companies for examination before trial.

The assignment, his first in the action for the government, goes to George Wright who will be prosecutor in the whole case. Wright appeared for the government in the B&K suit in Chicago and also conducted the examination before trial of numerous UA executives last summer in the same matter. He is an addition on the side of the prosecution as is Thomas J. Lynch. David Podell has not been eliminated from the "Big Stick's" legal battery, the indication currently being that he will assist Wright.

Would Start February 5

A "Blue Book" of high-powered executive talent is involved in the latest move. If the government has its way, the first examination will get under way here February 5 when Harry and Jack Cohn and A. Montague of Columbia will be called upon to answer questions hurled by government counsel. In order, the following examinations will be held: Nate J. Blumberg, William A. Scully of Universal and Charles R. Rogers, former production head of that company and now a producer for Columbia, will take the stand February 12.

George J. Schaefer, Ned E. Depinet of RKO and Jules Levy, its former sales manager and now a Universal producer, are down for February 19.

Adolph Zukor, Barney Balaban, Neil F. Agnew and Y. Frank Freeman of Paramount on March 4.

Harry M. and Jack L. Warner, Gradwell L. Sears and Joseph Bernhard of Warner on March 11.

Joseph M. Schenck, Sidney R. Kent, Darryl F. Zanuck and Herman Wobber of 20th Century-Fox and Spyros Skouras of National Theatres Agency on March 18.

Nicholas M. Schenck, Charles C. Moskowitz of Loew's and Louis B. Mayer, production head of M-G-M, and William F. Rodgers, its general sales manager, on March 25.

The questioning will be exclusive of the pre-trial hearings now scheduled for March 1, according to government sources. These hearings, however, are not designed, nor are they figured, to delay the launching of the trial on May 1, the date the government has encircled on the calendar.

In all probability, counsel for the ma-

(Continued on page 18)

Vest Preferred Stockholders at Warner With Voting Power

$5,765,459 Spent on WB Advertising

New York—Warner spent $5,765,459.32 for advertising and publicity for the year ended Aug. 26, 1939, according to a statement filed with the New York Stock Exchange. Ways and means are not detailed.

NEW YORK—Voting power in Warner Bros. Pictures, Inc., has shifted from the common to the preferred shareholders, pursuant to incorporation provisions with respect to non-payment of dividends.

Six directors, constituting a majority of the board, and recently elected by preferred holders for a term of two years, include Joseph Bernhard, Waddill Catchings, Robert W. Perkins, Albert, Harry M. and Jack L. Warner.

Although Harry Warner is not listed as a preferred stockholder in the company's stock exchange report, a notice to stockholders dated November 25, 1939, showed he owned 9,884⅓ shares of the issue. The stockholders' notice also shows common shares held by Bernhard as 500; Albert Warner, 59,674⅔; Robert Perkins, 500; Harry Warner, 62,859⅔; and Jack Warner, 98,559⅔.

Harry M., Albert and Jack L. Warner on August 26, 1939, jointly owned $3,850,000 of their company's six per cent debentures due in 1948, according to a company statement filed with the New York Stock Exchange.

Harry held $1,121,000 worth; Albert $1,739,000, and Jack, $990,000, in addition to which Albert held a direct interest in another $5,460. Bernhard was reported the owner of $8,000 worth; Stanleigh P. Friedman, $41,000 while Morris Wolf held a direct interest in $5,000 of the same series.

As of Nov. 17, 1939, Central Hanover Bank & Trust Co. owned 27,243 bonds, or 26.6 per cent, of the $3.85 cumulative preferred issue; Albert Warner, 21,535 bonds, or 21.1 per cent; Jack L. Warner, 11,800, or 11.5 per cent, of the same series. None was reported for Brother Harry.

Warner Bros. Pictures, Inc., held 100 per cent stock in 56 companies and subsidiaries, and owns 99.98 per cent of Stanley Co. of America. Complete ownership applied to the following: Ace Film Laboratories, Brunswick Radio, Bremer-Tully Manufacturing, Building Theatre Co. of Pittsburgh, Chestnut Studio, Connecticut Theatrical, Continental Theatre Accessories, E. Ray Goetz, Euclid & Jeffery, Federal Theatres, Bird Theatre, First National Pictures of Maryland, First National Theatres, General Theatre, Schine Chain Theatres of Ohio, General Theatre Enterprises, Globe Export, Intrastate Theatre Corp., Massachusetts Amusement, Mindoro Corp., Music Publishers, Harms, Atlas Music, Chappell-Harms, Music Sales, Remick Music, Edward A. Stege, M. Witmark & Sons, Witmark Music Library, Northeastern Theatres, Olympic Motion Picture, Pro-

(Continued on page 19)

Columbia Veers to Outside Films

NEW YORK—Columbia is bidding heavily for outside product, with at least three deals in work, none involving cash participation.

The one deal most likely to be inked is for "Englishman's Home," produced in London by Aldrich Films, directed by Albert de Courville. UA had distribution rights in England, but failed to pick up its option for this country.

The next is with Marion Gering, former Columbia director, who is said to have secured Wall Street financing for "Bricks Without Straw," to be produced in the east and featuring Sylvia Sidney and Wayne Morris.

The other deal is for one picture to be made on the coast, with bank money, and tentatively figured to feature three prominent stars.

Five-Year Pact to Hyman; $4,000 Plus Profit Share

HOLLYWOOD — Bernard H. Hyman, M-G-M producer and supervisor, has signed a new long-term contract, retroactive to March 5, 1939, and extending to Dec. 31, 1945. Under the deal, he receives $4,000 a week plus seven per cent of the combined Loew annual net profits in excess of $2,745,744, after a dividend of $2 a share has been deducted on the common.

This is the pact Hyman has taken instead of the one offered to him at the time several other executives renewed.

Mervyn LeRoy's new deal with M-G-M is for five years, beginning Aug. 3, 1939, at a weekly salary of $3,500. He is scheduled to produce three "A" pictures a year and upon completion of the third will receive a bonus of $13,000. The contract also has a clause that, in the event Schenck or Louis B. Mayer leave the company after Feb. 2, 1941, LeRoy has the right to cancel the pact on 10 days' notice.

Thanks!

With this issue Boxoffice enters its twentieth year.

We are getting out no special edition to observe the event. Instead we take this occasion to convey our thanks and appreciation to our subscribers, advertisers, staff associates and others who have made possible the growth and success of this publication.

Starting as The Reel Journal with a distribution of less than 1000 in Missouri and Kansas, Boxoffice has grown into world-wide readership with an average weekly distribution of 15,332.

In our maiden editorial we said, "The editor will do all in his power to make this paper of real worth to the exhibitor and will, to the best of his ability, carry out his plans for such a paper." That credo has been a steadfast guide throughout the twenty years and will continue to be.

As founder and publisher of Boxoffice, I take pride in the men and women of my staff and the good work they are doing in carrying out this publication's constructive policies of practical service to all branches of the motion picture industry.

Yours in appreciation,

Ben Shlyen

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Tommy Gray. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press Chas. E. Carruthers.
MONTREAL, QUEBEC—1330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

"ABE LINCOLN IN ILLINOIS" is one picture every American, regardless of race, creed or color, should see and every exhibitor play.

It is a simple story of a simple man, "Honest Abe" as he was called by his friends. Produced in impeccable taste, the romantic and political career of the man who fought for the abolition of slavery faithfully follows its distinguished stage version and centers around the Lincoln of the days of New Salem and Springfield.

He is seen forsaking his books to accept a job on a flatboat, laden with pigs, traveling down the Sangamon River. When the boat upsets over a dam and the pigs run amuck, it is then that Lincoln meets Ann Rutledge, in love with John McNeil, who leaves, never to return. Lincoln is offered a job in a store in New Salem and shortly thereafter becomes heir to it. He is made postmaster and quickly becomes one of the town's best beloved citizens.

HIS ONE ROMANCE

Lincoln pursues Miss Rutledge, thinking he has won her love. Called to Springfield for the Illinois legislative campaign, he is elected on the eve of Miss Rutledge's death. Later, he quits politics to enter the private practice of law with Judge Stuart. Subsequently, he meets Mary Todd who is determined to make Lincoln her husband and, finally, President.

But Lincoln seeks to avoid the responsibility. He prefers to be left alone, to fight in his own quiet and peaceful fashion for those principles to which he subscribes. He breaks his engagement with Miss Todd on the eve of their marriage, returns to New Salem to find it a desolated shambles but, for him, retaining vestiges of his brief romance with Ann Rutledge.

Back to Springfield he goes to seek the forgiveness and the hand of Miss Todd. Still wanting to marry, notwithstanding the humiliation she has met, she accepts Lincoln. The years pass and the family is enriched with three sons.

The slavery issue moves into the limelight when John Brown raids Harper's Ferry. Stephen Douglas, for slavery, and Lincoln, against, meet during the famous senatorial campaign. Lincoln's speech and his rebuttal is a powerful and stirring restatement of the democratic way, no more dated now than when he first made it. Lincoln, of course, loses, but his utterances make the front pages of the nation's newspapers and sweep him to the very forefront of the political scene. In 1860, he once more opposes Douglas, this time for the presidency. The issue appears in doubt. Lincoln, a tired man, ready to return to his fireside, is informed he has been elected.

The whole town turns out to see the president-elect's train leave for Washington. Lincoln's departing words are as emotional as they are stirring. His well-wishers join in song as the train slowly withdraws from the station, a gripping scene and a fitting climax to a notable drama.

COMPETENT CAST

Raymond Massey, star of the stage play by Robert E. Sherwood, is superb. Gene Lockhart is excellent as the word-rolling Douglas. Ruth Gordon, as Mary Todd, is memorable. Mary Howard fits into the part of Ann Rutledge with ease. Dorothy Tree, Harvey Stephens, Minor Watson, Alan Baxter, Howard da Silva and the rest of a large cast deliver comparable support. John Cromwell, for his direction, fits easily and significantly in the plaudit division. So with James Wong Howe for his photography and Grover Jones for his script.

"Abe Lincoln in Illinois" carries the hallmark of distinction and worth. It is an emotional experience not quickly or easily to be forgotten. It underlines and it emphasizes the credo by which any free people appraise their social and economic destinies and it accomplishes this in the understandable terms of a man who himself sprang from the common level. This, perhaps above all else, is the attribute which makes the film so important.

In whatever halls of fame there may now be, or may be created, for motion picture accomplishment, this Lincoln film, above all others of its kind, finds an assured place.

OUT OF THE HEART OF HOLLYWOOD

COMES A SWEETHEART OF A PICTURE...



Listen to these heart -throbs . . .

WINS EVERY CRITIC'S HEART!

"Every now and then, a movie comes along to warm your heart and turn your thoughts to romance. 'REMEMBER THE NIGHT' is one of these, a delightful film that will play love songs on your heart-strings."
—Jimmie Fidler

"'REMEMBER THE NIGHT' is one of the most satisfying comedy-dramas ever canned in this town and shipped to the world market... It has a small-town viewpoint and understanding that will make it a national smash hit." Ed Sullivan, Daily News

"'REMEMBER THE NIGHT' imbued with a tenderness of human sympathy that makes for an ideal love story. It has heart-tug, drama, and an unusual story... will get sympathetic response from widely assorted audiences." —Motion Picture Daily

"'REMEMBER THE NIGHT'... one of the best love stories screened in a long time. Should draw strong femme patronage." —Film Daily

"'REMEMBER THE NIGHT' has everything. A heart-warming story... sparkling comedy... superlative performances... box-office written all over it." —Hollywood Reporter

"'REMEMBER THE NIGHT'... drama aimed at the heart-strings and beautifully developed... An excellent picture that carries wide audience appeal. Barbara Stanwyck's and Fred MacMurray's finest efforts." Daily Variety

"'REMEMBER THE NIGHT' should go on your 'must see' list... among the best comedy-dramas screened in many months." —L. A. Examiner

"'REMEMBER THE NIGHT'... worth an Academy Award." —Edwin Schallert, Los Angeles Times

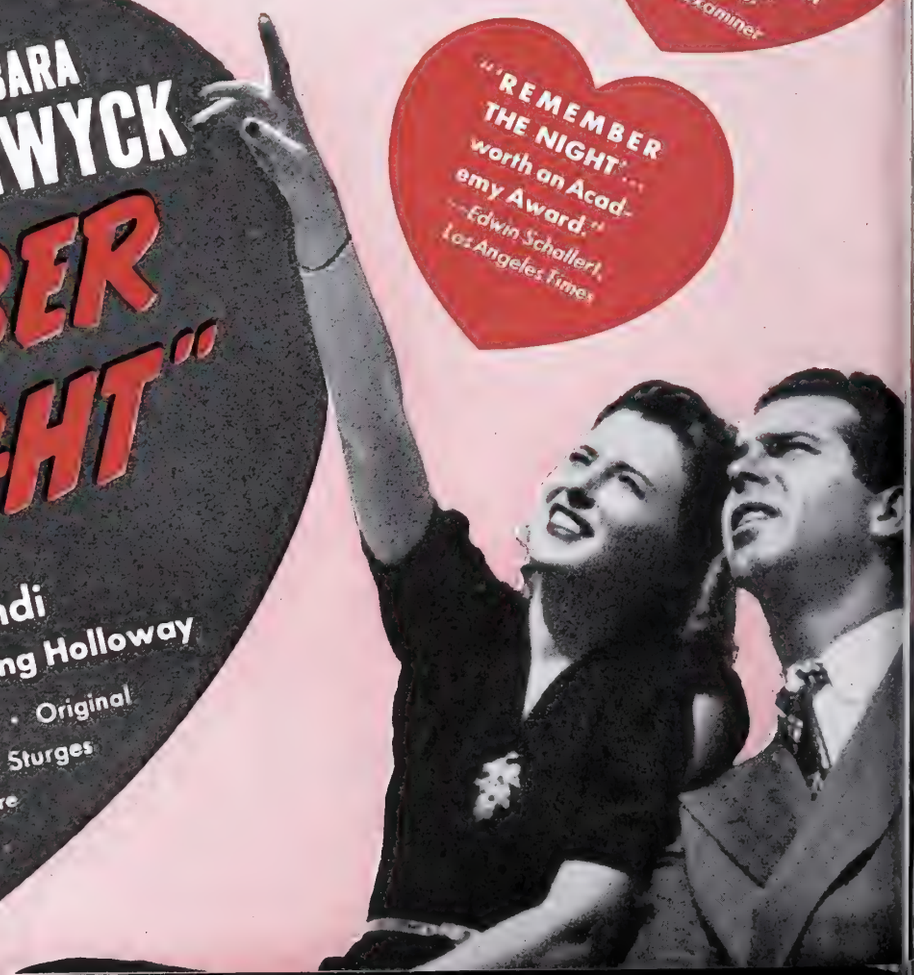
FRED MacMURRAY
BARBARA STANWYCK

"REMEMBER THE NIGHT"

with Beulah Bondi
Elizabeth Patterson • Sterling Holloway

Directed by Mitchell Leisen • Original Screen Play by Preston Sturges

A Paramount Picture



Paramount Pictures

"King" Tracy

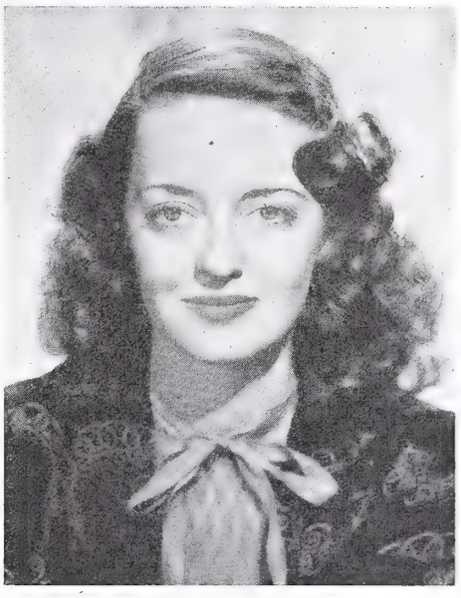


The All-American Male Screen Favorite for 1939.

But in the winning group of 12 men stars are these, listed in the order of the highest number of votes received:

2. Clark Gable.
3. Mickey Rooney.
4. Gary Cooper.
5. Lionel Barrymore.
6. James Stewart.
7. Tyrone Power.
8. Paul Muni.
9. Errol Flynn.
10. William Powell.
11. Bing Crosby.
12. James Cagney.

"Queen" Davis



The All-American Female Screen Favorite for 1939.

And in the winning group of 12 female stars are these, listed in the order of the highest number of votes:

2. Myrna Loy.
3. Deanna Durbin.
4. Claudette Colbert.
5. Ginger Rogers.
6. Jean Arthur.
7. Alice Faye.
8. Irene Dunne.
9. Judy Garland.
10. Shirley Temple.
11. Norma Shearer.
12. Jeanette MacDonald.

No. 1 Westerner



Gene Autry, again in first place among western stars.

The other 11 winners in the action star group are these, listed in the order of the highest number of votes received:

2. William Boyd.
3. George O'Brien.
4. Roy Rogers.
5. Buck Jones.
6. John Wayne.
7. Charles Starrett.
8. Tex Ritter.
9. Smiley Burnette.
10. Bob Livingston.
11. Johnny Mack Brown.
12. Ray Corrigan.

TRACY, ALL-AMERICAN MALE FAVORITE AND BETTE DAVIS FEMALE IN BOXOFFICE'S POLL

NEW YORK—Spencer Tracy again heads the list of All-American Screen Favorites of 1939 in the annual, cross-sectional nationwide poll conducted by BOXOFFICE on behalf of BOXOFFICE Barometer, shortly to make its fourth yearly appearance.

Bette Davis is the first choice among the female stars, moving ahead of Myrna Loy who was the out-front choice among women in 1938.

In the belief a fairer approach would be achieved by separating male and female players, the All-Americans for 1939 were voted on that basis. In place of a single group of 12 in which both groups were combined as one, the round dozen was maintained but the voters asked to make their selections on the new basis. Similarly, action stars, hitherto confined to ten, were stepped up to 12.

BOXOFFICE again sought to combine various elements obviously essential in endeavoring to learn who the favorites might be. To this end, grosses were, of course, embraced, but the boundaries extended. The public pulse method determined upon, as a consequence, included these factors:

1.—Daily newspaper photoplay editors.

2.—Independent exhibitors, not subject to producer-affiliation pressure or influences.

3.—The National Screen Council which each month selects the picture to receive BOXOFFICE's Blue Ribbon Award placed for the best picture of the month for the whole family. The council is composed of motion picture editors, leaders of civic organizations representing the General Federation of Women's Clubs, the International Catholic Alumnae, various Better Films Leagues and other groups engaged in the promulgation of improved picture standards.

As the voting gathered impetus, it appeared Tracy was never seriously threatened for the leading spot among the All-American Males. Likewise did this apply to Clark Gable in second place. Mickey Rooney, however, moved from fifth to third place; Gary Cooper remained in fourth and Lionel Barrymore went from third to fifth. James Stewart, Tyrone Power, Paul Muni and Errol Flynn on the other hand, moved into sixth, seventh, eighth and ninth early in the race and remained to the finish.

William Powell nosed out Bing Crosby for tenth, while James Cagney made the 12th spot, replacing Wallace Beery who moved back to The Runners-Up division.

Tracy, Gable, Rooney, Muni, Cooper and Power, who were first, second, fifth, seventh, eighth and ninth, respectively, in the 1938 returns, thus, hold their places, but the last four occupy different positions in the 1939 awards.

As in the instance of Tracy, Bette Davis, among the women, went into first place fairly early and was never dislodged. Miss Loy's position in second represented

(Continued on page 22)

THE WARNER LINE
THAT ENDED 1939 W
TO T



New York's sensational 3-week engagement—typical of business everywhere!

For January!

"FOUR WIVES"

'Four Daughters'' super sequel—the whole 'Four Daughters' cast

Holdover! Holdover! Holdover! Holdover! Holdover! Holdover!

"BROTHER RAT AND A BABY"

Entire 'Brother Rat' cast; Priscilla Lane · Jane Bryan · Jane Wyman Wayne Morris·Eddie Albert·Ronald Reagan & the baby, Peter B. Good

Another 'Brother Rat' with an even bigger family appeal!

"INVISIBLE STRIPES"

George Raft · Jane Bryan · Wm. Holden · Humphrey Bogart Flora Robson·Paul Kelly

Four strong names— One solid hit

LL REACH HE END OF 1940



E FIGHTING 69th"

James Cagney · Pat O'Brien · George Brent · Jeffrey Lynn
Alan Hale · Frank McHugh · Dennis Morgan · Dick Foran
William Lundigan · Guinn 'Big Boy' Williams

Biggest money show from Warners in 10 years!

A CHILD IS BORN"

Geraldine Fitzgerald · Gladys George · Jeffrey Lynn
Gale Page · Spring Byington

Pre-releases prove it a woman-appeal sensation!

"BRITISH INTELLIGENCE"

Boris Karloff and Margaret Lindsay

This one's news! And a different Karloff

JACK L. WARNER *In Charge of Production*
HAL B. WALLIS *Executive Producer*

ARGUMENTS ON BEHALF OF THE NEELY BILL

WASHINGTON—*Highlights of the extended statement made by Abram F. Myers, chairman of the board of Allied States Ass'n, in defense of the Neely bill and in rebuttal of E. L. Kuykendall before the senate subcommittee of the committee on interstate commerce, April* 17, 1939, *follow*:

However, I do want to read brief excerpts from letters written by Colonel [H. A. Cole] and Mr. [Sidney] Samuelson since they left the witness stand. It was following their testimony that a member of the committee expressed doubt as to what good, if any, would be accomplished by the bill. Says Colonel Cole (reading):

"First, with reference to the question raised as to how the passage of this anti-block booking bill would give local control of the type of pictures desired in the community. As an exhibitor who has been in this business 20 years, and as a leader who has talked with scores of exhibitors, and knows the operation of a local theatre, I wish to state that any exhibitor who goes contrary to the will of the best people in his community might just as well close his doors and quit business. Undesirable pictures would certainly not be run in the theatre where the community at all expressed its feelings in reference to them, if the exhibitor himself has the power to make the selection; and I have never found communities that were backward in so expressing themselves."

Says Mr. Samuelson (reading):

"A small town exhibitor is naturally conversant with the tastes of his particular community. With Senate 280 a law . . . the exhibitor will have information as to the type of pictures he is leasing at the time he negotiates the lease. With such information, he can select those pictures that will suit his particular community. In the event he makes a mistake in his selection, it will be necessary for the exhibitor to assume such a loss. But under no circumstances would he be compelled to force upon his community pictures that they absolutely do not want to see.

"On the other hand, if he has failed to buy an outstanding production which his community desires, it would be possible for him to negotiate the purchase of such a picture without being told 'buy all or you don't get this one.' And, of course, such freedom for the exhibitor will cause two very important results, as follows:

1. Community opinion will assert itself because it will realize that the exhibitor has no alibi behind which he can hide.
2. Inasmuch as the vast majority of American motion picture patrons prefer clean, wholesome entertainment, it won't take very long under the operations of the Neely bill for the offensive picture to disappear altogether because there will not be a forced sale market for such type or production."

This brings me to a consideration of the possible effect of the legislation on the motion picture business. Opponents of the bill have used such words as "destruction" and "chaos," but except as to Section 4, providing for synopses, they have adduced no facts and no convincing arguments in support of their claims. As regards that section, I will offer some suggestions in the way of amendments which will cut under every objection that has been offered. But first, let us consider Section 3 —the anti-block-booking section. Those of us who have studied the problem are not greatly concerned by the claims which Messrs. [S. R. Kent] and [George J.] Schaefer have made on different occasions during the past three years to the effect that the Neely bill will disturb or destroy the price structure of the industry because it would entail pricing on the basis of groups less than the total block. Most of the transformation which the bill would require has been accomplished by the distributors in their own interest in comparatively recent years, because the contracts today, without exception, provide for separate price groups less than the entire block. True, you cannot now buy one or two groups without buying all, but the fact remains that these price groups are now being offered to the exhibitor and that is what the bill calls for.

I exhibit to the committee a typical contract form as used by the Big Eight. It happens to be the form currently used by Mr. Kent's company, 20th Century-Fox. Note that four separate price groups are offered—A, B, C and D. Note further that the contract contains absolutely no identification of the pictures offered. It merely licenses a maximum of 52 and a minimum of 42 pictures to be released during the year, with spaces for the insertion of the number to be included in each group. Note, finally, that these unnamed pictures in each group are "to be designated by the distributor." This confirms my statement that the distributors already are pricing their pictures in groups less than a block.

Editor's Note

Last week, BOXOFFICE published the essential arguments against enactment of the Neely bill for the elimination of compulsory block booking and blind selling, as focalized by E. L. Kuykendall, president of the MPTOA, at the senate hearings in Washington last April.

In this issue, the leading arguments on behalf of the bill's passage are presented, drawing upon the lengthy statement made by Abram F. Myers, chairman of the board of Allied, before the same committee.

The purpose of the pro and con approach is to familiarize the exhibitor with both sides of the question so that he may determine for himself where he stands and what he proposes doing about his position, once struck.

The witnesses representing the Big Eight have told you how pictures are made, but they have told you precious little about how pictures are sold. No other business on earth does or could do business on this basis; it is possible in the motion picture business only because a few great corporations, employing unified tactics, have acquired a monopoly.

I have no hesitation in branding this the most one-sided contract ever devised. I know that counsel for at least one of the companies has expressed apprehension lest they press their advantage to a point where all of these contracts will fail for lack of mutuality. It is a long document and I do not want to encumber the record unnecessarily. However, if you really want to know how pictures are distributed, and the degree of control which the distributors exercise over the independent exhibitors by virtue of their control of necessary supplies of film, you should read this contract . . .

Says Affiliateds Preferred

More important is the fact that, so far as Section 3 is concerned, a greater number of theatres are now and for many years have been operating under the Neely bill. There is nothing new about it. Colonel Cole read to you from the government's petition where it says:

"Block booking is seldom, if ever, enforced by the producer-exhibitor defendants against each other. On the contrary, the exhibition contracts between and among the defendants herein are usually placed upon a selective basis whereunder each defendant and its affiliated theatres may play such product or pictures of the other, or others, as it may select."

I would like to interject there that it has been suggested, and quite properly, that is only a government pleading, and that the defendants in that case have not had their day in court. However, it is a verified pleading and the verification recites that it is based on long investigation plus examination of the contracts, and so forth, of the defendant companies. So that I would assume that its probative value would be somewhat in excess of that of a mere unsworn statement made at the hearing. The reports of this committee on the bill in 1936 and 1938 pointed this out. Therefore, with respect to about 2,500 theatres, including most of the large first-run theatres, block booking is not in force today.

Mr. Samuelson cited to you seven pictures with objectionable titles and of dubious quality, dumped on the Atlas theatre in this city within a short space of time. It was pointed out to you that only one had had a first run downtown. That picture, "Ambush," had played four days in Warner Bros. B house, the Metropolitan, when it was "pulled."

I would like to correct that to this extent, that the letter from the manager which was presented this morning says that that picture only ran for three days before it was pulled.

Term Claims "Hollow"

They were not good enough for the Warner Bros. downtown houses, and under their selective contracts these pictures were not run. But the Atlas theatre is an independent, it is subjected to block booking, and it had to accept and play those pictures. This demonstrates the hollowness of the claim that the producers "must have block booking." If it were necessary at all, it would be necessary in all theatres; it cannot, in logic, be necessary for the independents and unnecessary in the producer-owned theatres.

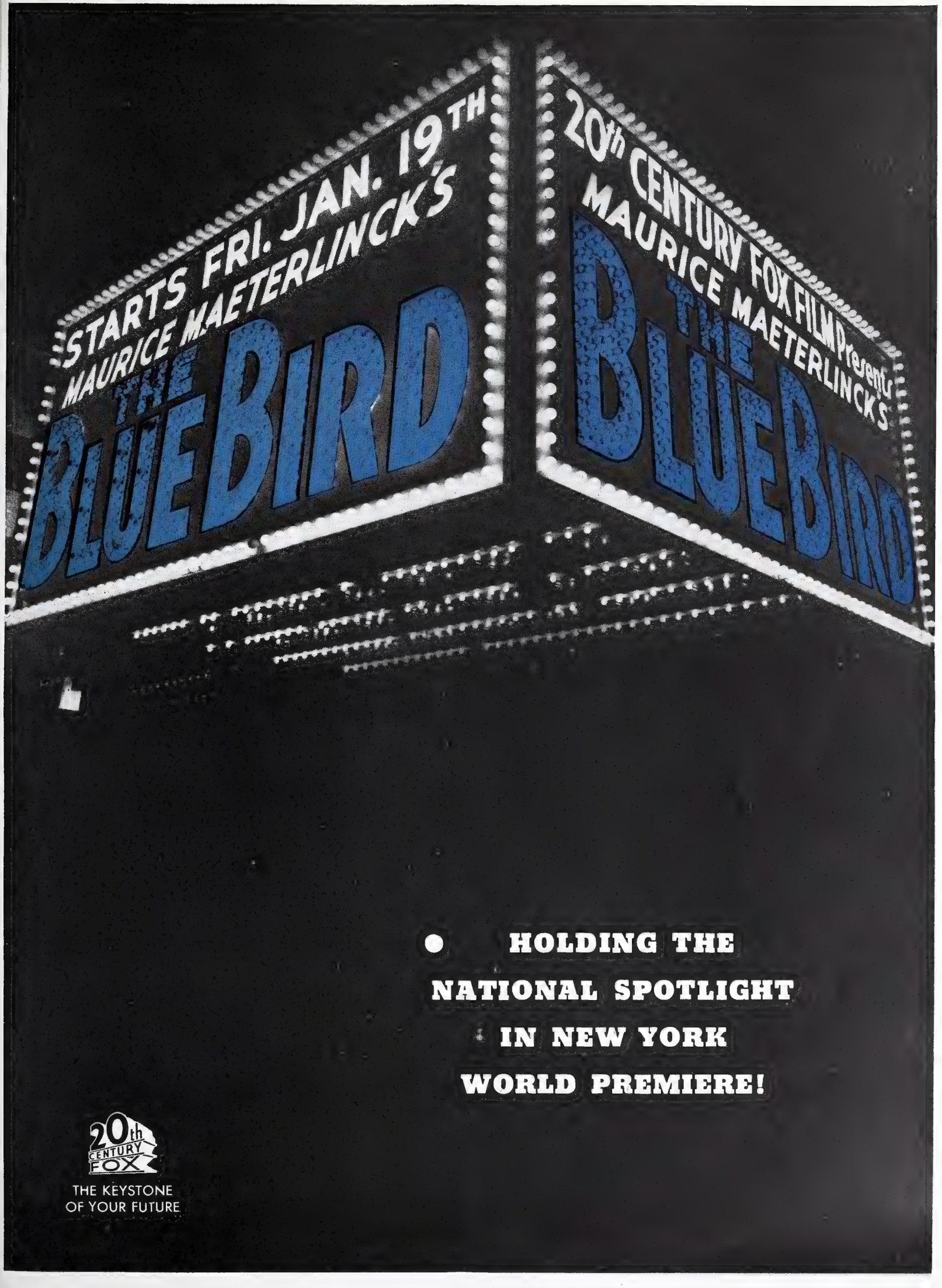
I would pause further to say that Mr. David Palfreyman was good enough to let me see the letter from Mr. [J. E.] Fontaine, the branch manager for Paramount in this district. I did not find in that letter anything that contradicts the statement that the producer-owned theatres were not compelled to run those pictures and that the independent theatres were. It says with respect to one picture that there was a trade in that one of the affiliated theatres extended the playing time on another picture so as to disregard the picture in question.

"Privilege" Independents Want

That is the very privilege that the independent exhibitors have been striving for for a long time. We would like it very much if they could make up for those poor pictures by extended playing time of the good pictures . . .

Further, the letter suggests that a settlement is pending in the exchange with respect to certain of those pictures which the Warner Bros. theatre did not run. If you will examine the contract you will find that an independent theatre, if it does not take up its playdates, will have to pay for that picture. It has to pay for it when it is delivered; or if he does not catch up his playdates he reaches a stopping point—stopping the picture, as some of the witnesses testified to, so that he cannot get any more pictures until he has taken up or paid for the picture which he has passed over. So that the mere fact that it is an unadjuncted open account, according to the branch manager, certain-

(Continued on page 14)


STARTS FRI. JAN. 19TH
MAURICE MAETERLINCK'S
THE BLUEBIRD
20th CENTURY FOX FILM Presents
MAURICE MAETERLINCK'S
THE BLUEBIRD
HOLDING THE
NATIONAL SPOTLIGHT
IN NEW YORK
WORLD PREMIERE!
20th CENTURY FOX
THE KEYSTONE
OF YOUR FUTURE

Says No Effect on 'Fixed' Playing Time

(Continued from page 12)

ly indicates that there is a situation there that never obtained with respect to any independent exhibitor . . .

Let us look at it another way. Mr. William F. Rodgers has told you that the distributors are willing to allow the exhibitors a cancellation privilege ranging from 10 per cent to 20 per cent. Unless the distributors intend to make a mockery of this by releasing cheaters merely to have them canceled, then they are running just as much risk of monetary loss as they would if block booking were abolished. They have no more assurance of a market under a cancellation system than they would have under a selective system. The truth is that they do not incur any serious risk of actual loss under either system and they have chosen the one least likely to affect their monopoly. Under the proposals, as I have shown you, they can still tie up the exhibitors' playing time. With the abolition of block booking, competition might creep in.

Now the reason why the distributors do not stand to lose is that the amount of playing time on the screens of the United States is fixed. It will not be reduced by the abolishment of compulsory block-booking or by any cancellation privilege that may be granted. The sources from which pictures can be obtained are, for the present, limited. Approximately 80 per cent of the better motion picture films are produced each year by the Big Eight or their subsidiaries or associates—government petition, page 48. These sources will continue to supply all of this playing time—at least, until additional competition enters the field. Therefore, the loss from curtailment of the playing time for poor pictures will be more than compensated for by the increased playing time for good pictures.

I think it has been shown to you how that is practiced in their own theatres.

It seems to me that this is self-evident. Consequently, it is difficult to see how the Big Eight—and these are the interests fighting this bill—can be adversely affected.

In Another Form

Because this proposition is so important, cutting under all the dire predictions of financial loss made by the opponents, I would like to restate it in another form, with illustrations. Take a small town theatre which changes its program three times a week. Under that policy it would use 156 feature pictures a year. Let us assume that the exhibitor—that is, the theatre owner—contracts for the blocks of three major companies containing 52 each. He then has the entire output of three companies and his playing time is entirely preempted. He is no longer in the market. He cannot absorb an additional block and consequently cannot present the meritorious pictures of the five remaining major distributors or of the independent distributors. That is the condition under compulsory block booking.

Now, let us see what would be the situation under free and open competition, with block booking abolished. Let us assume that this small town exhibitor, instead of taking the full blocks of the three distributors only takes half of their blocks. He still has half of his playing time open for additional pictures, and so he buys half of the products of three other distributors, whose pictures he never was able to buy before. Now, the first three distributors have lost some of this exhibitor's playing time that they used to have. The other three distributors have gained some playing time that they never had before. In another theatre, the distributors who have lost playing time under this arrangement may gain playing time which they never had before and those who gained may, in this second situation, lose some time. The market will still be there—an assured market—but business will be done on a slightly different basis.

Now I submit to the committee that it is just common sense to suppose that the entire industry—producers, distributors and exhibitors—can make more money by expanding the playing time on good pictures and contracting the playing time on poor ones.

Independents "Ignored"

From the statements made by Messrs. Kent, Rodgers and Schaefer one would gather that there are no elements outside the interests they represent who are entitled to the consideration of the Congress. They either ignore or disparage the many independent producers whose productions would undoubtedly increase in quality and number if they could be assured of a fair opportunity to compete for playing time on the screens. With that playing time largely preempted by the Big Eight through compulsory block booking, they can only hope for occasional remnants of playing time, and consequently must keep their budgets low. Now, you have heard the spokesmen for the Big Eight opposing the bill—and I return Mr. Schaefer's compliment and add for their own selfish reasons—testify as to the alleged bad effects of the bill, and their testimony, due to skillful methods, has been give wide publicity. Slight heed was paid to the reading of the telegrams from three independent producers—Messrs. [Phil] Goldstone, [I. E.] Chadwick and [E. B.] Derr—saying that the abolishment of compulsory block booking would be a good and wholesome thing for the industry. The biographies of those men, read into the record . . . and Mr. Schaefer's remarks concerning them were wholly gratuitous. They have just as much right to be heard as Mr. Schaefer and their word should carry just as much weight as Mr. Schaefer's, if not more.

I cite the views of Mr. Goldstone, president of the Independent Producers Ass'n:

"Elimination of so-called block booking will be of great benefit to the entire independent motion picture industry. The independent producers have been greatly handicapped by block booking and for years have desired to eliminate this evil to the industry. Block booking has gradually killed off and almost eliminated independent production. If independent producers had a fair opportunity to market their product it would cause a complete revival of their industry and the employment of additional hundreds."

Under compulsory block booking, as shown by Messrs. Cole and Samuelson, the number of producers, distributors and pictures has declined in the last 20 years. To this I would add, also, that the number of theatres has declined. Now it goes without saying, I think, that upward of 15 distributors, distributing 800-odd pictures to some 20,000 theatres, is a healthier condition as regards employment than the present situation where the Big Eight and two independent distributing systems distribute around 600 pictures to 17,500 theatres . . .

Challenges Interpretation

If Section 4 is too drastic, it can readily be amended. But for the interpretation put on Section 4 by some of opponents' witnesses, I would have supposed that the word "synopsis," notwithstanding the accompanying adjectives, meant a "general outline." I think the author of the bill must have had in mind synopses as we encounter them in everyday life, as, for example, synopses of the preceding instalments of continued stories. Neither have I heretofore taken seriously the fear expressed in producer ranks that this bill would penalize them for innocent mistakes made in a synopsis, without intent to deceive. Section 5 (1) of the bill, prescribing penalties for violation, applies only where the person responsible for the synopsis "knowingly makes any false statement" therein. Moreover, I have heard others describe production processes in a way quite at variance with the testimony given by some of the opponents of the bill at this hearing. Certainly Robert H. Cochrane, a pioneer producer and until recently president of Universal Pictures, who appeared in opposition to the bill three years ago—Senate hearings p. 182—is as competent a witness as any who have appeared this time. He described the routine in his company as follows (reading):

"But when you buy entertainment, you demand something new, something different.

"This being the very basis of entertainment, I, as a producer, must use it as my own basis.

"To do this with any degree of success, I must plan at least a year in advance on the best way to spend from seven to ten million dollars.

"I must buy a variety of stories—a mixture of drama, comedies, tragedies and novelties—all as different from each other as possible. I cannot and must not standardize; I must entertain.

"So I buy the stories. Later on I must select the directors and the actors and the actresses who will best fit them.

"After planning this, I must send about 100 salesmen out to visit the theatres and tell them what my program is. It is a tentative program and every one of my customers knows it."

In addition to this testimony, Mr. Samuelson showed you the announcement books of two of the big companies containing brief outlines of the stories which they owned and which were available for making pictures. Those announcements, the committee will recall, also recited, in effect, that the program was tentative. Now the distributors would have you believe that this practice of promising certain pictures and at the same time reserving the right not to deliver them or to deliver other pictures in their stead, is partly to protect against studio accidents, but mainly to give the exhibitors

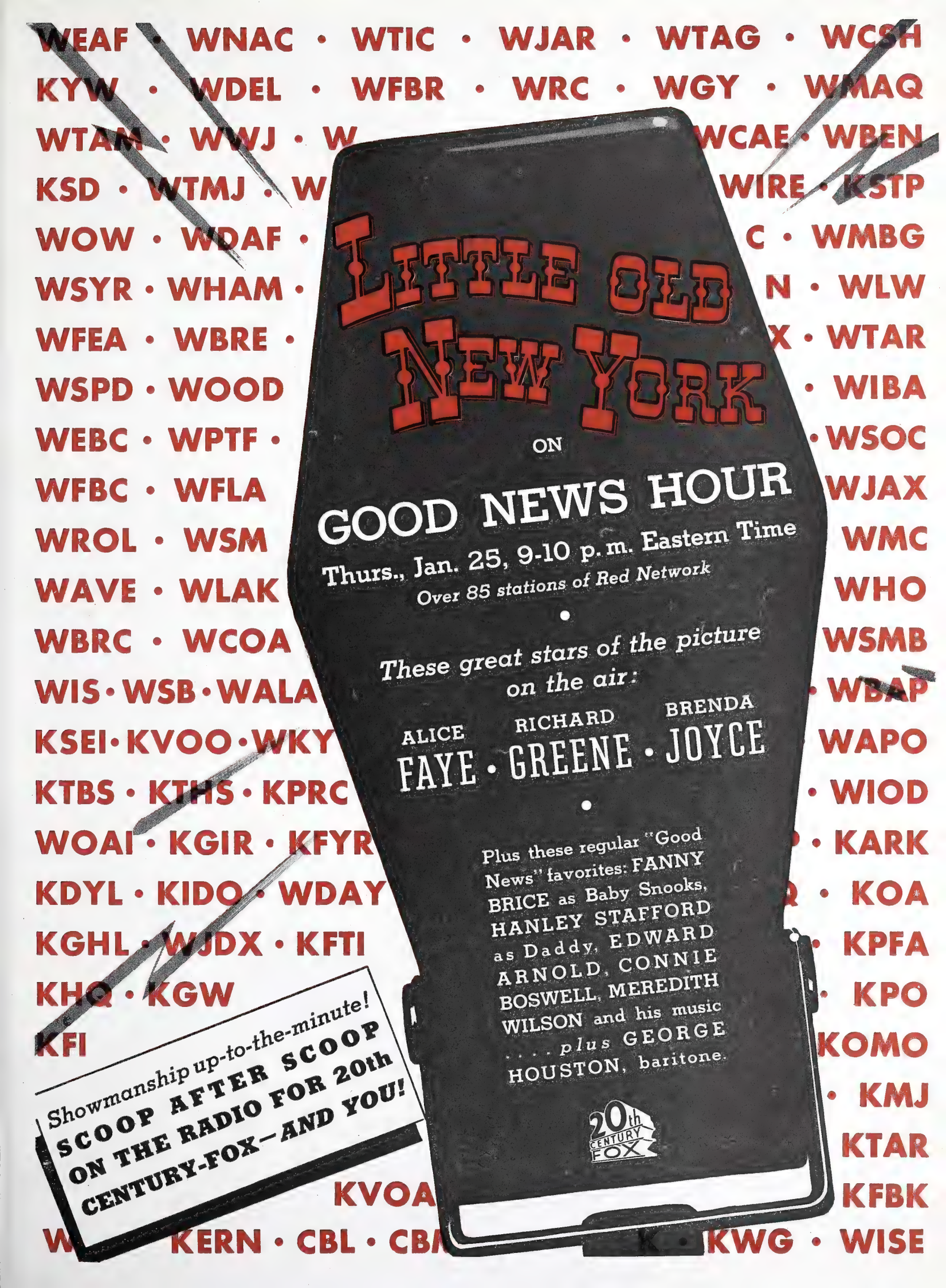
(Continued on page 16)

Myers Describes "Only Menace"

Washington—One of the highlights of the testimony of A. F. Myers defending the Neely bill:

"The only menace to the Big Eight from the enactment of the Neely bill is one which those fighting the bill dare not mention. That is the opening of the business to the competition of independent production. With compulsory block booking abolished, the Big Eight, in common with all other industries, will have to sell their products on their merits. An independent picture which is better than a trust-made picture will supplant it on the screens. The public will benefit greatly from the increased incentive to make good pictures. Against these considerations, the efforts of the monopolists must not prevail."

Synopsis 'Definitions' Draw Myers' Fire


WEAF • WNAC • WTIC • WJAR • WTAG • WCSH
KYW • WDEL • WFBR • WRC • WGY • WMAQ
WTAM • WWJ • W WCAE • WBEN
KSD • WTMJ • W WIRE • KSTP
WOW • WDAF • C • WMBG
WSYR • WHAM • N • WLW
WFEA • WBRE • X • WTAR
WSPD • WOOD • WIBA
WEBC • WPTF • WSOC
WFBC • WFLA WJAX
WROL • WSM WMC
WAVE • WLAK WHO
WBRC • WCOA WSMB
WIS • WSB • WALA WBAP
KSEI • KVOO • WKY WAPO
KTBS • KTHS • KPRC WIOD
WOAI • KGIR • KFYR KARK
KDYL • KIDO • WDAY KOA
KGHL • WJDX • KFTI KPFA
KHQ • KGW KPO
KFI KOMO
KMJ
KTAR
KVOA KFBK
KERN • CBL • CB KWG • WISE
LITTLE OLD NEW YORK
ON
GOOD NEWS HOUR
Thurs., Jan. 25, 9-10 p.m. Eastern Time
Over 85 stations of Red Network
These great stars of the picture on the air:
ALICE FAYE • RICHARD GREENE • BRENDA JOYCE
Plus these regular "Good News" favorites: FANNY BRICE as Baby Snooks, HANLEY STAFFORD as Daddy, EDWARD ARNOLD, CONNIE BOSWELL, MERedith WILSON and his music .... plus GEORGE HOUSTON, baritone.
20th CENTURY FOX
Showmanship up-to-the-minute!
SCOOP AFTER SCOOP ON THE RADIO FOR 20th CENTURY-FOX—AND YOU!

Suggests Changes if Section Too Severe

(Continued from page 14)

the benefit of the latest developments in public taste. But the real reason is that, having induced the exhibitors to sign contracts on representations that big pictures will be delivered, and having retained the right to allocate the productions to the different price brackets in their uncontrolled discretion, and having committed the exhibitors to high prices which they must pay regardless of the quality of the pictures delivered, the distributors want to be free to control production costs in their own interest, without regard to the exhibitors. During the selling season 1937-38, the industry was making money, and the distributors announced lavish productions. Late in the fall a business recession set in and the newspapers and the trade papers carried numerous stories from Hollywood about budget cuts. But the exhibitors were bound by their part of the bargain.

Proposes Amendments

Notwithstanding all this, I have listened to the testimony with what I hope is an open mind. I have been impressed by the stress which witnesses like Sidney R. Kent and Colonel [Jason] Joy have placed on the requirements of Section 4 that the synopsis shall be "complete and true" and that it shall include "an outline of the story, incidents and scenes depicted or to be depicted." Mr. Kent and some of the other witnesses, while disclaiming a demand for immunity for their company, complained that a bill had been drawn without their participation. Nevertheless, they have been opposing and attacking this bill for three years without having brought forth a single constructive suggestion by way of amendment. Allied States Ass'n has taken no arbitrary stand; it does not want to put unnecessary hobbles on the studios and so it is prepared to propose, for the consideration of the committee, the following amendments to Section 4:

1—Page 5, line 14, strike out the words "a complete and true" and insert in lieu thereof the words "an accurate."

2—Line 16, strike out the word "an" before the word "outline" and insert in lieu thereof "a general" so that it will read "a general outline."

3—Lines 16 and 17, strike out the words "incidents and scenes depicted or to be depicted" and insert after the word "story" the words "and descriptions of the principal characters."

4—Lines 21 and 22, insert between the words "the" and "contents" the words "type and."

5—Line 22, insert between the words "treatment" and "to" the words "of questionable subject matter." As so amended the section would read as follows (reading):

Sec. 4—It shall be unlawful for any distributor of motion-picture films in commerce to lease or offer to lease for public exhibition any motion picture film or films over 2,000 feet in length unless such distributor shall furnish the exhibitor at or before the time of making such lease or offer to lease an accurate synopsis of the contents of such film. Such synopsis shall be made a part of the lease and shall include (a) a general outline of the story and descriptions of the principal characters, and (b) a statement describing the manner of treatment of dialogs concerning any scenes depicting vice, crime, or suggestive of sexual passion. It is the purpose of this section to make available to the exhibitor sufficient information concerning the type and contents of the film and the manner of treatment of questionable subject matter to enable him to determine whether he wishes to select the film for exhibition and later to determine whether the film is fairly described by the synopsis.

These amendments meet the reasonable criticisms of the opponents of the bill. You will recall that Mr. Kent said: "This provision states 'true and accurate,' it does not state 'general description.'" (Release, p. 12). He had previously offered his interpretation of the words he objected to, saying, "complete means 'all' and true means 'without deviation.'" (same p. 9). Other witnesses, including Colonel Joy, emphasized these words. The implication of all the adverse testimony concerning Section 4, the very clear implication of the testimony of Mr. Kent, was that if those words were omitted, or if the words "general outline" were substituted for them, the fault would be cured. The amendments I have offered are in line with Mr. Kent's testimony and, if adopted, Mr. Kent can no longer complain that the distributors have had nothing to do with writing the bill.

The reaction of the opponents to these proposed amendments will be the measure of the sincerity of their statements made before the committee. If they will meet the Allied States Ass'n at this half-way point, they will prove conclusively that they do not seek immunity for the motion picture industry; if they oppose the passage of the bill with these amendments, they will demonstrate their opposition to any regulation which threatens in any degree to neutralize the monopolistic power which they wield over the industry or the dictatorship which they exert over the screens of the United States . . .

"Trust Imposes Will"

Despite the existing anti-trust laws and the efforts made to enforce them against the motion picture trust, that trust is still able to impose its will on every person engaged in the business. Conditions prevailing in the distribution of motion pictures would be unthinkable in any other line. Because of their technical nature and complexity it is difficult to convey an adequate understanding of the practices of the trust to those who are unfamiliar with the motion picture business. Perhaps the plight of the independent exhibitors can best be explained by using some more familiar business as an illustration. Let us assume, therefore, that A, a dealer in men's clothing, should apply to the several clothing manufacturers for a stock of specified models of suits and overcoats and receive the following reply, not from one, but from all:

"You may have our line of suits and overcoats, but we have no samples or descriptive matter and you must agree to take all of the garments of whatever design we see fit to make during an entire year. Not only must you take all of our suits and overcoats but all of our shirts, neckties, and collars as well. Also, you must buy all of your advertising accessories from us. We have or may have a store of our own in the same town with you and you will be permitted to offer our styles to the public within from 30 to 365 days after they have been introduced in our store. We cannot tell you just what you will have to pay for our products, as we reserve the right to base the price on a percentage of the total receipts of your store. Of course, you will have to guarantee us a minimum price, as we are willing to share your profits but not your losses. We reserve the right to designate the particular day or days of the week on which you may sell certain models, and we will regulate the prices charged so as to protect our store against your competition. Some models may be reserved for our store exclusively. If we decide to expand in your territory, or someone comes in that we like better than we like you, we will take the line away from you altogether."

This may sound fantastic, but it illustrates the conditions under which independent exhibitors are forced to do business at the present time. Messrs. Kent, Rodgers and Schaefer, fronting for the Big Eight, have stressed the great stakes which their companies have in the business. Let me remind you that the independent exhibitor, with his theatre or theatres as his sole means of livelihood, has proportionately a far greater stake in this business than have the real masters of the industry for whom these front men speak. There is no point in railing at political dictatorships abroad whilst condoning economic dictatorships at home.

"Follow Blazed Trail"

This is not revolutionary legislation. In principle it follows a blazed trail. It is apparent that the author of the bill—Prof. Noel T. Dowling of Columbia University's Law School—endeavored to follow existing patterns, so far as the peculiarities of the motion picture business would permit. The resemblance between Section 3 of the bill—the anti-block-booking provision—and Section 3 of the Clayton Act—the anti-tying clause provision—is marked. The Clayton Act provides—

"That it shall be unlawful for any person engaged in commerce . . . to lease or make a sale or contract for the sale of goods . . . or to fix a price charged therefore, or discount from, or rebate upon such price, on the condition, agreement, or understanding that the lessee or purchaser thereof shall not use or deal in the goods . . . of a competitor or competitors . . . of the lessor or seller where the effect of such lease, sale, or contract for sale may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

This provision, like Section 3 of the Neely bill, deals with the compulsion exerted over a buyer's discretion by subjecting him to a penalty for making one choice, or granting him a bonus for making another. Section 2 of the Clayton Act has been upheld as valid legislation; see decision of District Judge Trieber, 264 Fed. 138, affirmed by the Supreme Court, 258 U. S. 451. After pointing out the advantages accruing to a shoe manufacturer who signed a lease containing the restrictive covenants, Judge Trieber said (reading):

"The choice is limited to paying not only royalties of which, under the restricted leases, the lessee is to some extent relieved, but large sums as initial payments. The loss of the use of the money required for the initial payments for a period of 17 years, the life of the leases, is an item of no small consideration, as the interest would exceed by far the principal, if calculated at 6 per cent annually compounded. This cannot be termed 'freedom of choice.'"

Members of the committee doubtless will recall the observations of Mr. Justice Roberts in the decision involving the constitutionality of the Agricultural Adjustment Act as to the compelling effect of the government subsidies to induce farmers to curtail their crops. Section 3 of the Neely

(Continued on page 18)

Not Revolutionary, He Maintains

Washington—"This is not revolutionary legislation," declared A. F. Myers in his defense of the Neely bill. "In principle, it follows a blazed trail. It is apparent that the author of the bill—Professor Noel T. Dowling of Columbia University's law school—endeavored to follow existing patterns, so far as the peculiarities of the motion picture business would permit. The resemblance between Section 3 of the bill—the anti-block booking provision—and Section 3 of the Clayton Act—the anti-tying clause provision—is marked."

Says Independents Also Have "Stakes"

AD FOR BUSY FILM BUYERS...

Reading Time of Excerpts—13 seconds

Reading Time of Complete Reviews—6 minutes, 11 seconds

DAILY VARIETY DAILY

Choice entertainment, given top sentation, is this wacky treatment murder mystery. Can be offered showmen to any clientele as guar- teed amusement and should turn handsome profit on the invest- ent. Its appeal lies in the fresh andling given the usual murder puz- ler situations, in the smart quality f the dialog and the pungent char- cters. For writing, direction and laying of comedy, 'Slightly Honor- able' has been matched by few pic- tures in the past year.

Abundance of credit for the class of the offering must go to Tay Gar- net, who both produced and directed and watched preparation of the story. Piloting is flawless, has a constantly hilarious edge of cynical mockery for the old film cliches, manages the surprise twists capitally and main- tains genuine suspense and actual mystery, despite the constant kidding.

O'Brien shows an interesting and agreeable change of pace from many of his more serious roles. Flippancy and romantic entanglements are be- coming to him. And here he has a pip of a heart affair with one of the most captivating ingenues the screen has seen in moons—Ruth Terry. A little honey, she is making capital of a rich role with a vivacious perform- ance loaded with laughs.

Edward Arnold delivers his capable best in the part of chief of graft and antagonist of O'Brien. Broderick Crawford's role of the deftly con- cealed murderous character under seeming loyalty and horseplay is ex- ceptionally well conceived. Claire Dodd turns in an excellent enactment as the woman who inspires one of the

Every scene is milked for laughs. On other hand the scenes of mystery suspense and lethal fury have a sharp eerie contrast which, in combination, spell excellent screen story telling.

Production is elegantly presented, with special technical praise for Mer- ritt Gerstad's photography and musi- cal score and direction by Alexander Golitzen.

Walter Wanger makes valuable contribution to the United Artist product in this swell piece of popular entertainment.



"Matched by few pictures in past year!"
Daily Variety



"Hilariously funny!"
Motion Picture Daily

MOTION PICTURE DAILY

Hollywood Reviews

"Slightly Honorable"

(United Artists-Wanger)

HOLLYWOOD, Jan. 8.—As daffy a comedy as was ever made in Holly- wood, Walter Wanger's "Slightly Honorable," produced and directed by Tay Garnett, becomes more so by virtue of its rather grim under- lying current of violent death. From the flash of its opening title to the final fadeout, it is hilariously funny, despite the finding of a corpse now and then.

Pat O'Brien, fast talking attorney intent on ousting a crooked ring obtaining road contracts from the state, is "framed" for two murders by Edward Arnold, a politician, and his henchmen. The attorney, whose first query upon meeting an attractive girl is "Are you over 18?" manages to divert suspicion from himself time after time while ex- posing the politicians. At the climax he, in a desperate fight, accidental- ly kills the murderer. Ruth Terry, young night club singer who insists upon displaying an amazing naiveness as far as clothes are concerned, supplies the love interest. Broderick Crawford does nicely with his role-as associate of the attorney. Alan Dinehart, Phyllis Brooks, Claire Dodd, Janet Beecher, Douglas Dumbrille, Bernard Nedell, John Shee- han, Willie Best are some of the outstanding supporting players.

Ken Englund turned out a most smoothly flowing script from the adaptation, by John Hunter Lay and Robert Tallman, of the novel, "Send Another Coffin," by F. G. Presnell. Popular as the novel is, the film story transcends it.

Garnett gave it a sense of tenseness and levity, in a combination which has seldom been equalled.

Running time, 85 minutes. "A".*

**"A" denotes adult classification.*

VANCE KING



"Should click easily!"
Film Daily

THE Film DAILY

"Slightly Honorable"

with Pat O'Brien, Edward Arnold, Broderick Crawford

83 Mins.

UA-Wanger

(HOLLYWOOD PREVIEW)

HIGHLY ENTERTAINING MURDER MYS- TERY MARKED BY FRESH TREATMENT SHOULD CLICK EASILY.

This is a highly entertaining murder mys- tery, which has been given fresh treatment in every department. Tay Garnett has in- jected several clever directorial touches and has maintained suspense. Garnett also gets production credit on the picture, which is presented by Walter Wanger. Ken Eng- lund submitted a splendid screenplay, which contains much bright dialogue and some able satire. The acting is high grade, with Pat O'Brien, Edward Arnold, Broderick Crawford and Ruth Terry heading the cast. Miss Terry is pert, has oodles of sex appeal and should attract much attention by her work. O'Brien is an attorney, who is fighting a political ring, headed by Arnold, a newspaper pub- lisher, who has become very wealthy on graft gained from many sources. When Claire Dodd, Arnold's mistress, with whom O'Brien at one time was deeply in love, is murdered, Arnold and his tool, Alan Dine- hart, the prosecuting attorney, try to rail- road O'Brien for the murder. Suspicion also falls heavily on Arnold and on Bernard Nedell, an underworld leader, who is one of Arnold's henchmen. Claire Dodd's mur- der is closely followed by the slaying of Eve Arden, O'Brien's wise-cracking secre- tary. O'Brien's campaign against Arnold and his gang, in which O'Brien is greatly aided by Douglas Fowley, a reporter, and his paper, results in Arnold's crowd being thrown out of power. However, the new prosecuting attorney presses the murder charge against O'Brien. O'Brien saves himself, when he forces his law partner Crawford to admit he committed both murders to keep secret the fact that he had slain a man in Texas, which he insisted was done in self-defense.

DIRECTION, Clever. PHOTOGRAPHY, Swell.



"As funny a picture as ever made!"
M. P. Herald

MOTION PICTURE HERALD

Slightly Honorable

(United Artists - Wanger)

Coffin Comedy

From the opening title to the final fadeout, Walter Wanger's "Slightly Honorable" is as funny a comedy as ever made in Hollywood, despite the fact that the underlying plot con- cerns several murders and an attempt by crooked politicians to "frame" an innocent person. It is hilarious, and the dialogue improves many of the situations of the popular novel, "Send An- other Coffin," by F. G. Presnell, which forms the basis.

Pat O'Brien, as the young attorney whose first question of any attractive girl he meets is "Are you over 18?"; Edward Arnold, as the politician controlling road-paving graft; Ruth Terry, night club singer who displays indiffer- ence concerning lack of apparel; and Broderick Crawford, as the attorney's associate, are the chief characters.

Ken Englund wrote the swiftly moving, punchily told screenplay which sparkles with dialogue. John Hunter Lay and Robert Tall- man adapted the novel.

Tay Garnett, who produced and directed the film, took advantage of an opportunity to com- bine comedy and suspense in correct proportions.

Supporting the leads are Alan Dinehart, Phyllis Brooks, Claire Dodd, Janet Beecher, Douglass Dumbrille, Bernard Nedell, John Sheehan, Willie Best and others.

"Webb" manages to divert suspicion from himself, while striving to find the killer. After a series of adventures, he uncovers the criminal, killing him in the fight.

Previewed at the Village Theatre, West- 'wood, Cal., to an audience which "rolled in the aisles."—V. K.

Produced by Walter Wanger Pictures for United Artists release. A Tay Garnett production. Directed by Tay Garnett. Screenplay by Ken Englund. Adaptation by John Hunter Lay and Robert Tall- man. From the novel, "Send Another Coffin," by F. G. Presnell. Musical score composed and directed by Werner Janssen. Song, "Cupid's After Me," by Jules Styne and George R. Browne. Photographed by Merritt Gerstad. Art director, Alexander Golitzen. Associate, Richard Irvine. Editorial supervision, Otho Lovering. Film Editor, Dorothy Spencer. P. C. A. certificate No. 5827. Release date, Dec. 22, 1939. Running time, when seen in Westwood, 85 minutes. Adult audience classification.

When the critics are UNANIMOUS . . . you can bet it's BOX-OFFICE!

WALTER WANGER presents

"SLIGHTLY HONORABLE"

A TAY GARNETT PRODUCTION, WITH

PAT O'BRIEN · EDWARD ARNOLD
BRODERICK CRAWFORD · RUTH TERRY

Directed by Tay Garnett • Novel by F. G. Presnell • Screenplay by Ken Englund, John Lay and Robert Tallman • Music by Werner Janssen

RELEASED THRU
UNITED ARTISTS

Executive Quiz Step To Speed Up Trial

(Continued from page 4)

jors will object to the examination of their executives under new rules of procedure which give them the right to register objections and exceptions if they are "being annoyed, embarrassed or oppressed." After service, the respondents have a week or ten days to file objections.

Meanwhile, it is reported the "Big Stick" has informed distributor lawyers it will limit answers to interrogatories to the information supplied to UA. In this connection, it is held, the answers have been so vague that the purpose of the bill of particulars and interrogatories has been defeated because they provide no substantial information by which the defendants can proceed for a defense.

Have Ideas on "Surprise"

On the basis of information being furnished by the department in Washington on complaints sent there and relayed to distributors and anti-trust suits filed within the past few years, major counsel contend they have some idea what the government will spring in its presentation.

On the surface, distributor lawyers declare, the government is cooperating in an effort to get the case to trial, but by withholding information essential to defense preparation the department of justice is continuously styming progress for attorneys.

In some quarters, it is held distributors combined have spent about $500,000 on the case, the money going to special counsel retained by various companies and also for investigators who check into every complaint thoroughly when brought to the attention of distributors.

May Welcome Examinations

On the other hand, distributors may welcome examination of their executives. It is felt that, if men like Schenck, Balaban and Schaefer are asked to explain the industry's operations, they will vindicate the setup which is being attacked. It is added that men of such high regard will explain the intricate workings of the industry and the difficulties which confront it in production, distribution and exhibition.

The chief aim of the government is to divorce theatres from distribution. One major attorney has stated that to do this would "ruin the business."

The government has its own ideas as to how the industry should operate and it is with this in mind that it is pursuing the suit.

In answer to whatever suggestions are made, distributors steadfastly maintain they have the constitutional right to "choose our own customers." Where the department contends the independent exhibitor has the right to buy, the answer is "we have the right to sell."

Meanwhile, lawyers are putting considerable stock in the Westway, Baltimore, decision handed down by Federal Judge Chesnut. This decision upholds the distributors' principles in selling, it is stated, "and a few more like this will show the futility of the all-industry suit."



The Winnah!—

Sid Holland, who won first prize of $1,000 in Columbia's nation-wide exploitation campaign on behalf of "Only Angels Have Wings." He was at the Elco, Elkhart, Ind., at the time.

Myers in Rebuttal for Neely Bill Passage

(Continued from page 16)

bill, therefore, not only is not new in principle, but it presents issues that are clearly justifiable.

Section 4 is nothing more or less than a label law, of which Congress has passed many, although due to the peculiarities of the motion picture business it differs in detail from previous enactments. I need only cite such well-known acts as those dealing with food and drugs, insecticides, and fungicides, prison-made goods, etc.

The contention that only a small minority favors this bill. Messrs. Kent, Rodgers, Schaefer and others have told you that only a small group of independent exhibitors belonging to the Allied States Ass'n of M. P. Exhibitors favors the Neely bill and this because they are seeking a "selfish advantage for themselves." Passing the obvious point that if the bill would be advantageous to some exhibitors, it would be to all, I turn at once to a consideration of the testimony of Ed Kuykendall, president of the MPTOA. Mr. Kuykendall, speaking of that organization, says that it is "an organization which has the approval and represents the sentiment of over 90 per cent of the theatre operators of this country." That, Senators, is a statement!

Now, if the Neely bill is sound legislation, as I believe it is, I assume that its fate will not depend on a counting of exhibitor noses—especially when many of the noses are, when revealed, really those of the distributors. Nevertheless, since these claims have gone into the record, they must be answered. Mr. Kuykendall claims 5,000 theatres for the MPTOA which, admittedly, includes the 2,500-odd theatres owned, controlled, or operated by the Big Eight producer-distributors, known as "affiliated" theatres. The remaining 2,500, if there are that many, clearly must consist mainly of the large so-called "independent chains," many of which, because of their massed buying power, receive favors comparable to those allowed the affiliated chains.

Goddard Trial Judge For Industry Suit

NEW YORK—Senior Federal Judge John C. Knox has appointed Henry Warren Goddard as trial judge to hear the government anti-trust action against the majors.

Judge Goddard was appointed to the bench 17 years ago to the day, Jan. 15, 1923. Outside of Judge Knox, he is the ranking oldest judge in the court. He has had experience in theatrical affairs, gained through sitting on many copyright and infringement actions involving films. Several years ago he handled the anti-trust action against Ascap. Judge Goddard is a New Yorker by birth.

At a hearing before Judge Knox the majors protested that a stipulation which they claim had previously been agreed upon was not being observed. This stipulation calls for the government to agree to adjourn all other anti-trust proceedings in favor of the one in New York to enable the defense to prepare for trial. Now it is asserted the government is reneging and is unwilling to sign the stipulation, but only willing to state government policy and to try to the best of its ability to work out a plan to eliminate other suits at that time. Should this prove impossible it is the government's intention to prosecute on all fronts as vigorously as possible.

Paul Williams, special assistant to the attorney general, denied emphatically to Judge Knox he had made any such statement to major counsel and pointed out that with some 360 interrogatories served on him to answer by March 1, the government was facing an almost impossible task. A further delay presented itself with the following greeting by major counsel to William Farnsworth, William's assistant: "Well, a nice little surprise you dropped on us yesterday, designed to keep us from being ready by May 1. I guess you will have to change the trial date to May 1, 1941."

It is also certain now that objections to the examinations of 26 executives before trial to which this attorney was referring will be interposed. Judge Knox told both sides he wanted the trial to start on May 1 and expected both sides to see that the action started on that day.

Due to the inability of both parties to get together, it is likely that in the next two weeks federal jurists will have to decide what shall be answered and when.

Coast Conference Delays Frank Freeman's Return

NEW YORK—Y. Frank Freeman has delayed his arrival from the coast for production conferences at Paramount until January 22. He will be accompanied east by Cliff Lewis, studio advertising and publicity head.

Howard Dietz, director of Metro advertising and publicity, is back from Hollywood.

John Cromwell, director of "Abe Lincoln in Illinois," is here.

Preferred Holders in Warner Voting Saddle

(Continued from page 4)

ducers Settlement, Clearwater Realty, Mt. Vernon Realty, Phoenix Theatrical, Solis, Stanley-Mark-Strand, Sunset Bowling, United Research, Vitagraph, Vitaphone, Warner Bros. Artists Bureau, Warner Bros. Broad, Warner Bros. Cellulose, Warner Bros. Management, Warner Bros. Hollywood, Warner Bros. Theatre, Warner Bros. Theatres, separate corporations in California, Delaware, Kentucky, Pennsylvania, Virginia, and West Virginia, Warner Bros. Theatres of Wisconsin, State Theatre of Racine, Superior Theatre of Milwaukee, Warner Midwest Theatres.

Companies in which Warner holds 50 per cent or more of the stock are Branford Theatre (58.33), New World Music (66.67), and Stanley Shapiro Theatre (51.6).

Also included in the theatre group, but in which the company does not control policy or management are:

Alwoods, Ltd., Atlantic Theatres, Berks Amusement, Harold Theatre, Kingsley Theatre, Mansfield Operating, Milwaukee Theatre, Mt. Oliver Theatre, National Theatre, Nixon-Nirdlinger Amusement & Realty, Regent-State, Rodart Music, Shubert Music, Standard Theatres, W. F. Theatre.

The report states $6,000,000 has been borrowed from the New York Trust Co., Guaranty Trust Co. of New York and Continental Illinois Bank & Trust Co. and is now outstanding. Under the agreement with the banks the following security has been delivered: the mortgage on the Burbank studios, all of the stock in Stanley Co. of America, Northeastern Theatres and First National Theatres Corp.

Starting Mar. 13, 1940, Joseph Bernhard will receive $2,000 a week, plus $500 for entertainment expenses, which does not include traveling. His current salary is $1,750, plus $500 for entertainment.

Cost of producing feature negatives is amortized over 65 weeks from the date of release in the United States, as follows:

13 weeks after release,	55	per cent
26 weeks after release,	75¼	per cent
39 weeks after release,	87½	per cent
52 weeks after release,	96½	per cent
65 weeks after release,	100	per cent

The positive film costs of trailers for feature productions are written off over a period of 25 weeks. The positive film costs of feature productions are written off in 30 weeks from date of release, as follows:

6 weeks after release,	39	per cent
13 weeks after release,	75	per cent
18 weeks after release,	88	per cent
24 weeks after release,	94	per cent
30 weeks after release,	100	per cent

Costs of producing negative and positive shorts of trailers for feature productions are amortized over a period of 25 weeks, as follows:

6 weeks after release,	32	per cent
13 weeks after release,	64	per cent
18 weeks after release,	83	per cent
25 weeks after release,	100	per cent

The positive film costs applicable to feature pictures distributed in the United States and Canada are written off in 30 weeks, as follows:

6 weeks after release,	39	per cent
13 weeks after release,	75	per cent
18 weeks after release,	88	per cent
24 weeks after release,	94	per cent
30 weeks after release,	100	per cent

Costs of films produced in England by a subsidiary primarily to comply with the requirements of quota laws of that country are amortized over a period of 12 weeks from the date of release in England, as follows:

3 months after release,	71	per cent
6 months after release,	91	per cent
9 months after release,	97	per cent
12 months after release,	100	per cent

Lubitsch UA Contract Starting March 1



—Metropolitan Photos

NEW YORK—Having completed a one-year deal with M-G-M, Ernst Lubitsch joins UA on March 1 when he starts the first of three pictures under a two-year contract. The director is here for a vacation, three weeks of which will be spent in New York and the balance at Lake Placid.

Lubitsch said he is not set on his first story or star, but will look around while here. He explained he will have his own company, Ernst Lubitsch Productions. Sol Lesser is financing and Lubitsch is the "artistic head." This company has nothing to do with the separate unit Lesser will have at UA and for which "Our Town" is the first with Sam Wood directing.

20th-Fox Marks Time On Accessory Tieup

NEW YORK—Twentieth Century-Fox will continue to operate its own ad sales department pending decision as to whether or not it will sign a long-term contract with Advertising Accessories, subsidiary on National Screen Service. The major plans to wait a few months during which it intends observing how the new arrangement works with other companies already signed. These include Paramount, RKO and Universal.

Reaching 'Wind' Print Peak, 250-80 Out

NEW YORK—M-G-M will have from 250 to 280 prints of "Gone With the Wind" in use at full week stands, or more, by February 16. This is said to be the maximum number available at the present; or at least until such time as extended first runs relinquish the film for subsequent bookings.

As a demonstration of the film's pulling power, sales executives point to the reception at Ike Libson's Capitol in Cin-

(Continued on page 22)

Warner Sales Force Shift Involves Six Exchanges

NEW YORK—The Warner sales force in six cities has been shifted.

Henry M. Herbel, Chicago district manager, becomes west coast district manager with headquarters in Los Angeles, succeeding W. E. Callaway who becomes branch manager in that city. N. H. (Jack) Brower has resigned.

Rud Lohrenz, former prairie district manager with headquarters in Kansas City, replaces Herbel in Chicago. James Winn, former Kansas City manager, is promoted to Lohrenz's former post. W. O. Williamson jr., branch manager of Memphis, succeeds Winn in Kansas City.

Ted Mendelssohn, son of Felix and long a salesman with M-G-M in Chicago, has been named Cleveland manager, succeeding Herbert Ochs, resigned.

The New York, New Jersey and Brooklyn exchanges are now consolidated with Sam Lefkowitz, former chief booker and office manager, in charge. Harry Hummel, New Jersey branch manager, has been succeeded by Gus Solomon, who formerly handled sales in Greater New York.

Five Stockholder Actions Against Columbia Tied

NEW YORK—Supreme Court Justice Samuel Hofstadter has consolidated five minority stockholder actions against Columbia. The plaintiffs are given 30 days to file an amended complaint and Columbia 30 days thereafter to answer. The action seeks an accounting, charging waste and mismanagement.

Wobber Will Set Date for 20th-Fox District Meet

NEW YORK—Herman Wobber, general manager of 20th Century-Fox distribution, some time next week will name a date for the annual meeting of district managers. It probably will be held before Sidney R. Kent and Wobber return to the coast for talks on next season's product.

Will Rogers Week Set

NEW YORK—Start for the Will Rogers National Theatre Week has been set for April 18. The drive is to collect funds for the maintenance of the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Are We Happy!

THE PRIZE BABY OF THE INDUSTRY PERFORMS A Miracle!

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE CORPORATION
630 NINTH AVENUE, NEW YORK

I HAVE JUST LEARNED OF THE WRITING OF A CONTRACT BETWEEN NATIONAL SCREEN SERVICE AND PARAMOUNT PICTURES INC. WHEREBY YOU WILL CONTINUE TO RELEASE TRAILERS FOR PARAMOUNT AND IN ADDITION WILL TAKE OVER PARAMOUNT'S ACCESSORIES BUSINESS. PERSONALLY AND IN BEHALF OF THE ALLIED DIRECTORS I CONGRATULATE YOU ON THIS HAPPY OUTCOME OF YOUR NEGOTIATIONS. IN ADDITION I CONGRATULATE THE RESPONSIBLE OFFICERS OF PARAMOUNT ON THEIR VISION IN CONTINUING RELATIONS WITH A COMPANY THAT HAS SERVED THE EXHIBITORS AND THE INDUSTRY SO WELL. ALLIED HAS OFTEN EXPRESSED CONCERN AT THE ENTRANCE OF DISTRIBUTORS INTO THE TRAILER BUSINESS AND THE COUPLING OF TRAILER WITH NECESSARY SUPPLIES OF FEATURE PICTURES. WE HAVE FELT THAT THE TRAILER BUSINESS HAVING TO DO WITH ADVERTISING WAS A DISTINCT ENTERPRISE AND SHOULD BE KEPT SEPARATE FROM THE DISTRIBUTION OF PICTURES. WE ARE HAPPY THAT PARAMOUNT HAS DECIDED TO MAINTAIN THIS DISTINCTION AND TO CONFINE ITS TRAILER BUSINESS TO THE OLD ESTABLISHED AND RELIABLE NATIONAL SCREEN SERVICE. WE HOPE THAT OTHER DISTRIBUTORS NOW IN THE TRAILER BUSINESS WILL SEE THE WISDOM OF FOLLOWING A LIKE COURSE. YOUR ENTRANCE INTO THE ACCESSORIES FIELD DOUBTLESS WILL GIVE RISE TO SOME PROBLEMS AT FIRST BUT BASED ON EXPERIENCE WE ARE CONFIDENT THESE WILL BE ADJUSTED TO THE SATISFACTION OF THE EXHIBITORS. THIS IS AN AUSPICIOUS BEGINNING FOR 1940 AND WE HOPE YOUR SUCCESS WILL CONTINUE THROUGH THE YEAR.

ABRAM F. MYERS, CHAIRMAN OF THE BOARD, ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

ABRAM F. MYERS

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

CONGRATULATIONS TO YOU AND YOUR COMPANY ON DEAL JUST CONSUMMATED COVERING DISTRIBUTION OF ALL ADVERTISING ACCESSORIES BOTH TRAILERS AND PAPER. I HAVE FOUGHT MANY YEARS AGAINST DISTRIBUTION OF TRAILERS BY INDEPENDENT FILM COMPANIES FIGURING THAT THE INDIVIDUAL EXHIBITOR WOULD SUFFER BOTH IN SERVICE AND COST. THIS TREND WAS DANGEROUS AND I AM HAPPY TO NOTE CHANGE IN RIGHT DIRECTION. WHILE DISTRIBUTION OF PAPER BY YOUR COMPANY IS NEW I AM HOPEFUL IT WILL BE PRODUCTIVE OF IMPROVED SERVICE AND LESSENED COST. REGARDS.

COL. H. A. COLE

COL. H.A. COLE

MR. GEORGE DEMBOW
NATIONAL SCREEN SERVICE
NEW YORK CITY

I AM SURE I EXPRESS THE SENTIMENTS OF EXHIBITORS EVERYWHERE, WHEN I CONGRATULATE NATIONAL SCREEN SERVICE, THROUGH YOU, BECAUSE OF THE RECENT SIGNING FOR THE HANDLING OF SCREEN TRAILERS FOR PARAMOUNT PICTURES.

MOST EXHIBITORS THAT I HAVE CONTACTED, AND THAT INCLUDES MANY, ARE OF THE OPINION THAT CENTRALIZED HANDLING OF COMING ATTRACTION TRAILERS WOULD BE MUCH MORE BENEFICIAL TO THEM, THAN TO BE FORCED TO BUY TRAILERS FROM VARIOUS SOURCES.

AND I FEEL THAT THEY ARE OF THE SAME OPINION AS TO ADVERTISING GENERALLY, I MEAN BY THAT, A HIGHLY SPECIALIZED ORGANIZATION TO SUPPLY ALL ADVERTISING MATTER ON ALL PRODUCTS, COULD NOT HELP BUT BE BENEFICIAL TO EXHIBITORS, TO REPLACE THE HAPHAZARD METHODS OF SECURING MATERIAL FROM MANY DIFFERENT SOURCES.

ED KUYKENDALL

ED KUYKENDALL

MR. HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

PARAMOUNT'S INITIATIVE IN TRANSFERRING THE SALE AND DISTRIBUTION OF THEIR STANDARD ACCESSORIES TOGETHER WITH RENEWAL OF THEIR TRAILER FRANCHISE TO NATIONAL SCREEN IS A MOST COMMENDABLE MOVE AND FOR WHICH PARAMOUNT AND NATIONAL SCREEN SHOULD BOTH BE CONGRATULATED. MORE IMPORTANT EVEN THAN AS IT AFFECTS THESE COMPANIES ARE THE RESULTANT BENEFITS THAT WILL BE DERIVED BY EXHIBITORS OF EVERY DESCRIPTION. AND IN SAYING THIS I AM SURE THAT I SENSE THE OPINION OF NOT ONLY THE MEMBERSHIP OF MY ORGANIZATION BUT THE EXHIBITORS AT LARGE. SPECIALIZING IN A SELECTED FIELD CAN ALWAYS MEAN FOR BENEFITS TO BOTH BUYER AND SELLER. NATIONAL SCREEN'S CONCENTRATION ON THEATRE ADVERTISING SHOULD MEAN EXACTLY THAT. NATIONAL CAN ALWAYS BE ASSURED OF MY CONTINUED SUPPORT TO THEIR NEWEST BABY, ADVERTISING ACCESSORIES, INC.

MAX A. COHEN
ALLIED THEATRE OWNERS OF NEW YORK

MAX A. COHEN

OUTSTANDING EXHIBITOR LEADERS AGREE THAT HERE IS ONE PLAN WHICH BENEFITS ALL!



W. AL STEFFES

HERMAN ROBBINS, PRESIDENT
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK

I HAVE JUST BEEN RELIABLY INFORMED THAT YOU HAVE CLOSED A DEAL WITH PARAMOUNT PICTURES WHEREBY YOU ARE AGAIN GOING TO DISTRIBUTE THEIR TRAILERS AND IN ADDITION THE PARAMOUNT STANDARD ACCESSORIES. ALLOW ME TO CONGRATULATE YOU ON THE COMPLETION OF THIS DEAL. PARAMOUNT IS ALSO TO BE CONGRATULATED. THERE IS NO QUESTION BUT THIS DEAL WILL WORK OUT ADVANTAGEOUSLY TO THE THEATRE OWNERS OF THE COUNTRY INASMUCH AS NATIONAL SCREEN HAS ALWAYS BEEN VERY VERY FAIR IN THEIR DEALING WITH EXHIBITORS. I AM POSITIVE WHEN THE ANNOUNCEMENT IS MADE IT WILL MEET WITH SPONTANEOUS APPROVAL BY EVERY THEATRE OWNER IN THE COUNTRY. EXTENDING TO YOU THE SEASON'S GREETINGS AND A HEALTHY PAT ON THE BACK TO BOTH YOU AND PARAMOUNT I AM SINCERELY

W. AL STEFFES

HARRY BRANDT

HERMAN ROBBINS
NATIONAL SCREEN SERVICE
630 NINTH AVENUE, NEW YORK CITY

HAVE JUST LEARNED OF PARAMOUNT NATIONAL SCREEN TRAILER ACCESSORY ARRANGEMENT. THINK THIS WISEST MOST SENSIBLE BUSINESS DEAL IN MANY A MOON FROM BOTH EXHIBITOR AND PRODUCER STANDPOINT HENCE MY CONGRATULATIONS TO PARAMOUNT AND NATIONAL SCREEN. CANNOT SEE HOW ANY EXHIBITOR NO MATTER WHAT CLASS OR LOCATION CAN HELP BUT BENEFIT FROM NATIONAL SCREEN HANDLING INDUSTRY'S ADVERTISING THROUGH CENTRALIZED SOURCE OF DISTRIBUTION. NATIONAL SCREEN HAS ALWAYS SERVED EXHIBITORS WITH PROGRESSIVELY GOOD SCREEN ADVERTISING AT REASONABLY LOW RATES. INCLUSION OF ACCESSORIES UNDER SAME PRINCIPLE USED IN TRAILER DISTRIBUTION SHOULD MEAN FOR A WIDER RANGE OF LOBBY ACCESSORY SERVICE CONCENTRATED IN ONE SOURCE WHICH CANNOT DO OTHER THAN PROVE BOOM TO INDUSTRY ENTHUSIASTIC ABOUT ANY INNOVATION HELPFUL TO INDUSTRY. SO CONGRATULATIONS AGAIN.

HARRY BRANDT, INDEPENDENT THEATRE OWNERS ASSN., INC.

National Screen SERVICE

PRIZE BABY OF THE INDUSTRY

Tracy, Davis Tops in All-American List

(Continued from page 9)

the same situation. In fact, the final votes reflected few changes among the female stars who, with slight variance, won their places early in the ballots and retained them. Thus, Deanna Durbin stayed in third; Claudette Colbert in fourth, Ginger Rogers in fifth, Jean Arthur in sixth, Alice Faye in seventh, Irene Dunne in eighth, Judy Garland in ninth, and Shirley Temple in tenth. In the finals, on the other hand, Norma Shearer, who had been running twelfth, ran ahead of Jeanette MacDonald for eleventh position.

Miss Loy, Miss Temple, Miss Durbin, Miss MacDonald, who were third, fourth, sixth, tenth and twelfth, respectively, in 1938 continue among the top group but are rated differently.

Indicating, perhaps, an allegiance to their favorites, the voters returned all of 1938's dozen to the top bracket with the exception of Ronald Colman.

Among the action stars, Gene Autry again won first place. He held it from the outset, as did George O'Brien in second until the finals took shape. Then he was nosed out by William Boyd. Thus and for a second year, Boyd finished second and O'Brien third. John Wayne and Buck Jones, toward the close, were tied for fourth, but Roy Rogers slid into that position with Jones ending fifth and Wayne, sixth. Charles Starret thereby moved to seventh. Tex Ritter to eighth and Smiley Burnette to ninth, with Bob Livingston in tenth. Johnny Mack Brown ended in 11th place and Ray Corrigan in 12th.

By companies and in terms of contract players, M-G-M leads with 10, four of them women and six men. Warner is second with one woman and three men; 20th Century-Fox, third with two female stars and one male. Paramount, RKO and Universal have one each.

Metro Near Print Peak On "Wind;" 250-80 Out

(Continued from page 19)

cinnati, where, it is said, reserved seat tickets have been ordered for four additional weeks since the film entered its fifth week Thursday. The Vendome, Nashville, is claimed to have sold every seat for the first week although the film does not open until January 25.

Capacity business continues to be reported from various sectors. The Astor on Broadway has chalked up $23,000 for the third consecutive week, while the Capitol, companion engagement house, was close to $80,000 for the same period. The Grand, Atlanta, again hit $25,000, the same figure as the first two weeks. The Carthay Circle, Los Angeles, topped $25,000 for its second week, and the United Artists is credited with about $31,000. In Boston total receipts from the State and Orpheum are reported at $90,000 for the third week, with the latter doing $47,300.

Mayer Heads Metro List at $688,000

NEW YORK—Louis B. Mayer, M-G-M production head, earned $688,000 in salary and compensation for 1939; Nicholas M. Schenck, $275,000; J. Robert Rubin, $218,000; David Bernstein, $191,000 and Leopold Friedman, $83,000. Loew stockholders were so informed at the annual meeting, following which all officers were reelected. These figures allow for all deductions.

It was stated that, in addition to Loew's paying $100,000 counsel fees, the executives involved in the minority stockholders' suit also paid a like amount in fees.

Earnings for the first quarter of the new fiscal year do not compare favorably with the same period last year because of the war, Bernstein told an inquiring stockholder. Fixed assets in foreign properties, which include theatres in London, South Africa and other countries, total approximately $8,700,000.

"If every theatre in the foreign markets were to close," Bernstein informed another stockholder, "Loew's would lose its entire profit and have to make pictures just for the American market. Receipts from the war zones have dropped about 15 per cent."

One stockholder asked what the effect would be on the stock if the Neely bill were passed. Rubin answered it would be better for M-G-M than any other film company because "we have sufficient money to make pictures ahead and this is more than some of our competitors can say."

Efforts by Harry Kirschbaum to have himself and Ruth L. Kirby elected to the board failed when he garnered 1,583 votes and Miss Kirby, 383. The re-elected directors tallied 1,119,668 common and 68,644 preferred out of 1,802,435 common and 1,085,000 preferred outstanding.

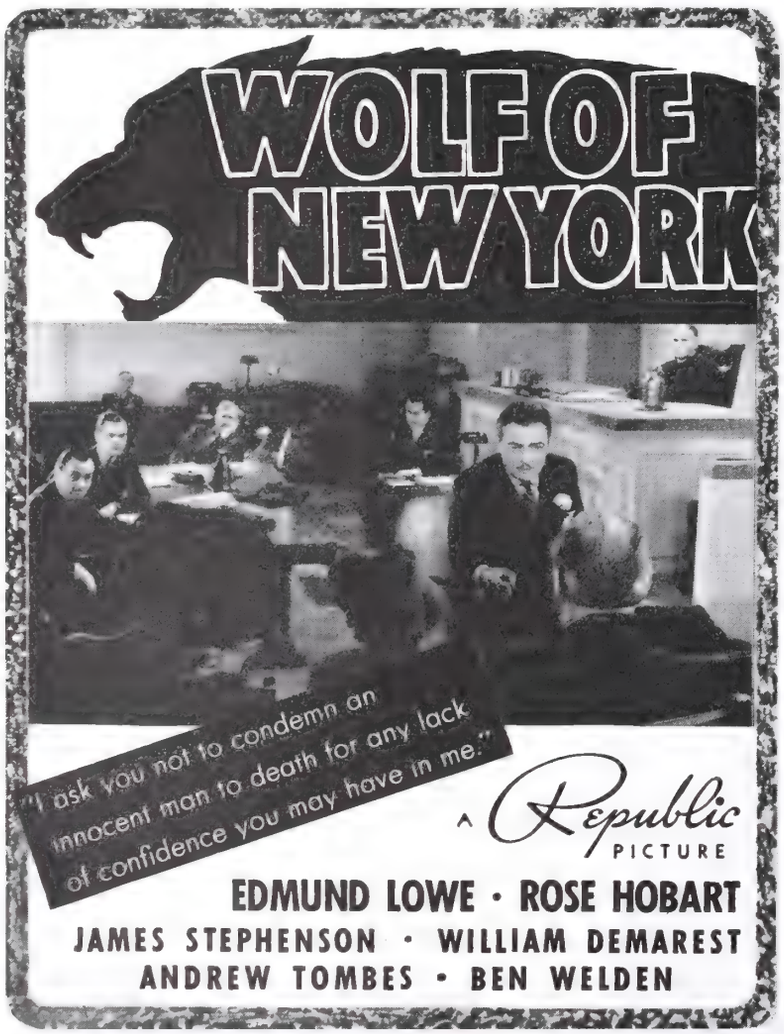
In answer to another question, Rubin, as chairman, stated, "We have had the government on our necks for the past 18 months. Recently an important decision was handed down in Baltimore where the court for the first time recognized the right of the distributor to grant clearance and conduct his business as he does."

It was pointed out by him that, with the exception of Schenck, there are no stock options outstanding; that Schenck has had an option of 47,000 common shares at $40 a share and has never lifted one of the options over a period of years.

Pascal Joins UA; First Shaw's "Major Barbara"

NEW YORK—Gabriel Pascal, who produced "Pygmalion," joins UA on a three-year deal under which his first picture will be "Major Barbara," another George Bernard Shaw play. Wendy Hiller and Robert Morley will co-star and production will be centered in London. For his second and thus far undesignated vehicle, Pascal may work in Hollywood.

With Pascal, UA's producers now make an even dozen. In connection with the deal, Shaw wired congratulations to Charles Chaplin on the acquisition of Pascal. "He is the only man living except yourself who knows as much about films as I do," he telegraphed.



RAIL BILL AND NEELY'S GUBERNATORIAL OGLE MAY SLOW HOUSE ACTION ON BLOCK BOOKING

"Educational Campaign" Against Measure Also Gaining Momentum

WASHINGTON—The commitment of the Interstate Commerce Committee to give first consideration to the controversial Wheeler-Lea railroad bill, coupled with the report that Senator Matthew Neely has an eye on the governorship of West Virginia, is seen by some prognosticators here as presaging an advantageous extension of time in which to impede the chances of the Neely bill getting through the House of Representatives.

This view seems to have gained momentum since it became known that members of the House have been subjected to an intense "educational campaign" designed to expose the proposal as a statute "that is not at all that it is held up to be." The more time alloted for the dissemination of facts bolstering this so-called exposure the better are the possibilities that congressmen may, when the bill comes up for a vote, be more familiar with "what they are actually being asked to vote for," is the companion view.

May Take Months

Hearings on the Wheeler-Lea bill may take the ICC months to conclude. The measure is considered of such importance that the full committee may sit through the hearings, thus preventing the sub-committee from hearing any other proposed legislation. If this procedure should obtain, hearings on the Neely bill would be stymied until the railroad bill has been disposed of. If and when the Neely bill hearings get under way, they should run about three weeks. The next step is the printing of the record, which takes about a week. The ICC would then meet to make its report.

If this should be favorable, the report would go to the rules committee. This body must pass on the legislation before it goes on the calendar. The house then would consider it in order of its priority. Each of these successive steps is seen as keeping the bill from a vote until well into May, possibly June.

Reports that Neely is anxious to throw his hat into the ring for governor of West Virginia is viewed as relieving considerable of the pressure which the senator's presence here usually impels, as far as the bill is concerned. The attitude is that Neely would be away from the congressional halls for long and frequent stretches in behalf of his campaign. If he is serious about his governorship aspirations he must establish himself among his constituents before August 6 when the West Virginia primaries begin. It is debatable if Neely considers a nomination for the governorship more important than being on hand to press his

(Continued on page 30-A)

Convention for Detroit; Rename Cole

Washington—Detroit will be the site of the 1940 Allied convention with the date to be set later (probably for late May or early June), the directorate decided in its meeting here. Col. H. A. Cole was re-elected president, and Charles H. Olive was continued as secretary. Herman A. Blum was named financial secretary, with Martin G. Smith, ITO of Ohio president, succeeding Blum as treasurer. Cole, Nathan Yamins, Sidney Samuelson and W. A. (Al) Steffes were continued on the executive committee, with Jack Kirsch, Illinois head, and M. A. Rosenberg of Pittsburgh added.

Ray Branch, president of the Michigan unit, heads the convention committee on arrangements and will select its members later.

Allied Maps Its Final Drive in Push for Neely Enactment

WASHINGTON—Plans of Allied for a final drive for Congressional adoption of legislation banning block booking have been perfected—whipped into shape at the annual meeting of the association's board of directors here.

But one of several important subjects, the Neely bill monopolized considerable of the time of the meeting, members of the board being fully aware of the importance of the present moment when, after having been passed by the Senate the measure is in the hands of the House committee on interstate and foreign commerce, where it is scheduled to come up for consideration next month.

Never before in their years of campaigning for the legislation have the Allied leaders been in as favorable a position, and the discussions of the board centered around the pressure to be brought to bear to secure hearings before the House committee, and then a favorable report to the House itself. Members of the board were confident that, once brought up for action, the bill would be passed by the House with no more difficulty than it encountered in the Senate last year.

Discuss Court Cases

Looking to developments in other directions, the board discussed the government's New York suit, as well as the many other court cases which have been filed against the distributors by the department of justice and exhibitors, and also gave consideration to the distributors' code proposals, which at the moment are quiescent.

Members of the board, surveying the experiences of the past year, found nothing in current conditions to indicate any retreat by the major companies from the position and policies they have maintained in the past, despite the imminent threats of the Neely bill and the government prosecution.

As a result, the determination was voiced to go ahead aggressively with the campaign for the block-booking legislation and to assist the department of justice in the suit, if called upon, assurance being voiced by Abram F. Myers, general counsel, that the government could and would protect exhibitor witnesses from intimidation and reprisals.

"The government suit and the Neely bill embody the basic principles which Allied seeks to establish, namely, the separation of production and distribution from exhibition and the abolition of compulsory block booking and blind selling," Myers declared. "Actually these measures are the only ones thus far devised for accomplishing reforms, the need for which is widely recognized.

"Hardly anyone disputes that the distributors have shown great favoritism to the affiliated theatres and have discriminated against the independent competitors of those theatres. The power as well as the motive to favor the one class of theatres and to discriminate against the other is inherent in the dual and inconsistent positions which theatre-operating distributors occupy as both sellers and buyers of films. The abuse of the power residing in this abnormal relationship has not been curbed by the voluntary action of the Big Eight. Divorcement is the only effective remedy that has been proposed, for it goes to the roots of the evil and destroys the motive for the abuse of power.

See Meshing of Aims

"The abolition of compulsory block booking and blind selling dovetails with theatre divorcement, and when the two are attained, the emancipation of the independent exhibitors will be complete. Not only have the independent exhibitors had to cope with unfair competition of the affiliated chains, but they have gradually been losing control over the operating policies of their theatres."

Key-noting the discussion in his annual report, Myers assailed the policy of pro-

(Continued on page 30)

N. Y. Area Theatres At 1,072; Down 4

NEW YORK—There are 1,072 theatres in operation in the New York metropolitan area as of January 1 as compared to 1,076 a year ago with a corresponding drop in seating capacity from 1,246,339 to 1,240,-304. Actually, there are 6,035 less seats available at open houses.

Authority for the statistics is the New York Film Board of Trade, which has completed its annual report covering the theatre situation covering New York and that portion of New Jersey considered part of the metropolitan area.

Closed theatres total 125, including 18 not wired for sound, which is an increase of eight over the previous year. Were these houses in operation the aggregate would be 1,197, as compared to 1,193 on Jan. 1, 1939, with seating capacities of 1,343,883 and 1,344,398, respectively.

The report shows 869 theatres with 991,-349 seats are in New York and 328 with 352,534 seats in New Jersey. The former state gained six, while the latter lost two.

Circuits increased their holdings from 754 to 771 with an increase from 1,012,916 to 1,023,016 seats. Of this number, independent chains control 576 houses in both states, 20 more than the year before. Simon-pure independent operators control 426 houses, 13 less than last year, with a drop in seats from 331,482 to 320,867. The major chains are operating 195, three less than a year ago, with a current seating capacity of 381,020 as compared to 389,939. The figure covers both states.

Entertainment Stars Fete Jimmy Walker Jan. 26

NEW YORK—Former Mayor James J. Walker will be guest of honor at a luncheon to be given by stars of the stage, screen and radio at the Hotel Astor, January 26, in tribute to his philanthropic efforts and association with the entertainment world. The luncheon was arranged in behalf of the amusement division of the New York Brooklyn Federation of Jewish Philanthropies of which David Bernstein and Major Albert Warner are co-chairmen.

John Golden will be chairman and George Jessel and Ben Bernie toastmasters of the luncheon. B. S. Moss is treasurer. Vice-chairmen of the committee are Barney Balaban, Nate J. Blumberg, Jack Cohn, Will Hays, David Sarnoff, George J. Schaefer, Joseph M. Schenck, Nicholas M. Schenck and Murray Silverstone. The committee on arrangements includes Eddie Cantor, Max Gordon, Arthur Loew, Walter Reade, Herman Robbins, J. Robert Rubin and Marvin Schenck.

Rites for Mrs. Williams

OMAHA—Funeral services were held here Thursday for Mrs. Charles Williams, wife of the president of the MPTO of Nebraska and Iowa.

Morris Fineman Dies

PHILADELPHIA—Morris Fineman, pioneer exhibitor in this territory, died there last week. One-time owner of the Admiral, he operated the Little at Haddonfield.





—Metropolitan Photos



—Metropolitan Photos

Behind and Before Cameras—

Above, Gabriel Pascal, latest producer to join UA. Next is Ingrid Bergman, in from Europe and next to do "Joan of Arc" for Selznick International. Finally, Lon Chaney jr., who visited Gotham after appearing in "Of Mice and Men."

Majors Again Pledge Rogers Drive Aid

NEW YORK—The cooperation of all major circuits and distributors has been pledged in an endeavor to make the 1940 Will Rogers National Theatre Week which begins April 18 more successful than those of preceding years, according to Major Leslie E. Thompson, campaign chairman. The drive will run seven days.

Collaborating with Thompson are the executive heads of the five major circuits: Charles C. Moskowitz, M-G-M; Joseph Bernhard, Warner; Leon D. Netter, Paramount; John J. O'Connor, RKO, and Spyros P. Skouras, National Theatres. Others on the committee are Ed Kuykendall, MPTOA president; Harry Brandt, head of the ITOA; Dave Palfreyman of the MPPDA; Max Cohen, head of Allied of New York, and Abram F. Myers of National Allied.

Proceeds are used for the maintenance of the Will Rogers Memorial Hospital at Saranac Lake, N. Y., and for kindred philanthropies for the needy of stage and screen.

Distributor representatives on the committee include Neil F. Agnew, Harry D. Buckley, Edward Golden, James R. Grainger, Ned E. Depinet, Abe Montague, William F. Rodgers, William A. Scully, Gradwell L. Sears and Herman Wobber. A. P. Waxman is again director of the campaign.

Seeks Major Distributor For "Stars Look Down"

NEW YORK—I. Goldsmith, British producer, is negotiating with several major distributors for the American release of his latest, "The Stars Look Down," adapted from Dr. A. J. Cronin's novel. The feature players are Margaret Lockwood, Michael Redgrave and Emlyn Williams.

The film, according to Goldsmith, rates as a double quota film. Consequently, the company that handles it will be able to apply the film for its quota requirements.

Goldsmith expects to go to the coast where he will show the film to Dr. Cronin.

In an interview with the trade press, Goldsmith praised the efforts of Ambassador Joseph P. Kennedy on behalf of the industry. He also stated the government is very anxious to help British production.

Officers Are Inducted by New York's Film Board

NEW YORK—Induction of newly-elected officers of the New York Film Board of Trade took place at headquarters in the Paramount Bldg. Wednesday evening with past presidents and former members present. Former President Harry Hummel inducted incumbent Jack J. Bowen, while other past officers followed the procedure with the rest of the incoming slate, which includes Nat Beier, first vice-president; Ben Abner, second vice-president; David A. Levy, treasurer; Myron Sattler, secretary, and Joseph J. Felder, sergeant-at-arms. The group later went to Sardi's for dinner and attended a show.



—Ed Sullivan



—Metropolitan Photos



—Metropolitan Photos

From Hollywood to New York, to Latin-America, to London—

From left to right, these pictures are about (1) *Adolph Zukor and John W. Hicks jr. of Paramount as they left on the* Santa Elena *for a tour of Latin-America. Indicating he does not necessarily subscribe to production of talkers in Spanish for those markets, Zukor, prior to his departure, remarked the question is one of offering pictures that will appeal, regardless of where made.* (2)*—John Cromwell, director of "Abe Lincoln in Illinois," arriving in New York for the premiere in Washington January* 22; *Harry M. Goetz, who produced the film, meets him. And* (3)*—William Sistrom, RKO producer, prior to his departure for London, via Naples, where only big pictures, he said, will be made. He has three stories and will select his first from among them. His two daughters are with him.*

Would Recoup Profits By Revising Deals

NEW YORK—Confronted by dwindling American revenues and increased costs, 20th Century-Fox proposes revisions in exhibition contracts to protect investments on the more important pictures, Darryl Zanuck hinted on arrival here Friday. The 20th-Fox production chief said he regarded such a move essential in view of the economic conditions facing the industry. Exactly what form the restrictions would take was something he did not divulge, but he hinted efforts would be made seeking extended runs so that the distributor could get more money.

Three pictures of roadshow calibre that are forthcoming are "Brigham Young," "Lillian Russell" and "Down to the Sea in Ships." Other important pictures that are being planned are "The Return of Frank James," a sequel to "Jesse James," and "Maryland." The "Lillian Russell" production will cost $2,000,000 and, Zanuck said, would be his most expensive picture. It will run about three hours and 15 minutes.

Referring to "The Grapes of Wrath," Zanuck said he had not previewed it because he felt it was a film which had to be made according to the book, regardless of audience reaction. He admitted there were objections to the making of the film which was focalized in California and Oklahoma, but said that exhibitor interest in the two areas is pronounced and he anticipated no reason why the film would not be shown there. The picture opens here Wednesday and stands in its final form, despite the fact, contrary to the usual plan, that no audience previews have been held. The same version which opens here will be shown around the country.

Referring to the company's finances, Joseph Schenck, who accompanied Zanuck east, declared that profits are considerably behind those of last year, and that though foreign business was much better now than at the beginning of the war, the company was much worried about it. Remittance arrangements are good for the year but after that are questionable, he added. Of the South American market Schenck said it was improving but that it "needs an awful lot to take the place of foreign losses." He cited the fact that the natives in the small towns can't read English and that all versions require superimposed titles.

After ten days here Schenck joins his brother in Miami. The current schedule of 52 is to be maintained for the next season and there will be no outside product.

So Brandt Decided To Help Out

New York—Harry Brandt, circuit operator and president of the ITOA, has signed with Warner for the 1939-40 lineup.

As recently as December Brandt, through "The Independent," ITOA publication, led a scalding attack on the company's product, its sales policy and the fourth annual Grad Sears Drive. In the latter respect, the leading editorial of December 2 said: "We think Warner needs a sales drive. It needs one pretty badly—in fact, Warner could use anything that will help sell its product."

"Lincoln" Premiere On the Gala Side

WASHINGTON—"Abe Lincoln in Illinois" bows in at the RKO Keith, Monday night, for its world premiere under the auspices of the Newspaper Women's Club of Washington with Mrs. Franklin D. Roosevelt as guest of honor.

Leaders in all walks of capital society are expected to be present at the events for which tickets are selling for $5 and $2.50. Mrs. Cordell Hull, wife of the secretary of state, will attend as honorary chairman of patronesses. Also, Mrs. Nicholas Longworth, who is honorary chairman of the premiere committee, and Mrs. Eleanor Patterson, publisher of the Washington *Times-Herald*, as chairman of the hostesses for the reception.

Prominents Are Patronesses

Among the patronesses are Mrs. Charles Evans Hughes, wife of the chief justice of the supreme court; Mrs. Stanley Reed, wife of the associate justice; Mrs. Louis D. Brandeis and Mrs. George Sutherland.

Wives of foreign diplomats aiding in the presentation include Madame Espil, wife of the Argentine ambassador; Madame Horinouchi of Japan; Madame Munthe de Morgenstierne, wife of the Norwegian minister, and Madame Bilmanis, wife of the Latvian minister.

Serving as chairman on behalf of the Newspaper Women's Club is Helen Livingston Kravatz, officer of the club. Other officers in charge are Katharine Brooks (president), Katharine McKiever, Harriet Ventress Heald, Sophia Pool Kepner, Margaret Germond and Alice Hutchins Drake.



Formally Extended —

Officers of the 69th Regiment invite Governor Herbert H. Lehman to attend a dinner and preview of the film bearing that title at the Waldorf January 24. The committee-in-waiting includes Brigadier General Alexander E. Anderson, Major William P. Cavanaugh and Colonel John J. Mangan. The governor is in the center, of course.

BROADWAY

PANDRO BERMAN completed details of his new three-year M-G-M pact with J. Robert Rubin and left for Miami where he will spend the next two weeks with Leo Spitz on the latter's yacht . . . J. J. Maloney, M-G-M district manager with headquarters in Cleveland, and M. N. Wolf, New England district manager with offices in Boston, were in town the other day for home office conferences . . . Lou Johnson, head shipper at the local M-G-M exchange, is in Miami, having been given a round-trip ticket as a token of appreciation by Local B-51 of which he is president . . . Herman G. Weinberg is handling publicity for "The Baker's Wife," which is to premiere shortly at the World . . . Charles C. Moskowitz on Saturday celebrated his 27th anniversary with the Loew circuit by working all the day and not even remembering the occasion.

Nate J. Blumberg, William A. Scully and Joseph H. Seidelman are due back from the Universal studios Monday . . . David Bernstein left over the weekend for a month's vacation in Florida . . . Bob Rubin will start a belated vacation the end of the month. At the present moment, he hasn't made up his mind where he is going . . . Jay Eisenberg of the Loew legal staff in two weeks will head south for the beaches of Miami and a vacation . . . Al Steffes, Jack Kirsch, Bennie Berger and Ray Branch, Allied directors, spent a few days at the Warwick here before going to Washington for the national Allied board meetings . . . Frank Seltzer plans to remain in town until after the opening of "Of Mice and Men" at the Roxy . . . Gracie Rosenfield of the local Hal Roach office has recovered from a bad cold, as has Buddy Markus of the M-G-M publicity department.

Clarence Erickson, business manager for Walter Wanger Productions, is back in Hollywood . . . Si Seadler, better now but still weak as the result of a "flu" attack, is in Florida under strict orders from his doctor to get plenty of sun and rest . . . Harry Brandt leaves for Hollywood Wednesday, or after the press review of "The Grapes of Wrath" at the Normandie Theatre the night before. As a true southern Californian, he finds the weather here a trifle too cold for him. Ditto for Mrs. B . . . Harry M. Goetz is in Washington, all set now for the premiere of "Abe Lincoln in Illinois" Monday evening.

Fred Ullman, Pathe News general manager, reports his Paris manager, Charles Findley, writes he attended a Paris theatre where "Bachelor Mother" and a Pathe short, "Smooth Approach," were on the program. Seated next to him were the Duke and Duchess of Windsor who, judging from their comments, enjoyed both . . . William Sussman is due back at his desk next Monday . . . Harry Michalson is getting ready for a tour of the exchanges with Herb MacIntyre . . . Add Florida vacationists from Columbia: Arnold Picker, Norma Sulak and Charlotte Wallerstein . . . Louise Rousseau, assistant director at Pathe, is back from Bermuda where she filmed a travelogue about the island . . . Marion Gering, who is negotiating with Columbia over a distribution deal, is stopping at the Paramount . . . Arthur Lee and Bill Fitelson attended the lunch I. Goldsmith held for the trade press.

Alec Moss finally decided on Miami as his vacation spot and left Friday to spend a fortnight there in search of a new coat of tan . . . J. J. O'Connor and Freddie Meyers returned from a quick trip to Chicago on Tuesday . . . Paul Gulick has been ill of late and his friends are rallying around in the hope of a quick recovery . . . Moe Streimer is hoping to leave for Miami the end of the month . . . Irving H. Greenfield has put off his Miami jaunt until the latter part of February or early March . . . Lewis Milestone is due shortly from the coast for the Roxy premiere of "Of Mice and Men" . . . Aubrey Schenck's tan, acquired during a coast vacation, has already vanished, and in so short a time.

Miami Mumblings: *Harry Gold had planned to go south over the weekend but a cold, and a bad one at that, prevented . . . Max Goldbaum, Brooklyn and Newark exhibitor, has just returned from the "June in January" country complaining about the weather. The first day he got back, a snow storm greeted him . . . Bill Horn of the RKO home office returned without a tan, which is unlike him . . . George Skouras left Wednesday and M. A. Wally is planning to leave sometime next week . . . Myer Schine, who has a beautiful home in Miami Beach, has put off his departure and brother Louis W. also is vague about plans . . . Bill Rodgers is due back from Hollywood, Fla., in a few days . . . E. M. Saunders and Tom Connors are too busy with "Gone With the Wind" to think about a vacation.*

Orson Welles flew in from the coast via TWA on Wednesday and left the same night for the RKO studios . . . Charles Stern visited Gloversville during the week . . . Ona Munson is in town again for the "Big Town" broadcasts with Edward G. Robinson . . . Ben Griefer, house manager of the Paramount, became a benedict Sunday, the wedding taking place at the Riverside Plaza Hotel . . . Tyree Dillard jr. was among home office distributor counsel in Philadelphia for arguments on appeal in the Gittone case . . . H. M. Richey paid the national Allied board, in convention at Washington, a visit during the two-day meetings . . . Norma Shearer is back in town looking over the new crop

From Ali to Mox—With Love

New York

Dear Editor:

So Mox Shobbus has finally come out into the open! Foreign Legion, indeed!!! I knew that he didn't go over there but was here all the time, ducking sheriffs and using his son, Erif, as a decoy. (What a choice word is "decoy" in describing that little upstart—"decoy" sometimes meaning a "dead duck"). Now, I hope the process servers catch up with him and they should thank me for smoking him out.

So he wants a tip on a good picture—not on the horses. What good is advice to that lame brain? He has bought "Gone With the Wind" at 70 per cent and "Wizard of Oz" at 40 per cent and because his patrons prefer double features, he wants to play them on the same bill. The Metro exchange has tried to explain that such booking would entitle it to 110 per cent of the take, but Mox says he doesn't mind if they don't send a checker. He must be lonesome for his alma mater, San Quentin.

In spite of Mox's violent objections, New York *will* become the movie capital. Certain recent events are significant straws in the wind. For instance:

Sulka, De Pinna and Saks are beginning to display navy blue and red shirts in their windows.

Knox and Dobbs are dropping their hat lines and are preparing to take in "Nutburgers."

George Skouras has asked for bids on searchlights.

A Brown Derby has already opened on 52nd Street.

"Twenty-one" has enlarged its credit department.

Brass Rail pickets are studying voice and dramatics to impress talent scouts.

If all that doesn't portend something, then I'm Mox Shobbus's uncle (heaven forbid).

ALI GAGA.

of plays . . . Harry Goetz left Friday for Washington in advance of the RKO vanguard for the premiere of "Abe Lincoln in Illinois" at Keith's . . . Joe Vogel was flattered the other day when David Bernstein told stockholders he was the youngest director on the board.

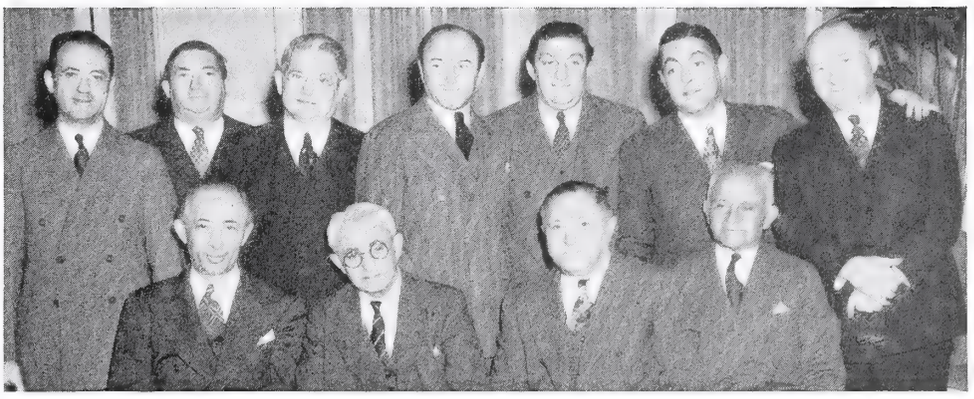
Jack Bowen, New York manager of the M-G-M exchange, departed for a Florida vacation, Friday . . . Ben Abner is polishing his vocabulary for some more Neely bill oratory . . . Exhibitors Bob Goldblatt of Tarrytown and Ed Smolensohn of Woodburne, among the visitors at the Big U Exchange . . . Reversing the usual process, Sam Rinzler took Harry Buxbaum and Joe Lee of 20th-Fox to lunch at Sardi . . . Arthur Mayer and Leo Brecher a luncheon pair at the Astor Hotel . . . Eddie Robinson arrived Saturday for the premiere of "The Magic Bullet." He plans to stay about six weeks . . . Hal Horne and Roy Disney dropped in at Pathe News to view some "Information Please" shorts . . . Errol Flynn, Miriam Hopkins and Director William Dieterle were guests of honor at a cocktail party by Warner at the Waldorf Astoria, Friday.

Al Christie is due from the coast shortly and may produce shorts in the east . . . James Dunne of the Rivoli is rounding out a month of combined tonsilitis and quinsy sore throat at home . . . Bill Jaffee is still in Florida . . . Ditto Jules Brulatour . . . Ditto John Manheimer, executive secretary of the ITOA, and Winnie Friedman of that office . . . Milton Hossfeld is back from his Hollywood vacation . . . William J. Heineman, Universal's western sales manager, has returned from a series of one-day sales conferences in Detroit, Chicago and Minneapolis . . . Harold Rodner of Warner leaves for the coast shortly to supervise the filming of the annual short subject which is shown in theatres during each Will Rogers National Theatre Week . . . William Sistrom, RKO associate producer, is in London to produce several films abroad . . . Lucille Ball was guest of honor at the Woman Pays Club luncheon at the Hotel Warwick . . . William Boyd was here for a few days from the Paramount studios en route to Washington and the President's Birthday Ball. He is accompanied by his wife, Grace Bradley.

Florence Ehrlich, who has been secretary to Alan F. Cummings at M-G-M for 14 years, will be married to Reuben Eisenstein at the Cafe Loyale January 28. To honor the occasion, about 40 friends from the home office tossed up a little surprise party at the Hotel Lincoln, presenting her with a chest of silver dinner service. Among those present were the Alan F. Cummings, Edwin Aaron, Joel Bezahler, Esther Bernstein, Bill Brenner, Charles Deesen, Minnie Ginsberg, Ruth Glass, Jay Gove, Bill Gleicher, Irving Helfont, Isidore Hirsch, Hattie Hecht, Rose Klein, Dave Lesser, Beatrice Lustig, Arthur Lacks, Rose Lesher, Hilda Lesser, Margie Leczer, Bill Marsh, Ira Martin, Claire Manheimer, Harold Postman, Amy Schiff, "Mike" Simons, Mildred Shapiro, Charlotte Sachs, Abe Kupchick, J. S. MacLeod, Anne Wolf, Stella Ehrlich and Ben Spitzer.

Vincent Borrelli and Claudia Simonson, both long associated with Columbia, were tendered a congratulatory dinner at the Cotton Club following announcement of their engagement. The party included Jack Cohn, A. Montague, Rube Jackter, Louis Barbano, Louis Astor, Joe McConville, Hal Hode, Maurice Bergman, Hank

(Continued on page 30-E)



—Cosmo-Sileo

All on Deck but the President—

By way of being a rare and exclusive print, this photograph of most of the official family of the Motion Picture Associates, newly elected, demonstrates BOXOFFICE*'s enterprise in keeping the record straight. Since a controversy exists as to who is rightfully entitled to the presidency (see accompanying story) the photo is sans president. Otherwise, and standing, in the usual order, are Jack Hattem, Abe Blumstein, Matty Cahan, Moe Fraum, Saul Trauner, Joe Lee and William B. Stein, member of the board. Seated are, left to right: Charles Penser, Charles Berliner, Moe Streimer and Herman Kram, who, with Berliner are life members.*

M. P. Associates Face Crisis; What to Do With 2 Prexies?

NEW YORK—Certain members of the Motion Picture Associates are paging Ripley. Because, believe it or not, they are being asked to honor two presidents. They don't mind two vice-presidents. But two presidents—that's asking too much.

It was a little too much for a flock of members who attended an election meeting at the Hotel Astor. Jack Ellis strode triumphantly out of the room after being declared the winner in the presidential race with a vote of 62. His victory was short-lived, apparently. Because Moe Sanders, who was running against him and who had polled 61 votes, suddenly remembered what he claimed was an unrecorded vote for him, which, by simple mathematical deduction, would have tied the vote at 62 all.

Since Ellis, who was seeking his third successive term, had already left the room there was little he could say in his defense—if, indeed, he needed one. But his supporters were there and they wanted to know how come Sanders arrived at his conclusion. In the midst of a hubub that sounded as though a candidate had lost an election Sanders and his cohorts delivered their conclusion, as follows:

It seems that Benn Levine, booker at the UA exchange, told Sanders he had voted for him after he had cast his ballot, which was early in the voting. But shortly after Levine and about a dozen other members had voted, the election committee decided to throw out all the ballots and start the voting all over because they were not satisfied with the system of balloting. An announcement went out from the dais for all members who had already cast ballots to do so again under the new and accepted formula.

But, it seems further, Levine had gone back to work and didn't hear the announcement. On the ground that he knew Levine had already voted for him, but was not present to cast his ballot when voting resumed, Sanders claims a tie with Ellis. Ellis, on the other hand, would like to know by what reason anyone can persume what is supposed to be on a secret ballot. Ellis further claims a proxy vote that came in from Cleveland after the voting had been concluded should be counted, which will give him undisputed victory.

Sanders says "certain members" are going to petition the board of directors to order another election. Ellis says this is nothing more than "theory," unless it can be shown that fraud existed at the first election. Moe Kurtz, candidate for vice-president who polled 54 votes against 56 for Matthew Cahan, also is protesting the election. So is Louis Kutinsky, candidate for sergeant-at-arms, who lost by one vote to Abe Blumstein, the score being 48 to 47.

The election meeting drew the largest turnout ever recorded. More than 130 were on hand. The fact that only 123 voted merely proves that about seven got in on a free lunch. Enthusiasm seems to have been whipped up through a campaign mailing piece sent out by friends in behalf of Sanders' candidacy. "He is a grand guy and can lead this organization to bigger and better work," says one of five reasons why he should be elected.

Anyhow, forgetting the confusion over who is president, this is the slate that went into office: Moe Streimer and Matthew Cahan, vice-presidents; Saul Trauner, treasurer; Charles Penser, financial secretary; Moe Fraum, recording secretary; Abe Blumstein, sergeant-at-arms, and Jack Hattem and Joe Lee, trustees. Charles Berliner was elected chaplain by acclaim.

All RKO Obstacles Gradually Fading

NEW YORK—Federal Judge William O. Bondy has signed the formal order approving the transfer of assets of RKO now in the possession of Irving Trust, company's trustee, to the new company. Transfer will become effective January 26. The SEC will hear all applications for allowances made by attorneys for services and recommend amounts to the judge. In closing the case, Judge Bondy stated to Atlas attorneys that it was a "job well done, but the future will determine how well."

The transfer of assets will include everything, tangible or real in possession of the trustee. Possession is free and clear of control of the court, except in matters relevant to the plan. The injunction restraining stockholders or creditors from starting actions against the company, issued in 1934 still stands, although the new company will be liable for future actions.

Assets in the hands of other trustees, the Chemical Bank and Trust, Central Hanover Bank and Trust, and the City Bank Farmers Trust, will be turned over to Irving Trust who in turn, will turn them over to RKO.

Board Approved Issuance

A board of directors' meeting, late in December, approved the issuance of 8,130,000 shares of stock, of which 130,000 will be six per cent preferred with a par value of $100 a share, and 8,000,000 of common at a par of $1 each. The preferred will be on a dividends basis of $6 a share per annum, payable quarterly in February, May, August and November. After all dividends to a maximum of $6 a share are provided on the preferred, the common may receive a dividend.

Included in the various issues will be 128,170 shares of fully paid, non-assessable six per cent preferred and 2,253,200 of common to be issued immediately after the transfer of assets from Irving Trust to the new company. Option warrants will entitle holders to purchase 2,559,573 shares of common. Holders of $1,118,500 of six per cent gold notes and the $11,600,000 of 10 year, six per cent gold notes, are to receive 128,170 shares of six per cent preferred and 600,969 of common on a basis of one share of preferred and five of common for each $100 of notes and debentures now held.

Select an Alternative

With respect to $557,774 principal amount of notes and debentures, holders have elected to receive 43 cents a share in preferred in lieu of the five shares of common. Rockefeller Center, Inc., will receive 400,000 shares of common. Holders of general, unsecured but allowed claims, totaling $8,222,699, will receive 822,270 shares of common. Holders of 2,577,555 shares of common of the Maryland corporation will receive 426,596 of common.

Bankers Trust Company is designated as the agent to carry out the issuance of the securities. The new company will not be allowed to acquire a funded debt of more than $3,000,000 as long as any shares of the preferred remain outstanding. The board of directors will have the right, before April 11, 1944, to purchase up to 250,000 shares of common stock, but at a price at least equal to the then market price. A grand total of $12,222,699 is allowed, unsecured claims on file will receive 1,222,269 shares of common, and 500,000 shares of option warrants for conversion to preferred.

Payment in full is to be made immediately after the transfer of assets from Irving Trust to the new company of the $50,000 balance due on the $6,000,000 gold note issue dated July 1, 1931. All applications for allowances must be filed within 40 days from the entering of the order allowing the transfer of assets.

Decision was reserved on applications of George W. Alger, special master and the Chemical Bank and Trust Co. trustee under a collateral note identure for fees. The latter had $4,699 in disbursements granted. Irving Trust is holding $64,625, the amount the bank is seeking for compensation until Judge Bondy decides how much to pay it.

Completing the events of the week, Price Waterhouse was granted $4,800 as payment for auditing RKO's books for 1938.

Self-Sufficiency at Home Seen as a Trade Goal

NEW YORK—Self-sufficiency in the home market is an objective for 1940, Sydney B. Self, writing in the usually well-informed *Wall Street Journal*, declares.

"The industry for some years has been the only major American industry that has depended upon foreign markets for a large part of its profits, and now these markets have been seriously diminished," he reports.

"For the coming year, therefore, the industry will devote all of its energies to getting itself on a nationally self-contained basis as far as possible. For the first time, it has a really impelling need to economize, so there seems to be a better chance than usual that important curtailing of budgets may be made this year.

"Pictures must be made that will defray their production cost from the American market. This does not mean that there will be no more $2,000,000 films made. However, it probably means there will be fewer film produced and an effort to give these films longer runs."

FA Eastern Headquarters Set; Warner Departs

NEW YORK—Franklyn Warner has returned to the coast after a two-day visit here with Sol Edwards to set up eastern headquarters for Fine Arts Producing and Distributing Corp., which he heads, in the Paramount Building.

Warner said he will make a bid for the Educational studio in Los Angeles. He expects to have five films in work within the next few weeks, all of which are scheduled to be released this season.

Edwards, distribution head, plans to leave here shortly for a swing of the 20-odd branch offices Fine Arts has set up, as well as to set about six other exchanges in motion.

Accord in FWC Case Now Looms Closer

LOS ANGELES—Fred Pride of Dwight, Harris, Koegel & Caskey, attorneys for National Theatres and 20th-Fox, and Bert Shipman of Mudge, Stern, Williams and Tucker, counsel for Chase National Bank, are due from New York to confer with Charles A. Buckley, attorney for FWC, on a proposed settlement of the contempt proceedings by the government against the circuit.

Meetings have been held on and off with Albert J. Law and Harold Collins of the department of justice in an effort to work out a plan for disposing of the case. Various suggestions for arbitration panels have been up, but it is reliably reported the department has not made any definite conclusions as to an acceptable plan.

The trip east of Charles P. Skouras, president of FWC and operating head, with Bud Lollier, has nothing to do with the negotiations under way, it is stated. Skouras has not sat in on the sessions with Law and Collins and is playing the role of a by-stander until something concrete develops.

It is understood the local independent exhibitor organization is in favor of discontinuing the legal proceedings. Leaders of the organization are reported to have informed the department of justice men its unit has worked in consistent harmony with FWC. The Pacific Coast Conference, comprising western exhibitor organizations with Robert H. Poole as executive secretary and business manager, also is said to be backing FWC for its cooperative spirit the past few years.

Fine Arts Films Will Be GN Supplement

NEW YORK—At least seven pictures will be produced by Fine Arts to supplement the group of films acquired from the defunct GN to complete the 1939-40 season. Three of the new crop are now in work, with the initial effort scheduled for release February 15.

The newest entry in the producer-distribution field has begun to function with 19 sales offices in operation. Sol Edwards, former GN sales manager, is in charge of distribution. He also retains the title of eastern representative for Franklyn Warner, head of Fine Arts. In the latter capacity he will work closely with RKO, which will distribute three films to be produced by Fine Arts.

Cities where the company has set up offices and the men in charge follow: Boston, Marcel Mekelberg; Chicago, Cleve Adams; Des Moines and Omaha, Phil Monsky; Detroit, Ralph Peckham; Indianapolis and Cincinnati, Had Hull; Kansas City, Sol Hankin; Minneapolis, Eph Rosen; New York, Richard Perry; Philadelphia, Herb Given; Pittsburgh, Max Shulgold; St. Louis, Joe Hartman; Washington, Joe Kalisky; Los Angeles, Bill Riter, and San Francisco, Bradley Fish. In Cleveland Mae Vincent, booker, will be in charge. Deals are expected to be closed for Atlanta, Buffalo, Dallas, New Orleans, Portland, Seattle, Salt Lake City and Denver.

$250,000 Campaign to Support "Edison"

CHICAGO — Metro-Goldwyn-Mayer plans to spend about a quarter million dollars on the exploitation and advertising campaigns for the two Edison pictures the company is producing, according to Howard Dietz, who came through Chicago in a typical Windy City winter snow-storm en route to New York from a stay on the west coast. While here, Dietz conferred with local M-G-M executives and operators of the Oriental and Woods theatres on the forthcoming Chicago engagement of "Gone With the Wind."

Dietz said that M-G-M's campaign on the two Edison films will be started off with a premiere of the Mickey Rooney feature, "Young Tom Edison," in Port Huron, Mich., Thomas Alva Edison's birthplace. Temporary plans call for the world debut to be held there on Edison's birthday, February 11.

"Young Tom Edison will be generally released some time in March. The campaign will revolve around the two pictures, however, with 'Edison, the Man,' in which Spencer Tracy will star, being ready for some time in May."

Dietz was enthusiastic over the remake of "I Take This Woman," the Spencer Tracy-Hedy Lamarr opus. "Northwest Passage," upon which M-G-M is banking a lot, also will have an extended exploitation campaign.

Ernst Lubitsch, who also was on the New York-bound train, was given high praise by Dietz for his latest, "Shop Around the Corner."

He added that "Congo Maisie" is a "worthy successor" to the initial film in this series, while the new Gable-Crawford production, "Strange Cargo," is a "real action picture that every one will enjoy and that will bring plenty of dollars into the boxoffice."

On "Gone With the Wind," Dietz said: "After all it speaks for itself. 'GWTW' is four times as big as anything before it, and we are still positive that it will be the record-breaking grosser of all time both domestically and in the foreign markets."

Warner Counsel's Illness Delays Vineland Appeal

PHILADELPHIA—Illness of Morris Wolf, counsel for Warner, delayed arguments before the local circuit court of appeals in the Gittone vs. Warner Brothers suit from January 15 to January 19. The suit involves the Landis, Vineland, N. J., and resulted in a temporary injunction handed down in favor of the plaintiffs from which Warner and other distributors are appealing.

New Publicity Job

LOS ANGELES—Victor M. Shapiro, latterly in charge of publicity for Selznick International, is now public relations counsel for Lieut.-Gov. Ellis Patterson's United States senatorial campaign.

Arbitration Hearings on Wage Hike Continue

NEW YORK — Arbitration hearings in connection with an increase to be granted Local 306 under the terms of a 10-year master agreement with major circuits are expected to continue until the latter part of February. Two meetings have already been held and periodic sessions will be held at the convenience of Professor Milton J. Handler of Columbia University, impartial arbitrator.

The union has demanded a 25 per cent increase and at the meetings has been presenting arguments to justify its claim. Circuit spokesmen have opposed the demand with counter claims.

Attending the conferences, in addition to Prof. Handler, are C. C. Moskowitz of Loew's and L. E. Thompson of RKO, arbitrators representing theatre interests, and Joseph D. Basson, president, and Bert Popkin, business agent for the union. Also Matthew Levy, counsel for Local 306, and his assistant, Benjamin Mandelker; Bert A. Zorn of Proskauer, Rose & Paskus, for all theatres; Irving H. Greenfield of Loew counsel; Monroe Goldwater and Jay Strumpf, for RKO; A. H. Frisch, Rivoli; Norman Steinberg, Roxy; Harold S. Bareford, Warner; George Barry, Paramount; Irving Lesser, managing director of the Roxy; John Wright, managing director of the Rivoli, and William England of the RKO home office theatre department.

KAO Quarterly Dividend Is Paid on Preferred

NEW YORK—A quarterly dividend of $1.75, out of the operating surplus, on the seven per cent cumulative convertible preferred is reported by KAO for the period ended September 30, 1937, payable on April 1, 1940 to the holders of record March 15, 1940.

No RKO Stage Show Revival in Offing

NEW YORK—There are no plans afoot to revive vaudeville over the RKO circuit, J. J. O'Connor, vice-president and general manager, stated on his return with Fred Meyers from a quick trip to Chicago. While in the Windy City, discussions were held with Mort Singer and Tom Gorman on product and general policies. Singer is an RKO partner in Cedar Rapids, Sioux City, Davenport, Omaha and Dubuque. Gorman is district manager with Chicago, Kansas City, Des Moines and Champaign, Ill., under his supervision.

Sunday night, O'Connor and Meyers left for Washington to attend the premiere of "Abe Lincoln in Illinois" at Keith's Monday night. There will be four afternoon shows at regular admissions and one evening performance on a reserved seat policy and advanced prices. The policy is regarded as a test and future bookings over the circuit will be guided by the results.

Talks to Resume on RKO Deal for Cocalis Units

NEW YORK—With the return of William A. Scully, co-trustee for the estate of Sam D. Cocalis, talks will be resumed by RKO on the acquisition of 18 theatres in the circuit owned by the late independent exhibitor. The Cocalis circuit operates more than 25 houses, but RKO is only interested in 18 which would fit into its scheme of operations.

Scully has been on the coast for the past two weeks for Universal studio conferences on new product. He had been a close friend of Cocalis for many years.



—G. Maillard Kesslere



—Blank & Stoller

Wolff to Forster and Back Again—

Above, left, is William A. Wolff, advertising manager since 1929 of Western Electric and Erpi, and now information manager of both companies. To the right is Herbert W. Forster, information manager of those companies since 1930, and now their advertising manager. In a word, they have exchanged posts.

Allied Maps Its Final Drive in Push for Neely Enactment

(Continued from page 23)

crastination which the majors have followed to delay trial of the New York suit, the circulation of rumors that the case would never go to trial and the alleged publication in one tradepaper that the department of justice had reversed its position on the acceptance of a consent decree.

Allied, he pointed out, advocated at the very outset of the trade practice conferences a settlement that would meet the views of the department and bring the controversy to an end, but that suggestion did not find favor among the distributors, with the result that they drafted the trade practice "code" which, he said, was not proposed as a basis for a consent decree and could not be considered as such because of the omission of provision for divorcement, a major objective of the government.

Myers warned his colleagues that exhibitors undoubtedly will be called by the government as witnesses during the trial and deplored the requirements that the department disclose the names of its witnesses in advance, thus identifying them for any pressure which might be brought to bear, but urged that exhibitors called show courage and place their faith in the ability of the government to protect them against retaliation.

Turning to the Neely bill, he warned that the "heat" is on and that propaganda for defeat of the bill is descending upon members of the House of Representatives in a veritable flood of letters, petitions and resolutions.

Organize Support

Propaganda efforts also have been directed at newspapers throughout the country, he said, urging that Allied members "be alert to correct harmful publicity regarding the bill whenever it shows its head."

"It would be folly to underestimate the effect of these methods on uninformed and undiscriminating persons," he cautioned.

Determined to make every effort to secure passage of the bill by the House, the Allied board laid plans for organizing support for the measure and for providing an adequate representation of independent exhibitors at any hearings which may be called when the House committee in charge of the measure takes it up for consideration.

While the government suit and the Neely bill were the most important immediate problems, discussions during the board meeting developed that exhibitors generally are becoming disturbed over the Hollywood labor situation.

Under the leadership of their general counsel, who pointed out that there is a definite and developing movement to gather in one big union all the labor employed in every branch of the industry, the board discussed the possibilities of theatres remote from the production center being closed down by a general strike called in a studio dispute in the event the consolidation movement is successful, and sought to analyze their legal rights in such a situation and the protective measures that might be taken.

That the menace of such a strike is not a figment of imagination, it was contended, is demonstrated by the recent demand for increased wages by studio workers which was compromised by the producers when the union threatened to close the theatres.

Concern also was voiced over disclosures of a possible close relationship between union leaders and officers of certain film companies and the possibility of a union-producer combination which would hold the exhibitors and the public at its mercy. Suggestions were considered that the independent exhibitors protest to the American Federation of Labor against the efforts of the producers to align the unions on their side in the fight against restrictive legislation.

Also looked over during the sessions were the relations between Allied and other branches of the industry. It was frankly admitted that the situation is none too gratifying, but members of the board pointed out that events have justified the position taken by their association on many major problems, and particularly on the code proposals, which Allied had consistently held would not be approved by the department of justice.

Leaves Door Open

While criticising the majors for not following the example set by Gradwell Sears in adopting policies for his company, the association left the door open for further attempts toward an amicable solution, Myers declaring "it still is not too late for them to reconsider and pursue an enlightened policy along this line."

However, he added that complaints of clearance, zoning and other abuses are steadily increasing in number and if the distributors do not adopt some satisfactory method of dealing with them "some day machinery for adjusting such disputes will have to be devised and put into operation."

Apprehension over the outlook for product and the necessity for watching allocation averages in the event that predicted curtailments in production are carried into effect was voiced during the meeting, and there was sharp criticism of the allegedly excessive terms which are being asked for four "big" pictures—"Gone With the Wind," "Abe Lincoln in Illinois," "Pinocchio" and "Gulliver's Travels."

The board reiterated the criticisms voiced at previous meetings of radio appearances of film talent as unfair and unwise competition with exhibitors and also condemned "giveaway" radio programs of the "Pot O' Gold" type.

The raising of a new problem for the exhibitor was seen in the inclusion in the discussions of the subject of parking, while the competition of 16mm films was seen as another source of concern to the theatre owners. The question of screen advertising, always a fertile subject for discussion but recently increasing in importance, also was considered.

Five resolutions, four dealing with outstanding problems, were adopted by the board at its final session.

While the board did not go on record with respect to the labor situation in Hollywood, it did issue a formal statement that "Allied States Association will take whatever steps are necessary to protect its members from being the innocent victims of any general strike growing out of a dispute to which they are not parties."

The five resolutions were concerned with the Neely bill, picture talent broadcasts, 16mm competition, arbitration and parking.

In a resolution renewing the association's endorsement of the Neely bill, the board voted to "petition the interstate and foreign commerce committee of the House to report out the bill promptly so that it may be passed at the current session."

Protesting against the participation by film producers, directors and stars in broadcasting programs which, directly or indirectly, compete with the theatres, the board pointed out that "the theatres cannot continue to pay the high film rentals now being demanded while Hollywood's best talent is engaged in giving free shows in competition with the theatres."

Is "Industry" Problem

"The problem does not merely concern the exhibitors," the resolution continued, "but is an industry problem affecting directly the major companies which alone have the power to stop this practice."

Competition of 16mm films was roundly condemned in a resolution petitioning distributors supplying films to theatres "to bring an end to the licensing of 16mm versions of their productions, both feature pictures and short subjects, for public exhibition."

The distributors also were asked to cancel all outstanding licenses which permit of such exhibition where legally possible and to take effective action to prevent unauthorized public exhibitions of outstanding 16mm films.

Renewing its appeal for the development of amicable relations within the industry, the board reaffirmed the position it has heretofore taken that disputes involving clearance, zoning, overbuying and other major issues should be settled locally by "fair arbitration."

In a final resolution, the board requested affiliated regional associations with offices in metropolitan areas to cooperate in the survey of parking conditions now being made by the bureau of street traffic research of Yale University which, it was said, will be of special benefit to theatre owners.

Brandt on Neely Before AFL in Miami Beach

MIAMI BEACH—Harry Brandt, president of the ITOA of New York, arrived here over the weekend to address the American Federation of Labor on January 29. He said his topic will be the Neely bill in an endeavor to solidify the entire labor front against the proposed measure. The AFL is in executive session here.

Brandt spoke before the convention of MPTO of Virginia at Richmond, Thursday, before coming here. His topic was the Neely bill and current trade practice abuses.

Rail Bill and Neely's Aims May Be Snags

(Continued from page 23)

bill. Political observers say he would rather be governor.

The "educational campaign" of which congressmen are becoming aware seems to have originated in their respective home districts. Voters have sent in hundreds of pamphlets, mimeographed on four pages, which draw attention to "Motion Pictures in the United States Under the Neely Bill." The pamphlets undoubtedly were drawn up by persons familiar with, if not engaged in, the industry's machinery. In clear, concise and simple terms they flay the proposal as masquerading to prohibit and prevent block booking and blind selling, whereas the bill is characterized as containing such provisions as to "destroy efficient, economical marketing of motion picture entertainment in this country."

"Price Control Law"

"Stripped of its camouflage," the pamphlets say, "and curiously involved language, the Neely bill is a price control law. This plan for control of prices is pure theory, devised by those without experience in the business. To impose such a price control by law on wholesale distribution is unheard of in other businesses . . . It forces retail prices on wholesale transactions, no matter how large an order is placed by the theatre . . . Thus an artificial, arbitrary increase in prices is forced upon American theatres." Other provisions of the bill, each of which has been attacked by many leading industry spokesmen from time to time, are assailed for the "damage they will do to manufacturing and marketing methods of amazing efficiency, economy and precision, that have made American motion pictures the foremost in all the world, and which provide the principal mass entertainment and relaxation for the American people."

There seems to be no doubt the presence of the pamphlets in various congressional quarters led to the publication by National Allied of "The Allied White Book—1940 Edition," which states its issuance "is made necessary at this time because the 'Big Eight' in a last desperate attempt to defeat the legislation have unloosed a veritable avalanche of erroneous and misleading information concerning it."

View Is Complete

In 23 pages and 21 paragraphs, each dealing with an answer to an Allied-propounded question, the booklet sets forth Allied's views "culled from the propaganda coming to our attention which the motion picture trust is offering against the Neely bill. This bold attempt to intimidate congress by an avalanche of letters from persons who know little and care less about the bill discloses that the producers actually hold the view concerning the intelligence and integrity of congress that was expressed in 'Mr. Smith Goes to Washington.' And the fact that they have prevailed upon the Association of Motion Picture Advertisers (Ampa) to work for the defeat of the bill indicates that they also retain the views regarding the subserviency and corruption of the press and radio that were expressed in that picture."

Under the heading "False and Misleading Information," the booklet brands as "glaring misstatements" the circulation of letters to "prejudice the public against the bill" that say the measure (a) will require exhibitors to lease completed pictures one at a time; (b) will prevent wholesale selling; (c) will penalize the producers for innocent mistakes; (f) will result in loss of employment to thousands, and (g) will involve censorship.

Republic Backroom Wage Confabs Will Resume

NEW YORK—With the return of Herman Gluckman, franchise holder, Local B-51 is expected to begin negotiations with Republic for increases for backroom employes. The local Monogram exchange is slated to join the union shortly.

Night examiners of all major exchanges recently were granted increases of $1, while day examiners were continued under present scales in negotiations with distributors.

Back room workers are incensed over Local 306 allegedly withholding $16,000 promised to the men and women after they had lost two weeks pay during the strike last year when home office projectionists were granted ten per cent increases.

At a recent meeting, Joseph D. Basson, president of Local 306, told members of Local B-51 the operators' union had put aside the $16,000, but its members would first have to vote on the payment. He also is said to have added that if this money was not forthcoming exchange workers should not overlook the fact they may need Local 306 in the future.

Independent Poster Men to Map Course at Convention

NEW YORK—Members of National Poster Service Ass'n, composed of independent poster renters, at their annual convention here February 9-11, will map a course for the future in view of the takeover of Paramount, RKO and Universal accessory business by Advertising Accessories, Inc., a National Screen Service subsidiary.

At an executive committee session last week, Simon Libros, association president, said the independent poster renters would continue their service.

20th-Fox "B" Setup as Yet Undecided, Says Zanuck

CHICAGO—Darryl Zanuck, in an interview granted to newsmen here, while en route to New York and the premiere of 20th-Fox's roadshow attraction, "The Blue Bird," repeated that his company's plans for 1940-41 include the production of 24 "A" pictures and that the "B" setup was as yet undecided.

Zanuck, who will stay over in New York for the premiere January 23 of "Grapes of Wrath," was accompanied by Joseph Schenck, Gene Markey and Hedy Lamarr.

Cold Hurts Chicago Grosses

CHICAGO—The severe winter weather here, with temperatures of 20 below zero, has dealt harshly with grosses, all houses reporting business off.

Charge Many Misled By the Neely Bill

PHILADELPHIA—A vigorous protest against passage of the Neely bill is expressed in a letter sent to all Congressmen representing the area covered by UMPTO of eastern Pennsylvania, southern New Jersey and Delaware.

The letter, sent over the signatures of Lewen Pizor, UMPTO president, and George P. Aarons, secretary, says "many earnest people, sincerely interested in maintaining right moral standards in motion picture entertainment, have been misled by the promoters of the Neely bill."

The section (section 3), of the bill that regulates prices "by inflicting criminal penalties," the letter says, "is an unheard-of innovation never before imposed by law upon wholesale distributors in this country.

"This bill will not give community control of the sort of pictures to be exhibited in theatres.

"The law will force the distributor to fix and rigidly maintain retail prices on each picture purchased. This will impose a drastic burden on the operation of all small theatres which now secure pictures at low wholesale prices. Many of them now operate on a small margin and could not survive under this law.

See "Artificial Price"

"This bill will compel an artificial increase in the wholesale prices quoted to small theatres, making it impossible for them to operate, and thus prevent a continuous supply of motion picture entertainment so essential to the theatres that supply mass entertainment to the public at low cost, which requires uninterrupted operation.

"Many labor leaders are opposed to this bill as an analysis of it shows that its enactment would cause injury to thousands of workers in the various branches of the great American motion picture industry.

"Under the Neely bill, the exhibitor cannot get out from under an exhibition contract. This is in contrast to the existing situation which permits him to cancel freely.

"Would Cause Only Damage"

"Instead of benefiting the public who are interested in motion pictures, this law will do nothing but cause damage, not only to thousands of stockholders, but also to all theatre owners who show motion pictures.

"The bill will encourage monopoly by concentrating the business in the hands of a few companies of great financial resources.

"Instead of establishing community selection of motion picture entertainment, it will greatly restrict the free selection of pictures.

"The bill will drastically retard the progress and development of a leading American industry, both here and abroad.

"You are earnestly urged to use your good offices and vote in preventing the passage of the Neely bill."

John Stahl in East

NEW YORK—John M. Stahl arrived over the weekend to discuss plans for a series for UA release with Murray Silverstone.

Gov't, Majors Reach Accord on Queries

NEW YORK—After a meeting which lasted three days, the department of justice and major company counsel reached an agreement, which they hope this time will be final, on interrogatories served by the majors.

The agreement has been submitted by William P. Farnsworth, assistant to Williams, and by major counsel to their superiors for approval.

The government's objections were not so much to the 360 questions asked by the companies, but the fact each question had the equivalent to four sub-sections making the number of questions to be answered in excess of 1,300. The agreement reached is the maximum the government is willing to answer and the minimum the defendants will accept. Both sides, however, admit they overlap, thus it is hoped no further delays will be necessary.

Time for Columbia to appear in court to object to the questions of the government has been extended to February 9. The government has until the middle of the week to object to the defendant's questions, but should a further discussion be necessary, the time will be extended.

Hecht and Jessel Deal Set With Columbia

NEW YORK—Ben Hecht and Georgie Jessel have set a three-picture releasing deal with Columbia. Irving Trust will finance the pictures, the first of which is an original by Hecht, "Before I Die," now in preparation at the Biograph Studios here.

Negotiations between Columbia and Christopher Dunphy and Marion Gering, who are planning to produce "Bricks Without Straw" at the Eastern Studios in Astoria, have been dropped.

Erin Go Bragh in B'nai B'rith Time

Hollywood—Pat O'Brien, Frank McHugh and possibly James Cagney—all good Irishmen—are going to celebrate St. Patrick's Eve by appearing in the annual B'nai B'rith benefit at a Wilshire Boulevard Theatre March 16. In accepting invitations to appear the Warner stars revealed they are honorary members of the Jewish order.

Injunction Against Schine Theatre Building Denied

BUFFALO—The Schine circuit won first round in the government's anti-trust suit when Federal Judge John Knight handed down a decision denying an injunction against acquiring and building new theatres. At the hearings on the motion some months ago, counsel for Schine argued several deals had been in negotiation and important to the operations of the chain.

In addition, the judge granted defendant counsel 22 demands in a bill of particulars. The typewritten decision runs 18 pages and has been submitted separately to Schwartz & Frohlich, counsel for Columbia, which has been defending the case individually. The judge also indicated trial would get under way within the near future, but this is held unlikely in legal circles.

Newsreel Exchange Hit By Cameramen's Union

NEW YORK—Officials of Cameramen's Local 644, IATSE, have succeeded in eliminating the exchange of newsreel coverage by the five companies. New contract stipulates the cameraman gets paid if duplication occurs. Exemptions are provided for special events, such as covering a presidential trip where one crew only is permitted.



—Ed Sullivan

"Crichton" and Then Three More—

Paramount's first British picture since the war will be "The Admirable Crichton," once before made by Cecil B. DeMille. David E. Rose, second from the left, will produce it and three others which include "What Ho," probably starring Madeleine Carroll; "Knights of the Round Table," and a story based on the life of Barney Barnato, the "diamond king." Aboard the Washington *to signalize his departure are Mrs. Rose, who remained behind; Barney Balaban, president, and Stanton Griffis, chairman of the executive committee of Paramount.*

An Imposing Reunion Of "Fighting 69th"

NEW YORK — Reunion of the old 69th Regiment at the Waldorf Wednesday night where "The Fighting 69th" will be shown promises to be an imposing affair with a number of men distinguished in civil and official life attending.

Simultaneously, the Rainbow Division will hold reunion dinners in 40 cities throughout the country. In Chicago, Mayor Edward J. Kelly has designated Wednesday as "Rainbow Day" and will be honor guest at the Windy City regimental affair. The picture will be shown at all dinners.

Highlights of the local affair will be carried over Station WJZ and the Blue network of the National Broadcasting Co.

Col. John J. Mangan, who now commands the regiment, and Brig. Gen. Alexander E. Anderson, of the New York National Guard, are sponsoring. Guests of honor will include Major General Frank McCoy, former commander of the U. S. Second Corps Area; Major General William N. Haskell; Leo T. McCauley, Irish Consul General; Col. William J. Donovan, wartime commander of the regiment; Raymond J. Kelly, national commander of the American Legion; Jack L. Warner; James Cagney; Pat O'Brien; Bernard Gimbel; Martin Conboy; Col. Charles Burleigh; Jeremiah T. Mahoney; Commander Charles Hahn; Brigadier General R. B. Delacour, Adjutant-General of Connecticut; Captain William B. Gibbon; Judge Cornelius F. Collins; General William J. Costigan, and the Rev. John P. Boland.

Twenty Hollywood correspondents are leaving Tuesday in a specially chartered plane to attend the dinner here. Among the writers are Fred Othman, United Press; Hub Keavy, Associated Press; Harold Heffernan and Sheila Graham, North American Newspaper Alliance; Sidney Skolsky, New York *Post* columnist; James Starr, Los Angeles *Herald-Express;* Harry Friedman and Ralph Jordan, International News; Paul Harrison, NEA; Billy Wilkerson, *Hollywood Reporter;* Arthur Unger, *Variety;* Harry Mines, Los Angeles *Daily News;* Harry Crocker, King Features syndicate; E. V. Durling, Hearst syndicate, and Dick Pollard, *Life.*

Van Schmus in Hollywood Checking Up on Product

HOLLYWOOD—W. G. Van Schmus, managing director of the Radio City Music Hall, is here for a check on forthcoming product. He expects to remain about a month. Van Schmus, who is also a member of the RKO board of directors, will sit in on studio conferences with George J. Schaefer, president, due in Monday.

Five UA Exchanges Wind Up Stern Drive Feb. 17

NEW YORK—UA exchanges in New York, Boston, New Haven, Philadelphia and Washington participating in the Charles Stern testimonial drive, will conclude the seven-week campaign February 17. Stern is district manager for the five branches.

Television Pictures in 90 Days Forecast

WASHINGTON—Television pictures will be available for theatre showing within three months, it was claimed here this week as the federal communications commission opened hearings on proposed new rules and regulations for that branch of broadcasting.

Dealing largely with the question of restrictions on commercial operation, the hearings brought to Washington the representatives of a number of the leading television experimenters and broadcasters.

The disclosure that the first theatre showings will come in the spring was not made in formal testimony before the commission but in private conversations during the proceedings, at a time when Dr. Thomas T. Goldsmith jr., outstanding television expert, was testifying that the definition (clearness of detail) of television pictures today was about one-third that of motion pictures.

The film industry, he pointed out, devoted a quarter-century to the perfection of its product to its present standard, and in much less time, he claimed, the television industry will have achieved the same quality.

Television men discussing the projected theatre showings were forthright in their statement that they believe broadcasting of motion pictures is not desirable from the standpoint of public acceptance. Experimental transmissions, they explained, have shown that the public is more interested in live actors and does not care particularly for films, which they can see at any theatre under more auspicious "audience reaction" conditions than in their own homes.

Plagiarism Charge Is Made by Lola Harris

NEW YORK—Lola Harris, unemployed actress, has filed suit against 20th-Fox in supreme court for $100,000 damages claiming plagiarism of her scenario, "Winning Ways" in the Sonja Henie film, "Second Fiddle." The company generally denies and declares it never saw the Harris script.

Warner, Vitagraph, UA, Loew's, Universal and Paramount have filed general denials to the Lenrose Amusement Corp.'s action against the majors and have requested a dismissal. Federal Judge William Bondy will hear the applications, January 26. The suit has been dropped as to M-G-M Pictures Corp. and M-G-M Distributing Corp. Action seeks triple damages of $150,000, claiming violations of the anti-trust laws in depriving Lenrose, operator of a Newark independent, of product.

The Lone Ranger, Inc., owners of the radio serial, have been granted a temporary injunction restraining Republic from interfering with negotiations with Universal for another serial. Republic also is restrained from using any advertising in connection with "The Lone Texas Ranger" from leading exhibitors, or the public, into believing the serial to be a continuation of the series. The plaintiff lost its application to stop the release of Republic's second serial. Federal Judge Alfred C. Coxe issued the injunction. The action also seeks $10,000 damages.

Edward Sheldon and Margaret Ayer Barnes have appealed to the circuit court of appeals from a decision of the federal court last October allowing them $3,170 as their share of the profits of "Letty Lynton" for its run at the Capitol. Decision is based on one-sixth of the net profits.

Baldwin No Like

NEW YORK—The city council doesn't cotton to the idea of becoming "stooges for Warner advertising agents." At least this is the sentiment of one of its members, who objected to the introduction of a resolution to have January 24 designated as "Sixty-ninth Day."

Councilman Joseph T. Sharkey, who introduced the resolution, said the purpose was to pay tribute to the wartime Sixty-ninth Infantry, now the 165th Regiment. He said his action was taken at the request of Col. William Donovan, wartime commander of the Sixty-ninth, and other officers of the regiment.

It was Councilman Joseph Clark Baldwin, Manhattan Republican, who led the opposition. He asked Sharkey to amend his resolution so that it would not be used by Warner to advertise "The Fighting 69th."

"This is the second time that Warner Bros. have crashed the floor of this council, and the second time they have made good use of the advertising value of such resolutions. I don't think this council should be used by Warner Bros. as stooges for their advertising agents."

Sharkey refused to accept his suggestion for an amendment; denied knowledge of "anything about any picture," and observed that Baldwin is "giving the picture advertising by mentioning its name." He managed to get his resolution referred to committee.

Meanwhile, Jack L. Warner, Pat O'Brien and George Brent arrived from the coast over the weekend to attend the dinner and celebration planned by members of the regiment at the Waldorf-Astoria on January 24. James Cagney is coming from his home at Martha's Vineyard, Mass., to attend the affair. The company has arranged 39 other similar celebrations throughout the country on the same day.

Monogram Contest

NEW YORK—Monogram has effected a tieup with Uncle Don and Mutual for a child contest to run from January to June, the winner to be given a role in a feature. The company will be given credit over the air program when auditions are broadcast.

First Reports Show Small GN Assets

NEW YORK—With more than $700,000 outstanding in claims against bankrupt GN, an examination of reports reaching the trustee together with returns of the first liquidation sale of furniture and equipment indicates creditors will not fare too well.

Sale of furniture and equipment at the home office and local exchange realized $7,800. Offers are being entertained in bulk for the fittings in the company's 26 field offices. Other assets include 26 features owned by GN, about 500 short subjects, Educational studio equipment in Hollywood, and accounts receivable, which represents about $65,000 owed to GN.

Among the largest creditors are De Luxe Laboratories, the government for taxes, employes for back salaries, Educational and affiliates, and Earle W. Hammons, former president, with a claim of about $50,000 for salary.

Harry Fromberg, trustee, was granted leave to keep the company alive until February 6. Six persons have been retained on the payroll at an aggregate weekly salary of $275, with Harold Saxe, comptroller, receiving $100. GN has taken offices at 300 4th Ave., at $62.50 monthly, and at 126 W. 26th St., at $65 monthly.

Examination of Hammons by Joseph Dannenberg, attorney for the trustee, and Lee Hazen, his associate, was begun Friday.

Sonja's Move for Dismissal Turned Down by Valente

NEW YORK—Supreme Court Justice Louis A. Valente has denied an application of Sonja Henie to dismiss a $92,000 action against her by Dennis R. Scanlan. Plaintiff claims to be her former manager and to have secured her 20th-Fox contract. He seeks 15 per cent of her earnings, estimated at $300,000.

Supreme Court Justice Charles McLaughlin has restored William La Verre's $50,000 action against Warner to the ready calendar for trial. The writer claims to have prepared two stories for Warren William and Barbara Stanwyck and asserts he has not been paid.

Edw. Shea Compromises Suit Against Fenyvessy

ROCHESTER—After more than a week's trial before a supreme court jury, the $30,000 suit of Edward J. Shea, realty broker, over payment of commissions for sale of four neighborhood theatres ended in one of the largest compromise agreements on record here.

Shea, who sued four corporations operated by Albert O. Fenyvessy and members of his family, is understood to have accepted $10,000 in settlement of the case. Shea had alleged that five per cent commissions were due him for negotiating the sale of four theatres, owned by the Fenyvessy family to Schine interest a year ago for $600,000.



A Washington "Wind" Huddle—

Serious business are the details which Loew's eastern division manager, Carter Barron, discussed with his managers prior to the opening engagements of "Gone With the Wind" in his territory. Around the table clockwise, and starting with Barron at the head are then: Sam Gilman, Harrisburg; Edgar Doob, Wilmington; George Peters, Reading; Ray Bell, Washington; William K. Saxton, Baltimore; Frank Taylor, Washington; Carlton Duffus, M-G-M exploiteer; Gene Ford, Washington; Angie Ratto, Washington; Joe Sloan, Washington; Allen Sparrow, Richmond; Roscoe Drissel, Norfolk, and Irene Weber Sadel, secretary to Barron.

WASHINGTON

FILMROW was surprised at the news of the resignation of Andy Kelley, popular drama critic for the *Times-Herald* . . . UA's district manager, Charles Stern, visited the local exchange in behalf of the current testimonial drive . . . Branch Manager Fred Rohrs is on a trip through Virginia . . . Home office auditor, Charles Touchon, is making a periodic check; George Helms has been promoted to assistant booker from the accessory department with Ray Turner replacing him; Dorothy Pollock has resigned and will inform us of the glad tidings later.

Harry Bachman, former Monogram branch manager, has been appointed to the sales staff of Warner's Philly exchange . . . George Nathan, NSS, became the daddy of a seven-pound girl January 6 . . . Lou Vogel comes from NSS's Pittsburgh branch to accept a position as salesman at the local branch . . . Sam Flax is sporting a nifty tan, resulting from his Florida sojourn . . . Birthday greetings are extended to Sam Wheeler, 20th-Fox branch manager . . . The management of the Lido has been purchased by a Pennsylvania group . . . Lavelle Forrester, secretary to Universal's Branch Manager Bernie Kreisler, has departed on a two-week cruise in the Caribbean.

The members of the D. C. chapter of the Rainbow Division, and their wives, have been invited by the Warner exchange to attend a buffet supper and special screening of "The Fighting 69th" in the Cabinet room of the Willard, January 24. Joe Cohan, 20th-Fox office manager, is on the committee . . . Gene Dyer, former booker and office manager at the Monogram exchange, has been appointed salesman for RKO in the Charlotte exchange, with Doris Price, formerly of Grand National, replacing him . . . Mrs. Rosa Lee Schwab of Columbia celebrated her sixth wedding anniversary.

RKO Flashes: Branch Manager Bob Folliard has returned from a visit to Virginia accounts with Salesman Steady Knox . . . Dorothy Johanides and Eugenia Miles have joined the staff . . . Salesman El Grover became the daddy of a 9-pound, 11-ounce baby boy . . . Gladys Sweeney of the office staff has resigned . . . Items from the Metro exchange: Marjorie Dermody, Fred Rippingale, Mrs. Harriet Kenworthy and Mrs. Irene Schweigenhaft are on the disabled list resulting from Jack Frost's visit . . . Mariella Schaben added another candle to that cake January 11 . . . The whole exchange is gleaming from the recent renovation . . . Branch Manager Rudy Berger, Salesmen Phil Bobys, Harry Cohen and Jack Goldberg, Exploiteer Carlton Duffus and wife attended the MPTO convention in Richmond.

News of the week at Warner theatres: Charles McGowan of the contract department is taking a daily dip in the Florida briny . . . Gertrude Connell and Roberta Anderson have returned to their duties following a siege of illness . . . The advertising department has been awarded a $300 prize for its exploitation campaign on "Only Angels Have Wings" . . . Following managers were named on the monthly Honor Roll for exploitation feats: Edward Purcell, Staunton; Ralph Daves, Lexington; George Payette, Hagerstown; Don Nichols, Harrisonburg; Lou Kusner, Martinsburg; Henry Clark, Waynesboro; Lawrence Snoots, Washington; Walter Cersley, Washington; Frank Shaffer, Staunton; Claude Land, Washington; Lamar Keen, Winchester; Jack Forney, Frederick.

Warner Six-Million Loan Is Reduced

NEW YORK—Warner has reduced its $6,000,000 loan from Continental Illinois National Bank & Trust Co., Guaranty Trust Co. of New York and New York Trust Co. by $2,000,000. Of the original loan, $500,000 was paid last October. Recently another payment of $1,500,000 was made.

On December 15, the company borrowed $5,000,000 from Connecticut Mutual Life Insurance Co. of Hartford. Part of the proceeds was used to reduce the previous loan with three other banks as well as underlying debts on properties, it is stated.

Provisions of the new loan call for the payment of $250,000 semi-annually from June 15, 1940, to December 15, 1941, and $150,000 semi-annually thereafter until 1954. Any sums in default will bear six per cent interest. The loan may be repaid on six months notice with premiums of two per cent in the fifth and sixth years, one and a half per cent in the seventh year and one per cent in the eighth year.

Sales Personnel Revamp Follows Warner Merger

NEW YORK—A general revamp of sales personnel at the local Warner exchange has followed the merging of the New York and Brooklyn branches of which Sam Lefkowitz is manager.

Harry Decker, formerly New York and Brooklyn sales manager, has been named Brooklyn sales supervisor and assistant to Lefkowitz. Gus Solomon, formerly handling sales for Greater New York, replaces Harry Hummel, resigned, as New Jersey sales manager. Leo Jacoby, who was in charge of sales in the immediate New York City area, is now sales supervisor for Greater New York and the Bronx. Irving Rothenberg retains the upstate New York and Long Island territory. Archie Berrish, New Jersey salesman, is being assigned to a new post, as yet not designated.

New York Area Aids in Finnish Relief Drive

NEW YORK—Independent and major circuits in the local area will cooperate with the Finnish Relief Fund to raise money for relief of Finland's war suffering. Dates for the collections have been tentatively set for February 17-18.

Major Leslie Thompson of RKO has been appointed chairman of the film division by Herbert Hoover. Collections will be made by girls in theatre lobbies.

Mark to "Tevya"

NEW YORK — The four day-and-date bookings of "Tevya" are said to be unprecedented in local Jewish exhibition. The film is set to open simultaneously January 26 at the Clinton Street, Manhattan; People's Cinema, Brooklyn, and Zenith and Radio, the latter two in the Bronx.

Hays Office "Burn" in UA Italian Deal

NEW YORK—If there has been any verbal smoke emanating from Hays office meeting of the foreign managers, it can be traced to some of the executives who are doing a slow burn over the fact that UA has departed from the united front and negotiated a deal whereby it will ship 17 films to ENIC, the Italian monopoly.

Arthur W. Kelly, UA's vice-president in charge of foreign distribution, emphatically declines to discuss the situation. "If it has anything to do with Italy, I don't want to speak about it," is his answer to a BOXOFFICE reporter's request for a statement.

UA's defense of its action at a Hays office meeting, it is reliably reported, is that the deal was undertaken to end a lawsuit and release some of the revenue frozen when the monopoly decree went into effect.

The reason, however, did not meet with the approval of majority of foreign managers who are of the opinion it would be a shortsighted move to bow to the will of a totalitarian state. Ideas of that nature, if successful, they hold, would spread widely.

Since the American companies were forced out of Italy last year, negotiations have been carried by the state department and individual representatives of the majors. At one time, it was suggested that Will H. Hays go over but he declined due to the press of domestic issues.

Once the problem of allocating the $17,500,000 in British remittances to the seven companies is settled, Fayette W. Allport, Hays office representative in England, is expected to visit Rome for another crack at ENIC.

Another reason why some of the foreign managers are sizzling is that Columbia, RKO and Universal may follow suit, citing UA's move as justification.

20th-Fox Contingent Holds On for Bow of "Grapes"

NEW YORK—A sizeable slice of 20th Century-Fox's executive and professional talent from the coast continues to hover over the local scene for the company's second world premiere on Broadway inside a week. On Friday, the group turned out en masse for the premiere of "The Blue Bird" at the Hollywood. "The Grapes of Wrath" opening at the Rivoli, Wednesday, is the film that continues to hold the group here.

Accounted for so far are Darryl F. Zanuck, Joseph M. Schenck, Harry Brand, Gene Markey and his wife, Hedy Lamarr, Jane Darwell, Sidney Lanfield, Johnny Russell, John Carradine, Nunnally Johnson and Irving Berlin.

McConville on Tour

NEW YORK—J. A. McConville, Columbia's foreign manager, gets away Saturday on a trip through Latin America. He expects to be gone for about two months.

Jack Segal, in charge of branch operations, is now in Spain making a survey there for the company.

BROADWAY

(Continued from page 27)

Kaufman, Irving Moross, Leonard Picker, Maurice Grad, George Josephs, Max Weisfeldt, Dave O'Malley, Jack Meyers, Max Seligman, Mort Wormser, John Kane, Bill Brennan, Max Cohn, Harry Foster, Saul Trauner and Bernie Zeeman . . . Bess Lebowitz, secretary to Phil Abrahams of the Warner home office print department, will return from a honeymoon in a week to resume her secretarial duties. She was married to Albert Kaplan . . . Charlotte Sachs, secretary to E. W. Aaron of M-G-M, is vacationing with her husband in Florida . . . Arthur Schwartz, head booker of the Harry Brandt circuit, is back on the job after a Florida honeymoon . . . The Harry Brandts are at the Roney-Plaza, Miami Beach . . . Max Goldbaum of Five Boro postcards that Florida weather is swell, mostly for his appetite.

Joe Polonte, manager of the Plaza, Bayonne, N. J., expects to be a daddy any week now . . . Ray Branch stopped off for a short spell from the National Allied conclave in Washington before returning to Detroit . . . Ernst Lubitsch is here from the coast, mostly for story material for his first UA release. He and Ingrid Bergman were guests of a UA cocktail party Thursday at the River Club . . . Errol Flynn almost lost his hat when he stepped from a Hollywood plane into the high wind of LaGuardia Airport. Miriam Hopkins is accompanying him on a round of the shows, etc. . . . Leo Abrams, Universal short subjects sales manager, is on an extended tour of western exchanges that should keep him in the field for about four weeks . . . Eddie Hyman has some ideas on getting back in the business. He was last general manager for Prudential . . . Freddie Schwartz is planning another one of those sumptuous Lake Placid weekend parties for his friends in the business . . . Leon Rosenblatt is well enough to sit up in bed and discuss circuit affairs with General Manager Bernie Brooks.

Personal note to Hedy Lamarr: Your many fans who waited for you at the Grand Central, Thursday morning, were disappointed when you didn't show up. And to top it off, the Century was more than a half hour late that day, which didn't help matters with your fans . . . Bill Lyris and Bud H. Lollier of FWC are in from the coast as the guests of Charles P. Skouras, their boss. There's a story attached to the trip. Charlie had been promising the two men he would give them a trip to New York for so long, he had to finally make good . . . Harry Sherman, the "Shoot-'Em-Up" producer for Paramount, got in from the coast Thursday via the rails . . . Barrett Kiesling is at Port Huron, Mich., on the first lap of a trip around the country as advance man for two M-G-M pictures on Thomas A. Edison.

The Skouras freres, Spyros and Charley, expect to leave for the coast Wednesday night . . . Intra-department romance at National Theatres has Walter Alves and Margaret Maione slated for the nuptials shortly . . . 20th-Fox's foreign chief, Walter Hutchinson, has upped Charles Matzen, from assistant to J. C. Bavetta of Brazil, to manager of Peru, and increased the executive duties of E. S. Fraser, head of foreign statistics . . . Word comes from Tokyo that Joe Goltz, UA's branch manager in Japan, has become engaged to Susanne Frenkel . . . Morris Goodman, Republic's foreign manager, is getting ready to leave on a Latin-American trip . . . Irv Wormser of Columbia returns Monday from a Key West fishing trip, and Charlie Stern of UA from Boston . . . Harry Arthur of F&M is in from St. Louis.

National Theatres Heads Meet Jan. 29 in L. A.

NEW YORK—Spyros Skouras, operating head of National Theatres, has set the week of January 29 for the regular division and district managers' meeting in Los Angeles. Accompanied by his brother, Charles P., Skouras will leave for the west next week. The meetings will last all week and will center on policies. Also, awards in the recent 16-week drive will be distributed. Cullen Espy, Los Angeles district manager for FWC, has been the leader in the final weeks of the drive. Plans for a new drive also will be discussed.

Attending the sessions will be Rick Ricketson, Denver; E. C. Rhoden, Kansas City; Frank Newman sr., Seattle; Arch M. Bowles, San Francisco; Harold J. Fitzgerald, Milwaukee, and from the home office William Powers, Harry Cox, Edward Zabel and Peter Levathes.

Review Board Meets Feb. 1-3

NEW YORK—The National Board of Review will hold its annual conference February 1-3 at the Hotel Pennsylvania, its usual meeting place.

Three Aspire to Presidency Of New York Bookers' Club

NEW YORK—Election of the officers of the Motion Picture Bookers of New York will be held Monday night at the Hotel Lincoln. Three aspirants are in the race for president: Myron Starr, Island circuit; Harold Klein, Cocalis, and Ted Krassner, Cinema circuit.

Jack Meltzer, Associated Theatres of New Jersey, and Alex Arnswald, M-G-M, are candidates for vice-president; Ed Susse and Moe Rose, M-G-M, for financial secretary. For recording secretary, nominees are Pete Sage, Warner; Pearl Goldstein, Republic, and Dora Fried, Syndicate. Ben Levine, UA, opposes Sam Phillips, Universal, for the treasurer's post. Nominees for sergeant-at-arms are Herbert Richek, UA, and Ruby Greenberg, Paramount.

$165,000 for "Gulliver"

NEW YORK—Approximately $165,000 was tallied during the four-week run of "Gulliver's Travels" at the Paramount.

RICHMOND

EVERYWHERE we go the folks are talking about "Gone With the Wind" which opens at Loew's on February 2. Ever since the reserved seats went on sale last Friday, there has been a steady line a block long buying tickets, some having to wait as long as three hours. Charlie Yerby, assistant manager of Loew's, is handling the sale, being relieved by Allen Sparrow, manager, long enough to eat twice a day. Sparrow says that he only had two hours sleep last Sunday, he was so busy handling the reservations and mail orders, in addition to the window sale. Picture probably will play three weeks.

At this writing it looks as if the annual convention of the MPTO of Virginia will be a huge success. Frank O'Brien, chairman of the convention committee, has arranged to take the entire stage show from the National over to the John Marshall to furnish the entertainment for the banquet. Phil Lampkin and his orchestra from Washington will furnish music for the dancing. Harold Wood, secretary of the Association, has lined up several speakers, including Mayor Bright, for the business meeting. President Wm. F. Crockett and the entire board of directors will be present. Invitations have been sent to the entire personnel of the general assembly, now in session, to attend the banquet.

Eddie Weaver, Loew's organist and ping pong champ, has gone in for skating now and gets most of his exercise skating around Byrd Park . . . Leon Nelson, head checker for Warner out of Washington, was in town for several days . . . Fred Beiersdorf, Warner branch manager, was a visitor here . . . Alex Ravdin, manager of the Capitol, went to the hospital last Sunday for an operation and while he is there Conrad McRee will be in charge at the Capitol . . . William Moody is filling in for Henry Reid at the Byrd during the latter's illness.

Charlie Hulbert, manager of the Lee, is still getting a big kick out of that electric train Santa Claus brought him . . . Bob Beamer, manager of two theatres in Pulaski, was a recent visitor, also Charlie Denmead, new manager of the York, West Point . . . Floyd Stawls, manager of the Carillon, made another trip to Norfolk last week . . . Bob Coulter, manager of the Byrd, accompanied Mervin Ullman, Altec engineer, on a recent trip to Blackstone . . . Herman Kaplin, manager of the Century, Petersburg, was over for a short visit with David Kamsky the other day.

Fritz Sitterding gave an informal party at his house the other night for the entire personnel of Loew's. Those who went included Mr. and Mrs. Allen Sparrow, Mr. and Mrs. Charlie Yerby, Mr. and Mrs. Eddie Weaver and Mr. and Mrs. Pete Stainback . . . Ernest Ewing, Capitol service staff, visited his home in Atlanta . . . That was a nice present Keith Caudle gave his girl, Emily Jenness, for her birthday . . . Garrett Leahey, manager of the Westhampton, made a huge snowman and put signs on it advertising "Ninotchka," attracting lots of attention . . . Charles Colgin, maintenance engineer of the Colonial, has been confined to his bed with a severe case of grippe.

The State Corporation Commission has issued charters to the following: Covington Visulite Corp., Norfolk, Jeff Hofheimer, president, with capital of $15,000; *Associated Theatres, Inc., Norfolk, Sydney Gates, president and maximum capital of* $10,000 . . . *A. Frank O'Brien, city manager for Wilmer and Vincent, is back at his desk after being out sick for five days . . . Al Nowitsky, manager of the National, has a big piece of court plaster on the back of his head, protecting several stitches which were taken when he slipped on ice while alighting from a street car last week.*

Brandt to Again Feature Vaudeville in Jamaica

NEW YORK—Harry Brandt will reinstate vaudeville at the Carlton, Jamaica, in about two weeks. The policy is tentatively set for four days a week, beginning Thursdays. The house dropped stage shows about a month ago following an extended experiment with name bands and specialty acts after the venture turned out financially unsuccessful.

ALBANY

JUDY GARLAND, Metro starlet, reported a recent weekend Lake Placid visitor . . . The Colonial, Bernstein circuit Albany house, is now holding Booklover Nights. One volume of American Encyclopedia weekly for an admission, plus 15 cents, or 25 cents in de luxe edition . . . Eddie Schnitzer, Warner-Vitagraph district manager, huddled with Branch Manager Paul Krumenacker . . . Bernard Kranze, RKO manager, postcarded friends from Miami . . . Walter Broadhurst, electrician at the Ritz, is confined to Albany Hospital. Another Warner theatre employe, Leo Drexler, of the contact department, is back on the job after a stretch in the hospital and a period at home recovering from a spinal injury suffered when thrown from a horse . . . So is Fay Steinbach, secretary to Upstate Zone Manager Moe Silver. Miss Steinbach underwent an appendectomy in New York.

The Leland, one of four Fabian theatres here, took out a building permit for $1,000 *to install an I-beam. Fabian made a heavy outlay two years ago for remodeling and refurbishing the theatre, Albany's oldest and the late Fred Proctor's first. Years ago, the Leland was the city's leading legitimate and stock house . . . Jack Armm, Columbia salesman, on a trip to towns and accounts in the St. Lawrence River valley . . . Bill Barney, Strand, Watervliet, attended the annual Motor Boat Show in New York. He is a boat owner . . . Allen Sirrine, Empire, Port Henry, was on Filmrow. There have not been many exhibitors checking in recently except what the boys call "the regulars."*

11 Warner Directors Were Paid $780,773

NEW YORK—Aggregate remuneration of 11 Warner directors for the year ended Aug. 26, 1939, was $780,773. Of this number, ten also were officers of the company.

Aggregate remuneration of all officers, other than those who are directors, was $235,300. There were nine men among whom this money is distributed.

There were 139 who received in excess of $20,000 annually for a total of $6,604,-101.14. This includes directors on the lot, actors and actresses.

Among those who received more than $20,000 for the year and are not directors, officers or employes, were the following:

Samuel Schechner, a broker, $61,600; Price, Waterhouse & Co., $60,000; Preston & Files, attorneys, $46,800; Proskauer, Rose & Paskus, attorneys, $26,740, and Guggenheimer & Untermeyer, attorneys, $24,583.

The three highest paid employes were Hal B. Wallis, who received $260,000; James Cagney, $243,000, and Errol Flynn, $181,333.33.

Warner Upstate Managers Meet With M. A. Silver

ALBANY—Film product and management policies were discussed by managers of Warner theatres in Troy, Utica and Albany at a meeting here with M. A. Silver, upstate zone manager.

In attendance were: Charles A. Smakwitz, district manager; James F. Faughnan, contract manager; J. E. Curley, publicist; Max Friedman, head booker, and Joe Weinstein, short subjects booker, as well as these theatre managers: Andy Roy, Strand; Bob Rosenthal, Ritz; Al Flamme, Madison, and Ed Selette, all of Albany; Bill Haynes, Stanley; Arnold Stoltz, Avon, and Jack Breslin, all of Utica; Leo Rosen, Troy; Sid Sommers, Lincoln, and Jack Swarthout, American, all of Troy.

Other Exhibitor Winners In Columbia Contest

NEW YORK—Following up Sid Holland of the Schine circuit, Gloversville, N. Y., who won $1,000 in the Columbia "Only Angels Have Wings" contest (picture of Holland on page 18 of this issue), were the following ten winners of $300 each:

Jack Lexey and Al Zimbalist, Broadway, Philadelphia, Pa.; Richard D. Walsh and George H. McKenna, Lafayette, Buffalo, N. Y.; David Kamsky, Neighborhood Theatres, Inc., Richmond, Va.; Marion Parkinson, Iowa, Jefferson, Ia.; Jack Sidney, Loew's Poli, Bridgeport, Conn.; W. Osborne, Warner, Huntington Park, Cal.; E. R. Hardwick, Lyceum, Clovis, N. M., and Frank La Falce, Earle, Washington.

Edington Awaits Schaefer, Depinet

HOLLYWOOD—George J. Schaefer and Ned E. Depinet are due in Monday morning for RKO studio conferences with Harry Edington.

Government Building Pictorial History

WASHINGTON—A pictorial record of the history and culture of the present day is rapidly being built up in the National Archives in Washington.

To the more than 370,000 running feet of motion pictures acquired by the Archives during the first few months of its existence, a total of 1,175,798 feet were added during the fiscal year ended June 30, last, members of the House appropriations committee were told by R. D. W. Connor, archivist, during a recent hearing on the repository's financial needs for the coming fiscal year.

The greater part of the film turned over to the Archives came from 16 government agencies which have produced pictures, Connor disclosed, but 466,379 running feet were obtained from private sources, including newsreels, pictures illustrative of American history and a collection of Admiral Byrd's pictures on his Arctic, trans-Atlantic and Antarctic expeditions.

The newsreel pictures, he said in answer to a question by a committee member, are considered valuable for preservation for future generations, but the Archives has been handicapped by lack of money and equipment in the reproduction of films for permanent storage on acetate film. Most of the pictures received are on nitrate film, with a life of not over 15 or 20 years, but while the Archives has been given authority to make reproductions, the necessary money has never been provided and many of its films are deteriorating rapidly.

High Court Again Rejects "Ecstasy" Hearing

ALBANY—Court of Appeals, highest tribunal, refused to hear an appeal which Eureka Productions, Inc. of New York sought from a decision of the appellate division, third department, unfavorable to "Ecstasy." This was the second time the Hedy Lamarr foreign-made film had met court rejection all along the way, after the state motion picture division refused license.

Distributors of the picture first made application for a permit in 1935. They were turned down by Irwin Esmond, director of the motion picture division, who held that "Ecstasy" was "immoral" and "indecent." Appeals to Education Commissioner Frank P. Graves and to the appellate division were unavailing. Esmond rejected a revised version of "Ecstasy" in early 1939, and the board of regents upheld him. Later, the appellate division unanimously affirmed this action.

"Ecstasy" has been the most litigated picture in the 19 years of New York state censoring.

Deane Annexes One

ALBANY—Frank Deane, operator of the Colonial, Manchester Depot, Vt., has taken over the Arlington in East Arlington, Vt., from J. E. Bird, according to notices received on Filmrow.

PHILADELPHIA

PAUL RESNICK, Greenway, is the proud and doting father of a girl. Mother and daughter are coming along fine at Mt. Sinai Hospital . . . Eddie Tract, Vine Street projectionist, has left the hospital —and his appendix—and is now recuperating at home . . . Kay Milner, Horlacher, recently on the sick list, is back on the job . . . Al Davis, 20th-Fox, has whisked himself off to Florida . . . So has Billie Miller, Preferred, and Lester Wurtele, Columbia . . . Columbians who have just come back from the south, none the worse for sunburn and sand in their hair, are Esther Rudo, Bill Bethel, Ed Rosenbaum and Mort Goldstein.

Naomi Barr, secretary of Charles Baines, Metro, is leaving to make her residence in New York. Marie Connell will take her place . . . Mrs. Sylvia Lavin Indictor, Metro inspection department, is also leaving, to keep a date with that ol' stork bird . . . Dot Burrison, busy arranging for her coming trip to Florida, says planning is more fun than going . . . Percy Bloch, former district manager of Paramount here, is now permanently in Houston, Tex. . . . Vine Street gossipers gossip that they're seen Dave Barrist, Quality Premiums, more than once in the company of Harry Fried's charming daughter.

Herb Given, manager, and Charles Donahue, booker of the late Grand National company, expect to continue in the business with Fine Arts Pictures. Office temporarily is with Clark Film . . . Mrs. Philip Bresser, daughter of Morris Spiers, Lenox, is on her way back with her husband from a Florida honeymoon . . . Mel Koff's new Congress, nee Spielmont, is scheduled to open January 22 . . . Frank Freistock's West Shore, Cumberland, opened on the 15th . . . "Abe Lincoln in Illinois" drew the biggest crowd ever to attend a Sunday night screening at the Variety Club, according to club members . . . The vaudeville casts at the Fays and Tower visited the Variety Club the other night. Hinda Wassau took a bow, but didn't do her famous act. The boys thought that called for a refund of dues.

The Salvation Army trailers are going out this week . . . The United Artists boys are getting up steam in the Charles Stern Testimonial Drive, in honor of the eastern district manager . . . Faces seen at every recent prize fight: Frank McNamee, RKO; Sam Gross, 20th-Fox; Sam Stiefel, Roxy; Harry Stiefel, Grand, Ephrata; Tom Clark and Oscar Neufeld, Horlacher . . . Mrs. Edna R. Carroll, chief censor, was feted by friends on her birthday, January 14 . . . Executive board of the Film Exchange Employes Union will hold its inaugural meeting January 26 . . . The Harry Fried suit is reported scheduled to come up February 5 in the U. S. district court.

Sam Rosen and Sam Palan, Monogram, report they've been in to visit Charlie Dutkin, Girard, at the Naval Hospital where he has been confined for the last two months. He's in for an indefinite stay and is tickled to see any of the boys, they say . . . Myer Coleman, National Screen, is still in serious condition from fire injuries . . . Film Exchange Union chipped in $12 to the growing fund for the Southern Home for Destitute Children . . . Reports are a new film salesmen's organization is getting started . . . Morty Almes, former assistant manager of the Grange, is new manager at the Felton.

Promotions in the Stanley-Warner office got a push when George Schaeffer, booker, went off to Hollywood to join the RKO staff. Ted Minsky, trailer booker, took his place; Paul McGowan, accounting department, took Minsky's place, and Max Bronow took McGowan's . . . Eddie Kope, the fighting Irishman, was sent to New York with a print of "The Fighting 69th."

• REVIEW FLASHES •

LONE WOLF STRIKES, THE (Col)—That veteran fictional and screen adventurer scores a solid comeback—on the right side of the law—in the type of melodrama that thrill fans are sure to enjoy. Warren William is a suave and accomplished Lone Wolf, and the action is never allowed to lag. Fred Kohlmar produced. Sidney Salkow directed.

MIRACLE ON MAIN STREET (Col)—Infrequently a familiar formula pattern is done with new treatment and ideas. The result is a refreshing departure. Such is the case in this instance. Margo, Walter Abel, William Collier sr. Steve Sekely directed.

WITNESS VANISHES, THE (Univ)—A fairly compact mystery play, despite the fact much of the chill content was overlooked for the injection of mediocre comedy. Edmund Lowe, Wendy Barrie. Otis Garrett directed.

WOLF OF NEW YORK (Rep)—Court-room melodrama, spiced with murder and the aura of the underworld, is the stuff that makes this production go 'round. In its hectic whirl, it hits a fair speed as entertainment. The cast, headed by Edmund Lowe, Rose Hobart and James Stephenson, manages to make the situations and dialogue ring with conviction. Robert North, associate producer; William McGann, director.

YOUNG AS YOU FEEL (20th-Fox)—The Jones Family's latest fluctuates slightly below the entertainment mark which previous offerings have niched for themselves. A certain amount of humor is eked out of the proceedings, which helps. Jed Prouty, Spring Byington, Joan Valeria, Russell Gleason. Malcolm St. Clair directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Renews With Altec

NEW YORK — The Comerford circuit, operating 80 theatres in Pennsylvania, has renewed its service contract with Altec.

BALTIMORE

HAROLD GROTT, manager of the Met, has the largest key chain in town. It looks like a fugitive from a bathtub . . . Leonard Camaratta, State manager, had an argument with a street car and he and the auto came out second best . . . Morris Mechnic, New, is back after a Florida vacation . . . J. L. Schanberger, Keith's, says Cab Calloway will play at Keith's roof . . . Report has it the Gaertner Bros. are building a new theatre in Dundalk.

Rodney Collier, Warner Stanley, has remodeled the frames in front of the theatre . . . Harry Gentile, assistant manager of the State, has installed a new heating unit in his penthouse . . . Ask George Jacobs, Goldfield, why he would not take his coat off in Washington last week . . . Herman Cluster, Cluster, seen at the Lord Baltimore cocktail lounge . . . Rome managers weekly contest won by Wilbur Brizendine, Rialto, and Harold Grott, Met . . . Wife of the Preston operator, Charles Milburn, is in the hospital. . . . Baltimore theatres are cooperating with the President's Birthday Ball celebration by putting boxes in lobbies for the "March of Dimes."

Jimmy Owens, RCA, here after an absence of nearly six months . . . Morris Oletsky, Republic salesman, says the only theatre at which he ever paid to see a show is the Met . . . David Selznick and Governor O'Connor may attend the opening of "Wind" here. William Saxon of the Century has been so busy getting set for the opening, he has hardly left the theatre. And that goes for Robert Etchberger and James A. Dixon. David Martin, assistant manager at the Parkway, is also assisting.

Leonard Camaratta, State manager, went with the boys to Colonial Stables. After an hour or two of conviviality, Len fell into a woodpile. He still insists he was pushed . . . English sub-titles for the French picture, "End of a Day," current attraction at the Little, were by Herman G. Weinberg, brother of Mac (Spice of Life) Weinberg, manager of the Little . . . Park board has banned the midget auto races . . . Helen Hayes, who is at Ford's here, told reporters she is not going to make any more pictures.

Al Levine, Irvington, is vacationing in Florida. When he returns, his brother Jack plans to go . . . Harry Hunt is filling in as censor inspector. Post recently was vacated by Howard Harding . . . Howard Cooling, also a censor inspector, is back from Allegheny county where he claims he did some fancy skiing . . . Eddie Kimple is quite busy these day with reservations coming in fast for the Variety Club's second annual dinner-dance at the Belvedere Hotel January 27. Eddie says only a limited number of those reservations are left.

Jay Golden on Toes

ROCHESTER—Manager Jay Golden of the RKO Palace was right on his toes Wednesday with a pictorial report of the testimonial dinner to Frank Gannett, Rochester publisher who Tuesday night announced his candidacy for the presidency.

Albany NSS Branch to Occupy New Quarters

ALBANY—National Screen Service will occupy the first floor of the Paramount exchange building under the arrangement by which it takes over, February 1, accessories of Paramount, RKO, and Universal. Heretofore, National has maintained no offices here, although Representative Charles Ost lived in Albany. Ost will continue under the new setup.

Most of the ad sales personnel of the three exchanges probably will be absorbed. Bill Sharpe, Paramount ad sales supervisor who goes over to National along with Don Velde, Paramount ad sales manager, was here in connection with the change.

Harry Marvin, Biograph Inventor, Dies in Fla.

RYE, N. Y.—Funeral services for Harry Norton Marvin, inventor and president of the Biograph Co. formed in the early days of the industry, were held here Monday. He was 77.

Marvin, who died at his winter home in Sarasota, Fla., was an associate of the late Thomas A. Edison. With Herman Casler and W. K. Dickinson in 1893, he invented the biograph, reputedly the first true motion picture machine, using films two or three inches wide.

Walter Wanger Academy President for 1940

HOLLYWOOD—The following officers for 1940 have been elected by the board of governors of the Academy of Motion Picture Arts and Sciences:

Walter Wanger, president; Frank Capra, first vice-president; Edward Arnold, second vice-president; Robert Riskin, secretary; John Aalberg, treasurer, and Donald Gledhill, executive secretary.

Corporation News

ALBANY — New corporations: *Jubilee Pictures Corp.*, New York. To carry on business in motion picture films, etc. Capital: $9,000 with stock at $100 par value. Incorporators: Murray L. Karp, Lillien Isaacs, Joan Kaufman, 1776 Broadway . . . *Television Film Industries, Inc.*, New York. To carry on business in motion picture films, etc. Capital: $20,000 with stock at $10 par value. Incorporators: Emerson L. Simon, Albert Buchter, Rose Schechter, 291 Broadway . . . *Ruth Theatres, Inc.*, to operate the Palace, Van Vranken Ave., Schenectady. Incorporators: Samuel E. and Ruth C. Rosenblatt, 31 Hollywood Ave., Albany.

Delaware Corporations

DOVER, DEL.—Mayfair Productions, Inc., has been incorporated here to deal in motion pictures, listing a capital of $10,000. Incorporators: Walter Lenz, R. F. Lewis and C. S. Peabbles, of Wilmington.

Georgian Theatres, Inc., was also formed to engage in the business of managers of theatres, listing capital stock of 1,000 shares, no par value. Incorporators: L. H. Herman, Walter Lenz and Howard K. Webb, of Wilmington.

ROCHESTER

STAFF changes in the Schine chain, which operates 12 theatres in Rochester and vicinity, have been announced. Saul Silverman, Gloversville, has been appointed special home office representative, with supervision over the Schine theatres in Rochester, East Rochester and Fairport. He'll have headquarters in the Madison Theatre here. Louis Levitch, formerly Schine manager here, has been named managerial supervisor of Schine's Riviera. Gene Curtis, formerly advertising director of Schine theatres in Rochester, has been shifted to Syracuse, where he'll manage the Paramount.

"Mr. Smith Goes to Washington," brought back for its second showing here, is now in its third week at the Little . . . Manager Lou Mayer of the Temple Theatre has a way of getting around the New York State censors. The controversial picture, "Hitler, Beast of Berlin," was held up by the censors, who changed the title to "Beast of Berlin." Later they changed it again to "Goose Step." Mayer billed it: "Goose Step," formerly "Beast of Berlin."

For the benefit of patrons who request the return to single features at picture houses, Schine theatres have adopted a new policy of arranging schedules. By so arranging the showing of the two features it is now possible for a patron to attend a Schine neighborhood theatre any night at about 8:30 and see Feature 1 in its entirety and then leave for their homes without bothering to see Feature 2.

Visitor last weekend was Max Abramson, advance man for UA's picture "Of Mice and Men" . . . Delegates to the Central Trades and Labor Council here have supported a resolution opposing the Neely bill, which would prevent block-booking of motion pictures.

Lester Pollock, Loew's manager, is all enthused over "Gone With the Wind," which opens at his theatre January 26. In eight days, 19,681 seats had been sold for the picture, totaling $22,568. Capacity for the eight shows (seven evening performances, one matinee) is 29,288. For the picture, Pollock has made John O'Neill treasurer and Tommy Stocken assistant treasurer, has three special ticket windows open.

Greater Police Power in L. A. Film Ordinance

LOS ANGELES—Police would be given greater power in revoking film and stage theatre licenses for "overstepping bounds of decency," under the provisions of an amendment to the present ordinance. The stricter curb was recommended by the city council in a vote ordering drafting of the amendment.

"Flotsam" for Lewin

HOLLYWOOD—Albert Lewin Productions plans an immediate swing into production as a United Artists unit. Remarque's "Flotsam" has been purchased from Metro as the initialer.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Walter Wanger Is Academy Head

Officials for 1940 of the Academy of Motion Picture Arts and Sciences as elected by the board of governors:

Walter Wanger, president; Frank Capra, first vice-president; Edward Arnold, second vice-president; Robert Riskin, secretary; John Aalberg, treasurer, and Donald Gledhill, executive secretary.

Columbia Preparing to Produce "Arizona"

Columbia has taken the script of "Arizona," its $1,500,000 western, off the shelf and is dusting it off for a production start this spring. Wesley Ruggles will produce and direct. The Clarence Budington Kelland vehicle was taken off schedule last fall because of the retrenchment wave which hit Hollywood during the European war scare. Jean Arthur is set tentatively for the feminine lead.

Grainger to Warner

Edmund Grainger has been signed to a term contract as a Warner associate producer. He formerly was connected with Universal in the same capacity. No assignment has been given him as yet.

Strides by Rules Committee; Ballot for Awards Shortly

A major portion of the preparations for the 12th annual Awards banquet, to be staged February 29 by the Academy of Motion Picture Arts and Sciences, has been completed by the rules committee. Within a few days nominating ballots will be in the hands of those eligible to vote in what has come to be accepted as Hollywood's most significant and outstanding social and intra-industry event on the yearly calendar.

Rules for selection of the various awards remain largely the same as in previous years, with the following important exceptions:

1. Nomination of any one individual for more than one achievement in a classification is prohibited. Should anyone receive enough nominating votes to rank him in the first five, the achievement in which he received the most votes will be the one placed on the final ballot.

2. The winner of the Irving G. Thalberg Memorial Award for "consistent high quality of production" credited to an individual producer will be chosen by a committee of eight, including two representatives each from the actors, writers and directors Guilds and from the Award rules committee. Previously, nominations were made by producers, and the final selection resulted from a general vote.

3. Foreign films will be eligible for competition in the "best picture" classification, provided they have been shown in the Los Angeles district during the 1939 year, and have English titles or speech.

The "best picture" will be selected by a general vote of all who are qualified to vote for any other award, all members of the Academy and Class "A" and "B" members of the Screen Actors Guild.

Only Class "A" members of the SAG will nominate candidates for acting awards, but the "B" division will participate in the finals. The same distinction will apply to directorial awards as recommended by the Screen Directors Guild, while all qualified writers will nominate for scripting achievements.

Awards in Many Fields

Awards of merit will be conferred for:

Best picture, best performance by an actor, best performance by an actor in a supporting role, best performance by an actress, best performance by an actress in a supporting role, best direction, best screen play, best original motion picture story, best art direction, best cinematography, best cinematography in color, best achievement in sound, best short subjects, best film editing, best musical achievement, best original score, best song. Further, there will be a special award for scientific or technical achievement.

Nomination procedure for the art direction award is already underway, the committee in charge having met to certify the complete list of productions recommended for the honor. Each studio nominates one picture, with the entire group then being judged and a winner selected by the committee. Membership of the judging group includes Lionel Banks, Danny Hall, Cedric Gibbons, Ernest Fegte, John V. Mackay, Al Herman, McClure Capps, Lyle Wheeler, Hans Peters, Jack Otterson, Alexander Golitzen and Bert Teitelbaum.

Darryl Zanuck has been appointed by Frank Capra, Academy president, as chairman of the Research Council for 1940, representing producers in efforts to raise efficiency, lower costs and improve sound and picture quality. The council's activities include surveys and analyses of photography, laboratory processing, sound recording, motion picture optics and sound and picture projection in theatres.



Producer Hosts Director—

And a good time was had by all as Margaret Webster, New York stage director, is entertained at luncheon in Paramount's Cafe Continental by Producer-Director C. B. DeMille (left) and William LeBaron (right). Miss Webster directed the full-length version of "Hamlet" which is playing locally after a long run in New York.



Star Has Company—

M. W. Mattecheck (left), showman from McMinnville, Ore., and a group of his friends chat with Jeffrey Lynn (center) on the set of "It All Came True" at the Warner studio.

Direct Representation For "Extras" Sought

Coming on the heels of a test suit, later ordered withdrawn, filed by an extra to force the granting of full voting privileges to the Class "B" membership, the Screen Actors Guild has mailed ballots to its 1,200 Class "A" members calling for them to vote on a proposed amendment to the bylaws designed to give the extra players more direct representation.

The amendment, if approved, would provide:

1. That the "B" council, or a majority of the "B" members, must give their approval before any collective bargaining agreements affecting their rights can be made or amended.

2. That the "B" membership be given collective bargaining representation on the SAG negotiating committee.

3. That "B" members be given the right, by a 75 per cent vote, to call a strike against a given film producer—such a strike not to affect the "A" membership.

4. That they be awarded the right to call for a vote on certain matters through request of a majority of the "B" council to the SAG board.

Ralph Morgan, SAG president, declared the board unqualifiedly recommends a "yes" vote. Ballots are returnable January 22.

The arbitration committee set up under terms of the SAG-Artists Managers Guild franchise agreement received its first case when Wayne Morris filed a complaint alleging grounds for breach of contract against the Berg-Allenberg agency. Morris contends he has been neglected and mismanaged in his screen career. The Warner player named Humphrey Bogart as his arbitrator, while the Berg-Allenberg agency was granted ten days in which to select an arbitration representative.

The national labor relations board is scheduled to investigate charges filed by the Scenic Artists Ass'n that producers have refused to open bargaining negotiations, although the group contends it has been designated as exclusive representative for the craft.

Various locals in the IATSE have filed revised jurisdictional schedules with the producers, thus ironing out a controversy which arose when William Bioff, representing the union, charged that producers were hiring men in lower classifications to do work which, under union scales, they were not permitted to undertake.

Producer attorneys now are studying the final draft of the Screen Publicists Guild contract, which, if approved by them, will be submitted to George Bodle, the SPG attorney. He, in turn, will turn it over to the Guild membership to secure their approval.

Discuss Clerks' Demands

Producers also are discussing demands of the Script Clerks Guild for a $55 minimum week and other adjustments.

The Screen Readers Guild is protesting the action of the producers in slashing their demanded $45 weekly minimum to $40. The readers allege the $45 scale was agreed upon last October and declare they will request another meeting with the employers if the $45 wage is not adopted.

The Screen Writers Guild is planning to call a general membership meeting next week for the purpose of securing a vote as to what action the craft should take concerning the Neely anti-block booking measure. A committee comprising Sidney Buchman, Wolfe Kaufman, John Howard Lawson and Ralph Block was appointed to secure all available information concerning the bill and submit their findings, with any recommendations they may make, to the membership. Both the SAG and the Screen Directors Guild have officially gone on record in opposition to the measure.

NLRB Rules Studios Must Deal With Cartoon Union

WASHINGTON—Hollywood studios preparing for elections to determine whether the Screen Cartoon Guild was to be the bargaining representative of certain employes will have to deal with the International Brotherhood of Painters, Paperhangers and Decorators of America through Screen Cartoonists Local Union No. 852.

The national labor relations board this week dismissed cases involving elections in the studios of Walter Lantz Productions, Universal Pictures, Loew's, Raymond Katz Studio and Leon Schlesinger Productions Corp., ordered last year on the petition of the Screen Cartoon Guild.

The action was based on a petition filed by the union, which set forth that the guild passed out of existence last month and its members transferred to the union, and asked that it be substituted for the guild as organization party to the proceedings.

The board held that there would be less confusion if the cases were dismissed entirely and the union given an opportunity to file a new application for designation.

Carr to Washington; A Quiet in Colony

Peace—however temporary—is again the order of the day in Hollywood's scuffles with Uncle Sam and his legal crew, following the action of the federal grand jury in indicting William Bioff, IATSE executive, on an income tax evasion charge.

Immediately after the indictment was secured, Charles H. Carr, a member of the department of justice and aide to Frank Murphy, retiring attorney-general, returned to Washington. Spokesmen for U. S. Dist. Atty. Benjamin Harrison here declared that in all probability a decision would be reached shortly at department of justice headquarters as to whether Bioff will be brought to trial here immediately or whether his extradition to Illinois, as requested by Gov. Henry Horner on another charge, will be allowed to take precedence.

Carr made two trips to the coast during the fall and winter of 1939, armed with instructions to investigate alleged income tax evasions, charges of labor racketeering and other industry matters. During his exhaustive probe scores of leading film figures were subpoenaed to testify before special sessions of the federal grand jury. Bioff was charged with evading nearly $85,000 in taxes on his income during 1937 and 1938.

Meantime the government's criminal contempt suit against nine major distributors and Fox West Coast is in status quo. Date for a court hearing on the defendants' request for a bill of particulars has not been set because of the crowded calendar in U. S. district court. Attempts to stage an out-of-court session between Harold Collins and Albert Law, representing the government, and attorneys for the defendants have so far been unsuccessful.

Tom Fizdale Will Aid in "Dr. Cyclops" Publicity

Radio exploitation for Paramount's forthcoming "Dr. Cyclops" will be handled by the Tom Fizdale agency, marking one of the few times that the studio has called in an outside organization to aid in a national publicity campaign. Fizdale has checked in from New York to confer on the project with Terry DeLapp, Cliff Lewis and Bob Hussey of the studio publicity staff.

Hollywood Personnelities

Barnstormers

—Paramount

DOROTHY LAMOUR and BILL BOYD to represent studio at the President's birthday ball in Washington, January 30. Miss Lamour, following the affair, is set for a week of personals at the Chicago Theatre in Chicago.

—Warner

ALAN HALE set to open in Chicago on a four-week personal appearance tour in connection with showings of "The Fighting 69th."

Cleffers

—Metro

ROGER EDENS, music coach, given new term contract.

NAT FINSTON begins pre-recording musical numbers for "Forty Little Mothers."

"Broadway's Still Broadway," with music by HARRY REVEL and lyrics by TED FETTER, set to be used in "Two Girls on Broadway."

HERBERT STOTHART begins scoring and recording "Broadway Melody of 1940."

HERBERT STOTHART and BRONISLAU KAPER composing score for "Waterloo Bridge."

—Paramount

FREDERICK HOLLANDER writing score for "Safari."

ANDREA SETARO set to compose score for "The Woman From Hell."

"Music From Paradise," by JIMMY MCHUGH, purchased for use in a forthcoming production.

ANDREA SETARO and TROY SANDERS scoring "Women Without Names."

—Republic

"Broomstick Buckaroo," by JOHNNY MARVIN, purchased for use in "Rancho Grande," a Gene Autry western.

—Hal Roach

WERNER HEYMANN set to score "1,000,000 B. C."

—Edward Small

EDWARD WARD composing music and scoring "My Son, My Son."

—Universal

HARRY OWENS and orchestra signed for "It's a Date."

—Warner

MAX STEINER begins recording score for "Virginia City."

Meggers

—Metro

LESLIE FENTON to "Well-Dressed for Murder," a Jack Cummings production. Larry Bachman and Rose Caylor wrote the original.

REINHOLD SCHUNZEL to "Escape," based on the Ethel Vance novel of life in Nazi Germany.

—Paramount

JOHN CROMWELL to "Miss Susie Slagle's," novel by Augusta Tucker, which Arthur Hornblow jr. will produce.

—Republic

LESTER ORLEBECK moved up to a directorship from the cutting department. His first assignment will be "Oklahoma Outlaws," a Three Mesquiteers western.

—Harry Sherman

LESLEY SELANDER signs to direct three "Hopalong Cassidy" westerns.

—20th Century-Fox

HENRY KING to "Maryland," a Technicolor sequel to "Kentucky." It gets under way in February.

Options

—Metro

DAN DAILEY JR., stage actor, handed term contract.

JANE DRUMMOND given stock acting contract.

GEORGE MURPHY given new term acting contract.

NAT PERRIN joins writing staff to develop a story for Producer Louis K. Sidney.

—RKO Radio

PATRIC KNOWLES signs long-term acting ticket.

—Hal Roach

NORBERT BRODINE, cameraman, given new contract.

—Selznick International

HATTIE MCDANIEL signed to term acting contract.

—Harry Sherman

NORMAN HOUSTON given three-picture writing ticket.

—20th Century-Fox

KENNETH EARL, writer, held for another term.

ROBERT ELLIS and HELEN LOGAN, writers, held for another year.

ROBERT SHAW, actor, given contract extension.

—Warner

HERBERT ANDERSON, stock player, held for another term.

MARY ANDERSON, actress, held for another term.

JANE CLAYTON given acting contract. She is one of the stars of "Meet the People," stage revue presented by the Hollywood Theatre Alliance.

PHYLLIS HAMILTON, New York model, given acting ticket; JOHN RIDGELY, stock player, held for another term.

Percenteers

JONATHAN SMITH becomes an associate in the Walter Kane-Lew Wertheimer agency.

Scripters

—Metro

VICKI BAUM to "Broadway 1417," her own original. Miliza Korjus will star and Seymour Nebenzahl will produce as his first for the company.

IRVING BRECHER teamed with DORE SCHARY on "Go West," Marx Brothers comedy.

JOHN MONKS JR. and FRED FINKELHOFFE writing an original for Producer Arthur Freed.

GEORGE O'NEILL to "The Girl With the Cello," starring Helen Gilbert.

—Paramount

FREDERICK HAZLITT BRENNAN to "The Shepherd of the Hills, from a story by Harold Bell Wright.

FRANK BUTLER to "I Want a Divorce."

—RKO Radio

BEN HOLMES writing an original based on midget auto racing. Bert Gilroy will produce.

DALTON TRUMBO to "Child of Divorce," from a play by Leopold Atlas. It will be produced by Howard Benedict.

—Republic

BARRY SHIPMAN completes "Pioneers of the West," a Three Mesquiteers western.

—Charles R. Rogers

ALBERT BENHAM and JEANNE SPENCER to "Senate Page Boy," their own original, for Columbia release.

—Edward Small

MALCOLM STUART BOYLAN polishing "Pago Pago."

—20th Century-Fox

HAROLD BUCHMAN to an untitled "Jones Family" picture.

SEYMOUR ROBINSON joins writing staff.

ART ARTHUR and ROBERT HARARI to "Passport to Love."

—Warner

WALLY KLEIN and BERTRAM MILHAUSER complete "An Angel From Texas," forthcoming Eddie Albert starrer.

ROBERT ROSSON to "The Sea Wolf," an Edward G. Robinson starrer.

Story Buys

—E. B. Derr

"Refugee," by Martin Mooney. Derr will produce independently. Mooney has been signed to do the script.

—Globe Productions

"The Life of Horace Mann," by Lorraine Noble.

—Goldberg-Port

"Son of Thunder," by Clarence Muse and David Arlen. It is based upon the founding of the Liberian republic in Africa and will be one of a projected 12-picture series. Muse will star.

—Metro

"Philadelphia Story," Broadway stage success. Under terms of the deal Katharine Hepburn, who starred in the legitimate production, will also have the principal role in the film version.

—Paramount

"Mystery Ship," by Robert Grant. Ray Milland and Susan Hayward will head the cast, with Eugene Zukor producing.

—RKO Radio

"The Thundering Frontier," by Norton S. Parker, as a vehicle for George O'Brien.

—Harry Sherman

"Ranger Guns West," by Norton S. Par-

(Continued on next page)

PERSONNELITIES

(Continued from preceding page)

ker, as a "Hopalong Cassidy" vehicle. Parker will script.

Technically

—Columbia

SID HICKOX borrowed from Warner to photograph "The Doctor Takes a Wife."

LE ROY PRINZ doing dance routines for "Too Many Husbands."

—Freelance

THREE STOOGES, GLORIA DICKSON, CLIFF EDWARDS, the BREWSTER TWINS and others in the "Seeing Stars" stage unit have begun personal appearance tour in Chicago.

—Sol Lesser

JACK COSGROVE, special effects man, borrowed from Samuel Goldwyn to work on "Our Town."

—Metro

WILLIAM DANIELS photographing added scenes for "New Moon," co-starring Jeanette MacDonald and Nelson Eddy.

GEORGE FOLSEY to photograph "Two Girls on Broadway."

EDDIE LARKIN set as dance director on "Two Girls on Broadway."

MARX BROTHERS preparing a "try-out" tour, using the comedy highlights of their next film, "Go West." Tour, to be launched this spring, will carry through for two months.

DICK DUCE named art director on "The Hidden Master," a "Passing Parade" one-reeler.

BOYCE HOUSE signed as technical advisor and script consultant on "Boom Town," a Sam Zimbalist production.

MR. AND MRS. ERNST MATRAY directing ballet dance sequence for "Waterloo Bridge."

JOE RUTTENBERG to photograph "Waterloo Bridge."

PETE SMITH begins production of "What's Your I. Q.?" first in a new series of one-reel "quiz" pictures. He will ask questions of the audience and permit a 15-second interval before answering.

SID WAGNER to photograph "20-Mule Team."

PAUL WRANGELL set as technical advisor on "Science Finds a New SOS," latest John Nesbitt "Passing Parade" short which Basil Wrangell is directing.

—Paramount

STEVE PASTERNACKI appointed head music librarian by Louis Lipstone, director of the music department. He takes over the duties of Maurice Borodkin, who died of a heart attack recently.

HARRY MILLS set as sound technician on "Destiny."

ARTHUR ROSSON and FRED HARRIS pull out on 4,000-mile location hunt through Arizona, Texas and New Mexico for "North West Mounted Police."

HAROLD SCHWARTZ named business manager on "The Night of January 16," which Mitchell Leisen will produce and direct.

SIDNEY STREET set as unit business manager on "Destiny," Basil Rathbone starrer.

TED TETZLAFF to photograph "Destiny," Basil Rathbone starrer.

HAL WALKER set as Mitchell Leisen's assistant on "The Night of January 16."

—20th Century-Fox

GENE BRYANT set as Director Walter Lang's assistant on "Twinkle, Twinkle, Little Star."

JANE DARWELL set to attend the New York premiere of "The Grapes of Wrath," January 23.

—Warner

AL ALLEBORN named unit manager on "All This and Heaven, Too."

FRANK DEWAR set as film editor of "Famous Movie Dogs," which Del Frazier is producing and directing.

JESSE HIBBS assigned as assistant director on "An Angel From Texas."

Schenck and Zanuck East For Parley on Schedule

Scheduling two weeks of conferences with President Sidney R. Kent, Herman Wobber and other homeoffice executives concerning tentative lineups for the 1940-41 program, and plans for the annual sales convention, Joseph M. Schenck and Darryl Zanuck have trained to New York. They were accompanied by Gene Markey, his wife, Hedy Lamarr, and Mrs. Zanuck, who were scheduled to attend the New York premieres of "The Blue Bird" and "The Grapes of Wrath."

Also eastern bound was Y. Frank Freeman, Paramount vice-president in charge of studio operations. He stopped off in New Orleans for conferences with E. V. Richards, head of the Richards theatre circuit, who accompanied him to New York for a week of huddles at the homeoffice. Freeman will be joined next week by Cliff Lewis, studio advertising and publicity director.

Other departures:

Howard Dietz, Metro's publicity-advertising director, wound up a two-week parley at the studio pertaining to campaigns on spring releases and left for New York.

Roy Disney, vice-president of Walt Disney Productions, checked out for the east to arrange final details concerning release dates and premiere openings of "Pinocchio" with Ned Depinet and other distribution executives of RKO Radio, which is releasing the full-length cartoon.

Joseph Bernhard, general manager of the Warner Theatre interests, has returned east after conferring with Jack Warner, Hal Wallis and other studio officials. While here he looked over current and forthcoming product.

With Jules Levy checking in to begin preparations for producing "The Boys From Syracuse," executive conferences at Universal are still on. President Nate Blumberg, William A. Scully and Joseph Seidelman have been here for more than a week huddling with Cliff Work and Matty Fox discussing the tentative 1940-41 lineup. Levy's independent production, which will star the Ritz Brothers, will be released by Universal on its 1939-40 schedule.

Samuel Goldwyn has returned from New York, where he journeyed to accept the Critics' Award as producer of "Wuthering Heights," deemed by them as the best picture of 1939.

Scott R. Dunlap, Monogram production chief, and Trem Carr are in from the east, where they attended a meeting of the company's board of directors.

Producer-Director Frank Lloyd has left for Williamsburg, Va., to scout authentic historical locations and arrange to pick up background material for use in "Tree of Liberty," the novel of early American days by Elizabeth Page, which will be Lloyd's first independent production. He purchased the story and a completed screen play by Sidney Buchman from Columbia recently, and at the same time pulled out of a producer-director contract with that studio to go on his own.

Negotiations for distributing "Tree of Liberty" and five other vehicles during a two-year period are, meanwhile, under way with Universal, Lloyd's associate, Jack Skirball, declared. Skirball, who remains in charge of the unit during Lloyd's absence, said, however, that no contracts will be signed until Lloyd returns from his location-hunting trek.

Franklyn Warner, president of Fine Arts, pulled out for the east to begin a tour of the 27 exchanges which have been set up to handle the 42-picture lineup he will produce for the 1940-41 slate. He launches his trip in New York.

Paramount Buys Story

Paramount has purchased "Mystery Ship," by Robert Grant, for Producer Eugene Zukor. Ray Milland and Susan Hayward draw topline roles.

REVIEW FLASHES

LONE WOLF STRIKES, THE (Col)—That veteran fictional and screen adventurer scores a solid comeback—on the right side of the law—in the type of melodrama that thrill fans are sure to enjoy. Warren William is a suave and accomplished Lone Wolf, and the action is never allowed to lag. Fred Kohlmar produced; Sidney Salkow directed.

MIRACLE ON MAIN STREET (Col)—Infrequently a familiar formula pattern is done with new treatment and ideas. The result is a refreshing departure. Such is the case in this instance. Margo, Walter Abel, William Collier sr. Steve Sekely directed.

WITNESS VANISHES, THE (Univ)—A fairly compact mystery play, despite the fact much of the chill content was overlooked for the injection of mediocre comedy. Edmund Lowe, Wendy Barrie, Otis Garrett directed.

YOUNG AS YOU FEEL (20th-Fox)—The Jones Family's latest fluctuates slightly below the entertainment mark which previous offerings have niched for themselves. A certain amount of humor is eked out of the proceedings, which helps. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason, Malcolm St. Clair directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Correction

An error was made in allocating the writing credits on Warner's "Brother Rat and a Baby" in the "Spearheads" column of the January 13 issue of BOXOFFICE. Credit for the original screenplay should have been awarded to Fred Finkelhoffe and John Monks jr.

Shearer's Next Set

Norma Shearer's next Metro starrer will be "Forever," a story by Mildred Cram. Sidney Franklin has been assigned to produce, with cameras rolling in February.

DeMille Borrows Cooper

Gary Cooper has been borrowed from Samuel Goldwyn by Paramount for one of the top roles in Cecil B. DeMille's "Northwest Mounted Police." He will share honors with Joel McCrea and Madeleine Carroll.

Cinémarks

Ernst Lubitsch is vacationing in New York City for a month . . . Fred Harris, organizer of Paramount's location department, is under a doctor's care in Hemet following a heart attack during a location jaunt on which he was being accompanied by Arthur H. Rosson.

*

Director John Cromwell has headed for Washington, D. C., to attend the "Abe Lincoln in Illinois" premiere January 22 . . . Business has taken Talbot Jennings, Metro writer, to New York.

*

The American Association of Actors and Artistes will hold its annual ball February 22 at the Cocoanut Grove, according to an announcement by Ralph Morgan, president of the Screen Actors Guild, an AAAA affiliate. Executive committee arranging the affair includes Morgan, I. B. Kornblum, of the American Federation of Radio Artists, and Edward Arnold, Eddie Cantor, Fred Keating and Kenneth Thomson.

*

Bryan Foy has returned from a two-week holiday in Dallas and Miami . . . Mr. and Mrs. Harry Sherman have trained east for a vacation.

*

Alice Faye has returned to 20th Century-Fox after vacationing for a month in New York . . . Director Sidney Lanfield, recovered from a recent illness, is picking up background material in Gotham for his next 20th Century-Fox assignment.

*

Jack Coyle, production head of Cathedral Films, is back on the job after a vacation in Oregon and Washington . . . Carl Dudley, writer in Metro's shorts department, has returned from Washington, D. C., where he gathered data on a forthcoming picture . . . Entertainment galore was on hand for the testimonial dinner given William LeBaron by the Masquers. Program included Jack Benny, Andy Devine, Phil Harris, Eddie (Rochester) Anderson, Fred MacMurray, Robert Taylor, Pat O'Brien, Eddie Cantor, Mischa Auer, Richard Dix, Frank Morgan, Charles Laughton, Bob Burns and Don Ameche.

*

Margaret Webster, New York stage director, was entertained at luncheon by C. B. DeMille, with Y. Frank Freeman, William LeBaron, A. M. Botsford, Richard Halliday and Bill Pine as other guests . . . Victor Fleming, Metro director, has gone to Florida hunting locations for his next assignment. He plans to stay from three to four weeks.

*

Claudette Colbert is vacationing for two weeks at Sun Valley, accompanied by her husband, Dr. Joel Pressman . . . Bert Gilroy has checked in at RKO Radio after a holiday at his Arizona ranch.

*

C. B. DeMille has been appointed chairman of the motion picture committee for National Defense Week, to be observed February 12-22. Appointment was made by Capt. Lynn D. Smith, general chairman. DeMille is a member of the signal corps reserve and of the Reserve Officers' Ass'n . . . Edward Wolfe, Harry Sherman's production manager, and Mrs. Charlotte Lloyd of Los Angeles, formerly of Nashville, Tenn., were married in Yuma, January 16 . . . Robert Taplinger, Warner studio publicity chief, spent a day in Reno and Virginia City, Nev., setting details for the premiere of Warner's "Virginia City" in the latter community.

*

Edward Small has been called to Savannah, Ga., by the serious illness of his mother . . . Sol Lesser entertained the press at a dinner party on the sound stage the night before he gunned his first United Artists production, "Our Town."

*

James Roosevelt was guest speaker at a dinner in Portland, Ore., honoring Ted Gamble, showman of that area, who was voted by the junior chamber of commerce as the community's outstanding citizen of 1939. Roosevelt was scheduled to continue on to Seattle to visit his sister, Mrs. John Boettiger, and will return here next week . . . Scott R. Dunlap has sidetracked his Monogram production duties temporarily to nurse a flu attack.

Riskin Quits Columbia; Other Studio Changes

Everett Riskin, Columbia producer, has submitted his resignation, effective upon expiration of his contract with the studio in mid-February. Riskin has been affiliated with the company for more than five years as a writer and producer. He had no announcement to make as to his future plans.

Paramount has transferred Eugene Zukor and Stuart Walker from posts as associates in the Harold Hurley production unit to berths as producers directly under William LeBaron, effective immediately. Remaining under Hurley's jurisdiction are William C. Thomas and Edward T. Lowe.

Victor Shapiro has been appointed public relations counsel for Lieut.-Gov. Ellis Patterson, who has announced his candidacy for nomination to the U. S. Senate as a Democrat. Shapiro was formerly publicity-advertising director for Selznick International and has long been connected with motion pictures as a publicist and screen writer.

Republic has added Jack Scharding to its accounting department.

Production Is Up Again; 38 Films Are Shooting

The production pendulum has swung back to near-normal, with 38 features in work—14 of them new starts—and making a quick recovery after hitting a low period during which the total being filmed had dropped off to 32. Nearly every studio showed a gain over the previous week's activity.

Room on Selznick Lot To Franklyn Warner

Reaffirming the statement attributed to him by spokesmen to the effect that he "wouldn't gain anything" by purchasing the now defunct Grand National Pictures when it went on the auction block in New York, Franklyn Warner, president of Fine Arts Pictures, has apparently definitely sidetracked any plans he may have had for buying into control of GN.

That his reported desire to purchase the company had chilled was further emphasized when Warner transferred his FA headquarters from the GN to the Selznick International lot and announced future product will be made at the latter studio. Meantime the GN plant remains in charge of Ira Sidell, accountant, ordered to take over the reins for the time being by Harry Fromberg, GN's new trustee.

Shortly after GN was ordered liquidated by a bankruptcy referee, after President E. W. Hammons had failed in efforts to promote an R.F.C. loan, Warner, in Hollywood, announced the formation of his own exchange setup. It will distribute 42 pictures he will make during the 1940-41 season, as well as the five features he produced for GN during 1938-39, and which a New York court has ordered returned to him. Branches have already been aligned in 25 key cities, with Sol Edwards appointed eastern sales representative, and additional exchanges are to be set up as fast as satisfactory manpower can be found to manage them.

42 Films on Schedule

Warner's FA production schedule will comprise 26 features and 16 action melodramas. Now being readied for the cameras are "Dead Man's Cipher," "S. O. S. Submarine," "Derelict Street" and "At Your Age." The new organization will in no way affect Warner's three-picture release with RKO Radio, under which "Isle of Destiny" has already been delivered, to be followed by "Land's End" and "Slave Ship."

FA pictures restored to Warner include "Shadows Over Shanghai," "Frontier Scout," "Cipher Bureau," "The Long Shot" and "Panama Patrol." These represent an estimated investment of about $500,000, including negative costs, prints and advertising accessories.

Two new independent production units have been organized. Del Frazier, who has been producing short subjects for Warner release, has incorporated Arapahoe Productions to make feature-length films using only Apache Indians as players, and dealing exclusively with native American Indian life. First of the proposed series will be "E-Wa-Ta," from an original by Frazier, to be followed by "Hiawatha."

Also incorporated was the Aetna Film Corp., listing Arthur Dreifuss, William C. Kent and Rudolph Brent as directors and securing authorization to issue 1,000 shares of stock.

Buy Horace Mann Story

Globe Productions, James Roosevelt's company, has purchased film rights to "Life of Horace Mann," by Lorraine Noble.

Seek Data on Commercialized Previews and "Moveovers"

LOS ANGELES—In order that a definite and practical policy can be worked out to eliminate commercialized previews and first-run "moveovers," which it considers exhibition abuses, the ITO of Southern California and Arizona is requesting unaffiliated showmen in the territory to turn in complete reports on every moveover and "preview" in their vicinities to the ITO offices.

An appeal for cooperation was made by R. H. Poole, the ITO's executive director, in a bulletin declaring that producers and distributors have agreed to aid in correcting the two problems provided each individual abuse is reported in detail. The letter to exhibitors was accompanied by a chart to be filled in and returned to Poole reporting the number of "previews" and moveovers in competing circuit theatres throughout the territory.

"No one can win a battle without ammunition," Poole's missive declared, "and it is ammunition we need from you in accordance with this request."

Advance Men for Depinet Drive in Pause at RKO

LOS ANGELES—The advance personnel now touring the country in the interests of the Ned Depinet drive, on Wednesday visited at the RKO studios. The delegation was headed by Herb MacIntyre and included Cresson E. Smith, western and southern sales manager; H. C. Cohen, western district manager, and Harry Gittelson, editor of *Flash*, company organ.

MacIntyre's next stop will be Dallas where he will confer with Sol Sachs, exchange head, and other personnel members. Robert E. Mochrie, southern district manager, will accompany the delegation on their tour of southern offices.

Rugar Is Re-elected Head Of Intermountain Ass'n

SALT LAKE CITY—John Rugar of Park City was re-elected president of Intermountain Theatre Ass'n at the annual directors' meeting at the Newhouse Hotel here.

George Smith of Magna was re-elected vice-president, and Beverly S. Clendenin of Salt Lake was again named secretary-treasurer.

New directors named are I. H. Harris, Burley, Ida., and Earle Steele, Nephi, Utah. Other directors include J. J. Gillette, Tooele; Joseph L. Lawrence, Salt Lake, and Paul De Mourdant, Blackfoot, Ida.

Weber Opens Wistaria

SIERRA MADRE, CAL.—The Wistaria, a 300-seat house, has been opened here by Milton Weber. Bookings are being handled by Harry Rackin's Exhibitors' Service, Inc.

Ask AFL Council to Brand FWC 'Unfair'

LOS ANGELES—Charging that Fox West Coast has taken no action toward negotiating a new deal, although its old contract expired last December 15, Local 99 of the Building Service Employes, AFL, has requested the AFL's Central Labor Council to place the circuit on the "unfair" list.

Ray Pinelli, business agent for the local, contends he has several times attempted to arrange for a conference concerning a new contract with FWC executives, with no success. The union represents janitors, caretakers, elevator men and other maintenance crews.

The CLC's executive committee was scheduled to meet January 19 to consider the local's request. If granted, the Fox circuit would be termed "unfair" in its operation of houses from here south to San Diego. Local 99's jurisdiction does not extend north of Los Angeles.

Beyond admitting that no new contract had been negotiated, members of FWC's legal department had no comment to make on the local's threat. Spokesmen declared the matter could be acted upon only by President Charles P. Skouras, who is currently in New York.

Win First Round in Damage Suit Against IATSE Local

LOS ANGELES—Having secured a temporary modified injunction restraining the union from using more than two pickets, Dan B. and Etta Irvine, owners of the Gem in South Gate, are the victors in the first round of a suit filed by them against Projectionists Union Local 1418, CIO, seeking damages because of the trouble which arose after they discharged a union projectionist.

Irvine, claiming his operating profit is not large enough, discharged Theodore Engler, projectionist, who had been earning $35 weekly. Immediately the local ordered pickets to be set out in front of the house because Irvine hired a non-union replacement for Engler at less money. The Irvines then went into court alleging the picketing to be unjustified and to be causing them monetary loss, and also asserting that union representatives threatened "intimidation and coercion." They seek damages in the amount of $5,000. Trial date has not been set.

Judge Emmet H. Wilson also dismissed counter-charges by the union that the plaintiffs were in contempt of court because they alleged in their complaint that no union trouble existed at the theatre. In so doing the jurist admitted that a dispute existed and still exists between Engler and the Irvines, but held that the theatre owners had severed the relationship as far as possible by discharging him and that for that reason the plaintiffs cannot be accounted guilty of contempt.

Irvine told a BOXOFFICE representative that he had attempted to persuade Engler to accept a wage reduction and in every other way had tried to "play ball" with the union, but that his offer had been rejected.

In the absence of R. L. Roussel, business agent, no comment on the suit has been forthcoming from the union.



Says Thanks—

Walter Wanger, producer of "Stagecoach," accepts over a nationwide hookup the New York critics' award for the best screen direction of 1939 *in behalf of John Ford, director of "Stagecoach."*

Majors Again Pledge Rogers Drive Aid

NEW YORK—The cooperation of all major circuits and distributors has been pledged in an endeavor to make the 1940 Will Rogers National Theatre Week which begins April 18 more successful than those of preceding years, according to Major Leslie E. Thompson, campaign chairman. The drive will run seven days.

Collaborating with Thompson are the executive heads of the five major circuits: Charles C. Moskowitz, M-G-M; Joseph Bernhard, Warner; Leon D. Netter, Paramount; John J. O'Connor, RKO; and Spyros P. Skouras, National Theatres. Others on the committee are Ed Kuykendall, MPTOA president; Harry Brandt, head of the ITOA; Dave Palfreyman of the MPPDA; Max Cohen, head of Allied of New York and Abram F. Myers of National Allied.

Distributor representatives on the committee include Neil F. Agnew, Harry D. Buckley, Edward Golden, James R. Grainger, Ned E. Depinet, Abe Montague, Wm. F. Rodgers, William A. Scully, Gradwell L. Sears and Herman Wobber. A. P. Waxman is again director of the campaign.

Infantile Paralysis Drive Gets Support

LOS ANGELES—With the Independent Theatre Owners of Southern California and Arizona to act as clearing house for unaffiliated exhibitors, showmen in this area are demonstrating unanimous enthusiasm for the forthcoming infantile paralysis fund-raising drive in Southern California. The campaign will be staged in theatres during the week of January 21-27 inclusive, under the general guidance of Joseph M. Schenck, vice-president of the National Infantile Paralysis Foundation and chairman for the state of California.

E. S. Calvi of the ITO's executive board is conducting the drive for independent showmen. He heads a committee comprising Robert H. Poole, ITO executive director; Jack Y. Berman, John Keough, Irving Carlin, A. L. Gore, Hugh Bruen, George Bromley, Harry Vinicof, Jimmy Edwards, Milt Arthur, Louis Ward, Ida Schreiber, George Bourke, Gene O'Keefe and Manny Hoffman.

The fund-raising trailer this year was prepared by 20th Century-Fox with Tyrone Power delivering the plea.

PORTLAND

RKO ENTERTAINED a posse of bigwigs, including Cresson E. Smith of New York; Herbert MacIntyre, captain of the current drive; Harry C. Cohen, western district manager, and Harry Gittelson, editor of *Flash*. They are making a swing around the district and have gone south at this writing, but are expected back . . . Al Anderson, Paramount branch manager, was called to Sioux Falls by the death of his father-in-law . . . Walter Leverett, Ashland theatre, hotel and pear orchard operator, was in this week booking for his houses in Ashland, Weed and Yreka.

The Filmrow gang presented Mr. and Mrs. Howard Mapes with a beautiful lamp in recognition of their 30th wedding anniversary . . . S. G. Mendenhall, Grants Pass; Don Radabaugh, Roseburg, and Eino Hemmila, Medford, managers of Hunt theatres were in, and the Row heard of George Hunt's recent marriage in Las Vegas . . . Other out-of-towners included Orville Woods, Lloyd Claver and Dude Smith, from the coast; Lloyd Moore, Hermiston; N. A. Goodin, Carlton; E. L. Dickens, Longview, and Dutch Stover, Bend.

Paramount was visited by District Manager G. A. Smith and also A. T. Young, auditor, junketing from New York . . . Bob Colvig, chief announcer at KOIN, is due to leave soon for Panama for a visit with Mrs. Colvig's folks and plans to head south from there for a gander at South America where he may locate . . . The *Oregonian's* Herb Larson is doing a nice job of reporting his current tour of the Hollywood studios. His closeups of the stars and their work have destroyed no glamour.

SEATTLE

THIS burg got its first flurry of snow this week, but it only lasted a few minutes. With other parts of the country suffering heavy snows and wintry blasts, the northwest is enjoying practically spring weather . . . At last the date has been set for the opening of "Gone With the Wind." Frank L. Newman, president of the Evergreen State Amusement Co., announces the picture will play the Fifth Avenue starting Thursday, January 25.

Charlie Beale of the Capitol in Juneau, Alaska, has been elected president of the Chamber of Commerce for the 1940 *term . . . George Mitchell is coming from Los Angeles to join the sales staff of National Screen Service. He will cover the territory of Washington, northern Idaho and Montana, succeeding A. J. Sullivan who resigned to join United Artists . . . Gil Holman, formerly with Western Theatre Supply, is covering eastern Washington and Montana for National Theatre Supply . . . Joe Roberts, publisher of the* Amusement Guide *and* Seattlife, *leaves in a few days for a trip east. Joe will stop in the various key cities and snap pictures of former Seattlites who have "gone places" in this world in various types of business. All will be published in a special edition of* Seattlife.

H. O. Berger of the Northwest Film Service was married this week. After a quiet ceremony and a wedding dinner at the Film Club the happy couple left for Vancouver, Canada for their honeymoon . . . Ray Cox and Russ Waggoner planning a series of ribs and wise-cracks with a group of their dealers as the victims. They will hold a big gathering in the Film Club quarters . . . Florence Watson, secretary of the Republic exchange, is now Mrs. Andrew Reynoldson, having married Andy during the past weekend . . . Senior Mercy off to Chicago to attend a convention, then on to New York. He will be gone for a couple of weeks . . . J. T. Sheffield flying to Butte. From there he will visit his Salt Lake exchange.

Eddie Lamb, local head of RKO Radio, down to meet Cresson E. Smith, western sales manager; Herb McIntyre, drive captain, and Harry Cohen western district manager. All were here in the interest of the Ned Depinet Drive. Also attending the meeting was W. Jones of the Vancouver, B. C. branch . . . Sylvia O'Neal holding open house for ladies only in honor of Adelaide Cooper, who is visiting from San Francisco . . . Dorothy Mercy also entertained Adelaide with a bridge luncheon . . . Al Forman here from Portland and conferring on business with John Danz, and his brother Bill Forman of Sterling Theatres.

Al O'Keefe, coast head of Universal, to Salt Lake after a conference with L. J. McGinley at the Universal exchange . . . Marty Weiser in from Hollywood to aid in exploiting "A Child Is Born," which will open soon at the Roosevelt . . . Jerry Ross leaving his spot at the Palomar to do master of ceremonies at the Orpheum in Portland for a week. Both houses are in the Sterling group . . . Gene Austin, picture, stage and radio singer was a guest of honor at the University of Washington Chapter of Pi Kappa Alpha. Gene is appearing at the Mike Lyons' Show Box . . . Ruth Cohen staging a surprise dinner for Mrs. Joe Danz of the Embassy . . . Guests of honor for the surprise night at the Northwest Film Club, included Chief Thundercloud of the picture "Geronimo," the Hilton Sisters (the Siamese Twins), and Gene Austin.

Eddie Rivers, demon press agent, proved his versatility this week by doing m.c. business for the personal appearance of Thundercloud at the Orpheum . . . Al Wilson getting a newspaper break about his record of handling reserved seat sales in most every spot in town . . . Cecil Gwinn, well on the mend, is back on the Row again doing his booking . . . Bill Evans of the Post Street in Spokane, over for a fast visit. In around noon and out by four . . . Alys Johnson back from the Montana trip . . . Ned Edris on a business trip to New York, leaving Bill Conner with the weight of the theatres on his shoulders.

The Danz clan gathered together this week to celebrate the birthday of their father who attained the age of 90. Among those present were Mr. and Mrs. John Danz, president of Sterling Theatres; Mr. and Mrs. Fisher with their daughter and son Melvin from Portland; Mr. and Mrs. Joe Danz of the Embassy; Mr. and Mrs. William Forman, general manager of the Sterling Theatres; Fred Danz; William and Mrs. Danz; Mr. and Mrs. Chekin (Pearl Danz); Mrs. Weslow and daughter Lucille; Mr. and Mrs. Spellman; Mr. and Mrs. Carroll and son Theodore; Mr. and Mrs. Si Danz. Moving pictures of the affair were made in color.

Osborne and Walker Win Prizes for Exploitation

LOS ANGELES—For their exploitation campaigns on "Only Angels Have Wings," a nationwide contest conducted by Columbia, William Osborne, manager of Warner's Huntington Park, and James Walker, who manages Fox West Coast's Alcazar in Bell, each have received $300 in prize money.

Next for Ginger Rogers

HOLLYWOOD—Ginger Rogers' next production for RKO will be "Bonne Chance," a story by Sacha Guitry. George Haight will produce.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

LOS ANGELES

FRED GAGE of the United Artists sales staff is back on the Row, pretty well recovered from a shoulder injury which he received in a recent accident . . . There's a padlock on the Grand National exchange, which closed up when a New York court ordered the company liquidated . . . Lou Goldstein of Astor Pictures has added to his product lineup "Rain," with Joan Crawford, "The Heart of New York," with Al Jolson, King Vidor's "We Who Dared"—formerly "Our Daily Bread"—"The Crooked Circle" and "Masquerade of Crime," featuring Mischa Auer.

Ben Fish, United Artists western district manager, pulled out on a swing around his exchange district, with San Francisco his first stop . . . Herb MacIntyre, who is in charge of RKO Radio's Ned Depinet sales drive, January 27-May 10, has checked in to build up enthusiasm in the campaign at the local office. He's making a tour of the company's exchanges throughout the country.

The "Raffles" influence: Burglars broke into the Majestic exchange, lifted a radio and some office equipment, but left the stock of films strictly alone . . . And a sweet-toothed bandit drilled holes in the doors of Ben Peskay's Palms Theatre in Palms, gained entrance and stole $10 worth of confections from a candy machine in the lobby.

The Independent Theatre Owners will hold its sixth annual midnight show at Grauman's Chinese February 2. Bob Poole, executive director, is working out the details . . . Poole has been notified that the ITO of Oregon holds the next meeting of its advisory board January 22, at which time two trustees will be appointed to represent it on the Pacific Coast Conference of Independent Theatre Owners.

Columbia held a trade screening of "His Girl Friday," starring Cary Grant and Rosalind Russell, at the Fox Boulevard Theatre January 15 for local exhibitors . . . Morris Barsky, of Astor Pictures, is recuperating at home following a serious operation.

Jim Hone jr., who is managing the Esquire, was a visitor at the Independent Theatre Owners offices, as was M. W. Mattecheck, an exhibitor from Oregon . . . Two theatres are under construction here bearing the same name. Al Galston and Jay Sutton are building the Hawaii in Hollywood and Jay Berman is constructing one in Wynverwood, East Los Angeles, also calling it the Hawaii.

Al O'Keefe, Universal's western district manager, has returned to the local office after paying calls on exchanges in Salt Lake, Denver and San Francisco . . . Sam Milner, Universal salesman, left for his Arizona territory after a stopover in San Bernardino.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Operator in Nome, Alaska, Is a Guest at Paramount

HOLLYWOOD—Operator of the only theatre in Nome, Alaska, C. H. Code was a guest of Paramount during his current visit to the film colony. Code is accompanied by his wife.

The north country exhibitor revealed that his house has been in continuous operation for 28 years, with only one exception—when fire destroyed it. He rebuilt in less than two months. On the last boat in the summer Code ships about 125 pictures to store for the winter season, which are returned to Seattle exchanges in the spring.

Back From Confab

BERKELEY, CAL.—L. C. Denehie, Burch Mfg. Co. representative in this territory, has returned from Kansas City where he attended the annual convention of salesmen of the popcorn machine company.

Debut of "Quizem"

PORTLAND—"Quizem," a new audience game, has made its debut in a half dozen or more suburban houses and is reported to be spreading rapidly.

"Escape" to Schunzel

HOLLYWOOD—Reinhold Schunzel will direct "Escape" for Metro. Film will be based on the Ethel Vance novel of life in Nazi Germany.

SALT LAKE

REPORTS on motion picture studies, sponsored by the Better Films Committee of the Salt Lake District Federation of Women's Clubs, were presented by Mrs. Edmund Kearns and several other members at a meeting in the Hotel Utah here. Mrs. W. R. Carter, chairman, conducted the meeting.

Andy Floor, manager of the Roxy and Star theatres here, is expected back momentarily from a California business trip . . . In a brief stopover here en route to New York, Darryl F. Zanuck, 20th-Fox production chief, said he regards "Brigham Young" as one of his company's most important forthcoming releases.

The Nurse Edith Cavell Post of the local American Legion were guests at a special screening of RKO's "Nurse Edith Cavell" at the 20th-Fox exchange. The local post includes 18 nurses who served overseas during the last war . . . Top RKO sales executives met here at the local branch in connection with the Ned Depinet sales drive.

Harry David, general manager of Intermountain Theatres, is expected back soon from the east . . . Short subjects, featuring popular and symphonic music by leading orchestras, were shown at the annual banquet of the Local 104, Salt Lake Federated Musicians union. Affair was held at the Hotel Utah.

DENVER

RICK RICKETSON, Fox Intermountain manager, announced a number of changes, both in managers and assistants. Managerial changes include the moving of Ed Nelson from Las Cruces, N. M., to Denver, where he will manage the Hiawatha; Vern Fletcher from manager in Billings, Mont., to city manager in Montrose, Colo.; Don Dungan from city manager at Montrose to city manager at Delta, Colo., and Ike Byrne from city manager at Delta to city manager at Las Cruces. Assistant changes included the moving of Wm. Parker from the Broadway, Denver, to Pocatello, Ida.; C. W. (Stub) O'Brien from North Platte, Neb., to Las Cruces, N. M.; Virgil O'Dell from Cheyenne, Wyo., to the Aladdin, Denver; Floyd Benda from Boulder, Colo., to the Tabor, Denver; Virgil Hewitt from Longmont, Colo., to the Webber, Denver; three ushers have been promoted to assistant managers, including Charles Walser at the Broadway, Denver; Marvin Skinner at North Platte, Neb., and Don Smith at Boulder. Lloyd Boreing has been promoted from assistant at Pocatello to manager of the Babcock, Billings, Mont., and Corning Hills has been made assistant manager at Las Cruces, N. M.

J. J. Goodstein, who owns the Longmont, Longmont, Colo., has taken the house back and will operate it. The house has been under lease to Fox for several years, but last fall the circuit built a new house there and closed the Longmont . . . The name of Duke Dunbar was inadvertently left out of the list of directors for the year for the Rocky Mountain Screen Club. Dunbar, formerly secretary of the Denver film board of trade, is an attorney, and is a hard and consistent worker for the film industry. He is especially tireless in his efforts during the sessions of the legislature and has done effective work in heading off adverse legislation.

Mary Depue, secretary at National Theatre Supply, was married to Kenneth Moore, connected with the Chevrolet Motors, and the happy couple have gone to Briton, Colo., to make their home. Becky Goodyear succeeds her in the job. . . . The local exchange of Grand National has been closed, and Edward Safier, manager, will announce his future plans in a few days. The Premier Exchange, which had offices with them, will work out of the Crest Hotel here until suitable quarters can be found. Ann Price, of the Grand National shipping room, has secured a job with 20th Century-Fox as inspectress.

T. B. Noble has returned as general manager of the Westland Theatres, but with headquarters at Colorado Springs. He succeeds Larry Starsmore, who goes to Pueblo as city manager for the same company. Margaret Fitzsimons, who was Noble's secretary and booker previously, has returned to the job, giving up a like situation at Gibralter theatres. Noble has been operating a theatre in Oklahoma City . . . Si Gertz has resigned his post as manager of the Plaza and has returned to his former job as publicity director of the Civic theatres, where he also will edit the Civic News.

"EARLY BIRD" ADMISSION INSISTENCE SOLE SNAG TO MILWAUKEE PRICE STABILITY PLAN

Music Tax Test Launched

Milwaukee—Action which is expected to test the constitutionality of the state law which requires music brokers and firms representing composers to pay a state franchise tax of 25 per cent of their gross receipts obtained in the state from fees charged for playing copyrighted music has been instituted in federal court here by Charles Hynek, Manitowoc Rapids ballroom operator, to prevent Leo Feist, Inc., New York, from collecting a fee of $250 because an orchestra played 'Wabash Blues" at the dance hall July 22, 1939.

The action will be heard by Federal Judge F. Ryan Duffy, former United States senator, who, during his term in congress, championed copyright legislation.

More Oral Argument A Balaban Request

CHICAGO—Possibility of additional oral argument being held in the Barney Balaban contempt case in federal court here was seen this week in disclosure of correspondence between the attorneys in the case and former Judge Edgar Eldredge, who is hearing the case as a special master for Federal Judge Charles Woodward.

Robert Golding, B&K and Paramount attorney, wrote Master Eldredge, who lives in Ottawa, Ill., requesting additional oral argument. Robert Wright, department of justice attorney, wrote from Washington that so far as the government is concerned there is no need for additional oral argument, but that if Master Eldredge so saw fit that he would agree to it.

Master Eldredge was to determine this week whether oral arguments would be held again. Meanwhile, he has been studying the voluminous pages of testimony prior to giving his recommendations on the case, which are expected sometime in April.

Edward J. Weisman Dies in Milwaukee at Age of 38

MILWAUKEE—Edward J. Weisman, 38, former branch manager of the Educational exchange here and well known to the trade, died in a local hospital after an illness of several years.

A native of New York City, Weisman came to Milwaukee with his parents at the age of seven months and had lived here since. He was manager of the film distributing agency for six years and had been associated with the film industry for more than ten years.

He is survived by his wife, Elsie; his mother, Rose, and two brothers, Jack and Joseph, all of Milwaukee.

To Film Ski Event

CHICAGO—All of the Chicago newsreel crews are planning to film the annual Norge Ski Club meet at Fox River Grove, Ill. This event has been filmed for years by the newsreels.

Two ATOI Delegates To Allied Meeting

INDIANAPOLIS—Roy E. Harrold, president, and Ernest L. Miller, vice-president, appointed as delegates at a regular meeting of the board of directors of the Indiana ATO, were to attend the National Allied directors' meeting in Washington, January 17 and 18, accompanied by I. R. Holycross.

Present at the directors' meeting here December 9 were: H. Lisle Kriegbaum, Rochester; A. C. Zaring, Joseph F. Smith, Marc J. Wolf, Alfred Ackerman, Oscar Kuschner and Ernest L. Miller, all of Indianapolis; Joe Schilling, Connersville; Roy E. Harrold, Rushville; H. H. Johnson, Madison; W. T. Studebaker, Logansport; Sam Neall, Kokomo; Isaac R. Holycross, Anderson; Leonard Sowar, Muncie; Sam J. Switow, Louisville; Art Clark, Bloomington, and Don R. Rossiter, secretary.

Next monthly meeting will be held February 6 at association offices here.

Press Books Distributed on Americanism Campaign

INDIANAPOLIS—Press books have been distributed to members of the ATO of Indiana on the Americanism campaign to be held in various theatres throughout the state for school children.

The month of February was chosen in which to conduct the campaign because the birthdays of George Washington and Abraham Lincoln occur during the month and National Boy Scout Week is to be observed February 6-12.

Several theatres in northern Indiana have held these Americanism programs with much success. American Legion officials have pledged their cooperation.

ATOI Asked to Cooperate In Finnish Relief Drive

INDIANAPOLIS—ATO of Indiana has received a telegram from Herbert Hoover, head of the Finnish relief campaign, requesting their cooperation in the drive for funds to aid Finland.

The telegram asks the theatre owners to allow two representatives, dressed in native Finnish costume, to solicit contributions from theatre patrons in the lobby.

The association is sending out a bulletin to all Indiana theatre owners requesting their cooperation.

Adds Two Members

INDIANAPOLIS—The ATO of Indiana announces as new members: A. B. Thompson, operator of the Ritz and Park theatres, North Vernon, Ind., and Mrs. Alma G. Foster, operator of the Storm, Oakland City, Ind.

Circuit Holds Out for Practice; Seen Bar To Whole Program

MILWAUKEE—Insistence by one circuit of retention of price reductions for early evening shows is said to be the sole remaining important snag in the independent exhibitor movement to stabilize operation in Milwaukee county. There is little chance of early accord as long as the chain refuses to concede the point, a responsible figure in the negotiation, says.

Directed by Harry Perlewitz, business manager of the ITPA of Wisconsin, the campaign embraces elimination of the early bird shows, of adult dime admissions, free merchant shows, giveaways, two A films on one program and mention of admission prices in newspaper advertising. It has been under way several weeks.

Under the plan, reduced admission prices would be permitted in the afternoons where an entire show is presented. Currently, however, a number of houses securing availability on 35-cent admissions, charge 25 cents from 6:30 to 7 p. m., which opponents of the practice contend is unfair. These houses play no matinees.

More than 25 houses in the county are currently charging dime admissions on one or more nights a week, and as many are offering giveaways. In a number of instances, the public is offered a choice in giveaways of beverage sets or dinnerware, dinnerware or glassware, towels or glassware and dinnerware or silverware.

Giveaways also are prevalent in many state cities, ranging from books to carving knives, with the practice most extensive in those towns where competition is keenest, such as Racine and Kenosha. The legality of Bingo is pending before the supreme court and an adverse decision may result in a curtailment of the giveaway policy.

Milwaukee county exhibitors also have given consideration to the possibility of eliminating twin bills, but most operators are so booked up with product that a return to a single program policy at this time is reported impracticable. However, there are some signs an agreement for single showings may be reached by spring.

Wisconsin High Court Rules Bingo Lottery

MADISON, WIS.—Wisconsin exhibitors regarded with considerable satisfaction a unanimous ruling by the state supreme court January 16 which held Bingo to be a lottery regardless of whether the game is conducted for charitable purposes.

The high court's decision affirmed a recent ruling by Circuit Judge Charles L. Aarons, granting an injunction to Charles W. Trampe, Milwaukee, head of Film Service, Inc., prohibiting Mr. and Mrs. Edward F. Zrimsek from renting their Bahn Frei hall in Milwaukee to organizations for the purpose of conducting Bingo games.

The decision, prepared by Justice George B. Nelson and concurred in by the rest of the court, said:

"The contention that Bingo, when conducted for the purpose of raising funds for charitable or patriotic purposes, is not gambling and that such a game, when so played, was never intended to be within the prohibition of the constitution or the statutes needs little discussion because it is so obviously without merit. No exception of that nature is found either in the constitution or the statutes."

In response to the defendants contention that Bingo playing on the Bahn Frei premises did not constitute a public nuisance, the court ruled as follows:

"When that contention was made in the La Crosse Theatre Co. case (when a theatre holding Bank Night was held to be a public nuisance), it was there said by the court that 'every place where a public statute is openly, publicly, repeatedly, continuously, resistantly and intentionally violated is a public nuisance.'

"It was then held that the maintenance of a lottery is in violation of the public policy of the state as decided by its constitution and its criminal statutes. Under the rule of the Bank Night case, we have no doubt that the game of Bingo, as conducted for over a year on the defendant's premises, was a lottery and was properly found by the trial court to be a public nuisance."

Testimony presented before Judge Aarons showed that Bingo had been played at Bahn Frei hall, which accommodates between 750 and 1,000 persons, four or five nights a week for a year. It was further testified that the games were public and that prizes to Bingo winners ranged from $2.50 to $165 a game and that door prizes also were given.

The decision marked the second victory for Trampe and theatremen against Bingo and games of chance. Last summer, Trampe was instrumental in securing an injunction against the Midsummer festival to restrain it from operating Bingo games on the lake front.

Heads Chicago Bank

INDIANAPOLIS—Lawrence Stearn, head of Alliance Theatres Corp. of Indiana, has been elected president of the American National Bank in Chicago. He succeeds Lawrence Armour, retired.

Record First-Day Sale on "Wind"

Chicago—The first day's cash sales at the Oriental and Woods on "GWTW" were slightly over $12,000, said to be the top first-day cash sales in any spot thus far. This is taking into consideration the fact that newspaper ads announcing the ticket sale were run only a day prior to the seat sale opening, and the money taken in included scarcely any mail orders whatsoever. The Oriental take was around $8,000, while the Woods announced a $4,200 take the first day. With no passes being issued and the opening night sold out days in advance, many film folk will be among those missing at the dual opening next Thursday night.

Join in Terre Haute To "Serve Public"

TERRE HAUTE, IND.—Local theatre operators have organized into an association as a means of "better serving the public by providing it the best in motion picture entertainment."

Meeting at the Terre Haute House on January 10, the theatremen elected A. H. Kaufman, president; S. P. Katzenbach, vice-president, and Maurice Reinking, secretary.

Also in attendance were: Nat Blank, manager of the new Orpheum; H. J. Arnold, manager of the Indiana; John Wycoff, manager of the American and Liberty; J. B. Stine, operator of the Garfield; Ben and Jack Van Borssum, operators of the Savoy and West, and Boyd Bell of the Lyceum.

The group unanimously voted to cooperate with the chamber of commerce and the *Tribune-Star* in the publication of a civic newspaper edition to be issued on January 31.

Chicago GN Office Closed Following Court Order

CHICAGO—The local Grand National office, pursuant to the New York federal court bankruptcy order, was closed here along with the company's exchanges all over the country.

Gary Suit Delayed

CHICAGO—The Gary Theatre Company's suit against B&K, Warner Theatres and the majors, charging anti-trust law violations, now pending in federal court before Judge William Holly, is set for argument and hearing on Monday, March 4.

Renovate at Greenfield, Ind.

GREENFIELD, IND.—The Riley here has been entirely renovated on the interior, including recarpeting of floors.

Chi Sellout Seen for "Wind" Opening

CHICAGO—By the time this appears in print, both the Oriental and Woods will be sold out for the opening night of "Gone With the Wind," Thursday, January 25. Hundreds of orders are already in, too, for the following showings of the pictures, and from all appearances the picture is set for a lengthy loop run.

The day after the seat sale for the Oriental and Woods was announced, and even before the general sale opened, the theatres were both flooded with orders.

As previously announced, the Woods will be the two-a-day house, with the Oriental, showing the picture three times a day. All performances, except the two day showings at the Oriental, will be reserved. Plans are under way here for both openings on Thursday night to be of the premiere type, with floodlights, radio hookups, celebrities, and everything else that goes with it.

Bill Bishop and Norman Pyle of M-G-M are working on publicity for the picture, with Norman Kassel and Bob Montgomery of Essaness for the Woods, and Fitz Blocki of Jones, Linick and Schaefer for the Oriental.

Chicago Area GWTW Dates Starting Early Next Month

CHICAGO—"Gone With the Wind" engagements in the territory outside of metropolitan Chicago are expected to get started some time the forepart of February, it is understood. Temporary dates for eight Wisconsin towns of the Warner circuit are being talked for the first or second week in February, and it is expected that similar dates will be discussed for the many larger towns of the Great States circuit in Illinois.

Original "Wind" Costume On Display in Chicago

CHICAGO—The traveling unit, headed by Captain Volney Phifer, in which M-G-M is displaying throughout the country 15 of the original costumes used in "Gone With the Wind," will be displayed in Chicago on January 24, the day prior to the two-theatre opening of the film here. The dresses will be displayed in a loop department store. Paul Kamey is traveling in advance of the unit as press agent.

B&K and Metro Again to Deal On "Gone With the Wind"

CHICAGO—It was thought that negotiations for continued suburban runs of "Gone With the Wind" would begin this week or next week between local M-G-M executives and B&K.

Similarly, negotiations will begin shortly with Great States for downstate openings.

New Sound at Marinette, Wis.

MARINETTE, WIS.—New sound has been installed in the Lyric here by Oswald Mylender, owner and operator of the house.

CHICAGO

MICKEY ROONEY, coming from Florida, and Judy Garland, coming from Lake Placid, both returned together on the Santa Fe Chief to the west coast. They both arrived at the Dearborn Station separately, and were good for a lot of copy in the local dailies. Mickey's new heart interest at Northwestern University, Beverly Roach, also helped make copy for the local dailies.

J. F. Healy, of the juvenile court division of the police department, is subbing for Lieut. Harry Costello, police censor, while the latter is vacationing during January in Florida.

Ben Bartlestein was passing out the cigars last week. The occasion: an 8-pound, 6¼-ounce baby daughter, Ida, born to Mrs. Bartlestein, at St. Luke's Hospital.

And while we are on vital statistics, we hope all the boys are having fun about that "engagement announcement" of Tippy Harrison's.

Jerome Gumbiner, son of Abe Gumbiner, and a student at the University of Wisconsin, has been named president of his fraternity for this year, Phi Sigma Delta. He is also assistant general chairman of the annual prom.

Freddie Mindlin is now associated with Bob Hartman's International Enterprises.

Bill Bishop was in Minneapolis this week working in advance of the opening of "Gone With the Wind" in the Twin Cities of Minnesota.

Al Simon's new addition to his Filmrow restaurant has been receiving numerous compliments.

Essaness Theatre changes recently, include: Edward Bertrand to the Buckingham, Carl Levine to the Avon, Earl Silverman to the Vic, Herbert Rapley to the Devon and Jack Burdick to the Vogue.

Si Greiver, as one of the officers of the Terrace Theatres, Inc., is now operating the Avenue, 31st and Indiana.

Ted Morris of the West End Theatre, and George Burdick of the Crown, both Essaness houses, are on the sick list and in Michael Reese Hospital.

The Amusement Club of Chicago is expected to move into its new quarters in the Stevens Hotel some time in February.

Will Hays was here last week to attend a board meeting of the C. & E. I. Railroad of which he is a board member. Returning to New York on the same train with him was Adolph Zukor.

Norm Kassel and Bob Montgomery, the Essaness publicity twins, have completed a tieup with the Oscar Mayer Sausage Co., to give away bacons, hams and smoked delicatessen products, in conjunction with the personal appearance of "Little Oscar" child chef, who appeared in M-G-M's "The Wizard of Oz." "And," quickly added Kassel, "there's no insinuation there, either, with the product we're giving away."

Morton Van Praag's return here is being heralded by the local National Screen staff with a special sales drive in his honor from January 8 to April 6.

Vincent Fontainne, formerly in the Paramount ad sales department here, has taken up his new duties in the National Screen poster and accessories department.

Abe Kaufman is back at his desk at B&K after a short siege in St. Luke's Hospital . . . Leo A. Madigan, father of Mrs. Mary F. Feldman, died last week. Mrs. is the wife of the manager of the B&K United Artists Theatre.

CORRECTION: Ernest Van Pelt, M-G-M exploiteer out of Salt Lake City, who came through here en route to New York and a meeting at the home office, was erroneously referred to last week by this column as Leo's branch manager in the Utah city.

Is our face red! We wrote that Elmer Balaban was the new personnel manager of B&K last week, when we knew good and well that it should have been Elmer Immerman, former manager of the Garrick, who has the post. The dunce cap fits very well now, thank you.

Joe Kaufman of the B&K office and Mort Singer were among those seen around the convention of the Columbia boys here.

Norman Brown of the United Artists Theatre staff was standing on pins and needles this week as Mrs. Brown was due to present Norman with his first heir or heiress.

Bill Brumberg, Warner assistant branch manager, is back at work after a week's illness.

We got a kick out of the foreign-born exhibitor who said he was playing "Babes in Arms," on "Commission."

Dave Kimmel of the Minneapolis office is the new RKO booker.

Jimmy Burchill, formerly with Grand National in Denver and Minneapolis, is new with Al Dezel Roadshows.

Ben Feldman, United Artists manager, was home ill this week.

Saul Horowitz, formerly of the Chicago Theatre staff, has been made a member of the Great States Theatres booking department.

One worth repeating: With "A Child Is Born" given an adult only permit, the Warner picture was advertised for the Garrick this week to include "no children admitted."

Hy Zussman of the local Metro Premium office is engaged to Miss Bernice Brickman of Boston. They will be married in the spring . . . Incidentally, Metro Premium held a district meeting here over the weekend, with Irving Zussman, president, conducting the confab.

Harry Brand, 20th Century-Fox west coast publicity head, was a Santa Fe Chief passenger, when it arrived amidst the Sunday snow-storm. He was raving over the forthcoming, "Little Old New York."

Charles Schwerin of M-G-M's local poster department, and Mrs. Schwerin celebrated their 33rd wedding anniversary last Sunday.

Van Nomikos is head of a committee that is soliciting $25,000 from Chicagoans to aid in erecting a Greek Hospital in Phoenix, Ariz. Another member of the committee is Jimmy Coston.

Essaness' switchboard operator, Pat Nolan, is back from a two-week sojourn in Florida. And she came back when the thermometer here registered five above, br-r-r-.

Bob Hartman of International Enterprises flew to Atlanta and back this week.

Snow Storm Hurts Grosses At Suburbans in Chicago

CHICAGO—The snow storm did a lot to hurt boxoffice takes over the weekend. Most suburban houses suffered, but the B&K "big three" of the Marbro, Tivoli and Uptown packed 'em in with the outstanding dual combination of M-G-M's "Ninotchka" and Universal's "Destry Rides Again."

Business was off in the loop, but the Oriental with Republic's "Main Street Lawyer," and the State-Lake with Warner's "The Return of Dr. X," did better than average.

Sonja to Indianapolis

INDIANAPOLIS—Sonja Henie's ice revue will appear here for five days, starting February 6, at the new Coliseum in the Indiana state fair grounds.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

Charge of Extortion Against Nick Fails

ST. LOUIS—John P. Nick, vice-president of the IATSE, who was acquitted of a charge of conspiring to extort $10,000 from motion picture theatre owners in October, 1936, by a directed verdict of "Not Guilty" by Circuit Judge Thomas J. Rowe jr., must go to trial February 5 on a second similar charge.

In the second case, Nick and Clyde A. Weston, former business manager of the Local Union No. 143 of the Moving Picture and Projection Machine Operators Union, are charged with conspiring to extort $6.500 from theatre owners in the fall of 1937.

Circuit Attorney Franklin Miller has announced that the state will be ready to try either of the defendants or both on that date. It is anticipated that similar tactics will be followed by the defense in the second case as proved so successful in the first. Namely, the first move will be to ask for a severance, so that each defendant will go to trial separately.

There is a possibility that should a severance be granted the actual trial may be delayed beyond February 5.

In this new case it is not expected that so much trouble will be experienced in obtaining a jury to sit through the trial. It will be recalled there were three mistrials because of sundry jury troubles until Circuit Judge Robert L. Aronson, in accordance with the regular routine assignments of circuit judges passed to another division and Circuit Judge Rowe was called upon to preside.

State Representative Edward M. Brady, who was jointly indicted with Nick in connection with the alleged extortion of $10,000 in 1936, is still awaiting trial.

In ordering the jury to release Nick, Judge Rowe asserted the prosecution had failed to prove there had been an unlawful agreement between Nick and Brady. He also asserted that a showing of "substantial threats" against the theatremen was also lacking.

He described these points as essential to support the state's charge against Nick.

The state's witnesses named Brady to whom they actually paid the $10,000.

Appellate Considers Nick, Weston Plea

ST. LOUIS—The St. Louis court of appeals has under advisement the appeal of John P. Nick, vice-president of the IATSE and Clyde A. Weston, former business agent of Local No. 143 of the operators union, from a ruling by Circuit Judge Ernest F. Oakley, ousting them from control of the union's affairs and assets.

The appellate court heard arguments of counsel on January 12.

Judge Oakley, who appointed temporary receivers for the local union last April, now has under advisement the question of whether to make the receivership permanent.

Paul Dillon, attorney for Nick and Weston, contended the circuit court lacked authority to appoint receivers for a voluntary association such as a labor union, and referred to a recent decision of the court of appeals denying a receivership for a church. He argued further that the complainants against the rule of Nick and Weston had failed to exhaust their remedies for relief within the union and also that no property rights were involved.

Munro Roberts, attorney for a group of the members of Local No. 143 who intervened in support of Nick and Weston, said he saw no reason for the receivership. He suggested that if the receivership is prolonged the International Alliance of Theatrical Stage Employes might revoke the charter of Local No. 143 and organize a new union here.

Robert A. Roessel, counsel for plaintiff members of Local No. 143 contended that the projectionists have a property right in their jobs and added that "the time has come when the rank and file of labor must appeal to the courts for aid in stopping racketeering and the abuse of power by union leaders."

Federal Probe of Tax Evasions Rumored

ST. LOUIS—Upon the heels of press dispatches out of Los Angeles last week that William Bioff, motion picture labor leader, had been indicted by a federal grand jury January 10 on charges of income tax evasion there is a persistent report that the federal government might move into the affairs of Local No. 143 of the operators union to ascertain whether anyone connected therewith owes anything in the way of taxes on unreported income.

Mednikow Rejoins NSS as Chicago Representative

CHICAGO—Johnny Mednikow has been named a city representative again for National Screen Service by Morton Van Praag, district manager. Mednikow joins Percy Barr and Mike Godshaw as National Screen representative here.

The operation of Trailer-Made of Illinois, Inc., which has been Mednikow's, has been taken over by the New York Trailer-Made Co.

Duke Hickey Now NSS Special Service Head

CHICAGO—Duke Hickey has been named director of the special service department of National Screen Service here in Chicago, Morton Van Praag, district manager, announced this week.

Hickey, who is well known along Filmrow here, was with Universal Pictures exploitation division for 12 years, being attached at various times to the New York and Chicago exchanges. Recently, he was connected with Trailer-Made Service of Illinois.

Kerasotes to Wed

SPRINGFIELD, ILL.—George Kerasotes, general manager of the Kerasotes chain, will be married Saturday, February 3 to Miss Marjorie Birnbaum, daughter of Mr. and Mrs. Albert D. Birnbaum, at Grace Lutheran church.

Allot Quarter Million To Exploit "Edison"

By GENE RICH

CHICAGO—Metro-Goldwyn-Mayer plans to spend about a quarter million dollars on the exploitation and advertising campaigns for the two Edison pictures the company is producing, according to Howard Dietz, who came through Chicago in a typical Windy City winter snow-storm en route to New York from a stay on the west coast. While here, Dietz conferred with local M-G-M executives and operators of the Oriental and Woods theatres on the forthcoming Chicago engagement of "Gone With the Wind."

Dietz said that M-G-M's campaign on the two Edison films will be started off with a premiere of the Mickey Rooney feature, "Young Tom Edison," in Port Huron, Mich., Thomas Alva Edison's birthplace. Temporary plans call for the world debut to be held there on Edison's birthday, February 11.

"Young Tom Edison will be generally released some time in March. The campaign will revolve around the two pictures, however, with 'Edison, the Man,' in which Spencer Tracy will star, being ready for some time in May."

Dietz was enthusiastic over the remake of "I Take This Woman," the Spencer Tracy-Hedy Lamarr opus. "Northwest Passage," upon which M-G-M is banking a lot, also will have an extended exploitation campaign.

Ernst Lubitsch, who also was on the New York-bound train, was given high praise by Dietz for his latest, "Shop Around the Corner."

He added that "Congo Maisie" is a "worthy successor" to the initial film in this series, while the new Gable-Crawford production, "Strange Cargo," is a "real action picture that every one will enjoy and that will bring plenty of dollars into the boxoffice."

On "Gone With the Wind," Dietz said: "After all it speaks for itself. 'GWTW' is four times as big as anything before it, and we are still positive that it will be the record-breaking grosser of all time both domestically and in the foreign markets."

Kiesling to Michigan for "Young Tom Edison"

CHICAGO—Barrett Kiesling, of the M-G-M west coast publicity office, passed through here en route to Detroit and Port Huron, Mich., to start work on the premiere plans of M-G-M for "Young Tom Edison." He is expected to confer with Henry Ford in Dearborn, suburb of Detroit, and with Port Huron city officials on working out details.

Franklyn Warner Branch Managed by H. H. Hull

INDIANAPOLIS—H. H. Hull, former Grand National branch manager here and in Cincinnati, has taken over as local branch head for Franklyn Warner Fine Arts Productions. The local GN branch has closed.

MILWAUKEE

AN EXHIBIT of more than 90 photos showing steps in the production of numerous pictures and designed under the supervision of M-G-M studios and Frederick Myers, director of public relations for the Cleveland Public library, is being shown in the local Public Library. The exhibit is designed to encourage the public to start their reading of books to be made into flickers by M-G-M . . . Joseph Rosenfield, manager of Warner-Saxe's Modjeska, has been elected president of the Mitchell Street Advancement Ass'n.

Warner-Saxe's Garfield, Uptown and Modjeska received a plug in Schuster's advertising copy in connection with the showing of "Babes in Arms." The department store's copy declared: "You can't miss—and when you've seen it, get your 'Babes in Arms' record hits and your Judy Garland dresses at SCHUSTER's!"

Dorothy Mollon, cashier at the Elite, Appleton, was recently married to B. E. Ernst . . . The Nicolet in De Pere is now playing Saturday matinees . . . Don Bufort Daly was sentenced to 15 days in jail in Green Bay after an alleged attempt to short change cashiers at the Bay and Orpheum there.

Max Krofta, whose Capitol team is second in the Racine Bowling League, copped high place in the league last week by hitting a 234 game for a total of 617 pins . . . Gus Carlson, manager of the People's, Superior, has created considerable publicity with the organization of a Screwball Club.

The Badger in Merrill has instituted a Wednesday "Bargain Night" policy . . . The Plaza team in Burlington last week led the Social League, although the team is presently in third place . . . Frank Borchert, operator of the Door in Sturgeon Bay, is planning a new 450-seat house in Sawyer.

Dr. C. E. Zellmer and Ed Byrne have been re-elected directors of the Home in Antigo. Officers of the theatre company continue the same . . . Harvey Buchanan, manager of the Palace, and Gus Carlson, manager of the People's in Superior, hosted more than 30 children from the Superior Children's Home at a showing of "Gulliver's Travels."

The Badger in Merrill presented a coupon to all kids attending the special matinee on Wednesday, which when presented at the boxoffice at the Saturday matinee with five cents, was good for one admission. Regular kid admission at the house is a dime.

Basketball Is Now Proving a Lure

Chicago—Basketball, just beginning to come into its own in the Chicago territory, is starting to keep patrons away from neighborhood houses. Most big games here are being played as part of double-header attractions.

Fans Have Their Own Heroes

Chicago—W. E. (Doc) Banford, branch manager, and Bill Bishop, exploiteer, of the Chicago office of M-G-M, were awaiting the arrival of Howard Dietz and Ernst Lubitsch, on the Santa Fe Super-Chief at Dearborn Station, when two young autograph hounds walked up to Bishop with:

"Can you tell us who's coming in today?"

Bishop thought momentarily and then merely gave them the information: "Lubitsch, the director, and Howard Dietz of Metro."

"What, no starlets?" was the disappointed query.

Committees Appointed by Film League in Racine

RACINE, WIS.—The Racine Better Films League has announced committee appointments for the coming year as follows:

Publicity, Miss Grace E. Miller, chairman; Mrs. George Colbo, Mrs. Charles Lynes, Mrs. Victoria Pierce; program, Mrs. William Rohan, chairman; Mrs. William Cox, Mrs. A. S. Pfeiffer, Mrs. R. Wilcox, Mrs. George Pottinger, Mrs. L. Brann, Mrs. Allan Gifford; rating, Mrs. L. M. Haas, chairman; Mrs. T. H. Close, Mrs. James Barrett jr., Mrs. Fred Kehl, Mrs. C. E. Taylor, Mrs. C. Brodek, Mrs. Stephen Fox, Mrs. Merrill Jones, Mrs. J. V. Hood, Mrs. E. R. Lindstroth; ways and means, Mrs. Frey Meyer, chairman; Mrs. George Green, Mrs. A. L. Zinnen, Mrs. George Forwark, Mrs. Pat Gallagher, Mrs. M. Krause, Mrs. E. A. Jacobsen, Mrs. A. Freudenthal, Mrs. Sam Frankel, Mrs. Anna Olson and Mrs. A. B. Close.

"Rainbow Day" on Jan. 24 Is Proclaimed by Kelly

CHICAGO—Mayor Edward J. Kelly has proclaimed "Rainbow Day" on January 24 in conjunction with the celebration of the Rainbow Division World War vets that night at a preview of Warner's "The Fighting 69th."

The preview will be held at the Sherman Hotel. On the same night special dinner meetings and screenings will be held in South Bend, Danville, Milwaukee, St. Paul and Minneapolis in this territory.

Boys Town Theatre Week Starts on February 3

INDIANAPOLIS—A Boys Town Theatre Week, February 3-10, in which five local houses will cooperate, will be utilized to help raise funds to buy new equipment for the institution. Tickets will be sold by boys of the five units of Boys Town at regular prices.

Theatremen cooperating include: Earl Cunningham of the Fountain Square and Granada; Carl Niesse, Vogue; A. C. Zaring, Zaring, and Claude Allison, Strand.

George Murphy Re-Signed

HOLLYWOOD—George Murphy has signed a new acting ticket at Metro.

ST. LOUIS

THE ST. LOUIS delegation to the regional sales meeting of Columbia Pictures at the Blackstone Hotel, Chicago, January 13 and 14 included Manager Clarence D. Hill, Assistant Manager Art LaPlant, and Jimmy Bradford, Charles Ferris and Russell Mortensen, salesmen. Hill and Ferris returned recently from a week's vacation in the Ozark mountains near the Arkansas-Missouri line on the Current river. Had some nice hunting but were snowed in for a few days. They were accompanied by their wives.

Recent visitors to Filmrow included John Houston, Houston, Mo.; Ted Zwerman, Olney, Ill.; Bill Feldstein, Frisina Circuit, Springfield, Ill.; Frank Barnes, Carmi, Ill.; Mrs. George Karch, Flat River, Mo.; Elvin Weeks, Staunton, Ill., and Bob Cluster, Salem, Ill.

Barney Rosenthal of Republic Pictures heads the local motion picture industry sub-committee for the President's Birthday Ball committee which is arranging the details for the local benefit for the National Foundation for Infantile Paralysis. Others on the sub-committee are Harry C. Arthur jr., of Fanchon & Marco; Fred Wehrenberg, Harold W. "Chick" Evens, Louis Ansell and Clarence Kaimann. Col. J. J. Griffin of the Mutual Bank is general chairman for St. Louis.

Paramount Picture Distributing Corp. has purchased vacant ground at the northeast corner of Olive street and Garrison avenue as the site for the new $75,000 exchange building to be erected soon.

It has been learned that the recent fire in the motion picture theatre at Scottsville, Ky., did a total of $11,000 damage. It spread to two stores.

There has been a nice advance sale for Sonja Henie's 1940 edition of the Hollywood Ice Revue which opens a six-day run at the Arena, January 22.

Some St. Louis baby will be selected as "Miss" or "Master" St. Louis of 1940 in connection with a contest to be staged by the St. Louis Theatre, Henry C. Riegel jr., manager of the house has announced. The winner is to receive a bank account of $50 as the gift of Fanchon & Marco. The contest is part of the exploitation for the film "A Child Is Born" which opens an engagement at the St. Louis on January 19.

Polishing "Pago Pago"

HOLLYWOOD—Malcolm Stuart Boylan is polishing the script of "Pago Pago" for Edward Small, UA producer.

Bank Night Was No Misnomer

Wausau, Wis.—Bank Night was no misnomer last week when the Citizens State and First American State banks held their annual meetings in connection with which they treated stockholders to apples, candy and cigars.

"Lolly and Her 'Pups'"

CHICAGO—*Herb Graffis, columnist for the Chicago* Times, *turned his space over in one of his regular columns to tell his readers that Louella Parsons, in her recent stage appearance at the Chicago Theatre, had convincingly demonstrated "that columnists should stay out of stage shows, and in their own business." The column, which caused considerable comment in amusement circles locally, follows:*

Louella Parsons, the movie columnist, is personally appearing at major movie houses in larger cities. Nothing could be a sharper reminder that the first installment on the income tax soon will be due. Lolly believes in grabbing a dollar by the forelock. Consequently she gets herself the loan of five little girls and a boy from the Hollywood studios and sets forth as Lolly and Her Lolly-Pups in classy songs, dances, patter and handsprings. The theatres pay richly for the act. Uncle Sam is appeased when March 15 comes around. And the public is educated.

How the public is educated!

You have snored through the show if Lolly and Her Lolly-Pups don't acquaint you with the fact that acting is a business requiring a lot of training, and that movie-making demands skilled direction. Five of the young ones put on a show that is a good wholesome reminder of a variety performance staged by the kids of your neighborhood high school. It's a shame, too, because some of these youngsters are fine in pictures where they have expert direction. This thing penalizes them for a loss of half the distance to the goal.

Lolly is a very nice gal, plenty smart. She graduated from the old Essanay studio into doing a movie column. She trailblazed for all the boys and girl in the column technique of hanging the wash out on the line. She brings to the stage the modern version of talking to Mrs. O'Grady over the backyard fence on a Monday. Lolly whines into a mike, which makes it modern.

In the old days when the Essanay studio was located in Chicago by telling strangers it was "right down Argyle street from Stenberg's saloon," there wasn't much to do movie columns about. Some scribes, of whom your correspondent was one, kept vigil in Mr. Stenberg's place because it was rumored that Charley Chaplin was said to have said he was going to buy a drink. That would have been good for columns on page one. The rumors proved absolutely without foundation. Lolly did not spend much time around Stenberg's. Now look where she is! Maybe it should be a lesson to stay away from even the nicest saloons. However, Gloria Swanson used to drop in for a schooner and a fistful of free lunch. Considering her mileage, Gloria still has magnificent lines.

Lolly herself is a good comfortable-looking girl who stirs the envy of the truant sisters of the skillet in her audience. They ask themselves, "What's she got I ain't, except a typewriter and a secretary called Mecca?"

The answer seems to be that Lolly has many actors and actresses around Hollywood scared to death. If she exhibits symptoms of having to blow her schnoz, a battalion of Hollywood hams rush to her offering their sleeves. Magazine pieces are written about how Lolly does everything but send a truck around to the studios on her birthday, Christmas and other holy dates.

Authors print such stories about Lolly, but she takes them all in a fat-incomed, good-natured way. Maybe she even mocks the tradition by having the plot of her personal appearance with the Lolly-Pups that of the kids offering bribes to be selected as Lolly's star of 1940. If she didn't do that deliberately, whoever planned what is billed as her act, sure threw a curve into her.

I hope Lolly makes her income tax payment out of the act. She has made America her debtor by convincingly demonstrating that columnists should stay out of stage shows, and in their own business.

Jones' Display Wins

SPRINGFIELD, ILL.—Dave Jones, manager of the Senate, was awarded one of the cash prizes given by the Alexander Preview Co. for his display used in connection with "Mr. Smith Goes to Washington."

"Meet Dr. Christian" Wins Council's High Praise

CHICAGO—"Highly Recommended" is the praise given RKO's "Meet Dr. Christian," the first of the Jean Hersholt series, in the semi-monthly listings of the Chicago Better Films Council. The picture is given family rating, with the following other films in the same category:

"Dancing Co-Ed" (M-G-M), "The Day the Bookies Wept" (RKO), "The Golden Key" (Amkino), and "Gulliver's Travels" (Para).

The mature list includes: "Another Thin Man" (M-G-M), "Barricade," "Day-Time Wife" (20th-Fox), "Destry Rides Again," "Tower of London" (Univ), "Espionage Agent," "The Private Lives of Elizabeth and Essex" (WB), "The Heart of Paris" (Tri-National), "The Hunchback of Notre Dame," "Three Sons" (RKO), and "Mutiny in the Big House" (Mono).

Sam Abrams Big Feature's Manager in Indianapolis

INDIANAPOLIS—Sam Abrams, well known in Indiana film circles, has been appointed branch manager of Big Feature Rights exchange here. He was formerly with Grand National and more recently distributor for several independent film companies.

INDIANAPOLIS

H M. HERBEL, district manager in Chicago, was a visitor at the local Warner exchange conferring with Fred Greenberg, manager.

Andy Devine, appearing in person at the Circle, was presented a key to the city upon his visit to the city hall. Andy, who is mayor of Van Nuys, Calif., is calling on the mayors of the cities in which he is making appearances.

Guy Craig, manager of the Columbia exchange, was accompanied to Chicago last weekend by Abe Gelman, Herb Kaufman, Curtis Butler and Larry Shubnell. They attended a district meeting held at the Blackstone Hotel . . . E. L. McEvoy, district manager for RKO out of Cleveland, was here conferring with Roy Churchill, local manager.

Gordon Craddock, local Universal exchange manager, is still confined to his home with arthritis. E. T. Gomersall, district manager, is dividing his time between Indianapolis and Chicago during Craddock's absence . . . Earl Bell of the Howard is up and around again after a siege of flu.

Jane Withers, appearing in person at the Circle here last week, was appointed a deputy fire marshal by Clem Smith, state fire marshal, in ceremonies held in the office of Gov. M. Clifford Townsend. Smith was a guest at the home of Miss Withers' parents last fall when he attended the national convention of fire marshals on the west coast.

Charles M. Olson, proprietor of the Lyric, who is to return soon from California to take over active operation of the theatre since the resignation of Ted Nicholas, has booked Dick Powell for the week starting February 9.

The Ritz usherettes are now charmingly clad in new blue smocks and, according to Jim Kennedy, manager, they really look neat. Not to be outdone, Al Hedding, manager at the Uptown, outfitted his usherettes in the same kind of apparel.

Sid Holland, former manager of the Elco in Elkhart, Ind., for Indiana-Illinois Theatres, Inc., and who recently resigned to accept the managership of the Eckel in Syracuse, N. Y., for Schine, has been promoted to district manager for the Gloversville circuit in the Mohawk Valley.

Seen along the Row: J. B. Stine and A. H. Kaufman, Terre Haute; Harman Allison, Mooresville; Mrs. William Luckett, Scottsburg; Art Clark, Bloomington; D. D. Lee, Cayuga; J. B. Sconce, Edinburg; Joe Schilling, Connersville; Harold V. Neese, Brazil; Harry Douglass, Dugger; E. R. Crouch, Fairmount; Walter F. Easley, Greensburg; Bill Passen, Jasonville; Sam Neall, Kokomo; William Studebaker, Logansport; Harry Van Noy, Anderson; Herb Johnson, Madison; Leonard Sowar, Muncie; H. Lisle Krieghbaum, Rochester; Mr. and Mrs. Ballard Long, Sheridan; George Mallers, Bluffton; Nick Paikos, Tipton; Jack and Ben Van Borssum, Terre Haute; Karl Gast, Akron; Bruce Kixmiller, Bicknell.

"Arizona" on Columbia's Schedule—Montague

CHICAGO—Columbia will produce "Arizona," with Wesley Ruggles as producer-director, and Jean Arthur as star, Abe Montague, general sales manager of Columbia, told his district meeting here over the weekend.

"Nobody else will get the picture and we hope to have it ready for the 1939-40 season yet," said Montague. Production work will start in March, he added.

The convention here found the sales head explaining distribution plans for the remainder of the current selling season to the managers and salesmen present.

The meetings here were held at the Blackstone Hotel, with Rube Jackter, Max Weisfeldt, Leo Jaffe, George Josephs, Hank Kaufman and Maurice Grad also attending from the home office.

Skirball Sets "Baby" for Run in Chicago Heights

CHICAGO—Jack Skirball's "Birth of a Baby" will have its first Chicago territory opening at Rube Levine's Rio, Chicago Heights. The picture has been banned in Chicago proper.

Joe and Harry Skirball are here handling the picture. Joe leaves soon to meet Jack Skirball on the west coast to prepare plans for the production of "Tree of Liberty." Frank Lloyd will direct and Cary Grant will star in this picture which will be released by Columbia.

IATSE Business Agent Will Head Springfield Labor

SPRINGFIELD, ILL.—Samuel N. Bonansinga, business agent of Theatrical Stage Employes union and stage manager of the Orpheum, has been nominated without opposition for the presidency of the Springfield Federation of Labor, making his election to the post January 23, a certainty.

For several years Bonansinga served as president of his local, and later became business representative, his present position.

Thomas P. Ronan Injured In Automobile Accident

DANVILLE, ILL.—Thomas P. Ronan, district manager of the Great States Theatres, which includes the Orpheum here, was injured in an auto accident northeast of Decatur. An automobile he was driving skidded on the ice near Argenta and overturned three times. He was taken to the Macon county hospital at Decatur and later was removed to his home.

Tarkington Returns

INDIANAPOLIS—Booth Tarkington, whose novel, "Seventeen," has been made into a motion picture by Paramount, has returned here for the winter, and should the film premiere be held here, as is planned, he will doubtlessly cooperate in its initial presentation.

BOWLING

CHICAGO—Republic continued its slim lead in the Film Bowling League by winning two out of three games from Film Carriers. Photoplay defeated Universal twice to climb into third place. National Screen lost two to Paramount, but retains fourth place. Twentieth Century-Fox took three straight from Warner.

Henry Porter of Photoplay bowled a new high individual game with 263, and was topped ten minutes later by Clarence Keim of National Screen who bowled eight strikes in a row and totaled 264. The standings:

Teams—	Won	Lost
Republic Pictures	30	18
Film Carriers	28	20
Photoplay	27	21
National Screen	26	22
Paramount	25	23
20th Century-Fox	21	27
Universal	20	28
Warner Bros.	15	33

With Ted Turrell still leading the individual bowlers with a 180.53 average, the team standings at the end of the 19th week in the Warner League were:

Teams—	Won	Lost
Avalon	41	16
Capitol	32	25
Avalon Cubs	31	26
Beverly	29	28
Yannigans	28	29
Stratford	28	29
Ogden	27	30
Highland	27	30
Hammond	26	31
Cosmo	25	32
Jeffery	24	33
Dead Enders	24	33

Kerasotes Name Worley Chillicothe Manager

CHILLICOTHE, ILL.—The Palace Theatre's new manager here is Luther Worley, formerly of Peoria. The Palace is operated by the Kerasotes Brothers, and Worley was formerly assistant manager of the Kerasotes' Varsity in Peoria.

Theatremen Cooperate on Paper's 'Ten Best' Poll

SPRINGFIELD, ILL.—Local theatre executives helped the Illinois *State Journal* sponsor a "Ten Best Pictures" contest in connection with the announcement of the ten best pictures of the year. Among those taking part were: George Kerasotes, general manager of the Kerasotes Theatres; Max Tschauder, manager of the Roxy and Tivoli; Dave Jones, publicity director of Kerasotes Theatres; M. E. Berman, manager of the Orpheum; J. D. Petty, assistant manager of the Fox-Lincoln; Tom Finin of the Orpheum; Joe Nepote, manager of the Esquire; Howard Moore, assistant manager of the Roxy and Tivoli; Ray Coe of the Fox-Lincoln; A. R. Zimmer, manager of the Fox-Lincoln and E. A. Metzger, manager of the Strand.

C. W. Rude Solves Price Problem in Windy City

CHICAGO—C. W. Rude, who operates the Home Theatre, has found a way of solving the problem of what to do with those youngsters of early high school age who ordinarily balk at paying full adult prices.

The Home adult admission price is 20 cents, while the admission for children is 10 cents. So, if a youngster 13 or 15 years old wants a child's ticket, and the cashier believes he should buy an adult admission, there usually is a compromise for the 15-cent ticket.

"You see," says Rude, "we meet them half way and that way save a lot of admissions that we would ordinarily lose."

Bluffton Improvements

BLUFFTON, IND.—The Roxy here has been remodeled. A new front has been installed and the interior has been entirely redecorated with new carpeting and lighting fixtures added.

Chicago February Releases

WEEK OF FEBRUARY 4

011—That's Right, You're Wrong (RKO)—93.
3908—Disputed Passage (Para)—91.
8—At the Circus (M-G-M)—86.
021—City of Darkness (20th-Fox)—74.
464—Return of Dr. X (FN)—62.
1203—Two-Fisted Rangers (Col)—62.
4052—Tropic Fury (Univ)—61.
4020—Call a Messenger (Univ)—65.
963—Heroes of the Saddle (Rep)—57.
.....—Crashing Through (Mono)—60.
.....—Lucky Texan (Mono)—60 reissue.
.....—One Dark Night (Sack)—79.

WEEK OF FEBRUARY 11

004—Three Sons (RKO)—71.
3911—Our Neighbors—The Carters (Para)—83
12—Secret of Dr. Kildare (M-G-M)—83.
015—Drums Along the Mohawk (20th-Fox)—105.
418—Pride of the Blue Grass (WB)—65.
1033—My Son Is Guilty (Col)—62.
4012—Tower of London (Univ)—91.
916—Money to Burn (Rep)—66.
.....—North Sea Patrol (Mono)—55.

WEEK OF FEBRUARY 18

012—Sued for Libel (RKO)—65.
3913—The Llano Kid (Para)—68.
2—Henry Goes Arizona (M-G-M)—66.
024—The Honeymoon's Over (20th-Fox)—70.
402—Private Lives of Elizabeth and Essex (WB)—106.
431—Big Stampede (WB)—58 reissue.
.....—Eternally Yours (UA)—98.
1013—Blondie Brings Up Baby (Col)—66.
4016—Big Guy (Univ)—78.
941—South of the Border (Rep)—66.
.....—Portia on Trial (Rep)—73.
.....—Fatal Hour (Mono)—68.
.....—Buried Alive (PDC)—73.

WEEK OF FEBRUARY 25

005—Meet Dr. Christian (RKO)—69.
3955—Law of the Pampas (Para)—73.
7—Ninotchka (M-G-M)—110.
020—Day-Time Wife (20th-Fox)—71.
469—No Place to Go (FN)—56.
1011—Beware, Spooks! (Col)—67.
4002—Destry Rides Again (Univ)
.....—Hit Parade (Rep)—85.
.....—Chasing Trouble (Mono)—61.
.....—Treachery on the High Seas (Mono)—63





As the Bookers Threw a Party—

Members of the Bookers' Club of Chicago, their wives and friends, shown at their annual party for themselves and their children. The children are pictured in the lower scene, while at the top appear the following members: Nick Humm, RKO Pictures; Frank Beres, RKO theatres; Ted Levy and Art Patzlaff, Warner Pictures; Al Teplitz, A. J. Balaban Theatres; Saul Goldman, Sack Amusement Enterprises; Harold Weiss, Joe Fitzgerald and Jimmy Undersack, Paramount; Stanley Butte, Schoenstadt Theatres; Joe Stout, B&K; Harry James, UA Pictures; Jack Friedman, Films, Inc., and Doc Rafalski, Bland Brothers.

Tie With Beverage

WATERTOWN, WIS.—The Savoy here is admitting children up to 14 years of age on Saturdays and Sundays in January to a special show on presentation of six Pepsi-Cola bottle caps to the firm's redemption agent at the theatre. Newspaper advertising lists the names of the dealers in Watertown where the beverage is obtainable.

Three Changes Weekly Planned

INDIANAPOLIS—Earl Cunningham, manager of the Fountain Square group of theatres, is shifting to program changes three times each week, on Tuesday, Thursday and Saturday.

Form Children's Theatre

LAFAYETTE, IND.—Miss Mildred Smith has been appointed supervising director of the Children's Little Theatre being formed here. Groups will be made up of pupils in all grades of schools. Each will produce a play during the instruction period.

Takes Wenona Art

WENONA, ILL.—Joseph B. Thomas has taken over operation of the Art here, the deal becoming effective January 5.

Roy Alexander Opens Don

DOWNERS GROVE, ILL.—Roy Alexander has opened his 300-seat Don here.

Television in Theatres Ninety Days Away

WASHINGTON—Television pictures will be available for theatre showing within three months, it was claimed here this week as the federal communications commission opened hearings on proposed new rules and regulations for that branch of broadcasting.

Dealing largely with the question of restrictions on commercial operation, the hearings brought to Washington the representatives of a number of the leading television experimenters and broadcasters.

The disclosure that the first theatre showings will come in the spring was not made in formal testimony before the commission but in private conversations during the proceedings, at a time when Dr. Thomas T. Goldsmith jr., outstanding television expert, was testifying that the definition (clearness of detail) of television pictures today was about one-third that of motion pictures.

The film industry, he pointed out, devoted a quarter-century to the perfection of its product to its present standard, and in much less time, he claimed, the television industry will have achieved the same quality.

Television men discussing the projected theatre showings were forthright in their statement that they believe broadcasting of motion pictures is not desirable from the standpoint of public acceptance. Experimental transmissions, they explained, have shown that the public is more interested in live actors and does not care particularly for films, which they can see at any theatre under more auspicious "audience reaction" conditions than in their own homes.

However, it was admitted, television may be a keen competitor of the newsreels, and that proposed theatre showings are expected to be current events features.

There appeared to be no impression among the radio men that the newsreels were doomed, though. For one thing, it was admitted that years must elapse before television can attain the world coverage that the cameramen now have, and, for another, the most important and interesting events often are not "staged" but come in a place, at a time and under conditions which would not permit broadcasting.

To considerable extent, it was indicated, the theatre showings would be in the nature of advertising for television sets, somewhat as the news bulletin broadcasts are designed to whet listeners' appetites for their local newspapers.

New Radio Cash Giveaway Will Start February 19

CHICAGO — The latest commercial to mount the radio cash giveaway wave is the Illinois Meat Co., which will sponsor a $500 contest each Monday over five Mutual network stations. The program, starting February 19, will give clues on various news dramatizations, prizes going to correctly written replies. It is set for a year with outlets in Chicago, Boston, New York, Detroit and Buffalo. Other stations are to be added.

CLEARANCE-CUT MEASURE MAY HIT NEBRASKA LEGISLATURE; RELEASE DATE IS THE BASIS

Second Anti-Trust Suit Brewing

Beatrice, Neb.—The second anti-trust suit of a theatrical nature to grace Nebraska court dockets, is slated to be a filing by Frank Hollingsworth, who runs the New Pix and Rialto here.

His opposition is the Fox Midwest Rivoli, which he contends is overbought to the detriment of his business. He has two theatres.

Hollingsworth took the New Pix, formerly the Fox, from Fox Midwest when the latter refused to lease the house under terms of the old rental agreements, which were thought too high.

Loop in Minneapolis Off to Good Start

MINNEAPOLIS—Loop theatre business is off to an exceedingly good start. Heavy grosses chalked up during the past three weeks have brought much encouragement and hope to the trade for the new year.

The Orpheum, with strong stage shows plus first-rate films, has had three big weeks in a row. It even enjoyed profitable trade the traditionally "worst" week of the season, before Christmas, when Johnny "Scat" Davis was headliner. Buddy Rogers followed and business continued to boom. With Tommy Dorsey on the stage and "The Secret of Dr. Kildare" on the screen, the house had hold-outs every day and takings were among the biggest in more than a year.

Prosperity also has been conspicuously in evidence at the State. The house zoomed through to a remarkably fine New Year's week with "Another Thin Man" and just finished seven big days with "The Hunchback of Notre Dame," which proved one of the foremost screen magnets of the past year. Previously, "Gulliver's Travels" did well enough to warrant its transfer to the Century for an extension of its loop first-run.

In addition to "Gulliver," other holdovers of the past few weeks have been "Another Thin Man," "Hunchback of Notre Dame," "Rasputin" and "Our Neighbors, the Carters." Last named ran three weeks and five days at the World. "Rasputin," which broke the Esquire house record its first week, is now in its fourth week at the Gillman.

The Gopher also has been clicking in a manner that makes for good cheer along the rialto. "The Housekeeper's Daughter," panned by the critics, was a big grosser.

In show circles, it's felt that the strength of the product is an important factor in the uptrend. Moreover, the product outlook continues above par, in the trade's opinion. And with the public apparently able and willing to buy entertainment of the higher grade, there's no reason why the boxoffice prosperity should abate during the ensuing months, it's pointed out.

Fear Holdovers Are Blocking Releases

MINNEAPOLIS—The trade here is fearful that the impending "Gone With the Wind" run, along with the considerable number of other recent holdovers, will delay releases to such an extent that during the year there'll be a shortage of pictures for the independent neighborhood situations.

"Gone With the Wind" is expected to run at least a month downtown. A great many neighborhood houses are not likely to play it at all because of the stiff percentage terms and the high admission scale required. Twin City members of Northwest Allied already are on record to refuse to meet the 70-30 percentage terms.

When President W. A. Steffes of Northwest Allied returns from New York it's expected he'll call a meeting to discuss ways and means of meeting the likely shortage.

Berger Joins Steffes on Trek to Allied Meet

MINNEAPOLIS — When President W. A. Steffes of Northwest Allied departed for the Allied States directors' meeting in Washington he was accompanied by Bennie Berger, prominent independent circuit operator. Steffes says he looked to see the national organization tighten its lines in its fight for the Neely bill and other trade reforms which it has been seeking.

Special Preview Called For "Fighting 69th"

KANSAS CITY—Officials and prominent members of the Kansas-Missouri chapter of the Rainbow Division were scheduled to attend a special preview of Warner's "The Fighting 69th" at the Edison Hall Friday night. Also present were to be officials of the American Legion and Veterans of Foreign Wars. The film opens at the Orpheum January 25.

Limit 45 Days; Loss of Protection Playdate Missout Penalty

LINCOLN—A bill to limit first-run clearance over second runs to 45 days behind the national release date will be introduced in the next session of Nebraska's unicameral legislature if present plans are pursued by Bob Livingston, owner-manager of the Capitol Theatre here.

Livingston claims to have secured the backing of ten of the 43 senators, indicating that he is certain more are in line behind the measure. He argues the bill will be the "sensible" answer to various trade problems without resort to the Neely bill.

The exhibitor contends:

1. It will relieve the business of the offensive and lawsuit-inspiring practice of overbuying, because no exhibitor can get any protection on films he doesn't play, penalty for not playing films promptly being a close order of followups by subsequents at smaller prices.

2. The bill's origin springs from the two-price idea in operation of first runs: A 15-cent (or more) variance between balcony and main floor prices. Any distributor being a party to allowance of "A" film engagements via a 25-cent balcony, then insisting on a 20-cent second-run price is entitled to no clearance protection.

3. The distributors should favor the idea as protection of the money they invest in advertising. There is no reason why a film company should flood the magazines, fan and otherwise, with plugs for pictures, then have those same pictures kicked around for three or four months to be forgotten and the money spent on ad space wasted.

4. Films are perishable product, and should a man who buys them refuse to take them while they are fresh he should be penalized by full payment of the contract, thereby releasing the film to second run, or outside sale.

Livingston says this will be one of the first bills to go in the legislative hopper when the regular session convenes in 1941 "unless there is a lot of house-cleaning meanwhile which will make it unnecessary."

The legislature has closed shop on a special session which caused the trade no worry, the law-makers being confined to consideration of Governor Cochran's call to release $480,000 of surplus collections for relief assistance.

Two More Buy RKO

OMAHA—The Goldberg circuit, operating seven houses here, and the Black Hills Amusement Co., which operates in Nebraska and South Dakota, have purchased RKO's new season product output.

Trend to Identical Weekend Billings Occasions Parley

MINNEAPOLIS—A conference of independents impends to try to solve the increasingly serious problem of too many neighborhood houses playing the same picture on weekend release dates. The development is doing great harm to business, it's declared.

When the 25 cent break date for "Babes in Arms" occurred on a recent Sunday no less than 17 local independent neighborhood houses spotted it. In consequence, grosses suffered and a picture which should have done a bang-up business hit disappointing figures in many instances.

Also, according to the exhibitors, there have been many squawks from the public whose choice of screen fare is limited. The fans can't understand why so many theatres are playing the same picture simultaneously.

132 Awards Handed Out In Lincoln Picture Poll

LINCOLN—One hundred and thirty-two awards in the Sunday *Journal* and *Star's* ten best poll of motion pictures were handed out by Lincoln showmen and the six co-operators in outstate towns.

Fifty-five of the prizes (the free trip all-expenses-paid to Hollywood, and 54 passes varying from annuals to single admissions) were given by the Lincoln Theatres Corp. (J. H. Cooper), by City Manager Bob Huffman; Nebraska Theatres, Inc. (T. B. Noble jr.), by Howard Federer, general manager, and the Capitol, by Owner-Manager Bob Livingston.

Other co-operators were:

Ted Kempkes, Bonham, Fairbury, nine prizes; Fay Honey, Tecumseh, Tecumseh, nine; B. M. Montee, Rivoli, Beatrice, 13; Harold Schoonover, Mazda, Aurora, 9; C. Howard Kennedy, Bow, Broken Bow, 28, and R. E. Falkinburg, Majestic, Lexington, nine.

The contest drew 7,222 entries against 6,300 in 1938.

Abdominal Ailment Halts Monroe on Trip West

LINCOLN—With an abdominal ailment which made it necessary for him to halt at Denver in an intended trip to California, George O. Monroe, Colonial operator-manager, came back here to submit to an operation.

Jack Johnston to Open New Emporia House

EMPORIA, KAS.—Plans for a new 500-seat house at Sixth and Commercial streets here have been announced by Jack Johnston, former McPherson, Kas., exhibitor. Johnston is remodeling a building in downtown Emporia, and will have the new house ready about April 15.

Minnesota Would Open With Major Product

MINNEAPOLIS—Reopening of the 4,000-seat $2,000,000 Minnesota recently closed after 32 weeks unsuccessful independent operation with stage shows and independent feature pictures, hinges principally upon ability of several would-be operators to obtain major screen product for the house—considered an extremely unlikely development.

Benz brothers, multi-millionaire St. Paul real estate owners, who operated the big de luxe showhouse for its 650 local owners during the recent 32-week period, are hopeful of reopening it. They are seeking an option of 60 days with the idea of exercising it if they succeed in a fight to force major distributors to service the house.

If the option is granted they promise to try to enlist the aid of the federal department of justice in an effort to secure major company releases or to resort to court action in a showdown move. They already have consulted Rosenberg, Stein & Rosenberg, prominent Chicago theatrical attorneys.

Their proposed deal would be to pay taxes, but no rental, and to insure the owners against any loss. Others are demanding that the Benz brothers post cash or securities sufficient to cover one year's taxes and to reimburse them for a nominal loss above the amount which originally was set aside as an operating fund.

Gordon Greene, managing director of the theatre for the Benz brothers, issued a statement at the time of the closing predicting an early reopening.

Bennie Berger, prominent independent circuit operator, admits that he has been dickering for the house, but declines to divulge what policy he has in mind. Another local group also has sought an option with the idea of exercising it if they can line up pictures.

The Minnnesota Amusement Co.-Singer pool now has practically all major screen product sewed up and is not likely to relinquish any, if it can help itself, for the servicing of the opposition Minnesota Theatre.

To Reopen Prospect

KANSAS CITY—The Prospect, suburban which has long been closed, will reopen February 1, with W. H. Johnson in charge. Johnson has been going over the theatre to recondition it.

Assigns Leslie Fenton

HOLLYWOOD—Metro has assigned Leslie Fenton to direct "Well-Dressed for Murder," a Jack Cummings production adapted from an original by Larry Bachman and Rose Caylor.

Omaha Area Forging Ahead in Building

OMAHA—Many exhibitors in the Omaha trade territory are contemplating construction of new theatres, or remodeling present houses, or actually have such projects already under way, according to a survey of BOXOFFICE.

Newest theatre in this area is the Inland at Martin, S. D., just opened by C. E. Bradshaw. Total cost was over $25,000 with all construction and equipment handled by Western Theatre Supply Co. A new building was constructed for the 307-seat house.

Bob McGill has reopened his Empire at Utica, Neb., after a disastrous fire. The Empire seats 312.

Paul Tramp will be forced to move the Clay at Clay Center, Neb., after February 1, since the building has been sold. Since there apparently is no other building available, Clay Center may be without a theatre, according to reports on Filmrow.

Oscar Johnson is planning a new house at Falls City, Neb., with plans just completed by Ed Sessinghaus of Omaha. Johnson will turn one of his other theatres into commercial property.

Walt Bradley is modernizing his Moon at Neligh, Neb., and at present is relining the house's interior. This project also includes other modernization features.

March Bros. have remodeled the Royal at LeMars, Ia., and are contemplating the same for one of their houses at Wayne, Neb. Phil March is directing the modernization activities.

Dale R. Goldie is making a "de luxe" house out of his American at Cherokee, Ia. The project includes a complete remodeling job and Goldie expects to have the work completed about March 1.

George R. Norman is reported considering construction of a new theatre at Cherokee, Ia. The well-known Iowa circuit owner already has the 350-seat Empress at Cherokee, in addition to houses at Storm Lake and Sac City.

Kalmenson Announces Warner Staff Shifts

KANSAS CITY—Ben Kalmenson, Warner division manager, New York, was here to announce several shifts in WB personnel.

Jimmy Winn, who has been branch manager here for about nine months, becomes district manager, covering Des Moines, Omaha, Kansas City, St. Louis and Memphis.

Rud Lohrenz, formerly Kansas City district manager, and before that in Chicago in the same capacity, returns to his old post in Chicago.

O. W. Williamson jr., who has been branch manager in Memphis, comes here as branch manager.

Henry Herbel, Chicago district chief, has been transferred to the west coast, as district manager. He replaces W. E. Callaway, who moves into Los Angeles as branch manager.

K A Y C E E

CHIEF BARKER JAY MEANS of Variety Club has named Jerry Zigmond, manager of the Newman, chairman of the committee in charge of the dinner to inaugurate new officers of the organization. Zigmond's aides are Doug Desch of Monogram, Don Woods of Warner Bros., Barney Joffee of the Tower and Jim McConnell of KMBC. The dinner will be held about February 1.

Jack Barnett, the Negus of Newsreelers, gave the members of St. James Boy Scout Troop a talk on the newsreel business January 16.

The theatre at Westville, Okla., burned the other day, and the Helstrom at McPherson, Kas., just missed damage January 16 when a neighboring newspaper office burned. The McPherson house was saved by the fire wall.

On the Row, in the snow: Sam Sosna Manhattan, Kas.; Ensley Barbour, Landers, Springfield, Mo.; Bob Gorham, Liberty, Horton, Kas.

On Friday, January 19, Warner Bros. gave a special preview of "The Fighting 69th" at Edison Hall for officials and prominent members of the Kansas-Missouri Chapter of the Rainbow Division. Attending also were officials of the American Legion and Veterans of Foreign Wars.

Here this week conferring with Jerry Zigmond, manager of the Newman, were L. D. Netter and M. F. Gowthorpe of the New York office of Paramount Service Co.

On the Row: Virgil Green, LaPlata, Mo., who came in by train; Elmer Bills, Salisbury, Mo.; Lee Sproule, Newton, Kas.; M. S. Heath, Liberty, Mo.; Paul Taylor, Richmond, Mo.; Gus Diamond, Eldorado, Salina and Arkansas City, Kas.

Paul Hannon of Paramount was confined to his home a couple of weeks with flu, and while there gave birth to one of the handsomest mustaches we've seen this year. No foolin'.

In case you didn't know, that good looking gal at the Kansas City Ticket Co., 1717 Wyandotte, is Hester Holderby, who is assisting her sister, Hannah Holderby, in the operation of the place.

Mrs. Charles Knickerbocker, wife of the 20th-Fox salesman, is in Research Hospital.

The heavy snowfall, while a good thing for business generally for the future, isn't helping immediate boxoffice grosses. It isn't a spring romance to Film Delivery, either, but they're getting through.

Wolfish Succeeds Kimmel As RKO Minny Booker

MINNEAPOLIS—Marvin Wolfish has been brought in from Detroit, Mich., as an assistant RKO booker here. He succeeds Dave Kimmel who has been transferred to the Chicago branch.

Distributors Balk at Wichita's Trade Code in Making Deals

WICHITA, KAS.—Several major distributors have notified officials of the Wichita Independent Theatre Owners' Ass'n that, in making new season product deals, they will not recognize the new clearance schedule and fair trade practice agreement drawn up late in 1939.

However, according to O. F. Sullivan, president of the association, most companies, in inking new contracts, have been following provisions of the local code quite closely.

To date, only one theatre, the New, has resorted to price evasions since the trade agreement was signed. Harold Gibbons, manager of the New, at a recent meeting of exhibitors, announced his intention of continuing his two-for-one policy and of accepting the penalty, which calls for playing pictures one year after their first run.

Offering two-for-one admissions has not been the New's daily policy, however. Some days its advertisements carry a coupon good for a two-for-one admission, and on others they announce no coupons will be accepted.

The eyes of the industry, especially in this section, have been on Wichita and the fair trade practice agreement now in effect. Its results may determine the policy of exhibitors in other cities who are faced with problems similar to those once confronting Wichita showmen.

Sullivan has appealed to all distributors to cooperate with the Wichita exhibitor unit to the extent of not allowing exhibitors to play pictures until a year after their first runs in cases where there is evidence of price "evasion" practices, and also to see that an actual minimum of 15 cents is charged at the boxoffice on all pictures, regardless of age, if such is the policy of the company.

Neely Action to Top Allied Meeting

ELDORA, IA.—Final action on the Neely bill is scheduled for a top spot at the annual convention in Marshalltown of the Allied-Independent Theatre Owners of Iowa and Nebraska, according to Leo F. Wolcott, president. The meeting will be held at the Tallcorn Hotel.

Other subjects of importance, as listed: Film terms, policies, percentages, withdrawals, cancellations; Tum's "Pot O' Gold" program and an explanation of steps to combat it; film stars on radio; television in 1940; 16mm competition; election of directors and officers; progress of the government's all-industry suit and other "anti-monopoly" proceedings.

Wolcott revealed that Herbert Hoover, chairman of the Finnish relief fund, had wired for full cooperation of all theatres, and the Allied leader urged exhibitors to help. He also urged theatre men to book the gratis reel distributed by the state department of health. It is titled "A New Day," deals with the serum treatment of pneumonia, and is brought up to date with attention to Sulfapyridine, a new weapon against the disease.

Wolcott also pointed out that the Copyright Protection Bureau is checking several territories for infringements. He warned members to have written confirmation of all bookings, holdovers, and playing time extensions.

Des Moines Roller Derby Tolls Theatre Grosses

DES MOINES—Theatre managers blame the currently low level of grosses on the attraction of the Roller Derby where so many potential patrons may now be found evening after evening.

Compensating this situation, however, is the fact that the paralysis scare has passed and children are once again being permitted to attend theatres.

Develops Story for Sidney

HOLLYWOOD—Nat Perrin has joined the Metro writing staff to develop a story for Producer Louis K. Sidney.

Klugman Asks $50,000 For Auto Injuries

MINNEAPOLIS—Harold Klugman, former Republic salesman, is suing M-G-M here for $50,000 damages in consequence of injuries sustained in an automobile accident while he was riding with Walt McKeen, late M-G-M salesman. The latter was killed in the smashup.

1,000 POPCORN BOXES $3.50

With Any Order of Popcorn or Seasoning

— SPECIAL JANUARY AND FEBRUARY DEAL —

ACT NOW!!!

SACKS . . . BOXES . . . SALT

Order Your Needs from

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

LINCOLN

SUNNY SOUTH BOUND is Barbara Livingston, wife of the Capitol manager, who will while away some of the winter in Tucson, Ariz. . . . Street corner catch: "Slim" Fraser, trapped by a film salesman, swearing before Deity and everybody that business is lousy . . . Gift of gab item: Bob Huffman told the Better Films Council this week all the reasons why the motion picture industry couldn't afford passage of the Neely bill.

Hardest working man in Friend is Wally Johnson, who was found by Joe Rosenberg learning to skate on a nearby pond, and insisted on riding to Omaha with him, rather than go sweep out the theatre . . . Sid Rose says a girl who sits out too many dances will find her figure going to waist . . . J. H. Cooper, after a swing around Colorado and Oklahoma properties, is due back for another size-up of his re-trimmed Lincoln, prior to going back to New York.

A job nobody wants to fill is here, as of Nov. 17, 1940. It's the assignment to manage the Nebraska State Penitentiary theatre, which must be done by an inmate, which job will be vacated by Jules Rachman, with his release after seven years and nine months as "resident manager" . . . B. M. Montee, with the Mrs., came up from Beatrice last Sunday for some dancing at the Turnpike Casino. They may remember, and they may not . . . Wally Johnson, when here this week, said he will close the Fil-Mor in Exeter, for a couple of months.

Seems to go with the job. Howard Federer's secretary (latest), married Hub Boswell, a former Nebraska football player. Now comes news that Peggy Stewart, who preceded her on the job, has also married a pigskinner, Henry Rohn, sophomore fullback . . . Keith Wilson, Omaha World-Herald, *believes the time he and* BOXOFFICE *pushed Jane Wyman and a 1902-carload of glamour up a Dodge City, Kas., hill last April 1, 1939, was his crowning moment, both for performance and applause.*

Hint of further building boom: Art Moore, Denver, who is the contractor on the Lincoln, has been asked to submit some "mysterious" figures to the Westland Theatres, Inc. offices in Denver . . . Jack Zern, Dallas, and Jack Gregory, Kansas City, both Altec men, were in visiting Hank Keller, who sweated them down with the popular theatre Row pastime, ping-pong . . . Jimmy Redmond, Fairbury, says all the kids are about to lynch the Bonham cashier, Bonnie Aumiller, for chopping holes in the skating ice to fish.

Now that 20th Century-Fox is about to film the history of radio, Bob Livingston wonders if they'll include him for his contribution to it via opposition to the Tums show . . . Harold Hellerich read of James Roosevelt's announcement of plans to produce only two features in 1940, and remarked: "Imagine spending a year to make one dual feature program!"



Fostering the Arts—

Center figure in this beef ballet is Ralph Larned, La Crosse, Kas., exhibitor. He and his two pals were putting on a show for the home folks.

"Hunchback" Twin City Runs Amaze Filmites

MINNEAPOLIS—Sensationally big business that "Hunchback of Notre Dame" has done during its Twin City stands has been considered amazing in local film circles. At the State here and Paramount, St. Paul, it proved the past year's outstanding film magnet. It gave the Paramount one of the biggest straight picture weeks in the theatre's history. The State gross ran well into the five figures and the picture moved to the Century for a second week. Such results were surprising and unexpected.

Freedom for Rachman In Next November

LINCOLN—Jules Rachman, who entered the Nebraska penitentiary in 1933 after conviction for the slaying of Harry and Sam Goldberg in their Omaha Theatre office, will be pardoned on November 17, 1940.

Rachman made two tries at the board, was turned down in 1936 and won freedom on a split decision after his hearing in November of last year. He was sentenced to 15 years on each count, the sentences to run concurrently.

Manager and Columnist Succor Fire Victims

MINNEAPOLIS—A midnight benefit show for sufferers in a local apartment hotel fire, staged at the Orpheum by Manager Bill Sears and Cedric Adams, *Star-Journal* columnist, netted $1,467 with admission at 50 cents. Thousands were turned away.

Services for the show were contributed by the Tommy Dorsey, Bob Zurke, Ranny Weeks, "Col." Manny Prager and many other bands and acts.

Conard Rebuilding Dixie

KANSAS CITY—According to word here, Ernest Conard is rebuilding the Dixie, Huntsville, Ark., which fire destroyed January 6. The house seats 400.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

MUCH as we want to see (more'n hear) great big Gilly Wells play his ity bitty piano, we just seem destined not to get the privilege. It took the biggest snowstorm of the year, with us some 100 miles away on blocked highways, to keep us from getting there last time, though, Gilly. We'll make it yet, so help us.

Sophie Tucker, veteran comedienne, called "the last of the red hot mamas," wasn't so hot here Thursday due to a long cold ride into DM from Cedar Rapids . . . Victor Moore, film character, stole Sophie's show in his own sweet little way . . . We saw Stan Mayer of Fox sitting in one of the doggy seats at the Shrine that evening . . . Burton Jerrel the Iowa Flashes boy (he's a Harvard man, they tell us) appeared in the lobby for a smoke . . . Dr. Cuthbert Smith stopped to tell us how close he comes to breaking even on those foreign flickers he shows each month . . . Walt Lohman dropped around to ask us for those opera glasses we promised to fetch for the myopic Opal Judd, and we had to shamefacedly confess we'd forgotten them.

"Leave It to Me" got its biggest laugh on the same old gags about those G—— D—— double features . . . No, Keith Wilson, dry your tears of chagrin, Clayton didn't go to Atlanta either. Hope you go over big on the air (you oughta) . . . Clyde Pratt left Thanksgiving Day for California. Elmer Tilton left a few weeks ago with the Filmrow Phantom for Mexico City. En route home from California, Clyde decided he'd take in Mexico on the side. Tilt and the Phantom passed a familiar-looking car some ten miles out of Mexico City, but thought no more about it until Tilt looked up and discovered Clyde's bald pate shining in his rear-view mirror . . . Clyde had recognized his boss' car so had turned around and whooped down the highway to overtake him.

We stood on the corner talking to Republic's Bert Thomas and boarded the same street car with him to continue enriching our fund of BOXOFFICE *gossip. When Bert got off, we discovered Edith Levitt (but she's married now) sitting across the aisle. Edith was on her way home to visit her mama, and was looking prettier than she used to when she made Stan Mayer's office a better place to look at.*

Who's the pretty little Irisher secretary over at Tri-States who had such very wet panties last summer? . . . We hear that Bill Lansberg's B-I-L-L L-A-N-S-B-E-R-G key chain isn't the only one around the film biz. Tri-States' Sam Horowitz has owned one for a long time, and has bought one for Ray Blank for Christmas, and Ken Clayton's wearing one too. Ray and the Horowitzes are leaving for Mexico City, February 1 . . . Herb Wengel of Tri-States is still blushing a very deep pink because A. H. Blank came along just in time to see the lip-rouge reminders of a Christmas gift to Herb's cheek at the Yule party.

You wouldn't expect favorable film reviews to draw complaints, but they did, over at the R&T. *Not from the house getting the kudos, however . . . "Chicago" Haley, managing the Orpheum while Emil Franke was in Milwaukee for a funeral in the family, tried four times to catch up on his acquaintance with Clayton, but the* R&Ter *was too busy conferring . . . Trooping through his office almost simultaneously were the RKO and Paramount Bills —Scholl and Lansberg—while Warner's Rubinger and RKO's McCormick made hay at the same time via the Bell system from Kansas City and New York.*

"Grapes of Wrath" got an unlooked-for plug in news coverage of the "Documents of America" exhibit at the Des Moines Association of Art galleries here . . . The title was used in describing one of the pictures—"Migrant Worker's Hungry Family"' . . . Cuthbert Smith finally decided that Iowans who attend his imported pictures would show up regardless of whether he advertised, so "Grand Illusion" went on at the Beaver last Tuesday sans buildup . . . The busy Dr. Smith is too busy with his Moriz Rosenthal recital February 11 to worry much anyway . . . Barclay Leatham, secretary of the National Theatre Conference, spent a night watching the Kendall Community players rehearse "What a Life" on his inspection tour for the Rockefeller foundation. He also stopped in Iowa City.

Tri-States' DD (Dorothy Day) has been huddling with the school system here trying to work out Paramount's "Seventeen" contest . . . and the R&T *would like to know just what the status of Rubinger's beautiful baby stunt will be by the middle of February . . . We know a guy who felt very inferior about going to the Roosevelt here on his* 1939 *pass (his* 1940 *number was in the mail) and when he got in there he had to sit through that Bob Benchley short about man's inferior feeling.*

Paramount Pictures may be glad that, while Mary Martin's heart belongs to daddy, her contract belongs to Paramount . . . but take it from Nicholas Steffen of Nevada, Ia., he isn't gonna like her in "Victor Herbert," if he hears she was the original heart-to-daddy performer . . . at any rate he has taken the letter-to-the-editor column to deplore publicity given that particular part of "Leave It to Me" here.

Wonder who got those swell cosmetics we saw Art Anderson buying at Younkers during the holidays? . . . Gilly Wells was with him, but it's a sure thing Gilly didn't get 'em . . . If you have a hard time remembering Gilly's telephone number, it's just like the Kirkwood Hotel's, only it starts with a five instead of a four . . . simple, eh? . . . Rud Lohrenz was in from KC last week . . . so was Sid Rose, only he came from Omaha to visit our fine, upstanding Vitagraph manager . . . (we mean Art Anderson).

As usual, neither Jerry Spandau nor Lou Levy was around when we telephoned, but the story goes that Lou is working for Universal now that Grand National was snubbed by the RFC.

Smoke Scenes Get Some Realism

Manson, Ia.—Patrons at the Manson watching a ship sink and burn on the screen thought the real smoke they saw was part of the picture. Actually it was coming from the ventilators under the stage. A fire had started when sparks were pulled into the ventilating system from papers being burned in the alley. Soon the fire was under control by firemen. The patrons enjoyed the realism of the fire scenes on the screen and omitted the usual rush for the exits. There was little damage.

Gillman License Plea Hearing January 22

MINNEAPOLIS—The district court here has set January 22 as the date for hearing of an action brought by Irving Gillman, Esquire Theatre, and his associates, for a mandamus to compel the city council to issue them a license to build and operate a neighborhood theatre on their property.

Suit was filed after the city council again had gone on record to prohibit any additional theatre construction here. Gillman's application was one of three applicants refused licenses, the vote being 15 against and nine for the permits.

It had been indicated that if the council had let down the bars there would have been at least a dozen more applications and the total number of new theatres to be built in the course of a year might have been 15.

The Gillman suit will determine if the council is empowered to halt the building of new theatres in any general situations, such as that afforded by the Gillman case. Gillman claims that he has a constitutional right to use his property for such a legitimate purpose and that the aldermen have no right to deny such use.

Building of more theatres has been opposed both by the Minnesota Amusement Co. and Northwest Allied States. It has been contended that the city already is considerably overseated and that if more houses are built investments will be jeopardized and the quality of entertainment lowered throughout the city.

Two Theatres Play Up Sex; Reject Another's Ads

MINNEAPOLIS—Two local theatres the past week advertised their film attractions as "unsuitable for children." Newspapers rejected the ads of a third, the Esquire, with "Rasputin" the offering, because of protests against the film.

The two houses playing up the sex angle and stressing that their films were "adult entertainment" were the Gopher and World with "A Child Is Born" and "Intermezzo," respectively. The Gopher sold no children's tickets.

MINNEAPOLIS

MANNIE GOODMAN, the valance man, showing the territory his new spring line after a three weeks Florida vacation with his sister and Mr. and Mrs. Samuel D. Steinberg, head of the Hollywood Advertising Co. . . . The forthcoming marriage of Joe Jacobs, long a Columbia salesman here, his home town, and now the company's Des Moines branch manager, has been confirmed. Item was Winchelled in this column last week. His bride-to-be is a niece of A. H. Blank, theatre circuit owner.

Flash! The Al Avids are planning a little May fest . . . He's Columbia salesman here . . . Irving Marks, also a Columbia salesman, purchased some fish hooks and sponges during his Chicago trip to the district sales confab. Irv says he'll use them next fishing season, but he bought them now to take advantage of a close-out price. What he plans to use the sponges for is his own secret.

Those very charming gals being made a fuss over by Milton Rosen, St. Paul city official, at a Lowry hotel wedding were Bess and Dotty Crane, Welworth circuit lassies . . . Nadine Rifkin, a nice thing about the Loop, where she's a cashier, says she never has seen her name in BOXOFFICE . . . Well, dearie, here it is . . . "Shorty" Dvorak, the Flatwood Tavern innkeeper, is adding bowling alleys to his roadside entertainment down near Norwood.

Reason for the current Filmrow gloom is that cheerful Tommy Charack, Warner salesman, is out on the road once more after a long Minneapolis stay . . . What is this unfinished business reported by George and Arnold Crane, theatre owners—business that's taking them back to New Orleans just three weeks after already having vacationed there? . . . Roy Slentz, Gopher manager, is building up quite a rep as a jitterbug dancer, according to those who have seen him in 3.2 waltztime.

Peck Gomersall, Universal eastern division manager, in town . . . Jack Wright, manager of the Auditorium, Red Wing, Minn., laid up for several days with bad cold. In the pink again now, however . . . Sam Sherman, the Reno Wilk protege, doing a bangup job in putting the White Bear Theatre on its feet . . . This column is not mentioning "Kelly" Evidon, Warner ad sales head, this week.

Harold B. Johnson, Universal branch manager, is a one-man hiking club. Forty blocks a night is his daily routine, which may help to account for his sprightliness of walk and wit . . . "Mickey" (Svengali) Cohen, M-G-M's Currie Ave. matinee idol, has the boys gasping with admiration and envy as the result of his latest discovery. How about a "Blondie Brings Up Mickey" drammer? . . . Police last week helped in locating the lost checkbook of Ben Spewak, theatre financier. One of the lost checks was in six figures—so big that someone heard it drop and reported the event to the gendarmes.

Everybody glad because, as a result of a Warner reassignment, Rud Lohrenz will be back as manager of this district, replacing Henry Herbel, transferred to the west coast district. Lohrenz has been manager of the Kansas City district. He advanced from branch manager here to district head. There's regret that Salesman Bill Grant moves on to San Francisco in the same capacity. The bunch hates to see him go. However, every cloud has its silver lining. Tommy Charack replaces him as city salesman. Which means that Tommy will be around all the time. His South Dakota territory kept him away too much to suit his many local friends.

Out-of-town exhibitors visiting Filmrow included William Amecher, Castlewood, S. D.; George Miner and Lyle Webster, Chippewa Falls and Rice Lake, Wis.; Al Inman, Fairfax, Minn.; M. A. Zimmerman, Lakota, N. D.; Joe Schindel, Granite Falls, Minn.; Ed Johnson, Redwood Falls, Minn.; L. A. Backer, Browns Valley, Minn.; "Doc" Reynolds, Princeton, Minn.; J. M. Rostvold, Harmony, Minn.; Lewis Handy, Princeton, Minn., and George Schroeder, Mountain Lake, Minn.

Jay Haas, Paramount ad sales supervisor, in town . . . Charlie Weiner and Ben Nathanson of Monogram back from Chicago meeting with plans for a big March sales drive. They report the company's outlook "very good" . . . Gordie Greene, who was Minnesota Theatre managing director, planning a Florida vacation.

The father of Elynor Faley of Paramount office staff passed away . . . Ray O'Connell, formerly assistant manager of the Minneapolis and manager of the St. Paul Orpheum, now Warner theatre district manager at Lancaster, Pa., here to visit his sick mother . . . Leo Salkin of the William Morris booking office, Chicago, stopped over en route to Winnipeg.

Henry Herbel, Warner district manager, a visitor . . . Joe Paster, Chicago exhibitor, in to visit his friend, W. A. Steffes. They took in the Armory fight card Friday . . . United Artists' "Eternally Yours" did nicely at the St. Paul Orpheum . . . Sylvan Leff, Universal salesman, and his bride have taken up housekeeping at the Windsor apartments.

Harold B. Johnson, Universal branch manager, accompanied Salesman Pat Halloran on a North Dakota trip . . . Esther Singer of the 20th-Fox office staff recovering from a minor operation . . . "Nickey" Goldhammer, RKO district manager, visited his Des Moines exchange . . . "Hy" Chapman and his Columbia bunch back from the Chicago sales meeting. The entire sales staff and Bill Evidon, office manager, accompanied him.

Morrie Abrams, M-G-M exploiteer, back from a two days visit to New York devoted to a discussion of "Gone With the Wind" publicity campaigns . . . All Warner employes are wearing badges advertising the present Sears drive. The local office was first in its district the initial week of the campaign . . . Rosalie Callahan of the Republic studios, Hollywood, visiting her relatives here.



Original for Freed

HOLLYWOOD—John Monks jr. and Fred Finkelhoffe are writing an original for Producer Arthur Freed at Metro.

OMAHA

WILL SINGER, Brandeis manager, has gone to Chicago on business and it's certainly too bad the Hawthorne track is closed during the winter season . . . Floyd Wolfe, Lynch, Neb., celebrates his 38th wedding anniversary soon . . . Howard Harvey of Western Theatre Supply was in Chicago, called there by the death of his father.

C. E. Byers, Valley, Neb., slipped on the ice and broke a couple of ribs . . . Sol Francis, Monogram franchise holder, just celebrated his third wedding anniversary . . . A. Burrus, Isis and Lyric, Crete, Neb., was on Filmrow but the heavy snows kept a lot of exhibitors at home.

Mrs. Charlie Williams, wife of the president of MPTO of Nebraska and Western Iowa, died this week . . . Madeline Speake, RKO cashier, has resigned to devote her time to being a housewife. Elvera Roslund moves to the cashier's desk and Fern Bull was advanced to availability clerk.

R. L. McIntyre, Fox screen room operator and new prexy of Local 343, IATSE, says new trustees will be announced after the February meeting . . . Don Allen, Omaha manager, is moved back to the Paramount for the "Gone With the Wind" engagement. Jack Kolbo, Allen's assistant, will be his right hand man at the Paramount.

Leon Mendelson, Warner salesman, is back at work after an operation. Mendy has a birthday this week . . . Mrs. Jennie Wickman, Lyric, Tekamah, Neb., has gone to California for a vacation . . . Advance sale of tickets for "GWTW" at the Paramount starting January 25 has been very good . . . Carl Bailey, Pawnee, Pawnee City, Neb., was on Davenport St.

Mrs. M. E. Schreiber, Royal, Wisner Neb., and Norman Olson, manager of the Royal, took a two-week trip to New Orleans to dispose of some race horses owned by Exhibitor Schreiber before he died . . . Dora McLaren, Warner clerk, celebrates her eighth wedding anniversary soon.

Rosalie LaFlesche Boughn, Sun, Walthill, Neb., and Murrel Simpson, Palace, Clearwater, Neb., have birthdays on the same day next week. There's two years difference in their ages . . . Reva Malashock, Metro, and Dorothy Kelpin, Columbia, also have birthdays on the same day next week . . . And congrats to Leo Doty, United Artists, and Hester Edwards, Paramount, on birthdays.

Recently the Omaha scribe for BOXOFFICE *had an item in his column about a job for a young man in an Omaha theatre. The wife of a Lincoln theatre man read the story, learned where the job was and told a young friend of hers in Lincoln. Now the neo-exhibitor has the job. You're welcome!*

Mr. Cizna, Auditorium, Chester, Neb., has been in the Veterans' Hospital at Lincoln, but expects to go home soon . . . Izzy Kuhl, Rivoli, Seward, Neb., went to the factory for a new car. Then he loaded his wife and son in the new buggy and took a trip to New Orleans. To make the story complete, he sold his trailer there for more than he paid for it.

National Screen takes over Paramount's poster department here February 1, but the rest of the details are not known. It is reported Wendell Overturf, ad sales man, and Eldon Rollin, poster clerk, will remain in their present posts. No news as far as the other exchanges are concerned . . . John Grabenstein, Liberty, Eustis, Neb., was in town for the first time in some weeks.

Alice Neal, Warner booker, had a birthday this week. She gave herself a knit dress and received a dandy string of pearls from unknown sources! . . . All three United Artists inspectresses—Ruth Meyers, Freda Rathovic and Moleigh Case—have birthdays about a week apart the last of January.

John Dunn, brother of Harold Dunn, Jewel, Valentine, Neb., brought his wife to an Omaha hospital. John is as thin as Harold is plump . . . R. V. Fletcher, Lyric, Hartington, Neb., was on Filmrow. Also Harold Mansfield, Ida Grove, Ia., and Herman H. Thomas, Deluxe, Kingsley, Ia.

....AW, SHUCKS!.....

From the Tall Corn—By RENE McCLUSKEY

I WANNA see "Pago-Pago" . . . whose pitcher is it? I donno. Nobody else seems to know. Still, they wanna see "Pago-Pago!"

Too bad everybody didn't get one of those M. L. Parkinson Christmas cards telling all about what theatre managers have that they don't know from an excavation in terra firma. Parkinson does the chores at the Spencer in Spencer.

Does this imply an indirect compliment to the Mineola, Ia., exhibitor?

The Rev. John Stewart, Baptist pastor there, inserted the following advertisement in the weekly:

"Lost or strayed: Undetermined number of Baptists from services at church. Hope to find them at church next Sunday."

Do you know that John McLees of Fort Dodge has a wife who used to teach school and one of her pupils used to be Exhibitor Ray Balsey of Bussey?

What's this gossip we've been hearing about Bachelor Earl Kerr of Marshalltown, reputedly the best catch in the business, having been caught about a year and a half ago? And if true, how come Earl attended "Leave It to Me" in DM with stags? Or did he?

C. E. Werden of Hartley sold the theatre he has operated there for the last year to Harry Pace of Pocahontas. Werden is going to take a crack at a different field. He bought the Pocahontas Auto Co. from A. C. Shimon.

The Adair County *Free Press* at Greenfield, Ia., says: "Over in Europe an international treaty bears as much weight as a marriage license in Hollywood."

If the theatres got their share, Dubuque exhibitors should be doing all right. Dubuque is listed ninth among the first 10 cities of the United States showing the greatest business gain over a year ago in the January issue of Forbes business magazine The Dubuque gain is given as from 106 to 127 per cent.

Observed on the list of Finnish relief contributors:

Mr. and Mrs. Carl Peterson, Hampton, and Frank Rubel, Des Moines.

Bob Boller and Hayden Peterson had another week of "Ecstasy" over at the State in DM's Lee Township . . . they're making dough on it at 25 cents a throw.

Bob Mallek of the Uptown in Gladbrook spruced up the Row with his presence this week . . . Bill Middleton of the Rex in Iowa Falls let his jovial laugh ring around the Row . . . George Storm, the portable circuit man, was about . . . Wes Mansfield of Tama, Traer, Toledo and Belle Plaine came a day too late and spent his time crying because he'd missed Sophie Tucker . . . Nate Rosenthal of the Iowa in Waterloo was here . . . Carter English was wandering along the Row looking enough like Pinky Tomlin to be him.

The following changes in Central States' Theatres were slated for the middle of January, but Maynard Nelson's appendectomy called for a holdover for a few weeks: Nelson goes from the Granada at Norfolk, Neb., to the World at Kearney, Neb. Nevins Lynn leaves the World to go to the Charles at Charles City, Ia. R. M. Phillips moves from the Charles to the Granada at Norfolk.

Expect Reformation Will Benefit

Minneapolis—With a law enforcement association and the grand jury cleaning up gambling, after-hour liquor sales and vice generally, exhibitors believe they'll benefit. Much theatre patronage has been diverted to the hot joy spots during the wide-open period, it is felt. The lid now is clamped on the tightest within memory following numerous raids and indictments.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 1-20-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

Map Drive Against 16mm Competition

CLARKSBURG, W. VA.—Contending that 16mm competition offers a major problem to current exhibition, members of the ITO of West Virginia, an Allied unit, mapped tentative plans to combat inroads by the medium at a meeting here. The full campaign will be developed later.

Principal speakers at the session were H. M. Richey, public relations head for RKO, whose address dealt mainly with the industry outlook in 1940, and William J. O'Brien, Ascap district manager, who spoke on the theatre music tax.

Richey urged all exhibitors to read and study the Neely bill, which the ITO has endorsed. (Editor's note: See last week's issue of BOXOFFICE for a detailed report of Richey's talk).

President Richard D. Marks, who was in charge, appointed the following committees for 1940:

Legislative: Claude Robinson, Clarksburg, chairman; N. G. Anas, Weirton; George Sallows, Morgantown; R. J. Heihle, Parkersburg; C. S. Musser, Shepherdstown.

Public Relations: S. A. Peters, Sistersville, chairman; C. L. Sutton, Thomas; Dr. C. P. Church, Mannington; N. B. Carskaddon, Keyser; C. E. Kuhn, Cameron.

Membership: George Capps, Wheeling, chairman; Perry Drey, West Union; Mrs. C. P. Church, Mannington; Dr. A. L. Koontz, New Martinsburg.

Auditors: William Heaton, Pennsboro; C. E. Warner, Jane Lew; George Nelson, Fairmont.

Entertainment-Convention: S. A. Peters, Sistersville, and Mrs. C. P. Church, Mannington, co-chairmen.

Garland West Is Temporary Secretary of W. Va. ITO

CLARKSBURG, W. VA.—Garland West of Buckhannon, treasurer of the ITO of West Virginia, an Allied unit, has been named as temporary secretary by Richard D. Marks, president. Vacancy was due to the resignation of Danny Davis, who has withdrawn from exhibition at Lumberport.

Charitable Bingo Given "Go" Sign by Sheriff

PITTSBURGH—Bingo games, if the proceeds go to charity or some similar benefit, will not be bothered, Sheriff John Heinz of Allegheny county announces. He will not tolerate such games staged by professional promoters and gamblers, explaining that the latest Bingo "situation" arose as a result of raids being made by the state police on games promoted by "out-of-town" promoters.

Heinz said he had an "understanding" with Dist. Atty. Andrew T. Park that neither county detectives nor deputy sheriffs would interfere with Bingo games conducted by churches, fraternal organizations, volunteer firemen or veterans' organizations.

"Wind" Ticket Sales Start in Pitt

Pittsburgh—Seats went on sale late last week for "Gone With the Wind" after a week's delay.

After preparations were made for the opening of an extended engagement at the Warner, starting Friday morning, January 26, it was discovered seats at the theatre were unnumbered. Numbers have now been fastened and the ticket sale is brisk.

1,500 Letters Urge Passage of Neely

CLEVELAND—From reliable sources it is learned some 1,500 letters urging passage of the Neely bill have gone forth from this territory to state representatives in Washington. Most of the letters are said to have been sent by club women.

The Cleveland Motion Picture Exhibitors Ass'n, whose membership consists exclusively of independent subsequent run theatre owners, has endorsed the bill.

Pittsburgh Trade Area Is Behind Drive for Finns

PITTSBURGH—Local area exhibitors will cooperate in every way possible with the Finnish relief fund campaign.

AMPTO of W. Pa. this week assured Herbert Hoover that western Pennsylvania theatre owners would follow his suggestion in receiving contributions in lobbies. Hoover wired Fred J. Herrington, who had served with him on Hoover's committee for Belgium relief a number of years ago, as follows:

"Finnish relief fund campaign will climax on or about February 18. Important that this will come with broadest possible opportunity for public contribution. To this end we are asking all motion picture theatres to permit our local workers, if possible in native costume, to receive contributions in lobbies of theatres two or more days last week of campaign. Leading national circuits have granted this request for use of lobbies on February 17 and 18. I am asking you to cooperate on this by recommending it to your members who will be approached by our organization in their own locality. Will appreciate it if you will advise me the extent to which the theatres in your organization will participate. Assuring you of my warmest appreciation. Reply Graybar Building, New York City.

"HERBERT HOOVER."

Herrington's response was "Our organization is recommending to all independent theatre owners in western Pennsylvania that they cooperate to the fullest extent in your Finnish Relief Fund campaign. A number of our theatres have already made arrangements for benefit shows for this cause. Please be assured we are glad to work with you and you have our best wishes for continued success."

Theatres in Pittsburgh Plan for Birthday Ball

PITTSBURGH—Theatres here are planning events in connection with the annual President's Birthday Ball, the drive for funds to combat infantile paralysis. Newsreel insertions of "March of Dimes" have been on exhibition for several weeks. The county and city will share in the proceeds from special fund-raising events, such as those conducted by the local theatres.

Cincinnati Drive-In Building Protested

CINCINNATI—Letters have been sent to all exhibitors in Ohio territory and to all exchanges by Wess Huss jr., president of the Greater Cincinnati Independent Exhibitors, calling attention to the proposed erection of a Drive-In Theatre on Montgomery Road, Cincinnati, by the Mid-West Drive-In Theatres, Inc., and seeking means to protest its opening, set for May 1. The fact that children are to be admitted free, and that the theatre operates only part of the year were cited by Huss.

Similar units now are operating in Detroit and Cleveland, and houses are planned for Indianapolis, St. Louis and Milwaukee, all being connected with a chain operated by Phillip Smith of Boston, according to report.

The new venture has acquired a 16-acre tract at Montgomery Pike, near the Fox and Crow, and will construct 11 semi-circular ramps for cars. Individual loud speakers for automobiles will take the place of the sound amplifiers from the stage, and accommodations are for 500 cars.

A contract for the electrical work has already been awarded to the Bertke Electric Co. Bids are being taken for the grading and construction.

New House in West View Tribute to Redenbach

PITTSBURGH—Many members of the industry were expected to attend the gala opening of the new Gerard, West View, January 19, which will be operated by the Charles Anderson-Walter Urling Alpine theatre circuit.

Named as a memorial to Gerard Redenbach, war veteran, the owner members of the Gerard Real Estate Co. include Henry Redenbach, president; Fred Martin, vice-president; Robert Hamburg, secretary; Charles Zinsner, treasurer, and John Winner, solicitor.

Reichblum Announces New House for Charleroi

CHARLEROI, PA.—Leon Reichblum of Leerich Theatres, Inc., announces a new theatre for Charleroi where this firm operates the Menlo. An automobile show room property on McKean Ave., between Sixth and Seventh Sts., will be dismantled and used as the site for the new theatre.

It will seat around 700 and is expected to open around the first of May.

Arranges 'Wind' Opening

PITTSBURGH—Returning from a meeting of M-G-M exploiteers in New York, Charles Baron, local area representative, made initial contacts for "Gone With the Wind" openings at the Cambria, Johnstown and the State, Altoona, both scheduled for January 26, date of the Pittsburgh premiere at the Warner.

CINCINNATI

QUEEN City Variety has opened a campaign to raise $10,000 in its annual charity drive. J. J. Grady of 20th-Fox is in charge of 15 team captains organized to canvas all branches of the industry connected with the local tent. Many prizes will be distributed, including a Buick sedan. A victory dance, date to be announced later, will conclude the campaign.

Douglas Campbell is the new manager for Chakeres Theatres at St. Mary's, and not Bill McCollister, as reported in our column. We are glad to make the correction . . . Maurice Chase of Big Features has taken over the Crescent, Winton Place, from Mrs. J. T. Crone . . . Grand National offices in Cincinnati have been closed.

Lou Mills, who operates the Mills at Olive Hill, Ky., has taken over the Cosy, Morehead, Ky., and will reopen the house, January 25 . . . Ray Frisz is resigning from Co-Operative Theatres to manage Dwight Jones' Markey and Kaymer theatres at Jackson, Ohio. Frisz's place as booker will be assumed by Guy Greathouse.

Ike Libson was host to newspaper critics from Columbus, Dayton, Cincinnati and Louisville at a cocktail party, a dinner at the Netherland Plaza Hotel, and a preview showing of "Of Mice and Men." Burgess Meredith, star of the feature, planed in for the occasion.

The Bert Stearn Testimonial Drive for playdates and contracts is well under way at UA, with the local boys leading the procession both for the office and sales force. The drive ends February 17.

Masters Jackie (Mickey Sherman Onie) and Milton Onie, sons of William Onie of Monogram, were guests at the Row . . . Mose Weaver, Plaza, Miamisburg, a visitor . . . Other callers were Ed Salzberg, Annawalt, W. Va.; Sam Gorrel, Tippecanoe and Bradford; R. E. Wells, St. Paul, Dayton, and Dave Brown, Cabin Creek, Ky.

Bud Ackerman, owner of the Glenway, Price Hill, Cincy suburb, will erect a new 1,000-seat $140,000 theatre there, construction to begin at once . . . F. R. Crist's Crist in Loveland, Ohio, has been equipped by Midwest Theatre Supply with new seats, carpets, stage draperies, curtain controls and tracks. Crist will close his old Opera House at Loveland.

Lou Wiethe's new Westwood, set for a February 9 opening, has been completely equipped by Midwest Theatre Supply . . . Andy Hettisheimer is planning his annual sojourn to the west coast of Florida.

Lester Rosenfeld drew a two-column spread in the Charleston, W. Va., papers on his contemplated new theatre for Dunbar, W. Va. The new building will also contain eight bowling alleys and two extra store rooms.

Another new house in the offing for Childers & Turner, who are building at Jackson, Ky., for an April 1 opening . . . RKO's "Hunchback" broke all house records at the Virginian, Charleston, W. Va.

William Binkley, Newton, Ohio, has taken over the Mountjoy at Amelia and will open the house January 27 . . . 20th-Fox's Ed Burkart and wife entertained the office personnel at their Lakeside Park home.

Paramount News Review to Shaker Heights Students

CLEVELAND—Paramount's two-reel "News Review of the Year," which recently played at Loew's Stillman, so impressed Principal R. R. Patin of the Shaker Heights High School that he wanted all the pupils of his school to see it. So, to make the deed father to the wish, he secured the cooperation of Ray Allison, manager of the Shaker Theatre, who arranged three special student screenings for groups of 200 to 250.

Reopen in Youngstown

YOUNGSTOWN, OHIO—The Regent, which has been closed for the past six months due to widening of the street on which it is located, has reopened. Alteration costs necessitated by the work were borne by the city.



Showman Is Guest—

Allen Johnson (left), Grand Rapids, Mich., exhibitor, and his wife and children are guests of Dennis Morgan (center), on the set of "Three Cheers for the Irish" at the Warner studio in Burbank.

Turns Over Records To M. B. Horwitz

CLEVELAND—The second and final chapter was written in the suit filed by M. B. Horwitz, treasurer of the Cleveland Motion Picture Exhibitors Ass'n, against George W. Erdmann, association secretary, demanding that certain organization records, allegedly withheld without explanation, be turned over to him, when the case was dismissed by Judge Charles J. McNamee after Erdmann agreed to make the records available to Horwitz.

Horwitz claimed that the specific records under discussion were necessary in order to complete his annual financial report which was to be presented to members of the organization at its annual meeting January 18.

Cleveland UA All Set for Two Bert Stearn Drives

CLEVELAND—The Cleveland United Artists exchange is all set to honor Bert Stearn, district manager, in the inter-division sales and collection drive which started January 1.

The Bert Stearn Testimonial Drive, as it is officially called, is divided into two sections. The sales drive extends from January 1 to February 17. The collection drive also started January 1, but extends to May 4.

The eastern United Artists sales division which is competing for a new record is composed of Bert Stearn, central district; Charles Stern, eastern division; Dave Prince, southern division and Haskell Masters, Canadian division.

The local boys are banking on the combination of Bert's personal popularity throughout the district and the quality of UA pictures to be sold during the drive period, to put them on the top of the heap when the ballots are all in.

The pictures, with which Norman Levin, Lou Geiger, Richard Miller and local branch manager, A. M. Goodman, are banking to reach the top are "The Housekeeper's Daughter," "Raffles," "Of Mice and Men," "Slightly Honorable," "Rebecca," "The Thief of Bagdad," "Three Cheers for Miss Bishop," "Chump at Oxford," "Over the Moon," "The House Across the Bay," "Lion Has Wings" and "Two's Company."

Burglars Use Carpets to Muffle Safe Explosion

MASSILLON, OHIO—Safe crackers on January 8 robbed the Lincoln here of more than $100 and caused extensive property damage. Irwin H. Solomon, manager, told police the burglars wrapped the carpet from two aisles around the safe to muffle the sound of the explosion. Money also was taken from vending machines. Greatest loss, Solomon reported, were the records, books and papers destroyed by the blast.

PITTSBURGH

A SINCERE salute from this corner of BOXOFFICE to Ben Shlyen, founder and publisher of this paper which is 20 years old with today's issue. Many, many happy returns, Ben! . . . E. B. Morton, NTS manager, is attending a company convention in New York. Morton is feeling much better after a recent illness but he is a dozen pounds under weight. We believe his year's record will be one of the best submitted from any NTS office for 1939 . . . Irving Dietz is back in town to handle "The Birth of a Champion," a film record of the Jack Dempsey-Jess Willard fight which had never been available for theatre screens until a few weeks ago. George "B' Josack is assisting Dietz . . . Bill Satori, New Universal sales representative, departed last Sunday for Miami where he will vacation for several weeks.

James McHugh has resigned as manager of the WB Plaza. He has been succeeded by David Wald . . . Lew Hepinger, Clarion exhibitor, is contemplating a vacation in Mexico City . . . Boxoffice at the Beacon was wrecked when a truck ran amuck, smashing over the sidewalk and smack into it . . . Nixon gets George White's "Scandals" the week of January 29.

The Mark Kirkpatricks of the Main Street, Galeton, are expecting the stork . . . "Mill on the Floss," distributed by Monarch, follows a successful run of the French film, "Harvest," in the Art Cinema . . . United Artists exchange has been colorfully bannered in honor of the Bert M. Stearn Testimonial Drive and exhibitors are cooperating to the fullest extent in respect to the district manager who was formerly the local branch manager, according to the present branch manager, A. I. Weiner.

With Bob Lynch, Warner sales representative, laid up with a fractured ankle in his home at Grove City, the northern area salesmen got together the other day and with Charles Truran, Dr. Notoriana and Dr. Allison, a "Sunshine Box" was "made up" and taken to him. The "items" in the box were varied and helpful as well as useful, and, no doubt, Bob is feeling much better now.

This corner of BOXOFFICE urges all theatre owners and managers to cooperate with Herbert Hoover in the Finnish relief fund campaign. For details communicate with the AMPTO headquarters, 84 Van Braam St.

E. J. Dustin of the RCA home office at Camden, N. J., is making his office here at 811 Clark Bldg. for several weeks where he is engaged in special engineering work for RCA theatre systems . . . Charles Aaron, M-G-M auditor, has been keeping himself busy at the local exchange . . . Jean Viviano, formerly of the GN office, is now employed at the 20th-Fox exchange, and Fred Hart, former GN shipper, has joined the Columbia shipping staff . . . Some of the local neighborhood weekly papers are "raising a wind" and taking pot shots at the GWTW ticket prices.

Bernard Buchheit, assistant to Circuit Operator Michael Manos, is back on the job after holidaying in the southland . . . Local newspaper photographers are organizing a social and fraternal association . . . Annual International art exhibition at Carnegie Institute for 1940 has been cancelled due to the European war . . . Charles Aiken, former local film man, has returned to "making pills." He's a registered pharmacist . . . Mis Elda Profili, daughter of the Peter Profilis, Vestaburg and Fredericktown theatre owners, was the recent bride of Joseph Gaylor of Pittsburgh . . . John Gribble, circuit exhibitor, a former Altoona resident, is now making his home at Chambersburg.

Paul O. Klingler of the Rialto, Lewistown; Joe Shapiro of the Shapiro, Mt. Union; Vince Josack of Superior Supply and others in the trade attended the opening of the new Rivoli in the Llyswen residential district of Altoona, Monday evening. The 650-seat house, equipped by Superior, features the new Cyclex light projection system . . . Pandro Berman, for 16 years with RKO and its predecessors and a native of this city who has joined M-G-M studios as a producer, was vacationing here last week with members of the family, including Art Levy, Columbia manager . . . The C. C. Kellenberg testimonial dinner will be "tops," according to Al Weiss, treasurer, whose records show a very good advance sale of golden tickets. Date is Mon-

(Continued on page 61)

Number One Cowboy——Plus——Number One Song
Reaping A Rich Harvest

GENE AUTRY
IN
"SOUTH OF THE BORDER"
—Down Mexico Way—

Breaking House Records Everywhere. Establish New Records on Return Engagements

Ask Any of These Showmen Who Have Grabbed Repeat Dates:

Jake Silverman	Ike Berney	George Purcell	George Otte
Ollie Kihchel	Lem Harvey	Riney Hiehle	Hymie Goldberg
George Sallows	Andy Peterson	John T. McGreevey	Harry M. Kalmine

REPUBLIC PICTURES OF PITTSBURGH
1701 Blvd. of the Allies — JIM ALEXANDER, Mgr. — ATlantic 4858

CLEVELAND

ELDRED B. COOPER, whose father owned the Hippodrome at one time, is the new owner of the Arion here. He acquired the house from Ed Cole last week and plans to run a combination English and foreign policy.

Perc Essick of the Scoville, Essick & Reif circuit was passing out cigars last week. Reason was the arrival of his first grandchild, a son born to the wife of his son, Ray, who manages the Highland in Akron. All, including the grandparents, are reported doing well.

Mrs. Joe Leavitt, wife of the owner of the Independent Screen Room in the Film Bldg., is at Mount Sinai Hospital where she is being treated for high blood pressure . . . Judge Jacob Stacel, a good friend of the industry, is another Mt. Sinai patient these days.

Nat Holt, RKO Great Lakes division manager, was in New York signing up some of the biggest name attractions to appear at the Palace this season, including Dick Powell, week of January 20; Ray Bolger and a big variety show, January 26; Johnny "Scat" Davis and Beverly Roberts, February 2; Paul Whiteman, February 23, and Eddy Duchin, March 8.

Charlie Deardourff, M-G-M's ace exploiteer, was called into the home office by Head Exploiteer William Ferguson to discuss some of the fine points about publicizing "GWTW" which opens locally at Loew's Stillman, January 26 . . . John Coyne, M-G-M booker, is back from a short vacation visit with his folks up in Maine.

Lou Walters, manager of the local National Theatre Supply office, is in New York attending a company convention . . . W. N. Skirball and associates have christened their new Massillon theatre, the Weslin. It is expected to open about February 1 as is their new Bryan in Bryan.

The Smith & Setron Printing Co. bought a new lithograph press for a Christmas present, the object being to produce bigger and better posters . . . February 25-March 31. Mark it down in your book as the dates for the Nate Schultz Jubilee, or in words of one syllable, a new local Monogram Drive which the local office is staging for its franchise owner.

Manny Weiss staged his second annual "Spook Night" at the Metropolitan last Saturday night. Dr. Silkins managed the spooks while Manager Weiss was kept busy managing the crowds attending the two evening performances.

Republic's "South of the Border" played a holdover engagement of seven days at the Princess, Toledo, which usually plays a split week policy. And on the strength of Gene Autry's boxoffice draw, followed with another Autry, "Rovin' Tumbleweeds."

Caldwell Brown, Zanesville theatre impresario, was around the exchanges during the week. Ditto Earl Seitz of Sandusky and Nat Charnas of Toledo.

Milton A. Mooney, head of Co-operative Theatres of Ohio, was in New York on business . . . And Sam Gorrel, Republic branch manager, looked in on the company's Cincinnati branch.

The Sam Steckers of Associated circuit have departed for Florida and, just to keep the balance of power on an even scale, Meyer Fine of the same circuit is back from his Florida vacation.

Norman Wheaton has resigned as assistant manager at Warner's Hippodrome, having been with the company for seven years. He is succeeded by Don Reilly, who managed the Plaza, Sandusky, until Warner sold the house to Alden and Earl Seitz.

Lou Walters of National Theatre Supply Co. is telling the theatrical world he is now selling outright a new type of address system at low cost which is installed and serviced by Altec Service Co.

Fine Printing Co., Film Bldg., has renovized its office space . . . Louis Swee, manager of the Knickerbocker, is busy these days selecting colors and materials for his house now in the throes of a general overhauling.

Mrs. Marie Zoul, mother of William J. Zoul, state senator for Cuyahoga county and a very good friend of local theatre owners, died last week.

A society note of interest to the film trade was announcement this week of the engagement of Jerome Smith, attorney, and son of Hermann Smith, owner of the Waldorf, to Miss Dorothy Mednikoff of this city. Jerome, who helps his father at the theatre, is well known to everybody in the industry.

A full house turned out last Saturday night to answer UA District Manager Bert Stearn and Branch Manager Matt Goodman's invitation to a private screening of "Of Mice and Men." Even the hard-boiled exhibitors could not find a flaw in this artistic translation to the screen of one of the country's best sellers.

Earl Setron of the Smith & Setron Printing Co. has been dismissed from Mount Sinai Hospital where he underwent treatment for an eye infection . . . Mrs. Ernest Lefton, wife of the manager of the Paramount, Akron, is hobbling around on a cane because of minor injuries sustained in a fall on the icy sidewalks of last week.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

Mrs. Stillwell on Mexican Tour

BEDFORD, OHIO — Mrs. L. B. Stillwell, owner of the Bedford Theatre here, has left for a vacation to Mexico and Latin America. Miss A. G. Brune is pinch-hitting for Mrs. Stillwell.

Cleveland MPEA Meets For Annual Election

CLEVELAND—Annual meeting for election of officers of the Cleveland Motion Picture Exhibitors Ass'n was to have been held Thursday at association headquarters. A buffet luncheon was served preceding the meeting.

Officers to have been elected were president, vice-president, secretary and treasurer. To have been elected to the board of trustees were two members for three-year terms and two members for one-year terms.

Officers currently are Ernest Schwartz, president for the sixth consecutive year; A. E. Ptak, vice-president; G. W. Erdmann, secretary, and M. B. Horwitz, treasurer.

Board members are L. G. Baldwin and F. Porozynski, both three-year men who become two-year men in 1940; J. D. Kalafat and M. Berkowitz, both two-year men who become one-year men in 1940. Terms of the following one-year men expire this year: Henry Greenberger, P. E. Essick, Jack Shulman and Meyer Kaplan.

Mendelssohn Takes Over Cleveland Warner Helm

CLEVELAND—The local Warner exchange's new branch manager, Theodore (Ted) Mendelssohn, arrived here from Chicago last Monday to assume his new post.

Mendelssohn is a film man both by environment and inheritance. Born in Chicago in 1906, he early learned the film lingo from his father, Felix Mendelssohn, associated in the early years of the industry with the old World Film Co.

When the elder Mendelssohn was United Artists' district manager with headquarters in Philadelphia, Ted used his extra curricular time in the UA shipping room. He started out on his own in 1926 when he was appointed a salesman for Metro-Goldwyn-Mayer in Chicago, a position he held uninterruptedly until the spring of 1939. At that time he joined Warner in Chicago in a sales capacity. Less than a year later, he was promoted to the managership of the Cleveland branch.

While selling film in Chicago he attended the law school of Northwestern University. Mendelssohn was married in 1936 to Miss Lucille Jennings of Chicago.

A Giant Ten-O-Win Game Started in Cleveland

CLEVELAND—Eleven west side independent theatres have combined in a giant Ten-O-Win game in which patrons of the houses have an equal opportunity to win as much as $2,000. Minimum prize is $50 per theatre. Jack Marpole of Ten-O-Win, who is here from the west coast, inaugurated the innovation January 18.

A loud speaker system permits the audiences to hear the results of the spinning. The participating theatres, all belonging to the Associated circuit, are the Franklin, Rialto, Jennings, Lorain, Fulton, Garden, Dennison Square, Capitol, Hilliard Square, Homestead, Detroit and Memphis.

DETROIT

GEORGE BERNSTEIN, confection cabineteer, who lives on the same street as your scribe, can furnish a good bus service, too . . . Edward Everett Horton has been starring, in person, in "Springtime for Henry" at the Cass.

Edgar McMillen of the Colonial is the new vice-president of the Michigan Showmen's Ass'n . . . The Dawn, managed by Bill Schuttenhelm, is about to be "wrecked" for street widening on Gratiot.

Andrew B. Lowenstein secured an o. k. from Probate Judge Joseph A. Murphy to change his last name to Lorre. Reason: He admires the acting of his brother, Peter Lorre.

Dan Lewis, W&W booker, was looking over Frank Wetsman to see what's new about him. It seems Hal Burriss has been making an expert archer out of Wetsman in three short weeks.

Tom McGuire, Co-op public relations man, is out of the hospital. He narrowly escaped pneumonia . . . Erno Rapee, who bosses the orchestra at Radio City Music Hall, was in town Thursday for a General Motors Show at the Masonic Temple.

Jack Ferentz, musicians' business agent, is staging a ball at the Statler, January 22 . . . W. C. Kunzmann, convention vice-president of the Society of Motion Picture Engineers (remember when they convened here last year?) was in town from Cleveland.

George Trombley, formerly checker for 20th-Fox, now a secretary at the Gas company, is planning to return to show business . . . William Shilling is suing the city for $100,000, claiming injuries in an auto accident with a city bus.

Patricia Donnelly, Detroit's first "Miss America," makes her screen debut in the current Technicolor short on fashions at the Fox . . . Jack Hurford of the Fox wants everybody to know that Floyd Chrysler is responsible for that gem Waneta Stout is supporting.

Charley Collins got his first theatre connection doing an offstage noise at the Detroit Opera House . . . Bill Robinson of Film Truck Service does a top job of pinchhitting for his busy dad . . . United Detroit has a big warehouse full of stage scenery.

E. V. Smith of RCA Photophone seen over at the Statler . . . Mrs. Katherine Buck, 76, mother of Gene Buck, president of Ascap, died Thursday at Providence Hospital.

Raymond J. Kelly (he's national commander of the American Legion this year) gave a swell boost to WB's "Fighting 69th" following a special screening . . . Bill Carlson, former chief barker of Variety, has been elected Royal Guide of Moslem Shrine.

Joseph B. Krul is installing new sound at his King (the old Fredro) . . . Al Ackerman had the screen resprayed at the East Side.

Helen Denton of the Film Building U&D department says the boys just won't let her curls alone . . . Clarence Williamson of National Theatre Supply has a pheasant mounted on his desk.

Clarence and S. C. Waldron, Don Atkinson and Cliff Gano of National all have bought new cars . . . Henry Sadlowski of the Crane is usually seen around the Film Building with his three "bodyguards."

Ira Kaplan of the Cinema is sporting a new derby . . . Al Dezel is distributing three new ones in Michigan—"Fools of Desire," "Tell Your Children" and "Secrets of a Model."

Howard Craven of Exhibitors' Service is back at work after six months spent building his new home at Southfield and Ten Mile Roads. He lost 50 pounds. Says he likes a desk job better.

Bill Flemion has one of those cute barker statues on his desk. He's distributing "Lucrezia Borgia," which set house records in its three-week run at the Cinema.

Roy Ruben advises the Operators' Union will celebrate their 29th anniversary with a banquet February 20 . . . Screen Craft Club will definitely hold their banquet next season, too.

Jack Haley of Jam Handy is back from New York via Wilmington and Buffalo . . . Ben Fink, head of the Timeter Co., reports much activity in allied lines.

W. C. Bieneman is handling theatrical promotions for Sonotone here . . . Mort Grass is planning to re-enter the premium field.

Darryl F. Zanuck, 20th-Fox production chief, is slated to attend the opening of "The Blue Bird" at the Adams . . . Evelyn Cantor, RKO switchboard girl, is resigning to take a "better job" with the war department in the Federal Bldg.

Mildred Beerbohm, a newcomer to show business, is Evelyn's successor at RKO . . . Stanley Fisher can be seen around the Film Bldg. at noon.

Leonard Schechter likes to make his phone calls early but doesn't wake up in time . . . Sam Goodman, formerly in the film business, is back for a visit from Florida, Vonegar Bill informs.

Bill Flemion, Excellent Pictures president, is making son Richard new assistant booker. He's been with the Vogue for United Detroit.

Charlie Garner is dusting off his Lenten pictures . . . Jim West of Burriss Studios seen strolling down Cass with two blondes (one his wife).

Twentieth-Fox Notes: Harry Mersey, print man, was a visitor from the home office . . . Mr. Litchenstein, traveling auditor, in town for a few days . . . Jess (Noah) Veldman, cashier, busy counting dollar bills.

Russ Legge (he did those decorations at Variety Club) is judge in the candid camera contest at the Book Casino . . . Eugene F. Van Renesselaer, veteran Detroit stagehand, died Thursday in Receiving Hospital.

James Reed received a compound skull fracture and Walter Twarog a broken arm and cuts, when a sandbag fell on them backstage at the Colonial, where both work.

Port Huron is to have the world premiere of M-G-M's "Young Tom Edison" next month. Stars slated to come on for the event include Mickey Rooney, Fay Bainter, George Bancroft and Virginia Weidler.

Father Edward J. Flanagan of "Boys Town" fame was a visitor. He conducted funeral services for Gene Buck's mother.



Learning His Part—

Mac Krim, of the Krim Theatrical Enterprises, studies the script of "Saturday's Children" under the able tutelage of Anne Shirley during a visit to the set at the Warner studio.

WANTED
To Buy or Lease Theatre
In Michigan
Write B-1209, BOXOFFICE,
4804 E. 9th St.,
Kansas City, Mo.

INSERT FRAMES
New — All-Aluminum Type — All Sizes
POSTER FRAMES LOBBY POSTS AND ROPES
Ticket Booth Shutters — Speaking Tubes — Push Bars
We Can Fill Your Needs in Aluminum, Brass, Bronze
DECORATIVE METAL PRODUCTS CO. 19326 CONANT ROAD, DETROIT, MICH.

Equipment Replacements Reported by National

CLEVELAND—National Theatre Supply Co. reports considerable activity in the territory in equipment replacements.

Glenn Kaufman has installed new sound in his Kaufman, Mt. Pelier, and, under NTS supervision, has modernized his projection equipment. Other NTS contracts include: chairs, Karolyn, New London; mechanisms, Palace, Lorain; projectors, Liberty, Zanesville; projectors, Robins, Warren; lamps, rectifier, screen and miscellaneous booth equipment, Regent, Youngstown.

L. H. Walters, NTS manager, reports his office has closed contracts with W. N. Skirball and associates for projection equipment, super mechanisms, lamps, generators, screens and miscellaneous booth equipment for their new Weslin in Massillon and the new Bryan, Bryan. Both houses are expected to open about February 1.

Joseph J. McCloskey Heads Allegheny Local No. 444

TARENTUM, PA.—Joseph J. McCloskey was elected president of Allegheny Valley Local No. 444 recently, succeeding Philip Bordonaro, who had held the post for nearly ten years.

Also elected by members of the IATSE-affiliated projectionists' union were: Ralph Milberger, vice-president; Nelson Fike, recording and correspondence secretary; I. E. "Bud" Fike, business agent, and Charles Wolfe, financial secretary and treasurer. The latter two were the only holdovers.

Elected to the executive board were John Phillips, R. J. Craig and Frank Hunkewitz. Trustees are Bernard Zamperini, Anthony Haracznak and Joseph Milburn.

Pitt Exchange Local's Officers Re-elected

PITTSBURGH—Officers of the Film Exchange Employes Local B-11 have been re-elected for another year, as follows:

Ted Tolley, M-G-M, president; Mary Carroll, RKO, secretary; John Navoney, Paramount, treasurer; Lawrence J. Katz, executive of the IATSE, business agent.

An installation party is being prepared for Monday evening, January 29, at the Italian Gardens, Fifth Ave., with Alfie Kuhn of Warner Bros., and Sara Kells of RKO in charge of arrangements.

Louisville IATSE Local Elects New Officers

LOUISVILLE—The IATSE local has elected officers as follows: C. H. Young, president; A. A. Ansback, vice-president; E. W. Klapheke, financial secretary; R. L. Hulett, recording secretary, and T. Cullen, sergeant-at-arms.

A three-year contract has been signed with all downtown theatres except the Orpheum, one of the smaller. Negotiations for a new contract with all suburban theatres except the Shawnee and Parkland are in progress, members of the union announced.

They're Vying for So Many Dollars

Detroit—Early this week it was indicated two big roadshows would play here simultaneously at three houses, when "Gone With the Wind" was set for a dual run at the United Artists and Wilson theatres, starting January 26, and "The Blue Bird" was set for a two-a-day stay at the Adams, beginning February 1.

David Idzal of the Fox, anticipating plenty of competition, is opening January 26 with "The Hunchback of Notre Dame." He's already selling the RKO film in a big way with ninety 24-sheets, a near record here, as a starter.

Michigan Showmen's Ass'n Elects Lippa President

DETROIT—New officers of the Michigan Showmen's Ass'n are: President, Leo Lippa; first vice-president, Edgar McMillen; second vice-president, Hymie Stone; third vice-president, Ora H. (Pop) Baker; treasurer, Louis Rosenthal, and secretary, Bernard Robbins.

New directors are William Bulleyment, Ed Carton, Ben Morrison, I. Sobel, Frank Wagner and Louis Wish.

An increased program of social activities in 1940 is promised by Lippa, who also says a drive for more members among theatrical organizations and related branches of show business will be launched.

Schwartz Denies Reports Of Break With Reinhart

CANTON, OHIO—Ben Schwartz, managing director of Harry Reinhart's local chain of theatres, denies reports that he has severed connections with the organization.

Completes a Mesquiteer

HOLLYWOOD—Barry Shipman has completed the script of "Pioneers of the West," a Three Mesquiteers western for Republic.

Sick of Swamis

DETROIT—Eddie Jacobson, one of Detroit's livest showmen, is sick of swamis. He had a couple of swell stunts with a certain one, including the burying of a girl alive in a vacant lot across the street, but it was interrupted by the police. (P. S.: Eddie tipped them off).

Then he had the swami drive a car down the street near the Harmony Theatre blindfolded. Police stopped that one, too. Result was plenty of publicity, not too favorable at the boxoffice, and Eddie has sworn off swamis.

Last week he tried a stage wedding, giving the bridal couple a trousseau and a week's free hotel bill. Response was tremendous. So Eddie has a "jitterbug" wedding slated this week. The event is all set, with dad to carry a shotgun and the happy couple to march down the aisle to the tune of "Susie Q." Bridal bouquet is celery and radishes. (Eddie swears this one's on the level).

Chairmen of Variety Club Name Own Committee

CLEVELAND—Nat L. Lefton, Variety chief barker, has introduced a new policy for handling activities. Instead of naming the personnel of each committee, as has been the practice, committee chairmen named by him will appoint their own members.

Frank Drew, M-G-M branch manager, is chairman of the house committee; Jack Shulman, Lake, Painesville, and Lexington, Cleveland, membership; George Erdmann, secretary of the Cleveland Motion Picture Exhibitors' Ass'n, welfare; Ed Miller, manager of Warner's Hippodrome, entertainment; L. C. Gross, Johnson & Gross Film Delivery, transportation; Al Gregg, Republic Pictures, publicity; Joe Leavitt, Independent screen room, shut-in entertainment; Duke Clark, Paramount branch manager, stag night; Bert M. Stearn, United Artists district manager, Saturday Night Jamboree.

Cleveland Variety Honors Lefton at Stag Dinner

CLEVELAND—Nat L. Lefton, new chief barker of Variety here, was the honored guest at the club's first stag night dinner of 1940 which was attended by about 75 members and their guests. Duke Clark, Paramount branch manager, was toastmaster. He was assisted by Sam Gorrel, Frank Belles and Al Gregg.

Wm. Hollenbaugh Rolls High Score in Pittsburgh

PITTSBURGH—William Hollenbaugh of Republic was $1 richer last Friday because he bowled the high individual score—211—of the evening in the Filmrow Bowling League games. Republic continues to set the pace in the league. Games will continue through April 19, Joseph Pemberton, secretary, stated this week.

Standing of teams:

	Won	Lost
Republic	29	13
Columbia	27	12
Loew's	26	16
New Universal	26	16
Monarch	18	24
20th-Fox	14	23

Adolph H. Abrams Dies in Canton; Retired a Decade

CANTON, OHIO—Adolph H. Abrams, 63, formerly owner of the Mozart here, died last week after an illness of several months. Abrams is credited with having operated the first local film theatre. He retired from active participation in theatre operation a decade ago.

Hymn Writer Collects

CLARKSBURG, W. VA.—Royalties are being received by Miss Ida L. Reed, 74, Barbour county resident and writer of hundreds of religious songs, through the efforts of Richard D. Marks, president of the ITO of W. Va., and William J. O'Brien jr., Ascap district manager. The weekly benefit sum was granted by Ascap following investigation as proposed by Marks.

Writing "Jones" Story

HOLLYWOOD—Harold Buchman has been signed to write an untitled "Jones Family" picture at 20th-Fox.

PITTSBURGH

(Continued from page 57)

day evening, January 29, and the place is the Urban room of the William Penn Hotel.

Edward R. Salamon, manager of the WB Regal, Wilkinsburg, has a new assistant in the person of Peter Musico, formerly of the Regent staff, who succeeds Milton Golden, son of former exhibitor, Mannie Golden, the young Regal assistant having been transferred to the Manor under the management of Allan S. Davis . . . Saul Kraft of Boston, field representative for Gift of Fur Night, who has opened the Buffalo and Albany territory, was here the other day with Max Levine, Buffalo agent. Kraft stated that Sy Bunce would likely join Gift of Fur Night in the Boston area . . . H. C. Coffman, who recently closed the Latona, Bridgeport, W. Va., hopes to reopen there within a few weeks. Meanwhile, he is keeping himself busy giving piano lessons at his home a few doors from the Latona.

Frank Roberts, former WB manager at Morgantown, W. Va., and who is now managing for the Alpine circuit at Steubenville, Ohio, has been around this city for several weeks in connection with the opening of the Alpine's new Gerard, West View . . . Norman Elson, sales manager for Film Alliance, was here on business last week with M. S. England . . . Grand National office was closed last week after a long and hard struggle. Max Shulgold who had managed the local branch for the now defunct company remains on the job in the interest of the Franklyn Warner Fine Arts Pictures, formerly distributed by GN . . . Eugene L. Connelly, the veteran showman and chairman of the city's zoning board of adjustment, was honored by the Amen Corner at a luncheon in the William Penn Hotel last Saturday.

Members of the Pittsburgh Chapter, United Daughters of the Confederacy, will attend the opening performance of "Gone With the Wind" at the Warner Theatre, January 26 . . . New Universal's "Green Hell," which was exploited as a world premiere at the Alvin this week was presented as a Finnish relief fund benefit for its opening performance, Wednesday evening, all proceeds having been turned over to this worthy fund through the *Post-Gazette.*

Art England was uninjured but his car was badly wrecked in a smashup near Orlando, Fla., early this week . . . Richard D. Marks, president of the ITO of W. Va., was a Filmrow visitor Monday with his dad, the veteran Jack Marks. They were in the city to pick up some new hardware for the Orpheum, Clarksburg, which is being extensively modernized. Richard was to depart Tuesday for Washington, D. C., to attend a meeting of the national board of directors of Allied States Ass'n . . . The William R. Wheats and the William Walkers are planning a vacation in Florida which will start early in February.

It's a boy at the Julius Markley's of the State, New Castle . . . Harris Amusement Companies will have charge of the February 5 dinner at the Variety Club; Larry Katz is King for January 22. Ladies Auxiliary of the club has 55 members . . . I. T. Sweeney of Monarch Pictures is passing out cigar lighters with each contract . . . A few members of the trade and ITO of W. Va. leaders enjoyed a screening of Paramount's "The Great Victor Herbert" at the Robinson Grand Theatre, Clarksburg, one evening last week. Claude Robinson received many congratulations from film distributors and exhibitor friends who inspected the new theatre for the first time.

Altoona Publix Theatres, Inc., represented by A. N. Notopoulos, has purchased the Grand, Huntingdon, Pa., from the Patriotic Order Sons of America Hall Ass'n, for $55,000. *The Notopoulos organization has operated the theatre under lease for a number of years . . . John J. Maloney, M-G-M's district manager, and Charles Baron, this area's exploitation director, were in attendance at a company meeting in New York last week.*

Word was received here last week of the death of P. L. Dysard, former Lewisburg, W. Va., exhibitor, who passed away at the Veterans' Hospital, Huntington, W. Va. He had recently sold his house to Gene Custer who had opened a new one at Lewisburg . . . Father Alvin W. Forney, spiritual director of 235,000 members of the Holy Name Society in the Pittsburgh Diocese, has been named by the Most Rev. Bishop Hugh C. Boyle as diocesan director of the National Legion of Decency.

Boosted to Directorship

HOLLYWOOD—Lester Orlebeck has been moved up from the cutting department to a directorship at Republic, with his first assignment "Oklahoma Outlaws," a Three Mesquiteers western.

RKO Lineup to Delft

DETROIT—The Delft Theatres circuit, operating first run houses in Escanaba and Marquette, Mich., has purchased RKO's new season product lineup.

COLUMBUS

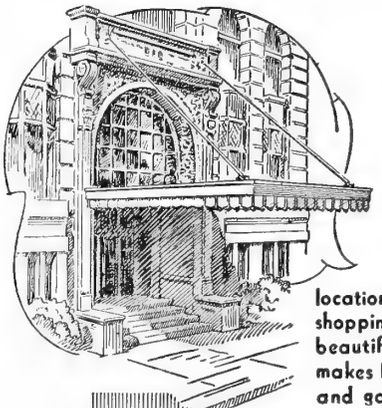
FOR THE first time we can recall, an audience applauded a trailer. It happened the other night at Loew's Broad for "Gone With the Wind." Show opens February 2, initial booking being for one week only (additional time dependent on business). Reserved seats at night and on Sunday are $1.13, unreserved matinees, 75 cents.

Kay Kyser turned in a terrific week at the Palace. His Wednesday broadcast originated from the Southern Theatre stage. And which reminds us, the ciggie representatives rented the Hartman Theatre for a week previous—by mistake—and were nicked for $200.

President Martin Smith of Toledo and Secretary P. J. Wood of the Ohio ITO were in Washington last week for the Allied directors meeting. Understand the national Allied was to map plans to combat Neely bill opposition . . . Mac Whiting, RKO publicity out of New York, was in town on "Swiss Family Robinson."

Hugh Gooding is the new salesman in this territory for National Theatre Supply . . . Ted Lewis opens Friday at the Palace for a week . . . Plans are being drawn for an 800-seat theatre at 17th and Main. Although details are not definitely set, you can take our word for it that the house will be open by mid-summer and the owner will be Ralph Greisinger, who now operates the Hollywood across the street from the new site.

After nearly two months the "Pot O' Gold" campaign still isn't functioning. Some 90 theatres have signed up, but more are needed. With a natural boxoffice stimulant staring them in the face, we'd like to know whatinhell is holding up the parade! To date here is the way the big cities look: Cleveland, nine theatres; Cincinnati, 23; Columbus, eight; Toledo, two, and Akron, three.



The Entrance to REAL Hospitality in DETROIT

Hotels of character and comfort with a most unusual downtown location; right in the heart of the business, shopping and theatre district, yet with beautiful parkways on two sides which makes for coolness and quietude. Parking and garage adjacent.

Comfortable Rooms from $1.50

SPECIAL SUITES FOR FAMILIES
WEEKLY AND MONTHLY RATES

OFFICIAL AAA HOTEL

Hotels MADISON and LENOX

VERNON W. McCOY
Gen. Mgr.

MADISON AVE. AT GRAND CIRCUS PARK

BEST HOTEL LOCATION

Detroit Variety Club Holds Installation

DETROIT—Detroit Variety Tent No. 5 held its annual installation of new officers Monday night, inaugurating a new induction ceremony. A good representation of members and a complete turnout of all Tent officers were present at the clubrooms.

Charles C. Perry, manager of the Adams Theatre, who retired as chief barker, told of the accomplishments of the year, among which the most outstanding included:

1. Collection of $36,000 for the Children's Food and Clothing Fund through a special Tag Day.

2. Payment of $3,500 on the Building Fund for earlier remodeling of the clubrooms.

3. Successful management of the National Convention here in April.

4. Gift of $1,000 to the home for delinquent boys, sponsored by Father Markey.

Perry gave a special tribute to the work of Edgar E. Kirchner as chairman of the house committee, pointing out that revenue for charitable operations had been increased in all departments.

Harold C. Robinson, manager of Film Truck Service, installed as new chief barker, pledged to devote his entire time to the promotion of Variety. Robinson made a further generous pledge of a new truck for the use of the welfare committee in presenting free shows to shut-ins, as well as pledging free maintenance and garage provisions for the truck for 1940.

Discussing plans for 1940, Robinson strongly urged cooperation of showmen in all activities, and set a goal of doubling last year's record on the Tag Day fund.

Sergeant Charles W. Snyder, police censor, who has been an associate member, asked for a transfer to active membership in order to serve as new entertainment committee chairman.

Perry Kirchner and William Carlson, all former chief barkers of the club, have resigned as members of the crew, the governing body of the club, it was learned, inasmuch as a restudy of the new by-laws disclosed that they were also members of the "ex-officio" members of the crew by virtue of their former offices, and three other members, who were next in line at the election last fall, were voted to crew membership—Samuel Seplowin, Republic manager; Frank J. Downey, M-G-M manager, and Harris Silverberg, National Screen Service manager.

A buffet supper was served following the meeting.

"Hitler" Sells Seats

CLEVELAND—"Hitler—Beast of Berlin" ("Goose Step") is doing outstanding business in this territory, according to Carl Scheuch, manager of the local Big Feature Rights exchange.

First Time No Charm

HOLLOWAY, OHIO—The first time cash was left overnight in the Grand Theatre office here, the place was robbed of $55.

Oliver Maintains Lead in Detroit Bowling League

DETROIT—New standings of bowling teams in the Nightingale Club:

Team	Won	Lost
Oliver Theatre Supply	37	27
Motiograph	36	28
McArthur	36	28
National Theatre Supply	36	28
Amusement Supply Co.	33	31
Lorenzen Flower Shop	27	37
Brenkert Projectors	27	37
National Carbon Co.	24	40

High rollers of the week included: C. W. Beale, 562; Emil Rausch, 559; Loren C. Loy, 548; Gil Light, 538; F. H. Akins, 534; F. W. Wise, 537; Jack Lindenthal, 535; Jack M. Hall, 529; William Fouchey, 510; Thomas T. Smale, 506, and J. S. Goossen, 500.

Report Associated Circuit May Build in Farmington

DETROIT—The first theatre for Farmington, Mich., is planned by Associated Theatres, according to Alex Schreiber. Farmington, about 16 miles northwest of Detroit, is an independent outer suburb with the nearest available theatre, the Redford, about six miles away. Pictures at one time were occasionally shown in a church.

The new house will be remodeled from an existing store structure, Schreiber said, with work to start at once.

Five RCA Installations

PITTSBURGH—Five new RCA sound systems have been purchased for the Majestis, Philipsburg; Leona, Homestead; Lyric, Clearfield; Laurel, Johnstown, and the Roosevelt, Pittsburgh. W. C. Jervis of Photophone Sales announces.

Post to Garbarino

PITTSBURGH—L. Hayes Garbarino, former Clarion, Pa., exhibitor, has been named manager of the Rialto, Beaver Falls, Pa., by Sam Hanauer, owner.

Henry T. Binder

XENIA, OHIO—Henry T. Binder, who operated the Orpheum here until he disposed of his interests to Chakeres Theatres of Springfield, Ohio, died recently at his home He had been blind a number of years.

Raze Old Opera House

COLUMBIANA, OHIO—Work of razing the old Opera House here, in which the first motion picture show ever offered here was held when it was known as Groner's Opera House, has been started. Site will be used for another business.

Police Hold Two Suspects

ALLIANCE, OHIO—Police are detaining two suspects in connection with a hold-up at the Columbia Theatre here in which a lone gunman escaped with $40.50.

Frontenac and Dawn Transfer Ownership

DETROIT—Two important transfers of east side houses took place this week, within a mile of each other—the Frontenac and the Dawn.

Wisper and Wetsman Circuit added the Frontenac, its 14th house, making a total only two under the 16 United Detroit Theatres, largest local circuit. This 834-seat house on Harper Ave. is being taken over from the Central Amusement Co., headed by John O'Dell jr., who has headed the house since the death of his father, one-time circuit operator.

Lou Wisper of W&W said that Architect Ted Rogvoy of Wright & Rogvoy is preparing plans for remodeling to include new front, seating and other items. About $40,000 will be spent on the house, Wisper said.

Barney Kilbride, owner of the Alhambra, Beverly, and Strand, is taking over the Dawn on Gratiot Ave. from Homer Warren and Co., who have managed the house for some years through William Schuttenhelm, also manager of the Globe. Kilbride is buying the land itself from the Cook Farm Co., controlled by the John Owen Estate, as sole owner.

Kilbride is planning remodeling of the Dawn, which soon will have to be closed for widening of Gratiot Ave. Part of the front will be torn down, and a new front on the corner constructed on now vacant land, according to plans prepared by C. Howard Crane, Inc., architects, and further decorating will follow.

Exclusive Run Policy on "GWTW" Is Clarified

DETROIT—An advertising correction was made in the local Sunday newspapers for "Gone With the Wind," opening double-header roadshow next week at the United Artists and Wilson theatres. Sunday's ads read, in part, that the feature "positively will not be shown elsewhere (than the Wilson and United Artists Theatres) in Detroit during 1940."

Correction as to exclusive run for these houses was made, in an ad in Monday's papers, that,

"This statement should have read: 'While this engagement is limited, this production will not be shown anywhere except at advanced prices—at least until 1941.' "

Daughter to John Hannas

CINCINNATI—A daughter, named Mary Jo, was born last week to Mr. and Mrs. John Patrick Hanna. He is a checking supervisor for M-G-M. The Hanna family will move to Cleveland in the spring.

Paul Welton Married

DOVER, OHIO—Following his promotion as manager of the Bexley Theatre here, Paul Welton was recently married.

Teamed on "Go West"

HOLLYWOOD—Irving Brecher and Dore Schary are teamed on the script of "Go West," next Marx Bros. comedy for Metro.

It's Quiz Day

BOSTON—Scene: Morse and Rothenberg anti-trust suit. Time: The present. Characters: David Burkan, New York salesman for United Artists; George S. Ryan, plaintiff's attorney.

"Was the New York exchange in the Film Center Building?"

"Yes, sir."

"Were there some other companies in the same building?"

"Motion picture companies?"

"Yes."

"Yes, sir."

"Metro was there, was it?"

"Yes, sir."

"Universal?"

"Yes."

"RKO?"

"Yes."

"Columbia?"

"Yes."

"Fox?"

"No, sir."

"Warner?"

"Yes, sir."

"Paramount?"

"Yes, sir."

"Did you know the salesmen for these other companies?"

"I don't understand the question."

"Were you acquainted with the salesmen of the other companies?"

"I knew of them."

"Were you acquainted with them?"

"No, sir."

"Weren't you acquainted with any of them?"

"No, sir."

"I think that is all."

Contributions Thru Lydon Accredited to Industry

BOSTON—Frank Lydon, the president of the Independent Exhibitors, Inc., has been assigned the following clients in the community fund campaign and points out, via this publication, that the theatrical enterprises should not subscribe to the annual charity through any so-called district solicitors, but should make their contributions through Lydon so that "the motion picture industry will get the credit on its quota."

The theatres upon which Lydon will call include the Puritan, Humboldt, Magnet, Bowdoin Square, Beacon, Globe, National, Hamilton, Normandie, Tremont, Bijou, and the Broadway and Strand in South Boston. He will also cover the Independent Exhibitors, Inc., and such circuits as Interstate, Pouzzner, Morse and Rothenberg, and Phil Smith.

New Film Need

HARTFORD—"There is a definite need today, in the nursery school, of film records which present and aid in the solution of conduct problems in children of nursery school and pre-kindergarten age," said Sister Mary de Lourdes, instructor and director of the St. Joseph College Nursery School, in a talk to members of the Hartford Association for Childhood Education last week.

Defense Continues Summoning Witnesses in M&R Action

By BRAD ANGIER

BOSTON—The 170th day of trial in the Morse and Rothenberg anti-trust suit was marked by the continued summoning of witnesses by the defense and the endeavor of Edward McClennen, defense attorney, to shake testimony previously given by Louis Simon, M&R district manager, to the effect that product was denied him by United Artists.

Addressing Moe Streimer of United Artists, Defense Attorney McClennen quoted Simon's testimony that UA would talk no deal with him unless he charged 20 cents admission in the evening. Streimer denied having had such a conversation with Simon.

Also denied was Simon's testimony that Streimer said "We won't sell you a picture. We can't sell you," after Simon declared his intent to charge a 20-cent admission.

And further Streimer, under questioning by McClennen, avowed that he had no knowledge of any refusal by UA to sell Simon pictures for the Cameo at Newburgh, the Rialto at Poughkeepsie and the Capitol at Elizabeth.

Object to "Four a Day"

Streimer then told the court that he had advised Simon in April, 1935 that he "wouldn't sell any more pictures if he (Simon) intended to keep on playing four pictures a day."

This testimony Streimer elaborated under McClennen's questioning, naming the four pictures he referred to as a UA feature, a western, and a preview of Sunday's program.

Following a query by the master, Phillip Hendrick, as to whether his objection was to a preview in conjunction with the regular showing of the pictures, to which Streimer answered affirmatively, George S. Ryan, plaintiffs' attorney, undertook to cross-examine the UA representative.

Stress in the cross examination was put on the fact that the preview was to be shown Saturday at midnight, and accordingly would run Sunday.

In answer to Streimer's avowal that "we don't book two of our pictures in a theatre," Ryan cited several instances, specifically at the Broad Theatre in Elizabeth, where two UA features were co-billed. These apparent aberrations from policy as stated by Streimer received no explanation from the UA representative who maintained "I can't explain it," and who concluded with the information that Simon never asked for the privilege to co-feature two UA films, and that such a request would, in any event, have been denied.

Lobbies Available for Finnish Aid Drive

BOSTON—Arthur K. Howard, business manager of Independent Exhibitors, Inc., wired Herbert Hoover last week that the Allied unit will gladly recommend to members that they cooperate with the former president in his efforts in behalf of the Finnish relief campaign which, according to Hoover, will climax on or about February 18.

"We are asking all motion picture theatres," Hoover wired Howard, "to permit our local workers, if possible in native costume, to receive contributions in lobbies of theatres two or more days the last week of campaign. Leading national circuits have granted this request for use of lobbies on February 17 and 18.

"I am asking you to cooperate on this by recommending it to your members who will be approached by our organization in their own locality. Will appreciate it if you will advise me the extent to which the theatres in your organization will participate. Assuring you of my warmest appreciation."

SEC Reports Broidy Adds To Monogram Common

BOSTON—Steve Broidy, New England sales manager for Monogram, is reported by the securities exchange commission as having bought 900 shares of Monogram common, and selling 200 shares, for a total gain of 700 shares. This, according to the summary, brings his common holdings to 1,600 shares. He also holds 500 shares of Monogram Pictures, Inc. and 1,129 options for common stock of the same corporation.

Loew's, Inc., which has been steadily acquiring Loew's Boston Theatres stock these past few years, has added 104 shares of common to its folder.

Monogram Play Date Drive From Feb. 25 to Mar. 30

BOSTON—Steve Broidy announces that a "March for Monogram" play-date drive will be held here from February 25 to March 30. Broidy and Ben Welansky have returned from a franchise holders' confab at the Blackstone Hotel in Chicago. Substantial monetary awards will be given the winners among Monogram's 30 exchanges.

E. M. Loew Files Against Majors

Boston—E. M. Loew, in behalf of seven of his theatre corporations, last week brought an anti-trust suit for $2,500,000 against major distributors. The individual plaintiffs in the actions, filed in the local U. S. district court, includes the Lynn Open Air Theatre, Inc.; the Winchester Theatre Company; E. M. Loew's, Inc., which operates the Loew's Drive-In Theatre in Providence; and open-air operating companies in Virginia, Maryland, and Florida.

"Wind" to New Haven With Much Fanfare

NEW HAVEN—With the usual fanfare of important openings, "Gone With the Wind" will come to the College here January 26. Simultaneously and with similar eclat, premieres will be staged at the Loew-Elm Street, Worcester, and Poli, Springfield. The houses were sold out in advance.

Governor and Mrs. Raymond Baldwin of Connecticut and members of the military staff, Mayor and Mrs. John W. Murphy of New Haven, chiefs of police and fire departments and other notables will occupy special boxes at the College, after being interviewed in the lobby by Jimmy Milne, WELI supervisor.

Harry F. Shaw, Loew-Poli division manager, and Lou Brown, publicity director, will cover the opening towns to supervise the proceedings. Following the January 26 date, the Palace, Hartford, and Majestic, Bridgeport, start their engagements on February 2, and the Poli, Meriden, and Poli, Waterbury, on February 3.

All houses will open at 9 a. m., the first show beginning at 10 a. m. The "last complete daytime show" is announced for 2:45. The reserved evening shows are scheduled for 8 p. m., with a 10-minute intermission between the first and second parts. The lapse of time will be denoted by a closing of the curtains for 70 seconds in the day time shows. Prices are 75 cents for unreserved seats, $1.10 and $1.50 for reserved boxes. All Sunday shows come under the reserved classification.

Following on the heels of a tremendously successful three-week Boston engagement in two Loew houses, it is predicted the picture will stay at least four weeks in these Poli houses.

A final meeting here on the many angles and details of policy governing the picture was presided over by Harry Shaw this week. Attending were Joseph Amsted, George Freeman, Lou Cohen, Joseph Smartano, Edward Fitzpatrick, Morris Rosenthal, and Lou Brown.

Because of the indefinite arrangement, all Loew-Poli product warranting holdover will go into the Bijou, regular second run house here, instead of the College.

Davidson Markets Own Change-Over Device

BOSTON—Harold Davidson, former New England representative of DeForest, is marketing a new automatic sound and picture change-over device of his own invention. Davidson has already made installations for Norman Glassman in Lowell, Oze Tessier in New Bradford, E. M. Loew in Boston, and Arcade Marcoux in New Bedford.

The unit, according to Davidson, works a motion picture change-over and a preset volume control at the press of a button. The instrument, which Davidson says may be used on any type machine, enables an even volume at all times.

Harry Rose Prophecy Comes True

Bridgeport, Conn.—Manager Harry Rose is finally convinced that anything can happen at his Globe.

About a month ago a local brewery ran the Jack Dempsey-Jess Willard fight picture, "Birth of a Champion," at a private showing at the plant. Rose was a guest and observed that the Globe probably would play the films after 30 days' clearance.

And true to his prediction the Globe did play the pictures on 30-day clearance to the brewery.

Allied Unit Arranging Yamins Testimonal

BOSTON—Nathan Yamins, retired president of the Independent Exhibitors, Inc., will be honored by the organization with a dinner. Details of the function will be arranged following the National Allied meeting in Washington this week. Yamins, for years head of the New England unit, now holds the newly formed post of chairman of the executive committee.

Morris Pouzzner, Frank Perry, and Wilbur Peterson are a committee of three to arrange for the testimonial which has been tentatively scheduled for February 6 at the Hotel Statler.

J. Sheeran Heads Legion Convention Committee

BOSTON—James Sheeran of the Massachusetts department of public safety has been made chairman of the national convention committee of the Theatrical Post of the American Legion by William H. McLaughlin, Stoneham exhibitor, who commands the organization. Appointing all past commanders to the group, McLaughlin also named Kenneth Forkey, Charles Heath, Dr. William Basch, Major William Cotty, and Major Patrick F. Healey. The national convention will be held next September in the Hub.

Past Commanders and Ladies Night on February 5

BOSTON—The Theatrical Post of the American Legion will hold a past commanders' and ladies' night at the Latin Quarter on February 5. Al Kenney, Joseph Cantor, Harry Browning, Dr. Edward Melincoff, and Harry Rosenblatt comprise the committee in charge.

Haley Joins Cameo

BOSTON—Ed Haley has been appointed Cameo Screen Attractions, Inc. sales representative in northern New England by Sam Davidson, head of the distribution concern. Haley will cover Maine, New Hampshire and Vermont. Haley is well known in the territory, having been with major companies some eight years ago.

Newspaper Concurs In Critics' Choice

BOSTON — "Wuthering Heights" and "Stagecoach" were accorded editorial praise the other day by the Boston *Herald*, which wrote:

"In the last few weeks public interest in the movies has been so concentrated on the long-awaited showing of 'Gone With the Wind,' that many of us have forgotten that 1939 brought forth several other remarkable pictures. The New York film critics, the most exacting group of reviewers in the country, thus do a service, in announcing their annual awards, by refocusing attention on two pictures which deserve to rank high in Hollywood history. Although both were cordially received when first unreeled last spring, neither has until now received the acclaim which it merits. If either of them turns up at a nearby theatre, don't miss it.

"One is Samuel Goldwyn's production of 'Wuthering Heights,' which the New York critics voted the best picture of 1939. Emily Bronte's somber and involved novel would seem to provide extremely unpromising material for a Hollywood script, and yet, through William Wyler's sensitive direction, Laurence Olivier's acting of the dour Heathcliff and Merle Oberon's Cathy, it becomes an overwhelmingly absorbing and moving play. The picture, moreover, possesses a fine integrity, making no concessions to the supposed popular taste by means of comic relief or in any other way cloaking the essential tragedy of the story. It comes as close to being a work of art as anything Hollywood has done.

"The second film, 'Stagecoach,' was signalized as exhibiting the best direction of the year, that of John Ford. 'Stagecoach's' story of a trip through the American Southwest in the 1880's when Indians were still on the warpath is certainly not new. Neither is the theatrical device of bringing together an ill-assorted group of characters under circumstances of common danger. But under Mr. Ford's astute direction, 'Stagecoach' achieves an amazing freshness and vitality. For the hour and a half that 'Stagecoach' lumbers across the screen its passengers are real and exciting people, and their troubles, anxieties and often ludicrous experiences are very much yours."

Fire Destroys Pittsfield Capitol; Loss Is Huge

PITTSFIELD, MASS.—Fire, which caused an estimated $1,000,000 in damage, destroyed the Capitol, pride of Bershire county, and swept through two adjoining apartment houses.

Routed from their beds by flames from the theatre, dwellers in the apartment houses were able to escape before the fire pierced the theatre roof and spread on either side.

Assigned by Republic

HOLLYWOOD—Agnes Christine Johnston is adapting "Doctors Don't Tell" for Republic.

BOSTON

JOE MATHIEU of the Capitol in Winchendon was in town last week . . . Fred Sharby was down from New Hampshire . . . Ditto for Arthur Sharby . . . Harry Reiners, RKO publicity man, stopped by before taking a three-week exodus to Florida.

Betty Adams, who a few days ago went on leave from Keith's Memorial to undergo an operation, is dead.

Mac Farber, Imperial salesman, previously with Grand National and Harry Asher, advises this publication that he expects to be the father of a baby boy weighing 8¾ pounds, at 6:03 a. m., June 17.

William Murphy, Imperial manager, has set first-run engagements of "Mill on the Floss" with Ed Reed's Strand in Providence, at the Strand, New Haven, and at the Roger Sherman in Hartford.

Cyl Champlin, display artist for the local RKO theatres, has been confined to Charlesgate Hospital.

Kenneth Forkey has the Orange Theatre in Orange on the inactive list . . . The Repertory and Newsreel theatres in Boston, operated by Frederick E. Lieberman and backed partially by Shubert money, were closed last week after running on a day-by-day "tenant at will" basis for some time, following a bank commissioner foreclosure.

Frank Shaughnessy, manager of Herman Rifkin's Academy in Northampton, underwent a surprise party last week . . . George Kraska, operator of the Fine Arts, has put in a pseudo post office at the intimate Back Bay house so that patrons may write their friends about "Harvest." The missives are mailed free of charge.

Marcel Mekelburg and Sam Levine, recently manager and booker of Grand National here, were in New York last week . . . Harry Asher was in Springfield last week. He planned to be in New York this week . . . Fred Geisler and Herb Zidel of the film district tentatively plan to make it Florida in February.

Fred Sharby, who has opened the Lyric in Fitchburg, installed Capitol Theatre Supply booth equipment and RCA sound . . . Maynard Sickels of the Capitol Supply Co. was out part of last week with a stomach disorder.

Max and Joe Levenson have signed with Harry Asher for an engagement of "Goose Step" at the Coolidge Corner next month . . . Roy E. Heffner, distributing "Second Bureau" in New England, has been notified by the Film Alliance that the name of the picture has been changed to "Spy Bureau."

Jim Cyr of the Rialto in Mahawaska, Me., was in the district last week . . . Harry McDonald, local RKO theatre divisional manager, flew to and from New York last week to see "Abe Lincoln in Illinois" . . . Leon Gorman, Maine exhibitor, and Mrs. Gorman were in town last week.

Sam Pinanski, M&P Theatre partner, returned last week after being out ill for over two weeks . . . John Moore, Paramount sales manager, has lost his father.

E. M. Loew left last week for a bit of the Everglades . . . Joe McConville of Columbia and Mrs. McConville spent the other weekend in Boston . . . Charles Stern of United Artists has been in town.

Maurice Green, Malden theatreman, is back from sick leave . . . The Casey and Wheeler circuit, opening the new Ridgefield in the Connecticut municipality of the same name, have installed RCA sound . . . Likewise for Morris Bailey for his new Whitney Theatre in Hamden, Conn. The latter house is due to open soon.

Pat McGee, associated in the operation of the Key Theatre in Middleboro, has been appointed district manager for the Schine circuit in the Ohio territory . . . Walter A. Brown, MPTOA member, has been re-elected general manager of the Boston Garden-Arena Corporation . . . Raymond W. Lapham, son of the late Henry G. Lapham, was unanimously elected president of the same corporation. Fathers of both men formerly held the respective positions.

Bill Cuddy, Harry Smith, and Dave Grover of RKO report that the next meeting of the Boston Cinema Club will be held February 1.

Harry Kirchgessner and Richard Rubin, respectively New England manager of National Screen Service, and the Independent Exhibitor's director, are convalescing in opposite private rooms at Beth Israel. Kirchgessner has been laid up with a streptococci infection. Rubin underwent a minor operation of an intestinal disorder.

Hadelmans End Vacation

BRIDGEPORT, CONN. — Sam Hadelman, manager of the Capitol here, and his wife are back from a brief vacation in Atlantic City.

Lower Electric Rates Sought for Showmen

BOSTON—A drive to lower local theatre electric rates is being pushed by Arthur K. Howard of the Independent Exhibitors, Inc.

"Inasmuch as theatres consume a tremendous amount of electric current," Howard told this publication, "we believe that the rates should be lowered parallel with the amount used."

He added that a survey shows that numerous different price scales are now available to other industries throughout the city. Howard recommended that exhibitors serviced by the Boston Edison Company communicate as soon as possible with the Independent Exhibitors, Inc., at 20 Shawmut St., Boston.

"Hunchback" Is Removed From Proscribed List

BOSTON — "The Hunchback of Notre Dame," RKO feature originally cut strenuously by the Massachusetts board of Sunday censorship, was taken off the deleted list last week by the Bay State body. Eugene McSweeney, commissioner of public safety, ordered the 12-reeler passed "with no eliminations."

Thirty motion pictures were okayed without scissoring by the department. The list included United Artists' "Chump at Oxford;" M-G-M's "Earl of Chicago;" Columbia's "His Girl Friday," and RKO's "Married and in Love."

Vaudeville did not ride so easily. Although 13 acts were okayed for exhibition on the Lord's Day, four routines were denied Sunday permits.

From a letter written by Sam Wernick, operator of the Wernick Theatre, Chicopee Falls, Mass.

"It will be four years this coming March since we installed two MOTIOGRAPHS. Since the installation, we have had to spend only $16 on both heads including sprockets. The machines have been very satisfactory to us."

No regular weekly or monthly inspection service—no semi-annual or annual repairs—necessary with Motiograph.

MOTIOGRAPH IS DEPENDABLE



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

NEW HAVEN

THE new 499-seat Natale DiFrancesco Cheshire was expected to open about January 16 . . . The completely renovated Hippodrome, Bridgeport, 998-seats, had its reopening January 18 . . . Loew's has finished reseating the Palace, Hartford, and will now redecorate the theatre . . . Negotiations continue in the Groton Theatre vs. 20th-Fox clearance dispute. No actual suit has been filed.

Modern Theatre Equipment is installing new booth equipment in Jerry Mascoli's Cameo, Waterbury . . . Mutual Advertising Service is installed in its new quarters, formerly occupied by Republic Pictures, which has moved next door. An artist has been added to the staff of Wenzel and Berliner . . . Phil Sherman is still in Canada . . . Don Dellarocco of the Strand, Bridgeport, is the proud daddy of a baby girl . . . The Dr. J. B. Fishmans and family leave for a Florida vacation January 26 . . . Morris Joseph, Universal manager, has been forced to postpone his Florida trip until February . . . Mr. and Mrs. Joseph Shulman of Hartford, Windsor and Wethersfield will soon be leaving for a southern stay.

Vernon Burns has been appointed new student assistant at the Majestic, Bridgeport . . . Columbia braves continue to challenge all comers at bowling, but have not yet succeeded in working up much enthusiasm on the street . . . Eddie Ruff, Henry Germaine of Paramount, with Hymie Levine of Imperial Pictures pinch-hitting on the team, beat Ben Lourie, Al Parizer and Sid Swirsky of Columbia, 343 to 322, in a recent match. The same combatants will vie against each other with four-man teams this week.

Maurice N. Wolfe, Metro Boston district manager, dropped in for a visit . . . Equipment contracts for the new Van Doren house in Waterbury should be let this week . . . Jim Casey of the Colonial, Canaan, missed his regular Monday visit to Meadow Street for the first time in 10 years on the New Year . . . Joe Markov reports the 350-seat Colchester is being repaired and recarpeted . . . No joke. Some of the customers wanted to know if "Hunchback of Notre Dame" was a football picture . . . Roger Sherman marquee reads: "Two Smash Hits"—"A Child Is Born" — "Oh Johnny, How You Can Love" . . . Mildred Gee, College cashier, and Kay Cooney, transferred temporarily from the Loew-Poli, are handling all reserved seat sales for "Gone With the Wind" . . . Ruth Smelter, Hippodrome, Bridgeport, cashier, also works at the WICC studios.

Connecticut MPTO executive secretary points out that "a theatre in Milford, Mass., has sued the Steubenville Pottery Co., claiming loss of patronage because china that the theatre bought from the company was defective in material and design, to-wit, that the gold decoration came off in washing, that the goldplate was uneven, and that in some cases the design was on the back instead of the front" . . . Leo Ricci has started a 29-week stainless steel cutlery giveaway at the Capitol, Meriden . . . Sam Hadelman has bought the Lou Anger (Colonial Theatre Co., Inc.) 499-seat Colonial, Bridgeport, which he will operate in addition to his Capitol, Bridgeport, as of January 21. Anger operates the Barnum, Bridgeport; Astor, East Hartford; and Alcazar, Naugatuck. He also owns a site for a new theatre in Bridgeport.

Congratulations to Sam Germaine, 20th-Fox booking manager, on the marriage of his son, Sherman, to Lee Oppenheimer at the Hotel Garde last Sunday. After a honeymoon in New York, the couple will make their home on Howe Street . . . Congratulations to grandpa Abe Fishman and daddy Lawrence C. Caplan, Allied executive secretary, on the birth of 8-pound Stephen Mark Caplan . . . Having completed the exterior decoration of the 492-seat Hillcrest, Taftville, Hymie Schwartz is thinking seriously of undertaking an interior job. Meantime, Schwartz has invested in a slick new two-tone Oldsmobile sedan . . . Al Schuman, operator of the Central Amusement Co.'s 499-seat Black Rock, Bridgeport, is having Architect Charlie Abramowitz of New Haven draw blueprints for a new theatre in the Black Rock section which he will probably build this spring. Construction of the Shulman 650-seat Wethersfield theatre is marking time until spring . . . George Comden has closed his Fine Arts, Westport, for further repairs and enlargement.

The 20th-Fox exchange will receive its money reward for winning sixth place in the annual S. R. Kent Drive at the early spring convention. Meantime, Earl Wright, drive captain here, rewarded the staff for its effective piece of work by handing out silver dollars. Ann Donner, office winner, received three silver pieces, Dan Riccitelli, second place, two, and other office members, one each . . . Sympathy to the brother of Athan Prakas, of the Rivoli, Bridgeport, who had no sooner become an American citizen and planned to bring his family over from Greece and go into exhibition at Bethel, when the news came that his wife had passed away.



The Winner—

Major Albert Warner (left), vice-president of Warner Bros., presents a check for $1,000 to Pat Jennings of Lawrence, Mass., whose story, "High Peril," won the prize for the best Floyd Gibbons "Your True Adventures" short of the 1938-39 season.

Highbrow Yale University Press has brought out its second book this year on the movies, "Motion Pictures as an Aid in Teaching American History," by Harry Arthur Wise . . . Nat Rubin has returned from his special assignment in the Hub City on "Gone With the Wind." The socialite Brewsters have bought a block of tickets for "GWTW" opening night and many will attend in formal attire . . . Hal Elias, of the Metro short subject department on the coast, has complimented Lou Brown, Loew-Poli division publicity head, on his "Drunk Driving" campaign. Maurice Druker of the Poli, Worcester, gained wide press space and public attention for the short by tying in with the Worcester Citizens' Traffic Safety Committee. A morning preview for over 300 civic and religious leaders was arranged.

Lou Schaefer sent special letters to music societies and teachers on "The Great Victor Herbert," tied up with music stores, and broadcast on WBRY and WELI . . . Bill Elder of the Bijou coaxed a full sports column in the *Courier* and half in the *Register* on "Birth of a Champion" . . . Over the border in Worcester they've gone in for special inducements in a big way. Olympia and Rialto have "Wahoo" and the Park, "Totals," both cash games. Auditorium and Plymouth feature stage shows, Plaza, amateur shows . . ."Guilty Parents" is being held over an extra week of 10:45 p. m. shows at the Proven Pictures, Hartford . . . The Poli, Worcester, rewarded over 200 local newsboys with a special morning showing of "Judge Hardy and Son" . . . Harry Moskowitz, head of the Loew construction department in New York, will visit in Hartford weekly during the further interior and exterior changes to the Loew-Palace . . . The Bijou, New Haven, and Plaza, Worcester, will hold over first run pictures from the Poli houses during the run of "GWTW."

Joe Samartano of the Palace, Meriden, has arranged special late bus service from the front of the theatre during the "GWTW" engagement, planting 100 bus streamers with picture and service copy. The bus company has also imprinted 5,000 giveaway cards urging use of the bus to avoid parking. Later car service has also been arranged in Worcester for the run of the picture. Samartano is credited with a four-page "GWTW" supplement in both Meriden papers. Lou Brown has been spending nights and days along the circuit arranging press tieups, etc. Al Domiam will leave Bridgeport to assist in Springfield during "GWTW." Maurice Druker will go from the Poli to the Elm Street, Worcester.

$50,000 Damage Estimated Done by Bristol Fire

HARTFORD—The town of Bristol's costliest fire in a decade caused damage estimated at more than $50,000 to the Bristol Theatre, a Warner unit, on Saturday, January 13.

Warner plans to rebuild the house immediately and expects to have it ready by June.

The fire is believed to have started in the balcony of the old house, Bristol's first State Armory, converted many years ago into a theatre.

The fire swept the projection room, traveled along the roof which later plunged into the orchestra and the stage. Two adjoining buildings also were damaged.

Victor Morrelli, manager, fixed the loss at about $50,000. Incidentally, this same building was burned some 14 years ago. It has been Warner property for the past ten years.

Elwes Reports RCA Sales In 1939 Up 20 Per Cent

BOSTON—Local RCA Photophone sales for 1939 were more than 20 per cent ahead of those in 1938, H. C. Elwes, Photophone sales representative in New England, told this publication. Although "RCA has just completed a most satisfactory year in the sale of sound equipment and service," he added "our outlook for this office for 1940 is exceptionally bright."

Elwes and John Mauran recently negotiated one of the largest individual sound orders ever placed out of Boston, completing a contract with Phillip Smith, New York and New England circuit owner who is opening six open-air theatres in the middle west this spring. Amplifiers and individual speakers are included.

Holdovers Prevail

BOSTON—RKO has held over "The Hunchback of Notre Dame" for a third week at Keith's Memorial. The Metropolitan, to which two M-G-M features were available because of the "GWTW" fifth-week holdover, opened to packed lobbies with "Ninotchka" and "The Secret of Dr. Kildare." The Fine Arts has held "Harvest" for a second week. Boston film business last week was not hurt, either, by the fact that no legitimate shows were in lights.

St. Patrick's Party

BOSTON—The Cinema Club will wear the green on March 17 at a film district St. Patrick's party at the Cocoanut Grove. Tom Fermoyle of M&P Theatres Corp. has been appointed chairman in charge of arrangements for the annual affair. Abe Barry of Columbia and Charles Repec of M-G-M head the ad committee. William Cuddy of RKO is in charge of programs.

Summer Home for Cagney

CONCORD, N. H.—It is reported here that James Cagney has purchased an estate in the White Mountains.

HARTFORD

MARTHA RAYE, through the efforts of Publicist Rudy Frank of the State, met Governor Baldwin when she appeared on the stage of the theatre . . . Louie Cohen, manager of the Loew-Poli Palace, is getting all set for "GWTW" which opens at his house on February 2 . . . Norman C. Rolfe is now managing the Windsor, succeeding Charlie Pickett, who has gone to New Hampshire to recoup his health . . . E. M. Loew's has organized a bowling team. Manager George Landers would like games with teams of Greater Hartford theatres.

Marian Anderson, Negro contralto, appeared at the Bushnell . . . Henry Needles, Warner district manager, is down Panama way with his wife on a vacation . . . The Courant *has started a new column on the theatre page listing features playing main stem houses . . . First in a series of kiddie revues was held last Saturday at the Rivoli and Webster theatres . . . Joe Christoph plays clarinet solos to friends over the telephone, it's said . . . Dressmaking classes of the State Trade School viewed "The Great Victor Herbert" at the Allyn to study the period costumes of the film.*

New usherettes at the Proven Pictures Theatre include Barbara Chase, Vivian LaPlant and Dorothy Newson . . . Maurice Shulman was bedded several days with a cold . . . Joseph Barry has replaced Fred Keish, resigned, as usher at the State, Manchester . . . W. M. Clark and John D. Donaghue, Springfield newspapermen, have been named by Mayor Putnam to a special committee making a survey of that city's theatre needs, according to reports from the Bay State city . . . Condolences are in order for William LaBossiere, doorman at the Plaza, Worcester, on the death of his grandmother.

Harold Barry, Daly doorman, is sporting a snappy new uniform . . . Julia Smith, manager of the State, Waterbury, is back at her desk after a long illness . . . While Thothant Mozzer was recovering after an appendectomy at a Manchester hospital, his brother Charles was in charge of the State there . . . Harry Shaw, Loew division manager, was in town overseeing plans for the opening of "GWTW" . . . Mrs. Agnes Tucker, Loew-Poli matron, who has been ill for several weeks, is being relieved by Bertha Maye . . . Jimmy Lombardo, assistant head usher at the Allyn, gave his girl a birth stone recently.

Hillmer Robinson, E. M. Loew's assistant manager, goes in for ice skating these wintry days . . . A new carpet greets patrons of the Regal, Warner unit managed by Frank Morin . . . Quite a magician of sorts, is Russell Grant, Loew-Poli student assistant . . . G. Lester Paul has been appointed director of the Hartford Little Theatre . . . George Rome has been added to the service staff of the Loew-Poli . . . In Boston a fortnight ago, was George Landers, E. M. Loew's manager.

Completes "Escape"

HOLLYWOOD—Walter Reisch has completed his adaptation of "Escape" which Metro will produce.

Fred Nowell President of Hartford Local No. 439

HARTFORD—Officers elected in December were installed recently at a meeting of Local No. 439, projectionists' union, as follows:

Fred C. Nowell, president; Robert H. Hyde, vice-president; B. H. Rose, recording secretary; C. D. Almy, financial secretary; John S. Kane, assistant financial secretary; W. W. Lucas, business agent.

Board of trustees include Cleary H. Patterson, William F. Totten, and Hyde, while the executive board consists of Patterson, Totten, Michael J. Sullivan and Hyde.

Lucas was named delegate to the International convention, the Connecticut state meeting of Locals, the New England district meeting, and to the Connecticut Federation of Labor. His alternates are Fred C. Nowell, in the first instance; John Kane, in the next two, and Totten. Delegates to the Central Labor Union include B. H. Rose, Totten, Thomas Kenure and Sullivan.

Eulogize Adolph Bendslev At Allied Annual Meet

BOSTON—Adolph Bendslev, late operator of the Community Theatre in Wellesley and secretary of the Independent Exhibitors, Inc., was eulogized last week at the annual meeting of the Allied States affiliate.

It was unanimously voted that "acknowledgment and appreciation of "his efforts . . . be recorded in the minutes and conveyed to the members of his family." Leslie Bendslev, son of the theatre man and present operator of the Wellesley situation, was made a member of the executive committee.

Allied of Connecticut to Meet After Regional

NEW HAVEN—Allied Theatres of Connecticut postponed its luncheon meeting scheduled for Tuesday and will meet after the Allied regional conference in Washington instead. At that time, it is expected Sidney E. Samuelson will address the meeting.

Harry Sullivan Will Mark Thirtieth Anniversary

BOSTON—Harry Sullivan, Vermont film man, celebrates his 30th year in the motion picture business this month. Sullivan is marking the event with a special three-day program at the Empire in St. Albans, on January 21, 22 and 23. Tom Vetrie is booker and buyer for the veteran.

Hipp in Bridgeport Opens

BRIDGEPORT, CONN.—The Hippodrome here has reopened after extensive alterations. A formal opening will take place in two weeks.

Manages Colonial for Anger

BRIDGEPORT, CONN.—Ernest Grecula is now the new manager at Lou Anger's Colonial here. He was formerly assistant manager of the Alcazar, Naugatuck.

Good Old Summertime

BOSTON—"Radio is no threat to the movies when the weather is warm, so why not have each exhibitor write his congressman to do something about winter weather?" quipped G. B. Woodbury, operator of the Bethel, Bethel, Vt., in a letter to this publication. "It seems to me it is the only solution to the problem."

"You recall," Woodbury continued, "the chap who said if he only had some ham, he'd have some ham and eggs if he had the eggs. Well, that is about the situation in good old Vermont. If we didn't have so much ice and snow, we'd have swell business—if we didn't have sub-zero weather.

"Give us Mickey Rooney and the good old summertime, and anyone can have radio that wants it. You can't hate a man for staying home and listening to the radio when the snow is way up to here and it is 15 or so below.

"In closing let me add that the prize turkey I was reported to be looking for (according to recent item in BOXOFFICE) didn't turn out to be a Christmas turkey after all. We played 'The Great Victor Herbert' for Christmas and it put something in our stocking."

Catholic M. P. Guild Sets A Retreat for March 8

BOSTON—The Catholic Motion Picture Guild will sponsor a film district retreat to Campion Hall in North Andover from Friday evening, March 8 at 6:30 o'clock to one hour later the following Sunday evening. Non-Catholics, as well as Catholics, are invited to participate in this function for men in the motion picture industry. With a capacity limited to 40, reservations should be secured from either Major Patrick F. Healey, Tom Duane, William Murphy, Frank McManus, William Doyle, or Frank Lydon.

Any film districtites who are interested have been invited by the committee in charge to contact any members of the first retreat group regarding the actualities of a Campion Hall weekend. The list includes Joe A'Hearn and Max Burlone of National Screen Service; Jerry Callahan of Monogram, Ed Carroll of the Stuart Theatre, Maurice Corkery of the Central Square Theatre, Cambridge; Bill Doyle of the Broadway, South Boston; Tom Duane of Paramount Pictures; Frank Grady of Standard Theatre Supply, Chet Grenier of Grenier Print Shop, Major Healey of the department of public safety, Herb Higgins of Higgins Booking Service, Bill Kelly of Universal Pictures, Frank and Ted Lydon of the Hamilton Theatre; Jack Martin of Republic Pictures, Frank McManus of M&P Theatres, John Moriarty of 20th Century-Fox, Matty Moriarty of Warner, Dan Murphy of Loring Hall, Bill Murphy of Imperial Pictures, Tom O'Brien of Monogram, Frank Rahilly of RKO Radio Pictures, Joe Rahilly of M-G-M, Bob Stevens of Paramount, and Frank Wolf of National Screen Service.

Nearly Ready in Ridgefield

RIDGEFIELD, CONN.—This town's first theatre, now under construction, is expected to be ready for opening late in February.

PORTLAND

BEANO again is in the spotlight in Maine.

On January 4, Police Chief Paul E. Demers of Gardiner announced that whether conducted by individuals or by clubs, Beano would be banned in Gardiner, beginning the following Monday. The effect of the announcement, made because of numerous complaints filed with the police chief, is that Beano operators have quietly moved over the city lines into adjoining towns where the game continues to flourish in spite of Maine's law declaring it illegal.

A battle of music is to be conducted here January 22 in the Portland City Hall. It will be waged by Duke Ellington and his orchestra and Artie Shaw's orchestra, led by Tony Pastor. A special attendance gift of a $1,000 platinum, diamond-studded watch is to be awarded some lucky person by the Andrews Post of the American Legion, sponsors of the show.

More competition for local exhibitors is the personal appearance of "Dr. I. Q." of radio fame at the Portland City Hall, January 30. The Quizmaster will give away $500 to persons answering his questions correctly. The program will not be broadcast.

The Capitol, under the management of Harlan Boucher, now boasts the most modern marquee of any theatre in Portland. Wedge-shaped, it carries striking silhouette letters.

Alec Templeton, famous pianist, last week proved serious competition for film exhibitors . . . Good news for exhibitors in the Rumford area as well as the several thousand employes of the Oxford Paper Company directly affected, is the announcement of a five per cent wage increase, effective as of January 1.

Frank Vennett, manager of the Opera House, Bath, is convalescing at the Bath Memorial Hospital after undergoing a serious operation about two weeks ago. Arthur Allaire of the Paramount at Barre, Vt., is acting as relief manager in his absence.

Filmrow visitors: John Feloney, 20th Century-Fox representative, Boston; Carl Divizia, RKO salesman, Boston; J. T. Loftus, Standard Theatre Supply Co.

Winners of the local "Ten Best Pictures" Contest, conducted by the Portland Sunday Telegram *in conjunction with the Strand and Empire theatres, Portland; the Cameo, Woodfords, and the Cape, South Portland, differed from professional critics only in two instances, according to Dick Woodbury, theatre columnist of the* Telegram. *The "ten best" as selected by entrants in the contest are: "Goodbye, Mr. Chips;" "Mr. Smith Goes to Washington;" "Dark Victory;" "Wuthering Heights;" "Stanley and Livingstone;" "Wizard of Oz;" "Pygmalion;" "Young Mr. Lincoln;" "The Old Maid," and "Juarez." Annual passes to any one of the theatres conducting the contest, were awarded to four winners.*

Would Reassign

BOSTON—James Roosevelt should take action "to clean up Hollywood," State Representative Francis Coyne wired the President's son. Coyne is the sponsor of the publicity-gaining bill, annually laughed off of Beacon Hill, that would require actors and actresses to forego stage names.

Coyne, who got a free trip to see Mae West when the latter was in New York recently, wired Mr. Roosevelt that it was his "solemn duty" because of his present capacity "to destroy every manuscript that is harmful to the youth of the nation . . . in order to make possible the elimination of pictures that are detrimental to youth."

Coyne also took the opportunity to suggest that Hollywoodites should not be paid in excess of "your own father who receives $75,000 a year as president of the United States."

Leads Theatrical Division Of American Defense Unit

BRIDGEPORT, CONN.—Col. Pat A. Powers, operator of the Longshore Country Club at Westport and former head of Universal, has been named chairman of the motion picture and theatrical division of the American Defense Society.

"I shall start at once on the organization of a representative division, taking in all branches of the motion picture and theatrical activities, feeling here is an effective medium comparable in influence to the public press and radio broadcasting," said Colonel Powers.

He added: "In the early days of the society when Colonel Roosevelt (the late president was an honorary member of the society), led the fight for a preparedness film, which did much to arouse public interest in the need of adequate defense, both producers and exhibitors gave their support to the project and much good was accomplished."

Early New England Actors Were Regarded "Immoral"

HARTFORD—Early actors in colonial New England were regarded as "immoral," because their profession "encouraged them to practice continual deception," Prof. Charles E. Cunningham of Trinity College related in an address before the Connecticut Historical Society.

In 1750 legislation was passed forbidding theatrical performances and more than four decades elapsed before the law was relaxed sufficiently to pave the way for the erection of the Federal Street Theatre here, Professor Cunningham pointed out in his talk.

Mrs. J. Rourke of Bridgeport Is Dead of Pneumonia

BRIDGEPORT, CONN.—Mrs. James Rourke, who successfully campaigned for local motion picture censorship here in 1910, is dead of pneumonia. She also proposed the special showing of Saturday morning pictures for children. As the result of her campaign for better motion pictures for children her husband purchased the Empire which he operated for ten years.

Co-operative Era

LEBANON, N. H.—Talk about your community spirit—here's a theatre that has it!

It has been disclosed that a portion of all the admission fees taken at the Opera House here is being contributed toward maintenance of the Charter Community building, where there are bowling alleys, ping pong, pool tables, a gymnasium, reading rooms and other recreational accommodations for young people of the town.

The community building was constructed with a gift of $150,000 left to the town in 1917 by William H. Carter, who also left an endowment for its maintenance. Other funds were needed, however, to keep up the $6,000 annual budget, so the Lebanon Improvement Society, which operates the local theatre, offered its plan of sharing profits.

Adapt Colonial Style

BOSTON—Edward Ansin and E. Harold Stoneman had Nelson Jacobs, architect, follow a Colonial motif in remodeling the Opera House in Bellows Falls, Vt. William Riseman and Alex Lercari added murals against a background of Chinese Chippendale furnishings.

Heads Dover Kiwanians

DOVER, N. H.—Lloyd Bridgham, manager of the local Broadway, has been elected president of the Kiwanis Club.

Harry Asher's Fight Reel Pleases Boston Herald

BOSTON—Harry Asher, distributing "The Birth of a Champion," has been given a boost by the Boston *Herald* which claims: "Memories of fistic gallants and greats in other fields of sport march down the purple lane of the dim past as the fight pictures of the Jack Dempsey-Jess Willard heavyweight championship at Toledo, July 4, 1919, flicker on the screen for the first time after 20 years of suppression under the interstate transportation law.

"The films of the fight show by contrast how many changes have been made in the fistic industry since that memorable day at Maumee Bay on the shores of Lake Erie when the 185-pound Dempsey battered the six-foot six-inch, 260-pound Willard into submission after three of the most savage rounds of fighting in the history of heavyweight championships.

"We don't know whether Willard has seen the pictures of the fight. The chances are that he hasn't. They were released only a few weeks ago at a dinner of the New York fight writers. Now they are on public exhibition for the first time since the fight. The contrast between the days of 20 years ago and the present will seem strange to the younger generation, which may know the fighters but which never saw them under fire.

"Veteran fight followers long have contended that today's fighters fail to measure up to the standards of some of the old stars, and this includes most of the divisions. And that claim would appear substantiated in the pictures of the Willard and Dempsey fight.

"A touch of the way ring events were conducted 20 years back are shown in the picture of the two former champions, who still are enjoying the fruits of their popularity, Dempsey in particular, as attested when a final close up as he is today is flashed on the screen is greeted by hearty applause from the audience."

NEW HAMPSHIRE

BETTE DAVIS, who now owns a summer house at Sugar Hill, has been invited to attend the annual winter carnival of the University of New Hampshire in Durham, February 1-3 . . . Walter Young, owner of the Strand in Farmington, and Mrs. Young staged a birthday party at their home for a guest, Miss Emily Todd of West Lynn, Mass.

The art of movie making was shown in an exhibit at the University of New Hampshire. Selznick's "The Adventures of Tom Sawyer" was the basis of the display, which featured all available script, correspondence, reports, costumes and "shots."

The Somersworth was the scene of inaugural ceremonies when Mayor Alfred J. Boucher was sworn in for his fifth term as Somersworth's chief executive.

Much enthusiasm was shown when the March of Time film, "Uncle Sam—the Farmer," was shown at the Franklin in Durham, where most of the shots were taken at the University of New Hampshire

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

"It gives me everything I want to know in very concise form. I can find the release date, the running time, the cast and even the production number at a moment's notice. I use it exclusively and all the time."

—Says

SAM RICHMOND

Booker for the Lockwood & Gordon Circuit, Boston, Mass.

About—

THE *Booking Chart*

A GUIDE TO CURRENT RELEASES

Published regularly in

The Pulse of the Motion Picture Industry

BOXOFFICE

Public Expression on Neely Bill Appears

DALLAS—Public airing of the Neely bill continues here through the "Letters From Readers" column of the Dallas *News*, with the latest to put in licks being John Adams, private secretary to Karl Hoblitzelle and William O'Donnell, executive heads of the Interstate circuit, and one N. A. Moore, whose identity could not be learned by BOXOFFICE after contacting the newspaper.

Adams, who signed his article as "John Q. Adams," centered his attack against the bill on Col. H. A. Cole, National Allied president, labeling him "a master at confusing the issue."

He declared a monopoly, as Cole charged in a previous article, did not exist in the industry, and that the bill, contrary to what some proponents claim, would not "eliminate the evils of the sex picture."

Referring to another statement by Cole that only distributors, who benefit therefrom, are satisfied with block booking, Adams branded it as untrue for many members of the several entities making up the industry, including "quite a number of exhibitors who belong to your own Allied States organization."

He concluded the only result that would trail enactment of the measure into law, would be increased cost of production, which cost eventually would be transferred, at least in part, to the moviegoer.

The anonymous Mr. Moore, in his letter, struck out in behalf of the bill and "for the active support of all those who have striven for years to improve the quality of the movie output."

He declared the Neely bill came into being because of "the public-be-damned policy of the movie people themselves, just as the railroads, utilities and stock exchange displayed in former years.

"The movies have resisted every suggestion made for decency," he continued. "They had only the gate receipts in mind.

"Upon threat of a nation-wide boycott, they have made some improvement, but still demand that their wares be not put up on the open market to be sold and exhibited upon their individual merit as the local communities who pay the bill may desire.

"If such an arrangement should increase the cost of movies, as the editor (of the *News*) avers, the public would rejoice to pay more for the privilege of hand-picking its own selections."

Six Columbia Exchanges At Dallas Sales Meet

DALLAS—Six Columbia exchanges were represented in the third of the division sales meetings here Wednesday and Thursday under the direction of A. Montague, general sales manager, and Rube Jackter, his assistant.

Present from the territory headed by Sam Moscow, division manager, were Branch Managers W. W. Anderson, Atlanta; C. A. Gibbs, Oklahoma City; H. Duvall, New Orleans; J. J. Rogers, Memphis; R. J. Ingram, Charlotte, and J. B. Underwood, Dallas.

Mardi Gras to Break Trade's Routine

New Orleans—It's the Mardi Gras again on February 6, and film exchanges will close the major part of the day, with only skeleton crews on hand to take care of those who may be business-inclined on that carnival occasion.

While downtown houses will stay open, at least two-thirds of the neighborhoods will darken in the evening.

Paul Scott-Interstate Case Is Postponed

DALLAS—The Paul Scott case against Interstate circuit, et al., asking damages against the defendants for alleged violations of the Sherman anti-trust act in connection with Scott's former operation of the Varsity in Dallas and sale of that theatre to Interstate, has been postponed in Judge Atwell's federal court from January 22 to March 7.

Reason for re-setting of the case, BOXOFFICE learns, was that neither side was ready for trial, and both agreed to the postponement.

Late developments in the controversy are that depositions were taken from R. J. O'Donnell, Interstate general manager, lasting for several days, and from the plaintiff, Paul Scott.

L. L. Dunbar Anti-Trust Suit Comes Up Feb. 8

DALLAS—Suit of L. L. Dunbar, owner of the Cliff Queen Theatre, against Interstate circuit, asking damages because of alleged violations of the Sherman anti-trust act, comes up in Judge Atwell's federal court on February 8.

Dunbar claims a loss in receipts during the period when he says he was forced to charge 25 cents because of a regulation set up by Interstate, which regulation was later declared a violation of the law by the United States supreme court. Should Dunbar win his case, he will receive about $18,000 in triple damages.

Brandt Will Address AFL In Miami Beach on Neely

MIAMI BEACH—Harry Brandt, president of the ITOA of New York, arrived here over the weekend to address the American Federation of Labor on January 29. He said his topic will be the Neely bill in an endeavor to solidify the entire labor front against the proposed measure. The AFL is in executive session here.

Brandt spoke before the convention of MPTO of Virginia at Richmond, Thursday, before coming here. His topic was the Neely bill and trade "abuses."

Adapts "Shepherd of Hills"

HOLLYWOOD—Frederick Hazlitt Brennan will adapt "The Shepherd of the Hills," from a story by Harold Bell Wright, for Paramount.

Auxiliary Office to Line Out Conclave

DALLAS—To start cracking the whip on definite plans for the gigantic Variety national convention to be held here April 18-20, local Tent No. 17 has opened an auxiliary office at 203 Melba Theatre Bldg. to handle all pre-convention business. Here committee chairmen will hold meetings as arranged by Miss Bonnie Long, club secretary.

For local performance, a new set of committees has been named for the year, as follows:

Membership—R. J. O'Donnell, Lloyd Rust, Rip Payne, J. O. Cherry and Don Douglas.

Entertainment—Meyer Rachofsky, Louie Charninsky, Ed Sullivan, Herman Biersdorf and Lynn Stocker.

Finance—Jack Underwood, Ed Solon, Bill Underwood, Lou Bissinger and C. Andrade.

Charity—R. E. Griffith, Bill Underwood, Mike Rice, Doak Roberts and John Adams.

House—Wallace Walthall, Rachofsky, Elmer Zrenner, Ben Ferguson, Pat Bacon, Lloyd Rust and Harry Sachs.

R. J. O'Donnell, chief barker, will be the official host to an expected 1,250 men high in the ranks of show business. Three national networks will broadcast activities. Major newsreel units will be on hand and Bob Hope will be master of ceremonies.

Darryl F. Zanuck, Bergen & McCarthy, Spencer Tracy, Bing Crosby, Mickey Rooney and many others have accepted invitations to attend.

A business meeting will be held by national executives on April 18. The next day a special train of 33 coaches, originating at Boston, will arrive with delegates from along that route. There will also be specials from Denver and Kansas City. Chartered and special planes will swing in from the coast. Motor cavalcades will come from Oklahoma City, Memphis and Atlanta.

With Paul Short heading the entertainment committee, the trains will be welcomed at the union station. A big parade with the SMU, American Legion and the famous Hardin-Simmons cowboy bands, nine covored wagons, a chuck wagon, two stage coaches, a flock of Indians, etc., will be held.

Third floor of the Dallas Athletic Club will be a replica of Old Mexico and the second floor will feature "West of the Pecos." Everyone gets a ten-gallon hat and a bandana. A banquet winds it up on Saturday night.

Plaza, Teague, to Long; To Darken Ritz There

TEAGUE, TEX.—J. G. "Johnny" Long has purchased the Plaza here from R. B. Weatherall of Madisonville, Tex. Long, who also operates the Star and Ritz theatres here, will close the latter. Floyd Faubion remains as senior manager here for Long.

Amusement Names at Hialeah Inaugural

MIAMI—Big names in the amusement world always loom large on the horizon of Miami's season—particularly on the day when Hialeah Park opens.

An even more representative group than that of last year swelled the crowd which set an all-time record at the inaugural January 11. With the N. L. Nathansons were Mrs. William Randolph Hearst and Mrs. Eric Loder. Although Colonel and Mrs. E. J. Sparks were in their usual box, they were doing no entertaining out of deference to their late friend and associate, Ernest Morrison, whose death in Atlanta the early part of this month was mourned by a legion of friends outside as well as within the motion picture world.

In their box with Major and Mrs. Albert Warner were Mr. and Mrs. R. Leppy, Lionel Marks and Mrs. M. Rhodes. Also hosts to box parties at the brilliant opening of the Miami Jockey Club's racing plant were the Nicholas Schencks and F. Ray Comstock.

The party in the box of S. A. Lynch, president of Paramount Enterprises, Inc., was being entertained by Mr. and Mrs. S. A. Lynch jr. It included Mr. and Mrs. W. E. D. Stokes jr., Mrs. C. Berwind Harjes, John Harjes of Paris; Arthur Baron, Mrs. James Bain Brickell and Miss Marina Knapp.

No one, of course, was answering more "Hellos" than the Jack Dempseys and Al Jolson.

His favorite bridge partner, Walter Jacobs, national open bridge champion, was in the box with Sidney Meyer, as were Mr. and Mrs. Rudolph Fischel of Chicago, and Mitchell Wolfson. The two Wometco partners, Meyer and Wolfson, also hold their Hialeah box jointly.

Lightman Is Dickering for Orpheum in Memphis

MEMPHIS—A shift in the first run lineup here loomed this week as a proposal for acquisition of the Orpheum by M. A. Lightman and associates was submitted to holders of $730,000 in bonds on the showhouse at Main & Beale Sts.

Indications were Lightman might acquire the Orpheum around March 1 and transfer his Malco Palace product there in case he is unable to reach an agreement with Loew's for an extension of the Palace lease.

Lightman's five-year lease on the Palace expires March 31. He has been negotiating with the Loew office in New York for a renewal, thus far unsuccessfully, and it is learned his offer for the Orpheum was made to insure his organization a leading downtown theatre in case Loew interests take back the Palace.

Hollaway of NTS Home Ill

CHARLOTTE, N. C.—J. H. Hollaway jr., local manager of the National Theatre Supply office, is at home with an attack of tonsillitis.

Little Dallas Information On New AA Poster Setup

DALLAS—Scant information was forthcoming here up to press time from companies involved in the taking over of poster departments by Advertising Accessories, a new subsidiary of National Screen Service. Trade paper stories previously said AA would take over the poster departments of Paramount, RKO, Universal and Columbia.

L. W. McClintock, branch manager of Paramount, said it is all set with his exchange and that AA would take over the department on February 1. Sol Sachs, branch manager of RKO, said he has received communications on the deal from his home office but that he had nothing to say now.

E. S. Olsmith, Universal branch manager, said all he knows about it is what he read in the trade papers. J. B. Underwood of Columbia could not be reached Wednesday.

Paul Short, district manager of NSS and National Screen Acessories and who apparently will have like jurisdiction over Advertising Accessories, is back from conferences in New York and may return there for a similar mission within the next day or two. He indicated he would have a statement by the end of the week.

Tells Ad Men of Neely Bill "Misrepresentation"

SAN ANTONIO — There is considerable misrepresentation regarding the Neely bill, Manager Johnny T. Floore of the Majestic, said last week in his speech before the Advertising Club held in the Gunter Hotel.

One of these misrepresentations, Floore stated, is that some actively backing the proposed legislation, which is due to be presented to Congress this session, believe the act would outlaw sex films. He continued that this would not be the case, even though the bill is passed, and he also pointed out that none of the major producers make these types of pictures.

Floore said the outlawing of block booking would increase the cost of making, selling and exhibiting pictures and that the public ultimately would bear the increased costs, that the bill would lower the quality of all motion picture products and the theatres themselves. At present, he said, there is a refusal clause in block booking that varies from ten to 20 per cent of the pictures under contract.

Other speakers on this "The Theatre—a Definite Part of Any Community" program was Clarence H. Moss, advertising director for local Interstate theatres.

An Unannounced P. A.

MCMINNVILLE, TENN. — Mary Carlisle made an unannounced personal appearance at the Dixie here, when, while passing through en route to New York by auto, she was attracted by the billing of "Fighting Thoroughbreds," in which she is starred. She was entertained by Grady Mullican, manager of the Dixie.

Independents Form Group in Houston

DALLAS—Independent exhibitors of Houston have formed a weekly luncheon group, according to Jack Groves, owner of the Queen there, who was in town this week on a booking trip.

Groves said meetings already have been held and that there is, in fact, no organization, no officers, no dues and no entertainment. Everybody pays for his own lunch. He indicated they have no particular plans at this time.

Names in the group, according to Groves, are Frank Wilkie, Boulevard; Paul Scott, White Oaks; Sam Kirchheimer, Northside; and Robert Wygant, of the Heights.

Other independents in Houston are Mrs. Elizabeth Moddy, Union; Mitchell Lewis, A. Farb and Victor Baracco, all operating colored houses.

Dallas Interest Is High In Ned Depinet Drive

DALLAS—The approaching "Ned Depinet Drive" which RKO will launch nationally, starting January 27 to May 10, has an especially favorable anchorage in the interests of the Dallas branch and the Dallas territory since it is here that Ned Depinet started on his career in the industry.

Intensifying the personal interest Dallas is taking in the drive is the fact that the drive captain is Herb McIntyre, who, though now stationed in Boston, is the former southern district manager of RKO, whose headquarters were here.

The first meeting with branches that Captain McIntyre will hold will be in Dallas on Saturday, January 20. The local exchange, headed by Sol Sachs, is bedecked with banners and all employes are wearing badges boosting the drive.

No 200 Scores Rolled in Variety Bowling League

OKLAHOMA CITY—Not a single 200 score was rolled this week in the Variety Club Bowling League as:

Griffith took two sets from Paramount; Clark Poster lost two out of three to Warner; 20th-Fox took two out of three from Standard, and RKO whipped National Theatre Supply three in a row.

Cocktails for Laughton

MEMPHIS—When Charles Laughton came here for the premiere at the Malco of his "Hunchback of Notre Dame," he was entertained at a cocktail party at the Hotel Peabody by M. A. Lightman. Laughton also appeared before a meeting of the Better Films Council.

Fire Damages Rogers Lyric

LILLINGTON, N. C.—The Lyric here was damaged by fire last week. W. L. Rogers operates the house.

MEMPHIS

W. F. SONNEMAN, who operates the Ozark, Palace and Royal in Fayetteville, Ark., advised by long distance that his Royal was completely destroyed by fire on Sunday night, January 14. Was unable to determine just how or where the fire originated, he advised, "it had burned to the ground." Sonneman has not decided whether he will rebuild at this time.

Exhibitors seen along the Row: G. H. Goff, who operates the Rustic at Parsons and the Ritz at Bruceton, Tenn.; W. C. Riley, Harlem, Brownsville, Tenn.; Jack Marshall, Frances, Dyersburg, Tenn.; K. M. Kinney, Hays, Hughes, Ark.; Burris & Henley Smith, Imperial, Pocahontas, Ark.; Jack Watson, Palace, Tunica, Miss.; W. W. Davis, Ritz, DeWitt, Ark.; L. F. Haven jr., Imperial, Forrest City, Ark.; "Slim" Brewer, Savoy, Clarksdale, Miss.; Al Wilson, Bay, Red Bay, Ala.; J. J. Rhodes, Crittenden, West Memphis, Ark.; S. T. "Doc" Lyles, Ritz, Oxford, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; Norman Fair, Fair, Somerville, Tenn.; Orris Collins, Capitol, Paragould, Ark.

C. E. Pepiat, branch manager for United Artists in New Orleans, together with Milt Bureau, salesman, spent several days in Memphis working the city accounts, as well as the nearby towns.

Dink Jones, who operates theatres in Carlisle, Sheridan and Lenoke, Ark., opened his fourth house, "The New," on Saturday, January 6, at Delight, Ark. This house has approximately 350 seats and will be a full-time operation.

Tom Young, 20th-Fox branch manager, advises that beginning Monday, January 15, his office will go on a permanent five-day week schedule. The new hours being from 8:30 to 5:30, with only a skeleton crew on Saturday.

An unusual visitor on the Row this week was B. V. "Brooksie" McDougald, who operates the Amusu and Drew in Monticello, Ark. He arrived on the Row early in the morning and was going to finish his bookings and leave shortly after lunch in order to get back to Monticello in time for their openings, only to find that his car picked that particular day to go on a strike. After a very hectic hour spent with the mechanic, he was advised that it would be the next day before he could possibly have his car in working order. Brooksie wants to know why does everything have to happen to him.

Floyd Schaffer, representative of the American Desk Mfg. Co., is back in Memphis after having spent three weeks in Dallas and Kansas City offices.

Monday night, Jimmy Rogers, branch manager for Columbia, together with his salesmen, Tommy Haynes and Herb Kohn, as well as Herman Chrisman, office manager, left for Dallas to attend a sales meeting at the Baker Hotel, January 17-18.

W. D. Mitchell, who operates the Star Theatres at Dumas and Star City, Ark., advised that his house in Star City burned on Saturday night, January 6. The origin of the fire was undetermined, as well as the estimated damage.

Claude Gentry, who operates the Lyric at Baldwyn, Miss., is putting up a stiff fight with old man flu these days. Incidentally, we understand Claude has just started publishing the Lyric News, *which is a weekly paper covering the activities and attractions of his theatre.*

W. J. "Bill" Bugie, Paramount's branch manager, is the proud possessor of a brand new Buick, and while on his first trip in it, had the misfortune to skid off the icy pavement coming from Little Rock. However, the only damage done was a few minor scratches on the car. Bill came out okay. Speaking of new cars, Howard Deen, Paramount's Arkansas "peddler," has a new Chrysler.

Gladys Callum, booker and secretary, and daughter of A. D. Fielder of the Steele and Lilbourne, Mo., houses, was on the Row for the first time in several weeks catching up her bookings. While here she advised she had just moved into her new home. Mrs. Callum married about eight months ago and her husband is in business next door to the theatre in Steele.

M. H. Brandon, president of Film Transit, Inc., who makes his headquarters in Charlotte, spent several days in his local office recently.

L. R. Allen, Commonwealth circuit booker, and K. K. King, city manager in Searcy, Ark., were on the Row booking. This is their first trip to Memphis since the beginning of the severe winter.

A. D. Garrett advises that effective January 13 he took over the operation of the Progress in Hampton, Ark. The theatre was built six months ago by John Harvey jr., who had operated it until this time.

M. A. Lightman has been in Jackson, Miss., for the past week, participating in the Southern Bridge Tournament that is being held there.

Mrs. Margaret Higginbotham, wife of Senator Higginbotham, who operates a circuit of eight towns in Arkansas and Oklahoma, was on the Row booking and making new contracts.

With the opening of "Gone With the Wind" more than a week off, we understand Loew's State has a complete sell-out for the first week's engagement.

Charles Canfield, who for the past eight months has been operating the McCrory at McCrory, Ark., advised that effective January 12, he closed his house until some time near Easter.

Joe Jones, Monogram salesman, is on an extended vacation and is debating the advisability of spending the next few weeks in Florida.

The exhibitors in Savannah, Adamsville, Waynesboro and Selmer, Tenn., as well as other nearby towns, are anticipating tremendous business with the coming of spring when the $5,000,000 newsprint manufacturing plant will be built in Savannah, which will be known as the Tennessee Valley Paper Mills, Inc.

One exhibitor, who is not letting all this cold weather worry him, is Jess Norman of the Best at England, Ark., who is seeing the "Moon Over Miami." Jess says he is having such a grand time and feeling so much better that he thinks he will just stay there until spring.

Chalmers Cullins and Nate Evans, who operate the Orpheum, announce that on Tuesday evening, January 23, they will present the Memphis Symphony Orchestra in the second concert of the season.

Do you ever do things like this?

★ *take a round-trip trolley ride downtown to buy a yard of ribbon for 10c less than next door?*
★ *walk six blocks to buy cigarettes for 2c less?*
★ *spend two hours bargain-hunting to save 25c?*
★ *drive 12 miles to buy eggs for a few cents less?*

'Fess up! We ALL do. Thereby exhibiting one of the finest possible examples of false economy. In most cases we spend twice as much in actual cash, time and shoe leather as the few pennies we supposedly "save."

NATIONAL THEATRE SUPPLY CO.

Distributors of Simplex Projectors and 4-Star Sound

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

DALLAS

Jack Fink District Head For the Wometco Chain

MIAMI—Jack Fink, manager of Wometco's big downtown house, the Capitol, becomes district manager of the organization's four downtown houses—Capitol, Miami, State and Mayfair—following the personnel changes resulting from the acquisition of the two beach houses by the purchase of which Wometco brought to a halt the year-long proceedings of the damage and anti-monopoly suit against it, Paramount Enterprises, Inc., and the eight major distributing companies.

Coming to the Capitol as Fink's assistant is Gordon Spradley, who has been at the State, while Ralph Ramsey transfers from the former house to the State as Charlie Ozborn's assistant.

Named as assistant to Harvey (not Norman, as was incorrectly stated last week) Fleischman, the new manager of the Surf, is Fred Green, promoted from an usher's berth at the Lincoln. Completing the Wometco changes are the shift of Ed Amsden from the assistant's post at the Biltmore to the Cameo, with George West going from Plaza to a similar post at the Biltmore.

The Oklahoma City Folly Reportedly Will Reopen

OKLAHOMA CITY—Trailing the visit here last week of Joe Cooper, Standard circuit head, and Joe Phillipson, his right-hand, it is reported the Folly will be reopened here. When and if the Folly is reopened, the Warner may be closed.

A New Princess Bows

PARIS, TENN.—The New Princess here has been opened by B. F. Biggs. A vaudeville show was included on the opening bill.

JOE LUCKETT has been transferred from the White Theatre to the home office of the Interstate circuit. It is understood Luckett will work on special assignments in connection with public welfare work for the present. Luckett has been succeeded at the White by Nathan Aronson, a former assistant at the Majestic downtown.

Al Mortenson, of Southwestern Theatre Equipment Co., Houston, was on the Row for a brief visit contacting customers. Besides being rather handsome, Al is further distinguished by a streamlined heighth of about 6 feet and 5 inches.

Memphis' First Drive-In Opening Around April

MEMPHIS—Memphis's first drive-in theatre will be opened here around April. Plans were announced this week by Barney Woolner, who is associated with the operation of a similar venture in Fort Wayne, Ind. The theatre will be on Pidgeon Roose Road (Highway 78) directly across from Rainbow Garden amusement center.

Arrangements for leasing four and one-half acres and conversion of the property into a parking playhouse have been completed. About 500 cars can be handled at every performance and there will be two shows nightly, he advised.

Woolner said he expected to spend about $25,000 on equipment and transformation of the site. The screen will be 40x50 feet.

"Refugee" to E. B. Derr

HOLLYWOOD—"Refugee," a story by Martin Mooney, has been purchased by E. B. Derr, independent producer, who has assigned Mooney to adapt the yarn.

Bill Hurst, former Columbia salesman, who put away his portfolio to operate the Ritz at Denton, over which venture he says he is still well pleased, was on the Row Tuesday. Bill said he has been putting on "Tell Me Nights," a quiz feature of his own invention and which he emcees, and that results have been good. He says any exhibitor may have the details by writing him.

R. A. Johnson, who operated the Rex at Rochester, Tex., for the fall season, said he closed the house last Monday. He said that he and Mrs. B. F. Dye, of Sweetwater, were looking around for a new location. Johnson has operated in a number of small Texas towns which in recent years included Anson, Spur and Pilot Point.

Henry Reeve of the Mission at Menard, and president of the Chamber of Commerce, also is an advocate of better pecan culture as practiced in that area. To friends on Filmrow he distributed generous sacks of a large grafted nut, practically round in shape, with a flavor that was much talked about.

P. G. Cameron, owner of the Peak, who recently branched out with an announcement he would build a new $50,000 theatre in the Love Field airport and new industrial area, is shaping up with actual construction plans. Latest developments are his quest for a name and the elimination process has that matter down to the probability that "Airway" will be it.

John Jenkins, special representative for Million Dollar Productions with headquarters in Atlanta, passed through Dallas for a visit with Sack Amusement Enterprises, distributors, on his way to Hollywood for conferences with Producer Harry M. Popkin. There will be a series of eight all-Negro pictures for the coming year, Jenkins said.

A triumvirate of exhibitors from the far reaches of the Texas Panhandle who usually visit Filmrow in a body, were here this week advancing bookings as far into 1940 as possible. They were Ben C. Ray of the Petersburg at Petersburg; Earl R. Beard, Ritz at Hale Center, and J. C. Hurst, Ritz at Abernathy.

Leo A. Smith, National Screen Service salesman, is the newest member of the Dallas Variety Club . . . The Sparks family from Cooper were in town booking and shopping. Henry Sparks and his son, Herman, worked the exchanges, while Mrs. Henry Sparks and daughter-in-law headquartered in downtown shops.

Variety Club's new letterhead, on which all letters will be written in reference to the national convention, will knock your eyes out. It is a 24-sheet, if there ever was one and it's a three-color job. Chairman of convention committees are listed down the left side.

J. I. Roberts, manager of National Theatre Supply Co., left Friday by air for New York to attend a company managers' meeting.

MOVED!

In Order to Combine Sales Offices and Warehouse Facilities

BUFFALO ENGINEERING COMPANY Inc.

GEO. W. THORNTON, Gen'l Mgr.

announces REMOVAL of Offices from 315 S. Harwood to

1026 SANTA FE BLDG.

(Unit No. 1)

DALLAS, TEXAS

Same Phone 7-2841

VISIT US IN OUR NEW HOME

SANTONE

THE BROADWAY, Alamo Heights nabe, played a first run of "The Mikado" last week. It was the house's initial showing since it opened.

Sidney Perkins of Dallas has replaced Gilbert Sharp as sound technician for local Interstate theatres . . . Malcolm Bailey, assistant manager at the Empire, attended the 20-30 Club convention in Albuquerque, N. M., to make a speech in behalf of the organization.

Tommy Lee, former doorman at the Majestic, has been promoted to chief sound checker for the house.

The Harlem, Negro house, has closed its doors again after being open about five weeks . . . Tony Bessan and Charley Nelson, the latter a former film player, have returned to KMAC and their announcing duties after holiday illnesses . . . J. J. Jimenez, Gaetano Lucchese and Rafael Calderon were seen among the Roller Derby fans at the Municipal Auditorium the other night.

Recent visitors: Bob Henderson, Texas tentshow exhibitor, at Independent Film & Supply Co.; Lafe Pfeiffer, Interstate concession manager, Dallas, and Douglas "Wrong Way" Corrigan, Hollywood.

The Joy, vaudefilm house, is being redecorated and repainted inside and out. L. L. Atchinson is the newly appointed house manager.

James Herman Sollock, chief of service at the Aztec, is bemoaning the loss of several of his wisdom teeth.

"The Birth of the Movies," a short featurette, was exhibited at the Texas last week in conjunction with the feature picture, "Nights of Nights." On the same program Tuesday evening was Ted Brown, KONO organist at the Texas console, playing each Tuesday and Friday nights along with "Buzzo," the new theatre game which is making a big hit in these parts.

A new inducement at the Joy is Hot Seat Night every Wednesday.

Eugene Muller, the projectionist, is quite the 16mm film camera fan. "Gene" sorta takes a postman's holiday when off duty. He "shoots" his own stuff, edits it, and shows it at his home screening room.

Buffalo Engineering Co. Moves Dallas Quarters

DALLAS—Buffalo Engineering Co., Inc., located on Filmrow at 315 S. Harwood for many years, has moved to 1026 Santa Fe Bldg. The move, according to George W. Thornton, general manager, was made to concentrate the sales office and warehouse facilities in one location.

Within the next few days, Thornton will leave on his annual visit to the Buffalo factory in New York. He will also attend the heating and ventilating exposition at Cleveland which starts January 22.

Star Leveled by Fire

STAR CITY, ARK.—The Star here, operated by Dewey Mitchell, was destroyed a fortnight ago by fire. Loss was $7,500.

BOXOFFICE Goes To College

Austin—Back issues of BOXOFFICE, given to the University of Texas library, have been bound and catalogued. Donor was "Smiling" Raymond Woods, doorman at the Varsity.

"Abe's" Southern Premiere At Lincoln Memorial U

HARROGATE, TENN.—The southern states premiere of RKO's "Abe Lincoln in Illinois" will be held here January 27 at Lincoln Memorial University in conjunction with the inaugural ceremonies of the college's 50th anniversary.

The affair, strictly invitational, is being sponsored by the governors of Tennessee, Kentucky and Virginia and President Stewart W. McClelland of Lincoln Memorial University.

Pre-Release "Abe Lincoln" In Miami Beach Jan. 25

MIAMI BEACH, FLA.—A pre-release showing of RKO's "Abe Lincoln in Illinois" will be held here January 25 at the Sheridan following the world premiere of the picture three days earlier at the Keith in Washington, D. C. Film will be shown twice daily on a reserved seat basis, with matinee price 75 cents and seats for evening performances going at $1.10.

"Little Old New York" Bow in Miami Beach

MIAMI BEACH, FLA.—Twentieth Century-Fox will world premiere "Little Old New York" here on January 31 at the Lincoln. The film co-stars Alice Faye, Richard Greene and Fred MacMurray.

AUSTIN

AS IN THE PAST, Dave Apollon's revue, which played the Paramount January 10 and 11, packed 'em in at all performances. Picture was "Barricade" (20th-Fox) . . . Louis Novy, city Interstate manager, to Dallas on business.

They still come back: "Pygmalion" and "The Lives of a Bengal Lancer" were unreeled again on the Texas screen. It seems that the college mob just can't get enough of the former, this showing being the eighth.

More staff changes: George Brundrett jr. of the Texas house staff has exchanged houses with Ralph Park, Paramount usher. It seems Ralph is a football lad and the management couldn't find a uniform to fit him. No uniforms at the Texas.

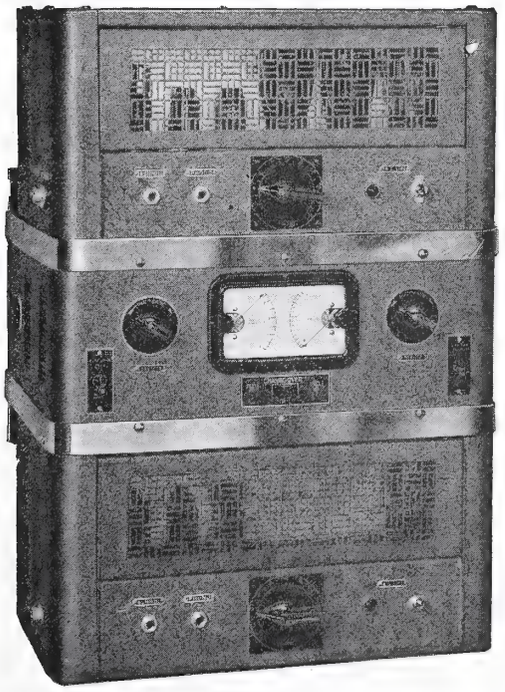
Ritz, independent subsequent run house, really went to town with the playing of "The Fight for Peace" . . . Next Curtain Club show on the U. of T. campus will be "Our Town."

Freeman Visits Richards; Both Go On to New York

NEW ORLEANS—Y. Frank Freeman, vice-president in charge of Paramount studios operations, visited E. V. Richards, theatre partner here, and after a short stay continued on to New York with him.

Seats Go Fast

NASHVILLE—Reserved seat shows for "Gone With the Wind" have been sold out two weeks in advance, according to the management of Loew's Theatre, where the production opens on January 26.



Our Complete NEW SOUND EQUIPMENT

Produces *Wonderful* Results

YOU NEED IT

We Will Trade In Your Old Equipment

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. Harwood Dallas, Texas

Dixie Doin's

By "AL" HENDERSON

THE Love and Boudin Amusement Co. of Franklin, La., has the foundation laid for a new theatre, which is scheduled to be ready for operation about March 1.

Called around to see Billy Richardson, managing the new Strand for Southern Amusement Co. at Jennings, La. It is a smart, modern theatre, seating 398 down and 138 in the balcony, with all new equipment and a beautiful color scheme.

Visited our old friend, Laurence Lampo of Jeanerette, La., who operates the Avalon, and was informed that he has installed a new marquee, a new Neon sign and is preparing to air-condition the theatre at once. Was introduced to "hizzoner," E. L. Cheney, the mayor of Jeanerette. We three took a walk to the Lampo residence, where Laurence brought forth his hospitality.

Joe Carlock, managing the Rio at Zwolle, La., was under the weather during our recent call due to taking anti-tetanus shots as the result of being bitten by his pet dog. Mrs. Carlock also was taking treatment. We hope you are both O. K. by the time you read this.

Rumor has it that Charlie King who operates two theatres for Negroes at Mobile, Ala., is planning to construct an open air theatre on a lot recently purchased next to the Azealea recently opened there. Charlie operates the Lincoln and the Pike.

Ernest DeAmoures is opening a new small theatre at Port Barre, La., which will be known as the Port Barre, within a week or ten days.

Atlantic Pictures, Inc., has incorporated to the tune of $5,000 and will be known as the S&G Amusement Co. This concern is headed by Phillip Sliman, president, and Freddie Goodrow, secretary and treasurer.

Ira Weingrun, who has owned and operated the Laurel in New Orleans for several years, died recently with a heart attack. He was a prominent Mason and interested in civic affairs.

Raymond Fontenot's Ray's at Iowa, La., suffered a booth fire recently, which damaged the machines and destroyed some film. The extent of the damage is not known to your correspondent.

Lionel Delacroix, who has operated the Wilbert at Plaquemine, La., for many years, is about ready to open his new theatre, which is named the Osage. This house is a deluxer and will seat 600 on the ground floor and 350 in the balcony. All new equipment is being installed and the front is of glazed tile, which will be lighted by two floodlights directed on it from poles located across the street. It has a modernistic marquee trimmed in Neon. The color scheme is red and white in the interior and the building is painted white on the exterior. Delacroix plans to hold his formal opening Easter Sunday. Our best wishes, Lionel. Harry Barbay is the contractor.

H. A. Lobat, who operates the only theatre at Raceland, La., and for many years called the Raceland, has installed a new marquee and a new Neon sign which carries the new name of the theatre, which is the FUN.

Ran into E. Sky, who is one of the old-timers in the business in the south and who now travels the territory for M. P. A. Sure was good coffee, Sky. Thanks.

B. M. Stone jr. recently took over the operation of the Lamar, which has been owned and operated for several years by L. A. Royal, who has theatres at Lumberton and Hattiesburg, Miss.

It is said that W. House has turned his Santa Rosa at Jay, Fla., over to W. J. McCurdy, who will operate it from this date on.

Sol Siegel, producer for Republic, and L. Hauser, script writer, have been in New Orleans for the past several days getting material and preparing the story for their forthcoming production, "Lady From New Orleans." J. R. Grainger, president and general sales manager of Republic, and Art Bromberg, southern distributor, were also in the city at the same time. This picture is scheduled to go into production in the near future.

Seen here and there over the territory were: P. R. Puisegur, Acadia Theatre at Crowley, La.; J. A. Collins, the Crystal at Many, La.; Frank Rhees, talented organist formerly with Saenger at Shreveport and now at the Uptown at DeRidder, La.; Harry Spann, Monogram manager at New Orleans; Leo Seichnaydre and Jack Duffy of Republic Pictures; Shinn, salesman for Paramount in Louisiana; L. B. Jarrell of Columbia, La. Talking politics and enjoyed my visit with each one of them.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

Projectors and Sound for the Largest and Smallest Theatre

Also Portable 16 and 35 mm equipment.

HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

OKLA. CITY

AFTER a few weeks' lapse, your correspondent is back on the air over KOCY with a film news program at 6:15 each evening . . . Julius Kirsch, Standard office staff, is having a bit of trouble with his new gas burner on wheels. One day last week he tore the doors off his garage. The next day, he slid into the side of his uncle's car with resultant scratches and rips. And the day after that his headlight and fender were torn off in a street collision. Julius is studying bus schedules now.

For push-em-up on "Gone With the Wind," E. B. Coleman, M-G-M district exploitation director, was in last week . . . A. C. Wilson, auditor for 20th Century-Fox, is in town.

Bob Pfotenhauer, State Theatre manager, is full of praise for the Variety Club's new quarters in the Black Hotel after being the guest of Morris Loewenstein the other day.

The "Blondie" strip is starting in the Daily Oklahoman *and the* Times, *which should help those Columbia pictures of the same character here. They've been doing pretty good without the comic strip, however.*

We advise one and all to drop in and see the "wastebasket" at the State. Since T. B. Noble ordered his favorite sent to his office in Colorado Springs, Bob Pfotenhauer has had to temporarily use the far corner of his office.

McLeod in McGehee

McGEHEE, ARK.—John A. McLeod, for the last year and a half assistant manager of the Saenger and Strand theatres, Pine Bluff, has been named manager of the Ritz here. House was acquired recently by Malco Theatres, Inc.

Florida Flashes

By C. O. JEFFERY

BUD DAVIS has been transferred from the Ritz in Marianna to the Ritz in Ranama City . . . G. N. Goldwire, formerly of Manchester, Ga., now is manager of the DeSota in Lake City . . . Rufus Davis jr. is the new skipper at the Ritz in Marianna . . . Roy Bang of the Kingston in Daytona Beach has installed complete new sound equipment . . . M. MacDougall, former manager at Lake City, now is in charge of the Idle Hour at Phoenix City, Ala.

Tom Grady, former M-G-M southeastern representative, was married January 15 to Miss Mina Manassa, owner of the Ritz at Starke . . . Eddie Nye of DeLand is also a bridegroom of the month . . . The DeSota at Lake City has installed a new screen . . . Guy Kennimer, city manager for Sparks in Jacksonville, has just returned from Miami . . . George M. Chalker is now projectionist at the Ritz in Daytona Beach.

NEW ORLEANS

KATHARINE CORNELL is booked for an appearance at the Municipal Auditorium here February 10 . . . A heart attack proved fatal to Ira Weingrun, who operated the Laurel in the upper section of the city, at the age of 63 . . . Department stores are selling an edition of "Gone With the Wind."

The Louisiana Council for Motion Pictures is sponsoring a review contest on "Gulliver's Travels," with pupils of public and private schools as contestants. Five dollar prizes will be given for each of the eight best reviews submitted . . . At Loew's State, they say tickets are going fast for "Gone With the Wind."

Vic Meyers, manager of the Orpheum, announced election results from the stage of the theatre . . . Karl Brenkert of the light projection company bearing his name, was a visitor here at the office of Louisiana Motion Picture Equipment Co. . . . A visitor on the Row was J. S. Shannon of Frankelton, La., who reports he is building a new house there . . . The Lafayette, managed by Charles Levy, has installed new high intensity lamps.

Aitken in Atlanta; Talks Reissue of "Nation"

ATLANTA—Filmrow was honored this week with the presence of the famous H. E. Aitken, original producer of the picture, "The Birth of a Nation." Aitken, advises he has just spent $40,000 for a new sound track for the above picture. This production is now being released nationally due to the demands he has received throughout the country and especially throughout the south since the release of "Gone With the Wind."

The picture will be released in the southern states by the Birth of a Nation Co., at 145 Walton St., N. W., Atlanta.

Dixie Sells Eddie Green Series to Bijou Chain

ATLANTA—Dixie Film Exchange announces the complete series of Eddie Green Featurettes, consisting of eight different subjects, has been closed with the Bijou Amusement Co., Nashville, Tenn., for their entire 50 theatres. This series, of which two already have been delivered by the producers, the Sepia Art Pictures, Inc., are "Dress Rehearsal" and "What Goes Up?" Eddie Green is the star and it is an all-Negro cast.

Miami Surf and Capitol To Play Day and Date

MIAMI—Policies announced for the Surf, under Wometco management, will include a playing schedule day and date with the Capitol, with first showings at 2 p. m. on Saturdays and Sundays and two evening performances on week days, as is the rule at the Grove and the Biltmore. Admissions will be 25 and 40 cents.

The Girls Won't Be Denied

Memphis—Here's proof the fair sex really does go for two of Hollywood's most celebrated male movie idols.

Lithographed likenesses of Robert Taylor and Mickey Rooney in the lobby of Loew's State here bore lip-stick marks right on their kissers!

Manager Cecil Vogel denied it was just a publicity gag. He ordered the marks washed off.

ATLANTA

FILMROW VISITORS: Fred Mullen, Haynes City, Fla.; H. G. Williams, Rainbow, Waycross, Ga.; G. A. Johnson, Cherokee, Center, Ala.; L. T. Sheffield, A. C. Saunders, Joyce, Headland, Ala.; R. H. Dunn, Camilla, Camilla, Ga.; Hudson Edwards, Bijou, Savannah, Ga.; Mrs. M. M. Osman, Strand, Covington, Ga., and Harold Laird, Lam Amusement Co., Rome, Ga.

A. C. Bromberg, Republic Pictures Corp., in Birmingham for a short visit.

For the second time in three years the Lyric, Manchester, Tenn., a Rockwood Amusement house, has been destroyed by fire.

George Trainor, Standard Pictures, New York City, is visiting here for a few days.

Sam M. Moscow, W. W. Anderson, Sidney Laird and three of the salesmen in this territory for Columbia Pictures, are attending a regional sales meeting in Dallas, Tex.

We are glad to hear that Harriett Kantor, daughter of E. B. Kantor, manager of Bach Theatres, is on the road to recovery after a recent automobile accident.

Perry Spencer, Republic Pictures, is back on the job after having a case of flu.

M. M. McDonald, Poster Exchange, is recuperating from an appendectomy.

Friends of Mrs. W. B. Smith, Erin, Tennille, Ga., will be glad to know that she is improving from a very serious case of pneumonia.

Drake Building Another

PONCHATOULA, LA.—Ernest Drake of the Ideal is constructing a new theatre with a seating capacity of 600. Equipment and plans were completely furnished by Louisiana Motion Picture Equipment Co., New Orleans. The house is yet unnamed.

FOR RENT

All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable.

VISUGRAPHIC FILM CORP.

P. O. Box 385 Atlanta, Ga.

MIAMI

NEWEST of the film moguls to arrive at the beach is George J. Schaefer, RKO Radio prexy, who with his wife is registered at the Whitman Hotel. They arrived almost the same time the Edgar B. Hatricks and their daughter, Gloria, appeared on the local scene. The Hatricks are spending the season at the Tower Hotel where Ward Morehouse also checked in this week. This *Sun* dramatic columnist will entitle his daily stint, "Miami After Dark," during his sojourn here.

Two major broadcasts which will go on the air from Miami this season include those of Kay Kyser and Milton Berle. The Kollege of Musical Knowledge is the first to take the airways, being scheduled to continue for eight weeks from January 21. Milton's Gag Busters, to be aired from the Dempsey-Vanderbilt, is, according to present plans, to be a duo affair on the Saturday evenings of January 27 and February 3.

Preceding the Florida premiere of "Gone With the Wind" at the Sheridan, Wednesday, there was a private showing given for a party of friends and conferes of Nicholas Schenck. Speaking of the Sheridan reminds one that note should be made of the additional ticket windows it has installed, two on either side of the main entrance, designed to handle reserved seats in George Hoover's de luxe Paramounter.

Two of Al Jolson's former leading ladies were guests at a dinner party given in honor of Mr. and Mrs. Leo Spitz, down for the season on their yacht, Caroline, *by Mr. and Mrs. B. Bernies. Mrs. Spitz, it will be remembered, was the former Frankie James, Jolson's leading lady at the old Winter Garden.*

Down to work with George Hoover, manager of the Sheridan, and Karl Roller, Paramount Enterprises publicist, on the big push for the Florida premiere and the subsequent weeks' showings of "Gone With the Wind" at the Sheridan and the Olympia (guess Al Weiss of the latter house will be in on the conferences, too), is E. B. Coleman, exploitation manager for M-G-M out of the Dallas office.

Among the celebrities watching the ponies break from the amazingly effective new starting gate at Hialeah this week was Joyce Matthews. The young M-G-M starlet witnessed Monday's meet from the box of her father.

The Queen Feature Service, Inc.

Quality Theatre Equipment & Supplies

1912½ Morris Ave. Phone 3-8665

BIRMINGHAM, ALA.

Build Profits—Patronage with

PARAMOUNT PREMIUM CO.

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.

Dixie Milk Bank

MEMPHIS—Dixie's first Mother's Milk Bank, dedicated to the preservation of infant life, is now a reality. It was made possible through the initiative of the Variety Club and is located in the John Gaston Hospital.

Under the supervision of Mrs. Mildred Proctor, nurse in charge, the Bank will purchase human milk from mothers who have a surplus, the Bank paying five cents per ounce, plus transportation to and from the hospital. The milk is kept on ice in sterile bottles ready for immediate use.

Doctors cooperating with the Variety Club in maintaining the Bank, view it as a definite contribution toward lowering the infant mortality rate. The Bank will serve the entire south.

School Imports Film

AUSTIN—The Alliance Francaise, University of Texas French-language organization, brought "The Story of a Cheat" to the Varsity for one day as the third film in the group's series of four French pictures this season.

Fire Burns Projectionist

SHERIDAN, ARK.—Matthews Alexander, projectionist at the Rex, here, was burned slightly on the hands when fire, which originated in the booth, damaged films and property. The fire, however, was confined to the booth.

Film Broiler Show

LITTLE ROCK—The Northwest Arkansas Live Broiler show will be filmed by Fox Movietone Newsreel, it is announced by Clyde Allard, manager of the Concord, Springdale. Jack Barnett, Kansas City, will be assigned to photograph the show.

Newcomer Gets Post

OKLAHOMA CITY—Ross Howard, a newcomer to the film business, has been named assistant ad sales manager at the 20th-Fox exchange here, succeeding Don Wahl, who has been transferred to the Memphis exchange in a similar capacity.

Dewitt Ritz Birthday

DEWITT, ARK.—The Ritz celebrated its first anniversary recently under the ownership of Watson Davis and Leo Wintker.

But He's Not Kickin'

OKLAHOMA CITY — Grady James, 20th Century-Fox salesman, led the recent Sidney R. Kent sales drive down to the finish line and came over victorious but had to pay off a bet. Or a treat, perhaps, it should be stated.

Grady, who sells out of the local office, told the boys and girls at the exchange that if he came through, he would throw a venison feed for them.

Last week they feasted at his expense. But he's not kickin'.

Stubbed, Now

AUSTIN, TEX.—For years midnight shows that played across the street from the University of Texas campus have been selling a lot of tickets. And co-eds who attended these late shows were allowed to enter their dormitories as late as 1:45 a. m., providing they had their ticket stubs.

But recently the board of regents of the University heard that co-eds were buying tickets to the midnight shows, all right, but weren't going to those shows with their boy friends!

Now all midnighters have been called off in the University district, although there is "owl" business as usual in downtown Austin.

Lehman to Strand

PINE BLUFF, ARK.—Ralph Lehman of Little Rock has been named manager of the Strand here, succeeding John A. McLeod jr., who was recently transferred to McGehee.

Saenger-Merchants Free Show

HOPE, ARK.—The Saenger and the local merchants were hosts to all teachers and school children in Hempstead county at a free show.

New Front at the Rialto

MORRILTON, ARK.—A new front has been built at the Rialto here.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Economic Trends Are Studied by Trade

TORONTO—Exhibitors in Canada are taking particular interest in economic trends in an effort to gauge prospective business conditions with or without relation to the possibility of taxation increases.

Of considerable importance is the announcement by the federal labor department that unemployment relief throughout the Dominion at the end of November showed a decrease of 26 per cent as compared with the same date of 1938 and a downward curve of one-third from the figure of November, 1937. The number of Canadians on relief last November was 582,000 in a population of 11,000,000 whereas the unemployed was approximately one million not very long ago. The change has been due to enlistments in His Majesty's Forces and to pick-up in many industries engaged in wartime production.

There has been a slight increase in the cost of living but nothing to compare with the swift advance in commodities during the first great war. At the present time there is substantial buying on the part of the wholesale and retail trades in anticipation of additional taxation on foodstuffs and everyday necessities. Otherwise, general conditions are close to normal.

F-P Remodels in Regina As Conditions Settle

REGINA, SASK.—With the initial war scare over, Famous Players Canadian Corp. again is turning to plans for a remodeling program. Announced several time, alterations to the Metropolitan here, one of the chain's double-feature houses, are now under way. Workmen are installing new washroom facilities in the basement lounge room preparatory to removing the present facilities in the upstairs floor and thereby widening the lobby.

Remodeled Columbia Opens In Victoria as the Rio

VICTORIA, B. C.—The remodeled Columbia here has reopened as the Rio under the management of Ralph Calladine.

The theatre now boasts a new floor and new seats. The old-fashioned side balconies have been torn out, and one big center aisle has replaced the side aisles. Among other improvements, the house has been repainted inside and out.

Single Reserved-Seat Run For "Wind" in Dominion

TORONTO—According to present plans, "Gone With the Wind" will play only one engagement in Canada on a reserved-seat basis, this being the Canadian premiere which opens at Loew's here January 26 at $1.50 top. This is expected to run for a number of weeks, judging by the heavy advance sale.

Battle Warming Up Over New Amusement Tax in Ontario

TORONTO—The battle on the diplomatic front in Toronto warmed up considerably during the past week over the proposal by the Ontario government to impose a new amusement tax under an act of the provincial legislature now in session to replace the statute which was repealed in 1937 because, according to Premier Hepburn, the ticket levy was a nuisance tax and both difficult and expensive to collect.

The new Amusement Tax Act was not announced in the Speech from the Throne by Lieut.-Governor R. Matthews and was not included among the first bills to be introduced on the floor of the House but there was considerable activity below the surface around the Parliament buildings on the part of those who opposed the levy.

An alternative revenue plan was publicly proposed by the manager of a subsidized music hall in suggesting that, instead of a ticket tax, the government should impose an increased annual license fee for theatres to make up the expected difference. The last Ontario amusement tax produced practically $2,000,000 per year and to make up this amount there would be a license charge of as much as $10 per seat per year in place of the present 25 cents per seat. Theatres such as the Uptown and Imperial in Toronto would contribute more than $30,000 each per year for a license and Canada's leading theatre chain would be called upon to write out a cheque for $1,000,000 each year. The sponsor of this idea declared that the theatres could pay the increased license fee without raising admission prices.

The theatres are united in their stand that any new or additional tax means an immediate increase in admission prices because a further levy could not be absorbed. As 80 per cent of all taxable admissions are tickets of 25 cents and under, according to Premier Hepburn, this means that wage-earners would bear the brunt of the amusement tax or any other new assessment.

In the meantime, amusement operators are following out the request of the federal government to carry on with entertainments and recreations for the sake of the people and are also providing extensive amusements for Canadian troops in training without cost to the authorities. At the same time, with exception of war costs, government operations have been reduced in a policy of curtailment so that Canada's war effort can be prosecuted to the fullest.

Juvenile Laws Worry Montreal Showmen

MONTREAL—Neighborhood theatres are getting a trifle nervous about running some of the pictures which the government sanctioned for juvenile patronage in one of the first-run theatres. Uncertainty exists as to whether prosecutions of the smaller theatres may follow their admission of children.

Another cause of worry for the theatre managers in the suburbs is the commencement of a series of visits from provincial police officers who search the theatres to see whether any youngsters under 16 have been admitted. Even the most careful ticket seller or doorman may easily make the mistake of admitting some boy or girl who looks over 16, but who is actually perhaps only 15. The porcedure adopted by the officers is to seat themselves next to the suspected youngster and by flashing a badge attempt to terrify him into an admission that he is under age.

Theatre ticket sellers and doormen say they have greater difficulty in determining whether a girl is under or over 16 than they have with boys. One girl refused admittance turned out to be a married woman, and another who was severely heckled by the ticket seller was a 21-year-old nurse in a neighboring hospital.

Television Demonstrated For Public in Ottawa

OTTAWA—The first public demonstration of television in Ottawa was conducted by E. C. Grimley, president of the RCA-Victor Co. of Canada, before a gathering of 500. Prior to the local broadcast, Grimley outlined various difficulties to be overcome before television becomes a commercial reality, declaring that a transmitter and other studio equipment represented an outlay of $300,000 while distance provided another major problem. A special television cable between two cities 120 miles apart would cost about $500,000, he said. Then sponsors must be secured to finance programs and they could not be obtained until a large consumer audience was available.

He believed, however, that economic problems would be solved "and that most of us will live to see regular television service."

F-P Reopens in Lethbridge

LETHBRIDGE, ONT.—Famous Players has reopened the Capitol here after making various improvements, including installation of new seats and interior lighting. A. W. Shackleford is manager.

Make "Gangs of Chicago"

HOLLYWOOD—"Gangs of Chicago" will be made by Republic, Sam Fuller having been assigned to prepare the script.

A Revival of Business Is Seen in Montreal

MONTREAL—January has shown the expected signs of revival in the theatre business here. Film programs have been unusually attractive and public response has been prompt.

MONTREAL

CAMBRAI, Quebec, is stressing the value of giveaways. "Build a set. Be regular," it advises its lady patrons, announcing that there is "a small charge for handling" . . . Captain Mert Plunkett, Canada's wartime entertainer, has taken a dazzling array of British stage stars to Aldershot to amuse the Canadian troops.

Al Gilbert, leader of the Mount Royal Hotel trio, finds that musical film successes influence the demand for orchestra music. "Whenever a picture like 'The Great Victor Herbert,' 'The Mikado,' or 'Roberta' comes around," he says, "I am swamped with requests for selections from it."

B. E. Norrish, managing director of Associated Screen News, has been confined to his home for a fortnight with an attack of grippe.

Sir Cedric Hardwicke, British stage and motion picture actor, visited Montreal on his way from Hollywood to Ottawa to offer his services to the Canadian government. He is a reserve officer in the British army. He hopes to make a film of "Tom Brown's Schooldays" in Hollywood with himself in the part of Dr. Arnold.

Harry Davis, the man who opened the "Nickelodeon" in Pittsburgh, the world's first theatre, was the subject of an editorial in the Montreal *Gazette* when news of his death reached here. The *Gazette* commented that many middle-aged Montrealers would remember the five-cent theatres here, and the interest aroused by the building of the pioneer first class theatre, the Imperial, on Bleury St.

Shirley Temple has written to Howard S. Ross, Montreal lawyer and columnist, thanking him for sending her a copy of the Notre Dame de Grace Monitor *in which he commented on her interview with President Roosevelt. "I am going to put the little item about myself in my scrapbook," she said.*

The Belmont's new brightly lighted marquee has added to the attractiveness of that section of Mount Royal Ave. in which it is located. Morris Davis is manager.

Associated Screen News has production crews working in Windsor on a commercial film, in Montreal on a petroleum short, and in Toronto where the opening of Ontario legislature was covered. Jack Chisholm, of ASN, Toronto office, visited Montreal last week.

Col. Cooper, president of the Canadian Film Board of Trade, and Jim O'Loghlin, Canadian general manager of 20th-Fox, were in Montreal from Toronto.

Miss Jacqueline Giroux, star of the Notre Dame de Grace Bonfire Theatre last summer, is making her professional debut as a dancer in New York City where she has a contract to appear at the Roxy. She is a former pupil of Maurice Morenoff of Montreal.

White on Next Chan

HOLLYWOOD—"Charlie Chan's Oriental Cruise" is being adapted by Robertson White for 20th-Fox.



Amiable Hostess—

B. R. Johnson, exhibitor from Nipawin, Sask., gets a first-hand glimpse of a shooting script as he chats with Anne Shirley on the set of Warner's "Saturday's Children."

Nathanson Observes His Theatre Start

TORONTO—The opening of the first theatre by N. L. Nathanson and associates in January, 1916, 24 years ago, was commemorated by his theatre company, Famous Players Canadian Corp., with a special announcement dealing with the place of film entertainment among the people and its business value to the commercial world.

After pointing out that the shadows on the screen bring happiness to millions of Canadians and that they provide an annual payroll of more than $6,000,000 in Canada alone, with 276 arts, sciences and industries being called upon to supply the various needs, the announcement reads in part:

"The motion picture plays an important part in the Canadian scene. On Jan. 6, 1916, N. L. Nathanson and associates gave Canada its most important theatre for the presentation of pictures. It was the Regent Theatre, Toronto . . . 'The House That Shadows Built.' Soon there were more fine theatres and within a few short years Famous Players Canadian Corp., Ltd., has become one of Canada's great business institutions, operating theatres from coast to coast Every week more than a million Canadians are entertained in theatres operated by Famous Players. These patrons know that in Famous Players theatres they can enjoy the world's finest entertainment in luxurious, healthful and comfortable surroundings . . . at a price within the reach of every pocketbook."

Ready Next "Tarzan"

HOLLYWOOD—Script for the next "Tarzan" has been turned in by Julien Josephson. Lucien Hubbard will produce for Metro.

SASK'WAN

CONGRATULATIONS galore poured in on Martin Bloom, assistant manager of the Rex, Regina, over his winning $1,000 just before Christmas in a benefit sweepstakes. But while Martin was glad to get the congratulations he was sad—he never got the cash. It turned out the winner was someone else with the same name. "I thought I was the only one in the city with that name," sadly declared Bloom.

Saskatoon residents were invited to attend showings of a motion picture record of the summer school of the Saskatchewan Youth Training Program. The film was made, partly to create interest in the program, and partly to use in instruction of all persons anxious to improve themselves both in physical and material ways. It was produced under auspices of the provincial department of education by General Films, Regina. The public was not only invited to attend but to bring along their "gym" equipment to the technical school, where the picture was shown, and engage in some class work along similar lines afterwards!

Midnight previews have become the regular thing in the Ritz, second-date playhouse in Saskatoon. The shows get under way at 12:05 every Monday morning and, so far, have brought good response.

Metropolitan, Regina, will benefit from plans of the Regina branch of the Saskatchewan Red Cross to put on a big campaign in connection with forthcoming showing of official pictures of the royal tour of Their Majesties, King George VI and Queen Elizabeth, to Canadian and United States points in 1939. *It is expected similar campaigns will be held in other centers the picture is shown as Red Cross gets a percentage of gross receipts.*

Both Regina and Moose Jaw theatremen are looking forward to a good spring season this year because of improved conditions and also because of the many conventions planned for both centers. Already some 16,000 visitors are scheduled to invade Regina in one convention or another in the next few months. Moose Jaw already has nine conventions listed.

Manager Bill Novak of the Capitol has become an enthusiastic Regina ice curling fan. His pals in the industry are planning to present him with a real Scotch tartan curling cap for his Ukrainian-Canadian head should he get around to winning a game.

Business picked up fast last week for the Radville. Farmers swarmed into town to cash their farm bonus checks and the local banks pushed out some $20,000 the first day with another $80,000 or more to come. Radville was in the dought area again in 1939. Eastern banks ran out of cash recently when the bonus came in!

Two Stories to Metro

HOLLYWOOD—Metro announces the purchase of two original unpublished stories, "The Golden Fleecing," by Lynn Root, Frank Fenton and John Fante, and "Stony Hollow," by Charles N. Elliott.

Trade Looks Ahead To Holiday Dates

TORONTO—Canadian theatres can look forward to a schedule of 15 holiday dates for the balance of 1940, with a majority falling upon Mondays to provide a long weekend which has both advantages and disadvantages from an exhibition viewpoint.

The Lenten season occurs early this year—the earliest for the next 60 years, it has been figured out—and this means that exhibitors will have plenty of good showtime business before the mercury shoots to the top of the thermometer.

Incidentally, April is the only month of the current year which will not have at least one holiday to stimulate theatre patronage.

The holidays, both statutory and religious, are as follows:

Feb. 7—Ash Wednesday.
March 22—Good Friday.
March 25—Easter Monday.
May 2—Ascension Day (Thurs.).
May 24—Victoria Day (Fri.).
June 24—St. John the Baptist (Mon.).
July 1—Dominion Day (Mon.).
Aug. 5—Civic Holiday (Mon.).
Sept. 2—Labor Day (Mon.).
Oct. 7—Thanksgiving Day (Mon).
Nov. 1—All Saints Day (Fri.).
Nov. 11—Remembrance Day (Mon.).
Dec. 8—Feast of Conception (Sun.).
Dec. 25—Christmas Day (Wed.).

One holiday yet to be fixed is that for the birthday of King George VI and it will be arranged in due course by government proclamation. It is likely to be observed in May or June. Exhibitors should also keep in mind that 1940 has an extra day, February 29, for Leap Year and this rates a special observance. Last year there were special holidays for the Royal Visit but these did not bring big business to the cinemas.

The above holiday list will be observed on the home front regardless of the war.

Western Managers to See Films They Will Play

WINNIPEG—Western Theatres, Ltd., has originated a policy which should prove of considerable merit. Arrangements have been made by which Western theatre managers have entry at the Capitol and Metropolitan where they can view films which will eventually play their houses.

There has been considerable difficulty in the past arranging for suitable previews of films.

Bernstein and Lieberman Annex Maine Theatre

ST. JOHN, N. B.—M. S. Bernstein and J. Lieberman have made another addition to their chain of "B&L" theatres, going outside the Maritimes to take over the theatre at Madawaska, Me.

Joe Lieberman has returned from Boston where he went to arrange some of the details, as this theatre is serviced from there.

TORONTO

N L. NATHANSON of Famous Players Canadian Corp. was appointed to the National War Loan Committee which sponsored the Dominion's first war loan of $200,000,000 issued January 15, according to announcement by Col. the Hon. J. L. Ralston, federal minister of finance.

Ned Depinet and Andrew W. Smith, RKO executives, paid a visit to L. M. Devaney, Canadian general manager at Toronto, when plans were discussed for the Depinet Drive which opens January 27 and continues to May 10.

Harry J. Allen, manager of Grand National, spent several days in New York to deal with company developments. The company has been liquidated.

S. Ginsler, formerly with Empire-Universal, has been appointed salesman with Superior Films by Harry Price, general manager, in succession to J. A. Davidson. He is the son of Harry Ginsler, proprietor of the Iola, Toronto.

Two holdovers in Toronto have been featured because of real business. "The Hunchback of Notre Dame" is playing a second week at the big Uptown and may go a third week, according to Manager Fred Trebilcock. "A Girl Must Live" was held for a second full week at the Eglinton by Manager Bob Eves.

Dewey D. Bloom, field representative of Regal Films, was in New York for an important conference prior to the release of "Gone With the Wind" . . . H. B. Shawn, formerly with the Maritime Film Co. at St. John, N. B., and previously of Winnipeg, has opened a business at 279 Victoria St., Toronto, specializing in premiums.

Syd Goldstone, formerly a Toronto exhibitor, paid a visit to the film offices in behalf of the Centre, an independent house at Peterboro, Ont., which he opened a year ago.

Toronto distributors were busy with a rush of out-of-town callers who, obviously, took advantage of a mild spell to make the trip from scattered Ontario points to check bookings. There were some spots which had way-down weather, however. Orillia reported 17 degrees below zero while points in eastern Ontario said they were enjoying the briskness of 10 below.

Ted Soucie came down from the real North to look after the interests of the LaSalle and Cartier theatres in the mining towns of Kirkland Lake and Timmins where they are turning out gold bricks by the hundreds. Larry Ritza of Renfrew made the journey in behalf of the Ottawa Valley Amusement Co. which operates theatres at Renfrew, Pembroke, Arnprior and Almonte.

Tom Moorehead was in from Brampton where he operates the Capitol and indulges in politics as head of the Peel County Conservative Ass'n. Two from Hamilton were Les Gregory, proprietor of the Windsor, and Milton Fallick of the Lyceum. Gregory was enthusiastic about his new Geneva at Orillia. L. H. Vicary, proprietor of the Opera House and Princess at Orillia, also brought reports of enthusing patronage.

Exhibitors from the Muskoka District, where the skiers are enjoying the winter season, included Frank Giaschi of the King George at Huntsville; A. M. Giaschi of the Strand at Bracebridge, and Gordon Borneman of the Muskoka at Gravenhurst. They do nicely with holidayers in the summer period and are now enjoying the benefit of winter sports around the picturesque lakes and hills.

Traveling the Lake Shore Highway east of Toronto were Tom Ross of the Royal, Bowmanville, and J. G. Strathy of the Brock at Whitby . . . One who has not made the round of film offices in some time was Sam Fingold, owner of the Lauder at Mount Forest, which has 408 seats. L. Lush was in from Wiarton where he has the Berford. From the London district were Bruce McLeod of the King, Strathroy, and George Lennon of the Glencoe, Glencoe.

James Kirkpatrick, of Toronto exchange circles, has recovered from an attack of pneumonia and is back in circulation . . . H. M. Masters, general manager of United Artists, Toronto, is off on a tour of branches in western Canada. Mike Wilkes, exploiteer for United Artists, is back from a special trip to Ottawa where he conferred with various exhibitors.

John Allen, who controls the destinies of the Tivoli, Thorold, was noted at Toronto offices as was Dick Garrette of the Imperial at Barrie. Ed Warren was a caller from nearby Aurora where he operates the Royal. Sam Collis of Caledonia was still another business caller and Howard Hager checked in from Hagersville where he owns the Regah.

Sam Russ, owner of the Gayety at Collingwood, the lake port town on Georgian Bay, reported that the town expects new business in shipping circles because of the war . . . S. Merlina of the Uptown, Orangeville, was busy at several exchanges.

Bill Weiss, manager of the Colony in the northwestern outskirts of Toronto, finds that business is coming along nicely since the opening of the theatre at Christmas.

Manager Don Stapleton of the Centre, Ottawa, held "Four Wives" for an extra three days after a full week's run. Manager A. Stevens also held over "The Roaring Twenties" at the Regent in downtown Ottawa.

J. H. McKinnon, now in the Royal Canadian Air Force at Toronto and formerly a member of the staff of the Capitol, Regina, has married Betty Anderson, a young Regina lady.

Jack Arthur of Famous Players Canadian Corp. is sponsoring a variety of entertainment for the troops in training at the Exhibition Camp, Toronto.

Toronto exhibitors have not started their annual trek to Florida and various reasons are given for the delay. Some of them admit they are worried about the effect of the proposed amusement tax of the Ontario government while others say they do not want to come back to wintry conditions after balmy gulf breezes.

VICTORIA

PROPAGANDA pictures have been very popular in Victoria. The first of these to reach this city was Alexander Korda's epic of the present war, "The Lion Has Wings," which showed at the Capitol. This picture was given much publicity in local papers which printed the views of various public leaders. A special showing of the picture was held for city officials and naval and military officers. The second propaganda picture to reach Victoria was "France Is Ready," which ran at the Plaza.

Headed by their bugle band the Victoria Sea Cadets marched through the main streets of Victoria to attend a special showing of March of Time's "Battle Fleets of England," which was shown at the Capitol. The parade attracted considerable attention, particularly when they tied up traffic outside the theatre for ten minutes. A party of 60 British sailors were guests of the mayor at a showing of the same picture.

Christmas Gift Theatre tickets again proved popular in Victoria this year. A local chain store purchased a large number from F-P theatres and featured them in grab bag sales.

Variable Film Policy at Playhouse in Winnipeg

WINNIPEG—The Playhouse, local house which opened with vaudeville some time ago, has been pursuing an up-and-back policy with regard to films. Opening with full-length first-run films, the house dropped them for a time, limiting itself to newsreels and shorts. Now it has returned to its former policy of full-lengths and, in addition, has instituted a dinnerware premium policy.

WINNIPEG

M J. CHISVIN, of Western Merchandising, left by plane for Chicago on business . . . H. J. Baldwin, Lyceum, Souris, Man., in town for medical treatment . . . A. C. McLean, Star City, passed through here . . . Gordon Lightstone, Regal Films home office, is in the city . . . Doug Rosen has gone to Chicago . . . Mrs. D. Rosen has gone south for a holiday . . . D. B. Roberts, Capitol and Oak theatres, Brandon, Man., is here.

Mrs. M. Heppner has left for the Pacific coast . . . Allan Gould of Calgary is a visitor here . . . Abe Feinstein of Calgary is another visitor . . . N. Rothstein has left California for Mexico to continue his vacation.

The Regent here built an unusually attractive front reproducing the Maginot Line, in connection with its current showing of "Double Crime on the Maginot Line" . . . "School for Husbands" is scheduled for an early showing here . . . Paris Theatre instituted a French policy with its showing of "Maria Chapdelaine."

DeMille Seeks "Double" for Saskatchewan River

HOLLYWOOD—Seeking a location site for Cecil B. DeMille's forthcoming Technicolor production "North West Mounted Police," Arthur H. Rosson, DeMille's associate director and Fred Harris, Paramount location department chief, have left for the southwest by automobile. Their objective is a site that can "double" for a stretch of the Saskatchewan River near the little settlement of Batoche, Sask., Canada—center of the Riel Rebellion of 1885.

Scenes to be filmed on the location site, DeMille explained, supposedly occur in late spring and cannot be filmed on the actual site because of heavy snows now blanketing the Canadian plains. He expects to take his company to Canada for other scenes, however, in April.

Production of "North West Mounted Police" is scheduled to start in February. Tentatively on the itinerary of Rosson and Harris are Arizona, Texas and New Mexico. They estimated they might cover as much as 4,000 miles before returning to Hollywood. The picture will star Joel McCrea, Madeleine Carroll, Robert Preston and two other topflight players yet to be cast.

Arthur Sees War as Aide To Vaudeville in Canada

TORONTO—Jack Arthur, district manager of Famous Players Canadian Corp., and one of the foremost producers in the Dominion, holds to the belief war will bring an exceptional stimulus to stage presentations, with a revival of vaudeville to a particular degree, especially if acts of sufficient merit are forthcoming on the North American continent to meet the demand for stage entertainment in conjunction with film performances.

Arthur, who speaks with years of experience, declared a new opportunity for vaudeville would come in Canada when the more serious aspects of the war are reached with the public seeking diversions from the shocks and worries of hostilities.

John Grierson Leaves for Australia and New Job

TORONTO—John Grierson of London, England, appointed national film commissioner for Canada by the Dominion government last October, left Ottawa for Australia January 16, according to announcement.

His final public appearance in Canada was at a meeting of the Ottawa Women's Canadian Club, January 15, where he delivered an address on the subject of "The Film as an Instrument of Social Purpose."

James A. Davidson Opens Independent Exchange

TORONTO—Of special interest is the announcement that James A. Davidson, one of the real pioneers of the Toronto film colony, has gone into business for himself by the opening of an independent film exchange, Regent Film Co.

VANCOUVER

HARRY PAGE, until recently booker for United Artists in Vancouver, has taken over the Port, Port Alberni, formerly owned and managed by W. C. Hamly . . . Dan Sutherland is around again after a short period in bed with the flu, which kept him away from his Kingsway during part of the New Year's celebration.

The Independent Booking and Buying circuit has moved again, this time to the corner opposite the Film Exchange . . . With the Lux opened, F. G. E. Stevens has left it in the capable hands of his partner, Bill Brown, and is off for a vacation in California.

W. S. Jones attended a regional conference in Seattle in connection with the Ned Depinet drive . . . A touch of winter, with white frosts and penetrating fogs, had its effect on theatre attendance as well as on the fuel supplies of all houses.

H. J. Sweetman Overseas For Special War Service

TORONTO—A man long prominent in the theatre business of Canada has proceeded overseas for special service during the war, in the appointment of H. J. Sweetman, manager of the Community, Kapuskasing, Ont., as director of the Beaver Club in London, Eng., the facilities of which have been placed at the disposal of Canadian soldiers as a recreational headquarters.

Eastern Theatres, Ltd., Dividend

MONTREAL—Directors of Eastern Theatres, Ltd., have declared a dividend of 3½ per cent on the preferred, payable January 31, to shareholders of record January 15.

MARITIMES

GEORGE ALTMAN, Vitagraph salesman from Toronto, has arrived in Saint John and will be working in this territory for about six weeks.

Mr. and Mrs. N. W. Mason of the Roseland and Academy, New Glasgow, N. S., made a trip to Montreal recently.

Haskell Masters, United Artists' Canadian district manager, was at the Saint John exchange for a short conference with the local manager, Charles S. Chaplin.

Sidney Taube of Toronto was in Saint John for a few days on theatre business.

R. G. March, 20th Century-Fox branch manager, was confined to his home for a week on account of a severe cold, but has recovered completely.

Recent visitors to Filmrow included C. C. Curran of Dominion Sound Equipment Co., Halifax, N. S., and Mr. and Mrs. J. V. McLaughlin of the Opera House, Newcastle, N. B.

RKO Radio (——) 112 Minutes Rel. ————

By far the outstanding film of its kind and one of which RKO and Producer Max Gordon and his partner, Harry Goetz, can be proud. Needless is it to say Raymond Massey, who did such a swell job in the play, repeats it with stellar performances by Ruth Gordon, Gene Lockhart, Mary Howard and a noteworthy cast. John Cromwell's direction is an adroit piece of craftsmanship. He has never permitted the character of Lincoln to transcend the simple, peace-loving backwoodsman who makes friends easily, who eventually goes into politics where he finds a long-desired opportunity to espouse the principle that all men are created free and equal. His brief love affair with Ann Rutledge is touching and his checkered romance with Mary Todd, who will not settle for less than Lincoln as president, is excellent drama.

Raymond Massey, Gene Lockhart, Ruth Gordon, Mary Howard, Dorothy Tree, Harvey Stephens, Minor Watson.

Abe Lincoln in Illinois F Historical Drama

Paramount (3956) 65 Minutes Rel. Jan. 26, '40

Hopalong Cassidy as a U. S. Marshal discards his chaps and dons store clothes to pose as a medicine show fakir while he cleans up the lawless element which is harassing a frontier town. The feature possesses more story values and comedy than many of the predecessors in the ever-popular series of sagebrushers which Harry Sherman produces, elements introduced through the sacrifice of a part of the usual action. The swap is, however, a happy one and tends toward improvement, particularly since the supporting cast is exceptionally strong and introduces several welcome new faces. William Boyd, needless to say, is "Hoppy" and is characteristically strong in the role; Russell Hayden, as "Lucky," is the other fixed member of the Cassidy troupe. Directed by Lesley Selander.

William Boyd, Russell Hayden, Marjorie Rambeau, Bernadene Hayes, Earl Hodgins, Britt Wood, Kenneth Harlan.

Santa Fe Marshal F Western

20th Century-Fox (1030) 74 Minutes Rel. Feb. 2, '40

As program material there is considerable merit in this well-told tale of murder and consuming revenge, related from the courtroom via the flashback technique. In the hands of a capable cast, topped by Lloyd Nolan in one of his most powerful performances, it emerges as unusual and highly exploitable fare. The script commands interest from the first moment, and its denouement will leave audiences with the feeling that they have received their money's worth. Nolan confesses to the murder of a noted financier, but steadfastly refuses to identify himself or to lift a finger in his own defense. Through strenuous effort, the defense attorney assigned him finds that Nolan was ordered court-martialed as a World War spy, and that the espionage charge had been framed against him by the man he murdered, who was in his regiment. David Burton directed.

Lloyd Nolan, Jean Rogers, Richard Clarke, Eric Blore, Onslow Stevens, Elisabeth Risdon, Irving Bacon.

The Man Who Wouldn't Talk F Drama

M-G-M (19) 70 Minutes Rel. Jan. 19, '40

Ann Sothern as the wisecracking, trouble-shooting show gal delivers another entertainment wallop when she invades the African jungles. While the feature sacrifices some of the humanness which characterized its predecessor—in exchange for broad hokum—it stacks up comparably as good in toto and should cut as substantial a swath in revenue. Dialogue is brittle and the comedy interest sustains throughout. John Carroll heads a satisfactory supporting cast with a performance which promises well for his tenure in the big leagues. Maisie finds herself stranded between engagements and through a quirk of fate becomes a guest at an isolated medical station where she patches up a wavering marriage, suppresses a native uprising and wins herself a husband with ease and dispatch. Directed by Henry C. Potter.

Ann Sothern, John Carroll, Rita Johnson, Shepperd Strudwick, J. M. Kerrigan, E. E. Clive.

Congo Maisie F Comedy Drama

Paramount (——) 80 Minutes Rel. ————

What with an overabundance of plot, none of it too clearly defined, and a shortage of the necessary suspense, this story of diamond thieves in South Africa becomes somewhat garbled in the telling and is apt to leave audiences with the feeling that too many loose ends are left untied. Further, it lacks sufficient comedy to carry it over the bleak spots and, although the reliable George Brent carries the acting burden in the co-starring spot with Isa Miranda, it probably will not rise above program bracket in most situations. Brent is far superior to his part, while Miss Miranda, struggling hard with her English, is not too impressive in her role as a member of a gang smuggling the precious gems out of the mines. Able support is lent by Nigel Bruce. George Fitzmaurice directed.

George Brent, Isa Miranda, John Loder, Nigel Bruce, Elizabeth Patterson, Matthew Boulton.

Adventure in Diamonds F Melodrama

20th Century-Fox (——) 68 Minutes Rel. ————

The latest in the Charlie Chan series continues to display the technique of the internationally famous detective. It holds the suspense successfully and, as in all cases, the least one suspected is the culprit whom Chan brings to an unhappy doom. In this instance, the plot pivots about the elusive Mr. Reiner, who murders three victims in an attempt to blow up the Panama Canal and prevent the fleet from visiting the tropical shores. Sen Yung, as the son of the detective, again comes to the aid of his father. Incidentally, he is almost killed. Jack LaRue, accomplice of Mr. Reiner, is murdered by the international spy in a design to clear suspicion, but a neat trick by Chan at the end solves a complicated mess. You, as well as the audience, may be surprised to learn who Mr. Reiner is. Norman Foster directed with interest.

Sidney Toler, Lionel Atwill, Jean Rogers, Jack La Rue, Mary Nash, Sen Yung, Kane Richmond.

Charlie Chan in Panama F Mystery Drama

RKO Radio (——) 67 Minutes Rel. ————

Jammed with hairbreadth escapes, thrilling rescues and a coterie of diamond thieves, this latest intrigue of that devil-may-care adventurer, the Saint, is up to par for the series and should satisfy the action fans. George Sanders, in the title part, essays a dual role and performs the unique trick of capturing himself as the chief villain. The supporting players are generally competent, although Helene Whitney, a newcomer, shows little promise in her attempt to carry the slight romantic thread. Bela Lugosi and the Saint's double are diamond smugglers. They adroitly plant clues in order to make it appear that the Saint is responsible. After three murders and several attempts on the life of the Saint and Miss Whitney, the crooks are rounded up and the Saint is left free to carry on his further adventures. Jack Hively directed.

George Sanders, Helene Whitney, Jonathan Hale, Bela Lugosi, Donald MacBride, John F. Hamilton.

The Saint's Double Trouble F Melodrama

Universal (——) 60 Minutes Rel. Feb. 2, '40

An action picture for the sports fans which carries plenty of exciting incidents on the race track. There are numerous spills and crashes on the speedway with "Lucky" Teeter, a crackerjack at the trade, performing to the hilt. Most of the story concerns Richard Arlen's attempts to win a stubborn little lass, Peggy Moran, who has her own idea of heroes. Her father, with Andy Devine's assistance, has developed an oil motor for cars which proves fatal on the track. However, when Arlen, unbeknown to the inventor and his daughter, engages in the international race the motor comes through for the big prize. Arlen, of course, also wins the girl over to his way of seeing things and everything turns out the way the customers would like to have it.

Richard Arlen, Andy Devine, Peggy Moran and "Lucky" Teeter.

Danger on Wheels F Action Drama

Republic (963) 56 Minutes Rel. Jan. 12, '40

The Three Mesquiteers go in for a bit of orphan asylum reform. Aided and abetted by a swarm of youngsters, they lend their talents to the dismissal and arrest of an unscrupulous administration. The story is rounded out plausibly by numerous side angles and the performers do their stuff as expected. As for being Three Mesquiteers fare, it is one of their lesser contributions to the western scene. The action content shifts from the outdoors to a prizefight ring where a standard $100 a round, sequence is injected. Of course, the Mesquiteers take the law in their hands in order to make the situation known. But everything comes out all right. The required element, action, is present from start to finish. The photography is good. William Witney directed.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Patsy Lee Parsons, Loretta Weaver.

Heroes of the Saddle F Western

SELLING ANGLES: **"The Man Who Wouldn't Talk"**

Title is an ideal one for a teaser ad campaign. Make up a "mystery man" ballyhoo, having a man walk about town with his lips taped and a card, carrying picture billing, around his neck. Build a shadow-box "jail" in the lobby, with a wax figure inside, and an explanatory note that "rather than betray his secret, this man preferred to go to the electric chair." Distribute cutout heads everywhere with the lips taped or with another person's hand placed over his mouth.

CATCHLINES:

Talk . . . Or Die! . . . What Strange Secret Could Make a Man Prefer Death to Baring His Past?

Death Had No Terrors for This Man . . . Who Came Back From the Dead to Avenge Himself.

SELLING ANGLES: **"Charlie Chan in Panama"**

Use ad copy and a walking ballyhoo asking the question: "Who Is Mr. Reiner?" The thriller fans, particularly the readers of detective stories, should be reached by special cards on newsstands advising them the thriller of the week is at your theatre. If your radio station has mystery programs, try to effect a tieup for spot announcements. A good idea would be to tie up with a local merchant who is willing to insert throwaways in packages delivered, the throwaways naturally referring to the question of Mr. Reiner's identity and calling attention to the answer at your theatre.

CATCHLINES:

The Fate of the Navy Is in Charlie Chan's Hands.

An International Spy Meets Doom When Charlie Chan Sets on His Trail.

SELLING ANGLES: **"Heroes of the Saddle"**

The pressbook accompanying this western has a plentiful supply of prepared stories for insertion in the daily press. There also is a Mesquiteer Fan Photo for giveaways. It should get the standard western exploitation in any case. The children's angle should be stressed for showing to the Saturday morning juvenile audience. Raymond Hatton is an oldtimer with an established following. The advance notice of showing should concentrate on the "graft" angle of orphanage officials.

CATCHLINES:

The Three Mesquiteers Crack Down on a Lawless Band of Range Rats.

They Preyed on Helpless Orphans Until the Mesquiteers Called Their Shots.

SELLING ANGLES: **"Santa Fe Marshal"**

Bill Boyd as "Hopalong Cassidy" very probably will need no introduction to your western fans, this being his 28th picture—a fact which might be mentioned in advertising and exploitation. Decorate the lobby and theatre front in western fashion. As street ballyhoo obtain a horse-drawn wagon built over to resemble an old-time medicine show, with a barker and a public address machine playing range ballads. Tie up with libraries on the Clarence E. Mulford "Cassidy" books.

CATCHLINES:

Hoppy's on the Job Again . . . His Six-Guns Blazing in Another Thrilling Adventure in the Old West.

Hopalong Cassidy Goes Into the Show Business . . . As Undercover Man to Round Up a Gang of Payroll Bandits.

SELLING ANGLES: **"Adventure in Diamonds"**

Build up George Brent and Isa Miranda as a new romantic team. Hang a large glass prism in the lobby and focus a baby spotlight on it, with the prism revolving slowly. Make tieups with banks, protective agencies and insurance companies on their jewel insurance policies. Try to obtain a large imitation diamond and have it displayed, under glass, in the foyer, with uniformed ushers acting as "armed guards." Work out a cooperative advertising and exploitation campaign with jewelers.

CATCHLINES:

Thrills in the Diamond Mines of South Africa . . . With Glamorous Isa Miranda as a Daring Adventuress.

She Had Taking Ways . . . Especially With Diamonds That Didn't Belong to Her.

SELLING ANGLES: **"Danger on Wheels"**

Packed with stunts on the speedway, the logical exploitation for this action drama is to have a racing car tour the streets of your town. It would also be a swell idea to have the juveniles with makeshift racing cars made out of boxes to have a big race for the championship of the community with a season pass for the winner and consolation prizes for the runners up. A publicity campaign can be built up to stimulate interest. Warning signs on street corners, such as "There's 'Danger on Wheels.' Drive carefully and slowly." Contact your local safety commission for comment on the film. This is a swell exploitation picture, if only the exhibitor will get behind it.

CATCHLINES:

He Was a Demon On the Speedway and On the Road to Her Heart.

SELLING ANGLES: **"Abe Lincoln in Illinois"**

There is a wealth of material available from RKO, but essential for the exhibitor to realize is that he must go to town on his campaign. The picture has all the qualities deserving of an unusual campaign. Educational institutions are a swell bet for cooperation. If there is a Lincoln society in your neighborhood, or a descendant of "Honest Abe," the tieups are natural. Give considerable attention to newspapers for stories and pictures. Get out the ballyhoo trucks. Plaster the lobby with photo enlargements from the film. Hold a contest for the best essay on Lincoln and contest for the person most resembling him.

CATCHLINES:

The Romantic and Political Career of Abe Lincoln.

A Drama Unexcelled . . . A Vivid Portrait of "Honest Abe."

SELLING ANGLES: **"Congo Maisie"**

Strike for a jungle atmosphere in the lobby, transforming the boxoffice into a thatched hut. Dress attendants in white clothing and explorer's helmets. Obtain a noisemaker, resembling a lion's roar, and have an attendant operate it in the foyer. Have one or two Negroes, dressed as African natives, walk about the streets bearing picture and theatre billing. Advertising and marquee credits should go to Ann Sothern and John Carroll.

CATCHLINES:

Remember "Maisie"? . . . Here She Is Again . . . The Belle of the Jungles As a Chorus Girl From Brooklyn.

Even in the Depths of the Congo Maisie Knows All the Answers . . . As She Quells a Native Uprising With Card Tricks.

SELLING ANGLES: **"The Saint's Double Trouble"**

The "Saint" novels by Leslie Charteris are widely read by detective-story addicts. Tie up with bookstores and libraries on displays of them studded with stills from the picture. Give the marquee credits to George Sanders. Hold a "double" contest on the stage, awarding prizes to the two unrelated persons who look most alike. Invite all twins to see the picture at a "two-for-one" price. Prepare a lobby display in which the "Saint" is the centerpiece surrounded by other fictional rascals—Bulldog Drummond, Raffles, etc.

CATCHLINES:

Fiction's Famous Phantom . . . Who Laughs at the Law, But Does No Man an Injustice . . . Returns in the Year's Thrill Special.

Another Swashbuckling Adventure as the Saint Outwits a Gang of Diamond Smugglers.

MORE SEAT SALES MEAN MORE MONEY FOR YOU

Exhibitors everywhere acclaim Movie Trade Scrip for selling seats because the plan is complete in all details . . . promotes Patron goodwill and brings them to the theatre on "off" nights. But . . . better yet the Patron comes back again and again. Movie Trade Scrip is "just like cash" and everyone likes it. Your Patrons will eagerly accept Movie Trade Scrip as there are no complicated rules to follow that discourage interest and they can use Movie Trade Scrip as soon as presented "just like cash." No longer do you need to make your lobby into a variety store. No, sir! . . . You can now have a clean, dignified method of selling those empty seats. And at low cost too!

Movie Trade Scrip is not a lottery nor a lottery game and this is important to every exhibitor as there are no complaints from church groups, Parent-Teacher associations, nor from disgruntled patrons . . . no Patron dissatisfied or offended because every patron is treated exactly alike and everyone wins . . . You and the Patron.

Exclusive rights are given to just one theatre in smaller communities and in larger or metropolitan areas the use of Movie Trade Scrip is restricted carefully to well defined zones to insure fullest protection to each exhibitor . . . There will be just one place where your Patrons may obtain Movie Trade Scrip . . . Your Theatre.

No trouble or extra work is required to inaugurate and operate the Movie Trade Scrip Plan. Exhibitors are unanimous in their praise of the entire Plan but particularly because of the ease of starting and operating . . . no time taken from more important duties.

Movie Trade Scrip has Everything . . . It's New . . . Different . . . Has Patron Appeal . . . Simple and Easy to operate . . . and . . . the Price is Low!

Remember . . . just one theatre in each town can have this Great Plan. Successful theatre operation requires more brains and ability than ever before. That is why Movie Trade Scrip is meeting with such tremendous approval. Smart exhibitors immediately recognize the seat-selling ability of Movie Trade Scrip and therefore you must act quickly to reserve your town or zone. Exclusive rights will be granted in order as received . . . so . . . First Come—First Served.

Wire or write today for full details and be first to have Movie Trade Scrip in your locality—

MOVIE TRADE SCRIP CORPORATION

(Kirk & Haysler Enterprises, Inc.)

SUITE 403 COMMERCE BLDG. KANSAS CITY, MO.

YOUR GRACIOUS HOST
FROM COAST TO COAST

IN NEW YORK...



The Gotham

IN CHICAGO...



The Drake

The Blackstone

IN LOS ANGELES...



The Town House

IN BELLEAIR, FLA...



Belleview Biltmore

A.S. KIRKEBY, *Managing Director*

KIRKEBY HOTELS

SHORT SUBJECTS

Miracle at Lourdes

M-G-M (Miniature) 11 *Mins.*

In 1912 a young doctor's wife is injured. She lives, but is paralyzed. They visit the French shrine and hope for a miracle. Nothing happens. But a shock causes the young woman to regain the use of her legs. This is all told in a reverent manner in flashback. A group of tourists are chatting on a veranda in India. The title of the story comes about as they are discussing the faith of the Hindus bathing in the sacred Ganges. The narrative discusses the story. It neither places credence in miracle cures nor does it dispute them. But it is the sort of thing that average audiences will find engrossing.

Xochimilco

Atlas Film Exchange 10 *Mins.*

A dull and unrelieved pictorial record of the floating gardens near Mexico City. The subject has been done before—and better. The photography of this one is unimaginative. Shown are native types, dancing, boats on the canals, flowers, etc. The black and white compositions are nothing to get excited about. The music is second-rate. To top it all off there is no accompanying narration which perhaps might have relieved the dullness.

Popular Science

Paramount (No. 3) 10 *Mins.*

Always interesting, the latest issue does not disappoint. The subject which gets the most attention is the one dealing with the science of aerial photography. The latest in bathroom conveniences for the woman comes next. Then the newest development in the medical world: A method for preserving indefinitely all types of blood. Professor Oakes, the Wily Wizard, presents a couple of his screwball inventions, also.

The Mad Maestro

M-G-M (Cartoon) 8 *Mins.*

Heavy reliance is placed on standard concert gags here. The humor is there, but it is nothing that will not be expected. An orchestra made up of animals plays a number against the gyrations of a temperamental director. They clown and cavort, hit the wrong notes and make him quite exasperated. It is done in color. Fair stuff at any rate.

Judo Experts

(Grantland Rice Sportlight)

Paramount 10 *Mins.*

Exponents of the science of Jiu Jitsu and Judo, the ancient Japanese sport, ably demonstrate its effectiveness against all sorts of attacks. Particularly interesting is the sequences where a Jiu Jitsu expert masters a boxer and a wrestler. For women, knowledge of the science, as illustrated, can prove helpful. Narration is by Ted Husing.

Pound Foolish

M-G-M (Crime Does Not Pay) 20 *Mins.*

The story here has been taken from the headlines of the past year. It deals with the smuggling activities of people in public positions and how they are tracked down by customs men. Of course, all this has been substantially fictionized and certain facets ground to a different design. However, the structure of the story is plausible and is told against interesting international backdrops. Detection and eventual apprehension are worked in in the usual manner. The intrigue element, the thrill effect and the series message dovetail compactly. Rates special exploitation attention.

That Inferior Feeling

M-G-M 9 *Mins.*

For consistency in delivering entertainment we nominate Robert Benchley. Here again he has taken an everyday episode and polished it up until it shines with shrewd comedy. He acts out the inferiority complex with clever touches. There are scenes at a wedding when questions are asked the audience by the officiating person, seeking information at a terminal, buying a summer suit and registering with his wife at a hotel, among others. Marquee notice for this one.

Land of Alaska Nellie

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

Mr. FitzPatrick varies slightly from the regular presentation of a travel subject. In addition to many fine scenes of Alaska, around Seward, and familiar information, he presents the lady of the title who is something of a character. She has had all sorts of interesting experiences and FitzPatrick relates a few as she shows her feminine prowess about her pioneer dwelling. There is a laugh here and there, too. Done in the usual first-rate style.

Frankie Masters and His Orchestra

Paramount (Headliner) 11 *Mins.*

The word "heart" has furnished countless songwriters the inspiration for compositions. Frankie Masters and his band play a medley of such songs: "Says My Heart," "Heart and Soul," "Peg O' My Heart," "Hearts and Flowers," "Curse of An Aching Heart" and "Key to My Heart." Last number is an adaptation of an old English folk song and easily the best offering by a competent orchestra.

Maintain the Right

M-G-M (Pete Smith Specialty) 10 *Mins.*

The makings of a mountie, told with emphasis on their adaptability to emergencies. Otherwise it sticks to the usual form for service propaganda. Rookies are shown in various stages of instruction and duty, some pleasant, some unpleasant, some awkward. Also worked in is a slight story of heroic sacrifice. Pretty fair stuff.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Five Little Peppers
Well received here. Dandy little picture that did average Monday and Tuesday business. Weather: Bad. Admission: 20-10. Rural patronage. Population: 800. Capacity: 200.—J. C. Alexander, Ethel, Ethel, Miss.

Five Little Peppers
Just a nice program picture which filled our bill because we played it for a kids Christmas party. Fri., Sat. Weather: Stormy. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Golden Boy
Better than average. Holden very good. Barbara Stanwyck always good. Business a little above average, don't pass it. Mon., Tues. Weather: Very bad. Admission: 20-10. Rural patronage. Population: 800. Capacity: 200.—J. C. Alexander, Ethel, Ethel, Miss.

Metro-Goldwyn-Mayer

Andy Hardy Gets Spring Fever
About like the others of this series. They are all very much alike and each does a little less business for us. We have lots of local smart guys like Rooney. This picture did 40 per cent less than "Too Hot to Handle" last year. Sun., Mon. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Babes in Arms
Very fine. Pleased 100 per cent and drew considerable extra business. This was Mickey's greatest opportunity and he didn't miss a step. Judy did mighty fine by herself too. Sun., Mon., Tues. Weather: Stormy. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Blackmail
Edward G. Robinson is always fine, but he doesn't draw like we think he should. Ruth Hussey is coming fast and any picture that has Gene Lockhart is always sure of success. This was pretty heavy fare in some places and not too well liked here. Fri., Sat. Weather: Uncertain. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Dancing Coed
Swell story of college life with lots of hokum mixed in. Did not draw as well as expected, however. Lana Turner and Ann Rutherford are both mighty cute girls. Wed., Thurs. Weather: Cold. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Secret of Dr. Kildare, The
By far the best "Kildare" picture with a good plot. Did a fair business and everybody satisfied, considering I had "Babes in Arms" advertised and I found out that it had been canceled a month before. Sun., Mon. Weather: Cold. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

Society Lawyer
Very fine picture that failed to do us any good the week before Christmas. It made it hard to believe in Santa Claus. Thurs., Fri. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Spring Madness
A fine college picture but no good in this situation. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Thunder Afloat
Swell action picture that more than pleased our weekend fans. Wallace Beery always popular here and never fails us. Business only average, but that is good for the date before Christmas. Fri., Sat. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Monogram

Yukon Flight
James Newill, radio favorite of the west coast, at his best. Never ran a "Renfrew" before, but our audience went for it in a big way. Swell entertainment. Thurs., Fri. Weather: Good. Admission: 25-10. Mixed patronage. Population: 14,000. Capacity: 1,000.—Ed Harris, Burbank, Burbank, Cal.

Paramount

Cassidy Bar 20
Real good business. Cassidy tops with us. Nearly as popular as Gene Autry. Fri., Sat. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Disputed Passage
This was everything we thought it would be and was grand entertainment. Didn't do as good business on Christmas as we thought it would. There isn't any finer actor in Hollywood than Akim Tamiroff. Sun., Mon. Weather: Stormy. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Honeymoon in Bali
Here was a swell picture which did terrible business. Maybe it was because we played it during the holidays. MacMurray was fine and what a beauty and grand actress is Madeleine Carroll. We don't blame the college kids. Wed., Thurs. Weather: Normal. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Invitation to Happiness
Because of its setting, was not as interesting as modern times. But story and acting were good entertainment. Wed., Thurs. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 300. —W. H. Hibbert, Hi-Way, Sheridan, Ore.

Our Leading Citizen
Good picture, but Burns has no draw as leading man. Sun., Mon., Tues. Weather: Fair. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Star Maker, The
Better than average gross on this one. Everyone satisfied and many nice comments. Our patrons especially liked the kids. Have never had a failure on a Crosby picture. Sun., Mon. Weather: Clear. Admission: 26-10. Population: 900.—R. A. Moore, State, Milton, Ia.

What a Life
Just an average school picture, showed with "Spellbinder," that did a fair business. Good picture for Pal Night. Saturday. Weather: Cold. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

RKO Radio

Spellbinder, The
An extra good lawyer picture with an extra good story. Showed with "What a Life" and did a fair business. Saturday. Weather: Cold. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

Republic

Colorado Sunset
One of Autry's best that did above average Friday and Saturday business. Hope Republic gives us more like this one. Weather: Bad. Admission: 20-10. Rural patronage. Population: 800. Capacity: 200.—J. C. Alexander, Ethel, Ethel, Miss.

Wall Street Cowboy
Fair. Good story. Fri., Sat. Weather: Rain. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

20th Century-Fox

Borrowing Trouble
These series are popular with us here, but hard to get them popular enough week before Christmas. Mon., Tues. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Escape, The
Good criminal picture with a surprise ending. Shown on Pal Night and did poor business. Thursday. Weather: Cold. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

Second Fiddle
Not as good as Sonja's previous pictures. She seems to be slipping as far as our boxoffice receipts show. Rudy Vallee very good in the show. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Stanley & Livingstone
Here is one of the first really good pictures from Fox for a long time. While Spencer Tracy has done better in other pictures, he still does a mighty fine job of playing the part of Stanley, the reporter. Business was very good and all were apparently pleased. Had the support of the churches because of Livingstone, the missionary. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 675. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

20,000 Men a Year
Good airplane picture with an excellent story. Good picture for any night in the week. Did a rotten business. Friday. Weather: Cold. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700.—J. W. Hayton, Hayton, Carterville, Ill.

United Artists

Winter Carnival
Ann Sheridan as attractive as always, handling her lines with the usual lack of finesse. Richard Carlson doesn't seem too happy about the whole thing. Entire picture lags, crying for at least one sequence of enthusiasm. A few walkouts admitted it was a shade boring and the rest failed to comment. Patronage below average. Tues., Wed. Weather: Good. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

Universal

Chip of the Flying U
One of the best western musical comedies I ever played. Plenty of belly laughs in this one. Give us more like this, Universal. Johnny Mack Brown's best to date. Sat., Sun. Weather: Fine. Admission: 25-10. Mixed patronage. Population: 14,000. Capacity: 1,000.—Ed Harris, Burbank, Burbank, Cal.

Ex-Champ
Average prizefight picture but had a good story. Not so good business on Cash Night. Tues., Wed. Weather: Cloudy and snow. Admission: 20-10. General patronage. Population: 3,000. Capacity: 700. —J. W. Hayton, Hayton, Carterville, Ill.

Warner Bros.

Espionage Agent
Not a bad show. Men liked it as is the case with most of Warner product. Joel McCrea always gives a sincere portrayal. Newcomer Brenda Marshall pleased. Picture could have stood more action. Thurs., Fri. Admission: 30-15. Rural and small town patronage. Population: 1,650. Capacity: 250.—G. Woodbury, Bethel, Bethel, Vt.

Indianapolis Speedway
Now here's the type of story and character Ann Sheridan should play. Please cut out the oomph stuff. Good action picture which drew better on Pal Night than "The Old Maid" on Sunday. Wed., Thurs. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300. —Horn & Morgan, Inc., Star, Hay Springs, Neb.

Kid Nightingale
Nothing to it. Attempt at comedy laid eggs big enough to hatch a hundred nightingales . . . played to a house as empty as the picture. Saturday. Weather: Good. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320. —Woody Newbury, Studio, Ingleside, Tex.

Private Lives of Elizabeth and Essex
For a percenter this one fell off at the boxoffice. However, a championship football game here the second night of run drained the biz. Average patronage the first night enjoyed it thoroughly. Seems Bette Davis intends to shake more with each new role . . . this time she jerks all over the screen . . . but still a great actress. Thurs., Fri. Weather: Good. Admission: 25-10. General patronage Population: 1,200 Capacity: 320—Woody Newbury, Studio, Ingleside, Tex.

Roaring Twenties
Did excellent business, pleased everyone. Cagney gives good performance, Frank McHugh, Bogart and Lynn lend fine support. Priscilla Lane given a less important role than usual . . . afraid her Fred Waring singing days over . . . best leave her with Garfield. Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 1,200. Capacity: 320.—Woody Newbury, Studio, Ingleside, Tex.

They Made Me a Criminal
Not what you would expect from the title. The Dead End Kids are good, but there's something left out and you wonder what it is until it suddenly dawns on you—no story. Will do for a double bill. Thurs., Fri., Sat. Weather: Good. Admission: 35-15. Rural patronage. Population: 300. Capacity: 300.—S. C. Onerheim, Community, Luseland, Sask., Canada.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN



Two-Way Bull's-eye—

Marksmanship and boxoffice. When Jack W. Fretwell of the State in Harrisonburg, Va., played "Allegheny Uprising" he gave patrons a chance to test their aim on a bull's-eye over a three-sheet at a distance of ten feet. A pass was issued when the patron plunked the center. Jack says about ten ducats were won. The pistol was one of those toy suction cap affairs obtained at the five-and-ten. Swell stuff for any action picture.

Kiddie Drawing Contest Promotes "Gulliver"

ALBANY, N. Y.—A children's drawing contest was conducted by the Warner's Strand and the *Sunday Times-Union* to exploit "Gulliver's Travels." A drawing of a scene from the animated cartoon feature, in which 146 numbers were to be connected by lines, was published. Awards were based on neatness and originality. Tickets were given to the youngsters sending to the *Times-Union* the first 25 best drawings.

At Warner's Troy "Gulliver's Travels" books were distributed to the first 2,000 kiddies attending the Saturday morning show. Special admission price was 10 cents until noon and 15 cents afterwards.

Bamberger Scores Again With Novel Promotion

NEW YORK—From Adventure to Zowie!, which means from A to Z, a "Dictionary of Entertainment" is on the way to exhibitors extolling the virtues of "Swiss Family Robinson." The work of Leon J. Bamberger, RKO sales promotion manager, the 28-page booklet highlights the story, cast, producer, scenarists, author, director and much of the production art. The novel manner of assembly is responsible for special emphasis in each of the departments.

Scholarships Offered in Contest on "Lincoln"

NEW YORK—As part of its 50th anniversary celebration, Lincoln Memorial University at Harrogate, Tenn., is offering two prize scholarships to the high school senior in the United States who writes the best 1,000-word essay on "A Student Looks at 'Abe Lincoln in Illinois'."

The first prize is a four-year scholarship covering room, board and tuition; the second will be a four-year scholarship covering only one half of these expenses.

The contest starts Lincoln's birthday and ends midnight of May 15. Winners will be announced on Commencement Day, June 3.

NEWSREELS

TUESDAY, JANUARY 9

Movietone News, No. 35: Warship-plane battle at sea; fighting on Karelian front; ice jams Hudson; motorboat show; Florida air meet; Henie in ice ballet; Murphy named to supreme court; Jackson succeeds him; Mrs. Roosevelt helps in drive; ice boating; horse racing on ice; ski jumping.

News of the Day, No. 233: Finns rout Reds; pictures of King's visit to front; British fleet battles storm; Murphy-Jackson take spotlight; air meet; Mrs. Roosevelt; ice yachting; horse racing on ice.

RKO Pathe News, No. 50: Supreme court; U. S. attorney general appointments; U. S. ships transferred to Norwegian registry; Hore-Belisha ouster; Navy Bill hearing; Dutch wooden shoe industry; infantile paralysis drive; Miami air meet.

Paramount News, No. 38: Miami air meet; rescue of Russian sailors in Japan; Herrick-Lowther elopement; Roosevelt names Murphy, etc.; British women in plane factories; Hore-Belisha ouster; London parents visit children; Finnish troops at front; funerals in Helsinki; Central Park ice skating; ice boats in New Jersey; skiing at Bear Mountain.

Universal Newsreel, No. 839: Helsinki after bombing; planes loaded in New York for Finland; French chauteau converted into hospital; captured German freighters in England; Miami air meet; Niagara Falls frozen over; Murphy named to high court; nightgown fashions; Miami motorboat show; Bear Mountain skiing; iceboating in New Jersey.

THURSDAY, JANUARY 11

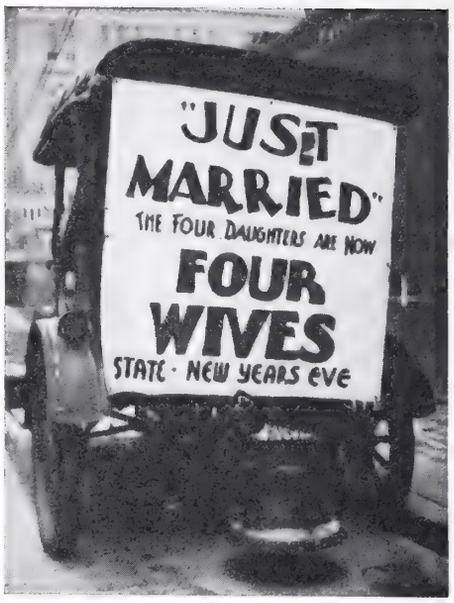
Movietone News, No. 36: Jackson Day dinner; new bombers for Army ready soon at Seattle; demonstrate new subchaser in California waters; Judy Garland and Mickey Rooney in March of Dimes stunt; new admiral takes over U. S. fleet; Thomas Dewey rests from political activities at Pawling, N. Y.; new ballet prepares to open in New York; ice skating championships in New York; Los Angeles open golf tournament; Lew Lehr and tigers.

News of the Day, No. 234: Jackson Day dinner; U. S. Navy changes admiral; new bombers in Seattle; Mickey Rooney and Judy Garland in March of Dimes stunt; Captain Proske and his tiger act; Los Angeles golf tournament; Golden Gloves boxing in New York.

RKO Pathe News, No. 51: Jackson Day dinner; Thomas Dewey and family at Pawling; Army bomber production in Seattle; Los Angeles Open golf tournament; 22nd anniversary of Russian Revolution.

Paramount News, No. 39: March of Dimes stunt; Jackson Day dinner; Los Angeles golf matches; British warships in Montevideo; Dewey at home in Pawling; Seattle bomber construction; tribute to baseball veterans; Gehrig and Connie Mack.

Universal Newsreel, No. 840: Jackson Day dinner; Dewey and family; Army bombers in Seattle; March of Dimes; Miami hat fashions; Los Angeles golf; Jack Dempsey opens Florida pool; Golden Gloves; ice skating in Glen Ellyn, Ill.



Plenty of Noise—

This decorated 1912 Ford attracted attention in Harrisonburg, Va., before the opening of "Four Wives" at the State. In addition to the rattletrap for blatancy there were old shoes, cowbells and dinner bells to let the town's populace know about the coming attraction.

Decorated Model-T Ford Plug for "Four Wives"

HARRISONBURG, VA.—A Model-T Ford (1912 vintage) was decorated with many "Just Married" signs by Manager Jack W. Fretwell of the Strand and State and banners reading "The Four Daughters were just married and are now the Four Wives," as part of his campaign on the picture. Old shoes, cowbells and dinner bells were added to the car which covered the city and neighboring counties before the opening.

Taking advantage of a recent snow, Fretwell had a snow man erected on an adjacent lot upon which a card was placed with the following: "If I don't melt before New Year's Eve, I'm going to see the Lane sisters in 'Four Wives' at the State." Snow man was able to remain for three days causing considerable comment.

Outstanding feature of campaign was the low cost. A cross plug trailer was used in the "B" house a week in advance.

Essay Contest in Detroit By Idzal for 'Hunchback'

DETROIT—David M. Idzal of the Fox here is sponsoring an essay contest among high school students in connection with "The Hunchback of Notre Dame." Essays, restricted to 300 words, are on the ponderous title, "The Effects of the Printing Press in Awakening France From the Darkness and Ignorance of the Middle Ages."

"GONE WITH THE WIND" OVERSHADOWS ALL RUNS

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Boston (3rd wk).....250

GONE WITH THE WIND—
New York City (4th wk).....200

GULLIVER'S TRAVELS—New Orleans 150

HUNCHBACK OF NOTRE DAME—
Minneapolis 150

GULLIVER'S TRAVELS—Philadelphia 145

A CHILD IS BORN—Philadelphia.....140

JUDGE HARDY AND SON—Oklahoma City 140

SWANEE RIVER—Pittsburgh.....135

EXTENDED RUNS

Harvest, 16th wk., New York City.

Gone With the Wind, 5th wk., New York City; 3rd wk., Boston, Cincinnati.

Amazing Mr. Williams, 4th wk., Seattle.

Gulliver's Travels, 4th wk., Chicago; 3rd wk., Los Angeles, New York City.

Light That Failed, 4th wk., New York City.

Our Neighbors, the Carters, 4th wk., Minneapolis.

BOSTON

Fenway—**Invisible Stripes** (WB); **Henry Goes Arizona** (M-G-M) 65
Memorial—**The Hunchback of Notre Dame** (RKO), 2nd wk. 95
Metropolitan—**Four Wives** (FN); **Joe and Ethel Turp Call on the President** (M-G-M)..105
Orpheum—**Gone With the Wind** (M-G-M), 3rd wk. 250
Paramount—Same as Fenway 60
State—Same as Orpheum 250

CHARLOTTE

Broadway—**Henry Goes Arizona** (M-G-M), 1st half 90
Broadway—**The Llano Kid** (Para), 2nd half...100
Carolina—**That's Right, You're Wrong** (RKO).. 90
Imperial—**Rulers of the Sea** (Para), 1st half.. 90
Imperial—**Barricade** (20th-Fox), 2nd half.... 90
State—**Fugitive at Large** (Col) 90

CHICAGO

Apollo—**Intermezzo** (UA) 90
Chicago—**Brother Rat and a Baby** (WB); Parsons troupe on stage 115
Garrick—**The Great Victor Herbert** (Para), held 3rd loop wk. 110
Oriental—**Little Accident** (Univ), 2nd loop run; plus stage show 90
Palace—**Hunchback of Notre Dame** (RKO), held 3rd wk. 110
Roosevelt—**Gulliver's Travels** (Para), held 4th wk. 110
State-Lake—**Private Detective** (FN), plus stage show 110
United Artists—**Another Thin Man** (M-G-M), 3rd wk. 90

CINCINNATI

Albee—**Four Wives** (FN), held 130
Capitol—**Gone With the Wind** (M-G-M), 3rd wk., held 130
Family—**Return of the Frog** (SR); **Demon Barber of Fleet St.** (SR) 120
Keith's—**Hunchback of Notre Dame** (RKO), 2nd wk. 110
Lyric—**Swanee River** (20th-Fox), 2nd wk.....110
Palace—**Balalaika** (M-G-M) 100
Shubert—**Honeymoon's Over** (20th-Fox), plus stage show 110

CLEVELAND

Allen—**Flying Deuces** (RKO) 100
Hippodrome—**Hunchback of Notre Dame** (RKO), 2nd wk. 105
Palace—**Everything Happens at Night** (20th-Fox). Stage: Mary Martin, Wally Vernon, Carroll & Hout, vaudeville 105
State—**The Housekeeper's Daughter** (UA)..... 90
Stillman—**Balalaika** (M-G-M), 2nd wk.....125

DALLAS

Capitol—**The Llano Kid** (Para), 1st half..... 80
Capitol—**Nick Carter, Master Detective** (M-G-M), 2nd half 80
Majestic—**That's Right, You're Wrong** (RKO)..120
Palace—**Ninotchka** (M-G-M) 130
Rialto—**Bad Little Angel** (M-G-M), 1st half... 90
Rialto—**Joe and Ethel Turp Call on the President** (M-G-M), 2nd half 90
Tower—**Judge Hardy and Son** (M-G-M), 2nd wk. 100

DETROIT

Adams—**Swanee River** (20th-Fox), after 1 wk. at the Fox; **Scandal Sheet** (Col).....105
Cinema—**Harvest** (French) 125
Fox—**That's Right, You're Wrong** (RKO); **Allegheny Uprising** (RKO) 125
Michigan—**Eternally Yours** (UA); **Nick Carter, Master Detective** (M-G-M)..... 90
Palms-State—**Geronimo!** (Para); **All Women Have Secrets** (Para) 95
United Artists—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M)...100

INDIANAPOLIS

Alamo—**South of the Border** (Rep); **Call a Messenger** (Univ) 95
Apollo—**Swanee River** (20th-Fox), 2nd wk..... 90
Circle—**Everything Happens at Night** (20th-Fox), plus Jane Withers on stage in person..125
Indiana—**Hunchback of Notre Dame** (RKO)..100
Loew's—**Raffles** (UA); **Music in My Heart** (Col) 95
Lyric—**City of Chance** (20th-Fox), plus stage show with Chas. Butterworth in person..... 90

KANSAS CITY

Esquire—**Swanee River** (20th-Fox), holdover.. 75
Midland—**Raffles** (UA); **Music in My Heart** (Col) 70
Newman—**Rulers of the Sea** (Para).....110
Orpheum—**Hunchback of Notre Dame** (RKO), holdover 100
Tower—**Legion of Lost Flyers** (Univ), plus stage show 105
Uptown—Same as Esquire 80

LOS ANGELES

Chinese—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M).....100
Downtown—**A Child Is Born** (WB); **Money to Burn** (Rep) 80
Four Star—**Of Mice and Men** (UA), 3rd wk..... 75
Hillstreet—**Hunchback of Notre Dame** (RKO)..125
Hollywood—Same as Downtown 80
Pantages—Same as Hillstreet 100
Paramount—**Gulliver's Travels** (Para), 3rd wk., plus stage show 100
State—Same as Chinese 125

MILWAUKEE

Palace—**The Great Victor Herbert** (Para); **Law of the Pampas** (Para) 120
Riverside—**Missing Evidence** (Univ); Bert Wheeler on stage 125
Strand—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M).....100
Warner—**The Hunchback of Notre Dame** (RKO), 2nd wk. 105
Wisconsin—**Swanee River** (20th-Fox); **The Honeymoon's Over** (20th-Fox).....120

MINNEAPOLIS

Aster—**City of Darkness** (20th-Fox); **Man From Montreal** (Univ) 90
Century—**Another Thin Man** (M-G-M), 2nd wk..100
Esquire—**Rasputin** (French), 3rd wk.....125
Gopher—**Night of Nights** (Para) 90
Orpheum—**Secret of Dr. Kildare** (M-G-M), plus **Tommy Dorsey** stage show 150
State—**Hunchback of Notre Dame** (RKO).....150
World—**Our Neighbors, the Carters** (Para), 4th wk., 5 days 90

NEW HAVEN

College—**Balalaika** (M-G-M); **Those High Grey Walls** (Col), 2nd wk.....100
Loew-Pol.—**Swanee River** (20th-Fox); **Joe and Ethel Turp Call on the President** (M-G-M). 7 days plus midnight New Year's Eve show. Moved to College for 2nd wk.....120
Paramount—**The Great Victor Herbert** (Para); **Emergency Squad** (Para), (4-day holdover)..100
Roger Sherman—**Four Wives** (FN); **Two Bright Boys** (Univ) (4-day return engagement); **Invisible Stripes** (WB); **Flying Deuces** (RKO), 7 days 130

NEW ORLEANS

Center—**Bad Little Angel** (M-G-M)..... 85
Globe—**Night of Nights** (Para) 90
3rd wk. 100
Liberty—**Hunchback of Notre Dame** (RKO), Orpheum—**Four Wives** (FN) 100
Saenger—**Gulliver's Travels** (Para) 150
State—**Raffles** (UA) 125
Tudor—**Jamaica Inn** (Para) 90

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 4th wk., held.....200
Capitol—Same as Astor 200
Criterion—**Joe and Ethel Turp Call on the President** (M-G-M) 80
G'lobe—**Street of Missing Women** (Col)..... 85
Paramount—**Gulliver's Travels** (Para), 3rd wk., plus stage show 110
Radio City Music Hall—**Hunchback of Notre Dame** (RKO), 5 days of 2nd wk., plus stage show 90
Rivoli—**Light That Failed** (Para), 3rd wk., held 115
Roxy—**Swanee River** (20th-Fox), 2nd wk., plus stage show 110
Strand—**Four Wives** (FN), 3rd wk., plus stage show 90

OKLAHOMA CITY

Criterion—**Destry Rides Again** (Univ)..... 95
Liberty—**Dead End Kids on Dress Parade** (WB); **Kid Nightingale** (WB)..... 95
Midwest—**Everything Happens at Night** (20th-Fox), moveover 90
Plaza—**That's Right, You're Wrong** (RKO)...120
State—**Eternally Yours** (UA), 2nd wk..... 75
Tower—**Judge Hardy and Son** (M-G-M), moveover 140

OMAHA

Brandeis—**Flying Deuces** (RKO); **Meet Dr. Christian** (RKO) 80
Omaha—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M).....115
Orpheum—**Charlie McCarthy, Detective** (Univ); **Cisco Kid and the Lady** (20th-Fox).....100

PHILADELPHIA

Aldine—**Raffles** (UA), 2nd wk. 95
Boyd—**Four Wives** (FN), 2nd wk.....110
Earle—**Destry Rides Again** (Univ), 2nd wk....110
Fox—**Balalaika** (M-G-M) 125
Karlton—**Gulliver's Travels** (Para) 145
Keith's—**Swanee River** (20th-Fox) 95
Stanley—**Hunchback of Notre Dame** (RKO), 2nd wk. 100
Stanton—**A Child Is Born** (WB) 140

PITTSBURGH

Alvin—**Swanee River** (20th-Fox).....135
Barry—**Everything's on Ice** (RKO); **Smashing the Money Ring** (FN).....115
Fulton—**Day-Time Wife** (20th-Fox).....105
Penn—**Four Wives** (FN)..... 90
Senator—**Cisco Kid and the Lady** (20th-Fox); Cuban Nights stage show..... 85
Stanley—**Judge Hardy and Son** (M-G-M); **Bob Crosby** stage show 170
Warner—**Gulliver's Travels** (Para), 2nd d. t. wk...105

PORTLAND, ORE.

Broadway—**Balalaika** (M-G-M); **Nick Carter, Master Detective** (M-G-M), 2nd wk.....105
Liberty—**Swanee River** (20th-Fox); **Beware, Spooks!** (Col) 120
Mayfair—**Destry Rides Again** (Univ); **Joe and Ethel Turp Call on the President** (M-G-M), 2nd wk., transfer 110
Orpheum—**Woman Detective** (Rep); **Panama Patrol** (GN) 100
Paramount—**Hunchback of Notre Dame** (RKO), 2nd wk. 90
United Artists—**The Earl of Chicago** (M-G-M); **Missing Evidence** (Univ) 120

SALT LAKE CITY

Capitol—**Espionage Agent** (FN); **Henry Goes Arizona** (M-G-M) 105
Centre—**Four Wives** (FN) 100
Paramount—**Day-Time Wife** (20th-Fox).....100
Rialto—**Nurse Edith Cavell** (RKO); **Mexican Spitfire** (RKO) 125
Studio—**Another Thin Man** (M-G-M), 2nd wk...105

SEATTLE

Blue Mouse—**Balalaika** (M-G-M); **Nick Carter, Detective** (M-G-M), 3rd wk.....100
Fifth Ave.—**Swanee River** (20th-Fox); **Missing Evidence** (Univ) 90
Liberty—**Amazing Mr. Williams** (Col); **Blondie Brings Up Baby** (Col), 4th wk..... 90
Music Box—**Hunchback of Notre Dame** (RKO), 3rd wk. 100
Orpheum—**Secret of Dr. Kildare** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M) 90
Palomar—**Man From Montreal** (Univ); **Main Street Lawyer** (FN), plus stage show..... 90

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ☺ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Amazing Mr. Williams, The..7..(86).....Nov. 23
Mystery Comedy. The solution of crimes constantly detours a detective from marching his sweetheart to the altar. Melvyn Douglas, Joan Blondell. Director: Alexander Hall.

Beware, Spooks!..1011..(65) .....Oct. 24
Comedy. A demoted officer trails his man to a Spook House concession. Joe E. Brown, Mary Carlisle. Director: Edward Sedgwick.

Blondie Brings Up Baby..1013..(69).....Nov. 9
Comedy. Baby Dumpling, by getting lost, leads Blondie and Dagwood to a financier who ultimately sponsors Dagwood's building scheme. Penny Singleton, Arthur Lake, Larry Simms. Producer: Frank R. Strayer.

Cafe Hostess..1030..(63) .....Nov. 30
Drama. The unrevealed mother of a night club hostess saves daughter's fiance from a jealous rival. Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson. Director: Sidney Salkow.

Devil Is an Empress, The..(73).....Dec. 1
Drama. (In French). Portrays imperial intrigue during the reign of Catherine II, the rebellion of Poland, and the love of an Austrian Baron for the children of a former love. Francoise Rosay, Conrad Veidt.

Fugitive at Large..1026..(66) .....Dec. 7
Drama. A gangster, resembling a construction engineer, frames the latter in a payroll robbery, sending him to prison. Jack Holt, Patricia Ellis. Director: Lewis D. Collins.

Golden Boy..9002..(100) .....Sept. 5
Drama. A flair for fighting and a dream to become a great musician keep a talented boy contantly at war with himself. William Holden, Barbara Stanwyck, Adolphe Menjou. Director: Rouben Mamoulian.

Hidden Power..1025..(60) .....Sept. 7
Mystery Drama. Accidental discovery of a new explosive fails, despite all opposition, to veer a scientist from his research for a life-saving serum. Jack Holt, Gertrude Michael, Dickie Moore. Director: Lewis D. Collins.

His Girl Friday..(..) .....Jan. 18
Comedy Drama. A star girl reporter decides to quit her newspaper to marry, and asks to interview a condemned man for her last big story. She uncovers important factors that win him a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

☺Mr. Smith Goes to Washington..1101 (125) .....Oct. 19
Comedy Drama. The unwitting puppet of a political gang is put wise by his secretary in Congress and proceeds to mend matters. Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Director: Frank Capra.

Music in My Heart..(70) .....Jan. 10
Musical. A romance blooms when a young man, about to be deported, comes into the life of a girl just as she is about to marry a wealthy publisher. Tony Martin, Rita Hayworth, Alan Mowbray, Eric Blore, Andre Kostelanetz. Director: Joseph Santley.

My Son Is Guilty..33..(..) .....Dec. 28
Drama. An ex-convict gets a job in the police broadcasting station, but uses the job as a screen to carry on his gangster activities. Bruce Cabot, Jacqueline Wells, Harry Carey. Director: Charles Barton.

Outpost of the Mounties..1201..(63).....Sept. 14
Western. Forced to arrest his sweetheart's brother for murder, a mountie discovers a frame-up and rounds up the guilty parties. Charles Starrett, Iris Meredith, Stanley Brown. Director: C. C. Coleman jr.

Scandal Sheet..1031..(67) .....Oct. 16
Drama. The publisher of a tabloid is trapped by his own addiction to the sensational and goes to jail, unable to print the exonerating truth. Otto Kruger, Ona Munson. Director: Nick Grinde.

Stranger From Texas..1202..(55).....Nov. 2
Western. A feud between two ranchmen, stealing cattle from each other, is settled by the newcomer. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Taming of the West..1211..(54).....Dec. 7
Western. Law and order come to a prairie town. Bill Elliott, Iris Meredith. Director: Norman Deming.

Those High Grey Walls..1015..(82).....Sept. 24
Drama. Life of the men who become prison doctors. Walter Connolly, Onslow Stevens. Director: Charles Vidor.

Two Fisted Rangers..1203..(61) .....Jan. 4
Western. The Sons of the Pioneers are planted as saloon entertainers to get evidence for the solution of two murders. Charles Starrett, Iris Meredith, Kenneth MacDonald. Director: Joseph H. Lewis.

U-Boat 29..1010..(77) .....Oct. 7
Action Drama. Tables are turned on a U-Boat commander endeavoring to secure British naval information. Conrad Veidt, Valeria Hobson. Director: Michael Powell.

First National

Dust Be My Destiny..461..(88).....Sept. 16
Drama. A boy and girl battle almost insurmountable odds for a place in the world. John Garfield, Priscilla Lane, Alan Hale. Director: Lewis Seiler.

Espionage Agent..462..(80) .....Sept. 30
Melodrama. America's counter-espionage system keeps spies out of the U. S. A. Joel McCrea, Brenda Marshall. Director: Lloyd Bacon.

Four Wives..453..(110) .....Dec. 25
Drama. The "Four Daughters" become four wives, and the story depicts the family matters that concern each. Claude Rains, Jeffrey Lynn, Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page. Director: Michael Curtiz.

Mad Empress, The..481..(72) .....Dec. 16
Drama. The story of the sword-wrought and short-lived Mexican Empire from the standpoint of the tragically destined emperor and empress. Medea Novara, Lionel Atwill, Conrad Nagel. Director: Miguel C. Torres.

No Place to Go..469..(57).....Sept. 23
Comedy Drama. Children face the problem of caring for an aging parent who can't get along with them. Gloria Dickson, Dennis Morgan, Fred Stone. Director: Terry Morse.

Old Maid, The..452..(95) .....Sept. 2
Drama. To protect her child, an unmarried mother raises her, posing as an aunt, and must act the part through life. Bette Davis, Miriam Hopkins, George Brent. Director: Edmund Goulding.

On Your Toes..463..(94) .....Oct. 14
Musical. A wealthy girl backs a ballet show, unaware it was stolen from its original owner. Vera Zorina, Eddie Albert, Alan Hale, Gloria Dickson. Director: Ray Enright.

Private Detective..471..(55) .....Dec. 9
Comedy Melodrama. Sleuths and an amateur uncover a crooked lawyer's skullduggery activities. Dick Foran, Jane Wyman, Maxie Rosenbloom. Director: Noel Smith.

Return of Dr. X, The..464..(62).....Dec. 2
Mystery Drama. A supposed formula for synthetic blood returns the executed doctor to life, only to develop a mania for killing. Humphrey Bogart, Rosemary Lane, Wayne Morris. Director: Vincent Sherman.

Smashing the Money Ring..470..(56).....Oct. 21
Melodrama. A G-man enters prison to track the leader of a counterfeit ring. Ronald Reagan, Margot Stevenson, Eddie Foy jr. Director: Terry Morse.

We Are Not Alone..458..(111) .....Nov. 25
Drama. Circumstances bring a brief happiness to a small town British doctor and pave a road to tragedy. Paul Muni, Jane Bryan, Raymond Severn. Director: Edmund Goulding.

Metro-Goldwyn-Mayer

Another Thin Man..13..(102) .....Nov. 17
Mystery Comedy. Junior joins Mr. and Mrs. Thin Man, and mysteries pile up when the wife's financial adviser is slain. William Powell, Myrna Loy. Director: W. S. Van Dyke, II.

At the Circus..8..(85) .....Oct. 20
Comedy. Profits from a show staged by pals saves a disinherited playboy's circus. Marx Bros., Florence Rice, Kenny Baker. Director: Eddie Buzzell.

Babes in Arms..9..(97) .....Oct. 13
Musical Comedy. Vaudevillians' children help parental finances by putting on a show of their own. Mickey Rooney, Judy Garland. Director: Busby Berkeley.

Bad Little Angel..10..(77) .....Oct. 27
Comedy Drama. A runaway orphan tries to overcome the "jinx" she believes she holds for anyone kind enough to adopt her. Virginia Weidler, Gene Reynolds, Ian Hunter. Director: William Thiele.

Balalaika..17..(102) .....Dec. 29
Drama with Music. A cossack officer falls in love with a cafe singer, unaware that she is on the side of the revolutionists. Nelson Eddy, Ilona Massey, Charlie Ruggles, Frank Morgan, C. Aubrey Smith. Director: Reinhold Schunzel.

Blackmail..5..(79) .....Sept. 8
Melodrama. An innocent fugitive from a chain gang frees himself of blackmail by compelling a confession from the guilty party. Edward G. Robinson, Ruth Hussey, Gene Lockhart, Bobs Watson. Director: H. C. Potter.

Congo Maisie..19..(..) .....Jan. 19
Comedy Drama. A girl and a young doctor, each escaping from something, are stranded and find romance and rehabilitation in the Congos. Ann Sothern, John Carroll, Rita Johnson. Director: H. C. Potter.

Dancing Co-ed..3..(73) .....Sept. 29
Comedy Drama. A professional, planted as a coed in a dance contest, creates a jitterbug craze. Lana Turner, Richard Carlson, Artie Shaw and his band. Director: S. Sylvan Simon.

Earl of Chicago..18..(85) .....Jan. 5
Comedy Melodrama. A Chicago gangster inherits an English estate and goes to England to live, taking his lawyer along with him. Tragedy ensues when the latter tries to settle an old score with the gangster. Robert Montgomery, Edward Arnold, Reginald Owen, Gladys Blake. Director: Richard Thorpe.

Fast and Furious..6..(73) .....Oct. 6
Comedy. A vacationing couple turn amateur sleuths when their friend is accused of murder. Franchot Tone, Ann Sothern. Director: Busby Berkeley.

Henry Goes Arizona..2..(67) .....Dec. 8
Comedy. Inheriting his murdered brother's ranch, the heir arrives in time to save an innocent man and expose the guilty one. Frank Morgan, George Murphy, Ann Morriss. Director: Edwin L. Marin.

Joe and Ethel Turp Call on the President 14..(69) .....Dec. 1
Comedy Drama. A young couple see the president in behalf of a mailman dismissed from the service. Ann Sothern, William Gargan, Lewis Stone, Walter Brennan. Director: Robert Sinclair.

Judge Hardy and Son..16..(90) .....Dec. 22
Comedy. In which the irrepressible Andy tries to earn money for dates, but forgets his personal financial troubles when a crisis strikes the family. Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden. Director: George B. Seitz.

Nick Carter, Master Detective..15..(60)..Dec. 15
Drama. The super sleuth salvages stolen airplane plans from foreign agents. Walter Pidgeon, Rita Johnson, Henry Hull, Donald Meek. Director: Jacques Tourner.

Ninotchka..7..(110) .....Nov. 3
Comedy Drama. A Russian woman commissar, on a mission into France, falls in love. Greta Garbo, Melvyn Douglas, Ina Claire. Director: Ernst Lubitsch.

Remember?..11..(81) .....Nov. 10
Farce Comedy. A girl marries her fiance's friend. When a rift occurs, the ex-fiance patches things up for the married couple. Robert Taylor, Greer Garson, Lew Ayres. Director: Norman Z. McLeod.

Secret of Dr. Kildare..12..(85).....Nov. 24
Drama. An assignment to cure a neurotic society girl takes the young doctor from his re-

search lab. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Shop Around the Corner..20..(..).....**Jan. 12**
Drama. A young man falls in love with an anonymous correspondent, and when they arrange to meet, learns she works in the same shop with him. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Director: Ernst Lubitsch.

Thunder Afloat..4..(94) .....**Sept. 15**
Drama. Tracking down a submarine prowling along the U. S. coast, restores honors to a tramp steamer captain. Wallace Beery, Chester Morris, Virginia Grey. Director: George Seitz.

Women, The..1..(134) .....**Sept. 1**..
Comedy Drama. A wife turns heartbreak into happiness when she discovers her "friends" ruining her future. Norma Shearer, Joan Crawford, Rosalind Russell. Director: George Cukor.

Monogram

Crashing Thru..3936..(56) .....**Oct. 1**
Outdoor Drama. A brother and sister seek gold to pay off their dead father's indebtedness. James Newill, Warren Hull, Jean Carmen. Director: Elmer Clifton.

Danger Ahead..3939..(..) .....**Jan. 10**
Action Drama. A robber gang's tieup with a trucking concern is exposed. James Newill, Dorothea Kent. Director: Ralph Staub.

Danger Flight..3816..(61) .....**Nov. 1**
Action Drama. An air pilot, in a sky battle, saves the payroll from gangsters. John Trent, Marjorie Reynolds, Milburn Stone, Tommie Baker. Director: Howard Bretherton.

Fatal Hour, The (Formerly Mr. Wong at Headquarters)..3909..(65) .....**Jan. 15**
Melodrama. Several murders and a profusion of clues give a smart girl reporter the opportunity to match wits with a group of slippery knaves. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Fight for Peace..3831..(68).....**Sept. 30**
Documentary. Newsreel shots of international affairs dating from the World War to the present. Narrated by David Ross. Produced by Warwick Pictures.

Fighting Mad..3937..(60) .. ..**Nov. 5**
Action Drama. Renfrew rescues the kidnapped witness to a robbery and the two capture the crooks. James Newill, Sally Blane, Benny Rubin, Milburn Stone. Director: Sam Newfield.

Gentleman From Arizona..3912..(..).....**Dec. 25**
Drama. After the race horse, owned by his girl's father, is poisoned, the hero rides his own horse to victory in the sweepstakes, wins the girl and a job as foreman on her father's ranch. J. Farrell MacDonald, Joan Barclay, John King. Director: Earl Haley.

Heroes in Blue..3919..(61).....**Nov. 7**
Drama. A father and son save a younger member of the family from a gangster's frameup. Dick Purcell, Charles Quigley, Bernadene Hayes. Director: William Watson.

Lucky Texan, The..Reissue..(56).....**Dec. 10**
Western. "Lucky" returns to the West from college, in time to save a prospector and his daughter from two villians. John Wayne, George Hayes, Barbara Sheldon. Director: R. N. Bradbury.

Mutiny in the Big House..3803..(84).....**Oct. 25**
Drama. A prison chaplain's protege saves his benefactor's life in a prison break. Charles Bickford, Barton MacLane, Dennis Moore. Director: William Nigh.

Overland Mail..3857..(53) .....**Oct. 31**
Western. A pony express rider is assigned by the government to uncover a counterfeit gang. Jack Randall, Vince Barnett, Jean Joyce, Tristram Coffin. Director: Robert Hill.

Phantom Strikes, The..3923..(58).....**Nov. 15**
Mystery Drama. Scotland Yard attempts to thwart the predicted murder of a shady criminal lawyer. Wilfrid Lawson, Sonnie Hale, Alexander Knox, Louise Henry. Director: Walter Forde.

Pioneer Days..3961..(..) .....**Jan. 25**
Western. Apprehension of express agent killers also leads to restoration of a stolen saloon to the heroine. Jack Randall, June Wilkins. Director: Harry Webb.

Riders of Destiny..reissue..(54).....**Oct. 20**
Western. A secret service man foils a gang that would wrest the ranchers' land by withholding water rights. John Wayne, Cecilia Parker. Director: R. N. Bradbury.

Roll, Wagons, Roll..3951..(53) .....**Nov. 25**
Western. An officer leads his army against a gang smuggling rifles to the Indians. Tex Ritter, Nelson McDowell, Muriel Evans, Reed Howes. Director: Al Herman.

Secret Four, The (Formerly Four Just Men) 3924..(79) .....**Jan. 15**
War Melodrama. An English-produced picture. Four men uncover a conspiracy to destroy Great Britain. Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee. Director: Walter Ford.

Sky Patrol..3815..(61) .....**Sept. 12**
Action Drama. Army pilots at work capturing smugglers and spies. John Trent, Marjorie Reynolds, Milburn Stone, Jackie Coogan. Director: Howard Bretherton.

Starlight Over Texas..3859..(59).....**Sept. 7**
Western. A Texas ranger pursues cattle rustlers. Tex Ritter. Director: Al Herman.

West of the Divide..Reissue..(55).....**Dec. 10**
Western. A cowboy tracks down his father's murderer and brings to justice a gang of cattle rustlers. John Wayne, George Hayes, Virginia Brown. Director: R. N. Bradbury.

Westbound Stage..3952..(56) .....**Dec. 15**
Outdoor Musical. Tex captures the gang responsible for his brother's death. Tex Ritter, Muriel Evans, Reed Howes. Director: Spencer Bennett.

Yukon Flight..3938..(58) .....**Dec. 5**
Action Drama. A plane crash exposes the theft of gold shipments. James Newill, Louise Stanley, Dave O'Brien, Karl Hackett. Director: Ralph Staub.

Paramount

All Women Have Secrets..3914..(70).....**Dec. 15**
Drama. Problems that stem from student marriages. Virginia Dale, Joseph Allen jr., Jean Cagney, Peter Hayes. Director: Kurt Neumann.

Beau Geste..3902..(114) .....**Sept. 15**
Drama. Brotherly love and high adventure in the French foreign legion. Gary Cooper, Ray Milland, Brian Donlevy. Director: William A. Wellman.

Cat and the Canary, The..3909..(71).....**Nov. 10**
Melodrama. Murder intrudes at a gathering of prospective heirs to hear the will of an eccentric millionaire. Bob Hope, Paulette Goddard. Director: Elliott Nugent.

Death of a Champion..3901..(66).....**Sept. 1**
Melodrama. A book salesman gets himself involved in three murders at a society dog show. Lynne Overman, Robert Paige, Virginia Dale. Director: Robert Florey.

Disputed Passage..3908..(87) .....**Oct. 27**
Drama. Love veers a doctor's agnosticism to a more warm outlook. Dorothy Lamour, Akim Tamiroff, John Howard. Director: Frank Borzage.

Emergency Squad..3917..(58) .....**Jan. 5**
Action Drama. A girl reporter solves the mysterious accidents in a municipal tunnel project. William Henry, Louise Campbell, Richard Denning. Director: Edward Dmytryk.

Geronimo!..3918..(90) .....**Jan. 12**
Outdoor Drama. Historical version of the marauding Apache chief who terrorized the Southwest for many years after the Civil War, and his ultimate capture by the army. Preston Foster, Ellen Drew. Director: Paul H. Sloane.

Great Victor Herbert, The..3916..(92).....**Dec. 29**
Drama. Story of the life of the composer, bringing to the screen his famous, semi-classical melodies. Allan Jones, Mary Martin, Walter Connolly. Director: Andrew L. Stone.

Gulliver's Travels..3915..(74) .....**Dec. 22**
Technicolor Cartoon. Feature-length, fantasy cartoon, adapted from the Jonathan Swift classic. Singing Voices: Jessica Dragonette, Lanny Ross. Director: Dave Fleischer.

Honeymoon in Bali ..3904..(96).....**Sept. 20**
Comedy Drama. A tropic island enables a couple to decide what they want. Fred MacMurray, Madeleine Carroll. Director: Edward H. Griffith.

Jamaica Inn..3906..(106) .....**Oct. 13**
Costume Melodrama. A respected country squire turns out to be the power behind a crew of bandits. Charles Laughton, Maureen O'Hara, Elsa Lanchester, Leslie Banks. Director: Alfred Hitchcock.

Law of the Pampas..3955..(72).....**Nov. 3**
Western. A plot to murder a wealthy native is exposed by Hopalong while on a mission to South America. William Boyd, Russell Hayden, Steffi Duna. Director: Nate Watt.

Llano Kid..3913..(69) .....**Dec. 8**
Western with Music. Starting to impersonate the missing heir of a Mexican land-baron, the deceiver turns on his partner-in-crime. Tito Guizar, Alan Mowbray, Gale Sondergaard. Director: E. D. Venturini.

Night of Nights, The..3912..(87).....**Dec. 1**
Drama. A heartbroken playwright triumphs in a play of his own, when he meets his daughter after 20 years. A fatal heart attack follows his triumph. Pat O'Brien, Olympe Bradna, Roland Young. Director: Lewis Milestone.

$1,000 a Touchdown..3903..(71).....**Sept. 22**
Comedy. A frustrated Shakespearean actor lifts the mortgage on the college when he organizes the world's greatest football team. Joe E. Brown, Martha Raye. Director: James Hogan.

Our Neighbors—the Carters..3911..(85)....**Nov. 24**
Comedy Drama. A small town family struggles for survival against cut-throat competition. Fay Bainter, Frank Craven, Mary Thomas. Director: Ralph Murphy.

Range War..3954..(66) .....**Sept. 8**
Western. Hopalong saves the ranchers shipping line from an unscrupulous landholder. William Boyd, Russell Hayden. Director: Lesley Selander.

Remember the Night..3919..(86).....**Jan. 19**
Drama. The assistant district attorney prosecutes the girl he loves who happens to be a jewel thief. Barbara Stanwyck, Fred MacMurray. Director: Mitchell Leisen.

Rulers of the Sea..3910..(96).....**Nov. 17**
Historical Drama. The victory of steam over sail in navigation. Douglas Fairbanks jr., Will Fyffe, Margaret Lockwood. Director: Frank Lloyd.

Santa Fe Marshal..3956..(68) .....**Jan. 26**
Western. The leader of a robber gang is exposed by a marshal who conceals his identity as a medicine show participant. William Boyd, Russell Hayden, Marjorie Rambeau. Director: Lesley Selander.

Television Spy..3907..(58) .....**Oct. 20**
Drama. Romance via television blooms amid foreign intrigue. William Henry, Judith Barrett. Director: Edward Dmytryk.

What a Life..3905..(75).....**Oct. 6**
Comedy. Adolescent problems of school and dates pile high on Henry. Jackie Cooper, Betty Field. Director: Theodore Reed.

Republic

Arizona Kid, The..951..(61).....**Sept. 29**
Western. A friend is forced to capture a guerilla band, in Civil War days, to which his buddy belongs. Roy Rogers, Dave Kerwin, Sally March. Director: Joe Kane.

Calling All Marines..912..(65).....**Sept. 21**
Melodrama. A radio-controlled bombing device is saved from foreign agents. Donald Barry, Helen Mack. Director: John H. Auer.

Covered Trailer..915..(66) .....**Nov. 10**
Comedy. Considered lost at sea, the Gleasons are arrested for forgery when they reach their vacation spot. James, Lucile and Russell Gleason, Harry Davenport. Director: Gus Meins.

Cowboys From Texas..962..(57).....**Nov. 29**
Western. Land office racketeers are outwitted and cleaned up. Bob Livingston, Raymond Hatton, Duncan Renaldo, Betty Compson. Director: George Sherman.

Days of Jesse James..953..(61).....**Dec. 20**
Western. Further adventures of Jesse James, and how a peace officer aids a railroad detective in cleaning up a frontier town. Roy Rogers, George Hayes, Pauline Moore. Director: Joseph Kane.

Heroes of the Saddle..963..(..) .....**Jan. 10**
Western. The three mesquiteers rescue the daughter of their pal who was killed, and other inmates from a mis-run orphanage. Robert Livingston, Raymond Hatton, Duncan Renaldo. Director: William Witney.

Jeepers Creepers..(69) .....**Oct. 27**
Drama with Music. A coal baron's materialism is circumvented by the simplicity and honesty of the natives. Roy Rogers, Weaver Bros. and Elviry. Director: Frank McDonald.

Kansas Terrors..961..(57) .....**Oct. 6**
Western. Kansas cowpunchers, accompanying a cattle shipment to the Caribbeans, get in the midst of a conflict between oppressed peons and an island overlord. Robert Livingston, Raymond Hatton, Duncan Renaldo, Jacqueline Wells. Director: George Sherman.

Main Street Lawyer..905..(71).....**Nov. 3**
Drama. A district attorney's apparent aberration from duty becomes understood. Edward Ellis, Anita Louise, Robert Baldwin, Harold Huber. Director: Dudley Murphy.

Money to Burn..917..(66) .....**Jan. 4**
Comedy. Pa Higgins as an advertising agency employe and Ma with a contest mania. Ma gets Pa fired so she can enter a contest promoted by his agency. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Rovin' Tumbleweeds..848..(64) .....**Nov. 16**
Western. A flood control bill is blocked until the opposition's own land faces a threat. Gene Autry, Smiley Burnette, Mary Carlisle. Director: George Sherman.

Sabotage..913..(69) .....**Oct. 13**
Action Drama. The aid of a group of aged vet-

erans helps prove a young mechanic innocent of charges of sabotage in an airplane factory. Arleen Whelan, Gordon Oliver, Charley Grapewin, Lucien Littlefield. Director: Harold Young.

Saga of Death Valley..952..(58).....**Nov. 22**
Western with Music. A villain seeks to control a valley's water supply. Roy Rogers, George Hayes, Donald Barry, Frank M. Thomas. Director: Joe Kane.

South of the Border..941..(70).....**Dec. 15**
Western. Federal agents quell an uprising in Mexico. Gene Autry, Smiley Burnette, Mary Lee. Director: George Sherman.

Thou Shalt Not Kill..916..(64).....**Dec. 27**
Drama. An innocent lad awaits the death penalty, while a priest, unable to violate the sanctity of the confessional, uses his influence to get the real killer to confess. Charles Bickford, Owen Davis jr., Doris Day, Paul Guilfoyle. Director: John H. Auer.

Village Barn Dance..(..) .....**Jan. 26**
Musical Drama. A young couple's radio show saves a town from ruin when a factory it banked on fails to open. Richard Cromwell, Doris Day. Director: Frank McDonald.

Wall Street Cowboy..857..(66).....**Sept. 6**
Western. A battle of wits for the control of a ranch with mining possibilities. Roy Rogers, George Hayes, Raymond Hatton, Ann Baldwin. Director: Joseph Kane.

RKO Radio

Allegheny Uprising..006..(81) .....**Nov. 10**
Outdoor Drama. The colonial government's fight to suppress illegal trading in rum and weapons with the Indians. Claire Trevor, John Wayne, George Sanders, Brian Donlevy. Director: William A. Seiter.

Conspiracy..935..(59) .....**Sept. 1**
Melodrama. A wireless operator on an American boat is marked for death by a foreign faction. Allan Lane, Linda Hayes. Director: Lew Landers.

Day the Bookies Wept, The..002..(65)....**Sept. 15**
Comedy. A nag that dotes on alcoholics is entered in the big race by a cab driver. Joe Penner, Betty Grable, Tom Kennedy. Director: Leslie Goodwins.

Escape to Paradise..945..(60) .....**Dec. 22**
Drama with Music. A highly imaginative South American youngster aids in furthering a romance between a tourist and the daughter of a ranchero. Bobby Breen, Kent Taylor, Marcia Shelton. Director: Erle Kenton.

Everything's on Ice..946..(65).....**Oct. 6**
Musical. A six-year-old shows her talent on ice. Irene Dare, Roscoe Karns, Edgar Kennedy. Director: Erle C. Kenton.

Fifth Avenue Girl..934..(80).....**Sept. 22**
Comedy Drama. Farce deriding the rich and those envying them. Ginger Rogers, Walter Connolly, James Ellison. Director: Gregory La Cava.

Fighting Gringo, The..986..(60).....**Sept. 8**
Western. Volunteer vigilantes aid the oppressed and administer justice. George O'Brien, Lupita Tovar. Director: David Howard.

Flying Deuces..010..(65) .....**Nov. 3**
Comedy. Two foreign legionnaires inadvertently become heroes when they try to desert. Stan Laurel, Oliver Hardy, Jean Parker. Director: A. Edward Sutherland.

Full Confession..003..(72) .....**Sept. 8**
Drama. A priest impels a murderer to give himself up and save an innocent man. Victor McLaglen, Sally Eilers, Joseph Calleia. Director: John Farrow.

Hunchback of Notre Dame, The..015..(114)..**Dec. 29**
Drama. Medieval horror melodrama of the gypsy girl who is saved from a Paris mob by the Hunchback. Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara. Director: William Dieterle.

Legion of the Lawless..082..(59).....**Jan. 5**
Western. A western lawyer rides into a frontier settlement in time to prevent a crooked element from gaining control of the town and selling out to the railroad. George O'Brien, Virginia Vale, Norman Willis. Director: David Howard.

Mexican Spitfire..016..(67) .....**Jan. 12**
Comedy. A hilarious mixup occurs when a friend impersonates a visiting English lord to help save a contract for the spitfire's husband. Lupe Velez, Leon Errol, Donald Woods. Director: Leslie Goodwins.

Married and in Love..014..(60).....**Jan. 19**
Drama. A professor, married to a plain wife, meets his old college love and is forced to decide between the two women. Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson. Director: John Farrow.

Marshal of Mesa City, The..081..(61).....**Nov. 3**
Western. A marshal ends the domination of a crooked sheriff over a frontier town. George O'Brien, Virginia Vale. Director: David Howard.

Meet Dr. Christian..005..(63).....**Nov. 17**
Drama. Saving the mayor's daughter wins a small town doctor his long-sought hospital. Jean Hersholt, Dorothy Lovett, Paul Harvey. Director: Bernard Vorhaus.

Nurse Edith Cavell..001..(95).....**Sept. 29**
Historical Drama. Story of the World War nurse who put humanitarianism above patriotism. Anna Neagle, Edna May Oliver, George Sanders. Director: Herbert Wilcox.

Reno..008..(73) .....**Dec. 1**
Drama. How a young lawyer put Reno on the map. Richard Dix, Gail Patrick. Director: John Farrow.

Sued for Libel..012..(65).....**Oct. 27**
Drama. False advice, broadcast, brings on a libel suit, until further research uncovers enough unpleasant facts to cause withdrawal of the suit. Kent Taylor, Linda Hayes, Lillian Bond. Director: Leslie Goodwins.

Swiss Family Robinson..019..(..) .....**Jan. 26**
Drama. En route to Australia, a family is shipwrecked on an island where they make a home for themselves. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

That's Right, You're Wrong..011..(90)....**Nov. 24**
Musical. There's a razz for the film capital in this story of the band coming to make a picture. Kay Kyser, Adolphe Menjou, May Robson, Lucille Ball, Edward Everett Horton. Director: David Butler.

Three Sons..004..(72) .....**Oct. 13**
Drama. A department store owner's dreams for his sons are changed by real life. Edward Ellis, J. Edward Bromberg, Virginia Vale, Robert Stanton. Director: Jack Hively.

20th Century-Fox

Adventures of Sherlock Holmes..905..(85)..**Sept. 1**
Mystery. Holmes is baffled by a murderous fiend attempting to steal the crown jewels from the Tower of London. Basil Rathbone, Nigel Bruce, George Zucco. Director: Alfred Werker.

Barricade..026..(71) .....**Dec. 8**
Melodrama. A girl and a newspaperman battle death when caught in the U. S. consulate during the invasion of China.

Charlie Chan in the City of Darkness
021..(74) .....**Dec. 1**
Mystery Melodrama. Murder during a Paris blackout engages Chan's attention. Sidney Toler, Lynn Bari, Harold Huber. Director: Herbert I. Leeds.

Cisco Kid and the Lady, The..012..(74)...**Dec. 29**
Outdoor Drama. O. Henry's mythical caballero and badman, saves a baby and a gold mine. Cesar Romero, Marjorie Weaver, Robert Barrat. Director: Herbert I. Leeds.

City of Chance..027..(56).....**Jan. 12**
Drama. A Texas girl, star reporter on a metropolitan newspaper, is assigned to expose a gambling establishment, only to learn the owner is her girlhood sweetheart. Lynn Bari, C. Aubrey Smith, Donald Woods. Director: Ricardo Cortez.

Day-Time Wife..020..(72) .....**Nov. 24**
Comedy Drama. Suspecting a love affair between her husband and his secretary, a wife turns the tables by taking a job as some other man's secretary. Tyrone Power, Linda Darnell, Warren William. Director: Gregory Ratoff.

Drums Along the Mohawk..015..(103)..**Nov. 10**
Historical Drama. Mohawk Valley pioneers wrest homes from the wilderness during the Revolution. Claudette Colbert, Henry Fonda. Director: John Ford.

Escape, The..010..(60) .....**Oct. 6**
Drama. A doctor traces the path to crime followed by a group of tenement kids he brought into the world. Edward Norris, June Gale, Frank Reichter, Amanda Duff, Henry Armetta, Kane Richmond. Director: Ricardo Cortez.

Everything Happens at Night..029..(77)..**Dec. 22**
Comedy Drama. Intrigue and romance take to skiis in this story of a political refugee in Switzerland hounded by two American reporters who make love to his daughter. Sonja Henie, Ray Milland, Robert Cummings. Director: Irving Cummings.

First World War..Reissue..062..(78).....**Oct. 27**
Documentary. A symposium of chronological events of the World War. Bonny Powell, Russell Shields, Lou Lehr, Louis de Rochemont. Dialogue:

He Married His Wife..023..(..).....**Jan. 19**
Drama. A divorced husband tries to marry his ex-wife off to a former admirer to save himself alimony, but realizes he still loves his wife and marries her himself. Joel McCrea, Nancy Kelly, Roland Young. Director: Roy Del Ruth.

Heaven With a Barbed Wire Fence..019
(62) .....**Nov. 3**
Drama. A ranch owner en route to Arizona and a Spanish refugee meet and marry to escape arrest. Jean Rogers, Raymond Walburn, Glenn Ford. Director: Ricardo Cortez.

Here I Am a Stranger..009..(82).....**Sept. 29**
Drama. A too-sheltered son meets conflict in the world. Richard Greene, Richard Dix, Brenda Joyce. Director: Roy Del Ruth.

High School..028..(74) .....**Jan. 26**
Comedy. The cocky daughter of a wealthy rancher is reformed by her schoolmates. Jane Withers, Joe Brown jr. Director: George Nicholls jr.

Hollywood Cavalcade..007..(70) .....**Oct. 13**
Musical. The development of motion pictures from custard pie days to sound. Alice Faye, Don Ameche, J. Edward Bromberg. Director: Irving Cummings.

Honeymoon's Over, The..024..(70).....**Dec. 15**
Comedy Drama. Tribulations of newlyweds who do not choose friends wisely. Stuart Erwin, Marjorie Weaver. Director: Eugene Forde.

Inspector Hornleigh on a Holiday..022..(77)..**Dec. 1**
Comedy Melodrama. Inspector Hornleigh and his aide investigate an insurance racket involving the disappearance of corpses from a London hospital. Gordon Harker, Alastair Sim, Linden Travers. Director: Walter Forde.

Pack Up Your Troubles..014..(75).....**Oct. 20**
Comedy. Mule guardians in the U. S. cavalry wind up as heroes. Ritz Bros., Jane Withers. Director: H. Bruce Humberstone.

Rains Came, The..011..(103).....**Sept. 15**
Drama. Love, romance and an earthquake in India. Myrna Loy, Tyrone Power, George Brent. Director: Clarence Brown.

Road to Glory..061..(101)..**Reissue**.....**Oct. 13**
War Drama. A captain loves a nurse who loves a lieutenant in the captain's army. Fredric March, Warner Baxter, June Lang, Lionel Barrymore. Director: Howard Hawks.

Shipyard Sally..018..(80).....**Oct. 20**
Comedy. A pub owner's daughter comes to be a fighting champion for the working class of England. Gracie Fields, Sydney Howard. Director: Monty Banks.

Stop, Look and Love..008..(57).....**Sept. 22**
Comedy. A meddlesome mother drives away her daughter's suitors by talking too much. Jean Rogers, William Frawley, Robert Kelland. Director: Otto Brower.

Swanee River..017..(84) .....**Jan. 5**
Musical Drama. Based on the life of Stephen Foster; introduces his songs and shows in sequence how each was conceived and written. Don Ameche, Andrea Leeds, Al Jolson. Director: Sidney Lanfield.

Too Busy to Work..016..(65).....**Nov. 17**
Comedy. Pa Jones neglects his drug store to carry out his duties as Mayor; his wife neglects housework for the local stage. Jed Prouty, Spring Byington, Joan Davis. Director: Otto Brower.

20,000 Men a Year..013..(84) .....**Oct. 27**
Action Drama. A reckless, old-time pilot starts training collegians to fly. Randolph Scott, Preston Foster, Margaret Lindsay. Director: Alfred E. Green.

United Artists

Eternally Yours..(95) .....**Oct. 12**
Comedy. A bishop's daughter runs away with a magician on the eve of her marriage to a man she doesn't love. Loretta Young, David Niven. C. Aubrey Smith. Director: Tay Garnett.

Housekeeper's Daughter..(80) .....**Oct. 26**
Comedy. The daughter of a housekeeper is helped out of involvement in a murder by the son of the household. Joan Bennett, Adolphe Menjou, John Hubbard, Peggy Wood. Director: Hal Roach.

Intermezzo..(65) .....**Sept. 22**
Romantic Drama. A maestro falls in love with his daughter's music teacher. Leslie Howard, Ingrid Bergman. Director: Gregory Ratoff.

Of Mice and Men..(104) .....**Jan. 12**
Drama. A social study focused on a dim-witted Samson, who occasions grief for the one friend who understands him. Burgess Meredith, Betty Field, Lon Chaney jr., Charles Bickford. Director: Lewis Milestone.

Raffles..(..) .....**Dec. 29**
Comedy Melodrama. The story of a man who couldn't resist stealing jewels and who gloried in outwitting the police. David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape. Director: Sam Wood.

Real Glory, The..(95) .....**Sept. 29**
Melodrama. The building of a native army in the Philippines and overthrow of the rebellious Moros. Gary Cooper, Andrea Leeds, David Niven. Director: Henry Hathaway.

Rebecca..(..) .....**Jan. 19**
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness.

Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Slightly Honorable (formerly Send Another Coffin)..(..) .....Dec. 22
Melodrama. A lawyer starts a one-man crusade against a racketeering highway bill, and clears up the case when he solves the murder of a big politician. Pat O'Brien, Ruth Terry, Claire Dodd, Edward Arnold. Director: Tay Garnett.

Universal

All Quiet on the Western Front..4073..(93) Remake .....Sept. 29
Drama. A new film version of the original, with a March of Time-type prologue and epologue, interspersed with narration, the theme of which deals with the futility of war. Lew Ayres, Louis Wolheim, John Wray, Slim Summerville.

Big Guy, The..4016..(78) .....Nov. 24
Melodrama. A warden has self-incriminating evidence that will save an innocent boy from execution. Victor McLaglen, Jackie Cooper. Director: Arthur Lubin.

Call a Messenger..20..(65) .....Nov. 3
Comedy Drama. The leader of a boys' gang picks a job in preference to reform school, and his friends follow. Billy Halop, Mary Carlisle, "Little Tough Guys." Director: Arthur Lubin.

Charlie McCarthy, Detective..(77) .....Dec. 22
Comedy. Bergen and McCarthy are invited to entertain guests at the home of a millionaire publisher, but find themselves with a murder mystery on their hands. Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Robert Cummings, Constance Moore. Director: Frank Tuttle.

Chip of the Flying U..4060..(55) .....Nov. 24
Western. A foreign agent's cache of explosives is uncovered on a ranch. John Mack Brown, Bob Baker, Fuzzy Knight, Doris Weston. Director: Ralph Staub.

Desperate Trails..4058..(58) .....Sept. 8
Western. The sheriff and banker, allied with the outlaw gang, run the town. John Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson. Director: Albert Ray.

Destry Rides Again..(94) .....Dec. 29
Action Drama. A saloon entertainer sacrifices her life to help the man representing the law. Marlene Dietrich, James Stewart, Brian Donlevy. Director: George Marshall.

First Love..3002..(84) .....Nov. 10
Comedy with Music. With the help of servants, a modern Cinderella is dressed for a ball where she meets Prince Charming. Deanna Durbin, Helen Parrish, Robert Stack, Eugene Pallette. Director: Henry Koster.

Green Hell..(87) .....Jan. 26
Drama. The thrilling experiences of an expedition party along the Amazon which faces hostile natives. Douglas Fairbanks jr., Joan Bennett, John Howard, Alan Hale. Director: James Whale.

Hawaiian Nights..24..(64) .....Sept. 8
Musical Comedy. A swing orchestra, conducted by a hotel magnate's son helps put another hotel on its feet. Johnny Downs, Mary Carlisle, Eddie Quillan. Director: Albert Rogell.

Hero for a Day..4035..(66) .....Oct. 6
Comedy. A demonstration by an old grad that college spirit is more than just football. Anita Louise, Charley Grapewin, Dick Foran. Director: Harold Young.

Invisible Man Returns, The..(81) .....Jan. 12
Mystery Melodrama. A fantastic tale of an innocent man, sentenced to hang, who is rendered invisible by a doctor and escapes prison to seek the real murderer. Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton. Director: Joe May.

Laugh It Off..4026..(63) .....Dec. 1
Musical. A show by a group of down-and-out showgirls saves a gambling friend's night club, ruined by a raid. Constance Moore, Johnny Downs, Cecil Cunningham, Edgar Kennedy. Director: Albert S. Rogell.

Legion of Lost Flyers..53..(64) .....Nov. 3
Melodrama. Blamed for an air crash, the aviator tracks down the villain and forces him to confess. Richard Arlen, Andy Devine, Ann Nagel, William Lundigan. Director: Christy Cabanne.

Little Accident..4019..(65) .....Oct. 27
Comedy. Baby Sandy wins a contest and "adopts" herself some new parents. Hugh Herbert, Baby Sandy, Florence Rice. Director: Charles Lamont.

Man From Montreal..4054..(60) .....Dec. 8
Action Drama. Hi-jackers frame a fur trapper but the Mounties save the day. Richard Arlen, Andy Devine, Kay Sutton. Director: Christy Cabanne.

Mikado, The..4044..(92) .....Sept. 8
Operetta. Gilbert and Sullivan story of Nanki-Poo, son of the Mikado, who marries Yum-Yum against his father's wishes. Kenny Baker, Jean Colin, D'Oyly Carte Troupe. Director: Victor Schertzinger.

Missing Evidence..4028..(64) .....Dec. 15
Melodrama. A counterfeit ring dealing in lottery tickets is smashed. Preston Foster, Irene Hervey, Chick Chandler. Director: Phil Rosen.

Mutiny on the Black Hawk..4051..(66) .....Sept. 1
Outdoor Drama. A successful mutiny stops slave running in the South Seas. Richard Arlen, Andy Devine, Constance Moore. Director: Christy Cabanne.

Oh, Johnny, How You Can Love..(63) .....Jan. 5
Drama. A romance that started on a highway is continued after the young couple escape captivity by bandits. Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek. Director: Charles Lamont.

Oklahoma Frontier..4059..(58) .....Oct. 20
Western. Accused of murder, the hero escapes and with the aid of his sweetheart finds the real killer. John Mack Brown, Bob Baker, Anne Gwynne. Director: Ford Beebe.

One Hour to Live..30..(59) .....Nov. 10
Action Drama. An inspector tracking a big-shot gangster finds the police commissioner involved. Charles Bickford, Doris Nolan, John Litel. Director: Harold Schuster.

Rio..(75) .....Sept. 29
Drama. A French swindler is killed after escaping from a penal colony and his wife, who followed him, is free to marry the man with whom she has fallen in love. Basil Rathbone, Sigrid Gurie, Victor McLaglen, Robert Cummings. Director: John Brahm.

Tower of London..4012..(94) .....Nov. 17
Melodrama. The scheming brother of a usurper is kept from the throne when the exiled king is aided to effect a restoration. Basil Rathbone, Boris Karloff, John Sutton, Barbara O'Neill. Director: Rowland V. Lee.

Tropic Fury..4052..(63) .....Oct. 13
Drama. A native revolt on a rubber plantation breaks the yoke of slavery a dictator has put on them. Richard Arlen, Andy Devine, Beverly Roberts. Director: Christy Cabanne.

Two Bright Boys..4017..(70) .....Sept. 15
Drama. Friendship instead of fraud develops between a gambler and his son and a widow and her son, whose land was sought by an oil operator. Jackie Cooper, Freddie Bartholomew, Melville Cooper. Director: Joseph Santley.

Under-Pup..10..(88) .....Sept. 1
Drama with Music. An east side tomboy in a camp of socialite girls. Gloria Jean, C. Aubrey Smith, Virginia Weidler.

West of Carson City (formerly Galloping Kid) **4061..(55)** .....Jan. 19
Western. Law and order are restored to a western town after a crooked gambler and his gang are captured. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran. Director: Ray Taylor.

Witness Vanishes, The..4027..(66) .....Sept. 22
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Warner Bros.

A Child Is Born..415..(79) .....Sept. 30
Melodrama. Human emotions focused by the maternity ward of a metropolitan hospital. Geraldine Fitzgerald, Jeffrey Lynn, Gale Page, Johnnie Davis. Director: Lloyd Bacon.

British Intelligence..416..(60) .....Jan. 20
Melodrama. A spy story climaxed by bombs and an air raid. Margaret Lindsay, Boris Karloff. Director: William Clemens.

Brother Rat and a Baby..(87) .....Jan. 13
Comedy. A pal only succeeds in muddling the chances his friend has of heading the college football team. Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris. Director: Ray Enright.

Dead End Kids on Dress Parade..413..(62) .....Nov. 18
Comedy Drama. The Dead End Kids at Military school. Billy Halop, Bobby Jordan, Leo Gorcey, John Litel. Director: William Clemens.

Invisible Stripes..408..(..) .....Dec. 30
Melodrama. An ex-convict tries to make things easier for his younger brother, but gets shot when he double crosses his gang to save the boy from prison. George Raft, Jane Bryan, Humphrey Bogart, William Holden. Director: Lloyd Bacon.

Kid Nightingale..411..(58) .....Nov. 4
Comedy Drama. A prizefighter launches his musical career after winning the championship. John Payne, Jane Wyman, Walter Catlett. Director: George Amy.

Nancy Drew and the Hidden Staircase 419..(60) .....Sept. 9
Melodrama. Murder to keep a property from being donated to the city is exposed. Bonita Granville, Frankie Thomas. Director: William Clemens.

Pride of the Bluegrass..418..(65) .....Oct. 7
Melodrama. A blind horse is taught to jump by signals and emerges a winner. Edith Fellows, James McCallion. Director: William McGann.

Private Lives of Elizabeth and Essex 402..(100) .....Nov. 11
Drama. A characterization of England's most famous queen. Bette Davis, Errol Flynn, Olivia de Havilland. Director: Michael Curtiz.

Roaring Twenties..403..(104) .....Oct. 28
Drama. The hectic period between the end of the World War and the collapse of the financial bubble in 1929. James Cagney, Priscilla Lane. Director: Raoul Walsh.

State Rights

Black Eyes..(..) .....Alliance
Drama. A waiter rears his daughter to believe that he is a business man, so she can be brought up in luxury. Mary Maguire, Otto Kruger, Walter Rilla, John Wood. Director: Herbert Brenon. 1-40

Bombs Over London..(78) .....Film Alliance
Melodrama. Wireless-controlled planes raid London while the enemy is in the midst of a false peace conference. Charles Farrell, Fritz Kortner, Margaret Vyner. Directors: Roger Macdougal and Alexander MacKendrick. 10-39

Buried Alive..(..) .....Nov. 6..P-D-C
Melodrama. A hoax execution of an innocent man makes the guilty man confess. Beverly Roberts, Robert Wilcox, Peter Lynn. Director: Victor Halperin. 11-39

Challenge, The..(65) .....Film Alliance
Outdoor Drama. A mountain-climbing race between an English and an Italian party. Robert Douglas, Luis Trenker, Joan Gardner. Director: Milton Rosmer. 10-39

Daughter of the Tong..(56) .....Metropolitan
Melodrama. G-Man trails the female gangster who controls the alien smuggling racket. Evelyn Brent, Grant Withers. Director: Raymond K. Johnson. 9-39

Dead Men Tell No Tales..(69) .....Alliance
Mystery Thriller. A school matron wins a sweepstakes and falls into the hands of a murderous fiend. Emlyn Williams, Hugh Williams, Sara Seegar. Director: David MacDonald. 9-39

Demon Barber of Fleet St...(66) .....Select
Melodrama. Flashback tale of a waterfront barber who lured customers from English ships and murdered them for their belongings. Tod Slaughter, Bruce Seton, Stella Rho. Director: George King. 10-39

Fighting Renegade..(54) .....Victory-Principal
Western. Tim McCoy in a dual role on an Indian expedition. 9-39

First Film Concert, The..(52) .....World..Nov. 1
Mixed Concert. A series of recitals on the music of the masters. Alfred Cortot, Gregor Piatigorsky. 12-39

Flaming Lead..(57) .....Colony
Western. Aid comes to a girl ranch owner who is combating rustlers. Ken Maynard, Eleanor Stewart. Director: Sam Newfield. 12-39

Great Commandment, The..(85)..Cathedral Films
Religious Drama. Judea during the Roman oppression and the rise of Christ. John Beal, Maurice Moscovich, Albert Dekker. Director: Irving Pichel. 11-39

Headleys at Home, The..(60) .....Standard
Comedy Drama. A hired impersonator turns out to be a bank robber, embarrassing friend wife to no end. Grant Mitchell, Evelyn Venable, Benny Rubin, Vince Barnett. Director: Chris Beute. 11-39

Goose Step..(90) .....Oct. 15..P-D-C
Drama. A brave German organizes anti-Nazi forces. Roland Drew, Steffi Duna. Director: Sherman Scott.

I Met a Murderer..(80) .....York
Drama. A young farmer murders his nagging wife and becomes a hunted man. James Mason, Pamela Kellino. Director: Roy Kellino. 10-39

Ireland's Border Line..(65) .....Regal
Comedy. An itinerant encounters a man and woman crook somewhere between northern and southern Ireland. Jimmy O'Dea, Myrette Morven. Director: Harry O'Donovan.

Invisible Killer, The..(..) .....Nov. 14..P-D-C
Drama. The town's leading reformer faces a murder charge. Grace Bradley, Roland Drew, Alex Callam, Frank Coletti. Director: Sherman Scott. 12-39

Keep Punching..(81)..M-C Pictures .....Dec. 15
All-Negro Drama. A lad seeking a fighting career in the big city, meets an old friend. The "friend" tries to poison his drink but someone else gets the drink and the lad wins. Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee. Director: John Clein. 1-40

Lure of the Wasteland..(52) .....
A federal man recovers the loot hidden by train robbers. Grant Withers. Director: Harry Fraser. 9-39

Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

Marseillaise..(79) .....**World..Nov. 3**
Historical Drama. Early days of the French Republic. Pierre Renoir, Lise Delamare, Louis Jouvet. Director: Jean Renoir. 12-39

Mercy Plane..(..) .....**P-D-C**
Drama. The pilot who was to fly the "Mercy Plane" which was stolen, sends out a false S. O. S. to trap the man suspected of stealing planes and selling them to a foreign government. James Dunn, Frances Gifford, William Pawley. Director: Richard Harlan. 1-40

Mesquite Buckaroo..(59) .....**Metropolitan**
Western. A bronc-riding cowboy escapes kidnapers and reaches the rodeo in time to win. Bob Steele, Carolyn Curtis, Frank LaRue. 11-39

Mill on the Floss, The..(80).....**Standard**
Drama. Tragedy follows the antagonism between two families. Geraldine Fitzgerald, Frank Lawton. Director: Tim Whelan. 12-39

Mystic Circle Murder..(69).....**Merit**
Melodrama. A newspaperman saves his girl from a phoney medium about to rob her. Betty Compson, Robert Fiske. 11-39

One Night in Paris..(74) .....**Alliance**
British Mystery Drama. A French producer is murdered on the opening night of his play. The murder is solved before the play closes. John Lodge, Judy Kelly, Hugh Williams. Director: Walter Summers. 1-40

Pocomania..(65) .....**Dec. 1..Lenwal**
All-Negro Drama. Filmed on the island of Jamaica, the plot deals with a jealous girl, who uses voodooism to gain control of land left to her sister by their father. Sisterly love reunites the two. Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington. Director: Arthur Leonard. 1-40

Port of Hate..(57) .....**Metropolitan**
Melodrama. Two discoverers of a pearl bed protect the secret from raiders. Polly Ann Young, Kenneth Harlan. Director: Harry S. Webb. 9-39

Return of the Frog..(70) .....**Select**
Melodrama. The Frog and his henchmen return to terrorize London. Gordon Harker, Hartley Power, Rene Ray. Director: Maurice Elvey. 10-39

Royal Divorce, A..(87) .....**Imperator**
Historical Drama. The love that Josephine gave Napoleon when he became famous came too late. Ruth Chatterton, Pierre Blanchard. Director: Jack Raymond. 9-39

Second Bureau..(60) .....**Film Alliance**
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Spies of the Air..(78) .....**Alliance**
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight to Heaven..(56) .....**Domino**
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Taku..(48) .....**Norman Dawn**
Nature Drama. The gold-mining country of Alaska as seen through the eyes of an old prospector. Amateur cast. Director: Norman Dawn. 10-39

Timberland Terror..(75) .....**Hoffberg**
Melodrama. A lifeguard saves the heroine and her father's timber business. Shirley Ann Richards, Frank Leighton. Director: Ken G. Hall.

Torpedoed!..(66) .....**Film Alliance**
Melodrama. British naval diplomats quell a Latin revolution when a ship is attacked. H. B. Warner, Robert Douglas, Richard Cromwell. 10-39

Torture Ship..(57) .....**Oct. 22 P-D-C**
Melodrama. Criminals aboard ship mutiny in fear of becoming scientific experiments. Irving Pichel, Jacqueline Wells, Lyle Talbot. Director: Victor Halperin. 11-39

Treachery on the High Seas..(68).....**Times**
Melodrama. Jewel thieves are after a ruby necklace on a trans-Atlantic liner. Ben Lyon, Bebe Daniels. 10-39

When Germany Surrendered..(70).....A. L. Rule
Documentary. An appeal for peace. Scenes of the battlefronts and submarine warfare of the World War. 11-39

Why This War..(70) .....**Jewel**
Documentary indicting the war-makers. Compiled by Samuel Cummins. 11-39

Foreign Dialogue

A Brivele Der Mamen (A Letter to Mother)..(106) .....**Sphinx**
Drama. Disintegration of a family of Jews, who, one by one, leave Poland for America. Lucy Gehrman, Alexander Stein, Max Bozyk. Producer: Greenfilm, Warsaw. 10-39

A People Eternal..(65).....**Six Star**
Drama. Mystical interpretation of the Messiah's plea for salvation. English subtitles. Conrad Veidt, Peggy Ashcroft, Basil Gill. Director: Maurice Elvey. 12-39

Affair Laffont, The..(90).....**Trans-Atlantic**
Drama. A married woman shoots her sister whose illegitimate child she has raised, when a blackmailing father arrives and the mother is about to tell all. Corinne Luchaire. Director: Leonid Moguy. 11-39

Alexander Nevsky..(92) .....**Amkino**
Epic Drama. Invasion of Russia by Teutonic Knights in the 13th century. Nickolai Cherkassov, N. P. Okhlopkov. Director: Sergei Eisenstein.

Betrayal..(80) .....**World**
Historical Drama. The love of Catherine the Great for the treacherous Count Orloff. Annie Vernay, Pierre Richard-Willm. Director: Fedor Ozep. 10-39

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Conquests of Peter the Great..(94).....**Amkino**
Historical Drama. The monarch who led Russia out of feudalism but executed his son for an attempted betrayal. Russian cast. Director: Vladimir Petrov. 9-39

End of a Day, The..(94).....**Juno Films**
Drama. Actors at the twilight of their careers. Victor Francen, Louis Jouvet, Michel Simon. Director: Julien Duvivier. 10-39

Golden Key, The..(70)..(Foreign Dialogue) Amkino .....**Dec. 25**
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Harvest..(80).....**French Film Center**
Drama. A woman comes to a peasant and her love inspires him to harvest the land wasted by others. Fernandel, Gabriel Gabrio, Orane Demazis. Director: Marcel Pagnol. 9-39

Hatred..(..) .....**World**
Drama. A story of the sea. (In French, with English titles). Harry Baur.

Heartbeat..(90).....**French M.P. Corp. Sept. 4**
Drama. A peasant girl runs off with a scoundrel, returning a year later to humiliation imposed by her father's code of honor. French cast. Director: Marcel Pagnol.

L'Alibi..(82)..(Foreign Dialogue) .....**Columbia**
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Foreign Dialogue)....UA
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Life of Tchaikowsky, The (Es War Eine Rauschende Ballnacht)..(93).....
.....**UFA-Carl Froelich..Nov. 1939**
Music Drama. The composer's struggle for recognition. English sub-titles. Zarah Leander, Aribert Wascher, Hans Stowe. 12-39

Light Ahead, The..(108).....**Carmel**
Drama. Romance spurs a blind girl and a crippled bath attendant to combat the smugness and superstition of the townsfolk. Isidore Casher, Helen Beverly. Director: Edgar Ulmer 10-39

Mademoiselle Ma Mere..(78).....J. H. Hoffberg
Farce Comedy. Annulment follows the marriage of a young woman and an elderly man when she runs off with her stepson. Danielle Darrieux, Marcel Simon. Director: Henri Decoin. 10-39

Mirele Efros..(87) .....**Credo**
Drama. A daughter-in-law versus mother-in-law ends at the bar mitzvah of a grandson. Berta Gersten, Michael Rosenberg, Ruth Elbaum. Director: Josef Berne. 11-39

Neighbors..(90) .....**Best Films**
Comedy. A mixup in names brings confusion and romance into the life of a radio announcer. Helen Gross, Joseph Orwid.

On His Own..(96) .....**Amkino**
Drama. A screen biography of Maxim Gorki as his adult life begins. Alexi Lyarsky. Director: Mark Donskoi. 10-39

Port of Shadows..(68) .....**Film Alliance**
Drama. Romance of an army deserter and girl escaping her foster-father ends in tragedy when the former is killed by a gangster. Jean Gabin, Michele Morgan. Director: Michael Carne. 11-39

Rasputin..(93) .....**Concord**
Drama. The influential monk's notorious activities. Harry Baur. Director: Marcel L'Herbier. 11-39

Scipione L'Africano..(155) .....**Esperia**
Historical Drama. The conquest of Carthage by the Romans. Isa Miranda and Italian cast. Director: Carmine Gallone. 10-39

Song of the Streets..(75)..Mayer-Burstyn..Sept. 1
Drama. Study of children growing in the slums of Paris. French cast. Director: Victor Trivas. 9-39

That They May Live (J'Accuse) (78) .....**Mayer-Burstyn**
Drama. Fantasy of dead comrades aiding a war veteran to fight for peace. Victor Francen. Director: Abel Gance. 12-39

In The Making

COLUMBIA

The Doctor Takes a Wife—Ray Milland, Loretta Young, Gail Patrick, Reginald Gardiner, Gordon Jones. Director: Al Hall. Producer: William Perlberg. Original: Aleen Wetstein. Screenplay: George Seaton, Ken Englund. **(Starting)**

Blondie on a Budget—Penny Singleton, Arthur Lake, Larry Simms. Director: Frank R. Strayer. Producer: Robert Sparks. Screenplay: Richard Flournoy. **(Completed)**

METRO

Untitled Dr. Kildare—Lew Ayres, Lionel Barrymore, Rita Johnson. Director: Harold Bucquet. Screenplay: Harry Ruskin. **(Starting)**

MONOGRAM

Rhythm of the Rio Grande—Tex Ritter, Dorothy Womack. Director: Al Herman. Producer: Ed Finney. Screenplay: George Martin. **(Completed)**

RKO RADIO

Courageous Dr. Christian—Jean Hersholt. Director: Bernard Vorhaus. Producer: William Stevens. Original Screenplay: Ian Hunter, Ring Lardner jr. **(Starting)**

Irene—Anna Neagle, Ray Milland, Roland Young, May Robson. Director: Herbert Wilcox. Producer: Herbert Wilcox. Screenplay: Alice Duer Miller. **(Completed)**

REPUBLIC

Oklahoma Outlaws—Three Mesquiteers. Director: Lester Orlebeck. Producer: Harry Grey. Screenplay: Earle Snell. **(Starting)**

20TH-FOX

Earthbound—Warner Baxter, Andrea Leeds, Lynn Bari, Charles Grapewin. Director: Irving Pichel. Producer: Sol Wurtzel. Original: Basil King. Screenplay: John Howard Lawson, Sam Engel. **(Starting)**

Hotel for Women No. 2—Lynn Bari, Joan Davis, Henry Wilcoxon, Dorothy Dearing, Helen Ericson. Director: David Burton. Producer: John Stone. **(Completed)**

UNITED ARTISTS

My Son, My Son—Brian Aherne, Madeleine Carroll, Louis Hayward, Josephine Hutchinson. Director: Charles Vidor. Producer: Edward Small. Original: Howard Spring. Screenplay: Lenore Coffee. **(Completed)**

UNIVERSAL

Alias the Deacon—Bob Burns. Director: Christy Cabanne. **(Starting)**

Enemy Agent—Robert Armstrong, Helen Vinson, Richard Cromwell, Jack Arnold. Director: Lew Landers. Producer: Ben Pivar. Original: Sam Robins. Screenplay: Edmund L. Hartmann. **(Starting)**

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

BUY YOUR THEATRE EQUIPMENT on easy time payments at S. O. S.! Fair terms, low prices, guaranteed quality. Write S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

JANUARY CLEARANCE SALE — SIMPLEXES, double bearings, magazine, rear shutters. POWERS 6-B late model with sound heads. Amplifiers, screens, lens, speakers, chairs, carpet, generators, DeVry portables. WESTERN THEATRE SUPPLY, Omaha, Neb.

ABSOLUTELY LOWEST PRICES EVER OFFERED on theatre equipment! S. O. S. jubilee sale catalog being mailed shows hundreds of amazing bargains. Hurry—write for your copy and save real cash. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

WANTED—Complete Powers 6B projectors or heads only. Prompt payment. Must be 6B's. B-1186, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

FOR SALE—Complete Pictur Fone sound with double channel amplifier. CRYSTAL THEATRE, Ligonier, Ind.

SCHOOL DESIRES SALE pair Simplex Acme 35mm semi-portables, complete, late models, used very little. BRUCE HOAG, Warwick, New York.

FOR SALE—One pair Powers 6B with complete Mellaphone sound and Forest rectifiers; good condition. First $350.00 takes all. LIBERTY THEATRE, Johnston, S. C.

WANTED—Two Powers 6B or A frames; must be reasonable. NEW THEATRE, Bokoshe, Okla.

THEATRE CHAIRS

WE'VE GOT JUST THE CHAIRS YOU NEED—Remarkably low-priced! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. Free list. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

1,200 FINE OPERA CHAIRS, USED. Reasonably priced for immediate sale. Wonderful condition. RIALTO THEATRE, Paducah, Ky.

EXCEPTIONAL BARGAIN for quick turnover—1,200 used upholstered opera chairs, $1.50 each. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE GAMES

ATTENTION, EXHIBITORS — New, novel, entertaining. It brings 'em back in droves. "Play Bingo." 70 ways to win for the audience; 100% winner for your theatre. Exclusive distributors — PREMIUM PRODUCTS, 354 West 44th St., New York, N. Y.

POSITIONS WANTED

ENGINEER—Air conditioning and refrigeration installation, service, maintenance, etc.; 8 years chief engineer for chain of theatres. Desire responsible connection after January 1. References. Address B-1199, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

PROJECTIONIST-MACHINIST - ELECTRICIAN—Capable and reliable. JOHN MARCUM, P. O. Box 65, Independence, Kas.

MANAGER, 32. 13 years experience in every detail of theatre operation, buying, booking, exploitation, maintenance; five years on present job. Offer must be reasonable. B-1206, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

PROJECTIONIST—Sober, reliable, no tobacco. Five years experience; any equipment. Salary reasonable. GLENN F. SMITH, Fayetteville, Ark.

THEATRES FOR SALE

NEIGHBORHOOD THEATRE—Paying business; 325 seats; terms. B-1204, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

260 SEAT THEATRE—Population 1,100; drawing power 2,000. Now open six nights weekly; nearest opposition 16 miles. Inquire PALACE THEATRE, Conneautville, Pa.

THEATRES WANTED

SMALL TOWN THEATRE, West Texas or New Mexico. B-1202, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY theatres, towns 1,200 or over. Give full particulars first letter. B-1200, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL BUY ONE OR TWO THEATRES in non-competitive town over 3,000 in Texas or western state. Independent exhibitor. Correspondence confidential. B-1207, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY small town theatre within 100 miles of New York City. Write full particulars. Box 24, BOXOFFICE, 9 Rockefeller Plaza, New York.

WANTED, IMMEDIATELY — Paying theatre; prefer only theatre in town; state all information, lowest cash price first letter. B-1208, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

AIR CONDITIONING

ATTRACTIVE PRICES on new and slightly used air conditioning units, air filters, washers, blowers, compressors (refrigeration), cooling coils, heating coils, motors, pumps, stokers. Cash or deferred payments on approved credit. Write us your requirements. Conditioned Air Co., 926 N. Cass St., Milwaukee, Wis.

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) } 10c a word, 4 insertions at price of 3

Kindly insert the following ad.....times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

.....

.....

.....

•Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.



another
BIG ISSUE!

MODERN MATERIALS

is the subject for featured editorial treatment in the forthcoming February 3rd issue of The Modern Theatre section of BOXOFFICE. Therein you theatre owners and managers of theatres will find a most interesting and instructive survey of what the material and equipment markets now provide for the partial or complete modernization of your plants—or the building and outfitting of that new house you have long contemplated. With customary thoroughness and regard for your reading interest, BOXOFFICE brings you another big issue—covering many material specifications for HOUSE APPEAL in the planning and provisioning of your theatre. Editorially and in the advertisements of our sponsors you will, as usual, find a wealth of ideas and useful information on many subjects in the

The MODERN THEATRE MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

issue of FEBRUARY 3, 194

THE MODERN THEATRE PLANNING INSTITUTE

The emblem of cooperation among suppliers by which standards of practice in theatre planning are being raised and substantially rewarded.

The Pulse of the Motion Picture Industry

BOXOFFICE

JANUARY 27, 1940 25c Per Copy; Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

GOV'T AGREES TO FURNISH MAJORS ALL DATA IN BIG SUIT: MEANS DEFENSE SCORES BIG POINT . . . DISTRIBUTORS BLAST AT NEELY BILL; ALLIED RETURNS ATTACK IN STORMY WAR OF WORDS . . . AN ANALYSIS OF "THE GRAPES OF WRATH" . . . AN EDITORIAL, "ARE YOU READY FOR IT?" . . . 18 FEATURES REVIEWED TODAY . . . FIRST RUN REPORTS, SELLING SEATS, AND BOOKING CHART COVERING 25 WEEKS

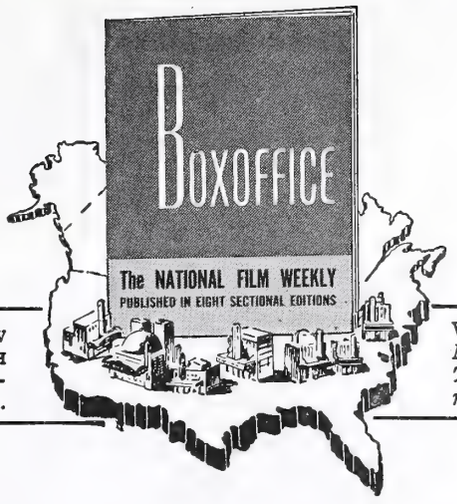


ELECTED AGAIN!

The Annual Polls of the trade papers are in! First in Stars! First in Hits! First in the hearts of the ticket-buyers! Leo thanks the exhibitors and newspaper critics who elected him Champ again! Year in and year out it's the same story! It's reflected not only in a sound product but in friendly dealing with the trade. Already within the first days of 1940 M-G-M has revealed new triumphs. "THE SHOP AROUND THE CORNER" (*Margaret Sullavan, James Stewart*) has been picked by columnists as certain to be among the Ten Best of the new year. "STRANGE CARGO" (*Clark Gable, Joan Crawford*) is next to win national acclaim. "BROADWAY MELODY OF 1940" (*Fred Astaire, Eleanor Powell*) is positively the best of this famed series. "NORTHWEST PASSAGE" in Technicolor (*Spencer Tracy*) is destined to be one of the year's Biggest. Just a few of the early year, keeping up the electric pace that's the Talk of the Industry.

THE FRIENDLY COMPANY

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 10
January 27, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

"ARE YOU READY FOR IT?"

IF YOU get anything out of this column, and we believe you will, the fair thing to do is to make it clear in the opening paragraph that the hand clapping goes to H. M. Richey, long time exhibitor leader and latterly, of course, theatre relations counsel-at-large for RKO. "Rich" has been making his way into near and far places, usually leaving a speech behind him like the one delivered before the ITO of West Virginia. Before that assemblage, he spoke about Utopia, clearance, arbitration, the government suit and the Neely bill. Scattered quotes from his address demonstrate what sense he made. To wit:

". . . One thing impresses itself on our minds and that is the vital necessity of every single person in the industry acquainting himself with the things that are going on in the industry—for, if changes do come, if there is a land that is fairer than this, if there are changes to take place in the operation of the business or if the promised land be a continuation of the industry under its present plan . . . one thing is certain: 'You have got to be good to get there.'

"Those exhibitors who feel that through some mysterious means a Utopia is to be created in this business will find that, if they reach the promised land, it will be fraught with many problems, many perplexities and that, if they are 'good enough to survive,' they will continue to prosper in proportion to the sound showmanship and industrious effort that they, too, put forth, for the component parts of this industry are not separated by definite lines of demarcation—each must dovetail into the other if the industry succeeds."

Inevitably arriving at the Neely bill and lining up squarely with the urgent suggestion made on this page recently, Richey makes this observation:

"Unfortunately, some exhibitors have attempted to read into the bill things that are not there and, therefore, I beg you, as an integral part of this business, on a subject that will vitally affect you in the future operation of your business, read carefully, even if you have to take it to your attorney, the entire bill so you will understand what it is all about."

One thing he holds to be true:

"While, under the bill more care may be exercised in the production of the lesser number of pictures offered, some will turn out sour even then and this additional cost must be borne by the industry and a part of that burden will be paid by the theatre owner. Producers say they will experience difficulty in getting the millions necessary for production from those who have been financing production, for the financiers will await the results of the experiment to see whether the exhibitor can stand this additional burden of paying his share for selectivity."

This we subscribe to and endorse:

"Regardless of which side of this argument you take, this is certain: It will affect each and every single theatre owner in the United States and an attitude of 'Oh, let the other fellow worry about it' won't solve the picture problem if one arises. Every theatre owner should be alive to what's going on in the business and make up his mind what he thinks is the best thing to do and see that his congressman knows how he stands."

There can be no rebuttal to this sort of an approach, either:

"Maybe drastic changes are to take place, but whether they do or not, whether the promised land differs materially from that we know so well, no one knows. But this we do know. That, if there is to be a promised land, are you ready for it?

"The days of putting out a one-sheet in front of a theatre and collecting the nickels have passed. The industry has progressed. What the public was satisfied with a few years ago, it is not satisfied with now. That goes not only for production, but for exhibition and for showmanship.

"Are you ready for the great day, or will you be left behind in the parade of new showmen, using new methods of showmanship, utilizing new ideas of exploitation and new heights of comfort and service in their theatres? With the birth of a new day will come the birth of tomorrow's showman, who will do the things his predecessor said yesterday couldn't be done. A showman who will feel that everything that takes place in this business is his business. Whose theatre will be the acme of cleanliness, attractiveness (not necessarily elaborateness) and courtesy. Who will be a member of a live, well-financed exhibitor organization, who just won't follow the leader, but will take an active part himself in the moulding of the plans for the future. Who will be constructive, yet firm, who will demand from the business a profit and expect to give the other fellow a profit. He will be the fellow, who, in the old song, while dreaming about 'a land that is fairer than this,' will be the type of showman 'good enough to get there' and enjoy all that the bounty that cooperation, constructive and coordinated effort will bring."

Kann

GOV'T AGREES TO SUPPLY MAJORS ALL DATA IN BIG SUIT; KEY DEFENSE POINT IS GAINED

Is Compromise Agreement Trailing Conferences; New Query Draft

By BILL ORNSTEIN

NEW YORK—The government will furnish distributors with a complete list of "persons having knowledge of relevant facts, the names of each theatre with the state and city, and a brief summary of each complaint" in the all-industry suit. The stipulation is a compromise agreement between government and distributor counsel, following a series of extended meetings before Senior Judge John C. Knox.

Distributors will supply a new and shorter demand for information in interrogatories which will be uniform and make it easier for the government to answer. This is the compromise made by defendants in an effort to eliminate a lot of extraneous issues and bring the matter to a head.

Some time ago, distributors agreed to give the government information regarding first run and subsequent run grosses in four key cities on five pictures. The government originally intended to get similar information on all pictures released during the 1936-37 season.

Another important development, not recorded is the effort by the government to clear up an alleged misunderstanding in regard to the "minor suits."

Hints at Delay

David Podell, who has been retained as special counsel for the department of justice, recently informed distributor counsel before Judge Knox that, if proper representations were made to Washington outlining reasons why counsel would be inconvenienced if the three other anti-trust suits sponsored by the government came up now, Thurman Arnold may consent to a delay by not pressing the cases in Buffalo, Nashville and Oklahoma City.

So far as could be learned, the letter to be sent to the department in Washington has not been revised to the satisfaction of all counsel. Columbia, which has been acting independently, is not concerned. It has raised objections to the government's interrogatories and a hearing is scheduled February 9.

The compromise agreement will result in the government outlining information for which distributor counsel has been fighting since the case was instituted. It is only with such data, it has been claimed, that a proper defense can be prepared.

While the government has been sending copies of complaints received by Washington after the suit was filed, film lawyers have been checking up on each and are prepared to answer in the event the government decides to use these as a basis.

Now that the additional information, regarded as highly relevant to the big suit, is to be forthcoming within the next few weeks, new investigations will get under way by distributor field men. Meanwhile, all counsel available has been summoned to work on distributor answers to the government A to Z quiz. The government's answers to defendant interrogatories will be alike, according to the stipulation.

Podell excepted the FWC case when he mentioned trial preference for the big suit, stating to Judge Knox that this was a criminal contempt issue and the government could not agree to include with the equity cases.

Several companies already are preparing for the examination before trial of numerous executives. It will be remembered Seymour Krieger examined the following from UA: Harry Gold, eastern sales manager; L. Jack Schlaifer, western sales manager; Paul Lazarus, home office executive; Edward C. Raftery, secretary; Charles Stern, eastern district manager; Harry Muller, treasurer, and Eddie Mullen, local exchange office manager.

The hearings get under way February 5 and wind up March 25 in the local department of justice office in the federal building. A notary public will record the questions and answers. Whether or not the material will be used at the trial is in the discretion of the government.

Some attorneys regard the examinations as a further harassment of the industry by the government. Film counsel some time ago signed a stipulation to answer the department's interrogatories by February 15. It was assumed then that there would be no examinations before trial.

The sessions before Judge Knox had all the earmarks of a cat and dog fight when Williams insisted he never agreed to put off the other suits when the majors consented to a May 1 trial date. Several of the men lost control of themselves and started to hurl names at each other. Distributors insist the government walked out on its agreement and the government, in turn, says it never intended to definitely postpone the three cases but would see what could be done.

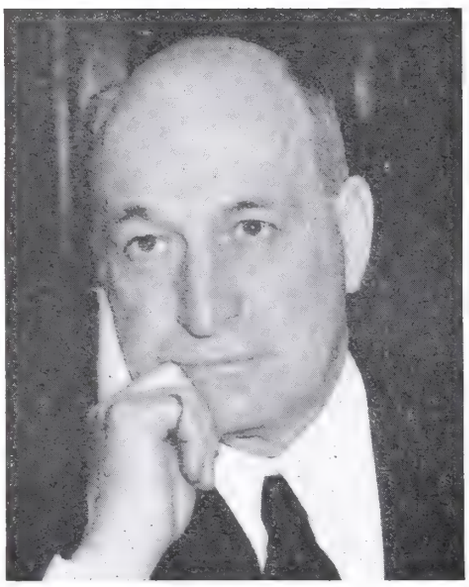
Doubt on May 1 Start

There is still considerable doubt, despite the appointment of Federal Judge Henry Warren Goddard to hear the case, that the trial will get under way May 1. First, it is held, the interrogatories held up attorneys from proceeding at the pace they proposed for themselves; now the fact that 26 executives will be examined is regarded by film lawyers as a drawback inasmuch as considerable time will have to be spent with the various executives at the examinations and subsequently in order to adjust the record on facts.

The new set of interrogatories has not been served on the government as yet, but is being shaped up for submission shortly, it is learned. Neither has the stipulation been signed by Arnold on material to be furnished distributors for preparation of their case.

A hearing is to be held February 1-2 in Nashville on the distributors' request for a bill of particulars in the Crescent case. John Caskey of Dwight, Harris, Koegel & Caskey will represent 20th-Fox and other distributors.

On January 29, a hearing on an application for a temporary injunction in the Admiral case comes up in the federal court in Philadelphia. This is a clearance case, similar to the Vineland. Counsel for distributors have been in the Quaker City during the week and now are prepared for the hearing.



—Wide World Photo

The Presiding Judge—

Henry Warren Goddard, second ranking jurist on the federal bench for the southern district of New York. He will be trial judge in the government's suit against the majors.

Sees Gov't Shying From Clearances

New York—Distributor counsel is of the opinion the government will not stress the clearance angle in the all-industry suit, but instead center on theatre divorcement. It is stated the Baltimore Westway decision, a sweeping verdict in favor of film companies, has nothing to do with the government change of heart, although it may have helped bring about a sudden realization that clearance is as much a part of the contract as price.

Several Companies Ready For Pre-Trial Quiz Of Executives

YEE-OW!

Here They Are!

-IN THE BIGGEST MONEY-MAKER OF ALL SHOW TIME!



MAE WEST

YIPPEE!

IN UNIVERSAL'S ROOTIN,' HOLDOVER TOOTIN,' SAGA-DAGA OF THE WEST!

"MY LITTLE CHICKADEE"

With Joseph Calleia · Dick Foran · Donald Meek · Fuzzy Knight
Margaret Hamilton · Ruth Donnelly

DIRECTED BY EDWARD CLINE

PRODUCED BY LESTER COWAN

YEE-OW! RIDE THAT SHOWMANSHIP

W.C. FIELDS

YAHOO!







***OUT WEST**—where Mae has room for her "hip-notic" ways!*

***WAY OUT WEST**—where the mighty Bill Fields can dodge with the best!*

***WAY, WAY OUT WEST**—where the funniest twain in hic-history meets and shakes every tepee to its baggy foundation.*

SADDLE WITH UNIVERSAL, PARDNER!

IT'S A TRAIL OF GOLDEN DATES!



Starting FEBRUARY 9th

NATIONAL RELEASE!

So Hop on Your Pinto, and Reserve a Print-o... at Your Universal Exchange, NOW!

MAJORS BLAST AWAY AT NEELY BILL; ALLIED COUNTER ATTACKS IN STORMY WAR OF WORDS

Attack and Reply Widely Circulated Publicly, in Trade and Congress

NEW YORK—Distributors and Allied are racing down what may be the home stretch in the Neely bill issue with a barrage of "will do" and "won't do" angles on what the proposed legislation provides and allegedly conceals.

The majors got the first jump in the contest with the issuance of a four-page pamphlet called "Motion Pictures in the United States under the Neely Bill, S. 280—76th Congress." To this is appended a note pointing out the Edmiston Bill, H. R. 145—is the Neely bill counterpart in the House.

They are being circulated among exchanges and theatre affiliates and, it is understood, instructions have been issued to use the arguments outlined in an effort to induce chambers of commerce, Rotary, Kiwanis and Lions clubs and other civic and social groups to register their protest against the bill with their representatives in Washington.

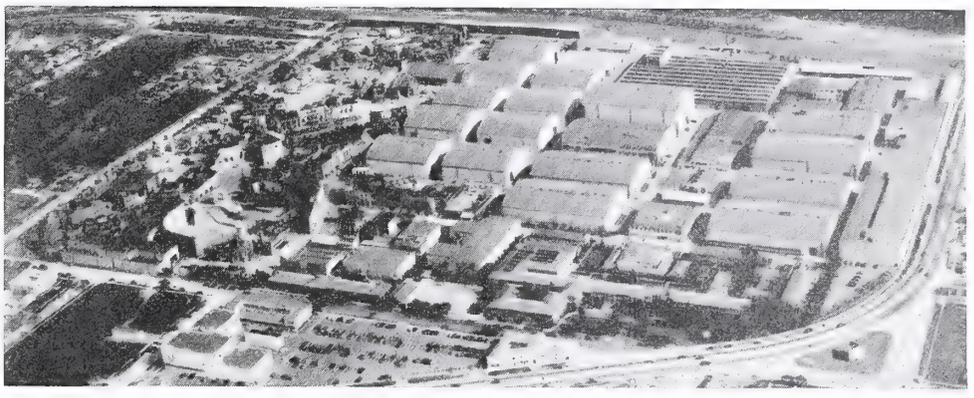
In quick rebuttal, Abram F. Myers, Allied's general counsel, re-edited and modernized the organization's original White Book of 1939 and issued "The Allied White Book—1940 Edition." It is in 23 pages, with two appendices, one listing 32 national organizations said to be opposed to compulsory block booking and blind selling although it is not claimed these organizations favor the Neely bill, and the bill itself, en toto, as passed and amended by the senate with "new matter" and "matter stricken out" indicated.

Allied Rebuttal "Necessary"

Allied says the issuance of the booklet is "made necessary at this time because the 'Big Eight,' in a last desperate attempt to defeat the legislation, have unloosed a veritable avalanche of erroneous and misleading information concerning it." Other methods charged against opponents in an effort to "intimidate congress" are listed as flooding congress with a million letters against the legislation by the "butcher, the baker, the candlestick maker;" requests that majors' field employes solicit not less than five acquaintances to ask their congressmen to oppose the bill; a "march on Washington" and demonstration in front of the Capitol; and a mass meeting in Madison Square Garden, New York.

A typical bit of propaganda, says the White Book, is an anonymous brief (majors' four-page pamphlet—Ed.) "which contains the most exaggerated statements concerning the bill, but affords the reader no opportunity to study the bill and judge for himself."

In order that readers of BOXOFFICE may judge for themselves the specific pros and cons of the issue the text of the majors' contentions and Allied's answers have been edited, and slightly condensed, for quick reading. Arguments of the majors appear first. Each point representing the Allied White Book answer follows in italics:



This Is Problem No. 1—

What will happen to production under the Neely bill? Proponents envision its re-birth. Opponents forecast its breakdown.

Stripped of its camouflage and curiously involved language, the bill is a price control law. This plan for control of prices is pure theory, devised by those without experience in the business. To impose such a price control by law on wholesale distribution is unheard of in other businesses.

Under the bill the distributor and exhibitor will be free, as they are now, to negotiate and agree upon the rentals paid for films. But if the distributor sets so high a figure for pictures less than the whole block, as compared with the aggregate price for the block, he will violate the act. The government, in such case, will not undertake to fix a fair differential. It will either prosecute the distributor criminally for the violation, or, more likely, file a civil action to prevent and restrain such violation. The distributors know whether the differentials they establish are reasonable or coercive; they are under legal compulsion to exercise "due care," "reasonable prudence," etc. They are now conjuring up wholly unsubstantial objections because they do not want this beneficial legislation to pass.

About Section III

The essence of the bill is Section 3. This section imposes drastic and revolutionary prohibitions on ordinary commercial transactions in wholesale distribution. It requires the wholesale distributor to sell a single item to the retail dealer at the same price that would be quoted for the same item as a part of a large order. This plan for control of prices is pure theory, devised by those without experience in the business. Inevitably, this practice prohibits and prevents a wholesale distributor from giving to any theatre the usual discounts, or quoting better prices on any of the pictures offered for licensing, to induce the retail dealer to buy more than one item.

The bill expressly confers on the exhibitor the right to buy as many pictures at one time as he may desire. Section three (1) *not only makes it unlawful for a distributor*

'to require the exhibitor to lease all such films or permit him to lease none' but also prohibits the charging of so high a rental for a single film or group of films less than a block, as compared with the aggregate price for the block, as to

'operate as an unreasonable restraint upon the freedom of an exhibitor to select and lease for use and exhibition only such film or films of such block or group as he may desire and prefer to procure for exhibition' or tend

'to require an exhibitor to lease such entire block or group or forego the lease of any number or numbers thereof.'

On "Price Control"

The plan to impose a price control law on wholesale distribution is unheard of in other businesses. Quite naturally, it is without precedent in the motion picture industry.

The anonymous brief of the motion picture trust would have its readers believe that Congress is trying out on the motion picture business legislation of a new and revolutionary character. Section 3 of the bill is identical in principle with Section 3 of the Clayton Act—the anti-tying clause which deals with the compulsion exerted over a buyer's discretion by subjecting him to a penalty for making one choice or granting him a bonus for making another. Section 4 is simply a label law requiring the industry to disclose the contents of the goods it contracts to deliver. Many such laws have been enacted.

The bill provides no ascertainable standards for allowable price differentials. Any sale of the exhibition rights to more than one picture at a lower price than first quoted may be punished by a year in the penitentiary and $5,000 fine. It forces retail prices on wholesale transactions, no matter how large an order is placed by the theatre. Thus an artificial, arbitrary increase in prices is forced upon American theatres. The theatre can either charge a higher admission to its patrons, or give

(Continued on page 10)



This Is Problem No. 2—

What will happen to distribution under the Neely bill? Proponents argue profits will increase because rentals on worthwhile films will go higher. Opponents assert selling costs will become prohibitive, unwieldy, impossible.

Majors Blasting At Neely Bill; Allied in a Counter Attack

(Continued from page 9)

a cheaper show for the admission paid. Either way its business suffers. As so do its patrons.

There is no reason why the bill should add one penny to the cost of distribution with resulting increases in admission prices unless the distributors, in retaliation against exhibitors for supporting the bill, wilfully adopt more costly methods not required by the bill itself. Moreover, any incidental increase in cost would be more than offset by the increased revenues resulting from extended playing time for good pictures and curtailed playing time for poor pictures. With greatly increased boxoffice receipts, exhibitors could stand a moderate increase in film rentals without advancing admissions, assuming (but not conceding) that increased rentals would be justified.

Synopsis Clause

The only other enforceable part of the bill in Section 4. It requires, under severe penalties, the wholesale distributor to provide each retail exhibitor a true and accurate 'synopsis' or detailed description of each picture offered. This and other descriptive matter must be furnished each and every theatre before any picture can be 'offered for leasing,' and must be made a binding part of the license agreement by which the theatre secures the exhibition rights under copyright.

The responsible manufacturers actively engaged in the production of American films unanimously brand this statutory requirement as fantastic and utterly impossible of compliance. Experienced production executives, directors, screen writers, prominent actors and sales executives have uniformly testified that such descriptions are impossible. Each picture is 'hand-made,' not machine-made; trial and error methods are necessary to create entertainment.

At the hearings on the bill, representatives of the producers contended that compliance with the original language of Section 4 would involve giving a 'scene by scene' or 'foot by foot' description of the pictures. The bill has been amended so that it would merely require 'an accurate' synopsis which should include 'a general outline of the story and descriptions of the principal characters.' Nothing in the testimony indicates that the producers can not comply with this modified language.

The extreme interpretations attempted to be placed on Section 4 by opponents is further negatived by the declaration of purpose written into Section 4, which states it is to make available to the exhibitor sufficient information concerning the type and contents of films and the manner of treatment of questionable subject matter to enable him to determine whether he wishes to select the film and later to determine whether the film is fairly described in the synopsis. Also, the bill will not become effective until 12 months after its enactment, thus giving the producers ample time in which to conform to the new order.

On Sales Costs

It is the opinion of the active producers and distributors that Section 4 will force the full completion of each picture before it can be offered to any United States theatre for licensing. This will require an enormous increase in cash investment in fully completed, but unreleased, pictures. Otherwise, excessive and ruinous sales costs are imposed to market pictures one by one as they are finished. Small companies unable to provide such huge working capital will be forced out of business.

The average modern film costs at least $400,000 to produce. All of this is a cash investment—mostly payroll. None of the cost is returned to the producer until the picture starts in actual exhibition. Unnecessary delays in distribution are costly, speed is essential, the risks taken are staggering.

The answer to the opponents' declaration that the bill will inflict financial loss on the industry is self-evident when one considers that the amount of playing time on United States screens is fixed and that the sources from which pictures can be obtained are limited. The Big Eight will continue to supply this playing time—at lease, until new competition creeps in.

The "Big Eight" are not so undernourished and feeble that they can be toppled over by a breath. The principal spokesman for the "Big Eight" at the senate hearings in April, 1939, stated that the distributors 'have gained in South America almost as much, if not as much, as we have lost in Germany and Italy.'

Any effort by the "Big Eight" to put on a 'poor mouth' in connection with the bill should be considered along with the salary list of the principal executives and actors printed in the hearings. Assuming that the bill might to some extent affect the earnings of the "Big Eight," it is evident that this could more than be offset by trimming exorbitant salaries and bonuses. The congress should not be asked to withhold necessary reforms merely to indulge Hollywood's extravagance.

The Neely bill paves the way for private pressure censorship of American motion pictures. Thsi legislation as first proposed more than ten years ago (before well organized self-regulation brought the Motion Picture Production Code into effective operation) for the avowed purpose of preventing the exhibition of indecent or immoral pictures is completely unsupported.

The Moral Angle

The major producers promulgated their 'moral code' more than 12 years ago. Notwithstanding that, they continued to release so many indecent and salacious pictures that an aroused public in 1934 began to boycott theatres. The Legion of Decency was formed and its members were pledged not to patronize theatres exhibiting indecent pictures. The producers then created the Production Code Administration and conditions have since improved.

Nevertheless there is a pressing need for the enactment of the Neely bill, because:

(a) Experience proves that voluntary reforms are of short duration; that self-imposed restraints break down as soon as vigilance is relaxed.

(b) Existing standards, while higher than those of a few years ago, are still imperfect. The many recent pictures featuring gangsters, crooks and violence are as objectionable for juvenile audiences as sex pictures.

(c) The Legion of Decency still has to classify pictures as (a) unobjectionable for general attendance, (b) unobjectionable for adults and (c) wholly objectionable.

(d) Last, but by no means least, exhibitors individually and/or in cooperation with their patrons should have the right to select the best from among pictures that are unobjectionable from the standpoint of morals.

"Censorship?"—Yes and No

No longer are the motion pictures made and released by established companies condemned as immoral or indecent. Yet there are minority groups, unwilling to appeal to public or governmental agencies, who seek to suppress any and all motion pictures that may express ideas contrary to their prejudices, fanaticism or ideology. This bill would enable such self-appointed groups to prevent the showing of certain pictures by private pressure on, or intimidation of, the local theatre management. The Neely bill and similar bills previously introduced have received intensively organized promotion for many years by the Motion Picture Research Council, which seeks private pressure censorship. These promoters pretend the bill is 'to establish community freedom in the selection of motion pictures.'

There is no provision in the bill that even remotely suggests censorship. The bill was carefully drawn to avoid such measures. So far as it is concerned the producers may make whatever pictures they wish and may put into them whatever material they choose. The bill merely makes it possible for an exhibitor who knows, or who has the means of ascertaining, the tastes and preferences of his patrons to conduct his theatre in conformity therewith. Movies are censored today, but only to a limited extent by public authority. Six states and 16 cities have censorship boards. Generally speaking, these boards touch the films very lightly. Compliance with their demands is accomplished by minor deletions. The real censorship is that exercised by Will

(Continued on page 13)


SWISS FAMILY ROBINSON
SWISS FAMILY ROBINSON
The most amazing adventure ever dreamed of flashes on the screen!

SWISS FAMILY ROBINSON



The things we stay-at-homes always dream about doing—THEY DID!...Here is their adventure, actioned to the screen with all the strange allure that made the book what it is!...Here is the one big, new show—different from anything you've ever shown before—that gives the MOVIES back to the moviegoers—and that means MONEY to any man's box office!



GENE TOWNE

presents

THE PLAY'S THE THING Production

DISTRIBUTED BY RKO RADIO PICTURES

with

THOMAS MITCHELL • EDNA BEST • FREDDIE BARTHOLOMEW • TERRY KILBURN • TIM HOLT

BABY BOBBY QUILLAN

Directed by EDWARD LUDWIG
Produced by GENE TOWNE and GRAHAM BAKER
Screen Play by Walter Ferris, Gene Towne and Graham Baker

LITHO U.S.A.

Majors Blast Neely; Allied to Defense

(Continued from page 10)

H. Hays through his production code. This is the creature of Mr. Hays and the "Big Eight" producers; the public has no say in the matter.

A large number of organized public groups have been induced to endorse the purposes of the bill without attempting to analyze or understand the two enforceable sections of the bill. They do not realize the damage it will do to manufacturing and marketing methods of amazing efficiency, economy and precision that have made American films the foremost in all the world.

These earnest people do not assume any responsibility, however, for the mistaken enactment of a drastic criminal statute that will accomplish no useful purposes—but will do irreparable damage to an intricately organized, successful commercial enterprise regularly employing 282,000 people in the United States who want their jobs.

"Big Eight" propagandists are seeking to prod their employes and the exhibitors into working against the bill by circulating reports that distributors will be unable to function under the bill for fear of being fined and imprisoned for unwitting infractions of its terms. A distributor may be proceeded against (a) for demanding an unjustifiably high rental for a few pictures as compared to the aggregate rental for the block; (b) for failing to supply to exhibitors a synopsis of every feature picture offered for lease; and (c) for 'knowingly' making a false statement in any such synopsis.

The bill makes violation a misdemeanor and provides that, upon conviction, the offender shall be punished by a fine not exceeding $5,000, or by imprisonment for not exceeding one year, or both, in the discretion of the court. This is the maximum; there is no minimum and the court may impose as little as it chooses.

On Community Choice

The concern is not with community action through duly constituted public authorities representing the entire community, nor with the freedom of the individual to select his own movies out of all those exhibited. The bill itself does not declare unlawful the showing of any offensive motion pictures. On the contrary, the plan is to deprive the community of any choice with respect to all pictures that the local busy-bodies think the people should not be allowed to see.

What is this 'community selection' that is to be established? Is there an absence of 'community freedom' in the selection of motion pictures today?

It has been pointed out that 'community selection' is a deceptive phrase, with a quite different meaning to different people. To the exhibitor of motion pictures it means a picture which the greatest number of people will pay to see. To the representatives of women's clubs and social welfare groups it means the picture that they think the people should not see. To the general public it means a free choice to see any picture that it wants to see.

Community freedom in the selection of motion pictures contemplates that an exhibitor shall be informed of the contents of all feature motion pictures offered by the distributors and shall have the right to select therefrom the pictures best calculated to please his customers. It further contemplates that, to the extent they may find it mutually agreeable, the exhibitor and his customers will cooperate in the selection of the best pictures.



And Here Problem No. 3—

What will happen to exhibition under the Neely bill? Proponents say theatre and community freedom. Opponents say economic strangulation.

It is not claimed that anyone is compelled to see any motion picture, nor that there is any 'blind selling' of motion pictures to the public by the theatres. Every picture is well advertised by every theatre and by the producer. It is usual in all communities, even the very smallest, that there are several theatres accessible to the people. All of the worth-while pictures are on display in some theatre and can be seen by anyone who wants to see them.

The major distributors, in an obvious effort to head off passage of the Neely bill and to embarrass the government in the prosecution of its suit, proposed a voluntary code of fair trade practices. Finally, the proposal was branded as illegal by the department of justice. After it had become apparent that the proposal could not be used to oppose the bill, the offer of a cancellation privilege was dropped by all but a few of the major companies.

The proposal contained no provision to cure blind selling, the distributors having steadfastly refused to grant any concession by way of identifying pictures in their contracts. The obvious reason for this is, that with pictures so identified, they could no longer juggle allocations in their own interest.

The inadequacy of any voluntary cancellation privilege (aside from the fact that it can be withdrawn as soon as public vigilance is relaxed) is made manifest by the large number of poor and indifferent pictures an exhibitor must subscribe for in order to get a few outstanding ones.

"Wholesale" Angle Is Defended, Scored

The average theatre requires four to seven feature-length pictures every week for continuous operation. And the foremost requirement of the exhibitor is that there be no interruption of operation—no closing down to wait for a 'good picture' to come along. Protection against such interruption is secured by licensing an ample supply of exhibition rights far in advance of actual use. This is the theatre's stock of merchandise. Advance buying is absolutely essential to successful theatre operation.

One conducting a legitimate wholesale business does not require that his customer, as a condition to obtaining necessary supplies, shall take the entire line of goods in order to get what he needs; or that he shall take what he doesn't want in order to get what he must have; or that he shall take bad and indifferent products in order to get the good products. Because the exhibitor must provide pictures far in advance of his needs, he probably will buy a considerable number at a time. If selling a number of pictures at a time constitutes wholesaling, then wholesaling will be lawful and will continue under the bill.

About Competition

Many theatres refuse to show any pictures that are to be shown by a rival theatre. The competitive situation between theatres, the limited number of motion pictures that it is possible to produce, brings about the showing of all pictures of any importance in some theatre in every community. It is only in the very smallest, most isolated community today that more than one theatre is not accessible. The number of pictures shown each week by a theatre increases in the smallest towns.

In practically every town of less than 10,000 there is only one, or at most two, motion picture theatres. Since a theatre must take the entire block of 50 or more pictures of each distributor dealt with, it is necessarily limited in its dealing to three or four of the "Big Eight" companies.

Moreover, it is a fallacy to assume that an important picture is available to all because it is shown at 'some theatre' in the community. The aged and infirm, the juveniles, those without convenient means of transportation, are dependent on the neighborhood theatre for entertainment and can not travel all over town to locate the pictures best worth seeing.

The licensing of a single picture in advance by a theatre, before it is advertised or announced for showing to the public, creates a contract obligation for the exhibitor to play or pay for the picture. The Neely bill offers no right to cancel the contract, no matter what pressure may be brought on the theatre to refrain from showing the picture. Exhibition contracts in general use for blocks or groups provide for such a right to cancel pictures licensed, at the time they are ready for exhibition, and without payment thereof.

The fact is that the distributors now price and lease pictures singly or in groups less than an entire block whenever it is to their advantage to do so. That is to say, whenever they have a picture which is an outstanding boxoffice attraction, they will either make it a 'special,' or will 'roadshow' the picture, and thereby avoid delivering it to the exhibitors under their block contracts. While the distributors have argued that block booking forces the

(Continued on page 20)

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Tommy Gray. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

ONE of the most widely discussed novels in recent years passes through the Hollywood crucible to emerge as one of the most outstanding films of recent years.

This is reporting a great deal for "The Grapes of Wrath," arriving as it does in a period when studios, collectively, are delivering a superlative job.

It will be said of "The Grapes of Wrath" that here, and perhaps above all others, is an instance where intelligence of a high order overcame those elements of a book which were obviously impossible to revise for picture purposes. Yet it sacrificed none of the guts of a drama requiring courage not normally evident in Hollywood, to handle.

There has been some telescoping. There had to be. But rather than criticism from any purists, there must be praise for the manner in which the abridgements were worked out.

Not Pretty

The result is a film which is not pretty. It is stark, bitter, uncompromising and, to nobody can foretell how many, unbelievable in the exposure of an economic condition which has moved well up front into the national spotlight.

This story of Arkies and Okies, compelled to give up their farms to dust storms and banks, is fact, and largely by documentary technique is their tragic story told. It is told in personal terms of the Joad family, representatives of 300,000 bewildered American migratory workers lured to California under a false dogma and left to their own resources after they got there. John Steinbeck, the author, threw the problem of men willing to work and unable to get it at a decent wage into the sunlight and there left it for the conscience of the American people to square and ultimately to solve.

All of this is told in terms of impressive drama, brilliantly etched by a magnificent cast responding to the master directorial guidance of John Ford.

"The Grapes of Wrath" is so far removed from the usual that the application of normal yardsticks cannot prevail in its case. The cast interest displayed in the controversial novel indicates an audience ready for it. What happens beyond depends on interest further generated by the exhibitor. He cannot promise a pretty, boy-meets-girl story, but he can say whatever he may like in terms of stirring and fundamental in-the-raw drama of a blot on the native scene which does not belong here. The picture will not let him or his adjectives down.

Louella, Again

Oscillating back and forth between her current role as actress and her more familiar role as columnist, Louella O. Parsons combined both in Washington the other da' It was in terms of an interview with former attorney general Frank Murphy, now a member of the supreme court.

" . . . I can assure Hollywood that he is, indeed, a good friend of the industry," wrote Louella.

That may convince Hollywood where anti-trust suits carry a vague and mysterious meaning, not at all in harmony with creative enterprise. But in New York, Louella's latest and startling "scoop" requires more proof than the mere reporting of it.

Ask any distributor. Ask any lawyer.

Clap Hands

Dr. A. A. Brill, noted psychiatrist, becomes chairman of the National Board of Review and remarks:

> "Contrary to the belief of some uninformed people, the average healthy person has the capacity to be his own censor. He has an ideal of conduct which controls his actions. It is, therefore, a mistake to pass special legislation under the guise of protecting us all. The average person can never become vicious or criminal as a result of moving pictures."

Nice going, Doctor.

Cheery Note

Astute observer sees an upswing in theatre business. How he figures it:

"The normal life of dishes at seven months has about run out. The public will have to replace the chipped ones. This will drive them into the theatres again."

Miami Beach, Fla.
Miami, Fla.
Atlanta, Ga.
Birmingham, Ala.
Nashville, Tenn.
Augusta, Ga.
Macon, Ga.
Savannah, Ga.
Memphis, Tenn.
Ft. Smith, Ark.
Owensboro, Ky.
Jackson, Miss.
Charlotte, N. C.
Ashville, N. C.
Hendersonville, N. C.
Hickory, N. C.
Greensboro, N. C.
New Orleans, La.
Oklahoma City, Okla.
Tulsa, Okla.
Houston, Tex.
San Antonio, Tex.
Austin, Tex.
Port Arthur, Tex.
Corsicana, Tex.
Springfield, Ill.
Chicago, Ill.
Peoria, Ill.
Quincy, Ill.
LaPorte, Ind.
Detroit, Mich.
Kalamazoo, Mich.
Saginaw, Mich.
Grand Rapids, Mich.
Lansing, Mich.
Bay City, Mich.
Battle Creek, Mich.
Jackson, Mich.
Flint, Mich.
Milwaukee, Wisc.
Racine, Wisc.
LaCrosse, Wisc.
Kenosha, Wisc.
Manitowoc, Wisc.
Hancock, Mich.
Iron Mountain, Mich.
Indianapolis, Ind.
Ft. Wayne, Ind.
Richmond, Ind.
Louisville, Ky.

Evansville, Ind.
Seymour, Ind.
Bloomington, Ind.
Renssalaer, Ind.
Terre Haute, Ind.
Salina, Kans.
Topeka, Kans.
Leavenworth, Kans.
Lawrence, Kans.
Jefferson City, Mo.
Omaha, Nebr.
Sioux City, Ia.
Lincoln, Nebr.
Grand Island, Nebr.
Des Moines, Ia.
Ottumwa, Ia.
Cedar Rapids, Ia.
Waterloo, Ia.
Davenport, Ia.
Muscatine, Ia.
Oskaloosa, Ia.
Clinton, Ia.
Minneapolis, Minn.
Duluth, Minn.
St. Paul, Minn.
Rochester, Minn.
Fargo, N. D.
Sioux Falls, S. D.
Austin, Minn.
Ninot, N. D.
Spencer, Ia.
San Francisco, Cal.
Oakland, Cal.
Stockton, Cal.
San Jose, Cal.
Sacramento, Cal.
Los Angeles, Cal.
San Diego, Cal.
Pasadena, Cal.
Phoenix, Ariz.
Tucson, Ariz.
San Luis Obispo, Cal.
Santa Barbara, Cal.
Las Vegas, N. M.
Santa Ana, Cal.
Ventura, Cal.
Bakersfield, Cal.

Pomona, Cal.
San Bernardino, Cal.
Riverside, Cal.
Pasadena, Cal.
Tacoma, Wash.
Spokane, Wash.
Sumner, Wash.
Puyallup, Wash.
Portland, Ore.
Denver, Colo.
Salt Lake City, Utah
Pocatello, Idaho
Boston, Mass.
Springfield, Mass.
Worcester, Mass.
Providence, R. I.
Portland, Me.
Biddeford, Me.
Lawrence, Mass.
Lowell, Mass.
Newport, R. I.
New Bedford, Mass.
Bridgeton, Me.
Barre, Vt.
Rutland, Vt.
Auburn, Me.
Waterville, Me.
Bangor, Me.
Dover, N. H.
Richford, Vt.
Groveton, N. H.
Berlin, N. H.
Buffalo, N. Y.
Rochester, N. Y.
Syracuse, N. Y.
Binghamton, N. Y.
Niagara Falls, N. Y.
Ithaca, N. Y.
Philadelphia, Pa.
Scranton, Pa.
Wilkes Barre, Pa.
Bethlehem, Pa.
Harrisburg, Pa.
Reading, Pa.
Easton, Pa.
Lebanon, Pa.
Allentown, Pa.
Atlantic City, N. J.
Baltimore, Md.
Washington, D. C.

Norfolk, Va.
Richmond, Va.
Newport News, Va.
Lynchburg, Va.
Charlottesville, Va.
Roanoke, Va.
Cleveland, Ohio
Columbus, Ohio
Toledo, Ohio
Youngstown, Ohio
Zanesville, Ohio
Delaware, Ohio
East Liverpool, Ohio
Dayton, Ohio
Lexington, Ky.
Hartford, Conn.
New Haven, Conn.
New London, Conn.
South Norwalk, Conn.
Norwich, Conn.
Danbury, Conn.
Stamford, Conn.
New Britain, Conn.
Middletown, Conn.
Waterbury, Conn.
Bridgeport, Conn.
Bristol, Conn.
South Manchester, Conn.
New York, N. Y.
Newburgh, N. Y.
Poughkeepsie, N. Y.
Middletown, N. Y.
Newark, N. J.
Paterson, N. J.
Asbury Park, N. J.
Lakewood, N. J.
Albany, N. Y.
Schenectady, N. Y.
Troy, N. Y.
Washington, Pa.
Pittsburgh, Pa.
Wheeling, W. Va.
New Castle, Pa.
Butler, Pa.
Altoona, Pa.
Meadville, Pa.
Charleroi, Pa.
Toronto, Ontario, Canada
Windsor, Ontario, Canada
Ottawa, Ontario, Canada

GULLIVER
WOWED 'EM
IN 201 CITIES
and "GULLIVER'S
TRAVELS" HAVE
JUST BEGUN!
Paramount Pictures

90 Film Names Got $75,000 or Higher

By EARLE A. DYER

WASHINGTON—Of the approximate 400 individuals receiving compensation from corporations in excess of $75,000 in 1938, the industry names almost 90. The list, issued annually under a provision of the revenue act, is much smaller than heretofore because of an amendment adopted by congress last year raising the point of publication from $15,000 to $75,000.

Claudette Colbert was sixth highest in all divisions with $301,944, although this compares with $365,555 reported for 1937. In that year, Fredric March led the talent group with $484,687.

Colbert's compensation from Paramount was exceeded only by the $469,713 paid F. A. Countway by Lever Brothers Co., $453,440 paid Thomas J. Watson by International Business Machines Corp., $378,698 paid E. G. Grace by Bethlehem Steel Co., $331,348 paid George W. Hill by the American Tobacco Co., and $303,400 paid William S. Knudson by General Motors.

In the $200,000 and above division, these fall:

Louis B. Mayer	$688,000
Claudette Colbert	301,944
Warner Baxter	279,807
Nicholas M. Schenck	275,000
Darryl F. Zanuck	265,000
Hal B. Wallis	260,000
Bing Crosby	260,000
Spyros Skouras	254,500
Charles Skouras	253,000
Jack Benny	250,000
James Cagney	243,000
J. Robert Rubin	218,000
Roy Del Ruth	216,741

Remuneration to Mayer, Nicholas Schenck, Wallis, Cagney and Rubin were divulged in reports to stockholders of Loew's, Inc., and in a report of Warner to the New York Stock Exchange.

By corporations, 20th Century-Fox led with 34 individuals drawing $75,000 and above. Paramount was second with 33 and General Motors third with 22. Thus far, Loew's, RKO and Warner figures are not included, although the expectation is these will be made public in a subsequent report. It also is pointed out the current list does not necessarily reveal the wealthiest 400 of the nation since it excludes income derived from dividends of other sources. It is significant, for instance, that no mention is made of such men as John D. Rockefeller, Henry Ford and Arthur Curtis James.

A comparison of 1937 and 1938 remuneration, based on treasury department information, follows:

	1938	1937
—A—		
Bert Allenberg	$ 96,000	...
Don Ameche	98,000	51,833
Annabella	87,500	62,500
—B—		
John L. Balderston	88,500	...
John Barrymore	105,833	148,333
Warner Baxter	279,807	225,961
Joan Bennett	94,333	72,000
Jack Benny	250,000	60,000
Phil Berg	132,000	...
David Bernstein	*191,000	382,816
Claude H. Binyon	100,000	87,500
Charles Boyer	161,000	265,191
Harry Joe Brown	122,041	81,999
Bob Burns	155,952	242,856
David L. Butler	133,000	134,333
—C—		
James Cagney	**243,000	...
E. J. Churchill	87,700	92,300
Claudette Colbert	301,944	365,555
Ronald Colman	102,083	150,000
Gary Cooper	140,129	256,063
Bing Crosby	260,000	190,000
George Cukor	119,687	152,083
Irving Cummings	105,000	50,000
—D—		
Marion Davies	100,000	106,000
Walter DeLeon	89,475	82,700
Roy Del Ruth	216,741	310,519
Marlene Dietrich	130,000	370,000
—F—		
Alice Faye	87,000	145,499
William C. Fields	93,166	121,333
Robert Florey	76,500	...
Errol Flynn	**181,333	94,761
Henry Fonda	105,000	47,583
John Ford	169,791	57,708
Leopold Friedman	*83,000	123,108
—G—		
William Goetz	106,000	104,000
Samuel Goldwyn	156,000	189,000
Mack Gordon	100,250	114,241
Raymond Griffith	117,375	107,654
—H—		
Jack Haley	90,000	89,541
Henry Hathaway	115,541	101,666
Jascha Heifetz	100,000	...
Sonja Henie	113,000	210,729
Arthur Hornblow jr.	145,166	138,833
Leslie Howard	141,249	140,000
Lucien Hubbard	121,000	66,250
Harold H. Hurley	111,954	93,494
—J—		
Talbot Jennings	96,333	...
Nunnally Johnson	119,166	106,250
—K—		
S. R. Kent	181,705	179,220
Henry King	133,500	157,444
—L—		
Sidney Lanfield	92,083	98,583
Fritz Lang	85,543	67,763
Walter Lang	89,499	...
William LeBaron	182,467	183,929
James Mitchell Leisen	115,000	100,593
Sonya Levien	77,066	73,333
Albert P. Lewin	114,958	88,000
Frank Lloyd	150,749	166,208
Frank W. Lovejoy	115,419	111,791
—Mc—		
Kenneth Macgowan	104,333	86,833
Fred MacMurray	183,333	92,000
Joel McCrea	152,000	106,500
Victor McLaglen	125,475	164,325
—M—		
Gordon Mack	100,250	...
Fredric March	136,311	484,687
Gene Markey	87,166	74,125
Herbert Marshall	93,750	198,166
Louis B. Mayer	*688,000	1,296,503
Archie Mayo	167,812	100,750
—O—		
Merle Oberon	139,285	20,500
—P—		
Tyrone Power	140,750	68,691
—R—		
George Raft	186,964	219,399
Martha Raye	81,958	...
Gregory Ratoff	104,333	97,308
Robert Riskin	180,125	...
J. Robert Rubin	*218,000	754,254
Wesley Ruggles	199,061	203,051
—S—		
Al Santell	122,000	162,583
Joseph M. Schenck	106,000	118,000
Nicholas M. Schenck	*275,000	541,602
William A. Seiter	117,583	132,458
David O. Selznick	181,500	203,500
Myron Selznick	130,000	110,825
Maurice Silverstone	87,000	...
Charles P. Skouras	253,000	242,054
Spyros P. Skouras	254,500	346,054
George J. Summerville	80,000	90,284
Preston Sturges	143,000	134,250
—T—		
Shirley Temple	114,848	110,256
Harlan Thompson	95,791	85,383
—W—		
Hal B. Wallis	**260,000	208,083
Raoul Walsh	107,083	145,000
Walter Wanger	130,000	130,000
William A. Wellman	136,805	203,340
Sol Wurtzel	182,583	182,583
William Wyler	75,583	...
—Y—		
Jack S. Yellen	76,800	70,100
Loretta Young	181,615	150,019
—Z—		
Darryl F. Zanuck	265,000	260,000
Adolph Zukor	170,400	210,479

*According to report to Loew stockholders.
**According to Warner report filed with N. Y. Stock Exchange.



SAM DEMBOW JR.

Dembow Paramount Theatre Executive

NEW YORK—Sam Dembow jr. on Monday rejoins the Paramount theatre organization where has was in full command in the period following the resignation of Sam Katz. Officially and at the outset, he is described as sharing some of the duties relative to film buying and theatre operations now fulfilled by Leon D. Netter. Negotiations have been under way and on and off for a number of months.

While Dembow has had considerable experience in distribution, having organized many of the exchanges for the original Fox Film Corporation, his most important functions in the industry tie in with exhibition. As second in charge during the expansion period of Publix Theatres, of which he was executive vice-president, he handled all buying and booking. Later, he took over when Katz resigned. In 1933, he became vice-president of Paramount Theatres Service Corp. and the following year resigned to join National Screen as general manager with the development of Magnalite as an ultimate assignment. Three years later, he relinquished those duties to join F. and M. There, he remained several years.

Dembow maintained a long and intimate contact with the Paramount theatre partners. In his new post, it is assumed he will again pick up the reins and do considerable liaison work between home office and affiliates in the field.

Leonard H. Goldensen continues in charge of corporate and general theatre policy problems with M. F. Gowthorpe to handle financial problems and some phases of real estate and corporate matters.

See Million 'Wind' Gross If Capitol Pace Holds

NEW YORK—If the pace set by "Gone With the Wind" at the continuous run, 4,520-seat Capitol is maintained, M-G-M sees a 15-week, $1,000,000 gross record hung up that would set a precedent in the annals of modern exhibition. The house has been averaging over $72,000 each week for seven weeks. However, this is expected to take a normal drop since the film opened Thursday in Jersey City and Newark and is set to open at the Metropolitan, Brooklyn, February 1.

RECORDS SMASHED!...TRAFFIC JAMMED!...LINES WAITING FOR HOURS!...*IN THE MOST SPECTACULAR RECEPTION NEW YORK EVER GAVE A PICTURE!*

THE GRAPES OF WRATH

WORLD PREMIERE • RIVOLI THEATRE, NEW YORK

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Arbitration on Ice, Is Majors' Viewpoint

NEW YORK—At least three vital angles which have never been resolved toward establishment of a "practical" plan of arbitration, plus an indisposition by majors to consider the issue "while we're fighting for our lives" in defense of the government suit appear to place the proposal of Allied for a nationwide arbitration system on ice.

Here are the points major spokesmen claim always have been, and will continue to be, an obstacle in the way of an arbitration plan acceptable to buyer and seller: (1)—A binding agreement to submit a dispute to an arbitration board must be signed by all interests. (2)—It is virtually impossible to achieve a balanced board to arbitrate clearance and overbuying since multiple interests are almost always involved. (3)—There has never been found a means for enforcement of arbitration decisions.

On top of this, a prominent attorney who saw considerable service with the ill-fated trade practice negotiations observes: "In its main suit, the government is asking for an injunction against clearance and overbuying. The distributors would have precisely nothing to gain by attempting to work out an arbitration plan at this stage of the game. We're fighting for our lives now. Arbitration plans and the like are academic compared to what we've got before us for the next three months."

Considerable opinion veers to the belief the Allied proposal might also run athwart the department of justice, which looks askance at any distributor action involving more than two parties. Veteran sources say a new construction placed on the majority decision written by Justice McReynolds of the supreme court in 1929 when the government sued Paramount, might interfere with a distributor agreement to arbitrate industry disputes.

"As much as an arbitration system is highly desirable," says a major spokesman, "I don't see how we can have one that is practical. The theory of commercial arbitration is that it works both ways. While Allied apparently is of the belief an arbitration board would only be called upon to reduce clearance for an Allied member, it also is conceivable that an affiliated operator might want to, and could, ask an arbitration board to stretch his present clearance."

Handling Rogers Drive

NEW YORK—Zone chairmen for the 1940 Will Rogers National Theatre Week which gets under April 18, follow:

Albany—Philip Fox, Columbia.
Atlanta—John Ezell, Universal.
Boston—Morris Wolf, M-G-M.
Buffalo—Sydney Samson, 20th Century-Fox.
Charlotte—Robert J. Ingram, Columbia.
Chicago—Jack Osserman, RKO.
Cincinnati—Edwin Booth, M-G-M.
Cleveland—Frank D. Drew, M-G-M.
Dallas—Doak Roberts, Warner.
Denver—H. A. Friedel, M-G-M.
Des Moines—R. M. Copeland, Paramount.
Detroit—Frank Downey, M-G-M.
Indianapolis—George T. Landis, 20th Century-Fox.
Kansas City—James Winn, Warner.
Los Angeles—Clayton T. Lynch, M-G-M.
Memphis—J. J. Rogers, Columbia.
Milwaukee—Arthur N. Schmitz, RKO.
Minneapolis—Harold Johnson, Universal.
New Haven—Lou Wechsler, UA.
New Orleans—E. B. Price, Paramount.
New York City—Harry Buxbaum, 20th Century-Fox.
Oklahoma City—Ralph B. Williams, RKO.
Omaha—Al Mendenhall, Paramount.
Philadelphia—F. L. McNamee, RKO.
Pittsburgh—Harry Seed, Warner.
Portland—Louis Amacher, M-G-M.
Salt Lake City—Charles Walker, 20th Century-Fox.
San Francisco—Dennis J. McNerney, UA.
Seattle—Lawrence J. McGinley, Universal.
St. Louis—John E. Garrison, Universal.
Washington—Sam Wheeler, 20th Century-Fox.



Discuss $500,000 Goal for Finland—

February 17-18 have been designated "Help Finland Days" at picture theatres when $500,000 is expected to be raised. This is the goal, anyway. Here Herbert Hoover, head of the Finnish Relief Fund, and Major Leslie E. Thompson, chairman of the film division, discuss plans. Vincent G. Hart, formerly attached to the Production Code Administration of the Hays office, is national director of the amusement division.

No Self-Sufficiency Feasible—Mayer

NEW YORK—A production plan that would be self-sufficient in that domestic income would preclude the necessity of depending upon foreign revenue is not feasible, "at least not for our product," in the opinion of Louis B. Mayer, M-G-M vice-president in charge of production. The studio chief is here from the coast with his wife "to see a few shows."

He said the company is set for 52 pictures for 1940-41. "We will make that number this season, too," he replied in answer to how M-G-M will wind up the current schedule. Mayer was most enthusiastic about the success of "Gone With the Wind." Asked if M-G-M contemplated a production of similar scope, he observed: "You only get a picture like that once in a lifetime."

However, he feels the company has a "big picture" in "Young Tom Edison." Home office conferences may result in a decision to roadshow it. "Northwest Passage" will be released "en toto," he said, to see how the public likes it. If the reception is satisfactory "we will develop another 'Northwest Passage'." Because of the length, early consideration was to send it out as two releases.

Mayer said he couldn't "blame" Mayor LaGuardia for attempting to bring a portion of film production east. Asked if M-G-M might be so disposed, he said this would depend upon Nicholas M. Schenck, president. "And we can make them wherever he wants us to," he added.

Pandro Berman will get his first production under the M-G-M banner before the cameras May 1, he declared. The vehicle will be determined here. He said M-G-M has acquired rights to "The World We Make," in addition to options on two or three other Broadway plays. The company already has purchased rights to "The Philadelphia Story."

Metro Through With "B" Product, Says Mayer

CHICAGO—The "B" picture is a thing of the past on the M-G-M lot, declared Louis B. Mayer, Metro production head, during his brief stopover en route to the east. Accompanying him were his wife and Howard Strickling, studio publicity director. Mayer's present trip will include a visit to Miami and then attendance February 10 at the world premiere of "Young Tom Edison," which will be held at Port Huron, Mich.

Elaborating on his statement, Mayer said: "We see no use in making 'B' pictures. We have more class 'A' pictures this year than ever before in the history of the company, and while we may have to spend a little more on our budget to produce all 'A' pictures, we feel the cost is justified in that the product will not drive people away from the theatres. All 'A' product is a much better thing for our industry in general. If the general public sees a good, big picture every time they come to a theatre, they will come more often."

"THE BLUE BIRD" HAILED BY PRESS . . . LAUDED BY SHOWMEN AND PUBLIC

—as New York world premiere excites national attention!

"UNQUESTIONABLE APPEAL TO ALL AGES!" —*M. P. Daily*

"ENCHANTING ADVENTURE!" —*N. Y. Daily Mirror*

"SUPREME ENTERTAINMENT!" —*Hollywood Reporter*

"BIG TREAT FOR YOUNG AND OLD!" —*L. A. Examiner*

"EMOTIONAL! A CHARM OF ITS OWN!" —*N. Y. Sun*

"EYE-FILLING SPECTACLE!" —*N.Y. Daily News*

"CHARMINGLY DIFFERENT!" —*L. A. Herald-Express*

Few openings have drawn so many leading exhibitors. Typical of their reaction is the following wire from an outstanding showman and one of the best judges of pictures in the business:

"You told me that 'The Blue Bird' was a great picture. That was a mild statement. After seeing the picture, I am convinced that the great beauty and charm of this production will cause the public to love it. I hope every exhibitor enthuses over 'The Blue Bird' as I am enthused and that they give it all the showmanship that the picture deserves."

A. R. Boyd

"SCREEN MASTERPIECE!" —*L. A. Times*

"BRILLIANT!" —*Film Daily*

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Universal Emphasis On Star Values

NEW YORK—Star values will be stressed in Universal's lineup of 50 slated for 1940-41, William A. Scully, general sales manager, stated on his return from a two-week trip to the studios with Nate J. Blumberg, president.

Lined up for the new program will be Mae West for one picture, W. C. Fields for one, Marlene Dietrich for two and one each with Bing Crosby and Irene Dunne. Loretta Young and Gloria Jean will appear in one.

There will be 40 regular features, plus three to be directed by Frank Lloyd and produced by Jack Skirball, and seven co-starring Richard Arlen and Andy Devine.

Production budgets have not been set. The entire schedule promised for this season will be delivered, Blumberg said, adding "World Cruise," with Loretta Young, and "The Boys From Syracuse," being produced by Jules Levy, former RKO sales manager, will take the place of the two unmade Harry Edington specials.

There also will be four serials next season: "The Green Hornet," "Winners of the West," the "Junior G Men" and the fourth to star Bela Lugosi.

Joseph Seidelman, foreign head, did not return with Blumberg and Scully, having gone to Mexico City on the first lap of a Central American tour.

Survey Sights "Serious Obstacles" to Trade

NEW YORK—The industry is facing "very serious obstacles due to the combined factors of high costs, excessive capitalizations of companies, competition from abroad as well as a saturation point in domestic attendance," a survey by the International Economic Research Bureau maintains. The survey was conducted for an investment trust.

Warner-Capra "Doe" Deal Details Agreed Upon

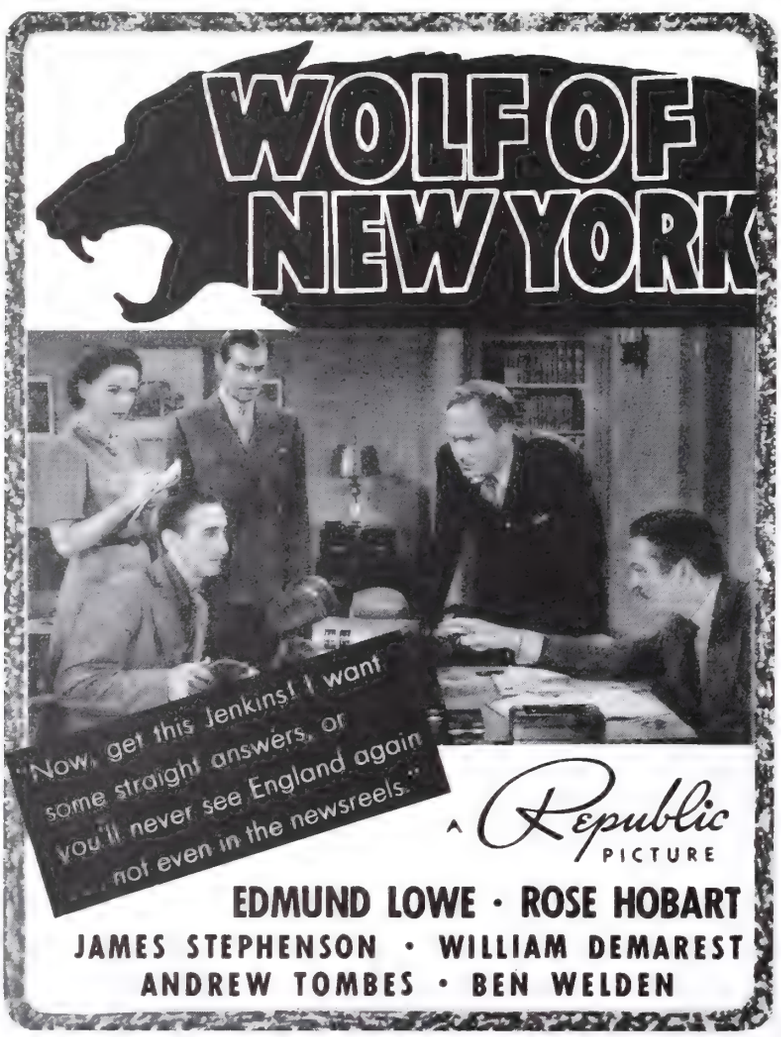
NEW YORK—Contracts between Frank Capra and Warner for the distribution of "Life and Death of John Doe" are agreed upon. It is a one-picture deal providing for Capra to use the Warner studio. The film will be released next season.

Pascal Names Aides

NEW YORK—Gabriel Pascal has appointed Emanuel Silverstone to represent him on sales, and Morris Helprin as advertising and publicity head.

Warns of Rights

CHICAGO—Reports of unauthorized exhibition of "The Primrose Path," featuring Helen Foster and John Darrow, have prompted a warning from Albert Dezel that his company owns world distribution rights.



"All Opposed," View; "Not So," Allied Cry

(Continued from page 13)

exhibitors to play their better pictures, the truth is that block booking is used to force the showing of poor pictures. The outstanding pictures are often removed from the blocks, or are not included in them, and are leased separately.

The records show that every company, in the same season's block or group of releases, gets one picture shown by from 5,000 to 9,000 more theatres than will show a different picture, and that no two pictures are played or paid for by the same number of theatres in the United States. The records for the leading companies for the last season show this wide variation in the same group of feature pictures, offered for sale at the same time. Some of the actual figures are 20th Century-Fox, from 12,214 bookings down to 3,947 bookings; RKO, 9,567 to 845; Universal, 10,567 to 2,315; M-G-M, 10,873 to 5,455; Columbia, 10,298 to 2,006; Paramount, 13,200 to 3,947.

The motion picture trust asserts that there is a wide variation between the number of showings which one picture in a given block may receive as compared with the number of showings given another picture in the same block. These figures, assuming their accuracy, do not prove that compulsory block booking is not practiced. The chief cause of such variation is that the more than 2,500 producer-owned or affiliated theatres, unlike the independent theatres, are permitted to select the pictures they will play after the same are released. Thus, if the maximum number of showings a picture can have under the contracts covering it is 9,000, and because of its poor quality the affiliated theatres reject it, it can then be given only 6,500 runs.

The whole motion picture industry—production, distribution and exhibition—denounces the Neely bill as misleading, deceptive and confused legislation, certain to do great damage to a major American industry, and to serve no useful purpose. Whatever the faults and weaknesses of these people, surely they know their own business. None of the serious problems and difficulties of the motion picture industry will be solved by the Neely bill.

The "Big Eight" are opposed to any measure that might open the way to competition or permit the exhibitors to share in a fair degree in the earnings of their own theatres. Legislation to outlaw block booking and blind selling has been pending for 11 years in one form or another. During that time the attitude of the "Big Eight" towards those measures has been one of carping criticism. Not a single suggestion for the improvement of the measures have they offered. They are against all legislation in the public interest, not merely against the Neely bill in its present form.

Curtailed foreign markets for American motion pictures have created a serious and pressing problem. To cut down the volume of production to offset such loss of business, as is done in other industries, is not possible. A law to abolish wholesale selling and advance buying on top of this may well wreck the business for years to come.

Barney Balaban, president of Paramount, is quoted in BOXOFFICE *for Dec. 16, 1939, as saying that 'there is room in the domestic market alone, without considering the European situation, for Paramount to make just as many pictures in 1940-41 as it has always been producing.'*

In Switzerland, It's Watches

New York—Darryl F. Zanuck states he sees no reason why occasional good pictures cannot be made in the east. Or any other place, for that matter. But for backbone, consistent product, Hollywood is his choice. "It's like Swiss watches," is his parallel. "They can be attempted elsewhere, but the supremacy remains where it started—right in Switzerland."

Record Gross Claims Touted for "Wind"

NEW YORK—New boxoffice records and the biggest advance sale in exhibition history is the combination claim made for "Gone With the Wind" by M-G-M sales executives. The advance ticket sale outside of the seven key city engagements where the film opened in December are said in most cases to be equal to twice the gross for complete engagements of previous record holders.

The estimates do not take into account the business being done at continuous show runs, such as the Capitol here, which is averaging about $72,000 per week at the end of seven weeks.

The Astor, companion house to the Capitol and playing day and date at $2.20 top, has run up an advance sale of close to $105,000. Other advance tabulations, according to sales executives, are: Philadelphia, $75,000; Chicago, $51,000 and Detroit, $49,000—each of these representing the aggregate for two houses—Baltimore, $43,600; Dayton, $14,000; Indianapolis, $26,000; Memphis, $20,300; New Orleans, $23,000; Rochester, $31,000; Washington, $34,600; St. Louis, $42,000; Cleveland, $31,000; Akron, $10,000; Canton, $8,500; Columbus, $15,000; Evansville, $8,000; Houston, $15,000; Kansas City, $12,000; Louisville, $20,000; Nashville, $28,000; Norfolk, $15,000; Providence, $25,000; Richmond, $19,000; Syracuse, $14,000; Toledo, $13,000; Toronto, $21,000; Hartford, $8,000; New Haven, $10,000, and Worcester, $9,000.

Majors Seeking to Clear All-Industry Suit First

NEW YORK—Although Judge Knight in Buffalo sees "no reason why a trial cannot soon be had" in the Schine case, distributor lawyers are making efforts to have the suit, along with the Griffiths in Oklahoma and Crescent in Nashville, delayed until the all-industry action is disposed of in the local federal courts.

Backroom Renewal

NEW YORK—A contract covering the backroom employes of the Republic exchange is expected to be renewed with Local B-51 Monday. Negotiations are also going between the union and Monogram.

Schines Ponder Future Course On Aquisition of 12 Units

BUFFALO—Whether or not J. Myer and Louis W. Schine will resume negotiations for 12 theatres now that Federal Judge Knight has denied the government's demand for an injunction, is being mulled by the circuit heads. No official word could be secured as to what disposition would be made on the deals started before the department of justice instituted action.

The judge states in his opinion the acquisition of additional theatres, reopening of closed houses and the opening of a new venture will not embarrass the government in its trial. It is added, however, that, if intimidation or coercion is shown in connection with the deals, the government may file again for an enjoinder.

It is pointed out, too, by Judge Knight affidavits submitted by the Schine defendants show that the men with whom negotiations have been carried on were voluntary and, in most instances, at the solicitation of the seller, and not the buyer.

A considerable part of the opinion deals with the judge's views of a prima facie case, which he is inclined to believe exists, but defense attorneys state the government will have to prove a factual and not a prima facie case.

Although UA's motion to remove from the government's prayer the clause dealing with "local competitive bidding," counsel for the company agrees with the judge the motion was premature. It will be presented again at the trial.

Highlight of Judge Knight's Decision on Injunction

BUFFALO—Highlight of Federal Judge John Knight's opinion denying the government motion for a temporary injunction, which would prevent the Schines from consummating several deals in negotiation, reopening closed houses and opening a new theatre under construction follows:

"So assuming that the plaintiff has made out a prima facie case upon the particular facts in this record, is the issuance of an injunction 'just in the premises?' This presumes the right in the court to exercise some discretion. The court has not had the opportunity to hear or see the affiants herein. It is in no position to prejudge a result of this suit. No reason is shown why a trial can not soon be had. It does not seem to the court that the acquisition of a few additional theatres would either delay or seriously embarrass the government in the trial of this suit. Indeed, a greater loss threatens the defendants if more theatres are acquired and if the government prevails.

"It seems that the rights of all parties can be reasonably protected if the motion for a preliminary injunction is denied, upon the condition, however, that it may be renewed upon the showing that the Schine defendants have acquired, or are about to acquire, additional theatres or have opened, or are about to open, any closed theatres under circumstances showing intimidation, threats or coercive tactics directed to any competitor. This seems 'just in the premises.' The purpose intended is here shown. The specific terms of the order may be agreed upon, or they can be fixed by the court.

"The defendant UA moves to strike from the complaint paragraph 5 of the prayer for relief. It is claimed that, by the establishment of every allegation in the complaint, the plaintiff would not be entitled to relief sought in this section. In effect, the paragraph asks that the defendants be restrained from licensing feature pictures for exhibition 'except upon a local competitive basis without regard to whether those theatres or any of them constitute a part of the circuit of theatres.'

"It is argued that neither the Sherman Act nor the Clayton Act requires that sales must be made upon a local competitive basis and that it is, therefore, not a proper part of the prayer for relief. US vs. Colgate Co., 250 US 300; Great A&P Tea Co. vs. Cream of Wheat Co., 227 F 46, are cited as supporting the principle that the manufacturer has the right to sell to whom he pleases. It is claimed by UA further that removal of this paragraph will shorten the trial, since it will eliminate the trying of a false issue.

"The presence of this paragraph will probably make no difference with the length of the trial. The proof will be confined to the allegations of the complaint. What constitutes 'local competitive bidding' and whether such is illegal should be left for determination on the trial. The evidence in support of the allegations of the complaint will be the same whether it is included or whether not. It may be necessary as part of the prayer for relief. At the most, it might be said to be harmless. On the trial the court will grant such a decree as it believes the proofs reasonably comprehend.

"This motion must be denied."

Lloyd Deal, "U" Exclusive

New York—Frank Lloyd's contract with Universal calls for his exclusive services, but after completion of his Columbia commitment on "Tree of Liberty." The deal was one of the chief reasons for Nate J. Blumberg's hurried trip to Hollywood where the contracts were finalized.

The producer-director will make his headquarters on the Universal lot, the deal marking a return to that studio where he was active as an actor and director as far back as 1913-14.

Associated with him will be Jack Skirball, formerly in charge of all production for Educational, and lately with Grand National.

Tums Protests May Attract Congress

WASHINGTON — Growing resentment of exhibitors against the Tums "Pot O' Gold" and similar radio programs may bring Congressional action if the federal communications commission fails adequately to deal with the problem.

Disclosing that he had received letters of protest from exhibitor constituents, Representative Rudolph G. Tenerowicz (Dem., Mich.) this week declared that the FCC should move immediately for the protection of the small theatre owner.

"Already the practice referred to—the conduct over a national radio hookup of what amounts to gambling—has been brought to the attention of the federal communications commission," he said, "but it is my understanding that, because of legal loopholes, the commission may not be able to take any action."

Letters on the subject have been received by the Congressman from Barney Kilbride of the Alhambra, Detroit, and Thomas McGuire, public relations director of the Cooperative Theatres of Michigan, who on December 22 filed a complaint with the FCC charging that the program violated Section 316 of the communications act, relating to lotteries.

Sees $1,000,000 Weekly Loss

McGuire estimated that the "Pot O' Gold" program alone is keeping people away from the theatres to the extent of more than $1,000,000 a week, but said that "I have been advised by members of the FCC staff that nothing prohibits 15 or 100 other advertisers from joining in this 'radio gambling,' so that if the other hours of the other days of the week are so filled the entire retail field of the whole nation is jeopardized."

"Radio was never intended to be abused under the act of 1934," he asserted. "This program is gambling. It does not serve 'public convenience and necessity.' It is unfair; it is illegal.

"People stay home listening to this program and stay away from the theatres. They are staying away to the extent, at modest estimates, of over $1,000,000 a week."

Conservatively classifying the program as "detrimental" to the theatres, Kilbride told the Congressman that "this program has received tremendous publicity, and it is an established fact that it is making serious inroads into Tuesday-night theatre grosses."

"While this form of giving money away may be legal," he said, "it must be construed as a form of gambling and, if adopted by other advertisers, over other networks, will prove to be a definite menace to the motion picture industry, particularly to the small fellow who is unable to buck opposition.

"This letter is written for the purpose of requesting you to look into the merits of this protest, the unfairness of this kind of competition, the gambling element involved in this radio program, the possibility of a widespread use of same, the fact that 'Pot O' Gold' now is hurting the small fellow in the motion picture theatre business, and that the spread of the program will result in serious financial difficulties for many.

"This is my first letter to any Congressman or Senator in connection with legislative or any other matters, and is only written because I sincerely feel that this program is unfair and its continuance is not in the best interest of either radio or any other business."

Commenting on the situation, Congressman Tenerowicz said "these letters assert that incalculable losses in revenue are being suffered by this legitimate group of taxpayers every Tuesday night when this particular program takes to the air. To me it is a palpably unethical intrusion and a matter that deserves immediate 'policing' by the commission."

Remakes to Carry 'Grapes' Review

New York—Unique in newspaper annals here and charged by some press agents as a violation of a "gentleman's agreement," the New York Post remade its amusement page Wednesday to carry a review of "The Grapes of Wrath." Archer Winsten covered the film and gave it an excellent rating. The Post spotted the first portion of the review on the first page in at least one edition and carried it over to the regular amusement page.

The "gentleman's agreement" presumably provides that films opening at any of the Broadway first runs in the morning are to be covered by all afternoon papers the following day. It is generally agreed, however, launching the "Grapes" comment on the first page of the Post is without precedent.

The picture did about $7,200 on opening day at the Rivoli, the biggest opening gross at that house since Chaplin's "Modern Times."

Universal's Net for 1939 Reported at $1,153,321

NEW YORK—Universal reports net profit of $1,153,321 for the year ended Oct. 28, 1939. The figure, which is after all charges, including depreciation, amortization of fixed assets and federal and foreign income taxes, compares with a net loss of $591,178 for the preceding year. The loss for the 1937 fiscal year was $1,084,998.

The report makes particular mention of the "rising trend of taxes," and states that during 1939 the company, for every dollar of net profit, paid 81.8 cents in taxes to "various authorities." The steady rise in taxes is "making the task of the management increasingly more difficult," the report adds, "as it introduces an expanding element of rigidity into the cost of doing business, over which the management has no control."

It is noted Universal's foreign business last year accounted for $8,987,128, or 37.64 per cent of the total business done by the company. The effect of the restriction on transfer of funds from Great Britain "is moderated this year by the fact that sterling balances not required for current expenses can be applied to the reduction of the company's current loans in Great Britain," the report states.

1939 Admission Tax Revenue Above 1938

WASHINGTON—Federal admission tax collections in 1939 showed a healthy increase over the preceding year, totaling $19,876,312 as compared with $19,661,337, but failed to reach the 1937 level of $20,974,031.

Figures released by the internal revenue bureau show that the December revenue remained at a high level, although the $1,974,535 collected in that month failed to equal the 1939 high of $2,117,644 or the $2,020,377 collected in December, 1938.

The admission tax collections, collected only on admissions in excess of 40 cents, do not indicate anything more than the general situation of the amusement industries as a whole and offer no clue as to the position of the exhibition branch nor the business of the thousands of theatres whose lower admissions keep them off the federal records.

That the year's total was above that of 1938 was due solely to the fact that in six of the months collections were so far above those of the corresponding months of 1938 as to more than offset the losses from that year shown in the other six months. Four of the six bad months came in the first half of the year, as shown in the following tabulation:

	1939	1938
January	$1,564,134	$1,353,416
February	1,503,127	1,659,641
March	1,606,996	1,773,075
April	1,384,722	1,541,518
May	1,605,988	1,394,659
June	1,491,260	1,624,453
July	1,534,250	1,618,813
August	1,513,468	1,425,063
September	1,852,256	1,668,827
October	1,727,931	1,596,367
November	2,117,644	1,985,128
December	1,974,535	2,020,377

Television and Newsreels Rivalry Sure, But Not "Hot"

WASHINGTON—Television may be a keen competitor of newsreels with proposed theatre showings centered largely around current events features, it was claimed as the federal communications commission conducted hearings on proposed new rules and regulations for the new medium.

However, radio men were not of the impression newsreels were doomed. It was admitted that years must elapse before television can attain the world coverage that the cameramen now have, and, for another, the most important and interesting events often are not "staged" but take place at points and at a time and under conditions which would not make telecasting feasible.

To considerable extent, it was indicated, the theatre showings would be in the nature of advertising for television sets, somewhat as the news bulletin broadcasts are designed to whet listeners' appetites for their local newspapers.

WORLD-WIDE SUPREMACY

NINE out of the Ten Best Pictures chosen in the *Film Daily's* 1939 critics' poll were made on Eastman Negative Films. Two of the Ten Best Pictures were made in England, and both were on Eastman—striking evidence of the world-wide recognition of this film's excellence. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

NINE OF THE "TEN BEST" ON EASTMAN NEGATIVE

No Theatre Aid, But Schenck Is Hopeful

NEW YORK—Exhibitors have not co-operated to "any appreciable degree" on his appeal for extended playing time for deserving attractions to offset the loss of foreign revenue, Joseph M. Schenck, chairman of the board of 20th Century-Fox, said before departing to join his brother, Nicholas, in Miami.

Not altogether pessimistic about ultimate exhibitor appreciation of his attitude, which he re-affirmed in strongest terms, Schenck observed theatre owners "will give us the extra playing time as soon as they reorganize themselves." His faith rises from the belief "exhibitors will sympathize with producers and make it possible to maintain quality, because they know the public won't accept poor quality."

As far back as October, BOXOFFICE reported little enthusiasm for Schenck's plea. Exhibitors found the answer in better pictures and attractions that can stand up on a single bill standard.

That the impact of the foreign situation will become increasingly difficult is seen in Schenck's estimate of a drop of $7,500,000 in revenue based on the possibility of war continuing to September. "No producer can exist on U. S. revenue alone," he said at this point. "No one can stay in business without Europe. As for the Latin American countries, very little can be expected from there to offset our losses in Europe." Another distressing factor is the Hollywood labor situation, Schenck said. The parley on the coast February 15 to attempt to decide, among themselves, if the labor unions will retain permanently the recent ten per cent wage increase granted by majors will depend largely on company earnings for the past three months. Should there be a difference of opinion in the negotiations the matter will go to arbitration. In respect to the latter, it is Schenck's belief the drift in labor rulings these days would probably result in a decision for the unions.

Election Protests Hold Up Associates' Installation

NEW YORK—Installation of officers of Motion Picture Associates is being held up pending the decision of the organization's board on protests filed by a few members over the outcome of balloting at the recent election meeting.

Benn Levine, UA booker, has submitted an affidavit stating he has been deprived of his franchise rights under the MPA's constitution and has demanded the election committee refuse to certify the election that saw Jack Ellis returned to the presidency by a plurality of one vote over his opponent, Moe Sanders. Levine demands the right to cast his vote.

Together with other protests, some attacking the alleged permission granted certain members to vote although they were automatically deprived of this right unless their dues were paid, the controversy may wind up with the entire membership going to the polls again.

They Won't Lick Him On Those Guilds

New York—Joseph M. Schenck, who ought to know, says the labor situation in the studios is a serious one. He has a remedy, although not so serious.

"Everywhere we turn in Hollywood they are forming new guilds and making demands. I think we executives will form a guild and make some demands from the stockholders."

Columbia Objections To Examinations

NEW YORK — Columbia is seeking to vacate and set aside applications to examine Harry and Jack Cohn, and Abe Montague before trial by the government. The objections, four in number, will be aired before Judge William O. Bondy January 30.

Objections deal mainly with Harry Cohn. It is asserted that he is a non-resident; that the government has not, either by way of a bill of particulars or answers to interrogatories, particularized the general allegations of the complaint; that written interrogatories have been addressed to the company and that there is no necessity for such an examination at this time.

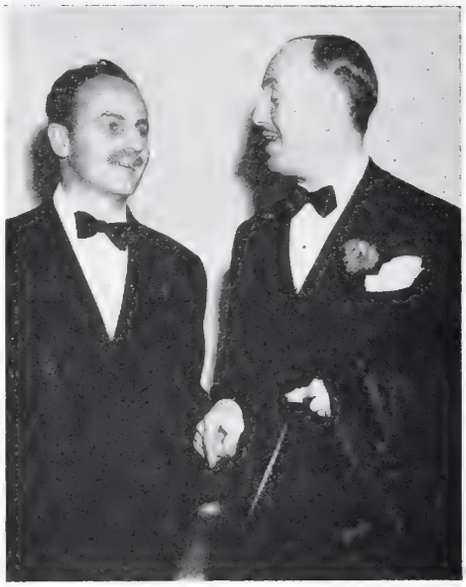
An accompanying affidavit by Louis B. Froelich, attorney for Columbia, states Harry is in charge of production and that to compel him to come to New York and testify would mean disruption of the entire season's program and a substantial loss. Should the government need Cohn's testimony as badly as it indicates, it is suggested it can submit written questions which can be answered in California. The affidavit concludes by stating the government now is in the position of having furnished no adequate information to Columbia.

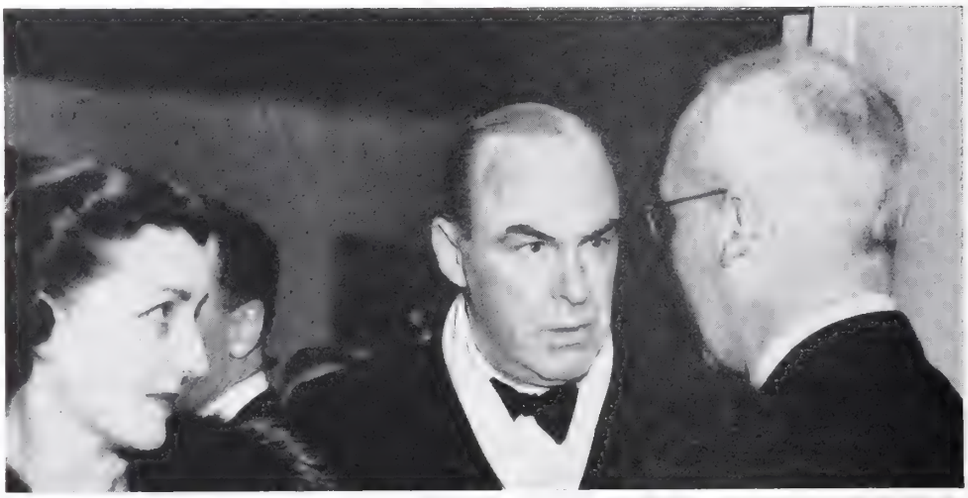
Accessory Deals Set For Operation Now

NEW YORK—With formal absorption of the Paramount, RKO and Universal advertising accessory business by Advertising Accessories on Thursday, the new setup begins to function with three former field supervisors for two of the majors going over to the AA payroll in similar capacities and one taking a post at main headquarters here.

Bill Sharpe and Jay Haas, eastern and western traveling ad sales supervisors, respectively for Paramount, have switched to the AA banner, while Paul Allison, field supervisor for RKO, has done likewise and Walter Marcus, also of RKO, is now stationed at the home office.

Vincent Trotta, Paramount art department head; Don Velde, ad sales manager, and Al Stetanic, Velde's assistant, in addition to most of Trotta's art staff, have moved to AA offices in the Film Center Building.





As "The Grapes of Wrath" Bowed In—

—Photos by Cosmo-Sileo

The two-man group, made up of Darryl F. Zanuck and Jack L. Warner who once flew the same production banner, is unusual. It took the Broadway opening of the Steinbeck novel to bring it about. Below, Sidney R. Kent hears with avid interest something conveyed by Charles E. McCarthy as Mrs. Kent stands by.

BROADWAY

HARRY COHN is due from the coast shortly after February 1 en route to Florida and a bit of holiday . . . Harry Goldberg, director of publicity and advertising for the Warner circuit, was in Pittsburgh for merchandising conferences with Joe Feldman on "Magic Bullet." Dan Finn of New Haven was in for similar talks with Goldberg . . . Louis Berg has been engaged by S. S. Krellberg to handle publicity on "La Grande Solution," by Karel Capek, said to be the last Czech film to have been shipped to this country . . . James Dunne, Rivoli manager, is back on the job after a month's illness . . . Zeb Epstein, managing director of the Strand, is convalescing after an emergency appendectomy at the Polyclinic Hospital . . . Sam Coolick of Loew's advertising department is the father of a baby girl, Marilyn Ann, born to Mrs. Coolick at Brushwick Hospital . . . Arthur Loew and Oscar A. Doob leave Tuesday by car for New Orleans and thence by railroad to Hollywood . . . Sabu is due to arrive aboard the *Conte de Savoia*, February 1, accompanied by Zoltan and Mrs. Korda, the former Joan Gardner.

Joe Schenck, following a ten-day stay here, will return to the coast via Miami where he will visit his brother, Nicholas M. . . . Herman Wobber did a bit of entertaining in advance of the opening of "The Blue Bird." Later, there was quite a group at the Versailles, including the Wobbers, the Sam Dembows, the Pandro Bermans, who now are in Florida; Spyros and Charles Skouras, and Herman Robbins. Along about 2:30 *on that same morning, Dembow and the missus were caught sneaking a sandwich at another Versailles, this one run by Irving. "The corned beef is marvelous," he concluded . . . Mrs. Harry Brand could have had more fun here, but a cold got her and kept her indoors . . . Glimpsed at the Beachcombers: Jesse Lasky and D. A. Doran, Charlie Reagan and Rowland Brown.*

Greta Garbo arrived secretly from the coast Monday and was not noticed by the Grand Central mob which was all pent up over "The Fighting 69th" stunt . . . Ad Schulberg is in town trying to interest a local producer in eastern production . . . Louis Frisch will remain in Miami until March . . . Si Fabian and Bernie Kranze are back from Key West and Miami . . . Sam Rosen expects to get away for the shores of Miami some time next month . . . Charles Feldman, the agent, is in town . . . Sally Eilers, ditto . . . And Joe Penner is visiting . . . Joe Heppner of Metropolitan Photos covered the "Abe Lincoln in Illinois" premiere in Washington for RKO . . . Jay Paley accompanied Joe Schenck from the coast, as usual . . . Bill Gehring is back from a tour of his 20th-Fox branches . . . Robert T. Kane, now on the coast, will be heading for London next month to resume British production for 20th-Fox.

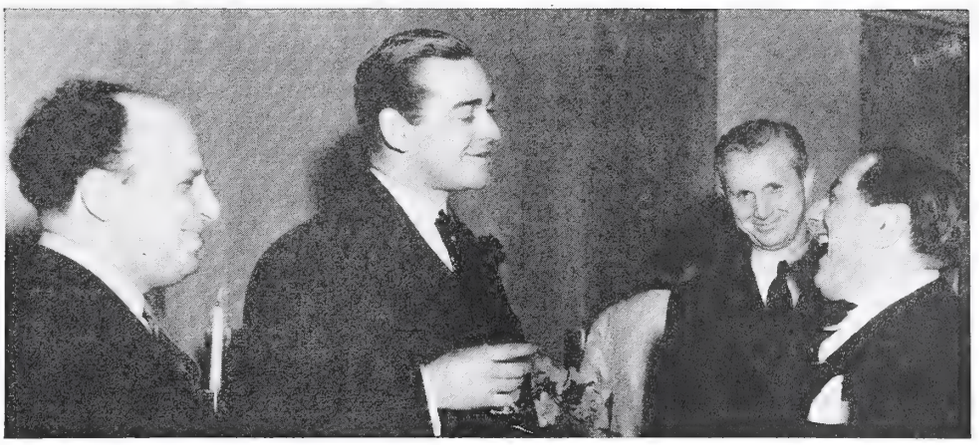
Trainshed interview with Jake Wilk: "Hear you dropped 100 *gees on Broadway?" "You should have what we made," retorts Jake. After viewing the large crowd which gathered in Grand Central to await the arrival of James Cagney and Pat O'Brien, the Warner executive observed: "That proves you can sell anything with a band." . . . Ruth Weisberg, Mort Blumenstock's office manager at Warner, is on a Florida vacation . . . Peter Levathes, secretary to Spyros Skouras, and his wife with Irving Barry of National Theatres are on the* Oriente *bound for a Havana vacation . . . Charles Roberts, Columbia's home office supervisor for Latin America, is in Mexico . . . Frank Freeman jr., Paramount production executive, is here for home office conferences . . . Dorothy Lamour, who is visiting here for a brief stay, will attend the President's Birthday Ball in Washington.*

Herb Yates was in Washington, Tuesday and Wednesday, flying there with Judy Canova for story conferences with Gene Autry on the latter's next picture. Autry reveals he will make two more pictures for 20th-Fox. According to his Republic pact, he is allowed to make one outside picture a year. He recently finished "Shootin' High," with Jane Withers and Marjorie Weaver . . . Charles C. Moskowitz was in Washington for a brief spell early in the week. Had to do with tax matters for Loew's . . . Carter Barron, Loew district manager with headquarters at the Capitol, Washington, was in Wilmington, Wednesday . . . Harry Goetz read the first draft of a proposed script for "The American Way," the second Gordon-Goetz film for RKO . . . Charlie Leonard, accompanied by Mary Howard, is touring the south in advance of "Abe Lincoln in Illinois." However, he'd rather be back on the coast. He left there December 15 and hasn't seen his family since.

Bernie Kreisler, Washington branch manager for Universal, is due in town in a fortnight, en route to the studios. He recently won first prize in the company's sales contest . . . Jack Sichelman left over the weekend for Miami . . . Too bad Ira Cohn's wife had to take sick in Miami and had to cut her vacation short by returning to Pittsburgh, where her husband manages the 20th-Fox exchange . . . Jack Shea is back from another quick round of Feiber & Shea houses in the Pittsburgh area . . . Sid Davidson is handling publicity for Film Alliance . . . Nat Wachsberger has gone to Miami . . . Frankie Darro got in from Detroit, Wednesday, and on Friday made a personal appearance at the Tower, Camden, N. J.

Providing all their limbs are intact, Freddie Schwartz, Joe Springer, Moe Eisenberg, Jake Milstein, Arthur and Manny Silverstone, Harry Kosiner, Monroe Greenthal and Arthur Baker should be back at their desks Monday after a long weekend spent at Schwartz's Lake Placid camp, *Timberdoodle*. It's an annual affair with Freddie and one that is said to generate more amazonian high jinks than a severe case of jitters . . . Jack Berkson of Screencraft is on a sales trip that will take him to Detroit, Cleveland and Cincinnati . . . Richard de Rochemont, managing director of March of Time in Europe, is here for con-

(Continued on page 24-G)



—Photo by Cosmo-Sileo

It Must Have Been a Good One—

Someone said something apparently hilarious at the UA cocktail party for Ingrid Bergman and Ernst Lubitsch. The left-to-right dramatis personae here prove it. They are Murray Silverstone, UA's chief of world-wide operations; John Hay Whitney, identified with a producer named David O. Selznick; Lynn Farnol, UA director of advertising and publicity, and Lubitsch.



"Only One Like That"—

Which is how Louis B. Mayer described "Gone With the Wind" upon his arrival in New York from California. Mrs. Mayer is with him.

Foresee Little Italian Change Despite Ease

NEW YORK—Little change in the Italian setup is seen here as a result of the modification of the monopoly which would permit Italian distributors to negotiate for foreign films. In early reports, no mention is made of the all-important point of allowing the American companies to open their own offices.

Further information should be forthcoming shortly since Fayette W. Allport, Hays office representative in London, now is in Rome.

It is understood the bill which Premier Mussolini signed offers no guarantees to American companies for getting out the money obtained from rentals. The bill further stipulates films cannot be sold on a percentage basis.

Meanwhile, resentment against UA's action in selling 17 pictures to ENIC for a reported $230,000 continues. Foreign managers, it is reported, feel that UA has endangered the efforts of the Hays office which has been working closely with Ambassador William A. Phillips in Rome since the monopoly was established in September, 1938. They hold the inherent right of each American company to deal directly with its customers should be maintained at all costs.

BOXOFFICE also learns representatives of Italian distributors are busy in New York offering cash in advance for any amount of pictures. So far, there have been no takers.

British Cash Allocation Agreement Is Reached

NEW YORK—Accord on the plan for allocating $17,500,000 in British revenues has been reached by the seven American companies. Under the agreement, 75 per cent of the total or $13,125,000, will be available during the six-month period starting from November 1, 1939.

The balance will be distributed during the last six months. Each company's share is based on the amount of business done in England, including the revenue withdrawn in the previous year.

Active in England Only To Meet Quota Law

NEW YORK — Twentieth Century-Fox plans to continue production in England only to the extent that such effort is required to meet quota requirements there. The company is set until March.

Robert T. Kane, British production head now in California, returns to London shortly.

"Cheri-Bibi" to 20th-Fox

NEW YORK—National Pictures has sold the Latin American rights of the French film, "Cheri-Bibi," to 20th Century-Fox. The deals covers 19 countries.

Reporting on the M-G-M Way

New York—Sidney Skolsky, covering the Hollywood scene in the New York Post, reports:

"Out at Metro they have so many more producers than writers that they reverse the usual procedure and instead of sending memos to the producer they send them to the writers, stating, 'Edgar Selwyn is available to produce a picture. Are you interested?'"

Executives Talk Plans For New Para. Studio

NEW YORK—Plans for Paramount's new coast studio are being discussed by Barney Balaban, Stanton Griffis, Y. Frank Freeman and Keith Glennon, the latter manager of studio operations. Freeman arrived early in the week with Cliff Lewis, studio publicity and advertising head.

Lewis is spending 10 days here on a general checkup with Robert H. Gillham. The discussions also pivoted about district exploiteers for the field, similar to M-G-M.

Loew Stockholder Suit Dismissed by Valente

NEW YORK—Supreme Court Justice Louis A. Valente has dismissed the $5,000,000 stockholder action of Norman Wolf and Mannes Fuld against Loew's, AT&T, Western Electric, Erpi, the Chase Bank, Weco Corp., Halsey Stuart, and Clarence Dillon, as president of Dillon, Read.

Action sought an accounting on license fees charged Loew's by the telephone companies. In dismissing the action Judge Valente stated the pleadings were "without a vestige of facts" and a "fishing expedition."

RKO Board Meeting When Schaefer, Depinet Return

NEW YORK—An RKO board meeting is slated for early in February when George J. Schaefer, president, and Ned E. Depinet, vice-president, return from the coast. The two executives will remain for the Hollywood premieres of "Abe Lincoln in Illinois" and "Pinocchio."

At the next meeting, W. J. Merrill, who was elected vice-president, will be named treasurer. Merrill has been with the company for the past four years and, during the last year, has served as assistant to the president.

Harold Kline Elected Head Of M. P. Bookers Club

NEW YORK—Harold Kline of the Springer-Cocalis circuit has been elected president of the Motion Picture Bookers' Club, recently organized exclusively for exchange, theatre and circuit bookers.

Other officers are: Alec Arnswalder, M-G-M, vice-president; Benn Levine, UA, treasurer, and Eddie Susse, M-G-M, financial secretary. Trustees are Dan Ponticelle, Warner; and Bernie Brooks, Rosenblatt-Welt. Eddie Richter and Harry Margolies, M-G-M; Max Fried, Warner, and Henry Suchman, Silver circuit, comprise the board of directors.

Grand National Exam Is Court Highlight

NEW YORK—Court news of the week was highlighted by the examinations of former officers of Grand National by the attorney for the trustee in an attempt to uncover transactions which led to the bankruptcy.

George Blake, Norman C. Nicholson, and Harold Saxe, the first two attorneys and officers and the latter comptroller, were grilled. The only disclosure of importance was that in October, 1938, Educational turned over assets carried on its own books at $43,233, to Grand National for 1,100,000 shares of common stock, valued at $1 a share. In order to balance the transaction, a value of $1,068,922 was placed on Educational's trade marks and re-issue rights.

Grand National also assumed debts of Educational totaling $230,588.

Other Court Developments

Filed papers in the federal court by Irving Trust, trustee of RKO, reveal Atlas is preparing to pick up the 249,272 shares of RKO common within the next week, completing the underwriting agreement. In the event of liquidation or dissolution of RKO before dividends can be paid to common stockholders, the preferred must receive $100 for each share now held, plus accrued dividends.

Supreme Court Justice Peter Schmuck has dismissed Robert E. Sherwood's and the Playwrights Producing Co.'s suit against 20th-Fox. The judge ruled that Abraham Lincoln was in the public domain. Sherwood claimed unfair competition with his play "Abe Lincoln in Illinois" in "Young Mr. Lincoln."

AT&T, Western Electric and Erpi have applied to the federal court to dismiss a $65,953,125 suit against them by Vocafilm Corp. of America. Plaintiff charges violation of the Sherman anti-trust laws.

Suit of John D. Tippett, Inc., for $600,000 against Universal, Print Stock Corp., Eastman Kodak, Consolidated Film Industries, Carl Laemmle, Maurice Fleckels, and Jules E. Brulatour has been discontinued in the supreme court. Action charged conspiracy and breach of a five-year raw stock agreement.

Goldstone Sues Majestic

Phil Goldstone Productions have filed suit in the supreme court for $35,000 and an accounting against Majestic Pictures Corp., Major Film Labs., Herman Gluckman, and Thomas W. Evans. Action charges the defendants with having sold the 16mm rights to 10 Goldstone productions. These rights presumably were supposed to be vested only with Goldstone.

Samuel Goldwyn has transferred his $54,559 action against UA from the supreme court to the federal. The amount sought allegedly represents percentages due under his UA contract.

Cohoes Mayor Lifts Ban

ALBANY—The ban on Sunday shows in Cohoes was lifted by Mayor Rudolph Roulier a week after it had been imposed through adoption by the common council of an ordinance rescinding a 1919 law.

Warner Budget Boost Despite Foreign Drop

NEW YORK—Despite diminishing returns in revenue from abroad, Warner, according to Jack L., vice-president in charge of production, will increase its budget for 1940-41.

As reported previously, the company will eliminate its "B" product from the next season's schedule. Warner states the number of pictures it will make has not been decided.

"I can tell you one thing," he declares, "We are interested in making good, solid motion pictures which will get justifiable playing time."

The minimum negative costs, Warner explains, will be $350,000 and up to $2,500,000. In stopping at the latter figure, Warner says the company spent that much on "Robin Hood" and would do it again if the picture demands it.

In discussing the problems of sustaining a schedule of only top films, Warner points out production has become an expensive proposition as a result of costs increasing 400 per cent in the last three years.

Warner also reveals "Doc" Solomon will be in charge of Warner's British production, and that overseas activity will be confined mainly to making films for minimum quota requirement.

Following the premiere of "The Fighting 69th," Warner left for the coast Friday. He said he might be back in about six weeks.

"Fighting 69th" Gets Away To Impressive Start

NEW YORK — "The Fighting 69th" marched off to its regular run at the Strand after an impressive sendoff at the Waldorf-Astoria Hotel, Wednesday night, where 1,200 veterans of the 69th Regiment and guests gathered for dinner and a screening of the film.

Gov. Herbert H. Lehman headed the list of speakers whose addresses were heard over an NBC network. Chairman of the evening and toastmaster was Col. John J. Magnan, commander of the 165th Regiment.

A brief talk by Col. William J. "Wild Bill" Donovan opened the broadcast part of the evening's festivities. Following the governor's speech, Gov.-Gen. Douglas MacArthur of the Philippine Islands, was piped in from Manila. Other speakers were James Cagney, Pat O'Brien, Jeffrey Lynn, Brig.-Gen. Alexander E. Anderson and Jack L. Warner.

The gathering in New York served as the mainspring of a country-wide series of reunions in which chapters of the Rainbow Division in 40 cities celebrated simultaneously in tribute to the 69th.

Sets Philly WB Drive

PHILADELPHIA—Ted Schlanger has set January 27 to March 30 as the fifth annual drive for the local Warner circuit. It is known as the Managers' Parade and $1,000 in prizes are being offered to the nine district managers.

Jack Warner Eyes Hollywood

New York—Production costs as observed by Jack L. Warner:

"The only thing out there that hasn't gone up is the penny match. It's still a penny."

On "B's" and the reiterated intention of Warner to eliminate them:

"To me, 'B's' are just eye burners, or mental destroyers. Take your choice."

Balto Clearance Suit Settlement Sealed

BALTIMORE—Settlement of the Linden clearance suit against the Rome, Durkee and Warner circuits and major companies has been worked out here in the last few days by Edward C. Raftery of O'Brien, Driscoll & Raftery, for distributors, and counsel for the plaintiff.

Trial is slated for Monday in federal court at which time it will be officially announced that a betterment of Linden's clearance has been effected. Raftery spent several days here and is expected to appear before Judge Chesnut on Monday. This is the same judge who handed down a sweeping decision in favor of distributor defendants in the Westway case.

Reports here and in Washington persist A. H. Homand will appeal the West way decision.

Three Film Players Tour Latin America Republics

MEXICO CITY—George O'Brien, Margaret Churchill and Henry Trumball arrived here from Hollywood last week en route to San Cristobal, Panama. The film troupe also made the California to Santiago de Chile trip via plane. Trio will make personal appearances in the Latin-American republics.

306 Reads Victory Into State Ruling

NEW YORK—Hailed by Local 306, projectionists' union, as a precedent and a ruling of significance, the New York state labor relations board has dismissed the action of the Empire State M. P. Machine Operators seeking reinstatement of members at the Arion, ITOA member house at Middle Village, L. I.

In effect, the ruling means the contract entered into between the union and the ITOA in February, 1937, is binding and takes precedence over contracts previously entered into between ITOA houses and Empire.





"The Fighting 69th" Gets Itself Launched—

Aside from a dinner at the Waldorf, radio hookups and a variety of endeavors, imparted the proper steam by S. Charles Einfeld et Cie, one of the attention-getters for "The Fighting 69th" was a Times Square ceremony in memory of Father Duffy, late chaplain of the regiment. That event is pictured above. Warner publicity estimated it was a crowd of 10,000, *but Grand Central Terminal* 5,000, *which turned out for the arrival of Pat O'Brien and James Cagney. In the mustache is Jack L. Warner. Man-with-glasses is Colonel John J. Mangan.*

It Cost $2,000, But "Lincoln" Made It

By BILL ORNSTEIN

WASHINGTON—It cost Max Gordon and Harry Goetz, producers of "Abe Lincoln in Illinois" more than $2,000 to have Raymond Massey with them at the White House for dinner with the President and First Lady the night before the picture premiered at Keith's.

Massey has been appearing in the stage version of the Lincoln opus at the Chicago Grand Opera House. In order to get him here, Gordon and Goetz ordered the Monday night performance there cancelled by buying up all the seats in advance. The play has been grossing $16,000 a week in Chicago.

As soon as Massey finished his Saturday night performance, he left Chicago for the White House. Then the fun began.

In by Plane

Accompanied by his wife, Massey started out. By the time they neared Harrisburg, the train was three hours late. This was Sunday afternoon and it was feared that the star and his wife would not arrive on time for the dinner engagement.

Goetz flew to Harrisburg to meet them. At Harrisburg a commercial ship was not available, whereupon he chartered a four-passenger Boeing to Philadelphia. He had to do some tall convincing before Mrs. Massey would consent to the flight because of an accident in Europe some years ago. Goetz had to put the matter on a personal basis before Mrs. Massey consented. At Philadelphia, the party changed to another plane for Washington and made the presidential engagement on schedule. Members of the cast also attended, the dinner being followed by a screening.

The following night, from the stage of the theatre after the screening, Massey suddenly became stage struck. He had been sitting near Mrs. Roosevelt during the film, but the wave of excitement in addressing her and the galaxy of prominent political and social lights of Washington apparently silenced his vocal cords and rooted his legs to the stage. The veteran stage star stuttered, paled and lost control of the memorable Lincoln he portrayed only a few minutes before on the screen.

Excerpts Broadcast

Also appearing on the stage were John Cromwell, the director; Ruth Gordon (Mary Todd), and Mary Howard (Ann Rutledge). After the appearance, the cast, accompanied by police escort, rushed to the local NBC station where it gave excerpts from the play over 52 stations.

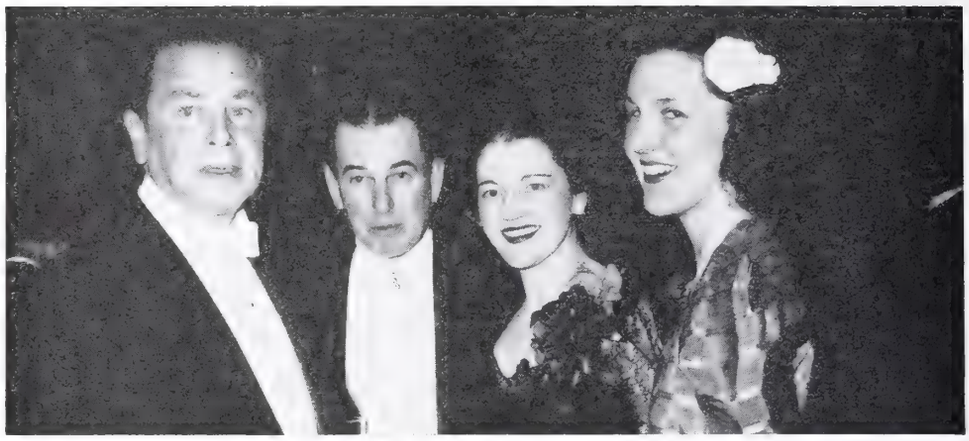
The opening was sponsored by the Washington Newspaper Women's Club, which distributed 1,500 of the 1,700 tickets, the balance being held out for the RKO party. Later, the journalist organization held a cocktail party at the Raleigh.

The *Times-Herald*, after the picture finished, greeted the retiring audience with a special edition which carried a seven-column picture, taken two hours previously, on the first page, followed with stories. A later edition carried a page of pictures.

The policy, which is a test, calls for four matinee and one evening show. Morning prices are 55 cents, afternoons 75 cents and evening, reserved seats only, $1.10. The morning after the night before, 400 were on line before the boxoffice opened.

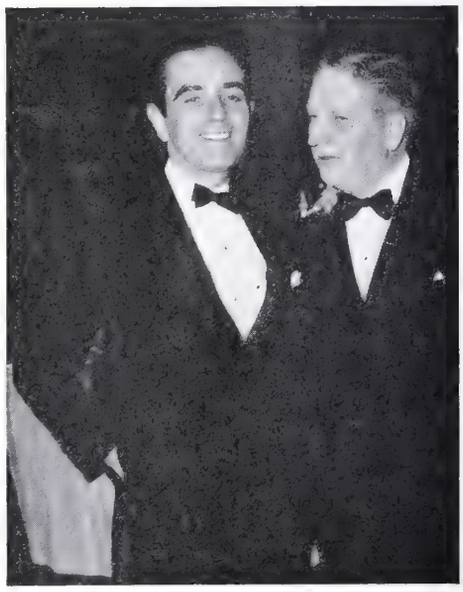
Among those attending the premiere were John J. O'Connor, Fred Meyers, Malcolm Kingsberg, Jim Brennan, A. W. Smith jr., Nat Levy, Izzy Rappaport, S. Barret McCormick, Harry Mandel, representatives of the trade press and numerous socially and politically prominent localites.

Gene Autry, Republic western star, also was among those present. Although he objected at first to dressing for the premiere, Autry changed his mind. The "stick-'em-up" star was loathe to doff his boots and chaps, contending "No one will know me if I get out of this outfit."









—Metropolitan Photos

Abe Lincoln in Washington—

All-inclusive camera tour as "Abe Lincoln in Illinois" took its bow. Above, Harry M. Goetz, S. Barret McCormick, Mrs. McCormick and their daughter, Jean. The informal group below it includes Mary Howard (Ann Rutledge), Ruth Gordon (Mary Todd) and Raymond Massey (Abe Lincoln). On the steps is Hardie Meakin, manager of the Keith's Memorial Theatre. Immediately above, right, Izzy Rappaport, Hippodrome, Baltimore, and Bob Folliard, RKO branch manager in Washington.

'Inform Congressmen,' UMPTO Urges Trade

PHILADELPHIA—All exhibitors are urged to inform their Congressmen of their opposition to the Neely bill, in a resolution passed at a general membership meeting of UMPTO of E. Penn., S. N. J., and Del. in the Bellevue-Stratford Hotel.

Previously, letters to that effect were sent to all Congressmen in the area covered by the organization, by Lewen Pizor, president, and George P. Aarons, secretary and counsel.

Both were re-elected to office. Other officers elected were:

Morris Spiers, treasurer; Ed Jefferies and William Greenfield, vice-presidents, and Charles Segall, chairman of the board of managers. Members of the new board are Lewen Pizor, Herman Coane, Sam Shapiro, Joe Hebrew, Ted Schlanger, Ed Jefferies, Ed Connoly, Nantikoke, Pa.; Joseph Wodock, Doylestown, Pa.; William Hissner, Lebannon, Pa.; M. H. O'Toole, Scranton, Pa.; Ralph Sobelson, Bangor, Pa.; R. J. Rudd, Lykens, Pa.; M. H. Egnal, Lou Sablosky, William Greenfield, Lew Segall, Abe Sablosky, Morris Spiers and George P. Aarons.

M-G-M's sales policy with "Gone With the Wind" was discussed, with the view expressed that it "establishes a dangerous precedent." It was said members may protest to M-G-M.

National Review Board Conference in N. Y.

NEW YORK—The 16th annual conference of the National Board of Review starts Thursday at the Hotel Pennsylvania. Main topic of discussion will be "50 Years of Films."

Concluding event of the three-day session will be the luncheon Saturday. Alison Skipworth, Harry Carey, Burgess Meredith and Barry Fitzgerald are among the guests of honor.

Francis Doublier, cameraman to the Lumiere brothers in 1895, will make the opening address. Other sessions will include discussions of community motion picture activities; showing of selected early films at the Museum of Modern Art Film library; meeting with review committees, and a junior conference at which members of the Board's 4-Star Clubs will show their own films and discuss their activities.

13 Stars Definitely Set for The President's Ball

WASHINGTON—The Hollywood influence for the President's Birthday Ball, January 30, has soared to a commanding level with 13 stars accepting invitations. The list includes: Mickey Rooney, Tyrone Power, Gloria Jean, Edward G. Robinson, Dorothy Lamour, Edward Everett Horton, Brenda Joyce, Gene Autry, Bill Boyd, Kay Kyser and his orchestra, Connie Boswell, Walter O'Keefe and Red Skelton.

Cullen Espy's District Tops in NT's Drive

LOS ANGELES—Cullen Espy of Fox West Coast gets high honors in the National Theatres district managers 16-week drive. With the award goes $4,975 to be divided among theatre managers in Espy's district. FWC dominated with four of the top ten coming from this city.

Other winners and prizes are: Second, Fred Souttar of Fox Midwest in St. Louis, $3,544; third, Lon Cox of Fox Midwest in Kansas City, $2,176; fourth, Bill Geehan of Fox Wisconsin, Milwaukee, $1,702; fifth, Dick Dickson of FWC, $2,070; sixth, Edd Haas of Fox Midwest, Kansas City, $1,196; seventh, Hall Baetz, Homer Gill and Lou Christ of FWC, Los Angeles, $1,308; eighth, B. V. Sturdivant of FWC, Los Angeles, $1,055; ninth, Thornton Sargent of FWC, Los Angeles, $796, and tenth, Roy Pierce of Fox Wisconsin, Milwaukee, $646.

WASHINGTON

THE premiere for "Abe Lincoln" was the greatest extravaganza of its kind that the nation's capital has ever seen . . . Dorothy Pollock, who recently resigned from UA, was feted with a luncheon at the Neptune room by the ladies ensemble of UA . . . Sara Young of 20th-Fox is home with a siege of illness, and we miss the familiar expression, "Snookie" . . . Metro's Marge Dermody and Fred Rippingale have been checked off the sick list and are back on the job . . . Paramount's Jack Fruchtman is doing nicely following a tonsillotomy . . . Myra McConnell of 20th-Fox is vacationing; her co-worker, Helen Inglee, is oh, so happy, but won't tell us his name . . . Jules Chapman, assistant to Harry Thomas, visited with Monogram's Harry Brown . . . Seen along the Row: Danny Weinberg, Bedford; Sam Eisenstein, Annapolis; J. Mears, Belle Haven, and Joe Walderman, Baltimore.

Frank Boucher and Marsh Gollner have returned from a Schine district managers' meeting held in Gloversville . . . Bill Kraemer, formerly of this territory, is on the expected list and when he arrives the date will be set for an everlasting contract . . . Sam Flax entertained Gene Autry and Herbert Yates of Consolidated Film and Republic at the Variety Club. Later they were joined by Harry Thomas, Frank Boucher, Harry Brown and Wade Pearson.

Charles Previn, musical director for Universal, Lou Pollock, Universal publicity chief, and Mrs. Pollock, trekked to the capital for the birthday celebrations . . . The only showing of "Gone With the Wind" on the eastern shore will be held at the Arcade, Salisbury. The opening is scheduled for February 12, and the advance sale is terrific . . . Herb Blumenthal of Universal has employed "Charlie McCarthy, Detective" to ferret out the practical jokester who phoned him at the opportune moment in the Pot O' Gold program to inform him of his "good fortune" . . . RKO's accessory department is scheduled for transfer to National Screen on February 1, and will be temporarily at the Paramount exchange.

MPTO of Va. Reelects Crockett as Head

RICHMOND—William F. Crockett was reelected president of the MPTO of Virginia at the seventh annual midwinter convention, held here at the John Marshall Hotel. Benjamin T. Pitts, vice-president; Harold Wood, secretary, and Sam Bendheim jr., treasurer, also were re-elected. The board of directors was enlarged by adding five members.

At the morning session presided over by President Crockett, the principal speaker was Harry Brandt, president of the ITOA of New York, who spoke mostly about the Neely bill and its effect on the industry if passed. He urged every member of the association to contact their members in the House and give their opposition to the bill.

Colonel Robert Barton, counsel for the association, spoke briefly about activities in the state legislature, now convened, as pertaining to the industry. He said that it looked as if there would not be any attention at this session to an admission tax. He also referred to a pending bill that would make a uniform building code, and another to regulate billboards.

The new board of directors include the following: Robert Levine, Portsmouth; J. C. Caldwell, Appomattox; William S. Wilder, Norfolk; Dan Weinberg, Lexington; C. L. Abercrombie, Danville; A. Julian Brylawski, Washington; Frank Falls, Lynchburg; Sydney Gates, Norfolk; Nat Glasser, Washington; Leonard Gordon, Newport News; H. H. Moody, Wytheville; D. F. Aleshire, Luray; Jeff Hofheimer, Norfolk; Elmore Heins, Roanoke; A. E. Lichtman, Washington; Ellison Loth, Waynesboro; A. Frank O'Brien, Richmond; R. C. Overbey, South Boston; Hunter Perry, Charlottesville; Ben Pitts, Fredericksburg; Frank B. Srover, Alexandria; W. F. Rippard, Farmville; Charles Roth, Harrisonburg; Herman Rubin, Petersburg; Allen Sparrow, Richmond; Charles A. Somma, Richmond; Morton G. Thalhimer, Richmond; E. T. Warner, Cape Charles.

The convention closed with a banquet and floor show in the main dining room of the John Marshall with the association being hosts to state and city officials and members of the legislature. Among those present were:

Ralph Binns, Robert Campbell, Mr. and Mrs. Dave Peterson, Mr. and Mrs. Stanley Barr, Harry Cohen, Elbert Grover, Hunter Perry, Bob Bertschey, Mr. and Mrs. Ivan Rosenbaum, Jack Goldberg, Mr. and Mrs. Frank O'Brien, Barney Frank, Mr. and Mrs. Sam Roth, Robert Coulter, Roy Dial, Nat Glasser, Fred Beiersdorf, Mr. and Mrs. Roy Richardson, Dan Wilkinson, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Graham Barbee, J. C. Caldwell, Mr. and Mrs. Harold Wood, Mr. and Mrs. Frank Falls, Mike Segal, Ben Caplon, Jeff Hofheimer, Mrs. F. W. Carper, Rudolph Berger, Mr. and Mrs. William Ballenger, Mr. and Mrs. A. O. Budina, Mr. and Mrs. Morton Thalheimer, Mrs. John C. Chalkley, Mr. and Mrs. Sam Bendheim jr., Mr. and Mrs Mervin Ullman, Olmstead Knox, Bob Folliard, Sydney Gates, Mr and Mrs Frank Wolfe, Fred Sandy, Fred Rohrs, Mr. and Mrs. David Kamsky, Harry Roth, Art Jacobson, Harry Brown, Mr. and Mrs. Leonard Gordon, Julian Brylawski, Edgar Moss, Georgie Farthing, Frank Straus, Dorothy Shrewbridge, Allen Sparrow, Harry Crull, Jack Fruchtman, C. H. Olive, Sam Wheeler, Bernie Kreisler, Colonel Robert Barton, Glen Norris, William S. Wilder, Sidney Bowden, Leo Greenwood, Jay Kimmell, Mr. and Mrs. E. T. Warner, E. O. Wilschke, Frank Stover, Mr. and Mrs. Pete Lichtman, Mr. and Mrs. Tom Pitts, Wade Pearson, Mr. and Mrs. Carlton Duffus, Mr. and Mrs. Ellison Loth, C. W. Geoghegan and Jake Flax

$45,000 First Week for "Remember the Night"

NEW YORK — "Remember the Night," which ends its second week at the Paramount Wednesday, chalked up $45,000 for the initial seven days despite freezing weather which hampered business along the street.

PHILADELPHIA

LOCAL theatres have gone in for charity in a big way. One week they put on a collection for a South Philadelphia orphans' home, the next week for the Salvation Army, and now for the March of Dimes campaign . . . The orphans' campaign wound up with a bang, with $475 raised by more than 100 independent theatres, and Charles Stiefel, Charles Goldfine and Moe Verbin getting their mugs in the *Record* . . . Ed Rosenbaum, Columbia exploiteer, lectured before Penn journalism classes, and is now getting letters from friends, addressed, "Dear Professor" . . . Janet Hallard has left Republic and joined the United Artists staff . . . Milt Young, Warner, says the reason he's short on cash these days is that his little daughter, Patty, has swallowed a penny.

Must be exciting to be a Warner manager these days. Dozens of prizes have been put up for them to shoot at. Latest is the total of $1,000 *offered in the fifth annual "managers' parade," which runs from January* 27 *to March* 30. *It will be a group competition, with each of the nine districts competing as a unit, the prize going to the district with the greatest increase in boxoffice receipts . . . The Warner exchange is offering them* $100 *in prizes for best campaigns for "A Child Is Born" . . . International Film Exchange is putting up* $120 *for the twin horror show, "Demon Barber of Fleet Street" and "Return of the Frog" . . . And Joe Bernhard this August will present three autos to the outstanding three managers.*

That's Oscar Neufeld's girl friend, Kathryn Case, on the cover of *Pic* this week. She's at Billy Rose's Diamond Horseshoe . . . The CIO Theatrical and Display Cards Union won an NLRB election at National Penn Printing, 16 to 12 . . . El Hollander put on a kiddie coloring contest with pictures of Indians in the *Daily News* as a gag for "Geronimo." The paper also serialized the story . . . Dave Seaman has his "Forum" always before the kids, as a result of his stunt of handing out free book covers in local schools. Merchants took ads for the back cover, which paid for most of the expense.

Herman Comer, Capitol, got his Gene Autry film heralded by Gimbels department store, which put flyers inside all packages sent out . . . Al Reh put a lifelike bust of Victor Herbert in the boxoffice window to call attention to "The Great Victor Herbert" at the Stanley . . . Gil Fradeneck, Rialto, York, scared Yonkers out of its wits by sending a "ghost" around town. Green circulars he handed out told about "White Zombie" . . . Sid Poppay, Gettysburg, had the Hanover Lyric Band over for a concert . . . Ray O'Connell, Lancaster, got a free buildup for "Gone With the Wind" by arranging co-op advertising with merchants selling "Gone" merchandise.

A. J. Vanni, Warner district manager, is hopping through the hinterlands, getting theatres lined up for the coming of "Gone" . . . Irv Blumberg, Oxford, is winning gratitude—and patronage—of neighborhood mothers by handing out scarves and hats to kids who come improperly dressed. The source of the clothing is unclaimed stuff in the lost and found department.

Graham Due in Mexico on Paramount Assignment

MEXICO CITY—Robert L. Graham, newly-appointed assistant to A. L. Pratchett, Paramount general manager for Cuba, Mexico and Central America, is due here February 5 to take over his post. Graham was formerly assistant manager of the company's Panama office.

John A. Ojerholm, head of the British technical staff, who has been visiting since December, returned to England via Italy aboard the *Manhattan*, which sailed Saturday.

Mrs. John B. Nathan, wife of the managing director for Argentina, Uruguay and Paraguay, has given birth to a son.

Legislator's Tax Plan Hit by Labor Leader

NEW YORK—State Senator William Bewley, Republican, of Lockport, was bitterly attacked by Thomas Murtha, president of the Central Trades and Labor Council following Bewley's introduction in the legislature of a bill calling for the incorporation of taxes on membership dues, theatre admissions and receipts from business and services.

Bleecker Hall to Seed

ALBANY—George Seed is the new manager of Fabian's Harmanus Bleecker Hall.

"GWTW" Audiences Are Tackling Carter Barron

WASHINGTON—"Gone With the Wind" opened Friday at the Capitol. Carter Barron, district manager for Loew's, had his hands full with the ticket sale. Three days ahead of opening, 90 per cent of the first two weeks' business for the reserved evening performances had already been checked in. Afternoons are at 75 cents, continuous.

As the calls came through for tickets, Barron has been turning to his secretary, and shouting, "Let's have two on the 50-yard line, but not too far down front, etc."

See Product Shortage With "GWTW" Extended Run

PHILADELPHIA — Neighborhood theatres are beginning to get apprehensive about a possible shortage in product as "Gone With the Wind" seems due for a long, long stay at both the Earle and the Boyd.

Federation Pledges

NEW YORK—Herman Robbins, for National Screen Service, led film contributions to the Jewish Federation with a $10,000 pledge announced at the Astor luncheon with 500 present. David Bernstein, personally, was in second place with $7,500.

Appellate Reserves Decision on Landis

PHILADELPHIA—A three-judge court has reserved decision on the pleas set before them by counsel for the Landis in Vineland, N. J. and by the distributors and Warner circuit attorneys.

The court, composed of Judges Albert Maris, James Clark and John Biggs jr., has been asked by the defendants to set aside the ruling of District Judge William H. Kirkpatrick, who last November found them guilty of violating the anti-trust acts.

In summing up the argument for the defendants, former Attorney General William Schnader contended that "this decision deprives distributors of the right to choose their own customers." He further maintained that the industry is strictly a private enterprise, and not affected with the public interest, as would be the case with a public utility. The making of contracts with Warner houses he interpreted as "good business judgment" on the part of distributors, in "dealing with an old established customer." Schnader denied that deals were made by Warner and the distributors to harm the Landis.

State Senator Harry Shapiro, attorney for the plaintiff owners of the theatre, said to the court: "I am asking you to break up an evil that exists all over the country. Since the industry started, it has been affected by this type of monopoly, to the detriment of the independents.

Both sides have expressed a desire to get the case before the supreme court as soon as possible.

Equipment Sales Outlook Good, Says H. B. Snook

NEW YORK—The outlook for theatre equipment sales during 1940 is "very good," in the opinion of Homer B. Snook, RCA Photophone reproducer sales manager, who has returned from an extended business trip to the south and middle west.

He states conversations with exhibitors and chain operators lead to the belief the brighter outlook is the result of increased boxoffice receipts and an overall improvement in business conditions.

Consolidated 600-Seater To Open About March 1

NEW YORK—Consolidated circuit plans to open the 600-seat house located on the site of the former George M. Cohan on Broadway and 43rd Street about March 1.

The Airways Newsreel, which will be situated in the new Airway terminal under construction opposite the Grand Central, will be ready by August 1 and will have 532 seats.

Dave Frankel's Rex, Bronx, is no longer being booked by the Brandt circuit.

Picket "Wind" in Chicago

CHICAGO—As "Gone With the Wind" opened here Friday night at the Woods and Oriental theatres, Communist groups picketed the house with signs classifying the film as one inciting to "race hatred."

Instant Sound Recording Machine Is Developed

NEW YORK—Putting sound in advertising is now possible for theatres with the "Soundmiror" and "Voice Reflector," developed by S. K. Wolf and William Halstead. These instruments with the aid of a continuous steel tape can make and produce a recording immediately.

For Hollywood, it is claimed the machines can prove invaluable for studying dialects and reproducing sound rushes at once. Special units now are under construction which will produce recordings lasting from 10 to 15 minutes. The present units record for only five.

Majors Relinquish Agency Data Collating Service

NEW YORK—Price, Waterhouse has withdrawn as an outside agent collating data for distributor answers to the government's interrogatories. The accounting firm had been called in some time ago, but due to various companies adopting their own system for securing the necessary material, Price, Waterhouse withdrew. It cost the majors $65,000 for the short time the outside firm was employed.

• REVIEW FLASHES •

CHASING TROUBLE (Mono)—A pleasant hour's entertainment of how a delivery boy cupid, who is an amateur graphologist on the side, pursues his way into and out of varying degrees of exciting situations. Frankie Darro, Marjorie Reynolds.

INSPECTOR HORNLEIGH ON HOLIDAY (20th-Fox)—This one in the comedy-mystery series continues to be entertaining. It had a Broadway audience hanging on every sequence. Gordon Harker, Alastair Sim, Linden Travers. Walter Forde directed.

LIFE ON THE HORTOBAGY (Eureka Prod).—Life among the horse and cattle breeders on the plains of Central Hungary is depicted feebly by a native cast.

MARINES FLY HIGH, THE (RKO)—Just another indifferent saga of the U. S. Marines which even lacks the lustre of originality. Richard Dix, Chester Morris, Lucille Ball, George Nicholls jr. and Ben Stoloff co-directed.

STRAIGHT SHOOTER (Principal)—Nothing to get excited about is this western which is subjected to the performance of a story in which bonds, rather than cattle, are the motivation. Tim McCoy, Julie Sheldon, Sam Newfield directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

BROADWAY

(Continued from page 24-A)

ferences with his brother, Louis, producer of the series . . . Edward Small, with "My Son, My Son," behind him, dropped in from the coast and proceeded immediately for Savannah, to visit his mother who is ill . . . Joseph A. McConville, Columbia's foreign sales manager, left over the weekend for Mexico City. He plans to visit Havana before returning to New York, then to South America about February 23. It's all business.

Y. Frank Freeman sr., Paramount studio supervisor, returned to Hollywood over the weekend after a week of home office conferences . . . His son, "Pete," is en route to the coast via Atlanta, where he plans a short stopover in connection with retakes on "The Biscuit Eater," on which he is working with Producer Jack Moss. "Pete" came east on some private business . . . He arrived on the same train with Dorothy Lamour, who will take part in the President's Birthday Ball in Washington, Tuesday. Her next stop is the Chicago Theatre for a personal appearance February 2 and back to Gotham for another p. a. at the Paramount . . . Felix Seymour has returned to the 20th Century-Fox studios to produce the musical numbers for the forthcoming "Lillian Russell" . . . Jane Darwell is here from the coast, mostly to see "The Grapes of Wrath" . . . It's her first eastern trip in 15 years . . . Errol Flynn has returned to Hollywood.

Notes from a matchbook cover: Seen lunching at Sardi the other day were Herman Wobber and Charles E. McCarthy who were later joined by Joe Lee and Harry Buxbaum. When Wobber and McCarthy left, Freddy Schwartz and a trio from Century circuit filled the table. In the customary spot, Arthur M. Loew, Henry Krecke, Mort Spring and Bill Melniker who wore colored glasses. Directly opposite, Walter Gould, Bill Levy and Tom Mulrooney of United Artists. Walter Huston, with his son, Walter jr., seated with stage director Frank Milton. Bill Scully and Dave Levy together. Also Louis Phillips with some friends . . . Helen Shaw Lesser celebrated a birthday Wednesday . . . Harry Wurtzel is visiting, and quietly, from Hollywood . . . Monroe Greenthal is poised for a quick trip to the coast . . . The Harry Brands returned west via the air lanes . . . *Stork Club Closeup:* Grad Sears, Joe Moskowitz, Lee Wiley, Joe Pincus, Louise Latimer, Irving Hoffman, Jack Haley, the Arthur Mayers, the Bill Morrises, the Arthur Schwartzes, the Jack Pearls, Jack McKeon and Ethel Merman.

A couple of "firsts" are claimed by Charlie Jones of Republic, for the novel manner in which "Village Barn Dance" was unveiled to the film reviewing fraternity, civic lights and celebrities. The film had its first showing at the Village Barn, Greenwich Village bistro that is unique in the city's night club life. The excitement got under way in the afternoon, when Gene Autry, arriving at Pennsylvania Station, was greeted by about 400 kids, with a choice few making the trip to the terminal through the main streets in a haywagon. Mayor LaGuardia was the central attraction at a dinner served at the barn, with Autry and Judy Canova contributing bits of the floor show. A half hour nationwide broadcast over the Mutual network gave the film an enthusiastic sendoff. About 100 attended.

Loads of nostalgia were unloosed at the luncheon sponsored by the amusement division of New York and Brooklyn Jewish Philanthropic Societies in honor of former Mayor James J. Walker, Friday. About 500 persons crowded the north ballroom of the Hotel Astor to hear Walker match wits with George Jessel. Among the speakers were David Bernstein, who, with Major Albert Warner is co-chairman of the amusement division, and Louis Nizer. The assemblage represented a "Who's Who" of the local film fraternity.

By Way of the High Breeze: Joe Lee says he has organized a fishing party to include Freddie and Milton Schwartz and Sol Kelsey, Dave Snaper's partner, that will make for Key West around February 1 . . . Harry Buxbaum will head for the palmy country when Joe gets back, which means about March 1 . . . Moe Sanders of the same office, which is 20th Century-Fox, leaves for Miami, February 15 . . . The Gene Pickers left there over the weekend and are due in Monday . . . Arnold Picker preceded them back by a few days . . . Louis Weinberg got in from the same sand dunes in time for a Monday appointment . . . Gertrude Shapiro and Shirley Blendies of the Metro home office are back . . . Amy Schiff, Lep Friedman's niece, leaves Friday . . . Dr. and Mrs. J. B. Fishman of Fishman Theatres in Connecticut have joined the exhibitors' colony . . . William F. Rodgers got back Thursday . . . The A. H. Blanks are sunning in Hollywood, Fla. . . . Morris Joseph, Universal exchange manager in New Haven, is in nearby Miami . . . Mel Heymann heads southeast the end of February.

Leonard Picker, Columbia attorney, is moving from Newark to Lawrence, L. I., around May 1. He'll be living next door to brother Arnold . . . Albert Howson of the Warner office keeps in trim by playing indoor tennis all winter . . . John Nolan says he's trying out an interesting vaudeville experiment in Scranton . . . Earl Sweigart, Paramount's Philadelphia branch manager, cut short a visit with Milt Kusell and hopped a choo-choo when he felt a cold coming on . . . Earle W. Hammons has opened an office on the 16th floor of the Paramount Building for Educational Films Corp. of America, his first love . . . Bob Taplinger led a flock of coast film critics back to warmer climes over the weekend. He brought 16 of them east for the "69th" affair . . . Lynn Farnol left for Hollywood, Friday. Murray Silverstone expects to join him there next week . . . Ingrid Bergman has returned to the coast after a vacation in native Sweden.

Harry Sherman Adds One

NEW YORK—In addition to six Hopalong Cassidy and two Zane Grey pictures, Harry Sherman will produce "The Round-Up" as part of his program for Paramount's 1940-41 season.

ALBANY

O E. WILLIAMS, National Theatre Supply, was in New York for a four-day meeting at Hotel Pennsylvania of the company managers from all sections of country . . . Phil Fox, former manager for Columbia here and now branch boss in Buffalo, was back for a day. He called at Warner Theatres headquarters, among other places . . . Sam Rosen, partner and brother-in-law of Si Fabian, huddled with Division Manager Lou Golding and house managers.

Arthur Greenblatt of Film Alliance was expected to visit Albany, Gloversville, Oneida and other points west . . . Bernard Kranze, RKO manager, is on the job after a suntanning in Miami. Elmer Sichel, assistant booker of 20th Century-Fox, and Mrs. Sichel, also returned from a Florida vacation. Dan Houlihan, Fox booker; Frank Williams, Benton circuit booker, and Seth Field, Schine short subject booker in Albany territory, are expected to head for Miami, February 9.

Frank Kouras of the Rialto, Massena, reached Albany from that far north spot after 12 hours of the toughest driving he ever encountered. Zero weather, snow and a few other obstacles were hurdled in a new Buick, according to reports. Which added that Kouras went on a delayed Christmas shopping spree. Picture business is said to be good in Massena, where Aluminum Company of America plant is running full blast. Schine also operates there. . . Bill Kraemer, Schine booker, was in Albany for several days . . . Percy Quigley, Coxsackie exhibitor, has been plagued for several weeks by a cold . . . A big snowstorm in and beyond Boonville made truck delivery of film impossible.

"Of Mice and Men" was previewed in Warner Theatres' projection room. Moe Silver and his WT executives attended. So did Lou Golding, Fabian division manager; Joe Shure, Fabian booker; C. R. (Tip) Roseberry, critic of Knickerbocker News, *and others . . . Helen Wisper, secretary to Manager Moe Grassgreen of 20th Century-Fox, back to the office after wrestling with a cold . . . Ben Smith, Pam-o salesman, grappled with same adversary.*

M. A. Silver one-dayed in New York . . . Mary Hawkins, who took a leave as booker at Republic to accompany her mother on a health trip to California, drove to Los Angeles in 12 days. Filmrow friends have heard from her . . . Cecil Patten of the State, Adams, will vacation in Florida . . . Charley Wilson's Bijou, Troy, runs a line in each day's copy: "Fight Infantile Paralysis. Give a Dime."

Edison Associate Dies

NEW YORK—The body of James Burke, 66, engineer, inventor and an associate of the late Thomas A. Edison, was cremated at the Fresh Pond Crematory, Maspeth, Queens, Wednesday. He died Sunday in his home at Erie, Pa.

Regular Roxy Dividend

NEW YORK—The regular 37½ cents dividend for the Roxy has been declared, payable March 1 to preferred holders on record February 9, 1940.

Niethold Named Secretary Of New York Allied

NEW YORK—At a metropolitan unit meeting of Allied of New York, Walter Niethold of Goshen was appointed secretary by Irving Sherman, regional vice-president, who presided. The grievance committee comprises Sherman, ex-officio chairman; George Abramson, New United, Brooklyn, and Thomas DiLorenzo, New Paltz.

Buffalo Meet Set

BUFFALO—The next regional meeting of Allied of New York is tentatively set for February 13.

Allied of N. J. to Meet Early in February

NEW YORK—Allied of New Jersey will hold its next meeting during the first week in February. A report of the national convention and eastern regional meeting was discussed by members Tuesday.

ITOA Support to Finns

NEW YORK—The ITOA, comprising 200 theatres, has added its support to the nation-wide campaign for the collection of money for the Finnish Relief Fund, Inc., which is slated for Febuary 17-18.

BALTIMORE

BERNARD SEAMAN, manager of the Hippodrome, vacationed in Newark last week and Cliff Jarrett, his assistant, took over . . . Moe Cohen has sold the Lexway to Harry Meyerberger. Moe now is confining his activities to the Main . . . Seen at lunch in Bickford's: Harry Gruver, Glen; Sam Soltz, Howard; Frank Skully, M-G-M salesman, and George Jacobs, Goldfield . . . Beverly Roberts was spied at the Oasis . . . Leonard McLaughlin, Maryland manager, was comfortably seated at the last Symphony Concert at the Lyric when someone else claimed his seat. There was some discussion. An usher was called. He found Leonard was in the right seat but on the wrong night.

Wilbur Brizendine, manager of the Rialto, is said to have been signed by the New York Ice Hockey Rovers . . . George Romel, Belnord manager, has reseated the house and redecorated its marquee . . . Blue laws hit skating rinks here when the police commissioner, acting on a ruling from the attorney general's office, said sale of tickets before 2 p. m. was illegal The law also affects bowling alleys. No one seems to know who dug up this ancient thing . . . Members of the Amateur Press Club reviewed "His Girl Friday" at the Hippodrome. Ted Routson made the tieup.

Miss Helen Leonard, secretary to I. M. Rappaport, Hippodrome, was in New York last week . . . *City of Flint* freighter will dock in Baltimore. No doubt newsreel men will be on hand . . . Thomas Fisher, assistant manager at the Broadway, says wedding bells will be ringing for him, and very soon . . . Fred Schwartz, Cameo relief operator, and his car had an argument with a pole.

RICHMOND

RULING that "Hitler—Beast of Berlin" is "pervaded with brutality and inhuman conduct" the state board of censors has decided not to permit its showing in Virginia. The picture was licensed a short while back, and then the license held up. On reapplication for a license the board made a formal ruling which banned the film in Virginia.

A. T. Hall, cameraman for Pathe News, recently presented a ten-reel story of the war in the Far East at the John Marshall High School . . . Eddie Martin, salesman for Republic Pictures, was a recent visitor . . . Herman Nowitsky, chief of maintenance for the Wilmer and Vincent circuit, was in town . . . Robert Hatcher is a new member of the service staff at the National . . . "Mac" McLaughlin came down from Baltimore to relieve Mervin Ullman, local Altec engineer, for several deys.

The recent Theatrical Ball at the Mosque, under the sponsorship of the Lichtman Theatres Employes Ass'n, netted several hundred dollars for the employes fund . . . Jerry Newcomb, member of Sam Gordon's service staff at the Venus, skidded his car while crossing the Ninth Street Bridge and damaged it considerably . . . William Rippard, manager of the Eaco, Farmville, was a spectator at the recent football game at the Stadium, also Harold Wood, of the Neighborhood Theatres home office.

Frank Mathews, maintenance engineer of the Capitol Theatre, went fishing and caught one this long . . . Warren Connor, Altec official, was a visitor here the other week . . . Charlie Yerby, assistant manager of the Loew's Theatre, visited his mother in Portsmouth last Tuesday.

The bowlers rolled their weekly duckpin matches and the State increased its lead to nine games, Colonial took undisputed possession of second place, one full game ahead of the Brook-Vue. Park is in fourth place followed by Carillon and Grand.

Benjamin T. Pitts, circuit operator who makes his home in Fredericksburg, has been appointed chairman of the infantile paralysis campaign in that town.

Harriet Rubin, daughter of Herman Rubin, Petersburg general manager for Neighborhood Theatres, and formerly connected with a Washington film exchange, was married last Sunday to Dr. Louis Savel of Newark.

Felix Gotschalk, who was organist for the Wilmer and Vincent theatres, is now presiding at the console at the Fairmount Baptist Church . . . Leonard Lea has reopened the old Broadway in Danville under the name of the Lea . . . Herman Nowitsky, Wilmer and Vincent maintenance engineer, was in town.

"Sussman Month" Set

NEW YORK—The local 20th Century-Fox exchange has set April as "Bill Sussman Month," in honor of the eastern division manager. It is in the form of a booking drive.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Independent Efforts Reach a High Mark

Activity among the independents and so-called "profit-sharing" producers has risen to a new high, attaining a pace in preparation for picture-making that will be difficult to top during the balance of the year.

Having tied up with Universal on a long-term deal as a "share-cropping" producer-director, Frank Lloyd has filed incorporation papers for two new companies—Frank Lloyd Pictures, Inc., and Frank Lloyd Productions, Inc. The former company will produce "Tree of Liberty" for release through Columbia, while the latter will make a series for Universal. Lloyd's contract with Universal, sealed in New York, calls for Jack Skirball to act as his production associate. No decision has been reached as to his first vehicle. Lloyd will go into action first on his one-picture Columbia contract.

Others Are Active

Frank Capra has secured a Warner release for the first independent feature he will make in association with Robert Riskin, "The Life and Death of John Doe." The Capra organization will transfer to Burbank from its present Selznick International headquarters early in April, with production to start shortly thereafter.

Also planning an early swing into action is the David L. Loew-Albert Lewin unit, which will produce for United Artists. Scripting and casting on "Flotsam," its initialer, are now underway. The Erich Maria Remarque story was purchased recently from M-G-M. The Loew-Lewin company is headquartering on the S-I lot.

Currently negotiating a UA deal is John Stahl, former Universal producer, who has already been set on a one-picture contract with Columbia. Stahl left for New York to discuss the matter with Murray Silverstone, UA's operations chieftain.

Fine Arts, readying three pictures for early camera work, is lining up writers and technicians for a determined onslaught upon its 42-picture program for the year. President Franklyn Warner is in New York completing details for the setup of his new distributing organization.

The Grand National studio, meanwhile, has been ordered padlocked by Harry Fromberg, trustee in bankruptcy. The local GN exchange also has been shuttered. Local creditors of the old GN are awaiting notification from Fromberg as to their position concerning liquidation of the company, which went out of existence owing them some $200,000.

James Roosevelt's Globe Productions has boosted the budget on "The Bat," its first for UA, to $500,000 and has signed Norman Foster to direct.

Producers Corp. of America has elected Henry Herzbrun secretary of the company, with Una Stanley named business manager and Harry Sokolov corporation counsel. Preparations are under way for filming "Kingdom Come," starring John Charles Thomas, as its initial venture.

Two all-colored features for independent distribution are scheduled to be placed in work during the month by Goldberg-Port, "Mystery in Swing" and "Darktown Strutters Ball." Arthur Dreifuss will direct the first and Roy Mack is scheduled to wield the megaphone on the second.



Partners—

Albert Lewin, left, and David L. Loew, partners in a new film producing company for release through United Artists fare forth to launch a few plans. Headquarters are in Culver City.

Carr Due Again on February 5; Maybe Bioff Trial Date Then

Although it is not known locally whether he intends to resume his investigation into charges of labor racketeering and other matters pertaining to the industry, Hollywood again is to play hostess to Charles H. Carr, special assistant to the U. S. attorney-general, who is expected to return from Washington on February 5.

At that time Judge Ralph Jenny has indicated he will set a date for the trial of William Bioff, IATSE representative, indicted by a federal grand jury for allegedly evading payment of $85,000 in income taxes for 1936 and 1937. The indictment was returned after an exhaustive investigation by Carr, who is reportedly planning to check in to be on hand when the trial date is set.

Pleads Not Guilty

Bioff has pleaded not guilty to the charges.

Meantime there continues to be no action in the government's criminal contempt suit against Fox West Coast and nine major distributors, who are defendants in an action charging them with violating the 1930 consent decree. No date has been scheduled for the hearing at which Harold Collins and Albert Law, heading the government's forces, have been ordered to submit a bill of particulars. Upon acceptance of the bill by defense attorneys a date for trial will be chartered.

"Virginia City" Premiere Date Slated March 16

Paralleling the trek to Dodge City, Kas., nearly a year ago, Warner will stage the world premiere of "Virginia City," starring Errol Flynn and Miriam Hopkins, in Virginia City, Nev., March 16. The studio has chartered an 18-car train to transport stars, press and other joyriders to the affair, which will call for civic celebrations in Virginia City and Reno.

Monogram Adds Release

Monogram has acquired "East Side Kids" from Producer Sam Katzman and will add it to its distribution lineup. The picture will be released February 10. Vince Barnett heads the cast.



Another Honor for "Queen" Bette—

Bette Davis, Warner star, accepts from Doug Churchill the Redbook *magazine trophy as the best actress of* 1939 *while D. W. Griffith watches the ceremony. Bette won the* Boxoffice *All-American Screen Favorites poll in the feminine division, conducted by this publication for the* Boxoffice Barometer, *now in production.*

Academy Committee Completes Mailing Nominating Ballots

One of the most important tasks confronting the Academy of Motion Picture Arts and Sciences in readying for its forthcoming 12th annual Awards banquet has, after weeks of preparation, been completed, nominating ballots having been mailed out Friday to those eligible to vote for the eight major achievement classifications.

These ballots are returnable February 7 and, on February 12, the nominations will be made public. Final ballots will go out February 15, according to the schedule adopted, and are returnable February 26. Winners will be announced at the banquet three days later, February 29. Results of the voting will determine the winners of awards for:

Best picture, best actor, best supporting actor, best supporting actress, best direction, best screenplay and best original motion picture story.

Preparatory work in the technical division is also proceeding rapidly. The art direction award committee has nominated the following productions for recognition, one of which will be selected as the winner:

"Beau Geste," Paramount; "Captain Fury," Hal Roach; "First Love," Universal; "Gone With the Wind," Selznick International; "Love Affair," RKO Radio; "Man of Conquest," Republic; "Mr. Smith Goes to Washington," Columbia; "The Private Lives of Elizabeth and Essex," Warner; "The Rains Came," 20th Century-Fox; "Stagecoach," Walter Wanger; "The Wizard of Oz," Metro; and "Wuthering Heights," Samuel Goldwyn. Max Parker, of Warner, has been elected committee chairman. The judging group must view these nominated productions before voting.

The sound recording award committee has announced the following nominations:

Metro's "Balalaika;" "Day-Time Wife," 20th Century-Fox; "Gone With the Wind," Selznick International; "The Great Victor Herbert," Paramount; "The Hunchback of Notre Dame," RKO Radio; "Man of Conquest," Republic; "Mr. Smith Goes to Washington," Columbia; "Of Mice and Men," Hal Roach; "The Private Lives of Elizabeth and Essex," Warner; and Universal's "When Tomorrow Comes." Members of the award committee will, as in the case of the art direction award group, select the winner after viewing the nominated films in a series of showings.

Film editors have named a committee comprising Anne Bauchens, Warren Low, Francis D. Lyon, Harold J. McCord, Eugene Milford, Philip Cahn, Conrad A. Nervig, Gene Havlick, Walter Thompson and Eda Warren to select the winning production in this division.

Nominations for three musical awards —best scoring with original music, best scoring regardless of source of music and best song—are to be made by professional members of the studio music departments, with voting in the finals to be open to all individuals qualified to vote in other finals.

Walter Wanger, taking office as president of the Academy for 1940, stressed his intention of continuing the liberal, independent policies instituted by the retiring president, Frank Capra. Wanger declared there should be a "closer understanding between the film creators and their audience." and said "the Academy is the only institution in which actor, director, writer, technician and producer members function as individuals, irrespective of their economic or studio affiliations.

"The Academy should and will attempt to present to the world their ideas and ideals with frankness and authority," Wanger promised.

The organization's board of governors heaped appreciation upon Capra for the "untiring and unselfish efforts" of the retiring Academy leader.

"He has always had a deep conviction of the value and need for a cultural body such as the Academy," an official statement declared, "and has worked ceaselessly to keep its aims ever in the minds of those whose interests lie in the welfare of Hollywood.

Producers to Study How to Whip Neely

The studio campaign against the Neely bill will be one of the important topics on the slate of the February 5 session of the producers association.

Studio chieftains have been supplied by the Hays office with form letters, copies of which have been sent to plant executives, creative talent, technicians and general workers, urging that they wire their Congressmen pleading for the defeat of the measure. The missive charges that its passage would inflict "insurmountable burdens on the industry" as well as "jeopardize your own job and your future in the industry." Copies of the bill are attached to the letters.

Closely paralleling the anti-Neely bulletin circulated among Fox West Coast employes some weeks ago, the Hays letter recommends that its recipients swing tradespeople with whom they have contact over to their side.

Press Preview Snarl Up

Another topic will be a thorough diagnosis of that prime headache for publicists, reviewers and other interested parties—clearance regulations, or the lack of them, for press previews, following the filing of a number of charges that several majors are violating the "gentlemen's agreement" under which, in normal circumstances, not more than one "A" picture is to be screened on a single night.

Publicity directors of the major lots will discuss a possible remedy for the preview squawks with Tom Pettey, public relations counsel for the Hays organization. Specific charges that Warner and 20th Century-Fox, in particular, have violated the agreement—under which preview dates are to be cleared through Pettey—were tempered by the latter, who declared that "they all do the same thing upon occasion" and admitted frankly that he is at a loss for a solution to the problem. He holds no punitive powers and declares his only method to stave off more than one "A" preview nightly is that of persuasion. Dates are held open on a "first-come, first-served" policy.

WORLD-WIDE SUPREMACY

NINE out of the Ten Best Pictures chosen in the *Film Daily's* 1939 critics' poll were made on Eastman Negative Films. Two of the Ten Best Pictures were made in England, and both were on Eastman—striking evidence of the world-wide recognition of this film's excellence. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

NINE OF THE "TEN BEST" ON EASTMAN NEGATIVE

Hollywood Personnelities

Barnstormers

—Freelance

JACKIE COOPER and his orchestra set for personal appearance junket, opening in mid-February in Scranton, Pa.

IRENE HERVEY will leave next week for New York to join her husband, Allan Jones, on his current concert tour.

ERIK RHODES opening personal appearance tour in Baltimore, thence to Boston and New York.

—Paramount

Leading players in "Geronimo!" appeared on the Paramount stage in L. A. in connection with the picture's opening January 25. Participants included ELLEN DREW, WILLIAM HENRY, RALPH MORGAN, KITTY KELLY, CHIEF THUNDER CLOUD and PAUL H. SLOANE, who wrote and directed.

Cleffers

—Metro

DAVID SNELL and DANIELE AMFITHEATROF scoring two shorts, "The Flag Speaks" and "The Adventures of Stuffie."

HERBERT STOTHART scoring and directing music for "Waterloo Bridge."

"Maybe It's the Moon," music by WALTER DONALDSON and lyrics by BOB WRIGHT and CHET FORREST, planted as a featured number in "Two Girls on Broadway."

—Paramount

FRANK LOESSER, tunesmith, assigned to work with Joseph Santley and Allen Rivkin on the script of "Dance Little Lady" in an effort to coordinate music and production. Loesser will submit musical ideas for incorporation in the script.

JOHN LEIPOLD writing score for "Show Down," a "Hopalong Cassidy" western.

Meggers

—Fine Arts

OTIS GARRETT to "If This Be Treason."

PHIL ROSEN to "At Your Age."

—Globe Productions

NORMAN FOSTER to "The Bat," initial vehicle to be produced by James Roosevelt for United Artists.

—Metro

FRANK BORZAGE to "The Mortal Storm," anti-Nazi story by Phyllis Bottome.

ROBERT Z. LEONARD to "Pride and Prejudice." GEORGE CUKOR, previously assigned, will handle "Susan and God."

—Paramount

JOSEPH SANTLEY to "Dance Little Lady," a musical comedy by Joe May, Max Kolpe and Jean Lustig. It was purchased from Columbia. Allen Rivkin is scripting.

—20th Century-Fox

OTTO BROWER to "Modern '39'ers," a Jones Family feature which Harold Buchman is scripting.

—Universal

CHARLES LAMONT to "Sandy Is a Lady," rolling January 29 with Sandra Henville starred.

HAROLD SCHUSTER signed to direct an untitled feature.

Options

—Fine Arts

BRADLEY KING signs writing contract.

—Metro

HANS RAMEAU given term writing deal.

—Paramount

FRANZ SCHULZ given writing ticket.

VICTOR YOUNG, composer-conductor, held for another year.

—Republic

LOIS RANSON handed long-term acting contract. She has been appearing in the Hollywood Theatre Alliance revue, "Meet the People."

—Harry Sherman

RUSSELL HAYDEN held for another year as William Boyd's sidekick in the "Hopalong Cassidy" series.

—Edward Small

ERNEST VAJDA, writer, given contract extension.

—20th Century-Fox

DAN CLARK, head of camera department, held for another term.

RAGNAR QVALE, Sun Valley ski instructor, given stock acting contract.

—Warner

WILLIAM T. ORR given term acting ticket. He is currently in the Hollywood Theatre Alliance show, "Meet the People."

Percenteers

HARRY SPINGLER joins Stanley Bergerman Agency as associate.

Scripters

—Columbia

SY BARTLETT to untitled original, dealing with Scotland Yard, to feature Melvyn Douglas.

HARRY EDWARDS to an untitled original, to be used as a two-reel comedy starring Andy Clyde.

EDWARD ULLMAN scripting a short comedy for Walter Catlett.

—Metro

DAVID HERTZ and WILLIAM LUDWIG to "Wings on His Back," an aviation story by Myles Connolly.

JACK MACGOWAN to "Ziegfeld Follies."

LAURENCE STALLINGS to "Witch of the Wilderness."

—Paramount

CHARLES BRACKETT and BILLY WILDER to "The Polonaise," story of the siege of Warsaw. Arthur Hornblow jr. is the producer and Mitchell Leisen will direct.

DWIGHT TAYLOR to "Ghost Music," forthcoming Bing Crosby starrer.

—Republic

GERALD GERAGHTY and KAREN DE WOLF to "Prisoners of the West."

EVE GREEN to "Women in War."

BERNARD MCCONVILLE to "Fremont, the Pathfinder," to star Roy Rogers.

ROBERT YOST to "Buffalo Bill, Plainsman," a Roy Rogers western.

—Edward Small

SETON I. MILLER to "Two Years Before the Mast."

—20th Century-Fox

CLARK ANDREWS to "Pier 13," which John Stone will produce.

—Universal

GLADYS ATWATER and J. ROBERT BREN to an untitled original for Producer Ken Goldsmith.

BRUCE MANNING and FELIX JACKSON to "Stars of the Gold Coast," based on the lives of Lotta Crabtree and Lola Montez. The Joe Pasternak production will feature Marlene Dietrich and Gloria Jean.

LEONARD SPIGELGASS to 'The Boys From Syracuse," which Jules Levy will produce.

—Warner

MICHAEL HOGAN to "January Heights."

CASEY ROBINSON completes "All This and Heaven Too," in which Bette Davis and Charles Boyer will co-star.

CHARLES TEDFORD to "Songs in America," two-reel historical subject, which will be filmed in Technicolor.

Story Buys

—Columbia

"Tillie the Toiler," comic strip by Russ Westover. Present plans are to make a series of comedies based on the cartoon stenographer's adventures.

—Samuel Goldwyn

"The Little Foxes," Broadway play by Lillian Hellman. The authoress has been signed to do the screen adaptation, with William Wyler assigned to direct.

—Paramount

"A Cup of Coffee," by Preston Sturges, purchased from Universal. Sturges will direct with Betty Field and William Holden in leads.

—RKO Radio

"All This and More," by Edward Dein.

"Inside Track," midget automobile racing story, by Howard Nostrand. Ben Holmes is scripting for Producer Bert Gilroy.

—Harry Sherman

"Guardian Devil," by Johnstone McCulley, as a "Hopalong Cassidy" western.

—20th Century-Fox

"Brooklyn Bridge," by Arthur Caesar. It is a biography of John and Washington Roebling, engineers who built the structure.

—Universal

"Lafayette," biography of the French general who aided the colonies in the American Revolution, by Edmund Brant. Charles Boyer will star in the Joe Pasternak production.

—Warner

"They Died With Their Boots On," an historical western by Thomas Ripley.

"Juniper Laughs," by A. J. Cronin, auther of "The Citadel."

Technically

—Metro

GLEN BARNER set to supervise hospital and medical settings for the new "Dr. Kildare" picture featuring Lew Ayres.

ROBERT PLANCK to photograph "Susan and God," with JOHN GREENWOOD as script

clerk and GAVIN BURNS as sound recording director.

MARVIN STUART set as assistant director on "Pride and Prejudice."

WILLIAM TERHUNE to edit the tentatively titled "Hooray, I'm Alive," starring Frank Morgan.

—Paramount

ARCHIE MARSHEK to edit "Destiny," Basil Rathbone starrer.

EUGENE MERRITT mixing sound on "A Night at Earl Carroll's," which rolls February 5 with Kurt Neumann directing.

HARRY NEIL named head of art department's stock set section. He has been an assistant in the unit for three years.

THEODOR SPARKUHL to photograph "The Ghost Breakers;" LEO TOVER handling cameras on "A Night at Earl Carroll's."

—Hal Roach

BERT JORDAN editing "1,000,000 B. C."

—20th Century-Fox

SEYMOUR FELIX staging dance numbers for "Lillian Russell."

LEON SHAMROY to photograph "Lillian Russell."

—Universal

JOSEPH MCDONOUGH named assistant to Director David Butler on "If I Had My Way," forthcoming Bing Crosby starrer.

—Warner

ANTON GROT designing sets for "The Sea Hawk."

Helping Keep America Out Of War Absorbs League

Efforts to keep America out of the European conflict, as well as an unflagging interest in current national and local affairs of a political significance, continue as the dominant motives behind the calendar of current events for liberal Hollywood.

The Hollywood League for Democratic Action, reporting its sponsorship of the local debut of "I Accuse—That They Might Live," French anti-war film, at the Vogue was highly successful, is pushing forward in its support of the proposed peace legislation being drafted by Sen. Robert La-Follette. Under its provisions, Congress could not declare war without first chartering an "advisory vote" of the American people and abiding by the sentiments expressed therein.

Herbert Biberman, director-writer, was chairman at the first in a series of weekly symposiums under the auspices of the Hollywood Peace Forum. Speakers included Guy Endore and Samuel Ornitz, scenarists, with "Why Europe Is at War" as the topic.

More than 100 delegates, representing 42 local organizations, have adopted resolutions demanding the discontinuance of the Dies Committee, and voted to hold a mass meeting in the immediate future. Michael Elkins, of the HLDA, Mrs. Philip Dunne, of the Motion Picture Democratic Committee, and others were named to the arrangements committee.

Joins Russell Birdwell Staff

Ethel Butterworth has joined the staff of Russell Birdwell and Associates, publicists. She has been a scripter with Metro and Columbia.

Schaefer & Depinet In From New York

To confer with Harry Edington, new production head, on plans for 1940-41, and to polish details for the premieres of "Abe Lincoln in Illinois" and Walt Disney's "Pinocchio," RKO Radio's President George J. Schaefer, and Ned Depinet, distribution chief, have checked in from New York. Indications from studio sources hold that the 1939-40 quota of 48 features will be maintained or pruned only slightly for the coming season.

The Lincoln film, produced by Max Gordon and Harry Goetz, will be given its general release February 1, while "Pinocchio," Disney's second feature-length Technicolor cartoon, follows February 9 when it receives its coast premiere at the Pantages. On the following day it begins a day-date run at the Pantages and Hillstreet.

The New York executive also will supervise final editing and scoring of three other forthcoming releases.

Warner's short subjects quota for 1940-41 will be threshed out when Norman H. Moray, Vitaphone sales manager, arrives February 12 for confabs with Jack Warner, Hal Wallis and Gordon Hollingshead. Executives will study the results of Moray's recent survey to determine exhibitor preference in short subjects, the result of a poll covering several thousand showmen throughout the country.

Winding up a lengthy stay, during which they discussed plans for the balance of the current year and preliminary ideas for the 1940-41 slate, President Nate Blumberg and William A. Scully of Universal have returned to New York. Also checking out was Joseph Seidelman, foreign sales manager.

Other Visitors

Other eastbound executives:

Louis B. Mayer and Howard Strickling have gone to New York for homeoffice parleys. They plan to stop off in Port Huron, Mich., on their return trip to attend the world premiere of "Young Tom Edison."

Al Margolies, United Artists New York publicity director, has returned east after spending ten days here conferring with various UA producers on advertising and exploitation campaigns for forthcoming product.

T. Keith Glennan, Paramount studio operations manager, has checked out for two weeks of conferences with New York executives.

Clarence E. Ericksen, business manager for Walter Wanger, is back in Hollywood after spending a month in the east discussing Wanger's future plans with Murray Silverstone and other UA officials. Also back at his desk is James Roosevelt, head of Globe Productions, who spent a few days in Portland and Seattle.

Karloff's Next

Boris Karloff's next starring vehicle at Monogram will be "Chamber of Horrors," based on a story by Hugh Wiley.



LeBaron Gets Plaque—

At a banquet given William LeBaron, Paramount's managing director of production, by the Masquers Club, LeBaron (left) is presented a plaque for "extraordinary achievement" by William B. Davidson, president of the Masquers, and William Collier sr., master of ceremonies.

"Pinocchio" on Roadshow Basis at the Pantages

A reserved-seat advanced-price premiere of Walt Disney's second feature-length cartoon, "Pinocchio," has been set for February 9 at the Pantages, with the film then beginning a day-date run at that house and the Hillstreet, downtown, on February 10. Present plans are to up the tariff for adults throughout the engagement, but retain the normal 15-cent scale for children.

The Pantages premiere will be attended by RKO Radio executives, including President George J. Schaefer, as well as officials from the Disney plant, and other Hollywood notables.



Joins the Ranks—

Corky—the canine star in "Theodora Goes Wild"—puts his paw-print on a contract under which he will portray a featured role in "Famous Movie Dogs," which Del Frazier will produce and direct for Warner release.

Cinémarks

Following their marriage in Las Vegas, Helen Leyser, daughter of Billy Leyser, publicity director for Fine Arts Pictures, and Maxwell Smith, radio artist, are honeymooning via a short motor trip. Parents of the bride and groom attended the ceremony. The newlyweds will reside in Hollywood.

*

Richard Halliday has taken a week's leave from his duties as Paramount story editor to bask in the sun at Death Valley.

*

Lee Tracy has been elected commodore of the Pacific Writers Yacht Club for the 1940 season.

*

Irving Rubine, Warner publicist, checked out for Reno and Virginia City to work on promotion for the forthcoming world premiere of "Virginia City" in these towns . . . Louis B. Mayer was host at an M-G-M luncheon to ten members of the United States interstate and foreign commerce committee.

*

More than 350 film notables paid honor to William LeBaron at a banquet given for him by the Masquers Club. William Collier sr., functioning as toastmaster, introduced an entertainment lineup which included Jack Benny, Andy Devine, Phil Harris, Don Wilson, Edgar Bergen—with Charlie McCarthy and Mortimer Snerd—Charles Laughton, Robert Taylor, Fred MacMurray, Ned Sparks, Bob Hope, Rudy Vallee and others. Studio executives attending included Harry Edington, Edward H. Griffith, Leo McCarey, Gene Fowler, Wesley Ruggles, Harry Joe Brown and Joseph Nolan.

*

Scott Dunlap is back at his Monogram production desk after a week's absence at home nursing an attack of influenza . . . Tyrone Power, Annabella and Brenda Joyce of 20th Century-Fox, have trained east for the President's ball, accompanied by Publicist Milt Howe. Metro has dispatched Mickey Rooney as its delegate . . . Pete Smith has checked in at M-G-M after two weeks at Palm Springs . . . Frank Seltzer, Hal Roach's publicity director, returns next week from New York, where he has been ballyhooing "Of Mice and Men."

*

Harry M. Warner shared the honored spot with Gov. Culbert Olson and Mayor Fletcher Bowron at the Fighting 69th dinner given at the Biltmore Hotel in conjunction with a screening of Warner's "The Fighting 69th." Guests included members of the Los Angeles chapter of the Rainbow Division, Alexander Woollcott, Hal Wallis, George Brent, Alan Hale, Frank McHugh, Joseph I. Breen and others . . . Rian James has returned to his screen writing chores after a month's holiday in the West Indies.

"B" Group Power in SAG Is Increased

Unusual quiet, beyond the routine of conferences and board meetings, prevails in the Hollywood labor scene, with the Screen Actors Guild taking the lead as the most active of the studio crafts.

Class "A" members of the SAG voted 420 to 31 to pass an amendment to the by-laws giving the "B" division more direct representation in the Guild's affairs. The amendment affects the collective bargaining rights of the "B" membership and specific approval by the Class "B" Council of any demands regarding collective bargaining arbitration between the SAG and producers. It also grants the right by the "B" unit to call a strike following a vote of 75 per cent of the membership—such a strike not affecting the "A" members, however.

Kenneth Thomson, the SAG's executive secretary, was expected to return from New York, where he has been conferring with leaders of the Association of Actors and Artistes of America concerning plans for the formation of one big union embracing the SAG, Actors Equity and other actor organizations now under the 4-A banner.

In order to provide Casting with a master file, classifying all dancers as to their specialties, the SAG and producers are conducting tests for 2,300 film hoofers. In addition to clarifying available talent, SAG executives feel that the tests will enable many extras to move into higher wage brackets if they can qualify as dancers. In this connection SAG members have been notified that extras earned $3,124,671.64 in 1939, with $11 work checks topping all classifications, and the $5.50 check practically eliminated. This is an increase over 1938, when total earnings amounted to $2,848,445.

SAG members have also been notified that they are prohibited from dealing with agents who have not received Guild franchises unless their contract was entered into prior to Sept. 18, 1938. Actors may continue under such pacts until legally terminated, but they are not renewable unless the agent has received a Guild franchise in the meantime.

The Screen Writers Guild has scheduled its first mass meeting of 1940 for January 29, when the Neely anti-block booking bill will be discussed. Abram F. Myers, counsel for Allied States—who is a proponent of the measure—and President George Schaefer of RKO Radio, who opposes its passage, are scheduled to speak. Directorates of the SAG and the Screen Directors Guild have been invited to attend. The SAG has officially stated its opposition to the proposed legislation on the grounds it would cut motion picture production in half and would "disastrously affect industry employment."

In the labor-producer ranks:

The ever-pending Screen Publicists Guild-producer contract has again been subjected to minor revisions and has been re-submitted to production executives for approval. Then it must again be okayed by the SPG membership before the pact can be placed in effect. The SPG, meantime, is planning to hold its annual meeting and election of officers January 30. Bill Edwards is the incumbent president.

The National Labor Relations Board has been confronted with the task of determining the proper bargaining unit for studio scenic artists, as both the Scenic Artists Ass'n and the studio painters have claimed jurisdiction over them. The SAA filed charges with the NLRB on the grounds producers have never recognized the organization although it won a consent election ordered by the labor board more than a year ago.

Society of Motion Picture Film Editors has sent out questionnaires to members checking wage scales and classifications, to be used as data in negotiating its demanded 10 per cent wage increase. The Screen Office Employes Guild, claiming a membership of more than 1,200, has appointed a committee to draft a bargaining agreement for submission to producers.

Efforts of the Building Service Employes Union to negotiate a studio contract have been stymied pending certification of the group by the NLRB.

Elaborate Premiere Junkets Continue

With Warner already having transported 20 coast correspondents and a number of players east for the New York premiere of "The Fighting 69th," and with three other out-of-town jaunts already scheduled for the next two months, a continuation during 1940 of the elaborate preview and premiere junkets which reached new heights as an exploitation trend in 1939 seems apparent.

Next on tap will be the world premiere of M-G-M's "Northwest Passage," slated to take place in Boise, Idaho, February 20. The state capitol was selected because of the cooperation given the studio unit by the commonwealth during the filming of the picture at Payette Lake. Among the guests will be Gov. C. A. Bottolfson and, if picture schedules permit, Spencer Tracy, who stars in the film.

Also bitten by the bug, for the first time, is Republic. William Saal, exploitation executive, has set plans whereby "Village Barn Dance," whose cast is comprised largely of radio stars, will make its bow in the "Village Barn," a night club in Greenwich Village, New York, some time in February. Saal is attempting to line up a national radio hookup for the affair.

Warner has postponed its premiere of "Virginia City" from March 2 to March 16. The super-western will make its bow at twin showings in Virginia City and Reno, Nev., with the studio planning a send-off paralleling that given "Dodge City" last year. A special train has been chartered to transport stars, critics, newspapermen and other travelers, and the citizens of Virginia City and Reno will declare an official holiday for the event.

The New York premiere of Warner's "Fighting 69th" January 24 was prefaced by a dinner attended by members of the Fighting 69th regiment at the Waldrof Astoria Hotel. Most of the picture's cast, as well as Wayne Morris and Robert Taplinger, studio publicity director, were included in the party, which was taken east by air.

"Quo Vadis" Again

"Quo Vadis" has been added to Metro's 1940-41 lineup as a Hunt Stromberg production, to be made in Technicolor, with Robert Z. Leonard as associate producer. This will be the third re-make for the classic since it was first filmed in 1921.

"Gold" Summer Start

Samuel Goldwyn has begun preparations for a summer production start on "Black Gold," in which Gary Cooper and Zorina will star. Borden Chase has checked in at the studio to begin work on the screen treatment with Goldwyn.

SAG Plans for 4-A Ball Progress

The Screen Actors Guild board of directors has nearly completed plans for the 4-A ball, an annual affair, which will be held here February 22.

Major Production Keeps Pace Steady With 37

Production in the major plants continues at a steady pace, tabulation showing a total of 37 in work, including ten new vehicles pushed into the starting lineup.

Columbia's pace slacked off to three with the completion of "Blondie on a Budget." Metro gunned "Susan and God" to raise its total to six. Monogram has one in production, having started "Son of the Navy."

Paramount lists three before the cameras, including a new start, "Destiny." RKO Radio signaled starts on "The Romantic Mr. Hinkle" and "Curtain Call" and has a total of four in production. Republic is filming two, starting "The Street of Forgotten Girls," and resuming production of the delayed "Dark Command."

Six are in work at 20th Century-Fox, where "Sailor's Lady" and "Lillian Russell" went into production and "Dance With the Devil" was completed. Sol Lesser started "Our Town" for United Artists, while Edward Small finished "My Son, My Son," to hold UA's production total to two. Samuel Goldwyn still has cameras grinding on "The Westerner."

Universal started "Alias the Deacon" and finished "Black Friday." Four are being filmed at the studio. Warner is shooting a like amount, having gunned "City of Conquest" and sent "It All Came True" into the cutting rooms.

Universal's Net for 1939 Reported at $1,153,321

NEW YORK—Universal reports net profit of $1,153,321 for the year ended Oct. 28, 1939. The figure, which is after all charges, including depreciation, amortization of fixed assets and federal and foreign income taxes, compares with a net loss of $591,178 for the preceding year. The loss for the 1937 fiscal year was $1,084,998.

The report makes particular mention of the "rising trend of taxes," and states that during 1939 the company, for every dollar of net profit, paid 81.8 cents in taxes to "various authorities." The steady rise in taxes is "making the task of the management increasingly more difficult," the report adds, "as it introduces an expanding element of rigidity into the cost of doing business, over which the management has no control."

It is noted Universal's foreign business last year accounted for $8,987,128, or 37.64 per cent of the total business done by the company. The effect of the restriction on transfer of funds from Great Britain "is moderated this year by the fact that sterling balances not required for current expenses can be applied to the reduction of the company's current loans in Great Britain," the report states.

The three-year report on gross income from operations is as follows: 1937, $18,150,876; 1938, $20,190,117; 1939, $23,878,868.

War Yarn for Colbert

Claudette Colbert's next starring vehicle for Paramount will be "Arise, My Love," recently purchased from Benjamin Glazer and John Szekely. A romantic drama, it deals with the current European war.

• REVIEW FLASHES •

INSPECTOR HORNLEIGH ON HOLIDAY (20th-Fox)—This one in the comedy-mystery series continues to be entertaining. It had a Broadway audience hanging on every sequence. Gordon Harker, Alastair Sim, Linden Travers. Walter Forde directed.

COMPLETE REVIEW on the above picture will appear in an early issue of BOXOFFICE.

War Questionnaires To Coast Studios

Another phase of Europe's current war was brought inescapably to Hollywood's attention, and is providing dopesters with a meaty topic for conjecture, with the disclosure that the U. S. war department has bombarded the studios with questionnaires seeking pertinent information from nearly every male worker. At the same time, it became known, leading executives both here and in New York were instructed by the department to arrange their affairs in such a manner that they may be ready to respond to an emergency call at any time.

The data pertaining to Hollywood's film toilers is to be placed on file in Washington. Beyond that the desired information be forwarded immediately, the questionnaires carry no explanation for the move. They seek to know the age of every worker, his citizenship, how many languages he speaks, his trade or profession and the number of dependents he claims. In the face of a lack of official advice as to the reason for the probe, a number of recipients have expressed belief that the move is a forerunner of an attempt by the government to classify and correlate various film units in preparation for using the motion picture industry, its equipment, facilities and manpower as a valuable medium in the event this country should go to war.

The "be prepared" instructions to executies were issued to every member of the producers association here, as well as to studio managers and heads of various technical departments. To exactly what extent they have been asked to ready themselves has not, however, been revealed.

Meantime, war or no war, most studios are double-crossing the dopesters who predicted a production slump by charting a heavy schedule for the next six weeks. Twentieth Century-Fox and M-G-M have begun a picture-making spurt after hitting new lows. Paramount will launch five in February, including Cecil B. DeMille's top-budgeted "North West Mounted Police." Warner will gun a like number during the same period. RKO Radio has slotted four, Republic has three on the line and most other studios have one or more in preparation for camera work next month.

Goldwyn Readies for a Periodic Shut-Down

With production nearing the windup on "The Westerner," his Gary Cooper starrer, Samuel Goldwyn has pruned his publicity staff to the bone in preparation for the picture-making hiatus which is scheduled to go into effect in his organization. While the producer has not indicated how long he intends to keep his plant in darkness, spokesmen declared they expected the blackout to remain in force for at least two months.

Sole staff member remaining is Jock Lawrence, Goldwyn's executive assistant, who will handle the publicity-advertising campaign on "The Westerner." Leaving the lot are John Peere Miles and two assistants, Jerry Dale and Oliver Hopps. They will be returned to the payroll when Goldwyn resumes production, it was said.

Paramount, chopping away at its list of contract players, has dropped Joyce Mathews, Joseph Allen, Janet Waldo, Mary Boland, Betty Moran and Paula de Cardo from the roster. All have left the lot.

David Mathews has submitted his resignation as a member of Metro's story board. He had been with the company for two months, moving over from the Edward Small unit, where he was story editor.

Melvyn Tucker, Republic assistant director, has been made assistant to Producer-Director Joe Kane. He replaces Eddie White, who has been moved over to the George Sherman unit.

Pasternak Will Produce "Our City" at Univ.

"Our City," a story by Grover Jones, has been turned over to Producer Pasternak as a co-starring vehicle for Loretta Young and Gloria Jean at Universal. Supporting players will include Robert Cummings, Eugene Pallette and Billy Gilbert. Feature is geared to go into work after Miss Young has completed "World Cruise" for Tay Garnett.

Loren Ryder Is Reelected SMPE Section Head

Loren L. Ryder has been re-elected chairman of the Pacific Coast Section of the Society of Motion Picture Engineers for the 1940 term. Alan Gundelfinger continues as secretary-treasurer, and Jack Durst, Peter Mole, K. F. Morgan, Hollis Moyse, H. W. Remerschied and Wesley Miller have been named section managers.

Edwin Carewe Is Buried At Hollywood Cemetery

Funeral services, followed by burial at Hollywood Cemetery, were held for Edwin Carewe, 56, veteran motion picture producer and director, who died of a heart ailment at his home. He began his screen career as a director in 1914, retiring in the early days of talking pictures. His wife, four children and two brothers survive.

Unite to Map Fight on Censor Power Increase Proposal

LOS ANGELES—Planning a determined battle against the projected amendment to the censorship ordinance affecting motion picture and legitimate theatres, both circuit and independent operators have called a general meeting for early in February, at which plans to combat the measure will be drafted by members of the ITO of So. Calif. and Ariz., Allied States, Fox West Coast, the Warner and RKO circuits, and various unaffiliated independents.

The session was originally called for January 23, but postponed because of the sudden illness of Robert Poole, executive director of the ITO.

City Attorney Ray Chesebro has been authorized by the city council to draft the ordinance, which would grant stringent supervisory powers to the police commission. That body would be empowered to use its own discretion in granting theatre licenses and in revoking them where it believes licensees have overstepped the bounds of decency.

Although Henry D. Bodkin, president of the police commission, explained the move was generated principally because he had received numerous complaints regarding "luridly advertised" foreign films, a proposal by Councilman Nelson of Hollywood that features bearing the production code seal be exempted has been rejected. Under the present ordinance a theatre license cannot be revoked unless the license holder has been convicted of producing or exhibiting a lewd show.

Circuit and independent operators, in their moves to combat the measure, are echoing the sentiments of Councilman Roy Hampton, who declared the projected amendment is a "direct slap in the face to the motion picture industry." Police commissioners hold, however, that the measure is being drafted primarily to curb questionable performances in Main Street burlesque and "grind" houses.

Unless efforts of theatremen prove successful, the amendment becomes effective when approved by the police commission, city council and Mayor Fletcher Bowron.

Quiz Classification Vital to Seattle

SEATTLE—The mooted question of the category to be assigned theatre-radio quiz contests may be answered soon as the result of a tieup by the Orpheum and a local broadcasting station. There is a tacit agreement among all local theatres to refrain from "giveaways" and a swelling chorus of protest is attempting to classify the quiz as verboten.

Opponents of the promotion contend that unless it can be proscribed the practice will be adopted by other theatres and eventually will spread to other northwestern spots also respecting an oral accord to forego giveaways.

A somewhat similar stimulant was halted recently at the Greenlake Theatre when other exhibitors objected.

SALT LAKE

VISITING here last week was W. E. Shipley, owner of the local Gem, who now resides in California . . . C. L. Firmage of the Firmage, Milford, Utah, and J. D. Jorgenson of the Main, Rigby, were on the Row . . . Also Mr. Fitch, operator of the new Main at Vernal, Utah . . . R. A. Roberts, operating the Onyx theatre circuit with headquarters in Cokeville, Wyo., came in for a few days after experiencing much difficulty due to blizzards and heavy snow in Wyoming.

Exhibitor Walt Hull was in the city lining up some product for his theatres and reports that due to exceptionally good weather at Ely, Nev., the new construction to be called the Ely, is progressing rapidly and this house should be completed for operation by April 1. The Service Theatre Supply Co., is installing equipment . . . Hull stated his Fallon Theatre, which burned down recently, is to be reopened soon. Another Service Theatre Supply job announced is the seating of the L. D. S. Lehi state tabernacle with theatre type chairs and a large quantity of theatre type chairs for other ward halls throughout the state of Utah. Manager O. J. Hazen states this is the first job of regular theatre chairs to be put into ward halls replacing church pews.

Ben Fish, district manager for United Artists, made a one-day stopover in Salt Lake City in the interest of the Ben Fish Big-Four drive, which runs from January 4 to February 10 . . . Herb MacIntyre, Harry H. Cohen, Cresson E. Smith and Harry Gittleson, RKO sales executives, were here in the interest of a Ned Depinet sales drive . . . J. T. Sheffield of the Sheffield-Republic exchanges, spent a few days in Salt Lake City en route to the Butte offices recently . . . J. H. Millar of American Fork is back from a Pasadena vacation.

Salt Lake City commissioners refused to grant a permit to the Young Electric Sign Co. to erect a large display sign in front of the Victory because it would project beyond ten feet from the property line permitted by city ordinance . . . "San Francisco" had a return engagement at the Broadway with "Fighting Thoroughbreds" . . . G. S. Pinnell, Republic branch manager, was in southern Utah recently.

Peterson Sells Blackhills Amusement Co. Interest

DEADWOOD, S. D.—Leo Peterson, one of the partners in the Black Hills Amusement Co. with headquarters in Deadwood, S. D., has sold his interests in the company. This leaves Charles Klein and John A. Bertalero as owners, with the latter managing the company theatres in Rapid City, S. D., the Elk and Rex.



Has Oregon Guests—

John Garfield (center) plays host to Herbert Bodner (left), showman from Portland, Ore., and a friend on the set of "Saturday's Children" at the Warner studio.

Denver First Runs Fight for Dollars

DENVER—The fight for Tuesday night business in first runs is warming up again with Fox houses here revamping offerings and the Orpheum entering the scene with cash awards for answers to questions made by a radio announcer. The Orpheum program is broadcast.

Fox houses will give away $200 in cash weekly while only one number will be drawn on their car giveaway unless there are no winners for three straight weeks.

The Orpheum, tying up with KLZ and Seven-Up, will offer $200 for right answers to questions by the announcer. This program, from 8:30 to 9 o'clock, will be broadcast.

The Fox units are continuing to double any "Pot O' Gold" win, the only stipulations being the person called must be a Coloradan and in a Fox house at the time. Fox houses outside Denver, but in the Intermountain division, about 60, will match any "Pot O' Gold" win to a weekly limit of $1,500.

Gerald Whitney Resumes Helm of Yaeger Duo

DENVER—Gerald Whitney, city manager for Fox at La Junta, Colo., returns to Denver as manager of the Jewel and Gothic, both in the C. H. (Bank Night) Yaeger string. The present managers of the houses—Ed Ward and Ralph Hamilton, will remain as Whitney's assistants. Whitney had been at La Junta for 18 months. He is being succeeded there by Elwood Voorhees, late city manager for Fox at McCook, Neb. The McCook post goes to Ray Search, formerly an assistant there.



Calls on Star—

John H. Miller, showman from American Forks, Utah, is a guest of Claude Rains, who looks as though he's just had a good night's sleep, on the set of "Saturday's Children" at the Warner studio.

SEATTLE

JAY HAAS of the Paramount publicity department will be here next week to handle the transfer of Paramount accessories to National Screen Service . . . Jim Hone is planning to be in Portland for the general meeting of the Independent Theatre Owners . . . Captain Lathrop is getting ready to open his new theatre in Fairbanks, Alaska, very soon . . . Al Finke was up from Portland and lunching on the Row with Frank Newman sr., Al Rosenberg, Hal Daigler, Frank Christie and Jack Rosenberg . . . Reports have it that Jimmy Ewing is giving up his theatre in Bonner's Ferry, Idaho, next month and that the house will be taken over by Mrs. Cerise Tracy . . . Mr. and Mrs. Guy Navarre have moved into their new home in Hawthorne Hills.

Seattle's film colony and the show business in general was well represented in Portland for the banquet honoring Ted Gamble recently chosen the Rose City's No. 1 junior citizen. Ted is general manager for the J. J. Parker theatres . . . Evergreen has booked the Willard-Dempsey fight pictures solid for its chain in Washington and Oregon . . . Filmrow the other morning looked like the wake of a Mardi Gras. Literally thousands of stills were strewn on the sidewalks and in the alleys bounding the exchanges. Several of the companies had completed their annual junking of obsolete photos and deposited them in refuse containers. Inquisitive or prankish youngsters apparently looked them over and threw away the ones they did not want. A cleanup corps spent the best part of a day ridding the Row of its avalanche . . . Art Huot is back from his California trip and is nursing sundry bruises sustained in an automobile accident.

The offices of Jimmy O'Neal of the West Coast Automatic Candy Co., located on the Row, were entered by yeggs who got away with $260 in nickels. Jimmy is at present in San Francisco. His wife is handling the business locally . . . Word received tells of the death of Sybil Farmin, daughter of Mr. and Mrs. Frank Weskil. She died at Sand Point following an operation . . . Mrs. George Morgan was seriously injured in an auto wreck at Colville . . . George Smith, west coast sales manager for Paramount, is spending a few days here . . . The entire cast of "Thanks For My Wife" visited the Northwest Film Club and were guests of honor after the play's premiere showing. In the party were Alan Dinehart and his wife, Mozelle Britton; Glenda Farrell, Lyle Talbot, Sheila Bromley, Austin Fairman, Jack Smart, Madora Keene and Archie Robbins and W. B. Friedlander and Bobby Crawford, the producers . . . Bill and Fredi Shartin will celebrate their wedding anniversary by hosting some 35 people with a dinner in the Film Club quarters.

Mrs. Joe Danz and Ruth Cohen went to Vancouver for a weekend . . . Sanford Palo of the Sterling force is out of the hospital after an appendectomy . . . Adelaide Cooper, after a large week of being entertained, has left for her home in San Francisco . . . Joe and Minnie Danz were guests of honor at a surprise dinner given by Ruth Cohen in honor of their birthdays and their 24th wedding anniversary. Dinner was held in the Film Club . . . Junior and Dorothy Mercy went by plane to New York to join Senior and Beryl and Paul who have been there for the past week. All will return home together.

Bill Forman and his wife, Dorothy, spent a weekend at the Dallas . . . Meyer Burnett got his life story printed in the local paper . . . Katherine Ellis, the mentalist, put herself on the spot when she offered to make a prediction a day for one of the newspapers. So far the score is one in her favor and three against. Katherine is appearing at the Roosevelt.

Visitors this week included: Skeets Lindsey of the Bandbox and Cecil Miller of the Ritz, Spokane; Ed Halberg and Henry Davidson from Port Angeles; Ollie Hartman, Grand Coulee; John Smythe and his brother, George, Tacoma; Jack Allender of the Gem, Hoquiam; Carl Miller, Aberdeen; Frank Graham, Hoquiam; Mickey DeLeo, Port Townsend; T. R. Wilson, Leavenworth.

Fidler to Monogram Meeting

DENVER—Lon T. Fidler, owner of the Monogram franchise here and in Salt Lake City, left for New York to attend a meeting of franchise holders. He expects to be gone about ten days.

Adapts Rogers Vehicle

HOLLYWOOD—Republic's "Fremont, the Pathfinder," to star Roy Rogers, will be adapted by Bernard McConville.

ITO Begins Campaign to Work More Closely With Merchants

LOS ANGELES—The Independent Theatre Owners of Southern California and Arizona has actively begun the campaign it announced as an important factor in its 1940 program, under which every effort will be made to achieve a closer cooperation between merchants in suburban communities and their local independent showmen.

The first in a series of meetings to achieve this purpose found Robert H. Poole, the ITO's executive director, journeying to Lancaster, desert city, as the guest of Lloyd Ward, who operates the Valley there. Poole addressed the Kiwanis Club upon the importance of the theatre to a small community and stressed the goodwill that can be built up, as well as the civic pride that can be gained and maintained, through a "mutual aid" pact between film houses and local storekeepers.

Similar sessions, with the ITO executive as chief speaker, will be scheduled from time to time in various Southern California and Arizona communities during the year. Poole's next trek has not yet been selected, however.

Spyros Skouras West for National Theatres Meet

LOS ANGELES—Spyros Skouras, currently in New York, will come here for the annual meeting of National Theatres division managers which starts January 29 and continues for a week at Fox West Coast headquarters. Skouras, who will preside, will be accompanied by Charles P. Skouras of FWC, W. H. Lollier, real estate and tax manager for FWC, and Bill Lyris, the circuit's theatre supervisor.

Division managers due in: Harold Fitzgerald, Milwaukee; E. C. Rhoden, Kansas City; Rick Ricketson, Denver; Frank Newman, Seattle, and Arch Bowles, San Francisco.

Manhattan Vogue Opens

MANHATTAN, MONT.—The new Vogue opened last week. The owner is J. E. Mooney. The Service Theatre Supply Co. furnished the equipment.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

LOS ANGELES

JACK SCHLAIFER, United Artists western division sales manager, has checked in from New York on one of his periodic tours of the territory. He'll remain about ten days . . . Joseph Seidelman, foreign distribution chief for Universal, has gone to Mexico to preside over a convention of Central American branch managers. He has stopovers scheduled in Havana and Puerto Rico en route to his New York headquarters.

W. C. Riter, who has been appointed manager of Franklyn Warner's Fine Arts Distributing Co.'s local exchange, has opened temporary offices. Riter, who was previously Grand National's branch manager, will move to permanent quarters in the near future . . . Foster Blake, Universal salesman, checked in after a trip through his territory.

H. W. Bessey, secretary-treasurer of the Altec Service Corp., is due in next week from Seattle for a short business visit . . . Bill Smith, who's handling "Stella Del Mare," Italian musical, in from San Francisco and out again with hardly a pause for breath . . . Hi Peskay has gone to Frisco also, planning to spend a few days looking over the situation at the recently opened Majestic exchange there. Majestic has booked "Mill on the Floss," English-made feature, into a number of Fox West Coast houses.

Nathan Rothstein, operator of six theatres in Winnipeg, Canada, and Fred Dethlefs, owner of the Crystal Theatre in Manning, Iowa, toured the Warner lot as a highlight of their current vacations in Southern California.

Rafael Calderon, president of Azteca Pictures, and Jose U. Calderon, who produces for the company, have headed for Mexico to launch a new production . . . Bill Swanson of the Ojai and Beaux Arts checked in for bookings.

Visitors: Fred Siegel of the Palomar, Oceanside; Bill Knotts, Covina, Covina; Art LaShelle, who operates the Avalon on Catalina Island . . . G. Malafronte, New York auditor, is in for a look at the books at the local Universal exchange.

Harry Sonnenshine of Four-Star Pictures is back on the job after a trip to New York . . . Likewise Max Meyer, Coast Pictures executive, who spent several weeks in the east.

Booking visitors: Ned Calvi, in from Lomita; George Bromley, Campus; Charles Ferry, Granada, Alhambra; Jack Berman of the Eastland circuit; Irving Carlin of the Carlin-Sinker chain; Jack Chasen of the Rosebud.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Barclay Ardell of Altec Service will be transferred to the Seattle office February 10 to take over its management. No local successor has been named . . . Don McLaren of J. C. Filbert Co. is passing around the proverbial cigars. He's the father of a six-pound, six-ounce girl, born to Mrs. McLaren at the California Hospital.

Majestic Distributing Corp. has acquired six Mascot serials for re-issue in this territory . . . George Alderman, local theatre premium man, has negotiated a deal with Constance Bennett whereby he will distribute her line of cosmetics as premium giveaways . . . Robert Poole, executive director of the ITO, has been bedded with a severe cold . . . Gus Acosta, booker for Azteca Pictures, now honeymooning, is scheduled to return to work in a couple of weeks.

L. H. Jacobs of United Theatres, New Orleans, was a guest of Hal Wallis at the Warner studio . . . Henry Herbel, newly-appointed western district manager for Warner, has transferred from Chicago, where he was midwest district chief. He succeeds W. E. Callaway, who has taken over the management of the local exchange.

A vacationer from the exhibition field in Indianapolis is Mrs. Edith Vincent . . . R. H. (Bob) Poole, executive director of the ITO, celebrated a birthday January 20 by tossing a small party at his home . . . The Grand National exchange, which has been padlocked, was reopened temporarily while accountants went over the books.

These chilly nights have caused Seth Perkins to shutter his San-Val Drive-In Theatre in Burbank for six weeks or so, hoping for a return of warmer weather . . . The Pico Drive-In, however, remains open, with Chester Black in charge . . . Charles Ellsworth, formerly with the Gore Bros. circuit as general manager, now is associated with Milt Arthur's Cabart Theatres.

Brother Succeeds Austin

NORTH PLATTE, NEB.—Vern Austin has resigned as manager of Robert Mapel's State and has been succeeded by his brother, Lee Austin.

Trewhela to Logan Post

LOGAN, UTAH—John Trewhela has been appointed manager of the Roxy here, unit of the Intermountain chain. Trewhela was formerly manager of the Provo in Provo, Utah.

Fred Young Rites

LOS ANGELES—Funeral services are being arranged for Fred Young, 32, who died from a heart attack. He had been a salesman for B. F. Shearer Co. A wife and three daughters survive.

Scripts Next Crosby

HOLLYWOOD—Dwight Taylor has been set to script "Ghost Music," forthcoming Bing Crosby musical for Paramount.

He Doubles, But Not in Brass

Seattle—Murray Peck, manager of the Rivoli and emcee for its vaudeville show, broke out the other evening with a couple of fast numbers on the marimba. Came the disclosure that he also bangs a mean piano and that he once was a drummer in his own orchestra.

James Roosevelt Guest At Ted Gamble Dinner

PORTLAND—James Roosevelt, eldest son of the President, and a motion picture producer, was principal speaker, and Ted R. Gamble, general manager of J. J. Parker theatres, was guest of honor at the annual banquet of the Portland junior chamber of commerce. Exhibitors, film exchange representatives and theatre personnel were prominent among the 500 guests.

Roosevelt spoke twice, a five-minute address at ceremonies honoring Gamble as Portland's "first junior citizen for 1939," which was broadcast over the NBC red network, and a longer discussion of economic and sociological problems.

"I would suggest to you that the only real hope for absorbing the many millions of unemployed lies in the direction not of our bigger industries and greater businesses, but . . . of the four million smaller business men and companies," Roosevelt said. He urged careful examination of "even the wildest suggestions offered by responsible persons" in an effort to solve unemployment, and recalled that less than 100 years ago public schools were labeled as "socialistic."

The producer conferred in Portland with a group of exhibitors, and spoke at a luncheon of Young Democrats.

Galston-Sutton Appeal Is Refused by High Court

LOS ANGELES—The state supreme court has denied the request of Albert Galston and Jay Sutton for a hearing to appeal a decision in which May and Cedric Windas were awarded a $5,000 judgment for injuries allegedly received when plaster fell from the ceiling of the Marcal, in Hollywood, a Galston-Sutton house.

Verdict was originally handed down in favor of the plaintiffs in November, 1938, in superior court, and was upheld in the district court of appeals. The state's supreme judicial body ruled that evidence submitted showed Galston and Sutton to have been negligent and therefore responsible for the injuries incurred by the plaintiffs.

Aide for "Wind" Bally

SEATTLE—Sammy Seigel has been named assistant to Metro Exploiteer Bill Parker to help with the "Wind" deluge. Sammy, former UA publicizer, will handle most of the Washington dates, with Bill devoting his time to Oregon.

PORTLAND

THE appointment of Ted R. Gamble as chairman of the publicity and radio committee for the president's annual birthday ball was announced by Mayor Joe Carson. Portland's new junior first citizen also has been placed in charge of Finnish relief activities by theatres.

T. L. Shearer of the B. F. Shearer company was reported in Seattle for a few days . . . Frank Buckmiller and Freeman Geddes, in from Baker, found it almost as cold in Portland . . . Mildred Johns of 20th Century-Fox was kept from her desk by illness for a few days . . . George F. Mosteller of Westport, Jerry Randolph of Cathlamet and H. L. Gamble of Cascade Locks were in for a tour of the Row.

A. T. Young, Paramount auditor, finished his stint here and moved on to Seattle . . . Herb Larson of the Oregonian is back at the grind after his annual Hollywood visit . . . Not since the big snow of 1937 has weather tied up Portland traffic so badly as the other morning's fog. Proving it is not entirely a personal condition, the press called it the worst in years . . . Alexander Woollcott admirers are saving their dimes for a scheduled April showing of "The Man Who Came to Dinner.

Ripley Plans Another

SEATTLE—William Ripley, who has a theatre in Longview, says he is planning a new house at Kelso.



Chats With "Cop"—

Mrs. Henry Ahonen of the Blackhills Amusement Co., Deadwood, S. D., gets a few pointers on acting technique from Dennis Morgan, attired as a policeman for his role in "Three Cheers for the Irish" at the Warner studio.

Premiere to Boise

SALT LAKE CITY—Stars of the film "Northwest Passage," which was filmed at McCall, one of Idaho's choice winter resorts near Boise, Ida., will appear for the premiere of the picture at Boise February 20.

Buck Seale Sealing Almost a Twosome

Spokane—Buck Seale, manager of the Orpheum, had to make it an elopement because nobody would believe his wedding announcement. He called his closest friends and asked them to drive over to Wenatchee for the sealing with Maxine Thompson, formerly cashier at the Liberty there. Knowing Buck's brand of humor, they thought it the usual rib and ignored it. Charlie Grieme of the Vitaphone Theatre came to the rescue and the wedding proceeded.

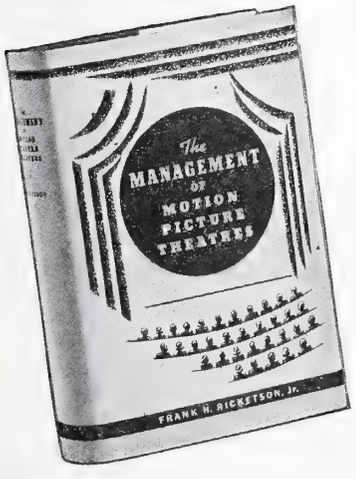
Clyde Anderson Accepts An Intermountain Post

DENVER—Clyde Anderson, who has been managing the Oriental, Denver, a Civic Theatres house, and editing *Civic News*, their publicity organ, has resigned and accepted a job with Fox Intermountain as manager of the Rio at Helena, Mont. Ted Kirkmyer, who has been managing the Rio and Marlow there will devote his full time to the Marlow. Anderson is succeeded as manager of the Oriental by Herbert Thornbrough, promoted from the Egyptian, while Si Gertz returns to the company as manager of the Egyptian.

Stallings Adapts "Witch"

HOLLYWOOD — Laurence Stallings is adapting Metro's 'Witch of the Wilderness.'

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

VICTORIAVILLE, QUEBEC
October 19, 1939

BOXOFFICE:

I have given you on December 3, 1938, a two-year subscription to BOXOFFICE and as I really cannot do without the Picture Guide, etc., I herewith enclose my cheque for $2.00 for which you will add my subscription for an extended year.

Please send the Guide, etc., by return mail as I am really, and I repeat it, in a jam without it, and the one I already have is over in December.

Many thanks for a quick expedition.

—U. S. ALLAIRE,
Theatre Victoria

•

ROLLA, N. D.
February 15, 1939

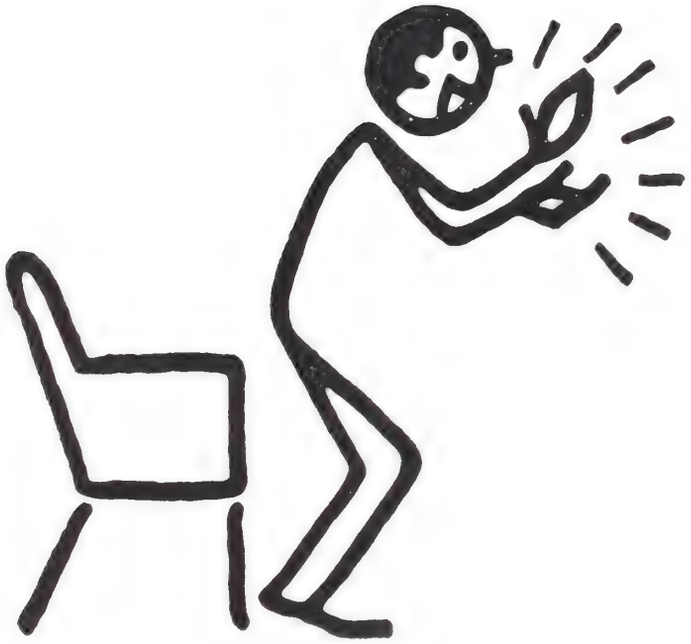
BOXOFFICE:

I certainly do not want to be without this publication, as it is used every day in our theatre. Your pages of information have greatly aided us in design and information as in regards to our new addition that is nearly complete, and will be opened soon. This, to say nothing of its daily use in booking, and selling merits of productions. Thanks in advance for your cooperation.

—R. T. FOLEY,
Munro Theatre

•

ELDORADO, ILL.
September 22, 1939



BOXOFFICE:

A few days ago I received your subscription notice, which I returned to you, and intended to enclose check for $3.50 for two years renewal. In checking over my records, I do not find where I made out a check to you for this amount. Wish you would advise whether there was a check enclosed. If not, will send you this amount as I think BOXOFFICE serves my purpose more fully than some other publications, at more than twice the amount.

—D. O. LANHAM,
Shawnee Theatre

The Pulse of the Motion Picture Industry
BOXOFFICE

Fox Wisconsin Amusement Rewards Five Managers

GREEN BAY, WIS.—Special awards for outstanding showmanship and achievement during the fall season were presented to five managers of Fox Wisconsin Amusement Enterprises, Inc., at a meeting here, by H. J. Fitzgerald, general manager of the circuit.

Managers receiving the awards included Russell Leddy, Orpheum Theatre, Green Bay; Roland Koutnik, Sherman; Gene Kilburg, Wisconsin, both of Milwaukee; Ben Van Korn, Paradise, West Allis, and Harold Knudson, Fond du Lac, Fond du Lac.

National Screen Offers Exploiteer's Services

CHICAGO—The local office of National Screen Service is inviting the trade to make use of a newly inaugurated special service department headed by Duke Hickey.

The services of Hickey, for several years publicity and advertising manager for Universal Pictures Corp., are available to exhibitors on any exploitation problem, at no cost. "Duke" is headquartering at the NSS offices in Chicago.

Expect 500 at Windy City Rainbow Division Dinner

CHICAGO—More than 500 were expected to attend the local reunion of the Rainbow Division Wednesday night at the Sherman Hotel. The celebration is part of a nation-wide affair, similar dinner reunions being held all over the country as part of the ballyhoo on Warner's "The Fighting 69th."

Milwaukee Variety Sets $10,000 Charity Goal

MILWAUKEE — The local Variety Club has set a goal of $10,000 for charity during the ensuing fiscal year. H. J. Fitzgerald, general manager, Fox Wisconsin Amusement Enterprises, is chairman of the committee in charge of raising this fund.

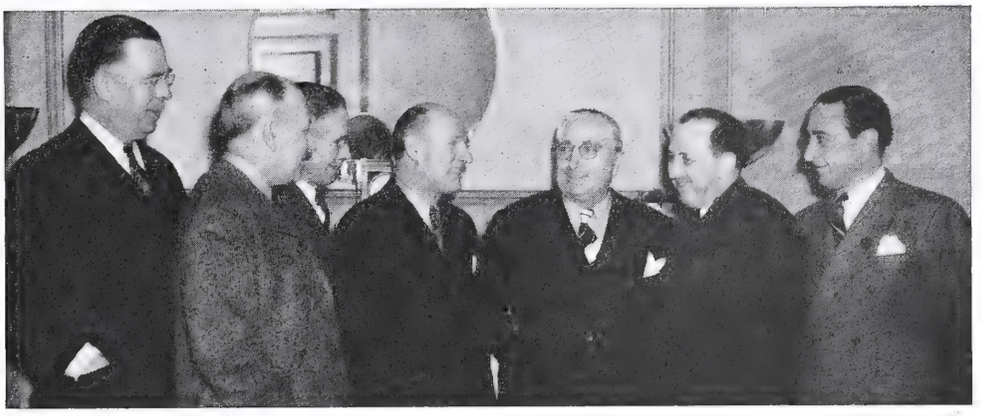
Mayer Is Sold on Jack Flynn

Chicago—While Louis B. Mayer and the men of Jack Flynn's midwest district were posing for pictures at the Blackstone Hotel the other day, the M-G-M production head paid his local district manager a compliment well worth repeating.

Flynn, who came over to the merged Metro-Goldwyn-Mayer from the old Goldwyn company in 1924, was reminiscing with Mayer when the latter remarked:

"Yes, one of the best things we got from Goldwyn was Jack Flynn here."

(See cut above)



A Surprise Visit to a "Wind" Meeting—

Louis B. Mayer, Metro's production chief, drops in on a meeting of Jack Flynn's midwest district at the Blackstone Hotel in Chicago. Jamming about "Gone With the Wind" are, left to right: W. H. Workman, Minneapolis manager; W. E. (Doc) Banford, Chicago manager; W. W. Willman, Indianapolis manager; Flynn; Mayer; Sam Shurman, Milwaukee branch head, and Jack Shumow, Chicago sales manager.

Sheboygan Theatrical Union Re-elects Zore

SHEBOYGAN, WIS.—Frank Zore has been re-elected president of the Theatrical Employes Local B-105. Other officers named are Robert Bauman, vice-president; Nellie Luksis, recording secretary; William Kotnik, business agent and secretary-treasurer; Ralph Schallow, William Way and Joseph Heitzman, board of auditors; William Way, William Heimke, Frank Zore, William Kotnik and Robert Bauman, executive board.

No Definite Site Chosen For M-G-M Building

CHICAGO—While working plans have been in the making for some months for the proposed new M-G-M exchange building, no definite site has as yet been selected, it is understood.

Perlewitz Visits Outstate Exhibitors for ITPA

MILWAUKEE—Harry Perlewitz, business manager of the ITPA of Wisconsin and Upper Michigan, called on exhibitors in the southwestern part of the state last week, and reported favorable audiences in most instances.

"Chickadee" Premiere Set

CHICAGO—The world premiere of Universal's "My Little Chickadee," with W. C. Fields and Mae West will be held at the RKO Palace here, starting February 1.

Once-a-Week Vaude at Racine

RACINE, WIS.—The Granada is presenting a series of special Saturday night programs, featuring eight acts of vaudeville and Ray Gruis, WRJN organist, who conducts a "stump the organist" contest.

Police Avert Possible Fire

MILWAUKEE—Police announce they have foiled what was believed to be an arson plot against the Alhambra Theatre Bldg. The house has been dark for several years.

Consider Invoking Law Against Bingo Games

MILWAUKEE—With Bingo continuing unabated despite a recent supreme court ruling holding the game a lottery, and law enforcement officials declaring they will do nothing to restrain the games unless requested to do so, exhibitor leaders here have indicated that they will bring complaints to force the law to act.

Locally the Bahn Frei hall and others continue the game, while the possibility of an appeal is being studied by a group of Milwaukee Bingo game operators. The district attorney has asked for time to study the high court ruling and the city attorney said he will take no action since the decision involves no city ordinance.

Similarly at Fond du Lac, city officials said they plan no proceedings against Bingo games conducted by fraternal and church organizations for benevolent purposes, although the supreme court specifically stated that such sponsorship does not make Bingo less illegal.

District Attorney Richard G. Harvey jr., Racine, said that until such times as Bingo becomes disorderly, a racket or so large as to be a nuisance, no action is contemplated by his office. A similar attitude on the part of Chief of Police William H. McCormick at Madison has been expressed.

Essex Theatre Halts Screen Quiz Game After Adverse Ruling

CHICAGO—The screen quiz game played the last few weeks at the Essex here, has been termed in violation of anti-gambling laws by the Chicago corporation counsel, and has been halted.

Around $75,000 Expected Before "Wind" Opening

CHICAGO—Approximately $75,000 was expected to be in the till of the two theatres, the Woods and the Oriental, by the time "Gone With the Wind" had its dual opening here on Thursday night.

Already this weekend was completely sold out by the opening night.

Fond du Lac Better Films Council Elects Officers

FOND DU LAC, WIS.—Newly elected officers of the Fond du Lac Better Films Council are as follows: Mrs. Edward Runkel, president; Mrs. Gerald Breitenbach, vice-president; Mrs. R. O. Rusch, secretary, and Mrs. Dana C. Lamb, treasurer.

Chairmen and committees appointed are Mrs. Sullivan, reviewing chairman, and Mrs. L. R. Christenson, co-chairman; program, Mrs. H. W. Morris; publicity, Mrs. H. J. Kenyon; telephone, Mrs. H. J. Rhode, Mrs. Roy Dixon, Mrs. Herman Lepinski, Miss Lucille Freund and Miss Nina McCandless; advisory, Mrs. J. P. Connell, Mrs. Sullivan and Mrs. F. V. Masilko; legislative, Miss Isabelle Rothbauer and Miss Thelma Friedel, and visual education, Mrs. Masilko.

East Peoria Theatre Fire Routs Apartment Dwellers

EAST PEORIA, ILL.—When a heating boiler in the Blue Bird exploded with the mercury at 13 degrees below zero, the resultant fire routed 37 adults and two infants from various apartment suites on the second and third floors of the building. The building was gutted and the loss will exceed $100,000, according to estimates. Firemen from East Peoria, Peoria and Creve Coeur helped fight the flames.

Use Dual Section Ad Shots For 'Wind' Engagement

CHICAGO—The Woods, where "Gone With the Wind," has settled down now for an extended run, finds that running advertisements in both the film and legitimate amusement sections pays dividends in more ticket sales. Ad copy is dignified, in keeping with the tone of the roadshow two-a-day presentations.

Hart to Open

EFFINGHAM, ILL.—The Frisina Amusement Co., with headquarters in Springfield, was scheduled to open its new theatre, the Hart, here with appropriate ceremonies Thursday. Exhibitors from central Illinois were invited to attend.

Scott to Pittsburgh

CHICAGO—John Scott, Paramount ad sales head here, moves to Pittsburgh on February 1 to become manager of the Advertising Accessories branch there. The firm has taken over distribution of Paramount, Universal and RKO accessories.

Buchanan Hosts Children

SUPERIOR, WIS.—Harvey Buchanan, manager of the Palace here, was host last week to crippled children of the A. W. Holland Orthopedic school at a showing of "Gulliver's Travels."

Direct Two for Fine Arts

HOLLYWOOD — Two directorial assignments are announced by Fine Arts Productions, Otis Garrett to "If This Be Treason," and Phil Rosen to "At Your Age."

"First Nights" Out

CHICAGO—Charles Collins, Chicago *Tribune* columnist who conducts the popular "A Line O' Type or Two," took a belated crack at the premiere opening here of "In Old Chicago" a couple years ago when he told his readers the other day he would not be among the first-nighters at the opening of "Gone With the Wind."

His comments follow:

A Tough Guy Talks

So "Gone With the Wind" has its special double extra supercolossal grand premiere in Chicago come St. Polycarp's day, after opening in Atlanta, Ga., New York, N. Y., Cincinnati, O., and dozens of other burgs, does it? So what! Try and get us to join the merry throng of boys and girls about town that night. Send us a couple of ducats and an engraved invitation looking like a bid to Windsor's and Wally's wedding, and watch us foam at the mouth.

Not that we got a grudge against "Gone With the Wind." We're for it, and we'll go, paying our way, when we get good and ready. But we've been to one of these supercolossal movie openings by invitation, and "never again" is our battle cry.

"In Old Chicago" it was about two years back, we had a hunch to stay away, but got sucked into it. The crowd milling around Randolph and Clark looked like the second Haymarket riot. It was raining, too, and we had to batter a way through the ticketless goofs, inch by inch, getting wetter and madder every second. Searchlights hit us in the eye and gave us the blind staggers. Photogs shot bombs off by our ear.

When we got to the entrance, cops were herding the ticket holders, two by two like Noah's animals, through a narrow opening. Once in the lobby, we found that nobody was moving at all. Every one took root to watch a few fifth-rate movie actors in the flesh posing for their pictures. We spent 15 minutes getting from the doorsill to our seat. Those gawkers were tougher than Southern California inside the 10-yard line.

Coming out was worse. The crowd moved like wooden Indians, and when we finally got to the door we discovered why. There were two files of beefy cops from the building line to the gutter, and they wouldn't let you turn down the sidewalk. Walk away? Jeepers creepers, of course not! You had to go to the curb and wait for your town car to roll up with Jeeves at the wheel, and get photographed for the newsreels. We said to one of these harness bulls, "Since when a law against walking on the sidewalk?" and he said, "Orders, chief, orders." If he hadn't grinned when he said it, we would have socked him, for all his 240 pounds.

So we went to the curb and down into the gutter, ankle deep in mud, and escaped along the car track.

Never again!

"Pinocchio" and "Lincoln" Chicago Dates Waiting

CHICAGO—Nothing definite has been decided as yet on where Walt Disney's RKO-distributed "Pinocchio" will play in the Chicago loop. Thus far, RKO's own loop house, the Palace, has the edge, but the Woods and Oriental are still very much in the running.

The percentage details are not yet determined upon locally. It is understood that the New York City engagement at the Center calls for 70 per cent cut to RKO with no profit guarantees.

Likewise, nothing definite has been decided on RKO's production of "Abe Lincoln in Illinois." The picture cannot play Chicago before the stage play leaves, which is expected not to be before the end of February or first of March. This picture is to be screened for the trade by RKO, Monday, January 29, at the Esquire, with Raymond Massey tentatively scheduled to attend.

Seating Managers Meet

MENOMINEE, MICH.—Public seating division managers of the Heywood-Wakefield Co. held their annual meeting here last week.

Zanuck and Schenck West After Pair of Premieres

CHICAGO—Darryl F. Zanuck and Joseph Schenck were expected to return to the west coast this week after the premiere of "Grapes of Wrath" in New York. They also attended the New York premiere of "The Blue Bird," starring Shirley Temple.

Zanuck, while here last week, told reporters "Grapes of Wrath" will not be roadshowed, but will be given "special engagements at advance prices, probably at $1.00 top." Next openings, after New York, on this picture are in Oklahoma City and Fresno.

He said roadshow engagements set thus far on "The Blue Bird" include Detroit, Pittsburgh, Boston, San Francisco, all on two-a-day showings.

Remodeling of Jefferson Is Nearly Completed

HUNTINGTON, IND.—Remodeling of the Jefferson here is about completed. The work included a new lighting system, redecoration of the interior and installation of new sound and screen, and new seats. The house seats 825.

After this work is completed, the job of remodeling the Huntington will be started. This work will take three months during which the capacity of the house will be increased from 640 to 1,160. The houses are owned by F. F. Morsches and James D. Adams of Columbia City and Gale E. Lancaster of Huntington, who is manager.

Disney-UBC Contempt Hearing Scheduled

CHICAGO—Set for hearing this week, was the case in federal court before Judge William Holly, in which Walt Disney Enterprises, Ltd., seeks a contempt of court order against the United Biscuit Co. The Disney company seeks to show that the biscuit firm had violated an injunction, granted in 1936, which forbade the company from continuing to make Disney character crackers, after a contract entered into in 1934 had expired. The case was set for Thursday.

Yiddish Film Debut

CHICAGO—The newest Yiddish production of G. L. Motion Pictures Corp., "Overture to Glory," starring Moishe Oysher, with Helen Beverly, is having its world premiere at the Sonotone. Irving Franklin is handling the picture in the Chicago territory.

Tie With Beverage

MADISON, WIS.—The Madison here is presenting a Saturday morning show in a tie-up with Pepsi-Cola with airings over station WIBA. Admission for kids under 12 is six Pepsi-Cola bottle caps.

Year Pact to Hayden

HOLLYWOOD—Russell Hayden has been held for another year by Harry Sherman as William Boyd's sidekick in the Paramount "Hopalong Cassidy" series.

The Marchesis Plan April Opening in Mt. Carroll

MT. CARROLL, ILL.—The Marchesi Brothers will open their new Carroll, being rebuilt from an old garage, about the middle of April. They also operate theatres in Prophetstown, Lockport, Freeport, Warren and Amboy, where their new house will open about the middle of March, replacing the one they now operate there.

August and Jimmie Marchesi handle the operating end of the business for the four brothers connected with the firm.

Adams and Bernstein to New Fine Arts Branch

CHICAGO—Clive Adams has been named to head the Chicago office of the newly organized Fine Arts Pictures. Aiding Adams will be Vic Bernstein. Both were formerly with Grand National. They will work out of the Capitol-Monogram exchange.

Green Bay "Sneakers-in" Discouraged by Police

GREEN BAY, WIS.—Police have issued a warning that attempts to "sneak" into theatres in the future will result in arrests. The warning was issued after repeated protests from theatre managers at what they declared were wholesale entries of non-paying spectators.

Exton Changes Policy

KENOSHA, WIS.—Bill Exton has announced a weekly four-change policy for his Roosevelt in Kenosha.

BOWLING

CHICAGO—Despite the loss of two games to the tailend Warner team, Republic still hangs on to first place in the Film Bowling League by a one-game margin over Photoplay, who creeped up by whitewashing Paramount.

Photoplay set a new league high team series of 2,719, with Fred Hanzelin of Photoplay leading the way with a 569 series. National Screen remains in third place by taking three from Fox, while Film Carriers got a setback when they lost a trio to Universal.

The standings to date:

	Won	Lost
Republic	31	20
Photoplay	30	21
National Screen	29	22
Film Carriers	28	23
Paramount	25	26
Universal	23	28
20th Century-Fox	21	30
Warner Bros.	17	34

Standings in the Warner League at the end of the 20th week follow:

	Won	Lost
Avalon	42	18
Capitol	35	25
Avalon Cubs	33	27
Beverly	31	29
Stratford	31	29
Yannigans	28	32
Ogden	28	32
Hammond	27	33
Cosmo	27	33
Highland	27	33
Jeffery	26	34
Dead Enders	25	35

CHICAGO

THE Stork has been working overtime along the Filmrow . . . Most recent heir and heiress announcements include: A daughter, Ellen, to Mr. and Mrs. Seymour Borde at Grant Hospital. The 7-pound, 12-ounce youngster's pop is booker at RKO, while mom formerly was the "hello" girl at the 20th Century-Fox exchange . . . A son to Mr. and Mrs. Irving Joseph at the Lying-In Hospital. Irving is salesman for Columbia . . . A daughter to Assistant Manager Jim Donnelly of the Sheridan. She was born in Swedish Covenant Hospital.

Fritz Blocki, press agent for the Oriental, is taking a month's leave of absence. Fritz, by the way, is a pretty busy young man, with all of the radio work he is doing these days.

Hank Markbreit of the Times is a pretty busy man getting all those theatre contracts for advertising space renewed. You can see him running to and fro between film spots with that brief case of his all hours of the day.

Edward G. Robinson got off the Santa Fe Chief en route from the west coast to New York saying that "this is just the weather I wanted." It was five below zero and by the time he got into the Dearborn Street Station he had changed his mind altogether and was willing to get right back to Hollywood. Also on the train was Mary Boland . . . Other Chief and Super-Chief passengers during the week were Darryl F. Zanuck, Joseph M. Schenck, Mr. and Mrs. Gene Markey (Hedy Lamarr), Jack Warner and Pat O'Brien, all en route east.

Lou Abramson of Allied has promised us, as well as the finder, a liberal reward, if his new scarf—a Christmas gift from his wife—is returned to him by the person along the Row who found it.

M-G-M's Bill Potts has a new picture to add to his collection, one he received from Joan Crawford.

Charles Casanave, handling the new Advertising Accessories, Inc., division of National Screen Service, was here for conferences over the weekend.

Carroll Morton of the Niles, Niles Center, commenting on percentage pictures: "I don't see why M-G-M should charge us for 'Babes in Arms.' We don't charge 'babes in arms' coming into our theatres."

Raymond Massey's "Abe Lincoln in Illinois," at the Grand Opera House, was off the boards Monday night because the star was in Washington attending the premiere of the RKO picture, in which he also plays the lead.

Dorothy Lamour was aboard the Santa Fe Chief when it pulled in Monday. Also Chester Morris. Miss Lamour goes into the Chicago Theatre February 2.

Frank Ishmael, M-G-M's city salesman, is seriously ill with pneumonia.

Building Bids in Spring For Paramount Exchange

ST. LOUIS—New bids will be taken in the early spring on the film exchange building to be erected by Paramount at the northeast corner of Olive St. and Garrison Ave.

Plans for the $75,000 structure call for a building one and two stories in height and a basement, 59 feet by 135 feet, and of brick and concrete construction. It will be air-conditioned.

At present the Paramount exchange is located at 3201 Olive St. Maurice Schweitzer is manager.

Birthday Ball Sponsors Have Goal of $50,000

ST. LOUIS—The local industry's goal in cooperating with the President's Birthday Ball celebration is $50,000, according to Barney Rosenthal, Republic manager, who is in charge. The ball will be held February 6 at the Municipal Auditorium, with half of the proceeds to go for the relief of sufferers of infantile paralysis in St. Louis and St. Louis county.

Balaban Still Rests

CHICAGO—John Balaban of the B&K Theatres spent his third week of observation and rest in the Mayo Clinic, Rochester, Minn., this week. The trips there have been for thorough checkups and rest.

Bandits Hold Up George Bauer

DURAND, WIS.—George Bauer, manager of the Grand, was robbed last week of $6 by two bandits.

Osseo Theatre Escapes Damage

OSSEO, WIS.—The Osseo Theatre here escaped serious damage last week when fire razed an adjoining building.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

INDIANAPOLIS

IT SEEMS Indianapolis has a candidate for fame in its midst in the form of one, Tommie Wright, assistant to Jim Kennedy, manager of the Ritz. Tommie has broadcast from radio stations in three states and has appeared as soloist with the Indianapolis symphony orchestra and the Jordan conservatory orchestra, not to mention many recitals. He has composed theme songs for Shortridge High School, the Jordan Conservatory, Columbia Club, Riveria Club, Kappa Alpha Theta Sorority and many other organizations. Tommie aspires to do "movie music," conduct a symphony orchestra and have a dance band on the side. Tommie's brother, Dick Wright, formerly manager of the Lyric here, now is district manager for Warner's houses in Ohio.

The Cantor Circuit has announced a switch in lineup at two theatres. Don Wright, who left the Rivoli after three years to open the new Esquire, returns to manage the Rivoli. Leo Cantor, booker for the circuit, takes his place at the Esquire.

Earl Cunningham, general manager of the Fountain Square Theatres, has announced the purchase of ten major companies' product. Earl feels it's better to have too many than not enough.

Ed Flynn, manager at the Parker, always on the lookout for out-of-the-way historical events to tie in with his programs, reports that fashion research for "Elizabeth and Essex" brought to light an important fact: That corsets were invented by a butcher to punish his wife for talking too much.

Benny Goodman and his band have been booked for the Lyric the week beginning February 16, immediately following Dick Powell and Marie Wilson who will be there in person the week of February 9.

Seen along the Row: Wm. Studebaker, Logansport; E. K. Crouch, Fairmount; Harold Neese, Brazil; Harry Van Noy and I. R. Holycross, Anderson; L. T. Moore, Mitchell; Dallas Cannon, Kentland; George Mallers, Bluffton; W. R. McCormack, Linton; Ferd Nessel, Anderson; Mrs. Wm. Luckett, Scottsburg; D. D. Lee, Cayuga; A. E. Hancock, Columbia City; Roy E. Harrold, Rushville; Joseph Schilling, Connersville; Gordon May, Corydon; Mrs. Elsie Blessing, Danville.

Ed Gant, co-owner of the Riley in Greenfield with Ralph Boots, is seriously ill at his home. The Riley was recently reopened after extensive remodeling and redecoration.

Earl Kincade, treasurer of Quimby Enterprises, operating the Emboyd, Paramount, Jefferson, Palace and Riley theatres in Fort Wayne, has returned to his post after a long illness. Harry Hogan, general manager of the same company, has resigned.

A. B. Thompson, operator of the Ritz and Park theatres in North Vernon, Ind., has left on an extended vacation in the sunny south . . . Harry Watts has closed his Alhambra in Knightstown for repairs.

The mother of Mrs. Estelle Nelson of the RKO office here died suddenly in California, January 14. Funeral services were held at Salem, Ind. . . . Settos Theatres has installed a new marquee at their Irving.

Claude Allison is mourning these cold days; his five prize bass were frozen in the Strand's aquarium . . . Gordon Craddock, manager at Universal, is still confined to his home.

Gail Lancaster, operator of the Huntington, Jefferson and Tivoli theatres, will remodel all three houses in the near future.

Approximately 500 student safety patrol leaders from the eastern half of Marion county were given a free show at the Sheridan recently.

In connection with the Indiana's showing of "Remember the Night," which has a Hoosier setting, the Paramount exchange gave a "Back Home in Indiana" party at the Variety Club. Pumpkins, cornstalks, Hoosier songs and square dancing were among the attractions.

Bob McClung, ex-child star who appeared with the "Dead End" Kids at the Lyric, and Anna Dixon of Indianapolis were married in Akron, Ind. A friend of McClung's, Maurice Mandel, also of Hollywood, was married at the same time to Marian E. Taylor of Indianapolis.

ST. LOUIS

MRS. ISABELLE HORTON, 81-year-old mother of Edward Everett Horton, was the belle of the luncheon given for her son by the Playgoers' Association of St. Louis during his local engagement at the American in "Springtime for Henry." "Henry" grabbed a nice $14,000 for the week ended January 20.

An epidemic of whooping cough in Grand Tower, Ill., resulted in the closing of the grade schools there until February 3. Attendance at theatres has felt the effects of the disease.

University of Missouri football films taken during the 1939 season were shown at the University City Junior High School auditorium . . . The Norside, Esquire, Varsity and Ritz theatres here are playing "Ninotchka" day and date.

Tony Serra jr. of Frisina Amusement Co., Springfield, Ill., will be married soon to Clara Sanders of Virden, Ill. . . . Sonja Henie and her skating revue got away to a good start in their local engagement when 10,634 customers laid it on the line at the Arena.

Harry Hatfield Dies

CHICAGO—Harry Hatfield, with B&K about 15 years, and manager of the Belpark, died this week. He was 65 years old and before entering the managerial end of the amusement business had been a Shakespearean actor.

SPR'GFIELD

WHEN George Kerasotes, general manager of Kerasotes Bros. Theatres, is married to Miss Marjorie Birnbaum on February 3 here, many film men from St. Louis and Chicago will be on hand. Jack O'Brien, RCA sales representative in the St. Louis territory, and Joe Kaufman of the B&K Chicago office, will be members of the wedding party which will also include George Coutrakon, Jerry Ray and Tony Kerasotes.

Max Tschauder, manager of the Roxy, was bedded with a cold one day last week.

Dick Powell will make a personal appearance on the stage of the Orpheum, January 30.

The Strand-Senate basketeers are tied with Godchaux Sugars for top spot in the Muny National League race.

Otis Harlan Funeral Rites In Martinsville, Ind.

MARTINSVILLE, IND.—Funeral services for Otis Harlan, 75, veteran actor of stage and screen, were held here last week. Harlan, who died here after a long illness which impaired his voice, came to Martinsville to live last summer.

He made his first theatrical appearance in New York in 1887 and toured the country in many plays. He was in motion pictures 18 years. In his last he was the voice for "Happy" in "Snow White and the Seven Dwarfs."

Surviving are his wife, a daughter, two brothers and a sister.

'Adults Only' Fare Invades Chicago Suburbans

CHICAGO—Three suburban houses offered "adult only" entertainment last week. The Drake had "Assassin of Youth," "Forgotten Faces" and "Man-Proof." "Life Dances On," "Of Human Bondage" and "Girls on Probation" were at the Rosewood, with the Four-Star featuring "Wages of Sin," with "On Your Toes." In the Loop the B&K Garrick showed "A Child Is Born," first-run for adults only.

Kantor to NSS

CHICAGO—Arvid Kantor of New York has been added to the local National Screen Service sales staff.

Stage Holds Stage in Chicago Loop

Chicago—It is "personal appearance" week in the loop, with film and stage talent appearing on theatre stages in wholesale lots.

The Chicago offers Anita Louise, Ray Bolger, dance team of Georges & Jalna, Guy Robertson and Borrah Minnevitch's Harmonica Rascals on the stage. At the Oriental are the Three Stooges, Gloria Dickson, The Brewster Twins and Cliff (Ukelele Ike) Edwards.

Theatre Permit Plea Hearing Feb. 5

MINNEAPOLIS—The district court here continued to February 5 hearing of the application of Irving Gillman, et al., for a mandamus to compel the city council to issue a permit to build and operate a new neighborhood theatre.

In behalf of the aldermen, the city attorney's office requested the continuance to allow the preparation of a defense.

The court's order is for the city council to issue the permit or to show cause why it should not be granted. At the hearing an effort will be made to convince the court the aldermen are acting within their rights in refusing to permit further theatre construction here.

It will be contended that the issuance of theatre licenses comes within the council's police powers and is discretionary with the aldermen.

Representing Gillman (Northwestern Theatre Co.), Attorneys Lester Crawhall and William Howard Anderson will argue that their client has a constitutional right to use his property in the legal manner desired and cannot be deprived of that right by the city's lawmaking body.

Two Offers to Reopen Minneapolis Deluxer

MINNEAPOLIS—There's still an outside chance that the 4,000-seat Minnesota, recently closed after 25 weeks of unsuccessful independent operation, may reopen in the near future.

Owners of the building are entertaining two offers. One of them, from the Benz brothers, millionaire St. Paul realty owners, who operated the house for them before, would relieve the owners of payment of the real estate taxes amounting to approximately $50,000 per year.

Prepared to wage a court fight, if necessary, to obtain major screen product, the Benz brothers are willing to take over the house for a long-term on what practically amounts to a rent-free basis. However, they would pay the taxes and guarantee the owners against any loss. Moreover, they would assume more than $4,000 in unpaid obligations from the previous operation.

If the Benz offer is accepted, Gordon Greene will return as managing director—a post which he held throughout the recent operation.

Identity of the other party seeking the showhouse is being withheld, along with his proposed plan of operation and details of his offer.

Bennie Berger, independent circuit owner, offered to manage the house for the owners at a stipulated salary.

Plans New House for Minneapolis Suburb

MINNEAPOLIS—Abe Engler, who operates the only theatre in Hopkins, local suburb, has had plans drawn for a new $100,000 house to seat 1,200. Work will start in the spring.

Holdovers Increase In Minneapolis

Minneapolis—Holdovers continue to be the rule. "The Great Victor Herbert" moves to the Century from the State for an extension of its loop first run. Previously, "Another Thin Man" and "Hunchback of Notre Dame" had done the same thing. "Intermezzo" is in its third week at the World.

Steffes Recuperating From Heart Attack

MINNEAPOLIS—Show folks here were shocked to learn that W. A. Steffes, president of Northwest Allied and long a national independent exhibitor leader, who recently concluded two terms as Twin City Variety Club Chief Barker, suffered a heart attack while attending a meeting of the Allied States' board of directors in Washington.

Steffes now is recuperating from the attack in Providence Hospital, Washington, where he'll be compelled to remain from three to five weeks. On being notified of her husband's condition, Mrs. Steffes immediately flew to Washington. His personal physician also was summoned from Detroit, Mich.

Especially active in fights for the elimination of what he considered trade practice evils, Steffes probably will not be able to devote himself to organization matters for some time. He had planned a vigorous battle against percentage deals and for a revision of clearance in Minneapolis.

Jobs in Private Industry Opening Up in Nebraska

LINCOLN—Figures released by the 20 local offices of the state employment service show an increase of 40 per cent in job placements in private industry; 1,797 were given jobs, 461 of them described as "permanent."

However, the year end picture was not so good. As of Jan. 1, 1939, there were in Nebraska 42,216 listed as actively seeking jobs, while on Jan. 1, 1940, the roster has climbed to 47,894. During the month, 3,084 persons made first-time applications for employment.

Jack O'Brien to Open Hollywood at Tracy

TRACY, MINN.—Jack O'Brien will open his new Hollywood here late this month. He also operates the O'Brien. Another store theatre, which opened in opposition to the O'Brien, is closing.

Bahner to New Post

MINNEAPOLIS—Jerry Bahner, Paramount ad sales head here, has resigned to become local representative in Milwaukee for Advertising Accessories, Inc., National Screen subsidiary.

Chain Tax Measure Feared in Lincoln

LINCOLN—While circuit theatre operators were relieved at the lack of theatre reference in a chain tax proposal here, they, nevertheless, fear the precedental menace if it should be adopted.

The proposal is in the form of a petition which seeks to place a graduated tax per unit on establishments in chain operation and is aimed at the 1940 primary ballot. Sponsored by no particular group, it is being fronted by Palmer McGrew, Lincoln attorney, provides a tax of $10 per unit up to ten units, and as much as $550 for each in excess of 500 units as a licensing permit condition to do business in Nebraska.

The petition, and there will be 5,000 of them dispatched within ten days, cites chain stores and filling stations as the targets, with no reference to theatres.

If the 35,000 signatures necessary to get the measure on the special election ballot are secured and if it should carry, it cannot, in its present form, apply to theatres. The legislature, unicameral in this state, would be ordered to pass it in 1941 and could not step outside the letter of the petition.

Gov. Cochran Is Honored By Omaha Variety Club

OMAHA—Gov. R. L. Cochran of Nebraska, always friendly to exhibitor interests, was presented with a national honorary membership by the Omaha Variety Club at the club's annual inauguration ball.

Morris S. Cohn, Strand, Council Bluffs, Ia., was installed as Chief Barker, succeeding Harry J. Shumow, Metro branch manager. Edward Shafton, attorney connected with the film industry, starts his sixth term as property master, a post he has held since the Omaha club was organized.

Delegates to the national convention in Dallas will be Shafton and Walter M. Green, head of FEPCO. Green also is a canvassman for 1940.

Other officers for 1940, installed during inauguration ceremonies in the club headquarters, are: Evert R. Cummings, Tri-States district manager, first assistant chief barker; Sam Epstein, Epstein circuit, second assistant chief barker; Meyer Stern, Capitol Pictures, dough guy.

Canvassmen are: D. V. McLucas, United Artists boss; Ted Mendenhall, Paramount manager; John J. Gillin, general manager of Radio Station WOW; Eugene Blazer, Ascap attorney, Green and Shumow.

Cochran, in his acceptance, emphasized the importance of exhibitors to the communities in which they are located. Cohn made a hit with an extemporaneous talk.

Mazur Signs Two Circuits

MINNEAPOLIS—Max Mazur, Columbia salesman, has closed circuit deals with the Woempner-Frank and George Miner chains.

LINCOLN

JOE JACOBS, Omaha and Nebraska representative for Columbia, is around forecasting cigars, spreading the news that he's going to marry Ralph Blank's sister—and soon . . . Stan Blackburn writes from Fremont: "Wild horses couldn't drag me out of the show business now." That's good chatter, because most of the showmen have turned off so disgusted they're beginning to believe the state only good for horse pasture . . . B. M. Montee, Beatrice, in direct quotation says: "I never get so bad, but what I know better than to start for the door to go home, from in under the table."

Welcome back! Alvin Hendricks, who has been for six months, in sunny Amarillo, Tex., for which he expects Howard Federer to assign him immediately to cleaning the snow off the Varsity roof . . . Harold Hellerich, no longer on theatre Row, is making a try to align with Rick Ricketson, in Denver, for Fox-Intermountain . . . The burning of the Empress, in Kearney, Neb., was a double feature loss. "Speed" (Metro) Lambert lost his luggage which was in the office, and George O. Monroe, already flat on his back from operations, lost a theatre. Of the two, Lambert is the noisiest, he being out $22.50, *and Monroe, out* $22,500.

Speaking of Lambert, how's this? Other film companies haul newspaper critics all over the country for world premieres, and he comes to town with two passes for "Gone With the Wind." Speaking of premieres, Monroe Rubinger, please note: Where is Virginia City, Nev.? and When? . . . Letter from Sheilah Graham, NANA correspondent, who was in "That's Right, You're Wrong" with that band leader, Whadayacallem, writes a caustic summary of her own part by saying: "Anyway, I thought my hat was cute!" . . . Also, via U. S. mail, Jimmy Redmond, speaking for the Ted Kempkes Bonham, in Fairbury, wrote a little applause for the *Sunday Journal* and *Star's* handling of the ten best poll of movies in which the Bonham participated.

Harry and Mrs. Shumow had as guests here, Governor and Mrs. R. L. Cochran, as a prelude to "Gone With the Wind" opening . . . Harvey Traylor, manager of the newly opened Lincoln, was given his chance at radio in the Cliff Johnson-Barney Oldfield broadcast from the lobby . . . Ed Vaughan turned journalist and wrote an armful of stories on the Lincoln kickoff for a Sunday Journal *and* Star *section.*

Inside tip: There's a big man in Washington trying to bring about an amicable settlement of matters in Beatrice, Neb., to stall off the threatened Frank Hollingsworth anti-trust suit against Fox Midwest . . . Proof of the new generation: The *Journal* amusement desk here has been flooded with queries, since Buddy Rogers was here with his band, asking what pictures, if any, he was ever in . . . Joe Cooper, upon shaking hands with Ted Mendenhall, called him "Mr. Zukor." Joe, Ted is still active with the company, and has his name on a door, which is more than Adolph can boast.

Midwest 'Freeze' Hits Theatre Grosses

KANSAS CITY—Always a good topic of conversation, currently the weather is a dramatic subject with film and theatremen here and in the territory. Snow, ice and sub-zero temperatures, well into their third week for Missouri and Kansas, have cut sharply into grosses. On some of the extremely cold nights in many houses the weather has been responsible for keeping away all but a handful of people. For most theatres, it is estimated, the weather the past three weeks has meant a drop in receipts of from 10 to 50 per cent.

Over the January 21 weekend, when temperatures began rising toward a winter normal, business here and in the territory picked up substantially, which leads exhibitors to believe that if temperatures stay above 15 or 20 degrees above zero for a few days that business will come back. Some exhibitors even think that warmer weather will cause business to reach an even higher than normal level.

Smaller cities and towns, that depend to a considerable extent on rural patronage and suburban theatres in Greater Kansas City have suffered more from the extremely cold temperatures, and from the snow and ice, than the larger houses, and first runs. One suburban exhibitor in Kansas City who operates a large neighborhood house commented that his Sunday change, with its outstanding pictures, was pulling a normal patronage, but that the business between Sunday and Friday was practically nil. This seems to be the general experience.

It is estimated that 75 per cent of the roadshows have closed down due to inclement weather. Several theatre owners have found that their heating plants are inadequate to cope with a long cold spell.

While first runs in Kansas City haven't felt the effects of the cold wave as much as outlying theatres, they are doing less business than normal. Most of their business is done at matinees; the largest slump has occurred in the evenings.

Another observer points out that the territory had a very cold first quarter in 1936, and business was way off for the period of the cold weather, but that 1936 turned out to be, as a whole, the best year for motion pictures in this area since the depression. There wasn't as much moisture in 1936. As welcome as the present moisture is, there is some basis for feeling optimistic about grosses after the cold snap breaks.

Aside from lessened mobility, the weather hasn't affected the routine along Filmrow. Exchange salesmen are out on the road, along with others selling to exhibitors. Fewer exhibitors make Filmrow but there still are a large number of regulars. Snow and ice slowed down Film Delivery trucks somewhat for a short period, but since the roads became readily passable, schedules have been met. A day or two during the snow storms matinees sometimes had to start a little late—when the film arrived.

At the moment there doesn't appear to be any letup in the cold in sight.

Sub-Zero Brings Sub-Grosses

Minneapolis—Reports are drifting in of some record low grosses during the sub-zero wave. Joe L. Stern, Majestic exchange owner, encountered an instance of a small-town house grossing only 55 cents on a night when the temperature sank to 30 below zero.

Metro Wins Damage Suit Over Auto Accident

MINNEAPOLIS—Harold Klugman, former Republic salesman, allegedly permanently injured while riding with Walt McKeen, late M-G-M salesman, in the latter's automobile in northern Minnesota, lost his $50,000 damage suit against M-G-M. The defendant won the decision in district court.

It is expected that Klugman will appeal the verdict which failed to award him any damages. It had been reported that the company insuring M-G-M had offered to settle the suit for $13,000 and that Klugman refused.

McKeen, who was driving the auto, was killed. Klugman contended that M-G-M was liable because he was riding in a car driven by one of its employes in the pursuit of duty.

Fire Destroys Empress at Kearney; $22,500 Loss

KEARNEY, NEB.—The Empress, a 900-seater operated and owned by George O. Monroe sr., who also has the Colonial in Lincoln, was a complete and $22,500 loss January 18 in a fire which started from an overheated basement furnace.

Manager George "Hodge" Wright succeeded in getting 100 people, who were in the house when the fire broke out, to the street in safety.

Monroe, who is in the hospital and facing a second abdominal operation, was unable to go to Kearney, so was represented by Howard Federer, general manager of Nebraska Theatres, Inc., with whom he's a partner in Lincoln, Neb.

"Mortal Storm" to Borzage

HOLLYWOOD—Frank Borzage will direct "The Mortal Storm," the anti-Nazi story by Phyllis Bottome, for Metro.

"Emergency Station" Created By Monogram in Wichita

WICHITA, KAS.—M. G. Shackelford, salesman for Monogram in the Wichita territory, has made arrangements with W. P. Huston of the Crawford to carry two features and one Western in the vaults of the Crawford for emergency use by any theatre in the territory. Prints and advertising will be available in case an exhibitor has to have something, and there is insufficient time for a print to be obtained from Kansas City. Currently the three pictures available at the Crawford are "Boy of the Streets," "Rose of the Rio Grande" and "Starlight Over Texas."

Kaycee Journal Holds Neely Bill Damaging

KANSAS CITY—At this point public reaction (that is, non-trade reaction) to the Neely bill is so important that the editorial comment in the Kansas City *Journal*, January 22, is interesting film and theatremen alike in this territory.

Title of the editorial is, "A Bad Bill." "Pending in Congress is the Neely bill," editorializes the *Journal*, "designed to prevent monopolistic practices in the motion picture industry. Like many other well-intentioned measures, it would inflict a large amount of damage with its methods.

"The result would be a chaotic condition in which originality and enterprise by producers would be discouraged and the industry blocked from continuing the phenomenal progress it has made in its comparatively short lifetime.

"The bill also amounts to unnecessary tinkering. If the motion picture industry is improperly monopolistic, it can be prosecuted in the courts under existing laws by the special monopoly division of the department of justice. The Neely bill has been denounced by labor groups on the ground that it would increase unemployment in the many fields directly or indirectly associated with motion pictures."

"Wind" in Minny Record For Advance Tickets

MINNEAPOLIS—With still another week to go, all records for a theatrical attraction of any sort already have been broken by the "Gone With the Wind" advance sale in number of tickets sold for the Orpheum evening performances at which all seats will be reserved.

The advance sale started last Monday morning. The picture does not open until February 2.

It already is certain that the picture easily will set a new high mark locally for a straight film offering. It is indicated that there will be capacity crowds at every showing and that the gross will be in the neighborhood of $30,000.

Palmquist and Weiner To Nap-Ad Service

KANSAS CITY—The Victor Cornelius Nap-Ad service announces the appointment of Roy Palmquist as district sales manager for the upper Mississippi Valley. Nathan Weiner will handle Missouri and Kansas for Nap-Ads.

Palmquist is a former Universal film salesman. Weiner until recently was with Hollywood Advertising Service.

Back to Former Post

LINCOLN—Alvin Hendricks, who left the Nebraska Theatres, Inc., about six months ago, rejoined them this week. He is back into his old job as assistant to General Manager Howard Federer.

KAYCEE

IN ONE belligerent country, the theatre manager couldn't use the top balcony because of the fear of air raids. To make the house look a little more occupied, he put some cardboard figures in the seats. A Filmrow wag suggests that exhibitors around this part of the country might find the idea a good one, these cold days.

Columbia has installed an automatic coke vending machine. Somebody must have been snitching.

Here is the announcement you have all been waiting for. Walt Lambader, booker at Metro, and Virginia Ziegler, also at Metro, will tum-de-dum it at the Country Club Christian Church, February 4.

J. Walter Shreve, manager of National Theatre Supply, is in New York attending a meeting of NTS managers . . . Metro has in two auditors currently: Clark Agnew and Bob Long.

Johnny Scott of Republic-Midwest has been phenomenally quiet the last three months, which has given rise to the rumor that he is in love. He refuses to be quoted, which is remarkable in itself.

Jack Barnett, newsreeler for 20th-Fox, received a very large pasteboard box at Variety Club the other day. He unwrapped it, and then laboriously unwrapped, each in dozens of layers of paper, eight doughnuts, which were edible only after long dunking. It seems that Jack bet Leland Allen of Commonwealth dollars to doughnuts on eight successive difficult billiard shots—and won all eight doughnuts.

Don E. Widlund of Jam Handy's theatrical distribution division, Detroit, was here this week conferring with Doug Desch of Monogram, which distributes Jam Handy theatrical releases.

The Cinema Club, now sponsoring the Filmrow bowling league, is finding it difficult to get out enough bowlers every Friday night to keep the six teams going. The league had eight teams last year and at one time in the past found it easy to play ten.

Walter Abranz, shipper for Universal, is back on the job after recuperating from an appendectomy. He had quite a time in the hospital, and several blood transfusions were necessary. Larry Biechele of National Screen Service was a donor, along with Bob Conn of 20th-Fox, Allen Arbeiter, 20th-Fox, and Norman Franseen of Film Delivery.

On the Row: L. O. "Bob" Ringler, Sunflower, Peabody, Kas.; Art Pugh, State, Columbus, Kas.; Paul Oetting, Lyric, Concordia, Mo.; Paul Taylor, Farris, Richmond, Mo.; Nick Kotsis, Holden, Holden, Mo., and Oswego, Oswego, Kas.; E. P. Michaels, Michelo, Braymer, Mo.; Harry Till, Courter, Hamilton, Mo.; Simon Galitzki, Coed, Topeka, Kas.; A. E. Jarboe, Ritz, Cameron, Mo.; Tom Wilhoit, Lyric, Plattsburg, Mo.; Warren Weber, Pix, St. John, Kas.; A. J. Simons, Plaza, Howard, Kas.; Glen Newbold, Temple, Yates Center, Kas.; M. B. Presley, Globe, Savannah, Mo.; Virgil Green, Green, LaPlata, Mo.

The young son of Al Chaffee, Paramount, pulled this one on him the other evening: "Why have the Russians quit eating fish? Because they don't like the Fin(n)s."

Shirley Booth is reopening the Booth, Rich Hill, Mo., January 28. The house has been closed since before Christmas . . . Mrs. E. Nolan was in from the Ozark at Cassville, Mo. . . . Houston Crab is the new owner of the Strand at Pierce City, Mo. He took over this week from Commonwealth and Mrs. Nolan.

Along the Row this week was Fred Hall who has taken over the Lathrop at Lathrop, Mo., from George Owens, who still is in the hospital as the result of an accidental gunshot wound several months ago . . . C. B. McAleer, Parsons, Kas., plans to build a modern theatre to replace his Orpheum, which burned recently.

Bids for the sound, projection, screen, spotlights, seats, etc., in the new municipal auditorium at Topeka, Kas., were scheduled to be let this week.

The Melba, Mrs. Annie Hurst's house at Ash Grove, Mo., burned Monday . . . H. L. White, has taken over the Norwich, Norwich, Kas., and has reopened it. The house has been dark for some time.

Leo Abrams, short subject sales manager for Universal, was here this week . . . Leland G. Lay, who recently took over the Louis, St. Joseph, Mo., has taken over the Ritz, Trenton, Mo., from G. J. Spencer.

Bud Riley, Republic-Midwest salesman, spotted this one on the door of a theatre

(Continued on page 45)

SAVE ON POPCORN SUPPLIES

1,000 Popcorn Boxes, $3.50

With Any Order of Popcorn or Seasoning

— SPECIAL JANUARY AND FEBRUARY DEAL —

ORDER TODAY — SACKS . . . BOXES . . . SALT — WE HAVE THE BEST

Order Your Needs from

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

"Abe" Returns to Washington

By Rene McCluskey

EDITOR'S NOTE—*Rene and Kenneth Clayton of the* Register-Tribune *are honeymooning through Washington, New York and other eastern spots, which explains how come she mailed her copy from all over the map this week, and why the editorial "we" in this instance often embraces* BOXOFFICE & Co.

WASHINGTON—When we hopped off the plane from Harrisburg, Pa., ahead of Raymond Massey and his wife, there waiting at the airport was the RKO crowd working full tilt for the world premiere of their Railsplitter pic, "Abe Lincoln in Illinois." Massey's train (and ours) out of Chicago was two hours late at Harrisburg, which panicked the usually imperturbable Keith boys who'd arranged for the film Abe to dine with Mr. President and wife. S. Barret McCormick quickly produced a chartered plane out of thin air and wired Massey to get aboard at Harrisburg. He also instructed us to tag along. We were tickled pink, but it seems the timid Mrs. Massey was scared pink and wouldn't budge off the safe and sane train. We chewed our nails while Mrs. Massey chewed the fat with a pilot from the airport. The pilot won, so we all were off to Washington after a furious ride from train to plane behind a screaming police and state trooper escort. Handsome Bob Sidman, manager of the Senate in Harrisburg; the Masseys; Red-wigged Carl Rigrod, RKO press representative from New York; Pink-shirted Harry Goetz, RKO producer from Hollywood; Lady-killer Joe Heppner, RKO camera toter, and BOXOFFICE & Co. were the plane personnel. Mrs. Massey ("Maw" to Raymond) needed lots of attention and got it. While various comforters were holding her hand, we noticed her lovely heavy gold bracelet from Tiffany's inscribed in Massey's handwriting, "My Mrs. M."

The Masseys dined with the Roosevelts, but as usual, we got the breaks. We dined with the S. Barret McCormicks, Supersweet Jean McCormick, and the Washington *Star's* scintillating film critic, Jay Carmody. Jay told how he once addressed one of Hollywood's alleged bright stars as "Frayed Frump." Jean admired our Insull cameo while we admired her. We compared our ring, which was designed after S. Barret's, with the original. Bette McCormick sang the praises of her good friends, Anna Neagle and Herbert Wilcox, and S. Barret answered the telephone every two seconds, still arranging last-minute details for the premiere next night.

The cocktail party and buffet dinner before the premiere had the usual RKO dash. Joe Heppner taking pictures all over the place, including a nosey shot of us talking to John Cromwell who was trying to explain how he directs by waving his hands and grunting helplessly. Ruth Gordon (Mary Todd) and Clayton discussing the fine acoustics of DM's Shrine Auditorium. RKO's Blond Bud Alleman explaining carefully why a red carnation is better with white tie and tails than a white carnation. Louis Alleman waiting on the Mrs. as though she were under contract. Mrs. Alleman reminiscing about the first Mrs. John Cromwell who was her very dear friend.

So to the Keith for the premiere (wearing two orchids on the threadbare bosom of our three-year-old formal). We declare those pickets out front for the Civil Rights Committee added color to the affair, but nobody else seemed to think so. In the lobby, a dirty hankie marked the spot where Mrs. Roosevelt and Massey were to look coy for the camera. We saw Morgenthau, typical Main Street business man; Mrs. McLean and the Hope Diamond; Mary Howard (Ann Rutledge) looking sweeter than most; Handsome McNutt; Harlan Miller, onetime DM columnist, and all of Washington's finest society. But we've seen the DM theatre crowd look better dressed any number of times.

There was without a doubt the most distinguished group of people who ever attended a picture at any one time anywhere, assembled at the Keith that evening. There were senators, congressmen, and fancy people strung all over the place; there were ambassadors in the second balcony and princesses sitting on jump seats in the boxes. Both the Russian ambassador and Finnish minister were there. It was a perfect audience for such a picture. Every political crack got a big laugh. Passing out of the theatre, everybody was muttering, "wonderful," "fine picture," (they don't use "colossal" in Washington society).

We finally cut our way through the governmental red tape which was cluttering up the Keith lobby and reached the Raleigh Hotel where the Presswoman's Club was giving a reception, or something. We stood in line to meet Mrs. Roosevelt, but she folded up her arms and went home when we were still 11 handshakes away, so shake the hand that didn't shake the hand of the First Lady.

The Raleigh party looked like the sort of thing you'd expect the dear ladies of the press to concoct, so we backed out apologetically and hurried over to the Carlton Grill where RKO was holding forth again. S. Barret was purring with contentment over the success of this elite premiere extraordinary. Charlie Levy was trying to keep various females happy by giving 'em roses and sweet smiles. Jean McCormick was drinking lemonades and having more fun than the gals animated with scotch. Carl Rigrod said he'd talk to us some other time, but still tried to apologize for swiping our car at the Lincoln Memorial to move Massey and wife back to their hotel the day before. Louis Alleman did a tap dance to "That's Where the Tall Corn Grows." Joe Heppner told about taking color pictures of Walt Disney for *Redbook*, and pulled the worst crack of the evening by asking when a waiter came around trying to get rid of a spare Welsh Rarebit: "Who pulled that rarebit outa the hat?" S. Barret told about having a cigarette from the president's case, and let us shake the hand that had shook the hand of both the Roosevelts. And, oh we almost forgot, we got a 40-cent souvenir out at Mount Vernon!

OMAHA

ERNIE PICKLER is the new salesman at United Artists, replacing W. E. "Bill" Barker, who resigned. Pickler comes to Omaha from Milwaukee and he's bigger than B. A. Tomte, Paramount peddler, and Ed Rostermundt, UA salesman, combined. Pickler will handle the southern Nebraska and southwest Iowa territory.

Virginia Larsen is the new steno at RKO, since Madeline Speake, RKO cashier, resigned . . . It was s. r. o. at the Warner screening of "Fighting 69th" and Sid Epstein was sorry he didn't have his cane along so that somebody would get up and give a seat to the crippled! . . . Louise Cotter, Brandeis press agent, had some members of the Rainbow Division as special guests at the screening.

Wally Johnson, Plaza, Friend, Neb., was in town to see his girl. He visited Filmrow to book a few pictures, but that was only secondary, of course! . . . Ted Mendenhall, Paramount boss, will handle arrangements for the Will Rogers fund in the Omaha territory and he's asking for the cooperation of every exhibitor and filmite . . . Norm Nielsen, RKO booker, has been ill but is now back on the job.

Sol Francis and Joe Rosenberg want to thank exhibitors in the Omaha territory for their support in the Monogram playdate drive that has just started. This is the first year for Francis and Rosenberg under the Monogram banner, since Sol took over the franchise just last year. So far, the boys are fifth nationally, and that's going some!

Note to circulation department: Start sending BOXOFFICE to Bill Wink at the Warner exchange. Bill says our magazine is so popular at the WB exchange you have to stand in line when the Monday morning mail arrives. Bill says you have to guard a copy of BOXOFFICE closer than your pay check if you don't want somebody else to get it!

Art Frudenfeld, former Omaha theatre man, has just been elected chief barker of the Cincinnati Variety Club and his Omaha friends hereby send congrats . . . J. N. Berney, Empress, Wolbach, Neb., was on Filmrow. Also Karl Silkebakken, Princess, Odebolt, Ia. Karl took over the Princess just about two years ago now . . . R. W. Brown, Phoenix, Neola, Ia., was here for the Williams funeral.

Mrs. Henry S. Howes, formerly Esther Anderson, secretary to Charlie Williams, MPTO prexy, for many years, came to Omaha for Mrs. Williams' funeral. Esther now lives in Pacific, Mo., where her husband is an official of a CCC camp . . . Lou Weiner, West, Sioux City, Ia., was here on business.

Carl Reese and Harry Lefholtz are going to make Republic the No. 1 product in the Omaha territory if they keep going. Carl's latest reports are from Toby Stuart, Mayfair, Shenandoah, Ia., and from Bob Oliver, Iowa, Onawa, Ia., who said they had unusual business despite bad weather with a couple of Autrys . . . Mons Thompson, Riviera, St. Paul, Neb., on Dav-

enport street for the first time in some weeks.

Mr. and Mrs. DuWayne Hartzell, Rivoli, Charter Oak, Ia., were spotted on Filmrow . . . Also Martinas Biemond, Loup City and Ord, Neb., who will probably never forgive us for making public his first name . . . Fred Wickman, Lyric, Tekamah, Neb., is going to be a big boy when he grows up. Right now he makes most exhibitors look like midgets.

Ralph Goldberg, local circuit owner, was in Chicago on a little business-pleasure trip . . . Keith Wilson, World-Herald critic, *is having popularity contest in his column for Omaha's best theatre cashier. We'll have the results next week . . . Will Singer, Brandeis manager, still in Chicago, so the bookies must be running there.*

KAYCEE

(Continued from page 43)

the other day: "No train—No film—No heat—No Show." Someone on Filmrow suggested that the exhibitor could have made the epitaph complete—and generally applicable, if he had added, "No business."

W. D. Fulton has just completed installing the 800 *new de luxe Heywood-Wakefield seats in the Southtown, which makes it one of the nicest-looking houses in the city. Fulton has refinished the walls, is adding new carpet, and otherwise is bringing the Southtown into A-*1 *condition.*

L. J. Kimbriel of the Oklahoma Theatre Supply Co. also reports the purchase of 500 new seats by A. J. Simmons and Warren Weber for the Plaza, Howard, Kas., and 500 new seats and booth equipment for the new house the two are going to build in Burlington, Kas. Fred Gantz has purchased 300 new seats for his Star at Sand Springs, Okla., and Tom Edwards is furnishing lobby and boxoffice of the Ozark, Eldon, Mo., with new chrome furniture from the supply company.

The biggest advertisement on a single picture that has appeared in Wichita, Kas., papers in a long, long time showed up January 14 *and* 15*—half a page on "Mutiny in the Big House," a cooperative ad developed by Doug Desch and M. G. Shackelford of the local Monogram office . . . Incidentally, the branch here is* 15*th in the national "March for Monogram" drive.*

Earl Jameson of Film Delivery was elected vice-president of the Shrine Patrol last week.

Screenland Cafe is expanding with the acquisition of space to the east, in which it will have a new bar, etc. Business is good.

That below zero weather last week made business so bad that it drove Jay Means of the Oak Park to poetry. This is what he wrote in his advertisement: "Blow high, blow low, not all the snow should keep you from seeing this marvelous show. Our theatre's warm, our parking lot clear—grab yourself a swell date and bring her right here.—Apologies to Whittier."

"Tops in Bargains" Candidate

Minneapolis—Tops in bargains is that probably being offered by the Stockholm, lower loop subsequent grind house. Scaled at a dime, the theatre is putting out two-for-one tickets. For a nickel the patrons see double features, the usual program of shorts and have a chance to win a cash giveaway two nights a week. Shows run approximately three hours.

Playing Standout Films Below Zero Gets Wails

MINNEAPOLIS—Some of the local independent neighborhood exhibitors are doing plenty of wailing in consequence of the fact that they happened to be playing such boxoffice standouts as "Mr. Smith Goes to Washington" and "First Love" on the days when the mercury was dipping to 20 below zero and lower.

Floyd E. Miller Dies

OMAHA—Floyd E. Miller, 47, one of the oldest projectionists in Omaha, died at his home following a lingering illness. His wife and mother survive. A member of Local No. 343, IATSE, Miller had worked at the Orpheum for 13 years. Burial was at Grant City, Mo.

Move to Open 15th Street In Lincoln Is Underway

LINCOLN—Move to get at the job of opening 15th Street, which affects the future of two Lincoln theatres, advanced when an appraisal committee of Lincoln real estate men, assigned the job by the city council, reported back to the council.

First, they evaluated the Varsity, a 1,000-seater owned by Jennie R. and Frank B. Kimball, and operated by the L. L. Dent-Westland Theatres, Inc., allied Nebraska Theatres, Inc., at $58,000.

Second, the committee saw in the removal of the building next to the Colonial, 750-seater owned by Julian Buck, Crete, Neb., and operated by George O. Monroe, need of a new wall, for which they believed the city should pay $6,685.

The whole job of opening the street in the immediate area of the two theatres is placed at $174,000 in property condemnation proceedings, of which the theatre payoffs represent the biggest single items.

Showmen generally have looked forward to this move for some time, believing it to be the answer in bringing down the town's seating. In the past two years, the old Joyo, in Havelock, a suburban, was dismantled, and the Sun, 600-seater downtown, likewise was taken out of use. The Strand, 450-seater, went off the street some time before.

When it goes out, the Kiva, 440 seats, probably will be opened by Nebraska Theatres, Inc., as a second stringer off their boomed No. 1 house, the 1,000-chaired Liberty.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

INVITATIONS are going out for the screening of "Abe Lincoln in Illinois" at the Orpheum. It'll be at 10:30 a. m., January 29 . . . Mrs. George Clark up at the Shrine auditorium is hitching a ride on the "Gone With the Wind" ballyhoo by booking Vivien Leigh and her real life Romeo, Laurence Olivier, in "Romeo and Juliet," April 17 . . . Meanwhile, Des Moines lost a chance to see another film personality when Eric Linden in "Golden Boy" cancelled the January 23 booking at the Shrine stage.

Art Anderson has been giving the territory a final going over with Boss Rud Lohrenz from Kaycee before Rud takes off for Chicago to take over that district in a Warner Bros. transfer . . . That Chicago suit protesting the handling of the Charles Farquharson estate ten years ago includes "the Tilton family of Des Moines, Ia." among the defendants, but it doesn't mean Republic's Elmer, we betcha . . . Motion pictures available for study of industrial and community subjects outside the schools are to be listed by committees being set up here to facilitate such work by Des Moines classes.

Midyear examinations took a January toll on Drake university student business at the Varsity and Uptown theatres, but Dr. H. Leigh Baker, dean of the Drake college of education, helped the situation some by advising students to relax before exams. "Play ping-pong, or take in some social dancing," he urged. "A long walk or a movie aren't bad, but in the former you may keep thinking about the test and in the latter you don't get the proper physical relaxation."

Will Vitagraph and Universal do a minor merger now? . . . Kennie Weldon (Filmrow boy), Jere Spandau's poster clerk up to now, has been promoted to assistant booker . . . Quiz Bebianne (Filmrow girl) at Warner Bros. for the answer. More of the same: Does that big diamond Marj O'Laughlin is wearing at Universal go with that rumor along the Row that someone besides Ralph Olson is getting married?

There's nothing on the Grand National corner now but a little note on the door, "Closed by the United States District Court," and that's how come Lou Levy brings Spandau's sales force up to its old status for Universal's Bill Scully Drive . . . Chick Friedman tells us that Lou Elman is looking and feeling like a million now that he's traded the hospital for the RKO offices again.

Chick Friedman is having headaches over National Screen's growing pains. The acquisition of Paramount, RKO and Universal accessory departments finds him with no elbow room. Chick hasn't found the answer yet, but is handling the trio out of Ray Copeland's place now until he can get the whole works under one roof . . . Jean Wylie has left National Screen because of ill health and Margaret Kern is the new face . . . That wasn't a sack of flour Ben Lass had under his arm the other day. It was his bambino out to celebrate her first birthday working at the office with pappy.

The latest hit with the ladies on the Row is Charles DuRyk from San Francisco. Dapper little Charlie is the midwestern representative for Ten-O-Win and he did his stuff Friday for G. Ralph Branton and his cohorts. Sell em, Charlie?

Monroe Rubinger and Emil Franke huddled with Joe Cardio, Iowa chapter president of the Rainbow division, to promote a reunion dinner of the veterans here Wednesday night. The outfit listened to the national broadcast from the Rainbow dinner in New York, then saw a screening of "The Fighting 69th" to make them all feel mighty good. "The Fighting 69th" opened at the Orpheum, Friday, pushing "His Girl Friday" back to take advantage of national publicity.

Myron Blank's $25 shoved the Finnish relief fund up to $3,182.21 on that particular day . . . With Clayton touring the east, Tri-States' DD (Dorothy Day)) has been debating with Managing Editor Ken MacDonald about the possibility of arranging a vote in order to pick a girl for the trip to the coast for the "Seventeen" premiere. She saw a possibility in the usual *Tribune* policy of picturing all midyear high school graduates.

New developments in the exhibitors' field here include the aids for the hard-of-hearing available at the Ingersoll. Those who have difficulty can obtain either "bone" or "air" type amplifiers to help them enjoy the talkies . . . And the Orpheum is tossing in the "Information Please" shorts . . . Manager Franke wasn't sure whether Reams Taylor or Deems Taylor was the guest star on this number, but he was hoping reams of tickets would be going through that boxoffice window.

Noting that the Japanese newspaper *Nichi Nichi* is making newsreels now, the Des Moines *Register* observed: "Oh, for a motion pichi that's made by *Nichi Nichi*" . . . Norman Baker's motion pictures of "cancer cure" treatments given to patients at the Baker institute in Muscatine, Ia., and at the Baker Hospital at Eureka Springs, Ark., were rejected by the court in government efforts to show that Baker used the mails to defraud. Titles on the films were ruled hearsay and advertising matter.

Herbert E. Sharff used his color motion pictures taken on a 6,000-mile Alaska jaunt to promote goodwill among the 125 employes of Tri-Cities Scharff store by showing them the film at a special party . . . Mrs. Kathryn Morris of Council Bluffs has shipped her 80-page Gene Autry album to the cowboy star.

Columbia's regional meeting January 13-14 in Chicago may have been great stuff for Mel Evidon, Milt Goodman, Art Leak and Bing Miller, but Marvin Godwin must have had some other ideas. Marvin was snatched away from his new bride and sent out on his territory for two too long weeks. He returned home just in time to kiss his wife goodbye for the regional meeting.

Snow Snaps: Madge Ward complaining about the rings her galoshes make around her ankles . . . Ken Clayton refusing to wear his and then complaining about his wet feet . . . Art Stolte using tractors, steam shovels and busses to get around the countryside . . . Mary Benjamin blaming her limp on plowing drifts . . . Chick "O'Friedman" wearing a pair of Killarney green earmuffs which Chick Friedman bought for only 39 cents . . . Joe Deitch losing his sunny California cold in an Iowa blizzard—old-style . . . BOXOFFICE *& Co. enjoying a warm glow over the snow pix in the* R&T *which they snapped in the drift-blocked Iowa areas which stymied more seasoned shutter-clickers.*

MINNEAPOLIS

E P. GOMERSALL, Universal district manager, in town briefly . . . Henry Adrain, Hollywood film producer, visiting his father here . . . J. Cheever Lindcheck in from New York to make survey of local independent neighborhood houses . . . Bill Grant, Warner city salesman, won't go to San Francisco for his company after all, but remains as city salesman. Tommy Charack continues as South Dakota salesman. Both boys are exceedingly popular with the trade.

Out-of-town exhibitors visiting Filmrow included Al Kreuger, Glenwood City, Wis.; A. J. Gumm and son, Rib Lake, Wis.; Charlie Lyons, Aitkin, Minn.; Mr. and Mrs. Floyd Perkins, Mora, Minn.; C. E. Christianson, Wilmot, S. D.; Don Buckley, Redwood Falls, Minn.; Mr. and Mrs. Roy Palmer, Sleepy Eye, Minn.; Al Inman, Fairfax, Minn.; A. R. Ellison, Paynesville, Minn.; Tony Paulson, Amery and Clear Lake, Wis.; Charlie Connaught, Olivia, Minn.; Pat Henning, Spring Valley, Wis.; L. Molitor, Stewart, Minn., and Mr. and Mrs. Roy Rasmussen, Perham, Minn.

Leo Abrams, Universal short products sales manager, in from New York . . . Al Stern, RKO office manager, missed work for the first time in years due to illness. He was laid up two days with the flu . . . M-G-M team leads the Film Bowling League . . . Local Warner exchange still in first place in its district in the Grad Sears drive.

Alta Benson, RKO cashier, out briefly with the flu . . . RKO holding an invitation trade screening of "Abe Lincoln in Illinois" at the Rialto, 2:30 p. m., January 29. Acclaimed one of the year's outstanding screen events, it has aroused considerable interest hereabouts . . . Ben Friedman, independent circuit operator, motoring with his wife and daughter to California for a three-week vacation.

Bill Elson, Seventh Street owner, has moved into a beautiful new apartment . . . Harry Hirsch has closed the second portion of his stock burlesque season at the Gayety but plans an early reopening. His sidekick, Harry Katz, is head of a company operating a large Neon illuminated adver-

tising sound truck . . . "Nickey" Goldhammer, RKO district manager, indisposed. A slight attack of flu.

All three partners of the Franklin Amusement Co., independent circuit operators, have gone to Florida with their families for a mid-winter vacation. They are W. R. Frank, Val Nearpass and Oscar Woempner . . . W. C. Gehring, 20th-Fox division manager, a visitor . . . Don Buckley, popular Redwood Falls, Minn., exhibitor, spending his spare moments ice fishing. He's landing 'em, too. Last week speared several seven-pound white fish.

Bennie Berger, independent circuit operator, back from the national Allied directors meeting in Washington . . . Edward Auger, RCA sales head, here for conference with A. P. Bill, his local representative . . . Syd Volk, independent circuit owner, enjoying the Florida sun . . . Joe Lansburg, Paramount publicity man, sent here from Hollywood to work on "Geronimo" and "Seventeen." Arranged local tieup for "Seventeen" contest. Florence Lehman, WCCO broadcaster, will conduct a contest to choose a girl—she'll be one of 17—to attend the film's premiere in Hollywood.

Three prominent screen players from Hollywood in town the past week, appearing in the comedy, "Thanks for the Wife," at the Lyceum. They are Alan Dinehart, co-author as well as star, Glenda Farrell and Lyle Talbot. Supporting cast also included a number of actors . . . Paramount previewed "Light That Failed." Film won much praise from those who saw it.

Phil Dunas, Columbia district manager, in town for a day . . . Sub-zero temperatures have been raising plenty of boxoffice havoc throughout the entire territory . . . Fay Dressel, RKO branch manager, in auto smashup at St. Joseph, Minn., but escaped injury . . . Joe Wolff, Paramount city salesman, leads entire United States in exceeding sales quota . . . Florence Meng of Warner Bros. a bride . . . Joe Podoloff, 20th-Fox branch manager, in New York on business jaunt.

W. H. Workman, M-G-M branch manager, attending sales conference in Chicago . . . Plenty of the film bunch bought seats for the opening week showings of "Gone With the Wind" at the Orpheum . . . One of the frequent comments among the film bunch has to do with "My Girl Friday." Everybody who has seen an advance showing of this Columbia picture is raving about it . . . Nelson Eddy coming into Auditorium here for concert.

Morrie Abrams, M-G-M exploiteer, spent several days in Duluth working on advance "Gone With the Wind" publicity . . . Ralph C. LiBeau, Paramount district manager, a visitor . . . Max Mazur, Columbia city salesman, investing in new automobile . . . Attack of flu keeping Cedric Adams, *Star-Journal* columnist, off of job . . . Incidentally, that sheet is plugging its movie reporter, Robert Murphy, following the latter's feat in coming within one picture of naming last year's ten best films, as adjudged by a majority of the country's critics in a poll.

....AW, SHUCKS!.....

From the Tall Corn—By RENE McCLUSKEY

KNOXVILLAGERS couldn't get through the drifts to Mrs. C. S. Hoffman's theatre last week, so she turned out the lights and blithely plowed into DM for a bit of booking . . . Her timid Knoxville patrons would never have recognized her in the dashing collegiate scarf she wore on her head.

Bill Eddy of Indianola had his boy, Warren, who has taken over Sigourney, on the Row to show him the ropes (we didn't say dopes).

Nate Sandler (Joe College) was glad he was toasting his toes with Friedman at National Screen the other day instead of looking after his Northwood, Ia., theatre where it was 15 below . . . Nate is doing some work on his Missouri Valley house.

Morrie Cohn of the Strand in Council Bluffs rode the goat into the Chief Barker's seat at the Omaha Variety Club January 21.

Jack Bauma of the Rialto in Pocahontas was into DM talking to Frank Miles, president of the Iowa Legionnaires, about arranging a speaking date for the Legion in Pocahontas.

A. J. Diebold, with a Palace Theatre in both Cedar Rapids and Waterloo, kept Ray Copeland and Chick Friedman chafing at the bit for two days while he enjoyed a visit with his brother from Buffalo, N. Y.

Despite the lack of protection beards might have afforded, the Smith Bros. were among the braver souls who got into DM through the blizzard. These unfortunately beardless fellows operate the Wayne at Corydon.

Tale of Tweed: Doc Tweed managed to fight his way into DM from his little Lido at Manly . . . wife couldn't come . . . kids got whooping cough . . . California trip postponed . . . tagday for Tweed under consideration.

J. O. Doop of the Rialto in Adel was in to see his wife, who has been very ill at the Lutheran Hospital in DM.

That ecstatic gent across the river is Hayden Peterson. He's keeping "Ecstasy" at his State for a third week . . . which shows you how potent that Hedy Lamarr perfume is.

That Antlers Hotel that burned at Grinnell was the spot where Gary Cooper waited tables when he was a Grinnell College freshman back in 1922-23 . . . Gary was Frank then . . . All of which reminds us, L. G. Ballard of Wall Lake had a fire in the booth of the Rio recently.

Everybody's getting eager for that stadium-type Casino Theatre in Marshalltown to open. It's supposed to be done around the first of February. Earl Kerr, Mike Roskopf and Sam Horowitz are the exhibitors behind the whole thing.

Alton Smith, the kid from Afton and Murray; A. R. Thompson of Lake Mills and Audubon, and G. H. Maxon of the Strand in Jewell were all among the hearty exhibitors who managed to fight their way to DM despite heaven and high drifts.

Crash!

DES MOINES—Grab your hats! Bill Scholl and Nicky Goldhammer have been doing the town again.

This time it was at the Shrine auditorium where Goldhammer was all set to march up to the window like a little man and dig deep to see "Leave It to Me."

"Wadaminit," hollered Bill. "A guy that can wangle a page on 'Swiss Family' from the *Register-Tribune* oughta wangle ducats. You leaveitame."

So Bill talked to the guy in the tan coat who allegedly was Company Manager York.

"Know Blumenthal?" queried the coated gent.

"Ohboyohboyohboy."

"Know Mort Singer?"

"Like that."

"Okay. Wait here I'll fix y'up."

Ten minutes later the show started. Two forlorn souls peered around corners in the lobby. Fifteen minutes later, skepticism arose. Twenty minutes later they went out for a breath of air.

Did they see the show?

Yeah . . . "Destry Rides Again."

"Peggy" Stewart Weds

LINCOLN—One-time information girl for KFAB-KFOR here, and later Nebraska Theatres, Inc., general secretary, Margaret "Peggy" Stewart was married to Henry Rohn, fullback on the Nebraska football team, December 30, at Maryville, Mo.

Sgutt Sells Milan Theatre

MILAN, MINN.—The new theatre recently erected here has been sold by Mannie Sgutt.

It's "Sho, Nuff" for "Wind" Premiere

Lincoln—Just because it was 20 degrees below zero hereabouts, the cashiers at the J. H. Cooper Nebraska and Stuart theatres did their bit to create the southern atmosphere for "Gone With the Wind." For the past week, no ring of the phone at either theatre boxoffice brought any such simple answer, as "hello." The girls would say:

"Sho, nuff, 'Gone With the Wind' opens at the Lincoln, January 25!"

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 1-27-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....
.....

Name .....

Theatre .....

City ..... State.....

"Protests" Net One From P. J. Wood

COLUMBUS—Declining to join in the writing of protests to the Federal Communications Commission against the "Pot O' Gold" airer, P. J. Wood, secretary of the Ohio Independent Theatre Owners, took exception to that policy, as adopted by the Cooperative Theatres of Michigan.

Wood criticized the theatre owners tendency to "protest" competition instead of "going out and selling their own line of merchandise."

The Co-op policy of writing congressmen to prevail upon the FCC to curb the air show giveaway as inimical to the interests of the tax paying theatre owner, was countered by Wood with the proposal theatres tie-in with the giveaway since it was permitted by the FCC.

Short 100 Houses in "Pot O' Gold" Move

COLUMBUS—Early in the week the ITO "Pot O' Gold" campaign reached a total of 100 theatres signed up to participate. However, that is only half of the houses necessary to put the campaign into action, so it looks as if the theatres will have to contribute a few cents more per seat, or drop the idea. ITO's secretary, P. J. Wood, says, "We'll either get started within two weeks or forget all about it."

Nat Wolf Inaugurates Zone Meetings for Managers

CLEVELAND—Nat Wolf, Warner zone manager, inaugurated a new policy when he held regional meetings of the assistant managers of the theatres in his zone.

One day the assistant managers in the southern district met in Columbus. Present were Wolf, Ray Brown, southern district manager; Richard Wright, northern district manager; L. F. Weinz, auditor, and assistant managers: Harry Devore, Harris Theatre, Findlay; John Bidwell, Ohio, Lima; Vernon Somers, Sigma, Lima; Charles Danner, State, Lima; James Catell, Columbia, Portsmouth; Paul Jacobs, LaRoy, Portsmouth; Mack Joycem, Lyric, Portsmouth; George Scheerer, Sherman, Chillicothe; Robert Antrum, State, Springfield; Lee Garrison, Majestic, Springfield, and Jack Bower, Fairbanks, Springfield.

The following day the northern district assistant managers met in Cleveland with following present: John LaGatch, Strand, Akron; Irving Ruben, Colony; Paul Kaufman and Don Reilly, Hippodrome; Don Myers, Uptown; Guy Ellis, Variety, all of Cleveland; Charles Spetka, Sixth St., Coshocton; Robert Black, Madison, Mansfield; Robert Matthes, Majestic, Mansfield; Harold Old, Ohio, Mansfield; Robert Partlow, Lincoln, Massillon; Claron Coffman, Ohio, Sandusky; Harrison Wilcox, Warner, Youngstown; Woodrow Meyer, Ohio, Canton, and Robert Lytle, Palace, Lorain.

The object of the gatherings was to knit the members of the organization into a closer unit.

Co-op Combats Air Giveaway Via FCC; Not Insurance

"Pot O' Gold" Plan Is Adopted in Cleveland

CLEVELAND—More than 60 houses in the Greater Cleveland area are cooperating in a double Pot O' Gold plan. P. E. Essick of the Scoville, Essick and Reif circuit, Henry Greenberger of the Community circuit and John D. Kalafat of the Associated circuit have been named trustees to handle the funds.

All participating theatres have paid an amount equivalent to three cents a seat into the fund which is to cover payment to anyone in one of the theatres at the time his telephone was picked by the Pot O' Gold Tuesday radio program. It is the intention of the theatre owners to keep this plan active just so long as the radio program is considered keen competition. In the event that the plan is discontinued without a local winner being named, all money paid to the trustees will be refunded.

The Cleveland Pot O' Gold plan is not tied up in any way with the ITO plan which ITO Secretary P. J. Wood recently outlined to the members of the Cleveland Motion Picture Exhibitors Ass'n.

Ed Ramsey Starts His Own "Pot O' Gold"

PLYMOUTH, OHIO—Ed Ramsey, operator of the Plymouth, has started a "Pot O' Gold" campaign of his own. Any patron in his house gets paid off in cash if his phone number is called by the Tums radio show. Nothing unusual about this until you consider that Plymouth has a population of about 1,600 and the theatre seats only 220.

Grainger and Shea Host Circuit's Managers

CLEVELAND — E. C. Grainger and Jack Shea of the M. A. Shea circuit entertained at dinner at the Statler Hotel all of the managers of Shea theatres in this area. Several local district and branch managers also attended. Shea officials give a party for their managers annually.

Those who attended were Frank Drew and Charlie Deardourff of M-G-M, George Roberts and I. J. Schmertz of the 20th Century-Fox Co., Dave Miller and Joe Kauffman of Universal, George Lefko of RKO; Mat Goodman, United Artists; Duke Clark, Paramount; T. L. Mendelsohn, Warner; Sam Gorrell and Nat Lefton, Republic; Lester Zucker, Columbia; Nate Schultz, Monogram; Nat Barach, National Screen Service.

The following Shea managers were in attendance: Vance Minton of Shea's Erie; Clark Brown and Al Foley, Ashtabula; Bob Rhodes, Akron; William Gillam, New Philadelphia, Ohio; Paul Welton, Bexley, Dover; W. O. James, Fremont; Joe Scanlon, Bellevue and Clyde; Bob Russell, Geneva; D. Duty, Conneaut; Dan Gilhula; C. Huprich, Dover; Jack Hynes, Youngstown.

DETROIT—Insurance is not the answer to the threat of the "Pot O' Gold" program, according to Cooperative Theatres of Michigan, and a campaign is under way to secure action on the protest filed by Co-op with the federal communications commission just before Christmas.

Tom McGuire, Co-op director of public relations, who personally filed the petition at Washington, said that insurance would be an unsatisfactory answer, since there is nothing to stop "a dozen or more such programs, and any number of advertisers could put on similar programs on other hours on other days of the week, until the public, in an effort to win 'A Pot of Gold,' or 'A Bundle of Bills,' or a wad of dough under any other trick title would have to be spending most of its waking hours listening to the radio."

Local insurance men have been preparing data for offering an insurance program against the "Pot O' Gold" show, and it looked for a time as though Detroit would be the city to have an actual insurance program that would become a national model. Co-op's action has been largely instrumental in stalling these schemes, despite the interest of local insurance companies.

Co-op members, who represent large business investments in their theatres, now are busy writing Michigan senators and congressmen, as well as to the FCC itself, asking action on the complaint filed, and a number of non-member exhibitors are following suit in an effort to drive the show off the air.

Action is slow, apparently, because Section 316 of the federal communications section of the act, invoked by Co-op, prohibits broadcasting of any information about a lottery "or similar scheme offering prizes dependent in whole or in part upon lot or chance." Section 316, incidentally, provides a penalty of $1,000 or one year's imprisonment for each day that the offense occurs, and it is assumed that the FCC is unwilling to invoke the criminal clauses with their severe penalties if the matter can be settled without resort to prosecution.

"We feel that this anti-gambling section of the act is being violated, as well as the underlying precept of the act itself, which requires that programs shall be in the interest of public convenience and necessity," McGuire said. "Any program that does so much harm to anyone as this program does to the theatre owners is not of public convenience or necessity, and should be taken off the air."

Deutsch, Gerson Distribute Game

CLEVELAND—Dick Deutsch of the Dick Deutsch Printing Co. and Nate Gerson of Real Art Pictures have taken over the northern Ohio distribution of Keen-O-Kwizz, a new screen game.

Alpine's New Gerard Has Gala Opening

PITTSBURGH — The Charles Anderson-Walter Urling Alpine circuit forged another link in its chain of some 40 theatres in the tri-state area last week when the new 750-seat Gerard was opened on the Perry Highway in the borough of West View.

There was a very satisfactory turnout for the inaugural although the temperature was 12 degrees below zero. In a short dedicatory program, Henry Redenbach, president of the Gerard Real Estate Co., owners of the building, turned over the theatre to West View's Burgess Karl Swanson. Robert Hamburg, secretary of the company, was master of ceremonies. Initial program was "Hollywood Cavalcade."

The Gerard Theatre was eight months in construction. Features include a completely sound-proof "Cry Room" on the second floor which is equipped with a dozen comfortable davenport seats and with space for more accommodations. Another feature is the installation of 30 "Love Seats," or double seats. The management employes usherettes.

The front is of colored Carrara glass constructed by Pittsburgh Plate Glass Co. and is a forerunner to the equally pleasing interior of the new Gerard. Pittsburgh Outdoor Advertising Co. manufactured the modern marquee, which embodies the house name sign.

Modern heating and cooling systems were installed by A. & S. Steinberg who supplied other equipments. Decorating was done by the Queen City Scenic Studios and were installed by the Air-Loc Industries, Inc. C. J. Vogel & Sons were the general contractors.

Walter Urling's 19-year-old son, Bob, is serving as assistant manager, having had considerable experience at several of his dad's West Virginia theatres.

The Gerard Theatre was opened under the temporary management of Frank Roberts, a well known Alpine Theatre circuit manager and formerly of the local Warner Bros. circuit. Roberts, at one time a local Rowland & Clark manager, at 44 years of age has been associated with theatres for 33 years.

Harry Roney, former Columbia exchange booker, will be the house manager. Due to illness in the Alpine organization he was pressed into circuit duty in West Virginia.

Among industry representatives at the opening were Burtus Bishop jr., and Saal Gottlieb of M-G-M; James H. Nash, a West View resident, and Harry Rees of United Artists; Jerome Valdenzer, Ben Stahl and Abe and Sam Steinberg of Steinberg theatre supplies; Martin Terner, valance manufacturer; Billy ZeVan, decorator; Peter Alderman, supply dealer, and Bob Klingensmith, BOXOFFICE.

Altoona's New Rivoli Has Gala Trade Premiere

ALTOONA, PA.—R. Allison's ninth theatre, the new Rivoli at Logan and Baker Blvds., in the Allegheny Furnace district, opened with many friends in the industry on hand for the occasion.

Lee D. Balsly, formerly national accessory sales manager for 20th-Fox, and a veteran theatre manager and operator, is manager. He has been in charge of theatre supervision for a number of months and is familiar with the construction and equipping of every inch of the building.

Ray Allison, who heads the Rivoli circuit, is another veteran in exhibition, and it was in his honor that the following members of the trade, among others, were present for the gala premiere and reception at the theatre after the house lights were dimmed following the initial performance: Mr. and Mrs. Harry Cromwell, Bedford; Mr. and Mrs. Paul O. Klingler, Lewistown; Joseph Delisi, Nanty-Glo; William Blatt, Patton; Vernon Scott, Johnstown; Joseph Shapiro, Mt. Union; representatives of the Manos-Lipsie circuit and Silverman Bros.; and from Pittsburgh's Filmrow, F. D. "Dinty" Moore, Warner; George Elmo, Paramount; Si Feld, Universal; George Tice, Columbia; I. T. Sweeney, Monarch; Vince Josack, Superior Supply, and William R. Stich of Spangler, representative of Artkraft Sign Co.

Allegheny Sells Avenue in Pittsburgh to Helfant

PITTSBURGH—The Avenue, Brackenridge, has been sold by the Allegheny Theatre Enterprises to Melvin Helfant.

Helfant, a young man employed at the local Kenyon a few years ago, said that the transfer was effective January 21 and that the theatre is now named the Valley. Those withdrawing interest from the theatre are D. Serrao, N. Dipson and A. Gibson.

The Valley will undergo remodeling, first of the modernizing being the installation of a Carrara glass front, according to Helfant.

Rosenfeld Ready to Build 800-Seater at Dunbar

DUNBAR, W. VA.—Lester Rosenfeld, former film sales representative and now an exhibitor here and at Kanawha City, is ready to start construction on a new modern 800-seat theatre here. The building will have bowling alleys in addition to the theatre and will cost more than $100,000.

McHaffie Marmet Opening Scheduled in March

MARMET, W. VA.—New Marmet, being erected for Harry McHaffie, will be ready for opening in March. Seating capacity will be around 700.

Union at Union, W. Va., Destroyed by Fire

UNION, W. VA.—Union Theatre recently was destroyed by fire. G. M. Gillespie, manager, has no immediate plans for reconstruction of a theatre.

Lions Help Sick

PITTSBURGH—Members of the Lions Club of East Liberty are selling special tickets for the Enright, Sheridan Square, Camera-phone and Regent for February 12 to 16 inclusive, the benefit ticket selling campaign to aid in raising funds for the Children's Hospital.

Cleveland MPEA Helm Again to Schwartz

CLEVELAND—Members of the Cleveland Motion Picture Exhibitors Ass'n in annual meeting again elected Ernest Schwartz to head the organization. This is Schwartz's seventh term as president of the CMPEA, and is an all-time office holding record of the association. His re-election was by acclamation as was also the re-election of Albert E. Ptak, vice-president, and of George W. Erdmann, secretary.

L. G. Baldwin, who was serving as a member of the board of trustees, was elected treasurer to succeed M. B. Horwitz.

Board members for the ensuing year are Meyer Fine, P. E. Essick, Frank Porozynski, John D. Kalafat, Morris Berkowitz, Henry Greenberger, Jack Shulman and Max M. Jacobs.

The only other business conducted at the meeting was a motion, unanimously passed, in answer to a telegram from former President Herbert Hoover, granting permission to the local Finnish Relief committee to collect contributions in the theatre lobbies on February 17 and 18.

A buffet luncheon was served to the members before the meeting was called to order by Schwartz.

Gottlob and Fain Acquire Mount Pleasant House

CLEVELAND—Sam Fine has sold his Mount Pleasant to Charles Gottlob and Ben Fain, who also own the Milo and Sunbeam theatres. Gottlob, who has been active manager of the Milo, now is managing the Mount Pleasant, while Fain has moved from the Sunbeam to the Milo. Lee Berger, who has been managing picture theatres in Cleveland for the past 20 years, prior to the past two years during which he sold insurance, has been appointed manager of the Sunbeam.

Julius Lamms Will Mark Anniversary With Trip

CLEVELAND—Julius Lamm, manager of Warner's Uptown, and Mrs. Lamm are leaving town about February 1 headed for Hot Springs, Ark., where they will celebrate their 25th wedding anniversary. They hail from Chicago, but have lived in Cleveland for about 15 years. They have four children, two boys and two girls. Irving, their eldest boy, is employed at the National Screen Service Co. in Cleveland.

For Lamm, this will be a double celebration, as it also commemorates his tenth year with Warner Bros.

Agent for Star's Agent

YOUNGSTOWN, OHIO—Maurice Geiger, former exhibitor and film salesman, is now traveling with Jane Withers on a personal appearance tour as representative of Max Shagrin, Jane's agent.

DETROIT

BILL GAGE, who tootles the sax in Hal Burriss' gang at Variety every Saturday, was discovered right in his home lair on Fullerton—and he tootles at home for his own amusement . . . Moe Teitel of the Warfield is the "biggest little manager" in town.

M. Robbins, former owner of the Echo, has bought himself a home in California . . . M. Frank Mellon has a hard time finding people who vanish under his nose.

Mme. Jadwiga (Harriet) Smosarska, the leading actress of the Polish screen, made personal appearances at Mrs. Max Manteuffel's Martha Washington in Highland Park, and Don C. McHenry's Granada. Both houses have shown her pictures for years. Stanislawa Kleskiewicz of Polish Variety Enterprises, who distributes the film, managed the appearance.

Del-Ray booking office is enlarging its quarters, and will expand the staff as well . . . Edmond J. Schaefer, vice-president of Industrial Pictures, reports big activity in the offing . . . Joseph B. Mitchell, manager of the Rex, has some developments under way on Luck-O-Grams, which he also owns nationally . . . Lou Smerling of Confection Cabinet Corp. was a visitor from Chicago, pinch-hitting for his brother, Mannie, who was ill, but expects to be here next week.

Mrs. Irene Gourlay has moved the headquarters of the Gourlay Uniform Co. over on Linwood Ave. . . . RKO's Leon J. Bamberger must know our passion for filing stuff; anyhow, he sends a swell promotion piece, in the form of a dictionary, on "Swiss Family Robinson."

A Barker's Saturday Night: Jack Hurford, out for the second time this year, arranging for a Keno party . . . Charlie Snyder, the censor, arrived with a whole busload of Screwballs (it's a club, and a lively one too).

Max Blumenthal was on hand with a party of ten, including the Mrs. . . . Charlie Snyder, by the way, made his bow as emcee for the floor show . . . John W. Brown, Paramount ad sales manager (it's the first time we've seen him at Variety), with salesman Jack Thompson and party.

Max Blumenthal was host to a big party at the Clubrooms Sunday . . . Milton London of the Arcadia is incorporating the $25,000 *Milton London Realty Co. as holding and operating company for his new Apollo. He's the only stockholder.*

Lew Wisper promised his partner, Frank Wetsman, would take the membership committee chairmanship for Variety; Frank found it out later . . . Jack Saxe and Ralph Ruben made a team for the removal of rubbers.

Mac Krim is back from Arizona and points west, and he's playing with Jake Schreiber's veteran ether gun. Boys will be boys. (Ask Charlie Nathanson for effects) . . . Sol Krim is taking his turn, heading for Florida.

Ralph Peckham, former manager for Grand National, is new city salesman for Excellent Pictures . . . Excellent Chief Bill Flemion says they'll have some of the GN films.

Mrs. Pauline E. Moxon, widow of William H. Moxon, former Cleveland theatre manager, died at her home here. No immediate survivors . . . William M. Peebles reports active distribution of equipment for the hard of hearing, which he formerly handled as manager of Audiphone Distributors, is being taken over by Altec Service Corp. here . . . Junior Hobbies Club of Michigan has closed here, with Clive Waxman, who was manager, taking a post as salesman at Republic Pictures.

Paul Field has just sold F. A. Schneider of the Stratford his second Buick in four months—for his daughters . . . Three Detroiters recently met at lunch at Hollywood: Ty Cobb, former manager of the Tigers; Ted Reed, now a director, and Actor Vaughan Glaser, who used to have a company at the Adams Theatre.

Gene Buck, president of Ascap, was back to his home town for the funeral of his uncle, John McCarthy . . . Ellison M. Whitney, former space representative for Saturday Evepost, *and before that with* Stage *magazine, is joining the advertising sales staff of Jam Handy, being stationed at N. Y. C.*

Max is raving about the new light quality on the screen at the official projection room—and with cause . . . Joseph G. Portell, of the Virginia and Greenwood, is disporting aboard his new cruiser, in Miami . . . Lew Wisper of W&W Theatres uses his cruiser—in season, of course—to go to his cottage near Amherstburg . . . Friday is long lunch hour day for filmites—it's pay day, and they can eat.

Alban J. Norris of Michigan Film Library is starting distribution of his religious films for the Lenten season . . . W. G. Cross, manufacturer of the Cross Carbon Saver, had his car broken into at Cleveland and all his sample equipment stolen—the second time in three years.

Jack Broder got an okay from the city council for the new marquee and signs on his new Time.

George V. Clancy, Musicians' Union leader, recovering from a strep throat . . . Jack Dickstein, booking agent, home after appendectomy at Grace Hospital . . . Walter Rickens, a victim of sinus . . . George Pommerville recovering from nerve trouble . . . V. C. (Pop) Stolz reported entertaining these days.

John O'Dell jr.'s Frontenac Theatre Co. is being dissolved, following sale of the house to Wisper & Wetsman . . . Our branch managers like opposition: Sam Seplowin of Republic, Carl Shalit of Columbia, and Moe Dudelson of UA were seen lunching together, with Syd Bowman on the sidelines.

Saul Korman of the Grant has taken up reading—the phone book . . . Irving Belinsky of Film Drugs now bears the sonorous honorific of President of the Aesculapian Pharmaceutical Ass'n (in English, he heads the Jewish druggists' club).

Al Rupert of the Rupert Theatre found the door that wouldn't open . . . Joe (Red) Lenahan is in Harper Hospital for a stomach operation . . . Harold Sandelman, M-G-M salesman, is starting his vacation—and staying right in town—there must be a reason . . . Filmrow hears Jack Krass is taking over the Loyal.

Philip Smith is starting a new Drive-In in the northwest section . . . Gus Greening, probably Detroit's oldest theatre manager, has his shoes on again, first time in three years, and wants to see and hear from friends—address is 4661 *Gray Ave.*

Frankie Darro, former screen juvenile, headlines the show at Ray Schreiber's Colonial . . . Otto Bolle, who used to be Paramount manager here, writes from Johannesburg, South Africa, where he now is 20th-Fox manager, that he expects to return here for a visit shortly.

H. Goldberg, who runs the Lee Printing Co., theatrical program specialists, is working overtime, we find . . . Shorty McAllister, one of the original Keystone Kops of silent days, is headlining the show at the National this week . . . Ralph Peckham is manager for the new Fine Arts organization here, to open offices soon . . . Lew Wisper and Dave Idzal made a team at Boesky's the other night.

Azel's eagle eye can be counted on to find the lost pennies . . . Max Heine got frozen up in the cold wave, wishes he'd gone back to Texas instead . . . Harlan Starr, Monogram manager, is the new official rib-poker . . . Pete Simon, independent producer, had his windows and his car both frozen, used fans to thaw out.

Moss Brothers had their new Van Dyke set for opening this week . . . Howard Craven says it's summer weather way up in Magnolia where he lives.

WOLVERINE DOINGS:

Archie Draper of the Lyric, Lapeer, is one of our really steady readers of this column.

John Fill of the National Sound Co., Highland Park, is busy working nights now.

Richard W. Rauch of the Movie-Prod-

(Continued on page 53)

INSERT FRAMES
New — All-Aluminum Type — All Sizes
POSTER FRAMES LOBBY POSTS AND ROPES
Ticket Booth Shutters — Speaking Tubes — Push Bars
We Can Fill Your Needs in Aluminum, Brass, Bronze
DECORATIVE METAL PRODUCTS CO. 19326 CONANT ROAD, DETROIT, MICH.

Central Labor Union Against Neely Bill

PITTSBURGH—Central Labor Union, AFL, is on record as opposed to the passage of the Neely bill. The action was recommended by Lawrence J. Katz, international representative of the IATSE, who stated that the passage of the bill would do inestimable damage to the motion picture industry and consequently harmfully affect employment among theatrical crafts.

Leo Abernathy, international president of the AFL-International Alliance of Billposters, was unopposed for re-election as president of the Pittsburgh CLU, the annual election to be February 1.

CINCINNATI

RECORD-BREAKING cold weather slowed business during the week, but could not break the public's enthusiasm for Kay Kyser, appearing in person at the RKO Albee. In sub-zero weather there was a standing line on opening day, two blocks long . . . The zero weather also brought illness and accidents. J. J. Grady, 20th-Fox chief, suffered severe bruises and a badly damaged car when his machine was swerved to avoid striking another car on the icy streets. Grady's car struck a loading platform.

RKO office manager, Gus Boudot, collapsed in the office January 20 and had to be taken to his home. Boudot, who has been in ill health for several months, was arranging for several months leave of absence . . . Friends of Col. Paul Krieger of Universal will be happy to learn that his daughter, Polly Lou, is recovering very nicely from an appendectomy.

With the departure of Manager Ray Frisz, the Filmrow Bowling team is being reorganized. Teams are arranged according to average, with more equal division and six highest average men have been appointed captains. These are: Warner's Yarrow Miller, Sam Oshrey and Jimmy Brunetti; Paramount's Ross Spencer, Big Feature Rights' Don Duff and Metro's Tom McMahon. Gil Shepherd is the new manager.

Joel Golden, Schine booker, has returned from Gloversville, N. Y. . . . Mrs. Stanley Jacques, wife of the RKO chief, has returned from the coast, following a six-week visit with their sons, Rob and Donald, who are working in the studios during the day while pursuing a night course in cinematography at Southern California . . . Max Matz, Bluefield, W. Va., who is sojourning for the winter in Florida, returned for a short visit to look after his theatre interests, after which he will go back to the land of the sun. Ferd Middleberg is also back from the southland for a look over his enterprises and to give Will Thalheimer, his manager, time to attend his brother's wedding in Maryland.

RKO Captain Herb MacIntyre will be in Cincinnati January 29 to hold a meeting for the Ned Depinet Drive . . . Metro has blossomed forth with a new service desk in the main office, and deep leather chairs . . . Chic Cordes, M-G-M porter, has been confined to the hospital for an operation.

Monogram's Bill Onie's testimonial drive is slated for March 1 to April 16, and handsome folders have gone forth to the trade announcing the testimonial jubilee and soliciting playdates during this time . . . Pete Niland is vacationing . . . Ruby Jones has joined Warner, replacing Mrs. Marcella Wehrle . . . Irene Cook has joined their inspection department.

Jonas Thomas, Chakeres circuit, Springfield, is recovering from the flu . . . Metro's Ethel Shedd also is on the sick list . . . J. C. and Frances Robinson, owners of the Midway at Osborne, Ohio, have installed new projectors and sound equipment. They have also recarpeted the Shawnee, at Shawnee, Ohio, both jobs being taken care of by Mid-west.

Icy roads slimmed the visiting list. Ben Goldman was here from Warner's HO; Jim Shanklin and Manny and Louie Shore, Harry Silvers, Palace, Hamilton, were here . . . Lloyd Rogers and John Blakeney, Pocahontas and Temple theatres, Welsh, W. Va., are in New York on business.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

COLUMBUS

SOCIAL activities of the Columbus Variety Club under C. Harry Schreiber, new chief barker of Tent 2, got away to a great start. There was dancing, a floor show and breakfast at 2:00 a. m. On Wednesday night the "Ladies of Variety" entertained with a card party.

Mrs. C. A. MacDonald is on the road to recovery after a major operation at University Hospital . . . Mrs. Harry Young is on the mend at home after a siege in the hospital . . . Curt Littman of Republic and Bob Boda of the Hartman are both on the sick list.

Ralph Reisinger, operator of the Hollywood, has temporarily checked out of the theatre field. The house went dark after Saturday's show . . . Myer Rothstein, owner of the East Columbus, has decided to take a fling at being an exhibitor himself. Plans to have the house ready in a couple of weeks.

Twentieth-Fox Salesman Jack Needham, in from a swing around the territory, reports the recent snows and sub-zero weather have taken the boxoffice for a terrific jolt in the smaller communities . . . Watty Watson, Metro exploiteer, is working on "GWTW" in Charlestown . . . The Bendvue, Pomeroy, and the Temple, Middleport, are using flesh pretty regularly on weekends, featuring radio acts mostly.

Our most sincere consolations to Mrs. Link Davis, wife of the Columbia salesman, both of whose parents died within the past three weeks. And to Earl Eveland, Twins Opera House, McConnellsville, who lost his brother. And to Bob Harmon of the Knickerbocker, who lost a sister.

Charlie Justus reports he plans to use "sensation-hokum" films exclusively in his Exhibit. Business last week with a nudist picture and personal appearance was fine . . . Universal's Harry Young has a century note to wager that our item on a new theatre at 17th and Main is all wet. Any takers?

To quote Clint Wander, manager of Loew's Broad, in the Columbus *Citizen:* "I'm a newlywed and I say bachelors are chumps. They really don't live—and if they've got any sense at all, they'll get married and begin to live." (The six-month married Mr. Wander gave his views on marital entanglements in answer to the paper's queries on marriage).

Congratulations to Martin Smith, newly elected treasurer of National Allied. He is one of Toledo's outstanding exhibitors and is president of the Ohio ITO.

Despite the weather, Milt Staub (Gustav Hirsch organization) and Leo Yassenoff (F&Y Theatre Division) are hitting the road again . . . Ken Rader is back after a southern vacation . . . Roger Garrett, organist at the Ohio, is inaugurating a new feature, using musical compositions of central Ohio Ascap-aspirants one day a week. Clever promotion.

A Report to AMPTO On Capital Meet

PITTSBURGH—Detailed report of the national Allied board meeting at Washington, was made at a membership meeting and luncheon of the AMPTO of W. Pa., in the Silver room of the William Penn Hotel here Friday.

Among other subjects discussed were 16mm film opposition, general conditions, quality of product, future outlook, labor ramifications and screen advertising. Ideas were exchanged at an open forum.

National Allied activities were reported by M. A. Rosenberg, president, and Fred J. Herrington, secretary, who attended the Washington confab.

AMPTO is supporting Herbert Hoover's Finnish relief fund campaign, the organization having recommended that all independent theatres cooperate. Theatres are asked to permit recognized Finn drive workers to receive contributions in lobbies for two or more days during the third week of February.

The local Allied unit will organize a "Detroit Committee," a designation of those members who will attend the 1940 convention at Detroit in late May or early June.

Two Adapt "Prisoners"

HOLLYWOOD — Republic's "Prisoners of the West" is being scripted by Gerald Geraghty and Karen De Wolf.

Detroit Expansion Plans to the Front

DETROIT—Theatrical expansion plans are the center of local industry activity this week.

A new theatre of the drive-in type is to be erected at Schaefer Road and the Eight Mile Road, on the Detroit city limits, it is learned. The owner is to be Philip Smith, who heads the existing Drive-In Theatre in the far east side, about 15 miles from the present site. The latter house has been doing good business for two seasons, and has led to the decision to expand, as originally contemplated by the company when they entered the Detroit area.

The Arc Theatre, small west side house, is being taken over by Thomas Moule, of the Moule and Newman Circuit, and will be given some remodeling and reopened. The house was last operated by Variety Enterprises, who now have the Granada. This makes five houses for the Moule-Newman team.

New Attendance Record

DETROIT—Raymond Schreiber's Colonial set a new opening day record last Sunday of 9,034 patrons, with the first day of the personal appearance of Fats Waller's band. Former opening day record was held by the Dead End Kids, when they opened the vaudeville-film policy of the house last October, with a figure of 8,243.

Girl Born to Wm. Zenys

ERIE, PA.—It's a girl, first child, born to the William Zenys of the Avenue.

Dein Story to RKO

HOLLYWOOD—"All This and More," story by Edward Dein, has been purchased by RKO.

DETROIT

(Continued from page 51)

ucts Co., Highland Park, is manufacturing a new device for editing motion picture film . . . Michigan Allied made a strong bid for the national convention of Allied States, for next spring.

Berkley Theatre Co. of Dearborn is being incorporated with a $50,000 capitalization by Lewis M. Lash and Wesley M. Gilpin of Dearborn, who run the Saline at Saline, and Edward D. Drolet of Melvindale.

Filmrow hears rumors about the Esquire Joseph P. Uvick had formal opening of his new Thumb at Deckerville, Thursday. Among those attending were W. J. Turnbull, National Theatre Supply manager, and Bill Schulte, upstate circuiteer.

Benjamin Blumenthal, brother of Max of Film projection room, was a visitor to Detroit—his spot in Bay City is headquarters for upstate film salesmen . . . Joe Mellon, upstate circuiteer, seen at Boesky's Thursday night.

CLEVELAND

MRS. JOE LEAVITT is home from the hospital with orders to watch her diet and take it easy . . . Leo Jones of the Star, Upper Sandusky, took his wife and young son to Akron to meet Jane Withers who was making a personal appearance . . . Fred Schram takes over the Star, Milan, from Ray Stone as of January 28.

Lee Berger, who has been out of the exhibition field for the past two years, is back in the fold again as manager of the Sunbeam . . . A. M. Goodman, UA branch manager, calls attention to the fact that "My Son, My Son" is included in the list of releases during the Bert Stearn Testimonial Drive from January 1 to February 17.

Harold Bein, Vitagraph booker, rises to correct a recent report in this publication. His bride is the former Rose Silverstein of New York. Miss Rosaling Hoffman, who accompanied them to New York, is not Herb Ochs' secretary, and by the time the tale saw the light of day, Ted Mendelssohn had succeeded Herb as branch manager.

Sidney Schoen, Lake Shore Sales Co.'s six-foot salesman, took a five-mile ride at 12:30 a. m. the other morning on a bike built for a nine-year-old. No, it wasn't a bet. But when his car got temperamental in the wee small hours of the morning somewhere midway between Lisbon and Salem, Sid hauled his sample bike out of the car and pedaled to the nearest town for help. So now his motto is "Always carry a spare bike as well as a spare tire" . . . It's Col. Jack Lykes of the Stillman now, if you please. The title was bestowed by Loew's Joe Vogel because Lykes was the first to report a complete sellout for the opening of "GWTW."

Miss Evelyn Friedl, secretary to Warner Zone Manager Nat Wolf, is back from a week's play shopping in New York . . . Saul Bragin, Warner theatre booker, was flirting with the flu all last week . . . And Manny Pearlstein, head of the WB theatre publicity department, was home with an attack of neuralgia . . . Word from Sidney Dannenberg, on a leave of absence as exploitation-publicity chief of the Warner theatre department, saying that on his arrival in Hollywood he was met by a delegation of friends including Ben Wallerstein, district manager for WB theatres, Mort Goodman of the advertising department, and Lou Wasserman, formerly of Cleveland and now with the Music Corp.

Miss Henriette Lande, formerly with her father as secretary at the Independent Film Service, is now with the RKO exchange . . . M. B. Horwitz, general manager for the Washington circuit, and George Lefko, RKO branch manager, got together on a 1939-40 product deal for the entire circuit . . . Leo C. Glaab is the new owner of the Olympic and New Broadway theatres here. Glaab, a newcomer in the exhibition field, bought the houses from the estate of the late Harry Horwitz.

Jane Meisel of the Warner theatre department entertained the girls of the department with a luncheon at her home in Cleveland Heights . . . Sam Gorrel, Republic branch manager, and Frank Belles, field representative, spent the week calling on the trade . . . Martin Smith of Toledo, president of the ITO of Ohio, was kept busy telling the boys and Mrs. Moffet of the Variety Club why he comes to Cleveland so seldom now-a-days.

John Huebner of Marion was up doing his picture shopping . . . William Tallman of the Ceramic, East Liverpool, was one of M-G-M's Frank Drew's visitors of the week . . . When the newspaper committee of the Variety Club met in the club rooms the other night, Norman Siegel of the Press *brought along a buffalo tongue which has spoiled the boys' appetite for any other kind of tongue.*

If the local film folks are good guessers, "Of Mice and Men," which they saw as guests of UA's district manager, Bert Stearn, will be on every "10 best" list next year . . . Robert Smeltzer, WB district manager, has been in and out of Cleveland several times during the past two weeks . . . W. A. Gray, owner of the Princess, Sylvania, was spotted visiting the RKO exchange . . . Harry Thompson, Schine booker, was in Gloversville . . . George Lefko, RKO branch manager, reports "That's Right, You're Wrong" is winning extended playing time in the territory.

Variety Club Notes

CLEVELAND—The Cleveland Variety Club, with Nat L. Lefton as chief barker, is now hitting on all cylinders. Every Monday is Stag Night. Saturday is Jubilee night. So members can always count on something interesting happening two nights of each week.

Jack Shulman was host at last Monday's Stag night. He arranged to have as guest of honor Theodore Andrica, nationalities editor of *The Press*. Andrica's subject was "Is the Growl of the Russian Bear Phoney?"

Dick Powell, headlining the stage bill at the RKO Palace, was guest of honor for the evening.

Bert Stearn, United Artists district manager, in charge of the Saturday Jubilee program, staged a lively Monte Carlo Night which brought out a big crowd.

$45,000 for Remodeling

ST. MARYS, OHIO—Extensive remodeling of the St. Marys and Regent has been started. Approximately $45,000 will be spent.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

PITTSBURGH

THE Checkerboard Band, which scored a hit in Gene Autry's "South of the Border," after playing engagements at Lewistown and Bradford theatres, and en route south, stopped at the Republic exchange Monday afternoon. Members of the band, which is heard on 120 radio stations three times weekly for Ralston-Purina Products, are Glenn McMahon, Art Wenzel, Teddy Gilmore, George Thall, Pete Peterson and Sid Sherman. Young Art Wenzel's "Come to the Fiesta" is a fine western tune and is popular with all "South of the Border" audiences. This Gene Autry picture is receiving more immediate repeat bookings than any of his other successes.

The E. M. Stuves have returned from their Miami vacation and the Paramount "dean" is looking and feeling great. His next-door neighbor at the beach was the Joseph Gellman family. The AMPTO treasurer will remain there for some weeks . . . Others returning from Florida include the Ira H. Cohns, the 20th-Fox branch manager reporting back on the job this week . . . The Harry M. Kalmines are off on a month's vacation in Cuba and Mexico, the Warner theatre zone manager having recovered from an attack of the flu in time to take care of pressing office business before getting started.

James H. Madden, Parkers Landing exhibitor, and Lew Hepinger, Clarion exhibitor, are en route to Mexico City for a vacation. They usually travel together . . . Paul Muni in "Key Largo" is scheduled for the Nixon stage the week of March 18 . . . Harry Rees of UA is 100 per cent in the Bert M. Stearn testimonial drive, having closed all his "possibilities." Stearn was a visitor at the local branch office this week . . . Abe Steinberg was given a surprise party last Saturday, observing the 51st anniversary of his birth, arrangements having been made by his daughter, Norma Jean Steinberg.

Variety held open house January 26 immediately following the opening of "GWTW" at the Warner. The Maurice Spitalnys will hold forth February 2. Mrs. Archie Fineman and Mrs. William Finkel were hostesses or "Queens for the Day" at a luncheon in the clubrooms January 25. Sunday night, April 7, is the date for the club's Movie Ball. A number of local barkers plan to attend the national Variety convention at Dallas, Tex., April 18-20 . . . Grand, Corry, Pa., is operating on Fridays and Saturdays.

Sam Ehrlich, district checking supervisor for Warner who makes his office at the local exchange, has purchased a new Chrysler . . . Frank Fairgraves, Erie showman, was on the sick list . . . A number of local theatre men attended the annual Dapper Dan banquet last Sunday . . . Mark Goldman's Monogram drive is coming along . . . Mrs. Marie Schmitt, wife of the Imperial exhibitor, is ill at Pittsburgh Hospital.

Dave Rosenfeld of Independent Display Co. will attend the annual convention of National Poster Service Ass'n in New York, February 9-11 . . . William J. Rush, a member of the Barry staff for three years and recently promoted to assistant manager under Manuel Greenwald, is enthused over Gene Autry's "South of the Border," which was booked for four days and which played 11 days. Rush also extends congratulations on the 20th anniversary of BOXOFFICE.

Mr. and Mrs. Charles R. Blatt of Somerset are driving through Florida on a two-week vacation . . . H. E. Aitken, former president of the old Triangle Film Co, was a visitor here last week in connection with D. W. Griffith's "Birth of a Nation," of which he is owner of the world rights. En route to Hollywood, he conferred with Harry Grelle, local distributor of the epic production which is "hot" news again . . . Bob Smeltzer, Warner district manager, was here on business with Harry Seed, branch manager . . . Carl Czolba, manager of the WB Model Theatre, is the proud father of a daughter, born January 16.

M. A. Rosenberg and Fred J. Herrington of the AMPTO returned late last week from Washington, D. C., where they attended a national Allied directors meeting. Richard D. Marks, president of the ITO of W. Va., was in attendance at the two-day session and he was accompanied by Mrs. Marks . . . Lloyd Rogers of Welch, W. Va., was in New York last week; Charles Cassinelli of Mullens, W. Va., visited in Kentucky, and Milt Levine of Williamson, W. Va., spent a few days in Cincinnati . . . James Cranidis, manager of the Cathedral, New Castle, who was injured in an auto collision more than two months ago, will nurse a fractured leg for some months to come. He hopes to be able to get around on crutches within the next five or six weeks . . . Cold weather and illness go hand-in-hand: Four of the Columbia exchange girls were unable to report for work last Saturday.

M. A. Rosenbergs Honored With Surprise Party

PITTSBURGH—Dozens of friends of Mr. and Mrs. M. A. Rosenberg surprised them last Sunday evening when they presented themselves at the Rosenberg home to extend best wishes on the occasion of their 20th anniversary. AMPTO president and his wife had been visiting at the Jules Lapidus residence and returned home to find their uninvited but welcome guests.

Rosenberg was elected as a member of the national Allied executive committee at the annual board of directors' meeting in Washington, D. C., last week.

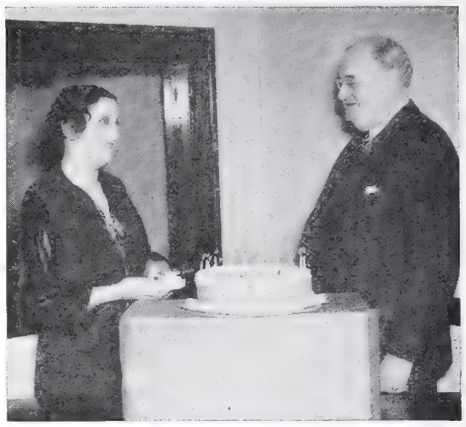
Ad Chief Due Soon

PITTSBURGH—John Scott, former Paramount ad sales manager in Chicago, is due here February 2 to take over management of the Advertising Accessories branch. The firm is to handle distribution of Paramount, RKO and Universal accessories.

Roy Rogers Vehicle

HOLLYWOOD — Robert Yost is scripting "Buffalo Bill, Plainsman," a Roy Rogers western, for Republic.

Celebrates 20th Year With Metro Cleveland Branch



CLEVELAND—Mrs. Effie Baxter was guest of honor at the Metro Pep Club meeting when the entire exchange personnel celebrated her 20th year as head inspectress. Mrs. Baxter has more service years to her credit than any other member of the exchange. She has been with the company since Jan. 4, 1919.

The M-G-M-ers celebrated the occasion with a dinner which included an anniversary cake with 20 candles. Branch Manager Frank D. Drew presented her with a brooch from the club and Mrs. Baxter received congratulatory telegrams from many home office officials including A. F. Cummings, in charge of branch operations; J. S. McLeod, head of maintenance and service; Charles Fogle, traveling maintenance manager; J. J. Maloney, district manager, and Tom Connors, division manager.

Weltin, Duty and Friend Shuffled in Shea Chain

DOVER, OHIO—Paul Weltin, for five months manager of the Bexley, has been promoted to managership of the Shea at Conneaut.

He will be succeeded here by D. Duty, who is being transferred from Marietta, where the Shea Theatre Corp. operates theatres.

Louis Friend, assistant manager at the Union at nearby New Philadelphia, will be transferred to Marietta under the changes made by E. C. Grainger, general manager of the Shea circuit.

"Abe Lincoln" Screening

PITTSBURGH—A trade screening of "Abe Lincoln in Illinois" is scheduled at the Rialto Monday afternoon, January 29. The theatre, operated by M. A. Rosenberg, president of the AMPTO of W. Pa., is just two blocks from Filmrow.

Canton Reseating Job

CANTON—The Ohio has been reseated and the floor pitch increased. William Harwell is manager.

Republic, Columbia Tie In Bowling Top Place

PITTSBURGH—Republic and Columbia are tied for first place in the Filmrow Bowling League, although the latter team has three games unplayed with 20th-Fox. John Zomnir of Loew's, with a 187 score, took last Friday's $1 award for high individual score.

Standing of the teams:

	Won	Lost
Republic	30	15
Columbia	30	15
New Universal	29	16
Loew's	26	19
Monarch	20	25
20th-Fox	14	28

High individual score for 1 game:

Lou Hanna, Republic	248
Art Levy, Columbia	221
Saul Perilman, Republic	220

High individual score for 3 games:

Saul Perilman, Republic	564
Eddie Mackins, Loew's	544
Lou Hanna, Republic	514
New Universal	878

High team score for 1 game:

Republic	823

Leading in high average lineup:

Joe Gins, Columbia	141.32

Republic Leads Bowling League in Detroit

DETROIT—New standings in the Film Bowling League:

Team	Won	Lost
Republic	51	13
United Artists	40	24
Film Drug	39	25
Cooperative	29	35
Film Truck	27	37
Amusement	25	39
20th Century-Fox	22	42
Monogram	22	42

High-rollers of the week were: Lou Metzger, 224 and 217; Sam Merson, 211; Barney Adair, 210, and Pavella, 201.

Three new team highs were set: United Artists, 2,639; Republic, 2,595, and Cooperative, 2,550, for the season. New one-game highs are: United Artists, 957, and Republic, 937.

Ben Zimner rolled the season's second high, 623, for three games, with Lou Metzger running a new third high of 607. Metzger rolled one 248 game, to tie Walter Goryl's second high single of the season.

American Legion Leader to Kellenberg Testimonial

PITTSBURGH—Edward R. Stirling, department commander of the American Legion, will be the guest speaker at the C. C. Kellenberg testimonial dinner, Monday evening, January 29, in the William Penn Hotel. C. J. Latta, Variety Club's chief barker, will be toastmaster. The event honors the film man's 20th anniversary with 20th-Fox.

Richmans' Daughter Weds

PITTSBURGH—Mr. and Mrs. William Richman of the Century Family Theatre of this city announce the marriage of their daughter, Pauline Pearl, to Harry Greenfield in Hollywood. The Richman family has been vacationing in Hollywood for a number of weeks.

Committees by Tolley for Pittsburgh Local B-11

PITTSBURGH—Ted Tolley, recently re-elected president of the Film Exchange Employes Local B-11, has appointed committees for 1940 as follows:

Trustees—Joseph Pemberton, New Universal; Emma Woods, RKO; Joseph Stack, M-G-M.

Executive Board—Mary Hughes, Warner; Grace Benitz, Paramount; Jack Fontaine, Paramount; Harold Tinker, RKO; George Fox, 20th-Fox; Orlando J. Boyle, Columbia.

Social Committee—Al Kuhn, Warner; James McGuiness, M-G-M.

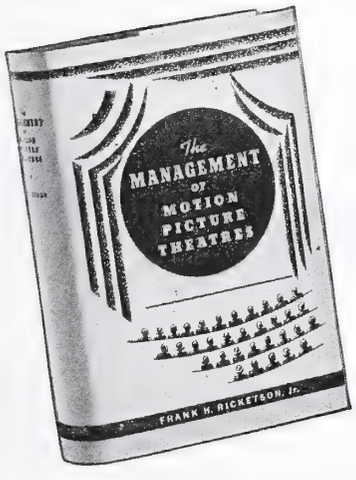
Sick Committee—August Gonlin, Republic; John Brady, Paramount.

Trade Support in Detroit For President's Ball

DETROIT—Detroit theatres are enlisting in the drive for the President's Birthday Ball, Tom McGuire, director of public relations for Cooperative, says. McGuire is on the general committee for Michigan, handling the ball arrangements.

McGuire has two big tasks—cooperating with Michigan theatremen to assist the program, "The March of Dimes," and lining up talent for the ball, to be held here on January 27. He also is contacting exhibitors to run the special Tyrone Power short, made by 20th-Fox, to plug the "March of Dimes."

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

L. A. STEIN, Owner

R. FRANK LINEBERGER, Manager

Majestic Theatre

IN THE HEART OF THE TOBACCO BELT

NASHVILLE, GA.

January 18, 1940

Associated Publications,
4804 E. 9th Street,
Kansas City, Mo.

Gentlemen:

Please send to me some fillers for my "BOXOFFICE PICTURE GUIDE and RECORD BOOK" as I used all the pages in mine.

I think that "BOXOFFICE" magazine is one of the leading theatrical trade magazines published.

I have been a constant reader of "BOXOFFICE" for the past six years. I enjoy reading the contents of each issue. I can hardly wait to get my 1940 issue of the "BOXOFFICE BAROMETER" which should be here in a few days.

If there are any charges for the fillers mentioned above, please send me bill for same and I will mail you check for fillers.

Thanking you for past favors, I am

(Signed) **R. Frank Lineberger**

Need More Be Said?

The Pulse of the Motion Picture Industry

BOXOFFICE

Strive for Special Session

Boston—Efforts still are under way to secure a special session of the Massachusetts legislature, now recessed as a result of the biennial law passed last year. Governor Leverett Saltonstall is against any 1940 convening, however.

"Pot O' Gold" Airer Fanning Opposition

BOSTON—Exhibitor and distributor opposition to "Pot O' Gold" radio cash giveaway is mounting in this territory. There is a possibility that one group of organized film men may take the war to their congressmen via the Western Union, Postal Telegraph and Farley routes. Some exhibitors, however, think that such an action would be unwise because of the technical position of the industry in the matter of money and premium handouts.

Polaroid Development Nets New Instrument

BOSTON—Polaroid, developed in Boston by Edwin Land and George T. Wheelwright, 3rd, is the basis of a new dermascope which may become standard studio equipment. The instrument, which involves two Polaroid-filtered light sources, is used to check up on individual skin peculiarities. It is an adaptation of the same principle by which Land and Wheelwright are producing a three-dimensional effect in motion pictures. Screening of color films are possible under this latter method.

New Owners Will Convert Manchester Show House

MANCHESTER, N. H.—One of the best known landmarks here, Smyth's Opera House, scene of various amusement enterprises and public gathering place for more than half a century, has changed hands, and the building will be modernized as a business block.

Graphic Will Rebuild Dover, Me. New Star

BOSTON—The Graphic Theatre circuit plans to rebuild the New Star in Dover, Me., which burned flat last week in a fire that destroyed three blocks in the town. Sid Epstein manages the situation.

Answers Delayed

BOSTON—Major distributors had not filed answers in the seven E. M. Loew anti-trust suits up to the end of last week. They had until today to enter the papers at the local United States district court.

Middletown Damage Suits Claim For Jury Trial Under Advisement

MIDDLETOWN, CONN.—In the $169,000 suit of Franklyn Arrigoni and the Middlesex Theatre, Inc., against Salvatore, Maria and Joseph Adorno, and the $100,000 suit of S&S Corp. against the same defendants, Judge Edwin S. Dickenson of the superior court has taken under advisement defendants' claim for jury trials, which were opposed by Alcorn, Mitchell & Alcorn and Carlos Ellis jr., attorneys for the plaintiffs. City Court Judge Joseph A. Adorno, who claimed the trials for jury, was recently joined as a defendant in both actions, and is the son of the other defendants.

The S&S Corp., owner of the Capitol, Middletown, only recently filed suit, similar to that of the Middlesex Theatre, owner of the Middlesex, alleging conspiracy, misuse and abuse of his position by Salvatore Adorno, owner of the Palace, Middletown, and former general manager of all three theatres.

The complaint recites that prior to 1932 all three houses were in competition with each other, and that the S&S Corporation collected an annual rental of $24,000 for the Capitol. In 1932 at the suggestion of Salvatore Adorno, it is alleged, operation of the three was combined. The owners of the three houses leased them to Middletown Theatres, Inc., combining the operation into that corporation, with Salvatore Adorno as general manager, lessors and stockholders agreeing not to have any connection with any competing amusement enterprise in Middletown for the duration of the leases. Stock of the new company was divided 49 shares to S&S, 49 to Middlesex, 50 to Salvatore Adorno, 1 to Franklyn Arrigoni and 1 to Salvatore Saraceno. Adorno was elected director and treasurer of the corporation and paid a salary as general manager. It is alleged that the earnings of the theatres immediately thereafter began to decrease and for much of the time showed a loss. In May, 1933, the complaint charges, Adorno urged the S&S Corp. and other stockholders in Middletown Theatres, to dispose of the latter's leases to a third party purchaser, Arthur Lockwood, concealing the fact that other offers had been received from prospective purchasers, and that he, Adorno, was to retain a half interest in the operation. It is contended that in May, 1933, Middletown Enterprises, the Lockwood-Adorno corporation, acquired the assets of Middletown Theatres, but that the new lease did not carry the restrictive covenant concerning participation in other enterprises, "an omission known and intended by Salvatore Adorno, but unknown to the plaintiff." Adorno then became president and a director and stockholder of the leasing corporation, Maria Adorno, assistant secretary, and Joseph Adorno, a stockholder. The plaintiff estimates the theatres then showed a profit of from $30,000 to $50,000 a year.

Charge Private Sale Held

In 1938 as a result of an action of Ruth Lockwood vs. Middletown Enterprises, the shares of that corporation allegedly were sold at private sale "to the great advantage and profit of the defendants."

Plaintiff claims the acts of Salvatore Adorno constitute a secretly conceived and executed plan to eliminate the plaintiff as a theatre competitor and to make for himself a large financial profit, charging that the other defendants aided him in this plan, "which was concealed from the plaintiff until 1938." The plaintiff further charges it was thereby seriously damaged individually and as a Middletown Theatres stockholder, and that the latter corporation also was damaged. It is further alleged that Salvatore Adorno's acts constitute abuse and misuse of his position as an officer, director and general manager of Middletown Theatres, "violation of said defendant's legal duty to make full disclosure to the plaintiff as a stockholder . . . and said actions disclosed a plan deliberately conceived and carried out to increase said defendant's interest in the assets of Middletown Theatres, Inc., from 33⅓ to 50 per cent and to relieve himself of any restriction against competition with plaintiff in the theatre business."

The plaintiff in this latter suit claims $100,000 damages; while the Franklyn Arrigoni and Middlesex suit against the same defendants claims $169,000 damages. Both ask for an accounting and judgment in the amount found due on such accounting; nullification of transfers of stock and property from Salvatore to Joseph and Maria Adorno.

The first suit was filed shortly after Adorno announced his intention last summer to build an open-air and a year-round theatre in the city.

Ascap Office Circularizes New England Accounts

BOSTON—The local Ascap office has had a reprint made of a recent BOXOFFICE article for distribution to New England accounts. The story, which appeared in the December 9 issue, is based on a statement by Arthur K. Howard, business manager in this territory for Allied States Association. Howard advised members:

"If you are solicited for funds by any source or organization for the purpose of obtaining local legislation against Ascap, please be advised that it is the opinion of this organization that such legislation would be held unconstitutional."

He added that "Allied has made and is making every effort through congressional legislation and otherwise to curb and regulate the powers of Ascap. The proposed Allied amendments to the copyright laws, if enacted, would require the distributors, in licensing films, to convey all the rights necessary to permit the exhibitor to run films in his theatre."

Assigned to "Jane Addams"

HOLLYWOOD—Producer Charles R. Rogers has assigned Arthur Caesar to script "Jane Addams and Hull House." Columbia will release.

Hummel & Abrams Bear Brunt Of Questioning in M&R Action

By BRAD ANGIER

BOSTON—Though a number of witnesses, summoned by the defense in the Morse & Rothenberg anti-trust suit characterized the action during the week, pertinent questioning was directed toward but two: Harry Hummel, New Jersey branch manager for Warner, and Leo Abrams, Universal short subjects sales manager, the latter questioned only briefly by Defense Attorney Edward McClennen, but intensively cross-examined by George S. Ryan, attorney for the plaintiffs.

In addressing Hummel, McClennen preluded his questioning with a summation of the M&R district manager Louis Simon's testimony, in substance, as follows:

"He told you that he was going to charge at the Capitol Theatre in Elizabeth 25 cents admission in the evening and 15 cents in the afternoon, matinee, and 10 cents 'early bird,' and that he would like to buy product, and that you replied in these words: 'We are not going to sell you any pictures. We have our own theatres in Elizabeth, and we are not looking for any more competition than we can possibly help . . . Don't think I don't know that you have been refused by all the other companies . . . You are not getting pictures there as far as we are concerned.'

Denies Conversation

This conversation Hummel denied ever having had with Simon, and quoted the conversation to have been as follows:

"I informed him that up to that time for that season we had already sold our first run situations and our second run situations, and that I would give this matter consideration and let him know. In the conversation I recall asking him, 'What policy do you intend to pursue? How many changes a week?' I asked him what admission prices he intended to charge. His answer was '10 cents children; 20 cents, adults.'"

In the cross examination, Ryan, attorney for the plaintiffs, asked Hummel if he had seen Simon at a later date, which Hummel answered affirmatively, but added that at no time had he told Simon he wouldn't sell him pictures. This declaration Ryan questioned intensively, compelling its modification by Hummel, when the latter admitted having promised Simon consideration of a proposition on Warner pictures, as soon as Simon's ability to pay would be ascertained. Continued questioning brought the admission from Hummel of a decision at the time not to sell Simon.

In cross examining Leo Abrams, Universal short subject sales manager, who had denied the quoted charge of Simon that he had said "We can't do business with you" and that he would talk with him further when Simon could show that other distributors were selling him, Ryan produced a copy of a letter from Abrams to Standard Amusement Enterprises, Inc., which Abrams declared contained true statements. This declaration, after a perusal of the letter, Abrams modified to mean that the "intentions are true," but denied Ryan's implication that those intentions were "not to sell the theatre."

However, quotations from the letter, in particular the sentence, "Our experience has shown us that licensing pictures subsequent run to the Capitol Theatre affects our revenue on first run pictures in Elizabeth, which are licensed on percentage," were not backed up by Abrams with the citation of actual incidents that Ryan's questioning demanded.

Continued quoting from the letter brought an affirmation from Abrams of Ryan's contention that a decision not to license pictures subsequent run to the Capitol had been reached. This decision, however, Abrams maintained, was solely his own and not reached as a result of consultation with anybody in the home office of Universal.

Other witnesses summoned by the defense the past few days have been John J. Ford, Maine and New Hampshire Theatre Co. head; William H. Erbb, local Paramount district manager; Al Kane, Paramount branch manager; John Moore, Paramount salesman; Tom Donaldson, New Haven branch manager for M-G-M; John Dervin, UA branch manager; R. C. Cropper, RKO exchange manager; Tom Bailey, 20th-Fox divisional manager.

William Kelly, Universal branch manager; Nathan Furst, present special sales representative for Monogram; Maurice Goldstein, Boston city salesman for M-G-M; and Francis G. Roth, RKO salesman.



—Martin Sheridan Photo

More of Monogram—

Steve Broidy, Monogram New England sales head and a director of the national company, whose transactions recently in Monogram stock gained him 700 *shares of common, to bring his holdings to* 1,600 *in that bracket. He also holds* 500 *shares of Monogram Pictures, Inc., and* 1,129 *options for common in the same corporation.*

NLRB Director Heard In Boston

Boston—"Laissez-faire is not synonymous with freedom," Dr. A. Howard Meyers, New England director of the National Labor Relations Board, said here last week.

"Whether we like it or not, the enhancement of freedom requires regulation in certain areas of activity," Meyers said. "It is necessary to restrict the economic acts of some interests. To insist on the right to exploit on the laissez-faire thesis is to insist on the supremacy of expediency and the abolition of principle."

Three Bostonians District Heads in Rogers Drive

BOSTON—Three Boston film men, past and present, have been appointed district chairmen in the 1940 Will Rogers National Theatre Week, which, this year, begins April 18 for a seven-day period. Proceeds, as usual, go to the Will Rogers Memorial Hospital at Saranac where a number of local motion picture personalities have convalesced during the past few years.

Maurice N. Wolf, M-G-M district manager, is zone chairman for the Boston territory. Phil Fox, former Boston city salesman for Columbia, and now Columbia branch manager at Albany, has charge of the latter territory. Lou Wechsler, former local United Artists salesman now new Haven branch manager for the distributor, is Connecticut chairman.

"Of Mice and Men" Is Subjected to a Cut

BOSTON—"Of Mice and Men" and "Treachery on the High Seas" underwent eliminations in a list of 32 motion pictures reported passed this week by the Massachusetts bureau of Sunday censorship. Dialogue deletions were made on the two censored films.

"And a dung heap under my window" was taken out of the United Artists' release, while "the nigger" was clipped from the Specialty Pictures release.

Nineteen vaudeville acts were okayed, but two were refused Sunday permits. Two other routines were passed after "all dancing" and the word "hell" were eschewed.

James McAllister Helms Worcester Loew Unit

BOSTON—James McAllister, former assistant to Manager Ben Domingo at Keith's Memorial and later manager for Sam Kurson in northern New England, has been named manager of the Family Theatre in Worcester by E. M. Loew.

Ray Warfield is out as manager of the Family, while Ralph McGowan has left the Plymouth, in a Worcester realignment. Lawson Daniels, transferred to the Plymouth, has been succeeded at the Olympia by William Ryan who was previously at the former house.

BOSTON

DOC BREED, vaudeville booking manager for RKO, has been ill at the Phillips Hospital several weeks . . . Vera Smith of M&P is mourning the death of her father . . . Cyl Champlin, display artist for the local RKO Theatres, is home after having been hospitalized for observation.

The Strand in Beverly is reportedly on the market . . . Connie Dennehy, recently with Grand National, joined Universal last week . . . Abe Barry, Columbia booker, left last week for Florida . . . Martin Mullen and Sam Pinanski, the M&P, were to have been Florida-bound this week . . . Harry Segal of Imperial was in from New York.

Harry Kirchgessner, New England sales manager for the National Screen Service, was home last week from Beth Israel. His office expected him back the latter part of this month . . . Pat McGee's address is now the Holland Theatre, in Bellefontaine, Ohio.

Bill Murphy of Imperial has the New England distribution rights to "The City." George Kraska recently gave the specialty its Boston first run . . . Ed Place, publicity man located in the Statler, is this year's advertising mentor for the local Sportsman Show scheduled here from February 3 to 11. The Loew's publicity office is among the film outfits expected to have tieups. Place may be contacted at Hancock 2000.

H. M. Addison, Loew's divisional manager, left last week for a two-week business swing . . . Ann Harrington and Helen Helevitz of M-G-M have been winter sporting at Bethlehem, N. H. . . . Roy E. Heffner, of Bank Night, is now not expected back from the west until late in February . . . Camille Carpenter, of Keith's Memorial, was ill part of last week with a bit of grippe . . . Mrs. Louis Hochberg, mother of the film family, has been seriously ill . . . Richard Rubin, operator of the State in Saugus, is out of Beth Israel.

Joseph Brennan, executive secretary of the so-named Allied Theatres of Massachusetts, Inc., reports that the MPTOA unit is cooperating at present on the Boston Community Fund, President's Ball, and Finnish Relief . . . Maurice Schwartz, of M&P Theatres Corp. advertising department, plans a Hollywood vacation this summer. Among other things, he is on the outlook for someone who may be driving west that season.

Clyde Tilton has renovated the Opera House at Gorham, N. H. . . . George Comden is rejuvenating the Fine Arts in Westport, Conn., and stepping up the seating capacity 30 per cent. Besides going for extra theatre chairs, Comden has also signed for air conditioning, new booth equipment, and a new front and marquee . . . Nellie McLaughlin, Imperial booker, has tentatively set a local first-run engagement of the new Imperial acquisition, "Convicts at Large," starring Ralph Forbes and Paula Stone.

Ed Cuddy, Bob Sternberg, Bill Spragg, Frank McManus, Hy Fine, Harry Wasserman, Al Moreau, and Chet Stoddard, together with their individual theatre managers, are combining in the M&P Theatres Corp. seventh anniversary drive which will cover the first 13 weeks of 1940.

Charles Wilcox has been combining stage talent with screen shows at the Orleans in Cape Cod . . . Nate and Sam Goldstein reopened the Capitol in Pittsfield shortly after the building containing the house suffered drastic fire damage. Ed Dowling manages the house.

Ed Snitzer, of Warner Bros., was in town last week . . . Charles Stern, of United Artists, came in . . . George Walsh of Paramount returned to New York . . . Mrs. Elliot B. Williams of the Federation of Women's Clubs ordered extra copies of the January 13 issue of BOXOFFICE. *Her main interest was in Ed Kuykendall's Neely bill presentation.*

Frank Zeitz, manager of the Empire in New Bedford, has tied in with WNBH for the broadcast of quiz programs from the theatre stage . . . Lucien Descoteaux, operator of the Empire and Globe in Manchester, plans a new house in the New Hampshire city. It will seat approximately 450 . . . George Carter, manager for E. M. Loew in Winchester, has been appointed chairman of the 1940 program committee of the Winchester Club.

Floyd Bell, local independent publicity man formerly advertising director of the Metropolitan, is back from New York where he called upon Harry Gourfain, George Hamid, Major Bowes, and Fred Waring. Bell is now handling advertising for the Republican State Committee at 6 Beacon St.

John Scully of United Artists reports that local contests, in which one son from each functioning community will be chosen, are to be held throughout New England to exploit "My Son, My Son." The national winner gets a scholarship in an institution of his own selection.

Martin Sheridan, local Monogram publicity man, and Mrs. Sheridan, left this week for some ten weeks in Mexico. Sheridan, also a newspaper feature writer, was loaded with introductions to Mexican notables from Governor Saltonstall, representative Henry Cabot Lodge, and, in fact, practically everybody of local note but the Lone Ranger.

Matty Moriarty has left a Warner shipping post to take a similar position with Universal. The president of the Exchange Employes Local is said to be in line for promotion at the latter exchange . . . Pat Long has reversed it from Universal to Warner Bros. on the switch.

Bill Kunzman of National Carbon was in Boston recently . . . Jimmy Cagney has been operating in this sector . . . Fred Greene was in last week from Rhode Island . . . Benny Goodman opened this week at the Strand in Portland. The same house has quit a radio tieup on a quiz program.

John Longo, film contact man for the Buck Printing Co. and brother of Joe and Al Longo of Loew's, Inc., anticipates parenthood . . . Jack Goodwin of the Metropolitan may sign with Muzak for a wire transcription service in the deluxer.

Sam Soule did not have to empty the Seville in East Boston last week when there was a fire in the same building . . . Fred Sharby was down from New Hampshire last week . . . Oze Tessier was in from New Bedford . . . Joseph Mathieu

(Continued on page 62)

What Al Gould, operator of the Castle Theatre in Providence, R. I., said when he recently visited the Capitol Theatre Supply Company.

"I'm ashamed to come in here. They just charged me 18 cents for a Motiograph part. It's the first repair or replacement cost I've had since you installed my MOTIOGRAPHS in November, 1936."

No regular weekly or monthly inspection service—no semi-annual or annual repairs—necessary with Motiograph.
MOTIOGRAPH IS DEPENDABLE



CAPITOL THEATRE SUPPLY COMPANY
A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS
28-30 PIEDMONT STREET • BOSTON, MASS.

NEW HAVEN

FIRST THEATRE fire since the Dixwell a few years ago was the 850-seat Warner Bristol, which burned to the ground this time after surviving two previous fires. Architects are drawing plans for a new theatre in the town of the elevated one-floor style, which should be ready by next summer.

In connection with the acquisition of the Colonial, Bridgeport, the Boston Amusement Corp. of New Haven has been formed. Capital, $50,000; *commencing business,* $1.000; *par,* $50. *Elsie Gurian, Samuel R. Hadelman, operator of the Capitol, Bridgeport, and Ida Echter are the incorporators.*

Reports are that the Loew-Poli-Bijou will soon go into vaudeville, three shows a day, on Saturdays only, at regular prices.

In addition to the governor and his military staff in full regalia, Mayor John W. Murphy, chief of police, chief of the fire department, and other notables, the formal-clad Brewsters, Rogers, Trowbridges and other socialites, Maurice N. Wolfe, district manager of Metro, were in the opening audience for "Gone With the Wind" at the College January 26. *Manager Sam Badamo and his staff did a fine job on tieups.*

Personally speaking: Following an illness which confined him to New Haven Hospital for about two weeks, Morris Joseph, Universal exchange manager, has left by car for Miami Beach, accompanied by his son-in-law, Sam Bailey . . . A. J. Herman, Boston and New Haven district manager, will look in from New York on the local exchange for several days a week until Joseph's return . . . The Philip Saslaus of the Fishman circuit are in Florida . . . Dr. J. B. Fishman and his family left for Miami by car last Friday.

Abe Fishman is the proud grandfather and Lawrence C. Caplan, Allied Theatres of Connecticut executive secretary, is simultaneously the proud daddy of 8-*pound Stephen Mark . . . Sympathy to Jim Mahoney of Interstate Theatres on the passing of his* 35-*year-old brother, Dick Mahoney, who, though stricken for many years with infantile paralysis, was to have entered Clark to do graduate work this fall . . . Katherine Sullivan, recently resigned from United Artists, is vacationing in Florida . . . Tim O'Toole, Columbia manager, back from a week of golfing at Pinehurst.*

Lewis Ginsburg, United Artists salesman, and Rita Baum of Bridgeport, will soon be walking up the aisle . . . Henry Woods, Metro checker, is recuperating from an operation.

Maurice Shulman was the only Connecticut delegate at the Allied national meet in Washington . . . Jack Sidney, assistant at the Poli, Bridgeport, was the winner of $300, *one of the Columbia prizes in the managers' exploitation contest on "Only Angels Have Wings" . . . Natale DiFrancesco opened his* 499-*seat Cheshire after several delays on January* 24. *He will be assisted by his son, Joe DiFrancesco.*

Harold Tabackman has installed candy machines in the Capitol, Milford; Rialto, New Britain, and the Glastonbury theatres . . . Michael Daly will try one-night stands of vaudeville at the Plainfield with five acts, and admission raised five cents to 35 cents top, under the direction of Eddie Sokolowsky, manager.

Building line hearing on the new Black Rock theatre site of A. M. Schuman will have to precede final plan drawing . . . Lester Tobias in town on his Keeno Quiz, which he has sold to Lockwood-Gordon for the Windsor, to begin January 29 . . . *Pete Perakos has signed for a* 17-*week ovenware deal for the Palace, New Britain . . . Capitol, Meriden and Brooklawn, Fairfield, have started A. G. Johnson's new cutlery deal . . . National Screen has new trailer contracts with the Forest, Allingtown, and the Cheshire theatres.*

Erle Wright, former Loew-Poli publicity chief, is now reported doing publicity for Nathan Goldstein circuit in Springfield . . . Connecticut saw the opening of 160 new companies during 1939, a 100 per cent increase over 1938 and a new record for industrial expansion in the state since 1929 . . . Over 60 per cent of these new industries were located in New Haven and Fairfield counties, New Haven ranking highest with 22 new companies, and Norwalk and Bridgeport, second, with 20 each. Exhibitors say theatre business was definitely not in line with this improvement.

Further discussion of the Neely bill at Connecticut MPTO meeting found membership still against the bill, but no formal resolution was passed. The organization voted to meet regularly once a month. Arthur Lockwood, president of MPTO, was a rare visitor on Meadow Street.

Whitney Theatre Co., Inc., which is building the 950-seat Whitney Theatre, has awarded the projection installation contract to National Theatre Supply, with William Hutchins supervising personally. Jack Halprin is the general contractor, Jacob Weinstein, the architect.

Morris Keppner in town to report that the customers like the new equipment and decorations at the Glastonbury . . . Formidable foursome, Eddie Ruff, Henry Germaine, Hymie Levine, and Barney Pitkin, beat Columbia's Tim O'Toole, Ben Lourie, Sid Swirsky, and Al Parizer at bowling again. Undaunted, the Columbia team still is willing to take on all comers.

Henry Needles, Warner district manager, of Hartford, is on a boat trip to Cristobal and Havana . . . Joe Urdang of Aetna Window Cleaning, which has the Loew-Poli houses, was down from Boston to visit Harry Shaw . . . George Loukides is back at his Poli, Waterbury, post after a temporary stay at the Poli, New Haven, while Nat Rubin in turn did "GWTW" duty in Boston.

Republic has extended its drive to February 27, *and the way Jeanette is working you'd think there was a cash prize, instead of glory, in the offing . . . The skill of some of the managers in casino is becoming far-famed . . . William Hutchins spent most of the week in New York at a national meet of National Theatre Supply at the Hotel Pennsylvania.*



Flashback—

Chinning a bit in a snowbound interval, Earl Wright, New Haven 20th-*Fox salesman, spun a yarn of pickerel and Lake Winnepesaukee. Unseasonal aspersions prodded him to the proof, which he produced with the results here depicted.*

Educative Films Show Attraction Power

DURHAM, N. H.—During the first six months of its operation, the visual education service at the University of New Hampshire here loaned films which were seen by nearly 30,000 persons in schools, churches, clubs, granges and extension organizations, according to Donald W. Smith, visual aids assistant.

Although it is primarily a school program, 5,516 adults have attended 80 showings. Twenty-one schools have used the films in New Hampshire and they have been loaned to eight in Vermont, five in Connecticut, four in Massachusetts, three in New York, two in Delaware and one in Maine. There are already 379 engagements for films during the next few months.

The most popular films in the library are said to be "The Adventures of Bunny Rabbit," for primary grades; "Work of the Atmosphere," in high schools, and "Heredity," in colleges.

Exhibitor Heads Merchants

DOVER, N. H.—Melvin Morrison, manager of the Strand here, has been elected president of the Dover Retail Merchants' Ass'n.

HARTFORD

NORMAN C. ROLFE, newly appointed manager of the Windsor, is reportedly doing a good job in the post previously held by Charlie Repass, now in New Hampshire, recovering from an illness.

Wallace J. Cooper, assistant manager at Loew's-Poli, has developed quite a penchant for ice skating these cold, wintry days . . . New ushers at the house are Jules Frank, Morton Herman and Bob Pasternack.

Book Nite is reported gaining popularity with outstate theatregoers . . . Bingo of late has been on the receiving end of some journalistic blows, dealt by the Bridgeport Sunday *Herald,* which is demanding changes of the present laws controlling the game.

A. Montefalco has returned as assistant manager of the Derby . . . Elsie Knox, nee Alice Korbrath, former local girl, is reportedly doing okay in the west coast studios.

Bill Mortenson of the Bushnell is currently observing ten years in business . . . Mrs. Agnes Tucker, matron at Loew's-Poli, is still ill . . . Wallace J. Cooper, assistant manager at the same house, was a visitor at Waterbury . . . George Landers, manager for E. M. Loew's, was in Boston on Monday of this week.

Irving Berman, Brooklyn, N. Y., theatre chain district manager, was in Hartford the other day to visit Paul Binstock at the latter's Park St. Lyric, a Warner unit. Berman used to be Paul's boss when the present Hartford theatre manager was employed in New York.

The Palace lobby looks good after a repainting job . . . "Musical Quiz Nite" is scheduled for an early start at the Park St. Lyric . . . Encyclopedia nights are popular at the Rivoli in West Haven, and a dish night has been introduced at the Plaza in Windsor, one of the Joe Schulman chain.

The main stem's Daly is sporting a newly painted front . . . Vaudeville is on the bill at the Plainfield nowadays . . . Chinaware to the ladies is an attraction at the Strand in Norwich . . . A vaude show at midnight last Friday was offered the patrons of E. M. Loew's Court Square at Springfield.

Giveaways have devotees in the Arch Street at New Britain; the Palace, also New Britain; and the Parkway and Barnum in Bridgeport . . . Henry Needles, Warner district manager, is expected back soon from a 12-day vacation in Panama with his wife.

Shifts by M&P

BOSTON—Nate Buckman, formerly of the M&P Theatres Corp. accounting department, has been moved to the circuit's equipment headquarters in the film district. Joe Saunders moved from the John Loftus branch to join the film rental department of the M&P home office, working under Walter Higgins.

Critic Sees Hollywood As Stage's Catch-All

DURHAM, N. H.—Speaking on "Democracy in the Drama" at the University of New Hampshire here, Dr. Louis K. Anspacher, Broadway author, said about the only thing he could find in praise of Hollywood was that the film center took the ingenue off the stage.

He added that he regretted "Grapes of Wrath" and "Gone With the Wind" had been filmed and not adapted to the stage.

The critic also expressed his belief that "The Merchant of Venice" should not be taught in American schools because of "race prejudice."

Connecticut MPTO Names Wilkinson Treasurer

NEW HAVEN—At a meeting of the Connecticut MPTO, George H. Wilkinson jr. was unanimously elected treasurer of the organization, to succeed the late George H. Wilkinson sr. Wilkinson is treasurer of the Wallingford Bank & Trust Co., in addition to supervising the direction of the Wilkinson Theatre, Wallingford.

Ansel Sanborn Faces Race For Council Nomination

NEWTON, N. H.—Ansel N. Sanborn, Carroll county film exhibitor and speaker of the house in the state legislature in 1939, will have opposition in his candidacy for the Republican nomination for member of the executive (governor's) council in next fall's primary. State Senator A. Ralph Estabrook of Newton has tossed in his hat.

Domingo Uses Stage

BOSTON—Ben Domingo, RKO Theatres city manager, has inaugurated a "Show of the Month" stage policy at the RKO Boston. Under the new setup, the house plans to present some outstanding stage and screen program every four-week period. The innovation got under way this week with Beverly Roberts, Sam "Schlepperman" Hearn, and the Dead End Kids.

Sixth Week for "GWTW"

BOSTON—Tickets for the sixth consecutive week of "Gone With the Wind," showing day-and-date at Loew's State and Orpheum, went into the theatres' boxoffices last week. Attendance of both houses has slackened, however, with a decline of matinee business. Evenings have been holding up strongly. The film is beginning out-of-state engagements.

Somerby Celebrates

BOSTON—Al Somerby, Boston theatreman, has passed another milestone. Somerby celebrated his 40th anniversary as theatre man on January 19. Somerby, operator of the Howard Atheneum, is a member of the MPTOA, of Allied States Association, and is a Kentucky Colonel, suh.

BRIDGEP'T

VERNON BURNS is the new student assistant at the Majestic succeeding Seth Hoag, resigned. Burns is new to the Loew organization, but has worked in theatres in England and Canada.

The Plainville is holding radio auditions on its stage on Saturdays.

The office of Harry Rose, Globe manager, has been brightened by a coat of paint . . . Other painters are busy on the lobby of Mike Carroll's American.

Christopher J. Dunphy, who is forming a financial organization of an independent company to produce two motion pictures in New York City, hails from Waterbury.

New cashiers: Ann Rock at the Majestic succeeding Mrs. Florence Cybl and Mrs. Grace Del Vecchio at the Warner succeeding Renee Kearnsy.

Raymond English, manager of the Colonial, Southington, has been selected chairman in charge of collections of funds for National Foundation for Infantile Paralysis.

Capitol, Meriden, has started a 29-piece Sta-Brite stainless steel set deal.

"Golgotha," which had a local run last year, is now playing church halls in this territory.

Seriously ill: Wife of Earl Morin, state theatre inspector, and Eva, young daughter of George Smith, chief of service at the Warner.

Manager Morris Rosenthal is toying with the idea of a yacht cruise when "Gone With the Wind" ends its local run.

Raymond Platt has been added to the service staff at the American.

Rialto, New Britain, seems to have the latest thing in giveaways—an encyclopedia set

Mrs. Anita Rose, wife of the Globe manager, is back from New Haven after passing a week as the guest of her brother, Harry F. Shaw, Loew division manager.

The Warner hopes to be back to a Wednesday opening by the time "The Fighting 69th" rolls around. The house has been opening Saturday since before Christmas.

Eldredge Heads Finnish Relief Campaign Unit

CONCORD, N. H. — Frank K. Eldredge, manager of the Capitol, has been named to the stage and screen division of New Hampshire's campaign to raise $30,000 for Finnish relief.

See "Heat" on Bingo

TORRINGTON — Action to outlaw Bingo games is expected here following charges hurled via the Bridgeport *Sunday Herald* that professional gamblers have taken over one of the big games.

BOSTON

(Continued from page 59)

was in town . . . Tom Donaldson, M-G-M branch manager at New Haven, was up from Connecticut.

Sam Paul, with RKO for the past 14 years and head poster clerk at the exchange, is out with the transfer of poster handling to National Screen Service . . . Likewise for Don Sweeney at Paramount . . . John Twigg of Universal stays . . . James Mahoney of Interstate lost his brother . . . Tom O'Brien, Monogram booker, and Mrs. O'Brien, celebrated their fifth wedding anniversary last week Friday.

James Grainger was in Boston late last week . . . Maurice Wolf, M-G-M district manager, was in New York last week . . . Helen Chansky, secretary to Booker Charles Wilson of Republic, continued out for a fourth week following an appendix removal at Forest Hills Hospital.

Howard Parker opened Bonus Night at the Capitol in Arlington, an M&P situation, last week. Michael J. Hurney of Specialty Pictures, Inc., was the M. C. for the occasion . . . Harry Mulqueen is using Bonus at the Central in Somerville . . . Nate Furst, Monogram special sales representative here, planned to announce the engagement of his daughter today. A June wedding is expected.

Herman Konnis, Universal salesman, was uninjured the other day when his car went into a ditch . . . Krokyn and Brown, local architects, made the plans for the new Circle Theatre to be erected in suburban Boston by the M&P Theatres Corp., as reported in this publication several months ago . . . The Zeitz circuit is having the State at New Bedford rejuvenated . . . John O'Leary has had repair work done on the Old Colony in Plymouth.

Nat Ross, United Artists salesman, reported icy roads last week in northern New England. New Hampshire came out with sand trucks, Ross stated . . . Harry Martin, of Universal, reported snowy and icy going in Maine . . . Film salesmen tallied temperatures of 20 below at St. Johnsbury and 24 below at Machias.

Elizabeth Hawes is putting on Bonus Nights at the Puritan, Roxbury . . . Tony Romano has been negotiating for remodeling of the Park in Cranston, R. I. . . . William Stanton, Interstate manager, has been supervising rejuvenation activities at the Colonial in Rochester, N. H. . . . Arthur Lockwood and Louis Gordon have had acousticon hard-of-hearing aids installed at the Windsor in Windsor, Conn.

James Stoneman, son of E. Harold Stoneman of Interstate, was confirmed Saturday. A social at the Copley Plaza celebrated the affair . . . Sam Markell is now operating Honey two nights a week at the Porter Square in Cambridge . . . Jack Saranga has signed with Al Poulton, distributor for Honey, for the Madison, Jamaica Plain.

The Shulman circuit has contracted for RCA sound for their Wethersfield Theatre, now under construction in the Connecticut community of the same name . . . Ed Morey, local Republic sales manager, was to have closed his Better Business State Drive today . . . At RKO, the Ned E. Depinet drive started. It will run through to May 10, per present plans, with Herb McIntyre, local district manager, national captain.

Salvatore DiManno, of Loew's State, asked for a quip about his musical proclivities, despaired with a wink, "How can I gag about my violin? I play it so beautifully" . . . Special showings of the film, "Drunk Driving," featured Worcester's Sane Driving Week. There have also been daily parades this week of automobile wrecks . . . Noel Leighton plans to darken the Star at Limestone, Maine, next month. He is completing a new house there.

The Repertory in Boston, recently closed by Fred E. Lieberman, reopened Saturday for a one-day stage presentation sponsored by the Women's International League for Peace and Freedom . . . Marcel Mekelberg has been furthering plans this week to reopen the former Grand National offices under a franchise agreement with Fine Arts. Sam Levine, Mark Jeffrey, and Grace Sullivan will probably be associated with him. Jeffrey formerly operated an independent exchange in Boston. Levine and Miss Sullivan were associated with Mekelberg when he was branch manager of Grand National here.

Herman Wobber, 20th-Fox executive, has made April "William Sussman Month" in honor of the eastern sales manager. The distributor's sales drive runs through February, March, and April . . . Edmond Pollard, Maine exhibitor, may put up a new house in the Granite state . . . Plans for a motion picture theatre in Falmouth are still in the wind . . . Latest word from the E. M. Loew office is that the circuit's Worcester house may be readied for early fall.

Mary Healy, former Boston publicity manager for the local RKO Theatres and now with M-G-M, has been in Florida . . . Also along was her sister, Catherine, formerly with the Warner Bros. exchange and now with Interstate . . . Paul Demers, Gardner police chief, has banned Beano in the Maine municipality . . . Joe Rubin produced the annual theatre benefit of the Mattapan Hadassah last Sunday in Roxbury. Proceeds went to the Jewish National Fund.

Allard M. Graves, district manager for Interstate in New Hampshire and Vermont, and Mrs. Graves, plan to leave Sunday for a Miami Beach sojourn. Graves expected to be away for several weeks, he told this publication . . . George Roberts, manager of the Vergennes Theatre in the Vermont municipality of the same name, and Mrs. Roberts, plan to take a Florida leave-of-absence from Interstate at about the same time.

Up Merrick Lyons

HARTFORD—Merrick Lyons has been promoted by Warner to the managership of the Rialto at South Norwalk. He formerly was assistant manager at the Empress in Danbury. Succeeding him at the Empress is Jay O'Sullivan.

PORTLAND

THE EMPIRE has booked "Gone With the Wind" for the week of February 8. Prices, which are expected to be raised for the road-show attraction, have not been announced.

The new Capitol, the remodeled Casco, is doing excellent business, reports Harlan J. Boucher, house manager. Since its remodeling and opening Christmas Day, the theatre has proved to be increasingly popular with the "400" class in Portland.

Leon P. Gorman, operator of the Cape Theatre, Cape Elizabeth and the Cameo, Woodfords, will shortly open a house in Lewiston, Me. It will seat approximately 800 persons and will be operated as a subsequent.

Robbers entered the home of Colby Robinson, operator of the Scenic, Westbrook, Me., last week and escaped with approximately $30.

The popularity of "Recess Time," juvenile radio program aired from the stage of the State Theatre each Saturday morning, plus "Judge Hardy and Son," feature attraction on the screen, plus the new Popeye Technicolor cartoon featurette "Aladdin and His Wonderful Lamp," so completely filled the theatre with boys and girls January 20 that there was standing room only for adults until the middle of the afternoon.

Barbara Casey, secretary to A. J. Moreau, district M&P manager, will leave February 17 to spend a two-weeks vacation in the south—and we don't mean Boston . . . Walter Hartwig, operator of the Ogunquit Playhouse, a summer theatre, was listed among contributors to the Finnish Fund in the Portland Evening Express *this week.*

Filmrow Visitors: Carl Divizia, RKO salesman, Boston and John Feloney, 20th-Fox . . . Lester Hughes and Eddie Bradlee, Paramount salesmen operating out of Boston, chose last week to cover Aroostook territory—the coldest week on record so far this year.

Prominent Allied Leaders Address New Haven Unit

NEW HAVEN—A discussion of the Neely Bill, the government suits, and an outline of the foundation policies of the Connecticut unit of Allied featured the special luncheon meeting held Tuesday by the organization at the Hotel Garde here.

Speakers at the luncheon included Col. Harry Cole, national head of Allied, Nathan Yamins, Frank Lydon, Arthur K. Howard, Sidney Samuelson and E. Thornton Kelly.

A report on the progress of the membership campaign was made.

Deny Theatre Plans in Nashua

NASHUA, N. H.—Rumors that Nashua's old municipal building would be converted into a theatre have been denied.

Neely Would "Ruin" Small Exhibitors

DALLAS—Two more statements on the motion picture industry, one dealing with the Neely bill, appeared on January 20 in the "Letters From Readers" column of the Dallas *News*, whose amusements editor, John Rosenfield, a little more than a month ago started what has now grown into a public airing of the Neely bill.

Speaking as the representative of "at least 75 per cent of the theatre owners of Texas," Roy Walker, president of the independent Theatre Owners Protective Ass'n, wrote to the newspaper that "The exhibitor in small towns cannot operate under the Neely bill" because:

". . . it will increase the price he must pay to the producer and distributor and increase the cost of buying to the point where he cannot pay this increased cost and stay in business.

"It will require him to, instead of making his purchases once a year, make twelve or more trips into Dallas to buy pictures; and no small-town exhibitor, in view of the fact on an average he must use 260 pictures a year, can possibly buy pictures and keep his playing time covered, and the natural result will be, if he could stand the increased cost, there would be times when he would either have a dark house or play some picture that ordinarily he would not play under any condition.

"Without fear of successful contradiction," he declares, "the bill will not do anything the proponents claim for it, and, on the other hand, will hurt every theatre owner in Texas."

A former Dallas citizen now living in Denton, John Stephen Smith, confined his remarks to the need of "making shows more accessible to those who need diversion" and to "the monopolistic control of theatres in Dallas, which has driven out small operators and fixed prices to the satisfaction of those in control."

In making his point, he called up a letter, published last summer in the *News*, from a reader who had just moved to Dallas.

"He brought out," according to Smith, "that the city whence he came the prices of the shows changed late in the evening so that workers could take advantage of the lower prices. He wondered why Dallas shows do not do likewise.

"By now the new resident probably knows that the prices change as they do, not in spite of the fact that workers get off at 5 o'clock, but rather because of it. In need of relaxation and entertainment, they'll dig up the extra fee."

R&R-United Convention Postponed to Feb. 1

DALLAS—The Robb & Rowley-United circuit annual convention at Little Rock, first scheduled for January 24-25, has been postponed to January 31-February 1, according to Don C. Douglas of that organization. The scene will be the Albert Pike Hotel.

"News" Has Champion In Roy Walker

Dallas—Whereas the Dallas "News" was assailed not long ago by Col. H. A. Cole, National Allied president, for its "one-sided" editorial against the Neely bill and in defense of block booking, the paper has a champion in Roy Walker, president of the Theatre Owners Protective Ass'n of Texas.

Asserting the Neely bill would "ruin small-town theatre operators," Walker praised the paper in a public letter for the "fairness" of its editorials, and interestingly informed the editor that "as a barefoot boy" he had sold the "News" on the street in a small Texas town.

Drive Captain MacIntyre Holds RKO Sales Meet

MEMPHIS—An RKO sales meeting was held Monday at the Peabody Hotel here in the interest of the current drive. Herb MacIntyre, drive captain, addressed the meeting. Those attending included Robert Mochrie, district manager; Harry Gittleson, editor of *Flash*, weekly paper; Al Avery, branch manager; R. V. Reagin and Grover Wray, salesmen; Ed Doherty, office manager, and Jimmy Scheibler, booker.

Following the meeting, a trade screening of "Abe Lincoln in Illinois" was announced for that evening at the Linden Circle.

Depinet Drive Squad in A Stopover at Atlanta

ATLANTA—Captain Herb MacIntyre of the Ned Depinet drive advance contingent met here January 24 with the RKO staff and Branch Manager H. M. Lyons. Accompanying MacIntyre were Robert Mochrie, southern district manager, and Harry Gittleson, editor of *Flash*, company house organ. From here, the squad went to Charlotte.

New Paramount Exchange Will Go Up in Memphis

MEMPHIS—M. A. Lightman, head of the Malco circuit, will build a new film exchange for Paramount on South Second St., 200 feet south of Vance Ave. Construction will begin as soon as the weather moderates. Building will be 50x100 feet and of brick and reinforced concrete.

The new building will place all local exchanges within a three-block area.

Women Push Drive

DALLAS—Women of the Monogram office have taken deep interest in the "March With Monogram" drive honoring W. Ray Johnston, to the extent that they have written personal letters to many Texas exhibitors requesting their cooperation. Letters went out from Mrs. Elizabeth Hawley, Mrs. Virginia Lyne and Miss Ethel Creek.

Story to Paramount

HOLLYWOOD—Paramount has purchased "Cup of Coffee," the Preston Sturges story, from Universal.

Cold Wave Is Hanging On in New Orleans

NEW ORLEANS—After equalling a 56-year record for protracted cold weather in the New Orleans area, the cold wave which has gripped this section since January 19 moved again toward the low 20s with no immediate relief in sight. There are only a few instances in northern Louisiana in which the mercury has risen above the freezing point, the weather bureau said.

Many houses served out of the New Orleans exchanges have closed during the cold spell and film cancellations came in at a rapid rate. In New Orleans proper, attendance at all houses fell below average, the neighborhoods suffering the most. In the downtown section attendance at the key units fell approximately 40 per cent, despite good films.

Exchanges called in their salesmen or wired them to hang around the hotels and use the telephones.

Lake Charles, Crowley and other towns reported heavy snowfalls. No snow fell here, but sleet, bitter winds and icy streets prevented potential patrons from venturing out-of-doors.

A Weather Notice Posted By Warren Salles

NEW ORLEANS—A weather note is sounded by the marquee of the Garden, helmed by Warren J. Salles. "Regardless of the weather, we never close," it reads.

Signs of Thaw Cheer Texas Theatremen

DALLAS—Wednesday's bright sun with its rise in temperature did much to alleviate the gloom cast over the operation of Texas theatres the past two weeks due to abnormal cloudiness, snow, ice and record-breaking low temperatures.

The small towners, from all that could be learned, lost all hope of showing a profit from any picture during the siege of hibernating weather just over. What very few exhibitors visited Filmrow the past ten days said the scene would have to change quickly.

A return to normalcy was indicated Wednesday when a dozen or so out-of-town showmen came to the Row to do their booking. Among them were Tommy White of Burnett; Joe Vaughn of Hillsboro; L. C. Tidball, Ft. Worth; Rubin Frels, Victoria; H. S. Cole, Bonham; Bob Hooks, Mineola; Homer Mulkey, Clarendon; H. S. Usry, Decatur; J. W. and Steve Curley of Bridgeport and others.

Key cities, first runs and neighborhoods did not fare so well either. Dallas was hard hit, and those acquainted with the situation said none of the neighborhood houses showed a profit. First runs took a nosedive, with the exceptions of "Hunchback" at the Majestic and "Gulliver's Travels."

Assign Joseph Santley

HOLLYWOOD—Joseph Santley will direct "Dance Little Lady," a musical comedy, for Paramount from a script by Allen Rivkin.

NEW ORLEANS

NOW comes a report that local capitalists are trying to secure a location for an open air house in the neighborhood of Pontcharian Beach to open in the heat of summer . . . T. O. Tuttle, who has been on the sick list for the past six months, is up and about again . . . Vic Maurin, manager of the Fox at Houma, had the courage to drive to New Orleans in the bitter cold to secure films for his house. Vic formerly was a booker for Republic . . . Willis cold to secure films for his house. Vic for-Houck houses in the territory.

Speculation is rife as to the next tenant of the dismantled offices of Grand National. It is said an Atlanta distributing concern is endeavoring to lease a portion of the floor space and may sublet the unused portion as offices.

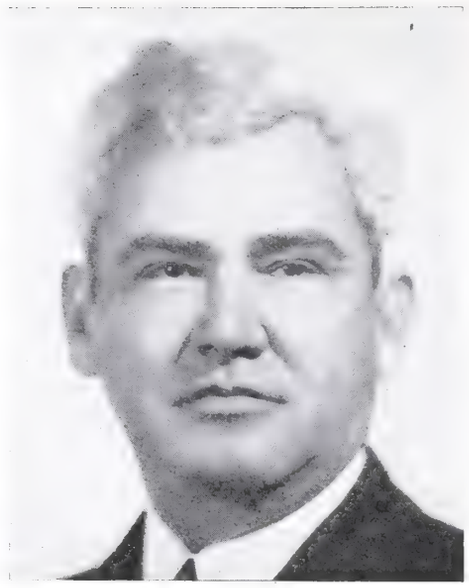
Mrs. F. I. Williams has been elected president of the New Orleans chapter of the Better Films Council. Mrs. Louis A. Zollinger is recording secretary, and Mrs. Walter Dilzelle is publicity secretary.

The Dixie Queen, *a show boat, the first to visit New Orleans in approximately ten years, now is moored in the New Basin Canal where it will remain till after the Mardi Gras . . . George E. Trainer, general manager and secretary of Standard Pictures Distributing Co., New York., was a visitor. While here he arranged with Atlantic Pictures to release "The Mill on the Floss" in this territory.*

Another Metro film, with the scenes laid in Louisiana, is in the offing. Jay Marchant, studio unit manager, and Chester Franklin, also of Hollywood, have just covered the Lafitte section, using Jimmie Briant as guide . . . Kitty Carlisle will come here from Broadway the second week in February to attend the wedding of her cousin, Connie Samuel.

Installs Heating at Crenshaw

CRENSHAW, MISS.—A gas heating system has been installed by W. C. Jepson in his Ritz Theatre here.



Early Bird—

First to send in his check and registration for the National Variety Club Convention to be held in Dallas April 18, 19 *and* 20, *is John G. Long, president of the J. G. Long circuit and a member of the convention executive control committee. Long's check was accompanied by one in a like amount from Theo Routt, his general manager.*

Call Two Special Meets For National V. C. Plans

DALLAS—Well on the road toward realization of the biggest convention ever held in Texas, which means the National Variety in Dallas April 18-20, local Chief Barker R. J. O'Donnell has called two special meetings of national convention committeemen for 7:30 p. m. Sunday and Monday, February 4 and 5, at the Dallas club rooms.

National Chief Barker John Harris of Pittsburgh will be present to help further plans for the huge conclave.

MEMPHIS

AMONG those who attended the opening of Bob Smallwood's new Ritz at Aberdeen, Miss., were R. P. Dawson of NTS; Bailey Prichard, Peerless Poster; J. A. Prichard and H. I. Mansfield, Universal.

Oscar Morgan, Paramount division manager, spent several days with Bill Bugie, local branch manager, this past week . . . Jerry Jonas of the Metro checking department, and Tom Kirk, local office manager, have returned from a trip into the territory.

Among recent visitors to the Row: P. E. Morris, Indianola, Miss.; W. S. "Shine" Tyson, Water Valley, Miss.; John Shannon, Portageville, Mo.; R. R. McCormick, Senatobia, Miss.; R. H. Fisher and H. H. Alexander, Belzoni, Miss.; B. F. Blizzard, Okolona, Miss.; Lawrence Landers, Batesville, Ark.; R. H. Collins, Maben, Miss.; "Slim" Brewer, Clarksdale, Miss.; Norman Fair, Somerville, Tenn.; John Mohrstadt, Hayti, Mo.

A minor riot, requiring the services of six policemen and the theatre staff to check, broke out at the Orpheum this past week when it was announced that Jane Withers, who was making a personal appearance, would give away autographed pictures between shows.

Walter Parham of the Royal, Memphis and Holly at Holly Springs, Miss., is back in Memphis after four weeks in California . . . Earl Vandiver of the Vandiver at Kennett, Mo., recently paid the Row his first visit since he was taken ill in November.

Lyle Richmond of the Missouri at Senath, is driving a new DeSoto . . . Al Moore, who recently took over the Shelby at Shelby, Miss., is sporting two new Studebakers—one for his wife—who will operate the theatre at Shelby . . . Albert Cohen, who recently sold his Ritz here, is off for Florida to spend the balance of the winter.

Filmrow will have a modern cafe when the Prichard boys, Bailey and Ralph, open their new eaterie next door to their poster exchange on Tuesday, January 30 . . . Don Wahl is the new man in charge of the 20th-Fox ad sales department. Thomas Lancaster is the assistant . . . Miss Polly Coppedge, who has been operating the Talisman and Rosedale in Rosedale during Miss Anne Lobdell's illness, was on the Row booking.

Kentucky Governor Hosts "Abe Lincoln" Player

MIDDLESBORO, KY. — Gov. Keen Johnson hosted Mary Howard, a feature player in RKO's "Abe Lincoln in Illinois," at a gala ball at the Hotel Cumberland on January 26, which inaugurated the festivities in connection with the 50th anniversary of Lincoln Memorial University and that of Middlesboro.

The southern premiere of "Abe Lincoln" was to be held January 27 at Harrogate, Tenn.

SANTONE

A FILM showing Atlanta's "March of Progress" was exhibited at the Texas Theatre to school children and other interested citizens . . . Tommy Lee, sound checker at the Majestic, is now sergeant-at-arms at the 20-30 Club . . . "The Mikado" was held over at the Broadway for an extra day . . . Roy Codgill, in the Nix Hospital, is reported improved.

Recent visitors: David Flamm, advance representative for the Dave Apollon show, which played the Majestic, and G. N. Bell, 20th-Fox branch manager, Mexico City, who called at "Henry's Place" . . . Add February bookings: Lawrence Tibbett, Auditorium, February 3; *Jane Withers, Majestic, February* 3; *Katharine Cornell, Texas, February* 6, *and Harry Blackstone, Majestic, February* 17.

Joe Estes of National Screen Service, Dallas, was a week-end visitor calling on local showhouses . . . The below-freezing cold snap pepped up business at downtown and neighborhood theatres . . . Billy "Red" Corder is back at the Majestic.

Manager Henry Bergman, of the Texas, is chairman of the stage and vaudeville presentation for the President's Birthday Ball to be held in the Municipal Auditorium, January 30 . . . *Two films, "Americanism" and "Under the Antlers," were shown at the Elks Club.*

The motion picture projectionists' union has contributed to the Finnish relief fund . . . Jay Ralston, the Little Theatre actor, has been nicknamed "Orson Welles" . . . Interstate's suburban theatres will cooperate with public schools in distributing the safety song books to be used at the children's matinee birthday party shows every Saturday morning.

Dixie Doin's

By AL HENDERSON

LOUIS ROSENBAUM, operating in the Muscle Shoals area, is vacationing at Hollywood, Fla., and son Stanley is carrying on, but has been fighting a case of flu. Their Majestic at Florence was completely remodeled recently.

Had the pleasure of a visit with Mr. and Mrs. T. M. Jourdain who are in the business at Iuka, Miss. Their house is the Majestic, and they have been the exhibitors in this town for 21 years. That's a nice record of continuous operation.

Lee Gault, who manages the Lyric at Russellville, Ala., has given his house a complete remodeling and it looks like a million. Best wishes, Lee.

Had a short visit with the Saenger boys at Meridian, Miss., and found them all well except Sid Levy, who was recovering from a case of flu. Sid manages the Alberta, and Ollie Epps does the same at the Temple. Ollie came up here from down Miami way and apparently is doing a good job.

Had the pleasure of seeing an old friend in the person of Johnny McKenna who gets around Saenger's circuit pepping the boys up and helping them with the knowledge acquired by many years in the business. Prior to his present assignment, Johnny was city manager for Saenger at Biloxi, Miss. He tells us the premiere of "Natchez on the Hill," a travel short, was held recently at their A house in Natchez and that the town turned out in the characters of that period of the Old South and they did a sellout business on it. It was a pleasure to see you again, Johnny.

The Lyric at Huntsville, Ala., a Sudekum affiliate, recently had its front remodeled and some improvements made in the interior. F. H. Thomas is the manager.

Called around to see our old friend, Paul Engler, who operates the Famous and the Frolic, both Negro houses, in Birmingham, Ala., and he informed us that he was having new sound, a new screen and new machines installed at the Frolic. Jimmie Cost, RCA engineer, was making the installation.

The Sudekum organization, which has two theatres at Athens, Ala., recently acquired the Bama from "Buck" Buckanan, independent exhibitor, and closed the house for the time being.

Fred McLendon, who operates a string of theatres in Alabama and northeast Georgia, is remodeling his house at Brundidge, Ala.

The Bryce Hospital, a state institution located at Tuscaloosa, Ala., recently installed new projection equipment and a new screen.

Lewis Worthington, who has operated the Brighton at Brighton, Ala., for many years, now is operating Alabama's only Drive-In theatre, located on the super highway between Birmingham and Bessemer. This setup has accommodations for 115 cars and operates on a 10-cent child and 25-cent adult price basis. He reports a steady conservative growth in patronage and is planning the installation of additional theatres, which he calls Auto Movies. His present house is called Auto Movies No. 1. Jack Bruce is the manager.

J. E. Williams, who is the exhibitor at Linden, Ala., is constructing a new theatre to replace his present building.

Colonel Thomas Orr, operating several theatres in northeast Alabama, is constructing a new theatre to replace the present one at Boaz. It will be of modernistic design with new sign and Neon trimmed marquee supplied by Neon Lights, Inc., who make the Nelad sign at Birmingham, Ala.

Buddy Bowers, operating the Warrior at Warrior, Ala., reports business good regardless of the unseasonal cold weather his section has experienced.

It is said that Milton Starr is having a store building remodeled at Penascola, Fla., to house a new Negro theatre to open in the near future.

Max Conant, who has four theatres in Mississippi with headquarters at Newton, recently acquired the Rex at Decatur. Tracy Barnett, who sold that house, has purchased the Rex as Dekalb from Harvey Hurt of Waynesboro.

Had a pleasant short visit with Sam Jacobs who manages Neon Lights, Inc., which manufactures signs and trim at Birmingham, and which supplies much of the territory with product. He recently made several installations in the nearby territory and calls the product Nelad.

Bill Griffith, well-known exhibitor at Cullman, Ala., operating the Lyric and the Cullman, tells us that he has been appointed publicity chief for the sponsors of their annual strawberry festival and that he is really going to put it on the map. He says it will be the biggest strawberry festival in the United States, and we don't believe he is bragging, either.

Bob Word, who has theatres in northeast Alabama, is building a new house at Arab to replace the present one. Bob makes his headquarters at Scottsboro.

Lester Neely, head of Neely Theatres, Inc., with headquarters at Marion, Ala., has purchased a farm near his home town and is preparing to raise purebred hogs as a hobby (not overlooking any profits) and is spending all of his spare time getting the type stock he wants and whipping the place into shape. Will appreciate a good ham, or even a backbone, Lester.

Met a couple of hard-working peddlers last week in the persons of Luke Conner, exchange manager at New Orleans for Warner, and with him was Warner salesman, Jerry Jernigan. Was Luke showing Jerry how to sell 'em or was Jerry showing Luke why he didn't do it? We wonder,

(Continued on page 68)

A Simplex Triumph!

TRADE MARK REG'D.

The sound directors of

TEN MAJOR FILM PRODUCERS

and

The Research Council of the Academy of Motion Picture Arts and Sciences

Unanimously selected SIMPLEX FOUR STAR SOUND to judge the best sound recording for last year for THE ACADEMY AWARD and SIMPLEX E-7 PROJECTORS for perfect projection ! !

★ ★ ★ ★

Don't Guess... Be Sure!

Your **National Theatre Supply Co.** *Store in*

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City are SIMPLEX Distributors

ATLANTA

W P. GAMMON, Ocilla, Ocilla, Ga., braved the snowstorm and was in town booking Tuesday. However, when he went to get his car he had to hire a boy to shovel the snow from around it so he could return home.

Fred Jack, Warner's district manager from Dallas, Tex., in town for a few days.

Friends of Homer R. Hisey, formerly booker for Vitagraph in Atlanta, will be glad to know that he has been made branch manager of the Memphis office.

Filmrow Visitors: Fred McLendon, Union Springs, Ala.; W. B. Collins, Toccoa, Ga.; A. L. Sheppard, Grand, Waynesboro, Ga.; Jack Crawford, Childersburg, Ala., and Ed Hunter, Colquitt, Colquitt, Ga.

John Mangham, Monogram Southern Exchange, is on a trip to Chattanooga, Nashville, Charlotte and New York.

"Abe Lincoln in Illinois" was to be screened at the Fox Theatre, Sunday, January 28, to a capacity audience.

We sincerely hope Warren Newman sr., Pastime, Sandersville, Ga., is on the road to recovery after a recent case of influenza. Warren jr., in town booking and advised us of his father's misfortune.

J. D. Chaffin, Hollywood, Cal., has been in town arranging personal appearance tours for Ray Corrigan and Max Terhune, Republic western stars.

Promotions Are Made in Warner Memphis Staff

MEMPHIS—A shift in the personnel of the local Warner office came with the assumption of the manager's post by Homer Hisey, erstwhile salesman out of San Francisco, and the transfer of Ollie Williamson to Kansas City as branch manager.

John Tomlinson succeeds Ed Doherty as office manager, the latter having taken a similar post with RKO; with Earl Hartzeg the new A booker and Ward Carpenter the B booker. Sam Obenderfer was transferred from the home office to fill the vacancy as a result of these promotions.

The Warnerites, on Monday, January 22, combined both a welcome to Hisey, and a farewell to Williamson, with a dinner dance at the Hotel Claridge.

Finishes "Heaven" Script

HOLLYWOOD—Casey Robinson has completed the script of "All This and Heaven, Too" for Warner. Film will star Bette Davis and Charles Boyer.



FOUL ODORS
Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

"Wind" Is Breaking Miami Records

Miami—All existing run records are being shattered in Miami and Miami Beach, W. R. Lynch, general manager of Paramount Enterprises, Inc., informs, as "Gone With the Wind" moves over from the Sheridan, after a week's run there, to the Colony (both on Miami Beach) and from the Olympia to the Paramount's Rex. More than 65,000 persons will have seen the epic in its first week's showing at these two houses.

Ball Precedes Memphis Showing of "GWTW"

MEMPHIS—A "Gone With the Wind" ball, held at the Hotel Peabody, Thursday, January 25, preceded the opening of the picture on Friday at Loew's State, at which time Memphis selected its own Scarlett O'Hara.

Friday the *Commercial Appeal*, in conjunction with Loew's, was host at a special luncheon at the Peabody in honor of the Memphis ladies who were in the city during the Civil War era. After the luncheon they attended the first afternoon's showing of the picture as the guests of Vivien Leigh.

The Strand in New Orleans Is Operating Profitably

NEW ORLEANS—When the Strand, a former Saenger de luxe house, was reopened after a spell of idleness at a 10-cent top with two features, a newsreel and a couple of shorts, many in the trade locally shook their heads and predicted failure for the policy within a month. But the house is still going and doing better than average business.

Nine-Inch Snow Closes Atlanta Exchanges Early

ATLANTA—Due to a nine-inch snow on Tuesday and very bad weather, exhibitors did not come to town. Most of the exchanges closed at noon and Walton Street looked very much like a carnival. People were throwing snowballs, dodging and ducking and enjoying it very much.

Fear Flu Epidemic

MEMPHIS—Grady Cook of the Joy at Pontetec, Miss., and J. J. Sharum of Walnut Ridge, Ark., report a flu epidemic in their respective towns may compel them to shut their theatres temporarily.

Hogan to "January Heights"

HOLLYWOOD—Michael Hogan is adapting "January Heights" for Warner.

FOR RENT

All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable.

VISUGRAPHIC FILM CORP.
P. O. Box 385 Atlanta, Ga.

MIAMI

CELEBRITY chasers and autograph hounds are in for possible attacks of crosseyes and bunions this week as the "name" contingent hereabouts is augmented by the arrivals of Dixie Dunbar, Abe Lyman, Gloria Swanson, Tony Martin, Sheila Barret, Ted Shawn and Buddy and Vilma Ebsen, et al. Alice Faye is expected down later to join Tony and to make a personal appearance at the world premiere of "Little Old New York," booked for a January 31 celebration at the Lincoln. Word from Hollywood is Brenda Joyce may also be sent south for this premiere.

RCA's Jack Demestry has also been around and about, checking with business conferes.

The reserved seat business is definitely at a new high in this area as the week of selling reserved seats to the Miami Beach and Miami audiences for the week's performances of "Gone With the Wind" at the Sheridan and the Olympia, is being followed by a similar sale for the holdover engagement at the Colony on the beach and at the Rex in town. The reserved sign stays up at the Sheridan as a roadshow run of "Abe Lincoln in Illinois" opened there for a week on Thursday.

While unseasonably cold and rainy weather has made visiting tourists "unhappy," keeping them off the beaches this past week, its lengthened the lines in front of all the local boxoffices.

New Sound Service Deals By a Charlotte Firm

CHARLOTTE—Deals for servicing of sound equipment have been closed by the Sound Engineering Service Co. here with the following theatres:

Paris, Greenville; Capitol and Echo, Laurens; Williamston, Williamston; Towne, Edgefield, in South Carolina, and the Gem, Belmont; Paramount, Farmville; Picquant, Angier; Dunn and Hartnett, Dunn, in North Carolina.

E. M. Loew Expected on Annual Visit to Miami

MIAMI—E. M. Loew is expected in Miami for his annual visit of inspection of the Miami Drive-In, which his brother, Ira Loew, manages. The Miami unit is the largest of the 72 houses in which the New England exhibitor is interested, occupying 20 acres of land.

The local house is one of his holdings involved in the suit he is bringing against major distributing companies, alleging violation of the Sherman law and the Clayton act.

Cronin Story to Warner

HOLLYWOOD—"Juniper Laughs," by A. J. Cronin, author of "The Citadel," has been purchased by Warner.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

AUSTIN

DeMILLE'S "Sign of the Cross," a reissue at the Texas for one day, required the turning away of so many customers all day and evening long that Gerald Raines, manager, promised the rebooking of the film at the earliest possible time. "My Man Godfrey" did all right at the Queen, too.

Francis Robinson, advance man for the Katharine Cornell show, which moves into the Paramount for one night February 5, spent the day in Austin. While here, Dick Waite showed him around the city.

Bill Hellums, skipper of the Capitol, is mighty happy about selling out his Saturday morning kid show so solidly, that the turnaways filled the Queen. First installment of "Dick Tracy's G-Men" was the draw.

CORPUS CHRISTI

ARTIE SHAW passed through here by plane en route to Hollywood. Interviewed by local newspaper reporters, he said he wasn't interested in acting, but that he was going to see about a contract to score a couple of musical pictures.

Gene Lacy, formerly from Dallas and now general manager of the Texas Drive-In just outside the city limits, reports that business is building steadily. "The novelty has worn off," he reported, "and people are now attending regularly." The outdoor house is showing subsequent-run films, two turnovers an evening at a 25-cent-per-person top. When asked by the BOXOFFICE *representative what the theatre planned to do about the late darkness of the summer days, Lacy said that a policy of dancing and vaudeville acts will be worked out. Sandwiches and drinks are available at all performances.*

The Ritz is installing a new cooling system, Hilliard Hightower, publicity man for the Corpus Christi Theatres, Inc., has announced . . . J. E. Reynolds, formerly of Bay City, Tex., has been named manager of the Texas, Bishop, Tex., succeeding Tom Crow, transferred.

Dennis Moore, whose mother, Mrs. Bess Barnes, lives here, received advance press notices, preceding the showing of "Mutiny in the Big House" at the Palace, in which picture Moore plays a feature role . . . Harold and Tippy Farr of Refugio, Tex., were in town recently to run up a little footage on their new 16mm camera.

Fire in Clarendon

CLARENDON, ARK.—A fire over the weekend destroyed the Paramount here, with loss to building, furnishings and equipment estimated at $17,000. J. W. Crabtree was the operator.

New Service Handbook

ENID, OKLA.—A new handbook dealing with the servicing of sound and television has been published by Wesley Trout, consulting engineer.

Short on Texas State Fair Free to Exhibitors

DALLAS—A short, filmed in color and sound, showing the last State Fair of Texas in all its splendor, will be available for theatres, schools and conventions, according to an announcement by Roy Rupard, fair secretary.

The film is titled "Fairest of the Fairs" and runs 20 minutes. Interstate Circuit will book the 35mm short in theatres of the southwest, the report said, and it will be gratis to theatres that want it.

The film shows champion live stock, 4-H Club activities. The last four minutes feature the Mexican Police Tipica Orchestra with star and ensemble numbers.

Sonneman Will Rebuild Fayetteville Theatre

FAYETTEVILLE, ARK.—W. F. Sonneman will build a new theatre here to replace the Royal, destroyed in a recent fire. The new house, work on which will get underway immediately, will be near the university campus.

Sonneman operates two other houses in Fayetteville.

King Moves Office

DALLAS—W. B. King has moved the office of King Scenic Co. from Jackson Street, on the Row, to 311 S. Windomere. He has spent considerable time out in the territory since first of the year and has also appeared frequently on the Row as usual contacting exhibitors.

Mattingly Sells for Monogram

MEMPHIS—Bill Mattingly succeeds Joe Jones as Monogram salesman here. The appointment was made by Branch Manager Bill Osborne.

DALLAS

W. G. UNDERWOOD of Republic, with his family, has been enjoying the winter sunshine down Miami way. For the past several years he has eliminated one of our cold months by a journey to Florida's west coast.

Ed Rowley jr., who has had various assignments with the R&R circuit, principally in the Dallas and Memphis booking offices, and at the Little Rock theatres, is now taking major courses at the University of Texas. He has been in Dallas a few days for a visit home and to Film-row.

P. K. Johnston, head of Interstate's booking department, has been away from his duties at the general office taking a needed rest, but is expected back on the job within the next few days.

A Dallas equipment man says Glenn Thompson, who has a neat little circuit in the Sooner State, has purchased the two theatres in Walters, Okla.

Wesley Trout, equipment man at Enid, Okla., was in for a day's visit. He says he has just gotten out a new handbook on projection and sound.

G. Farris Squibb, co-owner and operator of the new Cona in Nocona, was here for a quick visit Wednesday. He dropped by to order a change in address for his copy of BOXOFFICE.

Jack K. Adams, head of the Adams Film Exchange, was rushed to Medical Arts Hospital Tuesday for observation and treatment. Although his condition was not thought to be serious, L. F. (Chick) Turner, the Adams office manager, said it may be a day or two before doctors determine cause for the disturbance.

Paul Short, district manager of Na-

(Continued on next page)

FOR PARTS - - - - - - - - ACCESSORIES

AND COMPLETE EQUIPMENT

CARBONS
TICKETS
BELTS
TUBES
POWERS MACHINE PARTS
SIMPLEX MACHINE PARTS
RECTIFIERS
RECTIFIER TUBES

SEE US

PHOTO CELLS
THUMB TACKS
PROJECTION LAMPS
AMPLIFIERS
SPEAKERS
SOUND HEADS
LIGHT FIXTURES
EXCITER LAMPS

All Other Accessories

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 SOUTH HARWOOD DALLAS, TEXAS

DALLAS

(Continued from preceding page)

tional Screen Service, was in Oklahoma City this week speeding opening of the company branch there.

The Varsity, one of the Interstate neighborhood houses, went first run again this week, showing "The Ware Case," an English production. Every now and then the Varsity, adjacent to the Southern Methodist University campus, has been first to show unusual or class pictures in the Dallas area.

The Arcadia, one of Dallas' de luxe neighborhood theatres, and independently operated under direction of R. H. Clemmons, has announced a ten-act vaudeville show for three days, starting January 30, *with the probability that such attractions together with a feature, will be offered twice a month.*

Eph Charninsky, director of neighborhood houses in San Antonio for Interstate, was busy on Filmrow during the week.

This BOXOFFICE *representative thanks here the board of directors of the Dallas Variety Club for an honorary membership during the year* 1940.

Tommy White, who drove in Wednesday from Burnet, said there has been nothing between his town and Amarillo the past few days. He started in immediately to catch up on bookings for his towns.

Joe Vaughn, who recently opened the Star at Hillsboro, said his town experienced zero weather, but that strangely enough, he had no undue complaint with business over the bad period.

Friday night Bingo at the Variety Club has become such a successful family affair hosts and hostesses have been booked up through April. They are Messrs. and Mesdames George Schepps, January 26; George O'Rourke, February 2; Louis Charninsky, February 9; Walter Henschel, February 16; Raymond Willie, February 23; Lloyd Rust, March 1; Paul Short, March 8; J. O. Cherry, March 15; Elmer Zrenner, March 22; Burt King, March 29; Ray Beall, April 5; Jack Chalman, April 12, and R. I. Payne, April 26.

H. F. Jones, the R&R manager at Palestine, and his assistant, Alex Blue, were up to confer at the circuit's booking office.

New "Hopalong" Story

HOLLYWOOD — "Guardian Devil," by Johnstone McCulley, has been purchased by Harry Sherman to be made into a "Hopalong Cassidy" western.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.



Chat on Set—

M. H. Jacobs of the United Theatres, New Orleans, chats with John Garfield on the "Saturday's Children" set at the Warner plant.

Chain Foe in Run-off

NEW ORLEANS—Rep. Paul Fink of Monroe, who introduced the bill to tax chain theatres in the state legislature two years ago, is a candidate in the Louisiana runoff elections. He is trying for a place in the legislature on the Jones-Noe ticket.

Plan "Tillie" Series

HOLLYWOOD—Film rights to "Tillie the Toiler," comic strip by Russ Westover, have been purchased by Columbia, to serve as the basis of a new film series.

ARKANSAS

HENRY SANDERS, manager of the Roxy and New theatres, Little Rock, who underwent an operation at St. Vincent's Infirmary, is reported improving . . . Cecil Cupp, theatre owner of Arkadelphia, was recently elected president of the chamber of commerce there.

W. F. Sonneman, owner of three theatres in Fayetteville, announces a new Royal will replace the one destroyed by fire recently. New house will be on Dickson St., near the university campus.

John H. Forrester, owner of the Pines at Waldron, announces sale of the house to K. Lee Williams Theatres, Inc.

Build Profits—Patronage with
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

OKLA. CITY

HERE'S how the bowlers in the Amusement League fared last week: 20th Century-Fox took two from the Griffith boys, Warner Bros. took two from National Theatre Supply, RKO did the same with the Clark Poster team, and Paramount Pictures made a clean sweep of all three in their match with Standard Theatres boys. Holcomb of Clark's was the only one of the bowlers to hit the 200 mark with a 204 in his second game.

Mrs. T. B. Noble jr. and her son, Tommy, have left for Colorado Springs, to establish their new home. Before they left, the boys at the State completed work on Tommy's new gasoline driven automobile which is the envy of all and sundry here in Oklahoma City . . . Business note—Colorcraft Press, theatrical poster printers, has installed a new press to handle the trade work.

They're getting set for a big week on "Gone With the Wind" in Tulsa, too; it opens there February 9 . . . Special report —State Manager Bob Pfotenhauer still has no wastebasket.

Dixie Doin's

(Continued from page 65)

but it was a pleasure to see them both.

Seen in the course of last week's travels were Van Downing of the Pix at Jackson, Miss.; Frank Glick of the Palace at Forest, Miss.; Jimmie Cost, RCA engineer with headquarters at Birmingham; and W. C. Mathews of the Frolic at Bessemer, Ala.

Had coffee with Vivian Harwell, managing the Queen Feature Service at Birmingham. She has the distinction of being the only woman managing such a business in the south and has been doing so for about 20 years. Her right hand man in the business is J. B. Colley, who travels the territory and aids in its management, having been with the company for many years. They recently added the Nelad line of Neon signs to their line. Our best wishes to them both, and the visit was a pleasure.

Our friends seem surprised that we weren't in Florida, but had to sidetrack the visit for a couple of weeks. Hope to be down there away from this snow and cold within a couple of weeks, we hope, we hope, we hope!

Sells to Circuit

WALDRON, ARK.—The K. Lee Williams Enterprises have acquired the Pines Theatre from John H. Forrester here.

Renovates Belmont Iris

BELMONT, S. C.—E. E. Wade has renovated his Iris, installed new seats, screen and modernized his sound system. The work was done by Sound Engineering Service Co. of Charlotte.

BUFFALO COOLING EQUIPMENT
315 S. HARWOOD BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

Allen Reorganizes GN Exchange Interests

TORONTO—Harry J. Allen, vice-president and general manager of Grand National Films, Ltd., has reorganized his film exchange interests in Canada under his own name for the Canadian distribution of Fine Arts, George Hirliman pictures and State Rights product, with the head office here. The development follows the liquidation of Grand National in the United States, although the Canadian company was a separate enterprise.

Handbill Licensing Plan Gets Toronto Labor Rap

TORONTO—Led by William P. Covert, business agent of the Toronto Moving Picture Operators Union, the Toronto district labor council adopted a strong resolution of protest against a proposal by Controller F. J. Hamilton of the civic board of control to provide a system of licensing for all heralds and dodgers distributed in Toronto on the ground that this would be the first step in a form of censorship.

Labor officials declared that the licensing of handbill distribution would restrict an important form of publicity and would injure the printing business. It was pointed out by Covert that a similar by-law in effect in Montreal made it impossible for handbills to be distributed without the approval of the chief of police and the Toronto proposal should be fought by organized labor with all the power at its disposal.

The City of Ottawa also licenses handbill distributors and theatre managers in that city have been called to task because of the unintentional hiring of unlicensed delivery men and boys.

Labor Delegation Protests Against Amusement Tax

TORONTO—President Tom Moore of the Dominion Trades and Labor Congress and many other officials of organized labor in Canada waited upon members of the Ontario cabinet at the Parliament buildings here to present the views of wage-earners on current issues receiving the consideration of the Provincial government. The large delegation made a vigorous protest against the proposed amusement tax in Ontario on the ground that it would "place a financial burden on the masses at a time when the morale of the people was of great importance."

Lloydminster Empress Fire Damages Stage

LLOYDMINSTER, SASK.-ALTA.—Fire that started in the storage quarters under the stage last Saturday did considerable damage to the Empress.

Members of the staff in the theatre at the time assisted by the fire department of this provincial border town, confined the flames to the stage area. Smoke damage caused the principal loss.

Toronto Managers Adopt Quiz Stunts as Patron Draws

TORONTO—Various forms of quiz stunts have suddenly become the popular rage among chain and independent theatre managers for patronage stimulation, with Foto-Nite features apparently becoming less exciting.

At the Avalon, Ottawa, Manager Vern Hudson has installed a stage microphone and also a portable microphone for a question and answer program, the traveling "mike" being taken into the audience for replies. The Francais in Ottawa is staging Questionnaire Nights with Manager Harry O'Regan giving two cash prizes of $45 and $12. Manager McClelland of the Capitol in Toronto is sponsoring a "True-False Game" for prizes while Manager M. Margolies of the College, Toronto, has introduced "Songo," a music title guessing stunt in which a pianist plays unnamed selections, the award being $25. The Palace in London, Ont., conducts a "Treasure Quiz" one night each week. The Tivoli, Hamilton, managed by C. T. Spenver, has its Prof. Quiz feature and Manager Leon Bishop of the Tivoli in Toronto has been making the trip to Hamilton each week to act as master of ceremonies.

These are spot examples around Ontario of the latest trend in contest stunts. Incidentally, at Ottawa a Foto-Nite prize has reached the peak of $400 with no takers and a second cash prize has been added.

Amusement Tax Is Reported Shelved

Toronto—From a reliable source it is learned that the Canadian federal government is not proceeding with the proposal for a Dominion-wide amusement tax to raise additional revenue for war purposes, although this levy had been considered as a measure for the consideration of the parliamentary session which opened January 25. This would have conflicted with the amusement tax which has been imposed by provincial governments over a period of years.

Trade Yields $206,008 In Fees to Ontario

TORONTO—The official report of the public accounts of the Province of Ontario, tabled in the legislature at Toronto by Hon. M. F. Hepburn as provincial treasurer, shows that the revenue secured by the government for the past fiscal year for film censorship, theatre licenses and inspection totaled $206,008. Censorship fees during the 12 months totaled $110,370 while theatre license fees at $95,136 made up practically the whole balance of reported revenue for this branch of the government. Incidentally, this was the largest total of revenue from these sources in any year.

The statement of expenditures reveals a total of $33,267 of which $26,113 was for salaries of censors, inspectors, projectionists and clerks. Traveling expenses for officials of the branch were $3,687 while the maintenance cost totaled $3,466, the latter covering projection equipment and supplies, printing and other minor items. The principal salaries included $2,800 for Chairman O. J. Silverthorne of the Board of Moving Picture Censors and $2,150 each for the two projectionists, M. Elliott and J. Norris. The year was marked by the resignation of H. T. Dobson as chief inspector of theatres and the promotion of W. D. McPhee in succession to Dobson. The salary list contained 19 employes.

Visit Film Draws

REGINA, SASK.—The official pictures of the visit to Canada and the United States last summer of King George VI and Queen Elizabeth went over with a real bang in Regina and, according to Manager C. Bahrynowski of the Metropolitan, will be brought back for another showing of two days at least. The Red Cross got a percentage of receipts.

To Narrate Travel Film

HOLLYWOOD—Don Clark will script and narrate "I Married Adventure," travel picture which Osa Johnson is producing for Columbia.

McKnight Offers Books in London Free Press Tieup

TORONTO—Manager Tom McKnight of the Patricia, London, Ont., has turned to the book business for a publicity stunt in the adoption of a weekly "Book Night" at the theatre. A 15-volume encyclopedia is being offered on the instalment plan to patrons who clip a coupon from the London *Free Press* and 49c extra for each book of the set. This is the first time in Canada that the book premium has been offered.

F-P Canadian Corp. Is War Loan Subscriber

TORONTO—Canada's first war loan went way over the top in 48 hours with a total of $321,000,000 in bond applications received for a $200,000,000 issue. Among the heavy purchasers was Famous Players Canadian Corp. and its subsidiary companies but the amount bought by the big circuit was not disclosed.

Empire-Universal Films, Ltd., adopted a financing plan whereby employes in any of its six branch offices across Canada were given the opportunity of buying individual bonds on the instalment system with deductions to be made from weekly salaries.

Vehicle for George O'Brien

HOLLYWOOD—"The Thundering Frontier," by Norton S. Parker, has been purchased by RKO as a vehicle for George O'Brien.

Decline in Dominion Theatre Construction During 1939

TORONTO—Statistics for building contracts during the calendar year of 1939 in Canada bring out the information that the number of theatre construction undertakings was 82 which was a reduction of 24 per cent from the total of 103 new theatres in 1938, although the total number of all building contracts for the Dominion increased from 27,317 in 1938 to 29,835 in 1939.

The total value of the 82 new theatres in 1939 was $1,418,500, while that for the 103 new houses in the previous year was $1,867,100. While the decrease in the number of new theatres was 24 per cent, the drop in total valuation was 26 per cent.

The succeeding European crises and the eventual declaration of war at the beginning of September undoubtedly played a disturbing effect upon theatre building plans in Canada, particularly during the last three months of the year.

TORONTO

WITH "Gone With the Wind" expected to run for some weeks for its Canadian premiere on a reserved seat plan at Loew's, which got under way January 26, the M-G-M feature, "Balalaika," has been booked into the Uptown, ace house of the Famous Players' chain, while "Dancing Co-Ed" has also played Shea's. For some years all M-G-M product has played Toronto first-runs at Loew's but the policy has been disrupted temporarily.

The first two tourists from Ontario to Florida have returned—to run into the coldest spell of the winter. They were Gurston Allen of Premier Theatres circuit and Alf Schwartz of the Strand, Geraldton. The latter place is up in the north country where the average year sees nine months winter and three months poor sleighing.

Gordon Lightstone, new general sales manager for Regal Films, Ltd., Toronto, is off on his first business trip to the Pacific coast during which he is calling on western branches. Lightstone was formerly Ontario branch manager of the company.

Two Famous Players managers in western Ontario have changed places. E. J. Landsborough, long a landmark at the Capitol, Galt, has been placed in charge of the Royal at Woodstock and E. Scandrett of the latter theatre has gone to Galt.

Manager Leon Bishop of the Tivoli in downtown Toronto has introduced vaudeville at this house for every Wednesday night. This is the first time in 12 years that the Tivoli has had flesh entertainment. Bishop recently came from Hamilton to manage the house . . . W. A. Perry, general manager of Empire-Universal Films, Ltd., Toronto, has been confined to his home with a bronchial ailment.

Columbia Pictures of Canada, Ltd., conducted a pre-release screening of "His Girl Friday" at the Village Theatre, Forest Hill Village, before an invited audience. Another special screening was that for the British propaganda film, "The Warning," which was arranged by B. W. Silver of Colonial Pictures, Ltd., Toronto. "The Warning" has a short Canadian sequence in which a message is delivered to the Canadian people by Hon. Norman Rogers, minister of national defense.

N. L. Nathanson, president of Famous Players Canadian Corp., was mentioned as a prominent Canadian visitor at the Hialeah race track in Florida in a news report to the Toronto press.

Two exhibitors of the picturesque Muskoka district made a quick trip to the film exchanges in Toronto prior to the winter ski carnival which drew many hundreds of ski enthusiasts despite the severe weather. The theatremen were A. M. Giaschi of Bracebridge and his brother, Frank Giaschi of Huntsville.

As president of the Mount Pleasant Business Men's Ass'n, Al Sedgewick, manager of the Bellsize, has had exchanges of communications with civic authorities, including Mayor R. C. Day, over a desired street-widening project. Sedgewick also is taking a prominent part in the association's weekly bowling competitions.

Manager Bob Eves of the Eglinton, ace suburban house, apparently is on the way to another long-run record with the British picture, "A Girl Must Live," which has just completed its fourth successive week. Last year "The Lady Vanishes" hung up a mark of seven weeks at the Eglinton for its Canadian premiere.

Salesmen of United Artists Corp., Ltd., in six Canadian film centers are engaged in a round-up in a special drive to close February 17 in honor of Haskell Masters, general manager. Incidentally, Bob Myers of the Toronto UA office, is spurred to additional enthusiasm over the arrival of a brand new baby.

A visiting exhibitor from Ottawa was M. Berlin, manager of the Somerset, while Abe Rappaport, proprietor of the Hollywood, Campbellford, successfully battled the snowdrifts to make the rounds in Toronto. Jack Allen was over from Thorold where he has the Tivoli; Les Vicary traveled the 100 miles of snow from Orillia to fill dates for the Opera House and the Princess. Ross T. Stewart of the Lyric, Hamilton, boosted the climate of his city which is the gateway to the peach-growing belt.

Another Filmrow has developed in Toronto—during the hockey season. Every Saturday night practically all of the general managers of Canadian film companies are to be found in the lower tiers of Section 53 of Maple Leaf Gardens to cheer on the Toronto Leafs in their National Hockey League battles. If the Leafs are staging a nice win, it might be an opportune time for exhibitors to suggest new contracts.

Harry Paynter, eastern division manager at Montreal for Empire-Universal Films, Ltd., is expected to return to Toronto shortly in staff changes following the resignation of A. J. Laurie, assistant general sales manager, who is now in Florida. Paynter formerly was Ontario branch manager for Warner Bros. M. Eisman is slated to become manager of the Montreal branch of Empire-Universal.

Manager H. N. Solomon of the Esquire, Brantford, had the 179 pupils of the Ontario School for the Blind as his guests for a performance of "They Shall Have Music."

The Capitol, Ottawa, was filled to overflowing for a stage concert by Alexander Templeton, blind pianist, which was personally attended by Lady Tweedsmuir, wife of the Governor-General of Canada. Approximately 3,000 tickets were sold. The film policy of the Ottawa Capitol was also suspended Monday evening, January 22, for a stage performance of "Tobias and the Angel" by the British troupe headed by Maurice Colborne and Barry Jones.

The Canadian Progress Club of Toronto rented the Capitol in North Toronto for a whole evening in aid of war charities, the club putting on two screen shows headed by the feature, "What a Life." Details were arranged by Manager McClelland.

Toronto Board of Trade Film Officers Elected

TORONTO—Officers of the film section of the Toronto board of trade for 1940 have been elected as follows: Chairman, N. A. Taylor, vice-president of the Independent Theatres Association of Ontario; vice-chairman, Louis Rosenfeld, general manager Columbia Pictures of Canada, Ltd.; secretary, F. D. Tolchard; executive, Harry Alexander, president of the Independent Theatres Association of Ontario; Ben. Geldsaler, Famous Players Canadian Corp., and J. P. O'Loghlin, general manager, 20th Century-Fox Corp., Ltd., Toronto. Mr. Alexander has long been the proprietor of the Lansdowne Theatre here.

Oshawa Civic Group Asks Juvenile Film Curfew

MONTREAL—A motion picture "curfew" is proposed at Oshawa where the Home and School Ass'n has asked theatre managers to exclude children from late showings. Whereas children are not admitted to theatres in Quebec province except on special occasions, children at Moose Jaw were admitted to the Capitol there on payment of a few potatoes which were sent to the Children's Shelter, and at Claresholm, Alberta, they were invited to a free show at the Rex, sponsored by the Oddfellows and Rebeccas.

Gets "Women in War"

HOLLYWOOD — Eve Green is scripting "Women in War" for Republic.

VANCOUVER

FLUTTERING flags, patriotic songs and rustling skirts marked the first screening of "The Royal Visit" at the Strand. It was under the patronage of the IODE and the Red Cross. Presentation of banners to the 26 chapters of the IODE featured the opening, with white clad women marching down the aisle to the stage on which were the heads of the two organizations interested. Both Norman Duncan, the theatre manager, and Larry Bearg, Famous Players district manager, are very enthusiastic over the public interest in this film, and the crowded houses for matinees as well as in the evenings.

Charlie Ramage of M-G-M again has donned muffler and ear-muffs and headed north for a round of his customers.

Jimmy Brown, formerly shipper for UA, now occupies Harry Page's seat in the front office and looks after bookings for the company.

Ralph Calladine of the Plaza and Columbia, Victoria, has been busily arranging bookings, and other detail, in preparation for a holiday in California.

An American exhibitor, just across the British Columbia line, has bid for Canadian patronage by announcing that all Canadian currency taken in his boxoffice will be invested in Dominion war bonds.

George McEwan, the Music Box, and Harry Howard of Theatre Equipment & Supply Co., were in a close huddle last weekend, prior to competing in a golf tournament. This mutual hobby links them.

The appointment of L. W. Brockington as special adviser to the Dominion film commissioner, receives hearty approval in the west as Brockington is a westerner well known and respected on the prairies and at the coast.

Ben Plottel, Empire-Universal Films, was away on a short trip among the out-of-town exhibitors.

Ray Castle of the Oak Bay, Victoria, and G. G. Baiss of the Capitol, Duncan, were in the city for short visits.

Await Council Approval on Walker Lease-Option

WINNIPEG—Application for a lease-option on the Walker made by J. B. Barron of Calgary and associates has been approved by the civic finance committee. It remains for the city council to approve the application.

Under terms of the agreement, Barron will lease the theatre for three years on a monthly rental of $600 the first year, $700 the second year and $900 the third year. He will immediately spend $20,000 on improvements and if the option to purchase is not taken up the improvements belong to the city. The purchase sum involved is $50,000.

The property is assessed at $20,000 for land and $106,050 for the building. Taxes amount to $3,657 per year and the city acquired the property from the owner for taxes. The committee was told that back taxes on it now amounted to $70,000.

Cooper's Appointment Pleases Film Trade

TORONTO—The appointment of Hon W. D. Euler, Canadian minister of trade and commerce, of Col. John A. Cooper, president of the Motion Picture Distributors of Canada, as national film commissioner for the new national film board in succession to John Grierson of London, England, who is proceeding to Australia after several months in the Dominion, has been received with acclaim by film distributors and theatre heads in Canada because of the feeling that Colonel Cooper is appropriately qualified for the post. Leonard W. Brockington, former chairman of the Canadian Broadcasting Corp., has also been made special adviser to the National Film Board. These officials are expected to bring about close cooperation between the screen, radio and the press, Colonel Cooper having also had long experience as a journalist and publisher.

Colonel Cooper was a distinguished soldier in the First Great War after which he represented Canada in a trade mission to the United States, spending several years in New York City. He is now actively identified with the Canadian Red Cross Society in addition to his duties as head of the film distributors association in Canada and he takes with him a wide and intimate knowledge of Canadian conditions to the post of Film Commissioner.

Sees Documentary as Canada's Means of Film Expression

OTTAWA—In his farewell speech before departing from his position as national film commissioner of Canada, to which he had been appointed last October, on his journey to Australia to promote a governmental film undertaking, John Grierson drew a comparison between types of films by describing Hollywood productions as an escape from the realities of life and documentary pictures as depicting the natural structure of society. Referring to the war effort, Grierson told of plans for the producing of human interest films dealing with the Canadian Active Service Force and said: "The film will become more and more important in giving color and effect to the Canadian sense of citizenship."

Regarding Hollywood, Grierson declared that production must be governed by the common factors of general appeal and described Hollywood movies as "mental cosmetics" with no more blame to be attached to the producers than any other cosmetic agency. Hollywood had exerted influence in all parts of the world by teaching women to dress well, walk correctly, gain lustre through more attention to their appearance and cultivate vitality. The men were imitating the heroes of the screen.

Because of its relatively small population, Canada must remain a colony of Hollywood with respect to amusement pictures but Canada's pent-up originality of film feeling would be released as an instrument of focusing the national imagination with the documentary film serving as an instrument in expressing Canada to the world.

Grierson's address, which was given at the Little Theatre, Ottawa, under the auspices of the Women's Canadian Club, was heard by Her Excellency, Lady Tweedsmuir, wife of the Governor-General of Canada, and a party from Government House.

MONTREAL

SUB-ZERO weather restricted the number of visitors to Filmrow. Exhibitors were unable to use their cars over the snow-covered roads, and those who arrived came by train. They included one from a very cold spot in northern Quebec—Alfred Roy of the Royal, Amos. Miss F. Paree, of the Alhambra, Ste. Agathe, was also around, as were Georges Champagne of the Roxy and Auditorium, Shawinigan Falls, and G. Martineau of Valleyfield.

Bowling is the chief distraction of Filmrow. The League is still headed by Paramount, one game separating it from Regal. Columbia is in third place with no serious competitor for that rank. Columbia won three games in one night, Monday. Sol Levitt, of Paramount, established a local record, bowling 512 *for high three and* 200 *for high single.*

Renovation of offices on Filmrow has been proceeding apace since it was decided that the distributors would not move downtown as had been planned. RKO has remodeled and enlarged its offices under the supervision of M. Plottel, Province of Quebec manager, and W. Elman, provincial manager of Columbia, has also had his office remodeled and the general office painted.

Harold Giles, of the Astor, St. Lambert, and the Yamaska, Ste. Hyacinthe, has been laid up with a severe cold . . . Miss Edith Paynter, daughter of the Empire-Universal manager, underwent an operation for appendicitis in Royal Victoria Hospital, and now is at home.

W. Cohen, Canadian district manager of Warner-Vitagraph in Toronto, was a recent visitor to Filmrow. Another visitor from Toronto was Leo Devaney, Canadian general manager of Empire-Universal . . . Archie Cohen, Columbia salesman, won the money prize at the weekly bowling tournament for the first time.

"Bill" Wright, manager of the Monkland, has issued the 1940 *cards to members of the High School Movie Club. The membership card admits high school, college and university students over* 16 *years of age to the Monkland at a reduced rate. The club, which has over* 3,000 *members, was launched by Wright in* 1933.

Two thousand troops at Barriefield Training Camp near Kingston, Ont., were entertained to a presentation of "Chin Up," new Dumbells revue. After the show the company was entertained by the officers and escorted to the railway station by a parade of motorized army equipment.

Maurice Duhamel, manager of the Hollywood, has arranged an amateur talent contest . . . Sir Joseph Ball has resigned as director of the films division of the British ministry of information.

Children were admitted to His Majesty's at a special showing of the "Royal Visit" pictures.

SASK'WAN

MAKING his first western tour since his appointment as Canadian sales manager for Regal Films, H. Lighthouse, Toronto, was a Regina and Moose Jaw visitor last week. He went on to Calgary and Vancouver. He was accompanied by Harry Phillet, Winnipeg, western sales representative.

E. P. Fields, manager of the Capitol, Moose Jaw, was publicly commended by Police Chief Caulder in his annual report for his assistance to police in offsetting juvenile crime and, particularly, in aiding in decorating Moose Jaw's streets for the Royal Visit last summer.

A nationwide competition for one-act plays, intended to stimulate interest in this particular phase of dramatic activity, is announced by the Montreal branch of the Canadian Authors' Ass'n despite the fact the Canadian Drama Festival will not be held in 1940 because of the war situation. The competition will be open to all Canadians. Prizes will be $50, $25 and $15.

Not even the motion picture houses were overlooked by the Canadian government in advertising the first Canadian War Loan for $200,000,000. Special trailers prepared by Associated Screen News, Montreal, called on all to "do their duty" by buying bonds. They showed scenes from one end of Canada to the other in which persons were shown purchasing bonds. The loan, incidentally, was oversubscribed by $120,000,000.

E. H. Zorn, western district manager of Famous Players Canadian Corp., is visiting theatres under his supervision in a ten-day jaunt away from Winnipeg.

Two bowling teams will go from Regina to the International Bowling Congress tourney at Cleveland in February. One of them is sponsored by the Capitol Theatre. H. R. "Slim" Gordon, projectionist, is the star of the team.

Vic Armand, construction superintendent of Famous Players Canadian, is expected back in the west shortly from a visit to the head office of the corporation in Toronto . . . I. Reinhorn, manager of the Roxy, Regina, was a visitor to Winnipeg film exchange offices.

"End of the Day," a French picture, with English subtitles, was the one chosen for the most recent Sunday night session of the Regina branch of the National Film Society in the Rex. An added attraction was "Spanish Interlude." The society boasts some 450 members.

Gene Columbo, Northern Ontario Operator, Dies

TORONTO—The death is recorded of Gene Columbo, general manager of Northern Empire Theatres, Ltd., operating the Goldfields and Palace theatres at Timmins and the Empire at Schumacher in the Northern Ontario Gold Belt.

Seton I. Miller to "Mast"

HOLLYWOOD—Seton I. Miller will script "Two Years Before the Mast" for Edward Small, UA producer.

Sask. Trade Against License Fee Boost

REGINA, SASK.—Reported plans of the Saskatchewan government to increase the theatre license fee as much as 50 per cent by changing from the present system of imposing a flat charge to one of making a separate assessment per seat, will be met by the Saskatchewan Motion Picture Exhibitors with a determined protest.

Exhibitors are planning a meeting in Regina on January 26 to discuss the proposed change and to form a delegation to call on the government in an attempt to ward it off. The larger theatres, naturally, will be the hardest hit if the ruling goes into effect. W. Novak, manager of the Capitol here, will be host.

WINNIPEG

EDDIE NEWMAN has been doing exceptional business at the Lyceum playing "High School Girl." In spite of 20 below temperatures, Newman packed his house at all performances. A smart teaser campaign of newspaper advertising had a good deal to do with the excellent boxoffice returns.

"France Is Ready" broke the house record at the Roxy in Saskatoon and has been held over for a second week . . . "Life Dances On" is announced for an early showing here.

One of the youngest independent exhibitors in the business, Jack Kurk, is making a go of Yiddish films. Showing this week at the Times was the film, "The Vow," which broke house records in spite of frigid temperatures. For an early showing Kurk has lined up the famous Yiddish classic, "Mirele Efros," and in this connection is planning an interesting publicity move which consists in inviting to a preview the members of the amateur Yiddish acting company which gave a legitimate performance of this piece here some time ago.

E. A. Zorn of FP is on tour of his territory . . . A. E. McLean of the Roxy, Star City, has taken over the Gaiety, Rainy River . . . Harry Woolfe, RKO manager, is on the sick list . . . Joe Frankelson of the FP advertising department here, has gone to Chicago on a holiday.

J. Zaitzow of Melville, Sask., is a visitor to the city . . . Gordon Lightstone, newly appointed Canadian general manager for Regal Films, is here on his inaugural trip . . . I. Reinhorn of the Roxy, Regina, is in the city . . . Bob Hurwitz, supervisor of Main Street houses for Western, is in Chicago . . . "Golden Boy" goes into its third week at the Garrick.

Don Gauld at the Metropolitan lined up a series of window displays in connection with his showing of "Four Wives." Tying up the theme of the film with a variety of women's aids. One excellent result of the tieup was a large ad in one of the dailies entirely free of any expense.

CALGARY

BOXOFFICE business, which has been excellent since the Christmas holidays, was hit when a six-day spell of sub-zero weather covered the prairies, the first of this season. Just as the exhibitors were beginning to feel downhearted, the cold spell was broken by a welcome Chinook.

Joe Myers of Regal Films, who has often driven through the Canadian Rockies, got a splendid view of the mountain peaks from the air on his recent plane flight to Vancouver and back.

Abe Feinstein of United Artists, and Allen Gold, manager of the Tivoli, have returned from a combined business and pleasure trip to Winnipeg.

Mr. Entwhistle sr., controlling theatres in Edmonton, paid his first visit in some years to Calgary this week.

Jack Cohen, Columbia salesman, wired Calgary office for help. He was stuck in a snowdrift a few miles outside of Saskatoon, in Saskatchewan.

Harvey Harnick, of Columbia, is in a gracious mood these days, beaming on all and sundry. He confides that his wife is returning from an extended trip in eastern Canada.

"Royal Visit," the film of the Dominion tour of King George and Queen Elizabeth last May, is reported doing a landoffice business in the western territory. A percentage of proceeds of this booking goes to the Canadian Red Cross. Film is handled in the west by Columbia.

Empire-Universal Calls Paynter to Toronto

MONTREAL—Changes are the order of the day in Filmrow. Harry Paynter, who came from Toronto less than a year ago to be Province of Quebec manager for Empire-Universal, is going back to the Toronto office in an executive capacity. Paynter, who leaves February 2, will be missed by exhibitors and by his confreres on Filmrow where he established himself as one of the most popular distributors.

"Mickey" Isman, known to every distributor as the manager of Warner-Vitagraph Filmrow office, and who has always been regarded as a Warner Bros. man, will succeed Paynter. In his turn he will be succeeded by Phil Sherman, formerly with United Artists in Winnipeg and New Haven, Conn.

Bernstein, Lieberman Add To Their B&L Chain

SAINT JOHN—Bernstein and Lieberman of Saint John have made another addition to their chain of "B&L" theatres. This time they have taken over the King's Theatre, Annapolis, N. S., which was formerly owned by Atkinson and McKenzie of that town. Norman Smith of Saint John has been appointed resident manager.

20th Century-Fox (——) 128 Minutes Rel. April 19, '40

Among the limitless superlatives of praise which are the just due of this meticulous film version of John Steinbeck's documentary novel, courageous is probably the outstanding. In bringing to the screen the widely-read and heart-rending story of California's half-million migratory workers, no punches are pulled, nor is there effort to gloss the book's indictment of a sociological cesspool. Of necessity, then, the picture has a sombre air, but it will hold audiences enthralled through the appeal of flawless production, direction and acting and the pathos of its theme. The feature follows the novel exactly, but only for approximately two-thirds of its length where it ends. Casting was inspired, each mummer dovetailing perfectly into the reader's conception of the character. Directed by John Ford.

Henry Fonda, Jane Darwell, John Carradine, Charley Grapewin, Dorris Bowdon, Russell Simpson.

The Grapes of Wrath F Documentary Drama

20th-Fox (032) 58 Minutes Rel. Feb. 16, '40

The Jones Family's latest fluctuates slightly below the entertainment mark which previous offerings have niched for them. The situations are on the obvious side without too much concern for credibility. A certain amount of humor, however, is eked out of the proceedings which helps. In this, the family becomes obsessed with the idea that Pa Jones should sell his drug store and retire. Instead of life beginning at 50, as Pa was led to believe, he finds it hard to enjoy himself. Off he goes with the family to New York to see the World's Fair. There, a few phonies headed by George Givot, take advantage of their gullibility. After a few sad experiences, the family returns to find that Pa did not lose his savings in a bankrupt stock issue, and that he has the store again. Malcolm St. Clair directed.

Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason, Ken Howell, Harry Shannon, Helen Ericson, George Givot.

Young As You Feel F Comedy

Columbia (——) 65 Minutes Rel. Jan. 26, '40

That veteran fictional and screen adventurer scores a solid hit—on the right side of the law—in the type of melodrama that thrill fans are sure to enjoy. Feature is substantially produced, Director Sidney Salkow never allows the action to lag and the story motivation is developed with logic and suspense. Warren William is a suave and accomplished Lone Wolf, living in quiet retirement, who is persuaded by an old friend to pursue a gang of crooks who have stolen a valuable pearl necklace. This he does by posing as a famous jewel buyer from Amsterdam and making off with the gems. However, the crooks hang a murder rap on him and William is forced to exert himself to the utmost to wind up the case satisfactorily. Eric Blore supplies a large measure of the comedy relief.

Warren William, Joan Perry, Eric Blore, Robert Wilcox, Astrid Allwyn, Montagu Love, Addison Richards.

The Lone Wolf Strikes F Melodrama

20th Century-Fox (025) 83 Minutes Rel. Mar. 22, '40

The money spigot was opened wide in converting Maurice Maeterlinck's fantasy into sound, color and image. The result is an extremely handsome effort, endowed with many startling and unusual effects on the spectacle side. The very slight story thread deals with the non-existent blue bird of happiness and how Shirley Temple and Johnny Russell scour past and future, finally to discover it in their own modest home. The fantasy, comprising practically the entire film, is handled as a dream sequence. The cast is engaging; Shirley, rapidly turning gangly now, continues appealing and competent. A cross between an attraction designed to appeal to children and adults alike, "The Blue Bird" conceivably will strike both objectives. How great the impact, however, is extremely difficult to predict. Walter Lang directed.

Shirley Temple, Johnny Russell, Eddie Collins, Gale Sondergaard, Spring Byington, Nigel Bruce, Laura Hope Crews.

The Blue Bird F Fantasy

Columbia (1032) 78 Minutes Rel. Oct. 29, '39

Infrequently a familiar formula pattern is done with new treatment and ideas. The result is a refreshing departure. Such is the case in this instance. The plot has a girl fall in love with a man from practically another world. She eventually is confronted at the end with her scheming husband and puts on an act for the dubious benefit of her lover, which drives him away. He comes back, chastened, and they are happy ever after. It is told with a realism in dialogue and action that is rare and unaffectedly performed. The film has backgrounds from honky tonk carnival shows to an orange grove estate. Simplicity and the working of the fates along good old-fashioned lines give the narrative a smooth continuity. All told, it has qualities that place it above the average program film. Steve Sekely directed.

Margo, Walter Abel, William Collier sr., Jane Darwell, Lyle Talbot, Wynne Gibson, Veda Ann Borg.

Miracle on Main Street F Drama

Universal (4060) 55 Minutes Rel. Nov. 24, '39

All the elements that go for the making of an entertaining western are embodied herein. It will satisfy all types of patronage, for there is the singing of Bob Baker, the stuttering comics of Fuzzy Knight and the romantic adventures of Johnny Mack Brown and Doris Weston to keep the fans happy. Then there is the bank robbery, the band of outlaws who try to prevent the girl's father from obtaining a bank loan to keep his ranch. The motive behind the plot is to get the girl's father to sell a certain shack on his land which holds munition supplies designed to be smuggled out of the country. The smugglers and his cohorts are rounded up for a glad-hand finish. The Texas Rangers supply a few vocal numbers which brighten up the few dull moments. In toto, exhibitors will find this one certain to please the customers. Ralph Staub directed.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Doris Weston, the Texas Rangers.

Chip of the Flying U F Western

Paramount (3922) 84 Minutes Rel. Feb. 16, '40

This London-made feature, from the studios of Producer Erich Pommer's Mayflower Productions, should be carried to success through the sheer force of its two top cast names and the prominent parts and widespread publicity incidental to their respective latest American acting chores. There is Vivien Leigh, whose Scarlett O'Hara in "Gone With the Wind" is rapidly becoming an institution in this country, and Charles Laughton of "Hunchback" fame. While Miss Leigh displays many moments of that brilliance which won universal acclaim for her Scarlett, a fine-grained comedy performance by Laughton garners the Thespic honors. The story and dialogue, heavy in the British manner and dealing with the lives of "buskers," London's sidewalk entertainers, may be found ungainly when judged by American audience standards. Directed by Tim Whelan.

Charles Laughton, Vivien Leigh, Rex Harrison, Larry Adler, Tyrone Guthrie, Gus McNaughton, Bartlett Cormack.

Sidewalks of London F Drama

United Artists (——) 78 Minutes Rel. Mar. 28, '40

Eighteen million English pounds is the sum around which comedy and travelogue are built here. Merle Oberon, heiress to the money, lives in an old manse in Yorkshire and is about to marry Rex Harrison when informed of her fortune. From then on it becomes a sumptuous tale of travel, shopping, and fortune hunters, with an honest millionaire thrown in. Harrison jilts Miss Oberon. She goes off to Paris and Monte Carlo. He takes a post with a Swiss sanitarium. Miss Oberon cannot find anyone to her heart's liking in her monied whirl. She goes to Harrison and promises to be her simple self. Together they head for Italy and romance, neither quite aware of what it is all about. When it is Technicolor travelogue, it is breathtaking. Comedy and drama are very English, slightly risque but amusing. Thornton Freeland directed.

Merle Oberon, Rex Harrison, Ursula Jeans, Louis Borell, David Tree, McKenzie Ward, Zena Dare.

Over the Moon A Comedy

United Artists (——) 76 Minutes Rel. ————

For purposes of propaganda and as a preparedness report to its citizens, this British production combines documentary technique with patriotic fiction. It depicts the activities of the Royal Air Force in the war. The enemy is called by his true name and the story, as it actually occurred, happened only a few months ago with a British raid on the Kiel Canal. That is the highlight. There are other interesting sequences such as the control headquarters where repelling combat is plotted, organized and dispatched. The government lent its offices to the filming of the story. Lowell Thomas delivers a narrative that is just what the War Ministry apparently ordered. In the chief roles as the man and wife whose lives are closely touched by war events are Merle Oberon and Ralph Richardson, first rate players.

Merle Oberon, Ralph Richardson, June Duprez, Robert Douglas, Anthony Bushell, Derrick De Marney.

The Lion Has Wings F Propaganda

SELLING ANGLES: **"The Lone Wolf Strikes"**

Give marquee credits to Warren William. Prepare a lobby easel in which his portrait occupies the central position in a layout surrounded by other actors who have previously essayed the role—Bert Lytell and Frances Lederer are two. Tie up with bookstores and libraries on displays of the Louis Joseph Vance "Lone Wolf" novels. Snipe the town with "Reward" posters. Stills showing William caring for some tropical fish in an aquarium can be planted with pet shops.

CATCHLINES:

The Most Daring Adventurer of Them All . . . The Lone Wolf . . . Comes to the Rescue of a Lady in Distress.

The Lone Wolf . . . Light-Hearted . . . Light-Fingered . . . And a Heavy Burden to the Baffled Police.

SELLING ANGLES: **"Chip of the Flying U"**

The usual displays for westerns can be used to exploit this one, but better yet would it be to line up a group of local boys who can play and sing, dress them up in cowboy uniforms and have them perform either in the lobby or on the stage for evening shows—sort of a night rally. Display pictures of Bob Baker and Johnny Mack Brown who have a following with the fans in small towns. You might even give away to the youngsters photographs of the two cowboy stars. Have a wagon of the western type parade the streets for an outdoor ballyhoo. And if you can get a group of youngsters to play as the wagon rattles through the streets this would not be a bad idea. However, be sure it violates no ordinances.

CATCHLINES:

Circumstantial Evidence Pointed to His Guilt, But He Redeemed Himself Quickly.

SELLING ANGLES: **"The Lion Has Wings"**

A heavy advance ballyhoo, played up in a style that will arouse current interest, might result in heavy first day sales on this article but the propaganda elements must be constantly borne in mind. A layout of headlines and stories of the activities of the Royal Air Force since the beginning of hostilities could be blown up and displayed in a theatre-front frame, with attention called to the picture's revelation of these actual events. A faked up airplane might be planted on the marquee top. Dress the barker as a flyer. Look up in "Life" a story on the R. A. F. and plant it conspicuously.

CATCHLINES:

The Flying Arm of the British Forces in Action . . . Narrated by Lowell Thomas.

Actual Scenes of the Royal Air Force in Action and the Story of Two People in Love.

SELLING ANGLES: **"Young as You Feel"**

A large banner stretched across the lobby should herald the fact that the Jones Family's latest is coming to the theatre. Since in this picture the head of the Jones Family owns a drug store, the theme should be fitting for tieups with pharmacists of the old school who continue to devote most of their business to prescriptions. A topic which may garner some newspaper comment is whether a man can retire and be happy at 50. The feature editor might be interested in running a series on the hobbies of the leading people in the community.

CATCHLINES:

Life Begins at 50 for Pa Jones.

Meet the Jones Family in Their Latest Hilarious Adventure.

SELLING ANGLES: **"Miracle on Main Street"**

The Thespic talents of Margo rate first attention. A lobby blowup of her photograph and the notices of the play in which she currently is appearing in New York should be worked out. Walter Abel is another first rate player. He and Margo should share marquee attention. The film has every indication of being a "sleeper." Word-of-mouth should do much to swell attendance. It is superior in many cases to the standard B film. The direction gives evidence of taste and imagination. The feeling of warm human nature and human vagaries holds throughout.

CATCHLINES:

She Found a Baby on Christmas Eve—And He Changed Her Life for Her.

She Held Her New-Found Happiness Against the Law, an Unscrupulous Husband and the World.

SELLING ANGLES: **"Over the Moon"**

Miss Oberon is the player to sell in exploiting this production. Right now she is in the public eye by virtue of the New York critics' award for "Wuthering Heights." The Technicolor surpasses even FitzPatrick when it shows Swiss, French and Italian backgrounds. Harrison is familiar here. He made a hit in "Storm in a Teacup." The backgrounding scenes will make spectacular lobby panels when appropriately blown up. Emphasize the continental atmosphere and the saucy touch. The film obviously is an expensive production.

CATCHLINES:

Across Europe's Play Spots They Fought, Laughed and Loved.

A Gay Comedy That Romps From Gloomy England to Gay Monte Carlo.

SELLING ANGLES: **"The Grapes of Wrath"**

The enormously circulated and widely discussed John Steinbeck novel probably has created more comment, pro and con, than any literary work in years. Inevitably, your run must be, and should be, linked tightly to the published book. Blowups of the cover would be in order. All advertising and exploitation should center around the book and the unsolved problem of the migratory worker which it poses. Thoroughly documented, this is basically not fiction, but fact, and thus a "truth" slant might well mark all angles of the campaign. A "shock" angle is another, since the film is not a pretty story, dealing as it does with human misery in an economy which has found no place for its victims.

CATCHLINES:

Okies and Arkies . . . Who, What Are They? . . . This Is Their Gaunt Story.

SELLING ANGLES: **"The Blue Bird"**

An excellent cast is an immediate talking point. Whether Maeterlinck's original means anything in your situation is a factor to be determined locally. If it does, play it. If it does not, the conversion of the dog into a dog-man and the cat into a cat-woman at once makes likely ballyhoos in regalias suggestive of the characters. The pressbook will prove of value in this connection. The imaginative sets, especially those indicative of the land of luxury and the land of the future, easily could prove a field day for the enterprising showman who will at once see unlimited possibilities for lobby ballyhoo. A strong play should be made for children, perhaps the strongest, but the grownups must not be slighted; there are elements in "The Blue Bird" that will charm them.

CATCHLINES:

"The Blue Bird" Means Happiness . . . This Famous Fantasy Tells How.

SELLING ANGLES: **"Sidewalks of London"**

The names of Charles Laughton and Vivien Leigh on the marquee should exert a substantial pull. Portraits of the two stars should be worked into lobby easel displays in which their performances in this picture are compared with those in "Gone With the Wind" and "The Hunchback of Notre Dame." Form your own group of "buskers" from among the members of a high school glee club, dressing them in quaint costumes and having them planted on the sidewalk in front of the lobby singing and dancing.

CATCHLINES:

Two Brilliant Stars . . . Vivien (Scarlett O'Hara) Leigh and Charles (Hunchback) Laughton . . . In the Picture That's Different.

Drama of London's Streets . . . And Those Whose Livelihood Depends on Pennies Tossed Into a Hat.

Universal (4027) **66 Minutes** **Rel. Sept. 22, '39**

Here, for the delectation of theatre seat detectives who would exercise their sleuthing talents, is a fairly compact mystery play. Somehow, much of the chill content was overlooked for the injection of mediocre comedy. The killer keeps his identity until the end, but there are opportunities to uncover him before that. The plot offers an old man, escaped inmate of a mental sanitarium, who goes to London to kill off four conspirators who swindled him out of his newspaper. In due time the paper runs obituaries—nobody can explain how they were set up—and the person named is eventually done in, as per time and place in the obit. A peculiar Scotsman comes into the picture and noses about. As the fourth scheduled victim is at the scene of his doom, the killer is revealed. Otis Garrett directed.

Edmund Lowe, Wendy Barrie, Bruce Lester, Walter Kingsford, Forrester Harvey, J. M. Kerrigan.

The Witness Vanishes

F — **Mystery Melodrama**

Mayer & Burstyn (SR) **78 Minutes** **Rel. ——**

The story of Princess Catharine Dolgoruki, who loved Alexander II of Russia, and nearly altered the course of history. Information of primary importance is that Danielle Darrieux plays the princess, and as usual, looks very lovely. The story slightly resembles the "Mayerling" theme, but lacks its tragic overtones and searing emotion. This French importation is a rather spiritless narration. Fortunately, Miss Darrieux is around enough to give it sufficient lift. After the czarina dies, Alexander and Catharine are married by the church. When it is about to become official by the state, Alexander's life is snuffed out by a bomb. Also destroyed are the plans by the couple to introduce a constitution, and with Alexander's death, Russia remains an absolute monarchy. John Loder plays Alexander in a wooden manner. Maurice Tourneur directed.

Danielle Darrieux, John Loder, Marcel Simon, Aime Clarioud, Marie Helne Daste, Marcel Carpentier.

Katia

F — **Drama**

Film Alliance (SR) **91 Minutes** **Rel. ——**

The gloomy foreboding of the title of this French film will probably be remembered by many who see it. As slow-moving, strong drama, the kind that starts slowly, but hits an emotional peak, it features Annabella, but her performance pales alongside the supporting cast. The story is told in two segments. First there are anarchistic events of 1913 which tell of the struggle of a group of Polish patriots to throw off the rule of Russia. The second part offers Annabella as mistress of the grim prison of the title, where political plotters are incarcerated. She has married the commandant to carry on the cause and also to be near the man she loves, a prisoner. At length, through her doing, there is mutiny and eventual liberation. It is told in strong scenes with even dramatic emphasis. Marcel L'Herbier directed.

Annabella, Pierre Renoir, Bernard Lanret, Robert LeVigan, Alexander Rignault, Pierre Larquey.

The Citadel of Silence

A — **Drama**

Republic (——) **69 Minutes** **Rel. Jan. 19, '40**

Courtroom melodrama, spiced with murder and the aura of the underworld, is the stuff that makes this production go 'round. In its hectic whirl, it hits a fair speed as entertainment. The cast, headed by Edmund Lowe, Rose Hobart and James Stephenson, manages to make the situations and dialogue ring with conviction. The story offers an ostensibly honest financier who really rules a gang of bond thieves. In the course of his activities a young man whom Lowe had befriended is framed for the murder of a police inspector, convicted and executed. Lowe feels responsible and gives up criminal law for the D. A. chair. In time, he locates the actual killers and the head of the gang. For a finish an exciting automobile chase is worked in, and, of course, romance. Directed by William McGann.

Edmund Lowe, Rose Hobart, James Stephenson, Jerome Cowan, William Demarest, Maurice Murphy.

Wolf of New York

F — **Melodrama**

Producers Pictures Corp. (SR) **74 Minutes** **Rel. Nov. 6, '39**

The effect of capital punishment on a group of prison attaches serves here for story material. In a contributing light there also is the love of a prison nurse for one of the convicts, a trusty, who is framed with the murder of a keeper. As drama, it flows along altogether too slowly for the big time, but it should fit in the smaller situations where a fair second feature is required. As for performances, the actors show little to cheer about in most cases. At times they fail to overcome the fiction of the story. And by way of being on the psychopathic side, one character, a pitiable lunatic, will fail to jell with the public. His character creation is something in the nature of the "Lennie," in "Of Mice and Men."

Beverly Roberts, Robert Wilcox, George Pembroke, Ted Osborne, Paul McVey, Alden Chase.

Buried Alive

F — **Prison Drama**

Lenwal (SR) **65 Minutes** **Rel. ——**

A rather novel departure from the customary screen fare fabricated for Negro audiences. It should prove slightly less than sensational for them. Filmed on the Island of Jamaica, the picture has almost everything but dramatic substance. For that reason it falls short as an attraction for white houses. There is plenty of Negro pulchritude in the persons of Ida James, Nina Mae McKinney and Willa Mae Lane. Hamtree Harrington will get laughs as the comic. In addition, there is a peek into the practice of voodooism. Opening reel and a half is a travelogue showing the highspots of Jamaica which runs into the story. It has a jealous sister trying to scare her sister off the island in order to retain control of the plantation. Recommended is a native song, "Sweetie Charlie," accompanied by dancing. Arthur Leonard produced and directed.

Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington, Willa Mae Lane, Emmett Wallace.

Pocomania

F — **Drama with Music**

Astor (SR) **100 Minutes** **Rel. ——**

Most surprising reaction after viewing "Hell's Angels," trimmed down to comparatively streamlined proportions, is the refreshingly, modern aspect contained in the aerial photography. Up in the clouds, the film which blazed the way for all aviation films, is still exciting entertainment. Once the story, so to speak, leaves the ground, it holds its own very well although a decade has passed since the film was produced. The air battle and the bombing of the munitions depot still are tingling stuff. Narrative interest centers itself mainly about the appearance of Jean Harlow and some of the scenes of before-Breen vintage. That classic Harlow crack, "I want to get into something more comfortable," is there for present-day audiences to chortle over. A prologue, "Wings Over the World," by Jack Bannan helps get the film off to a good start.

Ben Lyon, James Hall, Jean Harlow, John Darrow, Lucien Prival, Frank Clarke, Roy Wilson.

Hell's Angels

A — **Action Drama**

Maymon Films (SR) **90 Minutes** **Rel. Dec. 25, '39**

A moving canvas of Jewish life in the Russia of days gone by is offered here. Against the pattern of religious differences and the stupidity of provincials, the drama of a simple Jew and his family unfolds. The characters are earthy when they are human. But gross caricature takes care of the inhuman fools. This film will probably enjoy profitable runs when played to the right audience. The Tevya of the title is a dairyman. His young daughter marries outside her religion and breaks her parents' hearts. Later her grieved mother dies. Then the townspeople idiotically decide that this family must move. Prepared to depart, at the psychological moment the erring daughter appears. She is at length forgiven and the family sets off toward a new clime and life.

Maurice Schwartz, Miriam Riselle, Rebecca Weintraub, Paula Lubelski, Leon Liebgold.

Tevya

F — **Drama**

Amkino (SR) **92 Minutes** **Rel. ——**

For all its production magnificence, excellent photography, massiveness and grand characterizations "Shors" must remain just another historical remnant in the pattern the USSR has been weaving to propagandize its invincibility on the field of battle. Even at this juncture, Red audiences will probably view with mixed emotions the film's treatment of its attitude toward Germany; whereas run-of-the-mill patrons will have to be content with its visual attributes. Continuity is virtually disregarded in an effort to emphasize the idealism that spurred the conquest of the Ukraine in 1917-19; the tremendous scale battle scenes and the political philosophy that was Lenin's. The film is overlong, as are more than a few sequences that bear but incidentally on the central theme. Alexander Dovzhenko directed.

E. Samoilove, I. Skuratov, A. Khvilia, F. Ishenko, N. Nikitina, A. Borisoglebskaya.

Shors

F — **Historical Drama**

SELLING ANGLES: **"The Citadel of Silence"**

As in the case of many foreign films, the showman will have to rely to a great extent on the critical reception given this film by the daily press. And, of course, the critical quotes are to be run in advertising and as lobby blowups. Annabella's name should get the regulation exploitation. Photographic enlargements of some of the scenes of riot and bomb-throwing should adorn the lobby. On the cultural side there is the music of Arthur Honegger and Darius Milhaud. Present day comparison of Poland's fight for freedom should be given attention.

CATCHLINES:

See This Dramatic Story of a Woman Who Gave Her All for Her Duty to Her Country.

She Gambled Unseemly Odds to Achieve Her Purpose . . . Did She Win?

SELLING ANGLES: **"Pocomania"**

The main selling point to put across is the fact that the picture was made on the Island of Jamaica, British West Indies. Highlights of the island should be illustrated with a generous display of stills. A cutout of the attractive Ida James should be placed in the lobby and the young actress should be publicized as much as possible through regular channels. Nina Mae McKinney is well known to colored audiences and should get top billing. Voodooism should be emphasized strongly.

CATCHLINES:

See for the First Time the Terrifying Voodoo Rites.

Made on the Island of Jamaica . . . A Real Picture About Real People.

SELLING ANGLES: **"Shors"**

Deriving its title from the name of the commander who is pictured as the hero of the rebellion and civil war in the Ukraine, the film should be sold with this in mind. For those who are either radically minded or of an historical bent, the documentary value is that which should be pointed up. Much can be done with the splendid battle scenes if reproduced and enlarged for lobby and window display purposes. A few of Lenin's revolutionary slogans should encompass scene stills of military might. An atmospheric lobby could be achieved by placing newly harvested wheat around the walls.

CATCHLINES:

He Couldn't Read a Map But He Knew How to Win a Battle.

The Ukraine in 1917-19 . . . And Commander Shors of the Bogun Regiment.

SELLING ANGLES: **"Katia"**

The chief attraction from a showman's viewpoint should be Miss Darrieux. Stills of the French actress should be planted in prominent spots. A large cutout is recommended for lobby display. Comparisons can be made with "Mayerling" and publicity should play up the love story of a czar and princess who were doomed to tragedy by fate. A tieup can be made with a department store to feature a "Katia" gown as worn by Miss Darrieux. Leading hairdress salons might be induced to introduce a new "Darrieux Coiffure."

CATCHLINES:

A Story of a Great Love That Almost Changed History.

The Danielle Darrieux of "Mayerling" . . . A Picture to See!

SELLING ANGLES: **"Buried Alive"**

This one calls for the prison props. With the exception of Beverly Roberts, none of the players is too familiar with the general run of audiences. The local press might be prevailed upon to editorialize on the subject of capital punishment. A dummy electric chair could be installed in the lobby with an attendant on duty. This stunt could also be promoted in conjunction with store window displays. The heaviest exploitation should coincide with opening day.

CATCHLINES:

Parole Slipped From His Grasp.

The Chair Stared Him in the Face, But He Cheated It.

SELLING ANGLES: **"Tevya"**

The name of Maurice Schwartz should be given much exploitation. He is one of the leading lights of the Yiddish stage. The story is based on a novel by Sholem Aleichem. Thus, the bookstores should be supplied with posters. Many scenes are effective countryside compositions which will make tasteful lobby decoration. A good deal of attention should be given to advance stories in the Jewish dailies. The program notes state: "Tevya is a universal character. He could be an American farmer or an Irish milk dealer, and each people could point to such a hero because he is both human and tragic."

CATCHLINES:

She Threw Over the Traces of a Force Stronger Than Herself . . . But She Came Back to Be Forgiven.

A Touching Story of Russian Peasant Life, Human, Tragic and Tearful.

SELLING ANGLES: **"The Witness Vanishes"**

Edmund Lowe and Wendy Barrie are fairly magnetic marquee names. A display case containing imitations of the murderer's notebooks on each crime would make an effective interest-arouser prior to playing date. It is one of the Crime Club series. The local bookshop, drugstores and wherever else mystery books are sold or circulated, should be pressed into service for poster tieups and special wrappers for the yarn from which the film was made. Handbills could be cooked up with a WANTED gag and a composite picture of the male cast.

CATCHLINES:

They Lived to Read Their Own Obituaries—Then They Were Murdered.

The Murderer Revealed the Time, the Place and How They Were to Die.

SELLING ANGLES: **"Wolf of New York"**

Edmund Lowe is the chief performer for exploitation and marquee attention. The circumstantial evidence angle is interesting. The distributor has a special cardboard affair in keeping with the title of the film for display above the marquee. A newspaper contest is suggested whereby a scene from the film is printed and participants invited to pick out the "Wolf." This also may be done with a wheel that will have an indicator stop over photos of the cast. A suspicious looking barrel with a "Who Will Be Next" sign over it will draw interest in the lobby.

CATCHLINES:

Innocents Die for the Crime of the Wolf While He Rules the Courts.

He Freed a Gangster and Sent an Innocent Man to the Chair.

SELLING ANGLES: **"Hell's Angels"**

There is a lot here for the showman to exploit. Jean Harlow rates as the main item of attraction. Stills and cutouts of the late star should decorate the lobby in profusion. The picture naturally is timely on account of the current war. All news accounts of air battles should be clipped and pasted on a bulletin board in front of the theatre. The publicity should emphasize the aeronautical portions of the film done under the direction of J. B. Alexander.

CATCHLINES:

There Is Only One "Hell's Angels." There Was Never Anything Like It.

The Picture Which Made Jean Harlow a Star.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams
Quick, staccato comedy with laughs fast and loud always please the customers here and this one gave them all that. Producers should study this situation and give us reasonably-priced pictures which please and let the big spectacles alone for awhile. Thursday. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Beware, Spooks!
This was a very funny show and drew a big crowd. A few more like this and Joe E. Brown will make a good comeback. Showed it for 10 cents to all. Tuesday. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Man From Sundown
One of the best westerns I have ever showed. Charles Starrett has action and music that makes a western. The Sons of the Pioneers are very good. Fri., Sat. Weather: Raining. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

First National

Angels Wash Their Faces
Fine audience picture. Ann Sheridan and Dead Enders great. Audience went for this in a great way. Sat., Sun. Weather: Fine. Admission: 25-10. Mixed patronage. Population: 14,000. Capacity: 1,000.—Ed Harris, Burbank, Burbank, Cal.

Espionage Agent
Nothing sensational here, but a good steady picture that will please. This Brenda Marshall very ordinary however. What has she got that Ann Sheridan hasn't. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 900.—R. A. Moore, State, Milton, Ia.

On Your Toes
Plenty rotten. No story, no cast, no patrons, plenty of squawks. Enough said. Use your own judgment. Sunday. Weather: Cold. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Metro-Goldwyn-Mayer

Another Thin Man
People went after this picture in a big way. The humor of William Powell attracted many. Let's have some more "Thin Man" pictures. Boxoffice receipts were high. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 300.—J. E. Reynolds, Texas, Bishop, Tex.

Balalaika
Excellent music for lovers of worthwhile music. Otherwise there isn't much for the paying customer who likes other things. Folks about here, except for a handful, dislike Nelson Eddy, resulting in poor business. Yet, in my opinion, it's a good picture. Mon., Tues. Weather: Snow, cold. Admission: 40-10. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Earl of Chicago
Wonderful acting job by all, particularly Robert Montgomery and the English butler. Story doesn't take you anywhere though and so it's a flop. Audience reaction: The three of them were indifferent. Boxoffice: Very bad. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Henry Goes Arizona
This is under M-G-M's usual par. The picture was weak, very weak, with not even much humor to help it along. Even with the "March of Time" business was punk. Friday. Weather: Cloudy, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Women, The
A surprise, and a good one too. Thought this would be a turkey, but even the men liked it, and had lots of nice raves. A little long, but all pictures over 90 minutes are too long. Wed., Thurs. Weather: Snow. Admission: 25-10. Rural patronage. Population: 900.—R. A. Moore, State, Milton, Ia.

Monogram

Mr. Wong in Chinatown
Best of the Wong series. Very mysterious this melodrama. Fri., Sat. Weather: Cold. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Paramount

Cat and the Canary
Very good. Plenty of laughs and plenty of mystery; did fair mid-week business. Wed., Thurs. Weather: Cold. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

$1,000 a Touchdown
Looks as if Paramount could have done better with this on this combination of draft-mouths (Joe E. Brown and Martha Raye). It gets by, but no standout. Audience reaction: Okay. Boxoffice: Average for a Saturday. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

RKO Radio

Day the Bookies Wept, The
A wonderful picture to play if you are short of seats. Even with a March of Time failed to gross rental. We wept with the bookies. Mon., Tues., Wed. Weather: Fair. Admission: 35-25-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alberta, Canada.

Republic

Covered Trailer
Doubled this with "Saga of Death Valley" and it made a very good program to average business. They laughed a lot at "Covered Trailer" and said they liked it. Our folks won't go for anything but super westerns. Fri., Sat. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Jeepers Creepers
There is none better (the Weaver Bros). on the screen for small town. The public went nuts over this picture. Republic should make more like this. Very good crowd for the weather. Wed., Thurs. Weather: Raining. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Rovin' Tumbleweeds
Gene (Autry) goes to Washington and everybody loves it. Pleasant change from routine westerns. Sun., Mon., Tues. Weather: Stormy. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

20th Century-Fox

Drums Along the Mohawk
The answer to a showman's prayer. Okay all around. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Young Mr. Lincoln
A very good picture for everyone. Henry Fonda should get serious consideration for the Academy award for his portrayal of Lincoln. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Universal

Code of the Streets
Little Tough Guys are always good for this situation. Frankie Thomas is swell. Fri., Sat. Weather: Cold. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Family Next Door
Excellent comedy. The customers like "wo-wo" Herbert. Wed., Thurs. Weather: Cold. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

First Love
As refreshing a picture as can be found anywhere. Swell story, acting and good direction. We don't do so well on any singing pictures except the Eddy-MacDonald ones, so the B. O. was a little below average. Audience liked it. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Tower of London
Our matinee crowd of young people found this dry-as-dust-villainy ridiculous and laughed at the continuous murders, and cheered for Karloff when in the scene about the strangulation of the young princess, he seemed for a moment to weaken. Absolutely nothing in the entire production to recommend it. Wednesday. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

United Artists

They Shall Have Music
Undoubtedly one of the most magnificent productions ever to come out of Hollywood. Heifetz wonderful and rest of cast swell. Story good too. Audience reaction: All raved as they went out. Boxoffice: Not so good. Personally I believe it was a poor title. Should have left it "Music School." Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Warner Bros.

Hell's Kitchen
A picture that can be compared with "Boys Town." The best Dead End show to date. Nothing but favorable comments. Sat., Sun. Weather: Good. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Old Maid, The
Strictly up to the Bette Davis standard. Miriam Hopkins turns in a stellar performance. While not as good as "Dark Victory" it still has plenty of draw. Sun., Mon. Weather: Snow. Admission: 25-10. Rural patronage. Population: 900.—R. A. Moore, State, Milton, Ia.

WARNING EXHIBITORS EVERYWHERE

BEWARE of duped prints, changed-over titles, phoney roadshows-men!

Exhibitors and Exchangemen infringing upon our rights will be prosecuted to the fullest extent of the law.

The copyrighted motion picture—only original and new edition talking version of

"THE PRIMROSE PATH"

Featuring Helen Foster and John Darrow—A Willis Kent Production

WORLD'S DISTRIBUTION RIGHTS ARE OWNED BY

ALBERT DEZEL ROADSHOWS 831 S. Wabash Ave., CHICAGO

Do NOT exhibit this picture unless your contract has been approved in writing by Albert Dezel personally and NOT by any alleged agent.

New prints, new billing and new roadshow Lobbies.

WANTED: Reliable State Right Exchanges to distribute this picture in the United States and Canada.

"GONE WITH THE WIND" TOPS WITH HOLDOVERS

AVERAGE IS 100%

BOSTON

Fenway—**Everything Happens at Night** (20th-Fox); **Emergency Squad** (Para) 105
Memorial—**The Hunchback of Notre Dame** (RKO), 3rd wk. 45
Metropolitan—**Ninotchka** (M-G-M); **Secret of Dr. Kildare** (M-G-M) 170
Orpheum—**Gone With the Wind** (M-G-M), 4th wk. 235
Paramount—Same as Fenway 110
State—Same as Orpheum 220

CHARLOTTE

Broadway—**What a Life** (Para) 90
Carolina—**Eternally Yours** (UA), 1st half....100
Carolina—**Swanee River** (20th-Fox), 2nd half..100
Imperial—**Brother Rat and a Baby** (WB).....110
State—**Cafe Hostess** (Col), 1st half 100
State—**Riders of the Frontier** (Mono), 2nd half.100

CHICAGO

Apollo—**Intermezzo** (UA), 2nd loop wk..... 85
Chicago—**Swanee River** (20th-Fox), plus stage show 90
Garrick—**The Great Victor Herbert** (Para), 3rd loop wk. 90
Oriental—**Main Street Lawyer** (Rep), plus stage show 100
Palace—**The Hunchback of Notre Dame** (RKO), 3rd wk. 90
Roosevelt—**Gulliver's Travels** (Para), 4th and final wk. 90
State-Lake—**The Return of Dr. X** (FN), plus stage show 90
United Artists—**Raffles** (UA), held 2nd wk....100

CINCINNATI

Albee—**Gulliver's Travels** (Para), held over....120
Capitol—**Gone With the Wind** (M-G-M), held..130
Keith's—**Four Wives** (FN), 2nd wk. 120
Lyric—**Invisible Stripes** (FN) 120
Palace—**Of Mice and Men** (UA) 130
Shubert—**Mexican Spitfire** (RKO); Dick Powell on stage 130

CLEVELAND

Allen—**Hunchback of Notre Dame** (RKO), 3rd wk. 125
Hippodrome—**Destry Rides Again** (Univ).....125
Palace—**Invisible Stripes** (WB), Stage: "Hellzafire" 120
State—**Judge Hardy and Son** (M-G-M).....120
Stillman—**The Housekeeper's Daughter** (UA), 2nd wk. 100

DALLAS

Capitol—**Cafe Hostess** (Col), 1st part..... 80
Capitol—**Emergency Squad** (Para), 2nd part.. 85
Capitol—**All Women Have Secrets** (Para), 3rd part 80
Majestic—**Hunchback of Notre Dame** (RKO)..125
Palace—**Gulliver's Travels** (Para) 125
Rialto—**Meet Dr. Christian** (RKO), 1st half...100
Rialto—**Barricade** (20th-Fox), 2nd half.....100
Tower—**Ninotchka** (M-G-M) 110

DENVER

Aladdin—**Four Wives** (FN), after a wk. at the Denver 100
Broadway—**Hunchback of Notre Dame** (RKO), after a wk. at the Orpheum.....100
Denham—**The Great Victor Herbert** (Para)...145
Denver—**Destry Rides Again** (Univ).....125
Orpheum—**Balalaika** (M-G-M); **Reno** (RKO)..110
Paramount—**A Child Is Born** (WB); **On Your Toes** (FN) 130
Rialto—**Swanee River** (20th-Fox), after a wk. at each the Denver and Aladdin; **Man They Could Not Hang** (Col) 105

DETROIT

Adams—**That's Right, You're Wrong** (RKO); **Allegheny Uprising** (RKO), after 1 wk. at the Fox for both 100
Cinema—**Harvest** (French), 2nd wk. 105
Fox—**Destry Rides Again** (Univ); **Music in My Heart** (Col) 90
Michigan—**The Great Victor Herbert** (Para); **Flying Deuces** (RKO) 105
Palms-State—**Reno** (RKO); **Invisible Stripes** (WB) 80
United Artists—**Shop Around the Corner** (M-G-M); **Pride of the Blue Grass** (WB).... 90

INDIANAPOLIS

Alamo—**Chip of the Flying U** (Univ); **Tropic Fury** (Univ) 80
Apollo—**Hunchback of Notre Dame** (RKO), 2nd wk. 70
Circle—**The Great Victor Herbert** (Para); **All Women Have Secrets** (Para) 90
Indiana—**Brother Rat and a Baby** (WB); **British Intelligence** (WB) 60
Loew's—**Shop Around the Corner** (M-G-M); **Nick Carter, Master Detective** (M-G-M)..... 70
Lyric—**Money to Burn** (Rep), with Andy Devine and Dead End Kids in person on stage..... 95

Top Hits of the Week

GONE WITH THE WIND—Boston (4th wk.) 235
GONE WITH THE WIND—New York City (5th wk.).....200
THOSE HIGH GREY WALLS (dual)—Salt Lake City 185
HIS GIRL FRIDAY (dual)—Omaha..175
NINOTCHKA—Boston 170
DESTRY RIDES AGAIN (dual)—New Haven 160
LITTLE ACCIDENT—Pittsburgh.....160
DESTRY RIDES AGAIN—Los Angeles 150
FOUR WIVES (dual)—Kansas City 150

EXTENDED RUNS

Harvest, 17th wk., World, New York City.

Gone With the Wind, 6th wk., New York City; 4th wk., Boston.

Entente Cordiale, 5th wk., 5th Ave. and 55th St. Playhouse, New York City.

Tevya, 5th wk., Continental, New York City.

Gulliver's Travels, 4th wk., Chicago, New York City.

Katia, 4th wk., Little Carnegie, New York City.

Light That Failed, 4th wk., New York City.

Of Mice and Men, 4th wk., Los Angeles.

Rasputin, 4th wk., Minneapolis.

KANSAS CITY

Esquire—**Charlie McCarthy, Detective** (Univ).. 70
Midland—**The Shop Around the Corner** (M-G-M); **Earl of Chicago** (M-G-M) 110
Newman—**The Great Victor Herbert** (Para), held 140
Orpheum—**Four Wives** (FN); **Flying Deuces** (RKO), held 150
Tower—**The Cisco Kid and the Lady** (20th-Fox), plus stage show 85
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**Dr. Kildare's Secret** (M-G-M); **Cisco Kid and the Lady** (20th-Fox).....100
Downtown—**Raffles** (UA); **Reno** (RKO).....100
Four Star—**Of Mice and Men** (UA), 4th wk.... 65
Hollywood—Same as Downtown 100
Pantages—**Destry Rides Again** (Univ); **Blondie Brings Up Baby** (Col) 150
Hillstreet—Same as Pantages 150
Paramount—**Great Victor Herbert** (Para), plus stage show 135
State—Same as Chinese 115

MILWAUKEE

Palace—**The Amazing Mr. Williams** (Col); **Blondie Brings Up Baby** (Col) 90
Riverside—**Main Street Lawyer** (Rep); **A Night at the Moulin Rouge** on stage.....150
Strand—**Balalaika** (M-G-M); **Joe and Ethel Turp Call on the President** (M-G-M)..... 80
Warner—**A Child Is Born** (WB); **Invisible Stripes** (WB) 100
Wisconsin—**Swanee River** (20th-Fox); **The Honeymoon's Over** (20th-Fox) 95

MINNEAPOLIS

Aster—**Nick Carter, Master Detective** (M-G-M); **The Honeymoon's Over** (20th-Fox) 90
Century—**Hunchback of Notre Dame** (RKO), 2nd wk. 125
Esquire—**Rasputin** (French), 4th wk. 90
Gopher—**A Child Is Born** (WB) 125
Orpheum—**Everything Happens at Night** (20th-Fox); plus stage shows, **Lawrence Welk**....150
State—**The Great Victor Herbert** (Para).....100
World—**Intermezzo** (UA) 100

NEW HAVEN

College—**Swanee River** (20th-Fox); **Joe and Ethel Turp Call on the President** (M-G-M), 2nd wk. 100
Loew-Poli—**Hunchback of Notre Dame** (RKO), moved to College for 2nd wk. 120
Paramount—**Destry Rides Again** (Univ); **Main Street Lawyer** (Rep), 9 days.....160
Roger Sherman—**A Child Is Born** (WB); **Oh, Johnny, How You Can Love** (Univ).... 90

NEW ORLEANS

Center—**Cafe Hostess** (Col) 95
Globe—**Another Thin Man** (M-G-M) 75
Liberty—**Hunchback of Notre Dame** (RKO), 3rd wk. 100
Orpheum—**Four Wives** (FN) 100
Saenger—**Everything Happens at Night** (20th-Fox) 100
State—**Shop Around the Corner** (M-G-M).....125
Tudor—**Jamaica Inn** (Para) 110

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 5th wk..200
Capitol—Same as Astor 200
Globe—**My Son Is Guilty** (Col)..... 70
Paramount—**Gulliver's Travels** (Para), 4th wk., plus stage show 95
Radio City Music Hall—**His Girl Friday** (Col), plus stage show 105
Rivoli—**The Light That Failed** (Para), 4th wk..100
Roxy—**Raffles** (UA), plus stage show 100
Strand—**Invisible Stripes** (WB), plus stage show 110

OMAHA

Brandeis—**His Girl Friday** (Col); **Music in My Heart** (Col) 175
Omaha—**The Great Victor Herbert** (Para); **City of Chance** (20th-Fox) 100
Orpheum—**Destry Rides Again** (Univ); **Oh, Johnny, How You Can Love** (Univ).....100

PHILADELPHIA

Aldine—**Of Mice and Men** (UA) 90
Boyd—**The Shop Around the Corner** (M-G-M).100
Earle—**Earl of Chicago** (M-G-M) 110
Fox—**Balalaika** (M-G-M), 2nd wk..... 90
Karlton—**Four Wives** (FN) 125
Keith's—**Destry Rides Again** (Univ) 100
Stanley—**The Great Victor Herbert** (Para)...115
Stanton—**The Amazing Mr. Williams** (Col)....110

PITTSBURGH

Alvin—**Swanee River** (20th-Fox), 2nd wk.....100
Barry—**Submarine D-1** (WB), reissue; **Heroes in Blue** (Mono) 100
Fulton—**Secret of Dr. Kildare** (M-G-M), 9 days 130
Penn—**Balalaika** (M-G-M) 100
Senator—**Little Accident** (Univ); **Will Osborne** band stage show 160
Stanley—**Eternally Yours** (UA); Tel Lewis stage revue 120
Warner—**Judge Hardy and Son** (M-G-M), 2nd d. t. wk. 125

PORTLAND, ORE.

Broadway—**Raffles** (UA); **Intermezzo** (UA). .105
United Artists—**Shop Around the Corner** (M-G-M); **The Big Guy** (Univ).....100
Paramount—**The Great Victor Herbert** (Para); **Cisco Kid and the Lady** (20th-Fox).....100
Liberty—**Swanee River** (20th-Fox); **Beware, Spooks!** (Col), 2nd wk. 90
Mayfair—**Destry Rides Again** (Univ); **Joe and Ethel Turp Call on the President** (M-G-M), 3rd wk. 90
Orpheum—**Heritage of the Desert** (Para); **Heroes in Blue** (Mono) 90

SALT LAKE CITY

Capitol—**Those High Grey Walls** (Col); **Tower of London** (Univ) 185
Centre—**Raffles** (UA) 115
Paramount—**Swanee River** (20th-Fox) 115
Studio—**Four Wives** (FN) 100
Utah—**Blondie Brings Up Baby** (Col); **U-Boat 29** (Col) 105

SEATTLE

Blue Mouse—**Raffles** (UA); **Torchy Plays With Dynamite** (WB), 2nd wk. 85
Fifth Ave.—**Remember the Night** (Para); **Mexican Spitfire** (RKO) 90
Liberty—**Music in My Heart** (Col); **Beware, Spooks!** (Col) 90
Music Box—**Swanee River** (20th-Fox); **Missing Evidence** (Univ), 2nd wk. 90
Orpheum—**Earl of Chicago** (M-G-M); **Cisco Kid and the Lady** (20th-Fox) 100
Palomar—**Money to Burn** (Rep), plus Major Bowes stage show 110
Paramount—**The Great Victor Herbert** (Para); **Henry Goes Arizona** (M-G-M) 100

Selling Seats

Effect "Little Oscar" Tieups to Sell "Oz"

CHICAGO—Oscar Mayer & Co., meat dealers here, have made several tieups recently with theatres for the use of their advertising midget, "Little Oscar," the "world's smallest chef," who appeared with the Munchkins in M-G-M's "The Wizard of Oz."

Besides the Essaness Theatres tieup announced recently, Little Oscar has appeared at various of the G.C.S. circuit houses, including the Fox, Drake, Admiral and Revue theatres.

The midget appears in the costume he wore in the picture, conducts his own "Little Oscar Quiz Contest," and gives hams, bacon, etc., as prizes to the winners. Half-page and full-page ads are used in neighborhood newspapers, lobby displays, sound truck and souvenirs to children are furnished by the meat dealers.

Candid Camera Contest On "Everybody's Hobby"

DETROIT—The Alger, neighborhood house of United Detroit Theatres, used a unique contest tieup on "Everybody's Hobby." Camera fans were invited to snap pictures of the film on the screen, and prizes were awarded for the best shots. The idea went over especially well as the house is located in one of the city's better residential districts.

Two Stunts in Chicago For "Bachelor Mother"

CHICAGO—The Symphony, managed by Irving Lipnick, had an usher sit in a rocking chair in the lobby of the theatre as the typical bachelor with a baby in his arms. A card advertised "Bachelor Mother" coming soon at the theatre.

Another stunt was the suspending of a clothesline with diapers hung by clothespins.

A Quandary and an Explanation

Rochester—"Kenny Williams: You are amazing. First you say you love me, then I have to chase you for months until you promise to marry me, and finally you leave me standing in the mayor's office on my wedding day. Really, Mr. Williams, you're quite amazing!—Maxine."

This classified ad plug for "The Amazing Mr. Williams" threw Mayor Samuel B. Dicker's office into a quandary, until the matter was straightened out by the management of the Regent.

They Remember Their Lessons

Chicago—One of the slogans concocted by Joseph Bernhard is "Expense is the enemy of profit" and the Warner theatre boys are not prone to forget it. When a coal truck dropped the tailgate while passing the Frolic and spilled coal for half a block on the car tracks, a wrecking crew was called to clear the tracks. With the assistance of the Frolic management, coal was thrown along the curb, picked up by the ushers and dumped into the manhole of the Frolic's coal bin. Total gain was a good ton and a half of coal with net saving of about $12 on the house's coal bill. Manager Ben Cohen hopes more coal trucks pass his theatre.

'Wings' Campaign Contest Is Won by Sid Holland

NEW YORK—First prize of $1,000 in Columbia's campaign contest on "Only Angels Have Wings," goes to Sid Holland of the Schine circuit, Gloversville, N. Y. Holland's winning entry was submitted when he was with the Elco, Elkhart, Ind.

The following 10 prizes of $300 each are awarded as follows: Jack Lexey and Al Zimbalist, Broadway, Philadelphia, Pa.; Richard D. Walsh and George H. McKenna, Lafayette, Buffalo, N. Y.; David Kamsky, Neighborhood Theatre, Inc., Richmond, Va.; Marion Parkinson, Iowa, Jefferson, Ia.; Jack Sidney, Loew's Poli, Bridgeport, Conn.; W. Osborne, Warner, Huntington Park, Cal.; E. R. Hardwick, Lyceum, Clovis, N. M.; and Frank La Falce, Earle, Washington.

"Clearance Sale" Feature Of Seattle Campaign

SEATTLE—"BIG CLEARANCE SALE! Due to the extended runs of outstanding pictures, we have accumulated a number of attractions which must be played. We are offering this CLEARANCE SALE at low prices to make way for major screen events."

This advertising copy by the Liberty in announcing first runs for "Music in My Heart" and "Beware Spooks."

Real Wedding on Stage Exploits "Four Wives"

LONG BEACH, CAL.—Lester Fountain of the State garnered a great deal of publicity in the local press by having a real wedding performed on the stage of his theatre in connection with "Four Wives." The groom is a sailor in the navy. Wedding gifts were contributed by local merchants who tied in with the publicity.

NUGGETS

A BEAUTY contest for nurses as well as a diaper contest by students of the University of Pennsylvania highlighted the campaign on "A Child Is Born," conducted by the Stanton, Philadelphia.

•

Manager Ted Turrell of the Beverly, Chicago, for "Little Accident" had a small card made up with a safety pin through the middle. The copy read: "Free Insurance for any 'Little Accident' . . . Keep this safety pin as a reminder to see 'Little Accident.'"

•

Two weeks in advance of showing "Hunchback of Notre Dame," Manager Joe Floyd, Hollywood, Sioux Falls, S. D., used a giant indoor cathedral front in his lobby. Everyone entering the theatre had to go through the cathedral door. During the run, the display was moved to the theatre front.

•

"Lack-of Laff-Itis" was the theme of a printed throwaway used by Manager Roland Haynes of the Colonial, Germantown, Pa., in his campaign on "Ninotchka." Directions advised breathing a large spot. "If it causes a perfume odor then you are suffering from 'Lack-of Laff-Itis,'" the copy read. "Our sure-fire cure, see the hilarious comedy hit."

•

Among the highlights of exploitation campaigns on "Gulliver's Travels," are coloring contests planted in local newspapers by exhibitors. Scenes from the picture are reproduced daily and prizes awarded for the most artistic coloring efforts.

•

One of the best stunts used by Chicago theatres in a campaign on "A Child Is Born," is the offer of a complete baby bassinet to the mother of the first baby born on the opening day of the picture. The storekeeper from whom the bassinet is promoted displays the set in his window with appropriate credits.

"Drunk Driving" Short Gets Major Attention

CALGARY, ONT.—M-G-M's short subject, "Drunk Driving," was exploited with as much effort as a major feature by Ralph Mitcheltree of the Capitol. The junior board of trade with the cooperation of the police started a safety drive five weeks before the playdate. Spotters were placed on the street, notifying traffic law offenders by mail.

The board of trade also arranged a theatre party. The board president and the chief of police spoke from the stage on the opening night. This inspired other organizations to arrange theatre parties.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol Ⓒ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
SEPT. 23	21 Drama **1015** **Those High Grey Walls** (82) Walter Connolly Iris Meredith R—Sept. 30			22 Comedy **3903** **$1,000 a Touchdown** (71) Joe E. Brown Martha Raye R—Sept. 30	21 Melodrama **912** **Calling All Marines** (65) Donald Barry Helen Mack R—Sept. 16	22 Com. Drama **934** **Fifth Avenue Girl** (80) Ginger Rogers James Ellison R—Aug. 26	22 Comedy **008** **Stop, Look and Love** (57) Jean Rogers William Frawley R—Sept. 2	22 Drama **Intermezzo** (70) Leslie Howard Ingrid Bergman John Halliday R—Oct. 7	22 Melodrama **4027** **The Witness Vanishes** (66) Edmund Lowe Wendy Barrie R—Jan. 27	23 Comedy **FN469** **No Place to Go** (57) Fred Stone Gloria Dickson Denis Morgan R—Sept. 23	
SEPT. 30		29 Com. Drama **3** **Dancing Co-ed** (81) Lana Turner Richard Carlson R—Sept. 30	30 D'mentary **3831** **Fight for Peace** (68) R—Apr. 23, '38	29 Com. Drama **3904** **Honeymoon in Bali** (96) Madeleine Carroll Fred MacMurray R—Sept. 16	29 Western **951** **Arizona Kid** (61) Roy Rogers Sally March R—Oct. 7	29 Drama **001** **Nurse Edith Cavell** (95) Anna Neagle George Sanders R—Aug. 26	29 Drama **009** **Here I Am a Stranger** (82) Richard Greene Brenda Joyce R—Sept. 30	29 Melodrama **The Real Glory** (95) Gary Cooper Andrea Leeds R—Sept. 23	29 Drama **4014** **Rio** (77) Sigrid Gurie Basil Rathbone R—Sept. 30	30 M'drama **FN462** **Espionage Agent** (80) Joel McCrea B. Marshall R—Sept. 30	
OCT. 7	7 Act. Drama **1010** **U-Boat 29** (77) Conrad Veidt Valerie Hobson R—Sept. 23	6 Comedy **6** **Fast and Furious** (73) Ann Sothern Franchot Tone R—Oct. 14	1 O'door Dra. **3936** **Crashing Thru** (56) James Newill Jean Carmen R—Nov. 4	6 Comedy **3905** **What a Life** (75) Betty Field Jackie Cooper R—Sept. 23	6 Western **961** **Kansas Terrors** (57) Three Mesquiteers R—Oct. 21	6 Musical **946** **Everything's on Ice** (65) Irene Dare Eric Linden R—Sept. 9	6 Melodrama **010** **The Escape** (62) Kane Richmond Allan Duff R—Nov. 11		6 Comedy **4035** **Hero for a Day** (66) A. Louise-D. Foran 29 Drama **Reissue** **All Quiet on the Western Front** (93); R—Sept. 30	7 M'drama **WB418** **Pride of the Blue Grass** (65) Edith Fellows James McCallion R—Sept. 23	
OCT. 14		13 Mus. Com. **9** **Babes in Arms** (97) Mickey Rooney Judy Garland R—Sept. 23		13 Drama **3906** **Jamaica Inn** (106) Charles Laughton Maureen O'Hara R—July 8	13 Act. Drama **913** **Sabotage** (69) Arleen Whelan Gordon Oliver R—Oct. 14	13 Drama **004** **Three Sons** (72) Edward Ellis Virginia Vale R—Sept. 30	13 Musical **007** ✪Ⓒ**Hollywood Cavalcade** (96) R—Oct. 7; Faye 13 Drama **061** **Road to Glory** (101) (Reissue)	12 Comedy **Eternally Yours** (95) Loretta Young David Niven R—Oct. 7	13 Drama **4052** **Tropic Fury** (63) Richard Arlen Andy Devine R—Sept. 16	14 Musical **FN463** **On Your Toes** (94) Zorina Eddie Albert R—Oct. 14	
OCT. 21	19 Com. Dra. **1101** ✪**Mr. Smith Goes to Washington** (125); R—Oct. 14 16 Drama **1031** **Scandal Sheet** (67) R—Oct. 28	20 Comedy **8** **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	20 Western **Riders of Destiny** (54) (Reissue) John Wayne 20 Western **Reissue** **Sagebrush Trail** (55); John Wayne	20 Drama **3907** **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			20 Comedy **018** **Shipyard Sally** (80) R—Dec. 9 20 Comedy **014** **Pack Up Your Troubles** (75) R—Oct. 14		20 Western **4059** **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	21 M'drama **FN470** **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	24 Comedy **1011** **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown 29 Drama **1032** **Miracle on Main St.** (78); R—Jan. 27	27 Com. Drama **10** **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	1 Act. Drama **3816** **Danger Flight** (61) J. Trent R—Nov. 4 25 Drama **3803** **Mutiny in the Big House** (84) R—Oct. 21; Bickford	27 Drama **3908** **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	27 Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	27 Drama **012** **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	27 Act. Drama **013** **20,000 Men a Year** (84) R—Oct. 28 27 D'mentary **062** **First World War** (78) (Reissue) R—Nov. 17, '34	26 Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	27 Comedy **4019** **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	28 Drama **WB403** **Roaring Twenties** (104) **James Cagney** **Priscilla Lane** **R—Oct. 21**	22 **M'drama P-D-C** **Torture Ship** (57) **Lyle Talbot** **Irving Pichel** **Jacqueline Wells** **R—Dec. 23**
NOV. 4	2 Western **1202** **Stranger From Texas** (55) Charles Starrett R—Dec. 23	3 Com. **Drama** **7** **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	31 Western **3857** **Overland Mail** (53) Jack Randall R—Nov. 18	3 Western **3955** **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	3 Drama **905** **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	3 Comedy **010** **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 3 Western **081** **Marshal of Mesa City** (61); R-Oct. 7	3 Drama **019** **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		3 Melodrama **4020** **Call a Messenger** (65) R—Sept. 9 Little Tough Guys 3 Drama **Reissue** **Road Back** (79) Richard Cromwell	4 Com. Dr. **WB411** **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	29 Drama **P-D-C** **Goose Step** (90) **(Form. "Hitler—Beast of Berlin")** Roland Drew Steffi Duna R—Nov. 11
NOV. 11	9 Comedy **1013** **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	10 Drama **11** **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	5 Act. Drama **3937** **Fighting Mad** (60) James Newill 7 Melodrama **3919** **Heroes in Blue** (61) R—Nov. 18	10 Melodrama **3909** **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	10 Comedy **915** **Covered Trailer** (66) Gleason Family R—Nov. 18	10 O'door Dr. **006** **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	10 Drama **015** ✪Ⓒ**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		10 Act. Drama **4030** **One Hour to Live** (59); R—Sept. 16 3 Melodrama **53** **Legion of Lost Flyers** (64); R-Dec. 16	11 Drama **WB402** ✪**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	6 M'drama **P-D-C** **Buried Alive** (74) Beverly Roberts Robert Wilcox R—Jan. 27
NOV. 18		17 Com. Drama **13** **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama **3923** **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama **3910** **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western **848** **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama **005** **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy **016** **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. **3002** **First Love** (84) R—Nov. 11 17 Melodrama **4012** **Tower of London** R—Nov. 25	18 Com. Dr. **WB413** **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama **P-D-C** **Invisible Killer** (..) Grace Bradley Roland Drew
NOV. 25	23 Mys. Com. **7** **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama **12** **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western **3951** **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy **3911** **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western **952** **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical **011** **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama **020** **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western **4060** **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama **FN458** **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	30 Drama **1030** **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama **3938** **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama **021** **City of Darkness** (74); R—Nov. 25 1 Melodrama **022** **Inspector Hornleigh on Holiday** (77)		1 Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 9	**Fugitive at Large** (66) R—Aug. 5 7 Western **1211** **Taming of the West** (54) R—Oct. 21	**Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	**West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	**Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		**Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	**Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		**Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	**Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novara Lionel Atwill	
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** **Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King	29 Drama **3916** **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. **M'dr. 18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama **3939** **Danger Ahead** (..) 15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'drama **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 Melodrama **Hidden Enemy** (..)	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Drama **Rebecca** (..) Laurence Olivier Judith Anderson Joan Fontaine	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	26 Mys. Drama **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (..) Lupino Lane Sally Grey	25 Western **3961** **Pioneer Days** (51) Jack Randall	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Haymon Tevya** (90) Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama **Convicted Woman** (..) R. Hudson 1 Western **1212** **Pioneers of the Frontier** (58)		30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro	2 Drama **3920** **Parole Fixer** (..) William Henry Virginia Dale	30 Mus. Drama **Village Barn Dance** (..) Richard Cromwell Doris Day	2 Melodrama **018** **Marines Fly High** (..) Richard Dix C. Morris-L. Ball	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Action Drama **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson	
FEB. 10	8 Comedy **9017** **Five Little Peppers at Home** (60) Edith Fellows R—Dec. 30	9 Musical **21** **Broadway Melody of 1940** (..) Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		8 Drama **017** **Isle of Destiny** (..) Wallace Ford Wm. Gargan	9 Mus. Drama **031** **Little Old New York** (..) Alice Faye Fred MacMurray		9 Comedy **My Little Chickadee** (..) Mae West W. C. Fields	10 Drama **Castle on the Hudson** (77) (Form. Years Without Days)	
FEB. 17		16 Drama **24** **Man From Dakota** (..) Wallace Beery Dolores Del Rio	17 Act. Drama **3940** **Murder on the Yukon** (..) James Newill	16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (..) Fred Bartholomew Edna Best	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27			17 Com. Drama **Granny Get Your Gun** (..) May Robson Harry Davenport	
FEB. 24		23 Drama **25** **Northwest Passage** (..) Spencer Tracy Robert Young	24 Western **3962** **Cheyenne Kid** (..) Jack Randall	23 Western **3923** **Knights of the Range** (..) Russell Hayden Jean Parker		23 Anim. Cart. **091** **Pinocchio** (..)	23 Drama **033** **They Came by Night** (..) Will Fyffe		23 Mystery-Melo. **Framed** (60) Frank Albertson Constance Moore R—Jan. 13	24 Drama **Virginia City** (..) Errol Flynn Miriam Hopkins	
MAR. 2	29 Comedy **Blondie on a Budget** (..) Penny Singleton Arthur Lake	2 Drama **I Take This Woman** (..) Spencer Tracy Hedy Lamarr	2 Western **3953** **Rhythm on the Rio Grande** (..) Tex Ritter	1 Comedy **Seventeen** (..) Betty Field Jackie Cooper		1 Comedy **020** **Little Orvie** (..) Ernest Truex John Sheffield	1 O'd'r Drama **034** **Earthbound** (..) Warner Baxter				
MAR. 9		1 Drama **23** **Strange Cargo** (..) Clark Gable Joan Crawford	9 Melodrama **Crime of Dr. Orloff** (..) Bela Lugosi	8 Melodrama **Adventure in Diamonds** (80) George Brent Isa Miranda R—Jan. 20		9 Drama **007** **Vigil in the Night** (..) Carole Lombard Brian Aherne	8 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20				

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Indicates short of the week.

Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Nothing But Pleasure (..) Jan. 19, '40
Now It Can Be Sold (17)..June 2
Pest From the West (..)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (..).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28
Mooching Through Georgia (..).....Aug. 11

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Nell's Yells (7).....June 30
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (..)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (..).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..)....Dec. 29
No. 6 (..).....Feb. 2, '40
No. 8 Strauss Waltzes (11)...Apr. 21
No. 10 Songs of Romance (..) June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (..).....Dec. 22

FOOLS WHO MADE HISTORY

Elias Howe (11).....
No. 1 Charles Goodyear (10½)..Oct. 6
No. 2 Elias Howe (..).....Sept. 1

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

MUSIC HALL VANITIES (New series)

Montmarte Madness (10½)...June 30

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26, '40

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6).....June 2

SCREEN SNAPSHOTS (Series 18)

No. 11 (10).....June 29
No. 12 (10).....July 28

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3.....Dec. 1
No. 4.....Jan. 5, '40
No. 5 (..).....Feb. 9, '40

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30
Jockeys Up (10½).....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5, '40
Saved by the Belle (17).....June 30
Three Sappy People (18½)....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS In Technicolor

A Day on Treasure Island (11).....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
Ice Antics (9).....Feb. 11
Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Prophets Without Honor (11).....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..).....Jan. 6, '40

MUSICAL COMEDIES

Somewhat Secret (21).....Mar. 25

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11).....July 15
One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
The Bear That Couldn't Sleep (9).....June 10
The Blue Danube (7).....Dec. 16
The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11).....July 1
Joy Scouts (10).....June 24
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11).....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia.....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Football Thrills of 1938 (..).Sept. 16
Let's Talk Turkey (1).....Oct. 28
Poetry of Nature (8) Sepia..June 17
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (..).....Sept. 30
Ski Birds (8).....Nov. 18
Take a Cue (Sepia) (9).....Aug. 12

ROBERT BENCHLEY

How to Eat (10).....June 10
See Your Doctor (8).....Dec. 16
The Day of Rest (9).....Sept. 16
The Inferior Feeling (9)..Jan. 20, '40

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7).....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8).....Sept. 22

COLOR CRUISES (New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (Cinecolor) (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (19).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10).....June 23
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19, '40
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 11 (10).....June 2
Three stories about water.
No. 12 (10).....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19, '40

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
Popular Science No. J9-I (11).....Sept. 15
Popular Science No. 3 (Cinecolor) (10).....Dec. 15
No. J9-2 (10).....Nov. 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10)....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26, '40
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10)....June 9
Diamond Dust (10).....May 12
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Triangle Had Its Points (7).....Jan. 26, '40

SYMPHONIC SERIES

Philharmonic Orchestra of U.S.A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)..Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. L9-3 (10).....Jan. 19, '40

RKO Radio

DISNEY CARTOONS (In Technicolor)

Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8).....July 21

EDGAR KENNEDY COMEDIES

Baby Daze (15).....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17).....July 21

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19).....Nov. 3

MARCH OF TIME

No. 10 (20).....May 12
Dixie—The nation's number one problem.
No. 11 (19).....June 9
War, Peace and Propaganda.
No. 12 (22).....July 7
The Movies March On.
No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 Crisis in the Pacific (17).....Dec. 22

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1

PATHE NEWS

Released twice weekly.

PATHE PARADE ('36-'37 releases)

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26, '40

BATHE SPORTSCOPE

Devil Drivers (9).....June 16
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)....Dec. 15
Sagebrush Serenade (19).....June 16

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Television (9).....May 5
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9).....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27

ED THORGERSEN-SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Sports Immortals (11).....June 23

FATHER HUBBARD'S ALASKAN ADVENTURES

©Birthplace of Icebergs (11)..Aug. 4
The Aghileen Pinnacles (11)..Nov. 10

FASHIONS (In Technicolor)

Fashion Forecasts No. 4 (..)..July 7
Fashion Forecasts No. 5 (10)..Sept. 15
Fashion Forecasts No. 6 (..)..Dec. 22

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (..).....Dec. 8

LOWELL THOMAS MAGIC CARPET

Tempest Over Tunis (11)....June 9
The Evergreen Empire (..)..Oct. 13

TERRY-TOONS

A Bully Romance (..).....June 16
A Mouse and a Million (..)...Nov. 3
Africa Squawks (7).....June 30
Barnyard Baseball (7).....July 14
©Barnyard Egg-Citement (11) May 5
©Hook, Line and Sinker (7)..Sept. 8
Sheep in the Meadow (7)....Sept. 22
©The First Robin (..).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (..).....Dec. 1
The Old Fire Horse (..).....July 28
©The Orphan Duck (7).....Oct. 6
The Prize Guest (7).....June 2
The Watchdog (..).....Oct. 20
©Two Headed Giant (7)....Aug. 11
©Wicky-Wacky Romance (..) Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7)..Sept. 4
Andy Panda Goes Fishing (8).Jan. 22
Bird on Nellie's Hat.....June 19
Life Begins for Andy Panda (8).....Oct. 9
Scrambled Eggs (9).....Nov. 20
Silly Superstition (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31
©The Sleeping Princess (9)..Nov. 20

GOING PLACES WITH GRAHAM McNAMEE

No. 64 (9).....June 26
No. 65 (9).....July 17
No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (..).....Feb. 5

MENTONE PRODUCTIONS

Gals and Gallons (18).....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

Swing Sanatorium (18).....June 14
Dorothy Stone-Charles Collins.

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

OSWALD CARTOONS

The Big Cat and the Little Mousie (7).....Aug. 15

STRANGER THAN FICTION

No. 63 (9).....June 5
No. 64 (..).....July 3
No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 18
No. 71 (9).....Jan. 8
No. 72 (..).....Jan. 29

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

Bullets and Ballads (..).....Feb. 14

Rhythm Jamboree.....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....Sept. 6

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Broadway Buckaroo (20).....June 3
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
Wardrobe Girl (20).....June 17

THE COLOR PARADE (New Series)

American Saddle Horses (..).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 5 (9).....June 10
Mechanix Illustrated No. 6 (10).....Aug. 5
Modern Methods (9).....July 15

LOONEY TUNES CARTOONS

Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (..).....Nov. 4
Polar Pals (7).....June 3
Porky, the Giant Killer (..)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Picnic (7).....July 15
Scalp Trouble (7).....June 24
Wise Quack (7).....Aug. 5

MELODY MASTERS

Eddie DeLange and Orchestra (10).....Aug. 12
Leith Stevens & Orch. (10).....June 10
Rita Rio & Orch. (10).....July 1
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
Vincent Lopez and Orch. (10).....Sept. 30
Will Osborne & Orch. (..).....July 22

MERRIE MELODIES (In Color)

Believe It or Else (7).....June 3
Dangerous Dan McFoo (7).....July 15
Detouring America (7).....Aug. 26
Fagin's Freshmen (..).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Oct. 7
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Old Glory (10).....July 1
Sioux Me (7).....Sept. 9
Snow Man's Land (7).....July 29
Thugs With Dirty Mugs (7)...May 6

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Quiet Please (18).....July 1
Royal Rodeo (..).....Nov. 25
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
©The Monroe Doctrine (16)..Oct. 14

SPECIALS (New Series) Tech.

The Master's Touch (10)....Feb. 18

VITAPHONE VARIETIES

One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9
Witness Trouble (10).....July 29

TRUE ADVENTURES (By Floyd Gibbons)

Haunted House (11).....June 3
Lives in Peril (11).....July 7
Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters.....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers (..).....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Green Hornet.....Jan. 9, '40
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, JANUARY 16

Movietone News, No. 37

Marines leave for West Indies; Chinese war; Miami Beach feminine doings; Canadian fur trapping; new dress fashions; Lew Lehr on midgets; Hockey at Garden; opening of Hialeah; Golden Glovers in Washington.

News of the Day, No. 235

Mine disaster in West Virginia; arrest of Christian Front members; Marines to Cuba; hat fashions; 19-inch, 19-pound midget; Lake Placid bob sledding; Hialeah track opening.

Paramount News, No. 40

Marines off to Guantanamo Bay; arrest of alleged terrorists; European wrestler arrives; mine disaster; fashions in hats; track meet in Boston; bob sledding in Lake Placid; hockey at Garden; Finnish war front.

RKO Pathe News, No. 52

West Virginia mine blast; G-men seize 17 in plot; 25,000,000th car at General Motors comes off the line; ice skaters in Pennsylvania; frostbiters sailing in Long Island Sound; indoor track meet.

Universal Newsreel, No. 841

Arrest of 17 would-be terrorists; mine blast; Marines to Cuba war games; hat fashions; girl pistol markswoman; fruit fiesta in Texas; Bette Davis gets "Red Book" award; Lake Placid bob sledding; track meet in Boston, and opening of Hialeah racetrack.

THURSDAY, JANUARY 18

Movietone News, No. 38

War in Finland; Sweden's king looks at defense preparations; Belgian mobilization; Dutch troops reinforce frontiers; big guns on western front; French chasseurs in maneuvers; French women in factories; Maginot Line; church services in front lines; Allied leaders in war council; Hore-Belisha; Pope-Royal Italian family visit; King Carol will defy aggression; Duchess of Windsor; Lew Lehr debunks bathing beauties; skiing in Lapland.

News of the Day, No. 236

War in Finland; western front; Maginot Line; Duchess of Windsor; Chamberlain at front; Pope and Italian royal family; Quads in Alabama; pro-football in Hollywood.

Paramount News, No. 41

U. S. Army in snow maneuvers; Gannett enters presidential nomination race; California adventurers off to uninhabited isle; quads in Alabama; Chamberlain at front; Duchess of Windsor; Paris shop windows change anti-shatter strip patterns; London's Victoria Station and troops on leave; Finnish war scenes; Pope-Royal Italian family visit; Boston track meet; hockey in Canada; Lake Placid bob sledding.

RKO Pathe News, No. 53

War in Finland; Pope and Italy's King and Queen; Earl Browder on trial; ice skating in Holland; new French siege guns; adventurers off for desert isle.

Universal Newsreel, No. 842

War scenes in Finland, England, France; Pope and Italian King; Quads in Alabama; Miami Beach girl publicity gag; wrestling at Lake Worth, Fla.; pro football in Hollywood.

In the Making

COLUMBIA

Men Without Souls—John Litel, Barton MacLane, Rochelle Hudson, Glenn Ford. Director: Nick Grinde. Producer: Irving Briskin. **(Completed)**

METRO

Susan and God—Fredric March, Greer Garson, Virginia Weidler, Rita Quigley. Director: George Cukor. Producer: Hunt Stromberg. **(Starting)**

PARAMOUNT

Down Went McGinty—Brian Donlevy, Muriel Angelus, Steffi Duna, Akim Tamiroff. Director: Preston Sturges. Producer: Paul Jones. Screenplay: Preston Sturges. **(Completed)**

RKO RADIO

Curtain Call—Barbara Read, Helen Vinson, Alan Mowbray, Ralph Forbes, John Archer, Tom Kennedy. Director: Frank Woodruff. Producer: Howard Benedict. Screenplay: Dalton Trumbo. **(Starting)**

20TH-FOX

Lillian Russell—Alice Faye, Don Ameche, Henry Fonda, Edward Arnold, Nigel Bruce. Director: Irving Cummings. Producer: Gene Markey. Original Screenplay: William Anthony McGuire. **(Starting)**

Sailor's Lady—Jon Hall, Nancy Kelly, Joan Davis. Director: Alan Dwan. Producer: Sol Wurtzel. Original: Frank Wead, Niven Busch. Screenplay: Frederick Hazlitt Brennan. **(Starting)**

Dance With the Devil—Tyrone Power, Edward Arnold, Dorothy Lamour, Lloyd Nolan, Lionel Atwill. Director: Irving Cummings. Producer: Harry Joe Brown. Original: Dalton Trumbo. **(Completed)**

UNIVERSAL

Sandy Is a Lady—Sandra Henville, Mischa Auer, Billy Lenhart, Kenneth Brown. Director: Charles Lamont. Original Screenplay: Charles Grayson. **(Starting)**

WARNER-FIRST NATIONAL

And It All Came True—Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Eric Blore, ZaSu Pitts. Director: Lew Seiler. Producer: David Lewis. Original: Louis Bromfield. Screenplay: Casey Robinson. **(Completed)**

Short Subject Review

The Republic of Finland

1919-1940

RKO (March of Time Vol. 6, No. 6) 18 *Mins.*

In the light of the present war, here is a subject that will be of interest to every filmgoer who is at all moved by events reported daily in the newspapers. In an effective manner and with the style it originated, March of Time attempts to reveal briefly the life and national character of Finland, together with industries, statesmen and soldiers, who flash on as vocal accompaniment describes their virtues. Maps are shown, figures are given, exports and military data flow from the sound track. Jan Sibelius is shown as a baldheaded woodstroller, unidentified. Baron Mannerheim and the president are identified. A note that might not sound convincing is injected when, what are apparently actors, discuss the reason for the present strife and combat. For the most part, the subject remains unbiased and emphasizes the country's merits as they are currently extolled for popular consumption. Whatever audiences' politics, they should find it interesting as a travelogue, a summation of the country's democratic existence and as a presentation of stock shots of World War personalities.

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... Adventure in Diamonds...Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... All Quiet on West. Front (Reissue) .....Univ
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

9 Babes in Arms.....M-G-M
10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
1013 Blondie Brings Up Baby...Col
.... Blondie on a Budget.....Col
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB

C

1030 Cafe Hostess .....Col
4020 Call a Messenger .....Univ
912 Calling All Marines.....Rep
420 Calling Philo Vance.....WB
.... Castle on the Hudson..WB-FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
.... Convicted Woman .....Col
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep
3936 Crashing Thru .....Mono
.... Crime of Dr. Orloff.....Mono

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
010 Escape, The 20th-Fox
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
.... Eternally Yours .....UA
029 Everything Happens at Night 20th-Fox
946 Everything's on Ice.....RKO

F

6 Fast and Furious.....M-G-M
3909 Fatal Hour .....Mono
934 Fifth Avenue Girl .....RKO
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
9017 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
010 Flying Deuces .....RKO
453 Four Wives .....FN
.... Framed .....WB-FN
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona..Mono
3918 Geronimo! .....Para
.... Goose Step .....P-D-C
.... Granny Get Your Gun..WB-FN
3916 Great Victor Herbert.....Para
926 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
4035 Hero for a Day .....Univ
3919 Heroes in Blue .....Mono
.... Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
007 Hollywood Cavalcade..20th-Fox
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... Housekeeper's Daughter ....UA
015 Hunchback of Notre Dame.RKO

I

.... I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Intermezzo, A Love Story...UA
.... Invisible Killer .....P-D-C
.... Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
017 Isle of Destiny .....RKO

J

3906 Jamaica Inn .....Para
914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

961 Kansas Terrors .....Rep
411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
4019 Little Accident .....Univ
020 Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
.... Lone Wolf Strikes .....Col
.... Lucky Texan (Reissue)....Mono

M

481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
1032 Miracle on Main Street....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
469 No Place to Go.....FN
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
463 On Your Toes .....FN
3903 $1,000 a Touchdown.....Para
4030 One Hour to Live.....Univ
3911 Our Neighbors—the Carters .....Para
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
418 Pride of the Blue Grass....WB
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
.... Riders of Destiny, reissue.Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
061 Road to Glory 20th-Fox
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

913 Sabotage .....Rep
952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
.... Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
470 Smashing the Money Ring..FN
941 South of the Border.....Rep
.... St. Martin's Lane.....Para
008 Stop, Look and Love..20th-Fox
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
1015 Those High Grey Walls.....Col
916 Thou Shalt Not Kill.....Rep
004 Three Sons .....RKO
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
4052 Tropic Fury .....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

U

1010 U-Boat 29 .....Col

V

007 Vigil in the Night.....RKO
.... Village Barn Dance.....Rep
.... Virginia City .....WB-FN

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
3905 What a Life .....Para
4027 Witness Vanishes, The.....Univ
918 Wolf of New York.....Rep
1 Women, The .....M-G-M

Y

032 Young as You Feel...20th-Fox
3938 Yukon Flight .....Mono

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

BUY YOUR THEATRE EQUIPMENT on easy time payments at S. O. S.! Fair terms, low prices, guaranteed quality. Write S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

JANUARY CLEARANCE SALE — SIMPLEXES, double bearings, magazine, rear shutters. POWERS 6-B late model with sound heads. Amplifiers, screens, lens, speakers, chairs, carpet, generators, DeVry portables. WESTERN THEATRE SUPPLY, Omaha, Neb.

ABSOLUTELY LOWEST PRICES EVER OFFERED on theatre equipment! S. O. S. jubilee sale catalog being mailed shows hundreds of amazing bargains. Hurry—write for your copy and save real cash. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

WANTED—Complete Powers 6B projectors or heads only. Prompt payment. Must be 6B's. B-1186, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

FOR SALE—Complete Pictur Fone sound with double channel amplifier. CRYSTAL THEATRE, Ligonier, Ind.

SOUND FILM THEATRE AMPLIFIER—Like new; $30.00 complete. Trial allowed. THEATRE SOUND SERVICE, Box 395, Rochester, N. Y.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

WE'VE GOT JUST THE CHAIRS YOU NEED—Remarkably low-priced! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. Free list. S. O. S. CINEMA SUPPLY CORP., NEW YORK CITY.

1,200 FINE OPERA CHAIRS, USED. Reasonably priced for immediate sale. Wonderful condition. RIALTO THEATRE, Paducah, Ky.

EXCEPTIONAL BARGAIN for quick turnover—1,200 used upholstered opera chairs, $1.50 each. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

THEATRE GAMES

ATTENTION, EXHIBITORS — New, novel, entertaining. It brings 'em back in droves. "Play Bingo." 70 ways to win for the audience; 100% winner for your theatre. Exclusive distributors — PREMIUM PRODUCTS, 354 West 44th St., New York, N. Y.

AIR CONDITIONING

ATTRACTIVE PRICES on new and slightly used air conditioning units, air filters, washers, blowers, compressors (refrigeration), cooling coils, heating coils, motors, pumps, stokers. Cash or deferred payments on approved credit. Write us your requirements. Conditioned Air Co., 926 N. Cass St., Milwaukee, Wis.

POSITIONS WANTED

MANAGER OR PUBLICITY MAN—10 years experience, chain and independent. Age, 28; single; free to go anywhere. Guarantee to get results; promotions and gags my specialty. Best references; can take orders; sober. B-1210, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES FOR SALE

NEIGHBORHOOD THEATRE—Paying business; 325 seats; terms. B-1204, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE—Good small town; large territory to draw from. Small capital outlay. Write for information. COZY THEATRE, Wheaton, Mo.

THEATRE FOR SALE OR LEASE—Fully equipped; located in good-sized Oklahoma city; seating capacity, 315; upholstered cushioned seats; theatre in operation 18 years; solid two-story brick building, with five modern rooms above. If interested in a real buy, write B-1205, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES WANTED

SMALL TOWN THEATRE, West Texas or New Mexico. B-1202, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL RENT small town theatre near Kansas City. B-1211, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WANT SMALL TOWN THEATRE—Western Missouri or eastern Kansas. Give all details. B-1214, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY equipped or unequipped theatre. B-1212, BOXOFFICE, 4304 E. 9th St., Kansas City, Mo.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) } 10c a word, 4 insertions at price of 3

Kindly insert the following ad..... times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

Mickey Rooney in Person

CAN FILL THOSE EMPTY SEATS —SO CAN MOVIE TRADE SCRIP

We all know that you cannot have Mickey Rooney in person but, if you act quickly, you may secure the exclusive Movie Trade Scrip Plan for your theatre. Don't delay but wire or write today for full information about the most complete and desirable seat-selling plan yet offered.

Every patron will eagerly seek Movie Trade Scrip because it's "just like cash" and they will come back time after time for more. Never anything like it before. It's really different and only one theatre in a town or locality will be given permission to use the plan. Localities are going fast so don't delay. Get the details at once.

Exhibitors are unanimous in their praise of Movie Trade Scrip, because, while Movie Trade Scrip has "everything," it is a plan that is easy to inaugurate and handle. Everything worked out completely—all trailers — heralds — and other supplies and promotional materials are furnished tailor-made for each theatre. No extras to bother with.

Cost of Movie Trade Scrip Plan is low and when compared with other stimulators you will readily agree that Movie Trade Scrip is just what the doctor ordered for that empty-seat feeling. Remember—Movie Trade Scrip is New — Has Patron Appeal — Easy to Start Working For You and the Cost is Surprisingly Low.

Your Inquiry* will be dated as received and every effort is being made to give preference to those exhibitors who inquire first when alloting exclusive rights to the Movie Trade Scrip Plan.

**Thanks to those exhibitors who swamped us with inquiries from our first advertisement. We are getting around to answering them as quickly as possible.*

Wire or write today for full details and be first to have Movie Trade Scrip in your locality—

MOVIE TRADE SCRIP CORPORATION

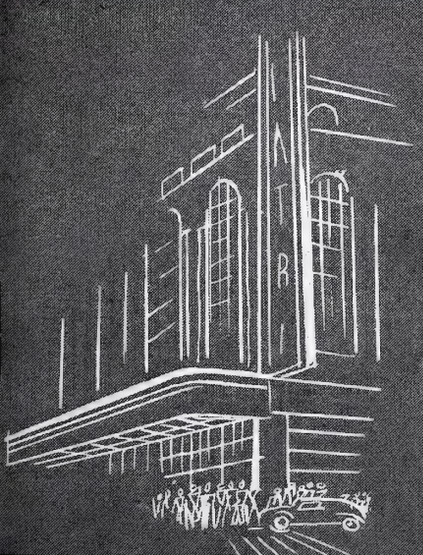
(Kirk & Haysler Enterprises, Inc.)

SUITE 405 COMMERCE BLDG. KANSAS CITY, MO.

The Pulse of the Motion Picture Industry

BOXOFFICE

FEBRUARY 3, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada, Foreign $10. NATIONAL EDITION



The MODERN THEATRE



GET HOT MR. TYPEWRITER!

Tell the folks why Leo's ROARING:

THE SHOP AROUND THE CORNER
(*Margaret Sullavan, James Stewart*)

I TAKE THIS WOMAN
(*Spencer Tracy, Hedy Lamarr*)

BROADWAY MELODY OF 1940
(*Fred Astaire, Eleanor Powell*)

THE MAN FROM DAKOTA
(*Wallace Beery, Dolores Del Rio*)

NORTHWEST PASSAGE *in Technicolor*
(*Spencer Tracy, Robert Young*)

STRANGE CARGO
(*Clark Gable, Joan Crawford*)

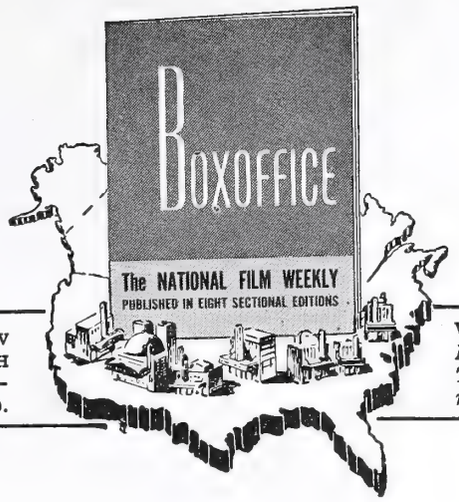
YOUNG TOM EDISON
(*Mickey Rooney*)

NEW MOON
(*Jeanette MacDonald, Nelson Eddy*)

AND ROAR! ROAR! ROAR!

M-G-M THE FRIENDLY COMPANY!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 11
February 3, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

VOYAGE INTO THE UNKNOWN

THIS, to date, has been the sequence:

Aware of the accelerated battle for and against the Neely bill, BOXOFFICE published the provisions of the measure, as passed by the Senate, in its issue of December 30 and urged exhibitors to read the text, to study it and, from both reading and study, to draw their own analyses.

Editorially on January 6, this:

"Yet, regardless of how the bill is viewed, one observation in connection with it must be conceded by either-way champions. The indisputable point of them all is the vital need for the exhibitor body to clearly understand the proposal, regardless of where the theatre constituents finally align themselves."

On January 13 appeared the highlight arguments against the bill, focalized in the extended statement of opposition made by Ed Kuykendall, president of the MPTOA, before the subcommittee of the senate committee on interstate commerce.

On January 20 ran the rebuttal, or the championing of the measure, by Abram F. Myers, chairman of the board of Allied, before the same senatorial group.

Today, BOXOFFICE takes its stand:

It views enactment of this piece of legislation, aimed at the elimination of compulsory block booking as experimental, a voyage into the unknown and, therefore, earmarked with potential dangers.

It regards such a law as this proposed as undesirable because it plants a governmental toe, if not a foot, in the doorway of a major industry, which, serious mistakes notwithstanding, has reached its present estate under corporate management, free of official bureaucracy; consequently, it has not been subject either to its whims or to its inexperiences applied to a business as highly individualistic, and peculiar, as this.

Those who have developed with and within this industry do not always do the perfect job with it. But the record is replete with outsiders, projected into the situation through banking manipulation and other circumstance, who have demonstrated beyond substantial argument they have never learned how, too.

This publication is of the belief, however, that, while this Neely bill or any bill of the same hue, will not solve the problems inherent in the forced sale of films in blocks, the major companies long ago should have moved concertedly in the direction of a modernized system of distribution.

Why they have not done so is another story. It is a story and a condition not easily defended, despite individual efforts turned toward partial solution. Among the executives who bother to think beyond today are those, nevertheless, who are aware of changing times and the need to rebuild the machinery to face them.

The essential observation, on the other hand, is this and it won't require many more words to set it forth:

Somewhere within its structure and within its understanding, this industry has the ability to meet its own issues. It would be a very sad commentary to face any other final realization.

Yet, it is true that those holding the power reins may be depended upon to retain them as long and as tenaciously as they can; that's the way it normally goes. Those who are determined to wrest some of that power must fight for it, hard and bitterly and, if needs be, without quarter.

But it ought to be a private fight, not a contest battled out in a public forum with the reserves prepared to step in.

Once they do, there may be a reluctance about giving up the police power.

Once they do, the third force which could have appeared a friendlier and a more understanding force may prove to be a new common enemy, far more arbitrary, far more difficult to handle than first was bargained for.

Kann

"CANNOT ABDICATE DUTY BY STIPULATION" GOV'T SAYS, HINTING IT WILL PRESS SUIT

Also Tipoff on How Far Justice Dep't Will Go in Cooperation

Will Link State-by-State Complaints in Prosecution

By BILL ORNSTEIN

WASHINGTON—"The government cannot abdicate its duty by stipulation."

These words, uttered by a source close to the prosecution in charge of the all-industry suit in an exclusive interview, conveys a thumbnail description of the department of justice attitude toward settling the pending action in New York. It also tips off how far the government is prepared to go in cooperating with major attorneys on their defense.

"As a matter of principle, the government could not sign any stipulation to limit itself to the development of the truth," the source adds.

Particularly in point is an agreement on the witnesses to be called by the government, the theatre or theatres involved and brief summary of the complaint.

The understanding among defense counsel in New York has been that a full list of the witnesses would be furnished with the other data. In answer to this, local government aides state, "We will reveal the names of persons who have knowledge of the relevant facts. These persons may not be called as witnesses. However, they will be included in a group of witnesses to be called."

In other words, it is pointed out, the government will supply a list of exhibitors who have complained over the past number of years. Just who will be called to testify against distributors and circuits is to be decided later, when the trial gets under way.

It is held at the department that hundreds of complaints have filtered in from every state and virtually every important situation in the country. It is admitted many have been sent to the major company home offices, but not until the senders of the letters have authorized the government to forward the complaints to New York.

As the complaints come into the department here, the department takes up the matter with the complainant. If the allegedly grieved exhibitors approve, the missive is sent on to New York where the distributors then study it for further disposition. The department never recommends action in any way.

Asked how many such letters have been received since the filing of the big suit, a spokesman for the department answers by recalling a statement Howard Levinson, attorney for Warner, made in New York some time ago. The lawyer said he had received 150 letters from Washington.

The department insists there is no agreement to pursue this procedure, but that the decision to forward letters with the

(Continued on page 18)

Sees Right of Way For Big Suit

New York—"The big case will have the right over all other anti-trust suits filed by the government," a prominent attorney identified with a major company states. He adds the all-industry suit will get under way either May 1, or a week later. Distributors, he adds, are not letting anything interfere with such plans. "Only a major change in the industry can upset the plans," he observes.

Linden Finale Now Up to Louis Rome

BALTIMORE—Final settlement of the Linden anti-trust suit against the Rome circuit and major companies is in the lap of Louis Rome, operator of 14 houses here, including the Metropolitan and Rialto. Attorneys for the defendant distributors have suggested a settlement which provides that Rome split his contracts for the two theatres involved. His deals with all distributors provide for a run at either the Metropolitan or the Rialto. The Linden objects to the "or Rialto" part of the contract, contending this house is nearest the Linden and does not give the plaintiff a chance to bid for product.

The modification sought from Rome would not disturb his 14-day clearance over the Linden. There is some question now whether Rome will go for the settlement terms. Judge Chesnut, who sat on the Westway case, is sitting on another case which has about two more weeks to go. At that time, the Linden matter will either definitely go to trial or be withdrawn.

WASHINGTON—A state-by-state breakdown of complaints on file with the department of justice and a linking of them with the allegations in the petition lodged in the all-industry suit is the tactical approach planned by the government in its prosecution. Lawyers, familiar with conditions, or in a position to learn about conditions in specific areas, are to be tied into the pursuit of the action.

This plan is rapidly taking shape. It is stated Albert J. Law and Harold Collins, assistants to the attorney general, who have been investigating the FWC setup for more than three years and are in charge of the contempt proceedings against the circuit, will be called in shortly after the trial starts. Further, Robert E. Sher, whose home is in Superior, Wis., has been active on the Crescent case, now pending in the Nashville courts. He also is on the list of assistants to the attorney general to be brought to New York. He has been here working on the arguments for a bill of particulars which is scheduled for hearing February 1-2.

In addition, there will be at least ten more lawyers in the government lineup who will appear before Federal Judge Henry W. Goddard. These include Paul Williams, David L. Podell, Thomas J. Lynch, Robert L. Wright, John F. Claggett, Seymour Kreiger, Frank Cunningham, J. Stephen Doyle, John V. Leddy and E. C. Timberlake. Williams will be in charge of the case, while Podell will be active on the legal phases. William P. Farnsworth, assisting Williams from the New York end, also will be in the government box.

Indefinite Adjournment In Philadelphia Case

PHILADELPHIA—An indefinite adjournment has been taken in the Admiral case. A hearing had been slated last Monday on a motion for a temporary injunction, but the attorneys got together on a delay.

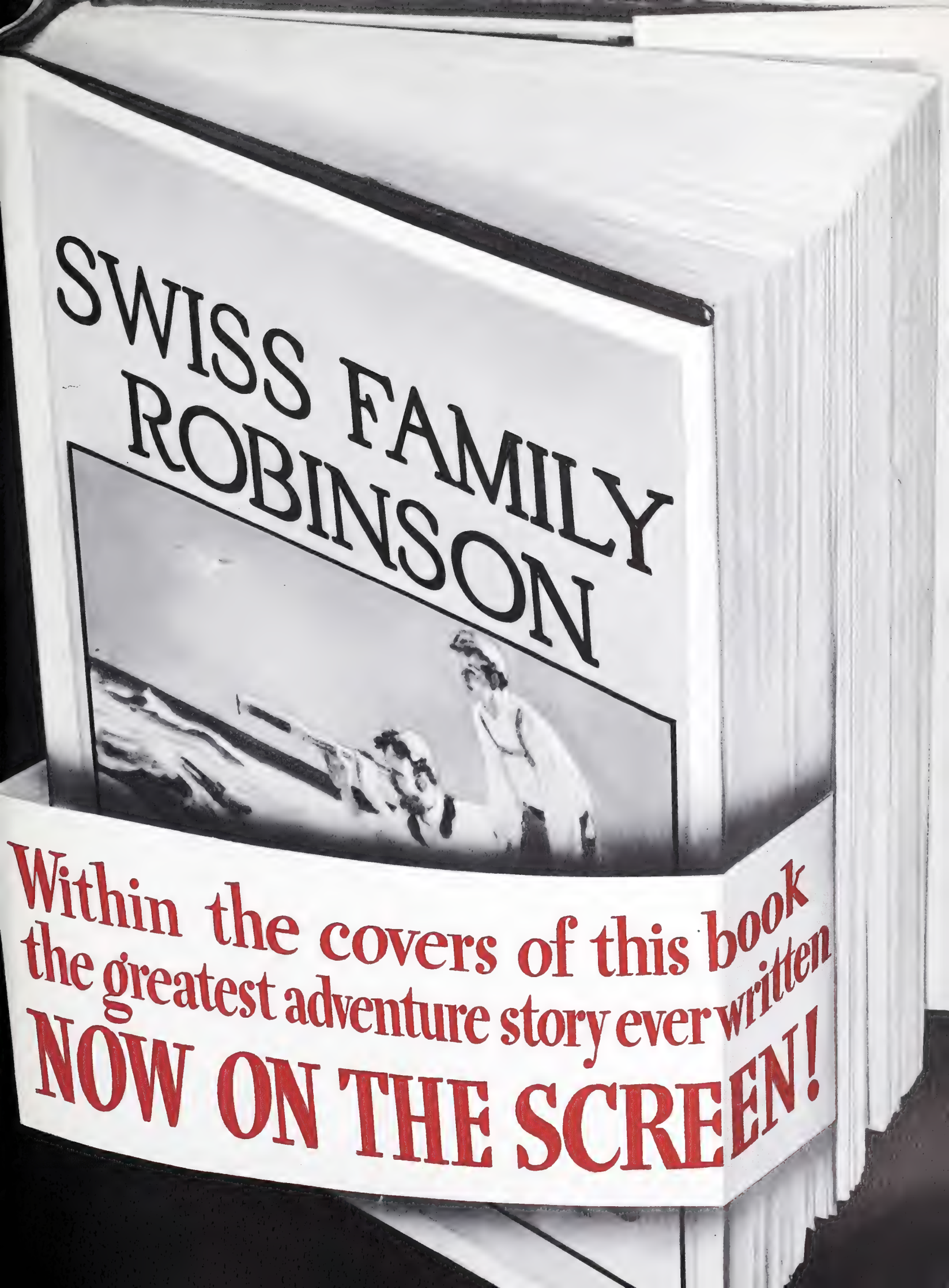
From Interstate to Westway

New York—Ever since the supreme court upheld the lower court in Dallas, the Intestate decision has been used by plaintiffs in arguing anti-trust suits against important independent and major circuits.

With Judge Chesnut's decision in the Westway, Baltimore, case less than a month old, distributor defendants in the Gittone case have turned to the opinion in their written and oral arguments on appeal of a temporary injunction handed down against them. The suit involves the Landis, Vineland, N. J.

The Interstate case resulted in a decision where the court found distributors acted unitedly in the establishment of a 25-cent minimum for subsequent runs in Dallas and also included in the contract a clause for the restriction of duals.

In the Westway case, the judge held distributors did not act in concert in establishing a 14-day clearance which prevailed in most instances.


SWISS FAMILY ROBINSON
Within the covers of this book
the greatest adventure story ever written
NOW ON THE SCREEN!

SWISS FAMILY ROBINSON



The first production effort of that most famous and successful writing team— GENE TOWNE and GRAHAM BAKER.

The screen's outstanding thrill novelty... the picture that gives your theatre the most unusual and different BIG SHOW you've had in a long, long time! . . . Something NEW to advertise . . . Something UNUSUAL to offer real movie-hungry millions...something with such sure-fire pull and lure that it demands preferred time, longer time, in your most optimistic expectations of what a REAL HIT can do!

WISS FAMILY ROBINSON

GENE TOWNE
presents
A THE PLAY'S THE THING Production

WITH
THOMAS MITCHELL · EDNA BEST
FREDDIE BARTHOLOMEW
TERRY KILBURN · TIM HOLT
BABY BOBBY QUILLAN

DIRECTED BY EDWARD LUDWIG
PRODUCED BY
GENE TOWNE *and* GRAHAM BAKER
SCREEN PLAY BY WALTER FERRIS,
GENE TOWNE *and* GRAHAM BAKER

DISTRIBUTED BY
RKO RADIO PICTURES

NEW DEAL'S MONOPOLY DRIVE SLOWS DOWN; JACKSON, NOT ARNOLD, CALLING THE SHOTS

Commerce Still After Reforms; Won't Bear on New York Suit

WASHINGTON—Conferences between department of commerce officials and representatives of the distributors and exhibitors have borne fruit in the form of a set of "suggestions" now before the department of justice for consideration.

A lengthy memorandum, embodying the department's views on the various problems of the film industry and suggesting a program of trade-practice reforms which would eliminate much of the friction between distributors and exhibitors, was sent to Assistant Attorney General Thurman Arnold some days ago.

Neither commerce nor justice authorities will reveal the content of the report, the basis of which was developed at a series of meetings between Dr. Willard Thorp, special adviser to Secretary Hopkins; Ernest A. Tupper, chief of the department's statistical division, and Nathan D. Golden, chief of the motion picture section, with top figures in the industry.

However, it has been intimated, no action taken by the department of justice on the proposals will have any effect on the New York suit. That case, it has been emphasized, is going to trial May 1 and will be fought to a finish on the two major bases—block booking and distributor ownership of theatres.

On the other hand, there is a possibility that the department may give its approval to the plan as a way of providing for an amicable settlement of its "circuit" suits.

That the government might adopt this way of reaching its objectives, rather than to bring a number of suits to trial at great expense, is seen in Washington as a possibility under the "new approach" to the monopoly question which Attorney General Robert Jackson has said would be sought.

Educational Bankruptcy Petition Before Court

NEW YORK—Educational Pictures, Inc., filed a petition Wednesday in bankruptcy in the federal court, listing liabilities as $577,923 and assets as $352,422. The latter includes $250,000 represented by Educational Studio, Hollywood, of which $241,000 is owed to Electrical Research Products, Inc. Other assets include $90,000 owed to Educational by Grand National.

Lightman's Mother Dies

MEMPHIS—Mrs. Joseph Lightman, mother of M. A. Lightman, died at her home in Nashville.

Paramount Stays at Old Total for '41

HOLLYWOOD—Numerically, Paramount's schedule for 1940-41 will remain virtually unchanged from the current lineup, according to Y. Frank Freeman, studio supervisor, on his return from a two-week home office conference in the east.

"We will attempt to make from 30 to 32 top bracket pictures," he said. "In addition there will be six Hopalong Cassidys and two Zane Greys from outside producers. The balance will consist of such other pictures as we find the requirements of exhibitors call for. This may result in eight, 10 or 12 more films aside from the 30-32, or it may wind up with three or four less than we'll do this season; there's no telling the exact number at this time, but it won't be far from the 1939-40 program."

The calculations do not take into account pictures expected to be produced in England by David Rose, Freeman added. Indications at present are that, should normal production resume, the company may have up to four English-made films for release here.

Budgets Up Later

On the question of budgets, Freeman said this topic had not been discussed during his New York visit "for the simple reason that our material for the new season is not all in and you cannot talk budgets until it is."

Asked if there was a disposition on the part of Paramount to gear costs so that domestic revenue alone would preclude the necessity of depending on unsettled European markets, Freeman declared: "It is a sound policy if you can do it, but I don't know how it can be done. No one can disregard foreign revenue at this time. Six months from now it may be different. But right now we're counting on it."

Current Lineup Nearly Ready

With the exception of two pictures which are to get under way by March, the company's 1939-40 lineup is ready for delivery, Freeman asserted. "Northwest Mounted Police," which may be made in Technicolor, goes before the cameras March 14, and "The Night of January 16th" will begin shooting February 22.

Plans for building a new studio are "going ahead," he said, but whether they finalize will be determined "on the future conditions of world markets."

New Attorney General Is Said to Favor a More Realistic Attitude

By EARLE A. DYER

WASHINGTON—First signs of a slackening in the intensity of the New Deal monopoly drive made their appearance when the new attorney general, Robert Jackson, took over the reins of the department of justice and Senate Committees prepared their slate of legislation for the current session.

Justice department circles were void of comment on their new head's attitude toward the Cummings-Murphy-Arnold trust chase, but in other quarters usually well informed it was said that Jackson, while not devoid of the crusading spirit, leans toward a realistic view and is not particularly sympathetic toward headline hunting.

The newly inducted attorney general already has explained that a "new approach" to the monopoly problem is to be sought, and while it is not anticipated he will drop prosecutions, the possibility has been suggested that he will personally determine what shall be done in each individual case, rather than leave it to Thurman Arnold.

Another Setback for Arnold

At the Capitol, Arnold was seen as receiving another setback in the indication that the Senate judiciary committee will pigeonhole legislation which he has strongly supported—the O'Mahoney bill imposing heavy civil penalties on officers of corporations violating the anti-trust laws—until next session, at least.

The bill was introduced by the Wyoming chairman of the temporary national economic committee last year as one of the earliest results of the Administration's monopoly investigation, and was indorsed by the committee in its preliminary report as a sure cure for trust-law violations. Under the measure, the officers of offending corporations could be fined double the amount of their compensation for periods in which their companies violated the law and those responsible for violations estopped from receiving further compensation.

So much opposition has been expressed to the legislation that no effort has been made to take it up for consideration, and Senator Burke (Dem., Nebr.), chairman of the subcommittee in charge of the bill, has made it known that he will do nothing with it until after the Nebraska primaries next April. If it is then decided by his group to hold hearings, it is expected they will be strung out so long that the session will end before their completion. At least two months would be required to hear all who have asked an opportunity to present views, it is said.

HOW FACTUAL IS "THE GRAPES OF WRATH?"

NEW YORK—"The Grapes of Wrath" inevitably seems headed toward controversy. Perhaps, more controversy than has been heaped around the head of a single film in the history of the business.

It is already under way.

Martin Quigley, publisher and editor-in-chief of *Motion Picture Herald* and *Motion Picture Daily*, in both of his publications views the picture as "a new and emphatic item of evidence in support of the frequently repeated assertion in these columns that the entertainment motion picture is no place for social, political and economic argument."

In discussing the "audience import of the picture," after having duly acknowledged that Darryl F. Zanuck and "his collaborators did very well indeed with what they set out to handle," the editorial proceeds with:

> "If the conditions which the picture tends to present as typical are proportionately true, then the Revolution has been too long delayed. If, on the other hand, the picture depicts an extraordinary, isolated and non-typical condition and tends to persuade an audience that it is typical, then no small libel against the good name of the republic has been committed. One contemplates with little pleasure, indeed, the impression of these United States and our government, of, for and by, which this subject may create in other countries. This dilemma is in no sense an unique creation of this picture. It is the inevitable result of attempting theatrically to deal with problems which the necessities and limitations of the medium render impossible of factual, analytical and faithful treatment."

This editorial approach, in the opinion

(Continued on page 12)

The Deadly Parallel On Page 9

New York—In its issue of June 5, 1939, "Life" published a spread of photographs, illustrating from life the conditions of the migratory workers outlined by John Steinbeck in "The Grapes of Wrath." The photographs were made by Horace Bristol, a "Life" photographer who accompanied the author while living in some of California's migratory camps.

Five of Bristol's shots are reproduced on page 9. Flanking them are startlingly similar stills from the film. In combination, they tell their own story, establish their own dramatic impact.

BOXOFFICE acknowledges, with thanks, the cooperation of "Life" and Bristol who, in a wire from Santa Fe, N. M., for which he incidentally paid, said:

"Worked six months story migratory labor, much with Steinbeck on 'Grapes.' Have 300 negatives and personal confirmation complete basic material."

Dust From the Bowl Obscures the Scene

By RED KANN

AN OUTSTANDING producer, a genius-touched director, an intelligent screenwriter cannot make a film masterpiece on the one hand and then have it said of them they picked the wrong material. The very crowning of their combined efforts, superimposed upon the base material with which they worked and on which they drew, falsifies any such conclusion.

To credit the probability that Darryl F. Zanuck determined to film "The Grapes of Wrath" because "pressure has been heavy and unrelenting" might well suggest the author of such a bolt into the blue is strangely unfamiliar with the producer's unquestioned supremacy on his own lot, his one-man dominance of its management and the persistence of his decisions, once made.

The case history is clear. The outstanding disciple of the front page transferred to celluloid while the headlines still flare obviously returned to a formula he had long neglected when he purchased the much-discussed John Steinbeck work. The novel had enjoyed a phenomenal book sale. It threw a sharp and unrelenting light on the plight of the migratory workers in California. It was hot. National attention was focalizing. And Zanuck decided to do something about it.

In New York and in Los Angeles, critical acclaim has been preponderantly enthusiastic. There are others who say, and believe, no film with a Hollywood, or any other trademark, has been lauded in such measure. That's on the outside. On the inside, the fires of controversy are already aflame.

In a signed editorial in "Motion Picture Daily" and "Motion Picture Herald," Martin Quigley has registered his objections. He protests against the subject matter. "The entertainment motion picture is no place for social, political and economic argument," he writes. He suggests disbelief of the accuracy of the factual basis of the novel and, therefore, of the film. "If the conditions which the picture tends to present as typical are proportionately true, then the Revolution has been too long delayed. If, on the other hand, the picture depicts an extraordinary, isolated and non-typical condition and tends to persuade an audience that it is typical, then no small libel against the good name of the republic has been committed." These also are from his comment.

How factual is "The Grapes of Wrath," book and film alike? The answer to that is supplied elsewhere in this edition of BOXOFFICE. Are the

(Continued on page 10)

How Zanuck Checked Steinbeck

NEW YORK—Conditions of approximately 300,000 migratory workers in California were checked by investigators of his own selection at 20th Century-Fox's expense before decision was made to proceed with "The Grapes of Wrath," Darryl F. Zanuck informs BOXOFFICE.

"For this job, I selected Colonel Jason S. Joy, for some years with the Hays organization in Hollywood, and Tom Collins, community manager-at-large for the Migratory Labor Problem Division of the Farm Security Administration.

"Collins visited the camps in and around Bakersfield in Kern County, kept his mission private and reported back to me. He concluded his investigation on my behalf in about a week. Then we decided to go ahead."

HOLLYWOOD—"It exaggerates nothing. It tells the whole story of the sufferings and the problems of the migrants. It's a tragic story, one that seems as though it couldn't have happened in these United States. But it did. I have been a part of it for seven years. I have seen in real life, many times, every scene that was flashed on the screen," declares Tom Collins.

Frances Richardson, head of 20th Century-Fox's research library, states the basic facts of the Steinbeck book were substantiated before a single foot of film was shot. She cites the following sources:

"Factories in the Field" by Carey McWilliams, Los Angeles attorney and now chief of the California State Division of Immigration and Housing.

Carleton Beals, who wrote "Migs" for "Forum," issue of January, 1938.

John L. Spivak, who wrote "A Measure of Recovery" for "Ken," issue of June 2, 1938.

"No Jobs in California," in the "Saturday Evening Post," November 12, 1938.

"I Wonder Where We Can Go Now?" in "Fortune," April, 1939.

"The Farm Transient" in "Newsweek," March 6, 1939.

These Are From Life





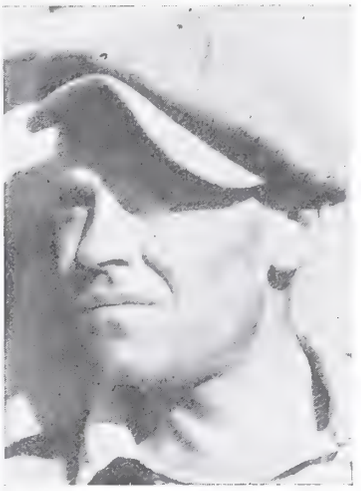






These, From "The Grapes of Wrath"











The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.
ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4855.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Tommy Gray. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.
IN CANADA
CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Dust From the Bowl Obscures the Scene

(Continued from page 8)

conditions shown typical and proportionately true? The answer to that is they are typical of the migratory families—"old American stock," reported "Time"—but neither Steinbeck nor Zanuck, John Ford nor Nunnally Johnson claim that these dispossessed—they range from California to New Jersey, reports the Farm Security Administration—are proportionately true of any group but their own.

Does the film depict an extraordinary, isolated and non-typical condition and seek to persuade an audience that it is typical, it is asked? The answer to that is the condition is indeed extraordinary. By governmental documentation, it is not isolated, but the film is. For the production remains true to its posed problem. It never moves beyond the specific borders of that problem and, by any means, remote or near, seeks to suggest anything else.

The Republic and Its Good Name

If, then, in an honest recognition of a national, or even an isolated, social problem it may be charged "The Grapes of Wrath" has besmirched the good name of the republic, such an accusation, by all odds, holds true. If, however, a courage largely unknown to Hollywood creates a profoundly dramatic motion picture which accurately mirrors a condition, for whatever cause, that demands rectification, then it must be said the good name of the republic is being served.

If the published opinion this film may endanger America in foreign eyes should hold, it also seems reasonable and fair to assume thoroughly sobered appraisal from across the waters must recognize social problems are not a peculiarly American product and that the nation will not face any condemnation because of this, or any other one. There once was "Fury," dealing with lynching. There was "I Am a Fugitive from a Chain Gang," with its unpretty picture of social justice in Georgia. And "The Black Legion," unmasking a reign of mob violence in the Middle West and the suppression of those civil liberties guaranteed in the first ten amendments to the Constitution. America seems to have survived them all—here and abroad.

If it is true the film medium truly renders impossible factual, analytical and faithful treatment of problem subject matter, any clear cut statement countenancing such a shortcoming strikes at what ought to be a fundamental function of that medium and, as such, faces immediate challenge.

It has been increasingly apparent to those who would lift the curtain for a glance beyond that there can be, and there ought to be, something to this industry beyond a constant re-glorification of the honey and light formula. That formula has worn well, continues to do so, yet shows some signs of turning a bit weary.

It is a re-grooving of ground already well worn here to make clear the confirmed belief that the industry, as its prime function, must entertain. But what comprises entertainment is subject to various approaches. Frank S. Nugent, film critic of the "New York Times," defines it not as "that which amuses" but "that which interests." By such an analysis, the path stretches well nigh to the ultimate horizon.

An Approach on Pre-Influencing

Now "The Grapes of Wrath" is being talked of as an entertainment which the public will not support because it does not include a sunburst. No one can foretell. Thus, no one fairly should attempt to pre-judge or, more significantly, attempt to pre-influence.

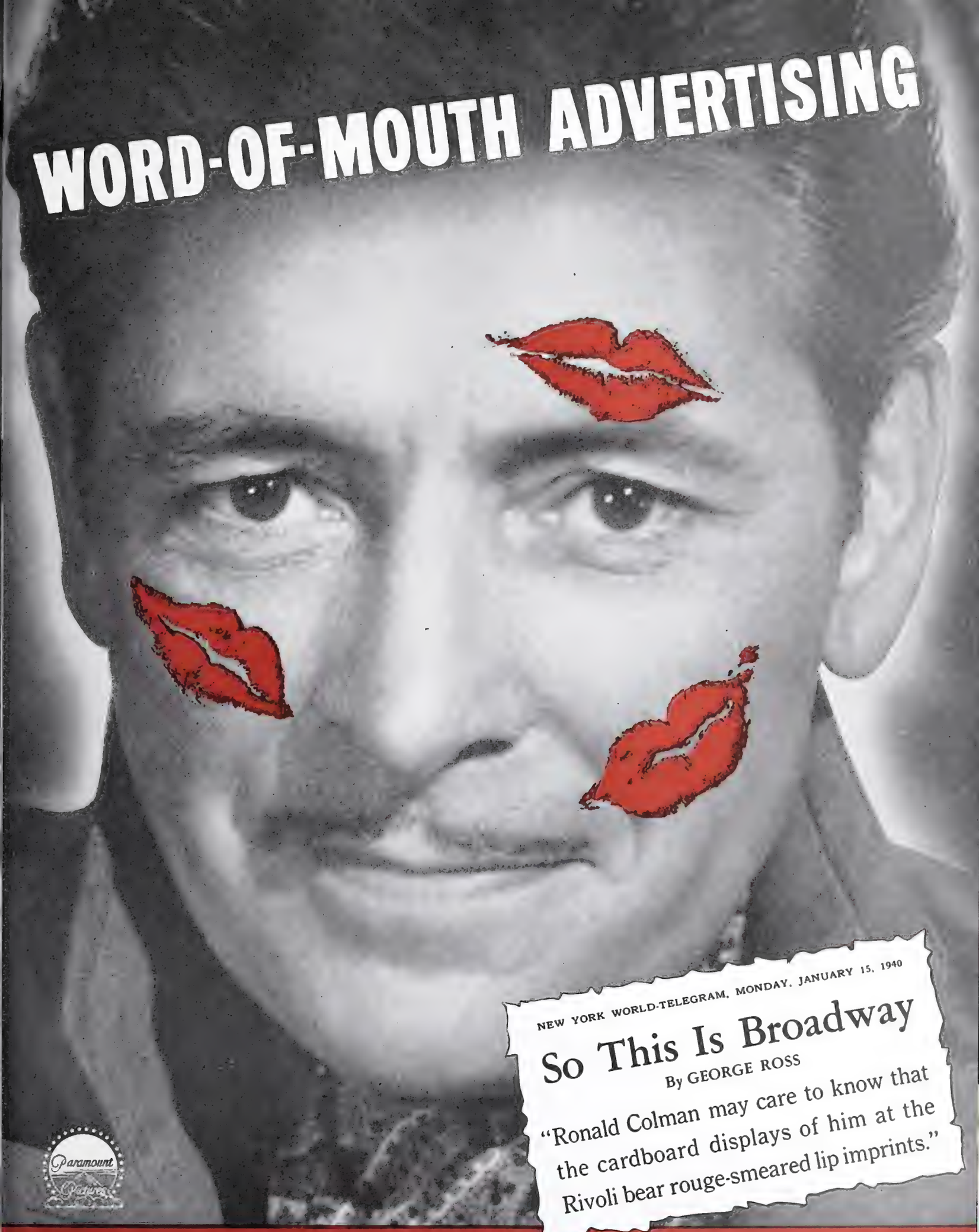
Stark, bitter, powerful and dramatically unblemished, "The Grapes of Wrath," nevertheless, embraces many of those elements normally accepted in the popular attraction. There is murder. Drama, unquestionably. A love interest and a moving, touching mother love. Earthly comedy, pathos and tragedy, the appeal that flows to and from children.

But transcending all is the foundation which dares to air an economic and social blot and, by the deeply implanted roots of its undeniable existence, gives this film the right to be told in sweeping and overpowering terms.

On such as this does this industry progress.

"Notes to You" Resumes Here Next Week

WORD-OF-MOUTH ADVERTISING



NEW YORK WORLD-TELEGRAM, MONDAY, JANUARY 15, 1940

So This Is Broadway

By GEORGE ROSS

"Ronald Colman may care to know that the cardboard displays of him at the Rivoli bear rouge-smeared lip imprints."

Paramount Pictures

Just one of the reasons why Paramount's "THE LIGHT THAT FAILED," Ronald's new picture, turned in *FIVE SMASH WEEKS* at the New York Rivoli

How Factual Is "The Grapes of Wrath?"

(Continued from page 8)

of BOXOFFICE, suggested elements of factual doubt existed in the mind of its writer. Research was turned loose, the problem being to learn whether the conditions which form the basis of the Steinbeck novel, and thus the film, were at all documented and on whose authority.

The authorities who say such conditions do exist include the federal government and various of its arms, the governor of California, such reputable newspapers as the New York *Times,* such nationally known magazines as *Fortune, Time* and *Look;* an author, considerably praised, like Carey McWilliams who has made a study of California's migrants, portrayed in the film; an economist like Paul S. Taylor of the University of California.

These sources were easily and readily available—in New York, from San Francisco, in Washington. They accumulated in formidable array.

Now they tell their own story:

On December 27, 1938, Corrington Gill, assistant administrator of the WPA, signed a letter of transmissal covering a 192-page report, published in paper-covered book form, on "Migrant Families." It was prepared by John Webb and Malcolm Brown and published by the division of social research of the WPA. An extract from Gill's letter:

"Not Degraded Groups"

"In the west, large scale agriculture requires an army of migratory agricultural workers who travel great distances to piece out a year's work at short time harvest jobs . . . An analysis of the reasons why migrant families left home and of their subsequent travels reveals that they were not, as is so commonly believed, irresponsible and degraded groups addicted to chronic wanderings. On the contrary, a large majority of them were habitually settled and self-supporting families dislodged by the depression and seeking re-establishment elsewhere . . . The report concludes from the evidence presented that future efforts toward providing relief to non-residents should recognize that migrants in need are not essentially different from residents in need . . . Transiency is a national problem and federal leadership is essential in achieving a solution which would take into account both the need of distressed migrants and the interests of the individual states."

"All States Affected"

This appears in the report's introduction:

"The implications of this report then are clear, though its conclusions are neither novel nor startling. The transient relief problem does not originate in, nor can it be confined to, any particular region. All states are affected . . . The problem is national . . ."

Fortune, issue of April, 1939, in an article titled "I Wonder Where We Can Go Now," said, in part:

"They [the migrants] have become California's sorest social problem. More, they are one of the major social problems of the U. S. . . . California's agricultural system could not exist without them—that is, without some of them. But there are far, far more of them than the system can utilize . . . They live under physical conditions ranging from the fairly tolerable to the terribly bad . . . This is the tragedy in California. As a single state's problem of coping with an unwanted glut of humanity, it would warrant serious attention. But it concerns us here in an even larger sense, i. e., as the most aggravated effect of a national situation—a situation so grave that President Roosevelt in February ordered an attack upon it by a committee headed by WPA Administrator F. C. Harrington."

The typical migratory family in California works intermittently over a span of six months, earns between $350 and $450 a year, not enough to live on even at the subsistence level defined by the California State Relief Administration, *Fortune* also recorded.

"A Leading Social Problem"

Time, issue of April 17, 1939, by way of an introductory paragraph to its review of the Steinbeck novel, stated:

"On California's highways during the last few years a tourist sometimes encounters a mysterious and appalling sight—thousands of jalopies, driven by hungry-faced men, bulging with ragged children, dirty bedding, blackened pots and pans. Hated, terrorized, necessary, they are migrant workers who harvest the orchards and vineyards, the cotton and vegetable fields of the richest valleys on earth. Their homes are filthy squatters' camps on the side roads, beside the rivers and irrigation ditches. Their occupational diseases are rickets, pellagra, dysentery, typhoid, pneumonia, starvation, sullen hatred exploding periodically in bloody strikes. Old American stock, they are mostly refugee sharecroppers from the Dust Bowl of the southwest and midwest. They are called the 'Okies.' There are 250,000 of them — a leading U. S. social problem, and participants in one of the grimmest migrations in history."

"Illness Appalling"

The National Child Labor Committee in June, 1939, published a 67-page brochure titled "Pick for Your Supper," written by James Sidel. This committee of which Samuel McCune Lindsay is chairman emeritus includes among its trustees Lillian D. Wald, Francis G. Caffey, P. H. Callahan, Philip le Boutillier, George Z. Medalie, Edward M. Warburg, William Allen White, Stephen S. Wise, John W. Wood and Mary E. Wooley. Highly briefed are these Sidel observations about migratory camps in California:

" . . . living conditions contributed to ill health. The presence of flies and mosquitoes and the absence of screen doors and screens, the proximity of garbage and unsanitary toilets made elementary health and maintenance a practical impossibility. The amount of illness reported as 'dysentery' was appalling . . . Pink eyes, decayed teeth, fevers and other danger signals were too frequent to excite comment. A chubby, healthy child aroused more surprise than a sick one . . .

" . . . for instance, in Kern County where the health department is exceptionally interested, conditions were still far from satisfactory. Not far from Arvin [near Bakersfield] were a series of four camps all built together in an orchard; nothing worse was found anywhere. Toilet facilities were inadequate, filthy and falling apart. Water was taken from irrigation stand pipes. People were camped near rabbit hutches and garbage was unemptied for weeks at a time . . .

"Through every publicity channel, national interest in the fate of 600,000 migrants on the west coast and mountain states has been aroused. At least 17 federal governmental agencies have either conducted surveys or given specific aid to both. A tendency on the west coast to consider migrants a local problem has shifted recently to emphasis upon its national aspects. They [the migrants] find themselves welcomed as 'rubber stamps' at the start of each crop season and hounded out of the community two days after the last acre has been harvested."

A "Propaganda" Analysis

The Institute for Propaganda Analysis—officers, E. C. Lindeman, New York School of Social Work, president; Kirtley Mather, Harvard University, vice-president; Clyde R. Miller, Teachers College, Columbia University, secretary; Ned H. Dearborn, New York University, treasurer—on August 1, 1939 issued Volume 2, Number 12, of its Propaganda Analysis. Concerned with the Associated Farmers of California, here is one excerpt:

"As students of propaganda, we realize that 'agitation' is not solely responsible for arousing these men, women and children (the migrants) to clamor for better living conditions—for adequate shelter, food, clothing, human relationships, schooling. Their situation—in the midst of plenty—carries the seeds of its own unrest, clamor and disorder. Stock argument of the Associated Farmers is: The California migratory workers are mostly 'Reds,' 'Communists;' their ranks are filled with 'agitators.' In our study of the current bulletin we shall want to examine the purposes back of these charges, as well as their factuality."

The New York *Times'* magazine section on August 27, 1939 published an article by Charles L. Todd, titled "The 'Okies' Search for a Lost Frontier." In highlight, he wrote:

"At best, these [Federal] camps are a drop in the bucket, but the example they set has been far-reaching. Something like this had to be done . . . In fact, for the first time in years the 'Okie' is being recognized as a human being, although the

(Continued on page 15)

Here Is McWilliams And His Say

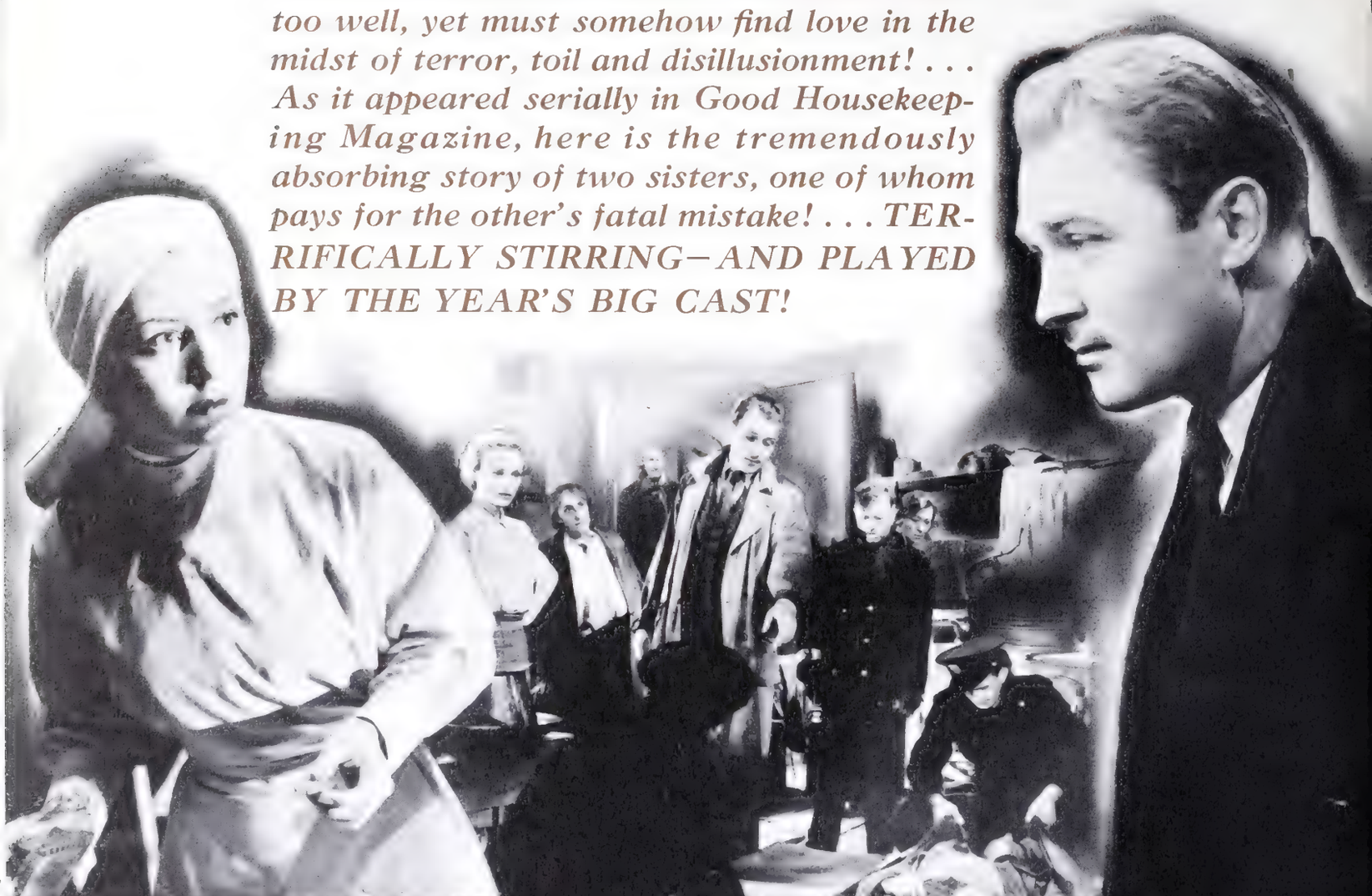
San Francisco—"The conditions described in 'The Grapes of Wrath' not only existed in California in 1937, but still exist. This statement is amply corroborated in my book, 'Factories in the Field' and also by two months of testimony before the La Follette committee (U. S. Senate Civil Liberties Committee) in California," states Carey McWilliams, Los Angeles attorney and currently chief of the California State Division of Immigration and Housing.

The Author of "The Citadel" Reveals

The Intimate Secrets Of a Private Nurse



The man who gave the world its first inside drama of the medical profession now turns his pen of fire on the world of the nurse . . . of those cloistered women who know men too well, yet must somehow find love in the midst of terror, toil and disillusionment! . . . As it appeared serially in Good Housekeeping Magazine, here is the tremendously absorbing story of two sisters, one of whom pays for the other's fatal mistake! . . . TERRIFICALLY STIRRING—AND PLAYED BY THE YEAR'S BIG CAST!



CAROLE LOMBARD

BRIAN AHERNE

ANNE SHIRLEY

"VIGIL IN THE NIGHT"

From the New Best-Seller by **A. J. CRONIN**

with **JULIEN MITCHELL · ROBERT COOTE · BRENDA FORBES · PETER CUSHING**

Produced and Directed by the man who made 'Gunga Din' **GEORGE STEVENS**

PANDRO S. BERMAN In Charge of Production · RKO RADIO PICTURE

Screen Play by Fred Guiol P. J. Wolfson Rowland Leigh

RKO RADIO PICTURES

LITHO U

Unleash Adjectives In N. Y. for 'Grapes'

NEW YORK—*What the New York critics think of "The Grapes of Wrath:"*

" . . . as brave a picture as has yet come out of Hollywood . . . Zanuck pulls punches that sizzled from Steinbeck's fists. But at least Zanuck punches. That's something . . . more of an indictment against the American nation for permitting its most fertile valleys to turn into deserts than it is against those who take advantage of the calamities of others. This is a picture deserving of the patronage of thoughtful people who are wondering what is to happen to the land now that its last frontier is closed. It is a good picture whether you liked the book or not—which is more than can be said of the book"—Lee Mortimer, *Daily Mirror*.

"It is the most daring picture that has ever come out of Hollywood and it is one of the most important. It is a great social and human document, more powerful in its visual appeal than the John Steinbeck novel, on which it is based . . . epic struggle of the victims of the dust bowl in their search for a decent place in the California sun . . . The adapter and director have made no compromise with their sense of integrity by softening conditions to please the officials of the states of California and Oklahoma who registered objections to the screening of certain conditions they felt might injure both states . . . It is a courageous undertaking and will, undoubtedly, pave the way to other fine literary works that were considered unsuitable as screen material." — Kate Cameron, *Daily News* (four star rating).

"Grim and drab in its settings . . . It's not a pretty picture . . . the direction stresses realistic detail."—Rose Pelswick, *Evening Journal and American*.

"Tough and Authentic"

"A great film . . . an honest, eloquent and challenging screen masterpiece. Great artistry has gone into its making and greater courage, for . . . it has demonstrated beyond any question that the cinema can take the raw stuff of contemporary living and mold it to a provocative photoplay pattern . . . it is even more tough and authentic than Mr. Steinbeck's original. Here is a film which speaks straight and passionately of things close to the hearts of the people . . . It has flaws as any extensive collaboration would predicate. But, taken by and large, it is a genuinely great motion picture which makes one proud to have even a small share in the affairs of the cinema."—Howard Barnes, *Herald-Tribune*.

" . . . a sincerely unbeautiful picture . . . This is not a picture of mighty climaxes. It is a picture of little defeats and of little people shoved around. For that alone it would be a rare thing to have come out of Hollywood. But it is more than a picture of their defeats. Less defeatist than the book, the film has so rearranged certain portions that its message is more positive . . . an unusually powerful exposition of a contemporary situation and problem." —Archer Winsten, *Evening Post*.

(Continued on page 16)

How Factual Is "The Grapes of Wrath?"

(Continued from page 12)

government is making no long-term promises . . . The truth is, as President Roosevelt said in March, that the problem belongs to the nation at large . . . The 'Okie' is land hungry as well as work hungry. His blood cries out for it. These are no hoboes or 'blanket stiffs.' They are ordinary American farmers in search of a lost frontier."

Look, issue of August 29, 1939, devoted an eight-page section, almost entirely pictorial to "America's Own Refugees," described by that magazine as "The Story Behind 'The Grapes of Wrath'." The photographs were credited to *Look* staff men and the Farm Security Administration.

"Millions Such Migrants"

"There are, perhaps, a million such migrants," reported the magazine. "Washington, Oregon, Texas, Florida, even New Jersey have them. But in California their problem is most acute . . . only now in 'The Grapes of Wrath' has he [Steinbeck] awakened scores of thousands of Americans to conditions they never dreamed could exist, even in depression times, in the United States . . . He [Steinbeck] knows their wretched living conditions, the organized oppression they meet, their grim tenacity in the face of hunger and disease."

The same publication, same issue, gave Governor Culbert L. Olson of California an opportunity at rebuttal. Said the governor, in his opening and brief remarks:

"There is no doubt that John Steinbeck's story, 'The Grapes of Wrath' has a factual basis, but it is a national story and by no means confined to California."

The New York *Times* on October 1, 1939 published highlights of a report by research workers to Colonel F. C. Harrington, WPA administrator, recommending regulation of unrestricted recruiting of seasonal labor as one step toward improvement of migratory workers in the southwest and in Pacific Coast states. Reported the *Times:*

"Public Responsibility"

"It is generally believed that the rate of illness and mortality among migratory cotton pickers is high, the report says, and their diet consists mostly of cheap starchy foods with almost no meat or milk for the children."

Directly quoting from the report was this:

"It should also be unnecessary to argue that a public responsibility exists to tide these essential workers over the periods when, through no fault of their own, they temporarily lack the necessities of life."

Dr. Paul S. Taylor, professor of economics at the University of California, is co-author with Dorothea Lange of "An American Exodus: A Record of Human Erosion." Born in Iowa, he served in the 6th Regiment, U. S. Marine Corps, during the World War. In recent years, he has done research for public agencies, including the Wickersham Commission, the Resettlement Administration, the John Simon Guggenheim Memorial Foundation and the Social Security Board.

In a statement before the Senate Civil Liberties Committee in San Francisco on December 6, 1939, Taylor said, at one point, regarding migrants in California:

"They come from every state in the union, mainly from the southwest and the great plains . . . They have a daily working radius of 15 or even 20 miles. Many of them live a good part of the year literally 'on wheels.' The automobiles of the workers are not luxuries. To even the poorest, they are vital necessities of life. The car must be fed gasoline and oil to make the next harvest, or to get to and from the fields, and its wheels must be kept shod more carefully than the feet of the children. 'We make enough for beans and when we have to buy gas it comes out of the beans.'

"The life of the migrant is hard. It is not a succession of vacation camping trips. Employment is intermittent, jobs are precarious and annual income is low . . . 'We like to work and not just set around. I'd rather do anything than set around, but they ain't no chance here in California, seems like,' said a Kern county migrant. 'You wait for work two weeks, then fight like flies for the work. You eat it up faster than you can make it'."

Harrison S. Robinson, head of a committee of California citizens organized with the assistance of the State Chamber of Commerce, testified on the same occasion. He voiced the belief "the problem is national in scope and requires action by the national government." He urged the President to name a commission to investigate the migratory worker problem.

The Senate Civil Liberties Committee is seeking to learn the basic cause of agricultural unrest in California.

Annual Incomes $250 to $450

The New York *Times* on December 13, 1939 carried a story on the annual report of Dr. W. W. Alexander, Farm Security Administrator. He declared federal shelters for migrant farm laborers, steadier employment, perhaps subsistence farming and an opportunity to educate their children were the urgent phases requiring solution. Annual incomes ranging from $250 to $450 per family, and in some many instances less, have brought about extremely bad living conditions, Alexander reported. These migrants usually find little or no provisions for shelter, health protection or schooling, he added.

The New York *Times*, in reporting developments before the Senate Civil Liberties Committee taking testimony on migrant housing in San Francisco, on January 25, 1940, quoted Carey McWilliams, chief of the California Division of Immigration and Housing, as follows:

"The labor camps in agriculture are invariably located upon the premises of the employer . . . It is difficult for residents of these camps to exercise the right of freedom of assembly. In connection with a large number of labor camps in California it will be found that a company store is operated. The practice of paying employes through orders on these stores is quite common and this practice in itself makes for a measure of intimidation."

He later stated all labor camps are not

(Continued on page 16)

Unleash Adjectives In N. Y. for 'Grapes'

(Continued from page 15)

" . . . a magnificently directed picture that has no trace of entertainment value . . . a document of human misery, as painful a two hours—and as memorable—as you are apt ever to spend in a theatre. You may be sorry that you saw it; but you will never forget it . . . The final effect, after more than two harrowing hours, is that of a terrible bruise and general indignation . . . No one can escape horror at this loss of human dignity . . . There is hate in the picture, hate for policemen and for deputy sheriffs and for employers in general. 'The Grapes of Wrath' asks a lot of questions. It answers none of them." —Eileen Creelman, *Evening Sun*.

"Steinbeck's story might have been exaggeration; at least, some will take comfort in thinking so. But if only half of it were true, that half still should constitute a tragedy of modern America, a bitter chapter of national history that has not yet been closed; that has, thus far, produced but two good things: A great American novel (if it is truly a novel) and a great American motion picture . . . is just about as good as any picture has a right to be; if it were any better, we just wouldn't believe our eyes."—Frank S. Nugent, *Times*.

"Making Mr. Steinbeck's book into a motion picture was an important test for Hollywood. Here was a work which, right or wrong, true or false, stirred the American reading public as no other book in recent years has done. The question . . . was whether Hollywood would soften the punches of Mr. Steinbeck's typewriter . . . or would it retain the vigor of the novel's assault upon an economic tumbleweed blown up in the nation's dust bowl and carried by cheap gasoline and antiquated jalopies across the American desert to be deposited on the west coast? . . . bitter, courageous, challenging—and a film masterpiece."—Wall Street *Journal*.

" . . . grim and bitter, deeply compassionate, memorable . . . The film dares to be intelligent. This in itself should be enough. But it also dares to tell the truth without compromise; to point to a monstrous wrong which exists in a land of plenty. Diehard escapists will undoubtedly say 'The Grapes of Wrath' is not entertainment for the masses . . . but I say it belongs to everyone, even to those moviegoers who find a vicarious thrill in watching some oomph girl or glamour boy, because it has sometthing to say of vital importance to all of us. Without ranting, without agitating, without rabble-rousing, but with eloquent simplicity, it lifts the curtain which covers the plight of the migratory workers and by its deeply human understanding of their problem shames you from your smug aloofness into a realization that something must be done to give them the right to live and work like the rest of us who are more fortunate, a right which is inherently theirs and which cannot and must not be denied them."—William Boehnel, *World-Telegram*.

In his New York *Post* column, Sidney Skolsky wrote, "I saw a great picture. I want to use a simple word and a strong word—great. For 'The Grapes of Wrath' is a simple story. It is also a strong picture, one of the boldest and most honest pictures ever made."

"Grapes" Draws $61,000 in First New York Week

NEW YORK—With about $61,000 in the exchequer at the end of the first seven days the Rivoli, tenanting "The Grapes of Wrath," is writing a new chapter in its 22 year existence.

Not since "Modern Times" in 1935 has the house had a film of comparable drawing power. Only two other pictures in its history, which is dotted with many bookings of above par calibre, have come within the money circle drawn by "Grapes," which smashed every opening day record.

At the rate business is pouring in, the management figures a 10-week run. The film opens at 8 a. m. and runs to 3 a. m., packing seven shows daily. This means plenty of attendance in consideration of a two-hour, plus, film at a 2,000-seat house. It means lines and two boxoffices to take care of the customers.

The current scale runs 40 cents to 11 a. m., 55 to one p. m., 65 to six p. m., 99 to midnight and 55 cents for the last show. It compares with the customary scale of 35 cents to one, 65 to six, 85 to midnight and 55 for the late show. Despite the hike, the gross is said to have varied but $10 to $50 from day to day during the first week.

"U"-AA Deal Delays 'Til Feb. 15-March 1

NEW YORK—Although there is said to be no hitch in the signing of the deal for absorption of Universal's advertising accessories department by the newly-formed Advertising Accessories, the contract will not become operative until either February 15 or March 1, according to Charles Casanave, AA general manager. Universal was to have joined with Paramount and RKO in turning over their ad sales business for AA by February 1.

Casanave declares the reason for the delay on Universal is the crowded condition of AA's headquarters here, which is being completely revamped. He states negotiations are progressing with at least two other major distributors, with the expectancy the deals will be closed in about a week. Casanave goes to the coast shortly to arrange for the transfer here of some members of Universal's art department.

How Factual Is "Grapes of Wrath?"

(Continued from page 15)

bad and that some employers had gone to considerable expense to provide satisfactory housing.

Here are scattered observations from "Factories in the Field," by Carey McWilliams, now chief of the California State Division of Immigration and Housing. His book, published by Little, Brown and Company of Boston, has aroused widespread interest. McWilliams declares the Okies and the Arkies came to California without expense to the growers, that they were excellent workers and so impoverished they would work for whatever wage was offered [page 306]. He quotes Herman Cottrell, an official of Associated Farmers and an organizer of the California Cavaliers as declaring publicly, "We aren't going to stand for any more of these organizers from now on; anyone who peeps about higher wages will wish he hadn't" [page 240]. McWilliams, at another point, says the growers have stood by this program and consistently have opposed the migratory camps [page 298]. He declares a woman named Emma Duke had pointed out thousands of children under 16 were working in California fields; 3,000 in cotton fields alone, and that she noticed children five years of age picking cotton [page 320].

Rose C. Feld, reviewing McWilliams' book for the New York *Times* Book Review, issue of July 30, 1939, said, in part:

"The exploitation of the migratory agricultural worker, masterfully fictionized in John Steinbeck's 'The Grapes of Wrath,' is equally masterfully told, chronologically and factually, by Carey McWilliams in this book."

R. A. Brady, reviewing the McWilliams work in *Books*, weekly literary supplement of the New York *Herald-Tribune*, on the same day, said:

"Here is the data that give the terrible migration of the Joad family historical and economic meaning, not only for the immediate present, but also for the larger canvas of American rural life at the end of a long, rich cycle."

M&R Queries End

BOSTON—The gathering of evidence has been concluded here in the Morse and Rothenberg anti-trust suit against the majors, after 178 days and three calendar years.

"Pinocchio" ... Its Appeal Boundless

Hollywood—If "Pinocchio" (RKO) fails to parallel the record-shattering popularity and business established by its predecessor, "Snow White and the Seven Dwarfs," there can be but one explanation—the fact that it will not benefit from the novelty interest of being the first feature-length cartoon. In every other respect and department, it surpasses Walt Disney's initial venture in that category.

From a story standpoint its appeal is boundless, especially for youngsters. Technically, the film easily tops anything of its kind heretofore produced, with smoother animation, startlingly beautiful Technicolor effects and a far greater dimensional illusion than in previous pen-and-ink efforts.

"Pinocchio" is a rich reward for the two years of painstaking care and work that went into its making and should bring proportionate reward to the showmen who play it.—SPEAR.


"The Fighting 69TH"
BIGGEST THING TODAY!
What a Team! GARFIELD and SHERIDAN And O'BRIEN in "CASTLE on the HUDSON" Burgess Meredith
AND THEN!
"Brother Rat and a Baby" AT THE ROXY, N.Y. First Warner show in 3 years to play B'way's Gooo seater
AND THEN!
EDWARD G. ROBINSON "THE MAGIC BULLET" (It turns to gold when it hits the boxoffice!)
AND THEN!
Priscilla Lane Thomas Mitchell Dennis (New Star) Morgan "THREE CHEERS FOR THE IRISH"
AND THEN!
OBERON BRENT O'BRIEN FITZGERALD "WE SHALL MEET AGAIN"
AND THEN!
Clear the Tracks for the Virginia City Special EASTER SEND-OFF FOR FLYNN·HOPKINS RANDOLPH SCOTT, BOGART "VIRGINIA CITY"
AND THEN!
DAVIS BOYER "ALL THIS AND HEAVEN TOO" (From the best seller)
AND THEN!
JOHN GARFIELD ANNE SHIRLEY "SATURDAY'S CHILDREN" Claude Rains
AND THEN!
SHERIDAN LYNN "IT ALL CAME TRU
BOGART
By Louis Bromfield (Rains Came)
FLYNN "THE SEA HAWK"
And 1,000 others
CAGNEY SHERIDAN O'BRIEN "TORRID ZONE"
AND MORE GALORE!
WARNER BROS. FOR SHOWMANSHIP • WARNER BROS. FOR SHOWMANSHIP • WARNER BROS. FOR SHOWMANSHIP
MARK OF SHOWMANSHIP
JACK L. WARNER In Charge of Production
HAL B. WALLIS Executive Producer

Government Hints Will Press Suit

(Continued from page 4)

approval of the complainant was made long before the all-industry suit was filed. It was believed then that many of the alleged abuses would be removed.

"There will be no limitation to the number of witnesses to be called by the government. They may include executives of the major companies as well as others who may lend assistance to the prosecution," it is stated.

In the event there are any "surprise" witnesses, the government source holds "the court may give the defense time to prepare." Department insiders will not reveal at this time whether there will be any witnesses of this nature.

It is intimated, however, the government may call upon some independent exhibitors who have been, or are, litigants in anti-trust suits against the majors. The theory in this connection is that the condition complained of is in line with that which the government is attempting to overcome by its suit. Certainly, it is held, the facts cannot be disregarded.

It also is indicated the allegations in the Schine, Crescent, Griffith Brothers and FWC suits, all sponsored by the department of justice, may be used in the presentation of the big action.

Minimize Distributor Complaint

According to the department, the government is not taking seriously the distributor complaint that the simultaneous trial of two or more suits will handicap major counsel. It is argued the government is far less equipped in manpower to handle two or more cases at the same time, but is willing and, as a matter of fact, anxious, to have them proceed concurrently. And it is with this thought and belief in mind that the department will not waver on its right to have each of its cases come for trial in due course and as they eventuate.

Whether or not the government will use the depositions of Nicholas M. Schenck, Barney Balaban, Harry and Jack Cohn, William F. Rodgers, Sidney R. Kent, Darryl F. Zanuck, Joseph M. Schenck and others is contingent on what relevant facts are recorded at the examinations before trial. The examinations are slated to get under way next week and continue for eight weeks. This also applies to the depositions of various UA executives taken some months ago.

Taking of the depositions may obviate the need for the government to call these men as witnesses. But there is every assurance that, if the testimony is made use of, major counsel will call the witnesses during the trial for oral rebuttal.

It is held in distributor quarters sales executives of every company will spend many a day in court listening to government witnesses just in case they are needed to clarify certain issues relevant to their interests.

Pre-trial conferences get under way before Judge Goddard March 1. There will be two or three such meetings at which time the issues will be limited and formal proof stipulated in an endeavor to eliminate controversy later. This will be one means of shortening the trial.

The government expects to take three months for its presentation. It had originally planned to take longer but the pre-trial sessions are seen as a favorable time saver.

While distributors are rejoicing in the decision handed down by Federal Judge Chesnut in the Westway case, the government readily admits the plaintiff had a weak case to start with. The department holds the cases it will cite are much more serious than the Westway. Yet, it is stated, there have been some elements in the Baltimore case, such as overbuying, which may have an important bearing on appeal.

Reports the government is attempting to make a public utility of the industry by its suit are denied emphatically.

"The question would be for congressional action. As far as we know Congressman Culkin has a bill which would make a public utility of the business. There is no design on part of the government to do this."

As the government continues rapidly to shape its case, members of the department are certain there will be no objections to depositions before trial, that the pre-trial conferences will get under way March 1 and that the suit itself will begin May 1 before Judge Goddard in New York.

"The Boys" Get Some Ideas

NEW YORK—The Broadway bookies might not be taking any bets on the chances of "Butch" LaGuardia weaning some production away from Hollywood, but they've got some ideas on the prospects of the Neely bill getting by Congress. Latest odds are 50-50 that the measure will not be reported out of committee, with four-to-one it will pass the House if it is put up for a vote.

Although it isn't exactly cricket, these are the reasonings that impel the odds: On the not-getting-out-of-committee angle, the dopesters say Congress is a pretty unpredictable body. While all is peaches and cream at the moment, the record shows that four out of five sessions wind up like bull fights. One well-seasoned filibuster might throw the present Congress into such confusion that little except the bill then under consideration would get any attention.

On the four-to-one angle, "the boys" figure the House members will vote for the bill according to their personal belief or political leanings as they bear on block booking. In other words, the congressmen think the bill is designed to abolish block booking; they are not familiar enough with its other implications to consider the ultimate effect on other aspects of industry machinery.

Neely Defeat Possibility Seen Swinging on Economic Hinge

WASHINGTON—Possibilities of defeat of the Neely block-booking bill still remain—provided the distributors can show the House interstate and foreign commerce committee next month that the heart of the bill is economic rather than moral in its concept.

That is the considered opinion of men in Washington familiar with the motion picture industry, the government setup and Congress.

Considerably more attention is being paid to the block booking situation than is generally appreciated, because enactment of the Neely bill might be the signal for pressure for similar control measures for the oil and other industries where there are definite "independent" interests opposed to the major companies.

And the men who are watching the situation on behalf of those industries have analyzed the presentation of the distributors and exhibitors who are on opposite sides of the fence in the film controversy and have put their finger on what they believe to be the formers' weak spot—the insistence upon applauding themselves for their cultural contribution when they should be developing the thesis which is really closest to their heart, that block booking is a practice born of an economic need.

On the part of the producer-distributor that need was for some certainty of return before he put millions of dollars into the making of films; on the part of the exhibitor it was a need for an assured regular supply of product.

"Why stress the moral issue when the morals of the motion picture have reached a recognized high standard?" one of these observers questioned. "The question is purely economic. Some stories must contain certain moral issues in order to put the story over, but even then they have been cleaned up fairly well. Why not confine the argument strictly to the economic aspects?"

It is generally believed in Washington that when the House committee takes up the Neely bill it will do so with a very open mind. Many members of the House are not anxious to impose shackles on a major industry and would welcome the development of some cogent reason why they should not vote for the bill if it comes before them. This is believed to be particularly true of members from the 19 oil-producing states who even now are girding for a fight against the Administration bill for federal control of oil production.

When the block booking bill comes before the committee next month it will be rounding the turn into the home stretch. Needed only to make it law will be hearings, a favorable committee report and action by the House.

Thus the distributors have only two chances left, one before the committee and the other through favorable members of the House.

How they handle themselves will be a matter of some concern to these other industries.



"BIGGEST BUSINESS THAT EVER PLAYED THEATRE IN ITS ENTIRE HISTORY"...REPORTS RIVOLI MANAGER JOHN C. WRIGHT ON 'THE GRAPES OF WRATH'... "SURPASSES ANYTHING IN MY ENTIRE EXPERIENCE. WE MAY SAFELY PREDICT A TEN WEEKS' TO THREE MONTHS' RUN!"

Ask your 20th Century-Fox exchange for the broadside containing the greatest reviews ever written on a motion picture!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

"WIND" STILL DOMINANT WITH RECORD GROSSES

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—Omaha, Philadelphia 300

GONE WITH THE WIND—Seattle.....250

GONE WITH THE WIND—Boston (5th wk.) 240

JUDGE HARDY AND SON—New York City 225

GONE WITH THE WIND—New York City (6th wk.).....200

LION HAS WINGS—New York City..160

FIGHTING 69TH (dual)—Omaha....150

HIS GIRL FRIDAY—Oklahoma City 150

FIGHTING 69TH—Dallas 140

EXTENDED RUNS

Harvest, 18th wk., New York City.

Gone With the Wind, 7th wk., New York City; 6th wk., Cincinnati; 5th wk., Boston.

Tevya, 6th wk., Continental, New York City.

Of Mice and Men, 5th wk., Los Angeles.

Swanee River, 3rd wk., Pittsburgh, Portland, Seattle.

BOSTON

Fenway—**A Child Is Born** (WB); **City of Chance** (20th-Fox) 60
Memorial—**Swanee River** (20th-Fox); **Flying Deuces** (RKO) 115
Metropolitan—**Remember the Night** (Para); **Barricade** (20th-Fox) 90
Orpheum—**Gone With the Wind** (M-G-M), 5th wk. 240
Paramount—Same as Fenway 65
State—Same as Orpheum 225

CHICAGO

Apollo—**We Are Not Alone** (FN), 2nd wk.....100
Chicago—**Remember the Night** (Para), plus stage show; picture moved to Apollo for 2nd loop wk. 100
Garrick—**A Child Is Born** (WB), held 2nd wk...125
Oriental—**The Big Guy** (Univ), plus stage show. 85
Palace—**Green Hell** (Univ); **Mexican Spitfire** (RKO) 85
Roosevelt—**Everything Happens at Night** (20th-Fox) 90
State-Lake—**Tower of London** (Univ), 2nd loop run, plus stage show 90
United Artists—**Raffles** (UA) 90

CINCINNATI

Albee—**Everything Happens at Night** (20th-Fox), plus stage show 130
Capitol—**Gone With the Wind** (M-G-M), 5th wk., held 130
Keith's—**A Child Is Born** (WB) 100
Lyric—**Gulliver's Travels** (Para), 2nd wk.....120
Mayfair—**Peg of Old Drury** (GB) 100
Palace—**The Great Victor Herbert** (Para), held 120
Shubert—**Earl of Chicago** (M-G-M)..... 90

CLEVELAND

Allen—**Destry Rides Again** (Univ), 2nd wk.....125
Hippodrome—**Swanee River** (20th-Fox) 90
Palace—**The Earl of Chicago** (M-G-M). Stage: Dick Powell and Vaudeville 125
State—**The Great Victor Herbert** (Para)..... 80
Stillman—**Judge Hardy and Son** (M-G-M), 2nd wk. 110

DALLAS

Capitol—**City of Chance** (20th-Fox), 1st half.. 80
Capitol—**My Son Is Guilty** (Col), 2nd half.... 85
Majestic—**Fighting 69th** (FN) 140
Palace—**Day-Time Wife** (20th-Fox) 125
Rialto—**High School** (20th-Fox) 100
Tower—**Ninotchka** (M-G-M) 100

DENVER

Aladdin—**Destry Rides Again** (Univ), after a wk. at the Denver 90
Denham—**The Great Victor Herbert** (Para), 2nd wk. 90
Denver—**We Are Not Alone** (FN) 85
Orpheum—**Shop Around the Corner** (M-G-M); **Flying Deuces** (RKO) 90
Paramount—**Barricade** (20th-Fox); **Charlie Chan in the City of Darkness** (20th-Fox)....120
Rialto—**Four Wives** (FN), after a wk. at each the Denver and Aladdin; **Laugh It Off** (Univ) 110

DETROIT

Adams—**Destry Rides Again** (Univ), after 1 wk. at the Fox; **Oh, Johnny, How You Can Love** (Univ) 85
Cinema—**Fire Over England** (UA); **End of a Day** (Juno) 90
Fox—**His Girl Friday** (Col); **The Man Who Wouldn't Talk** (20th-Fox)..... 95
Michigan—**Four Wives** (FN); **Henry Goes Arizona** (M-G-M) 105
Palms-State—**The Great Victor Herbert** (Para), after 1 wk. at the Michigan; **Shop Around the Corner** (M-G-M), after 1 wk. at the United Artists 105
United Artists—**Intermezzo** (UA); **The Earl of Chicago** (M-G-M) 90

INDIANAPOLIS

Alamo—**Kansas Terrors** (Rep); **Yukon Flight** (Mono) 50
Apollo—**A Child Is Born** (WB) 45
Circle—**Geronimo!** (Para); **Mexican Spitfire** (RKO) 85
Indiana—**Remember the Night** (Para); **Emergency Squad** (Para) 80
Loew's—**Of Mice and Men** (UA); **Secret of Dr. Kildare** (M-G-M) 100
Lyric—**High School** (20th-Fox), plus Ted Lewis and his band.....100

KANSAS CITY

Esquire—**He Married His Wife** (20th-Fox)..... 80
Midland—**Of Mice and Men** (UA); **The Secret of Dr. Kildare** (M-G-M) 110
Newman—**The Great Victor Herbert** (Para), holdover 75
Orpheum—**Four Wives** (FN); **Flying Deuces** (RKO), holdover 85
Tower—**Oh, Johnny, How You Can Love** (Univ), plus stage show 70
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**Barricade** (20th-Fox); **He Married His Wife** (20th-Fox) 90
Downtown—**Brother Rat and a Baby** (WB); **British Intelligence** (WB) 110
Four Star—**Of Mice and Men** (UA), 5th wk.... 60
Hillstreet—**Destry Rides Again** (Univ); 2nd wk.; **Call a Messenger** (Univ).....125
Hollywood—Same as Downtown.....110
Pantages—Same as Hillstreet 125
Paramount—**Great Victor Herbert** (Para), 2nd wk., plus stage show 100
State—Same as Chinese 100

MILWAUKEE

Palace—**Geronimo!** (Para); **All Women Have Secrets** (Para) 100
Riverside—**Oh, Johnny, How You Can Love** (Univ); **Tommy Dorsey** on stage 150
Strand—**The Hunchback of Notre Dame** (RKO). 90
Warner—**Destry Rides Again** (Univ); **The Return of Dr. X** (FN) 125
Wisconsin—**Judge Hardy and Son** (M-G-M); **Nick Carter, Master Detective** (M-G-M).....110

MINNEAPOLIS

Aster—**Llano Kid** (Para); **Big Guy** (Univ)... 90
Century—**The Great Victor Herbert** (Para), 2nd wk. 90
Esquire—**Dark Journey** (UA), reissue 95
Gopher—**Dead End Kids on Dress Parade** (WB). 90
Orpheum—**Four Wives** (FN) 90
State—**Judge Hardy and Son** (M-G-M).....100
World—**Intermezzo** (UA), 2nd wk. 90

NEW HAVEN

College—**Hunchback of Notre Dame** (RKO), 2nd wk. 90
Loew-Poli—**Everything Happens at Night** (20th-Fox); **Remember?** (M-G-M) 100
Paramount—**Charlie McCarthy, Detective** (Univ); **All Women Have Secrets** (Para)....110
Roger Sherman—**Brother Rat and a Baby** (WB); **Mill on the Floss** (SR).....110

NEW ORLEANS

Center—**Dancing Co-ed** (M-G-M) 75
Globe—**Our Leading Citizen** (Para) 60
Liberty—**Four Wives** (FN), 2nd run..... 70
Orpheum—**His Girl Friday** (Col) 100
Saenger—**Swanee River** (20th-Fox) 100
State—**Of Mice and Men** (UA).....125
Tudor—**Gulliver's Travels** (Para), 2nd run.....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 6th wk. roadshow, held 200
Capitol—Same as Astor 200
Criterion—**Judge Hardy and Son** (M-G-M).....225
Globe—**Lion Has Wings** (UA) 160
Paramount—**Remember the Night** (Para), plus stage show 120
Hollywood—**Blue Bird** (20th-Fox), 1st wk., roadshow 100
Radio City Music Hall—**His Girl Friday** (Col), 2nd wk., plus stage show 90
Roxy—**He Married His Wife** (20th-Fox), plus stage show 80
Strand—**Invisible Stripes** (WB), 2nd wk., plus stage show 95

OKLAHOMA CITY

Criterion—**Balalaika** (M-G-M), 5 days..... 65
Liberty—**Tower of London** (Univ); **Laugh It Off** (Univ) 110
Midwest—**Charlie McCarthy, Detective** (Univ).. 95
Plaza—**Destry Rides Again** (Univ), 3rd wk..... 90
State—**His Girl Friday** (Col) 150
Tower—**The Housekeeper's Daughter** (UA), moveover from Criterion 120

OMAHA

Brandeis—**The Fighting 69th** (FN); **Mexican Spitfire** (RKO) 150
Omaha—**The Housekeeper's Daughter** (UA); **Emergency Squad** (Para) 110
Orpheum—**Secret of Dr. Kildare** (M-G-M); **Nick Carter, Master Detective** (M-G-M)..... 90
Paramount—**Gone With the Wind** (M-G-M)...300

PHILADELPHIA

Aldine—**Of Mice and Men** (UA), 2nd wk.....100
Boyd—**Gone With the Wind** (M-G-M), 2-a-day 190
Earle—**Gone With the Wind** (M-G-M), 3-a-day 300
Fox—**Brother Rat and a Baby** (WB).....110
Karlton—**Shop Around the Corner** (M-G-M)...115
Keith's—**Hunchback of Notre Dame** (RKO).... 85
Stanley—**The Great Victor Herbert** (Para), 2nd wk. 100
Stanton—**Geronimo!** (Para) 120

PITTSBURGH

Alvin—**Music in My Heart** (Col); **High School** (20th-Fox) 70
Barry—**South of the Border** (Rep); **Lost on the Western Front** (Monarch), 11 days.....140
Fulton—**Day the Bookies Wept** (RKO); **Three Sons** (RKO) 50
Penn—**Housekeeper's Daughter** (UA) 105
Senator—**Swanee River** (20th-Fox), 3rd d. t. wk. 105
Stanley—**Remember?** (M-G-M); Follies Parisienne of 1940 revue 130
Warner—**Reno** (RKO); **British Intelligence** (WB) 80

PORTLAND, ORE.

Broadway—**Dead End Kids on Dress Parade** (WB); **Return of Dr. X** (FN) 90
Liberty—**Swanee River** (20th-Fox); **Beware, Spooks!** (Col), 3rd wk. 100
Mayfair—**Raffles** (UA); **Intermezzo** (UA), 2nd wk. 90
Orpheum—**Mutiny on the Black Hawk** (Univ); **Conspiracy** (RKO) 85
Paramount—**Geronimo!** (Para); **City of Darkness** (20th-Fox); Chief Thundercloud (in person) 85
United Artists—**Brother Rat and a Baby** (WB); **Framed** (WB) 90

SALT LAKE CITY

Capitol—**Bad Little Angel** (M-G-M); **Disputed Passage** (Para), 2nd run.....105
Centre—**Balalaika** (M-G-M) 115
Paramount—**Swanee River** (20th-Fox).....115
Rialto—**Full Confession** (RKO); **Hollywood Cavalcade** (20th-Fox) 105
Studio—**Four Wives** (FN), extended run 105
Utah—**The Housekeeper's Daughter** (UA); **Kid Nightingale** (WB) 105

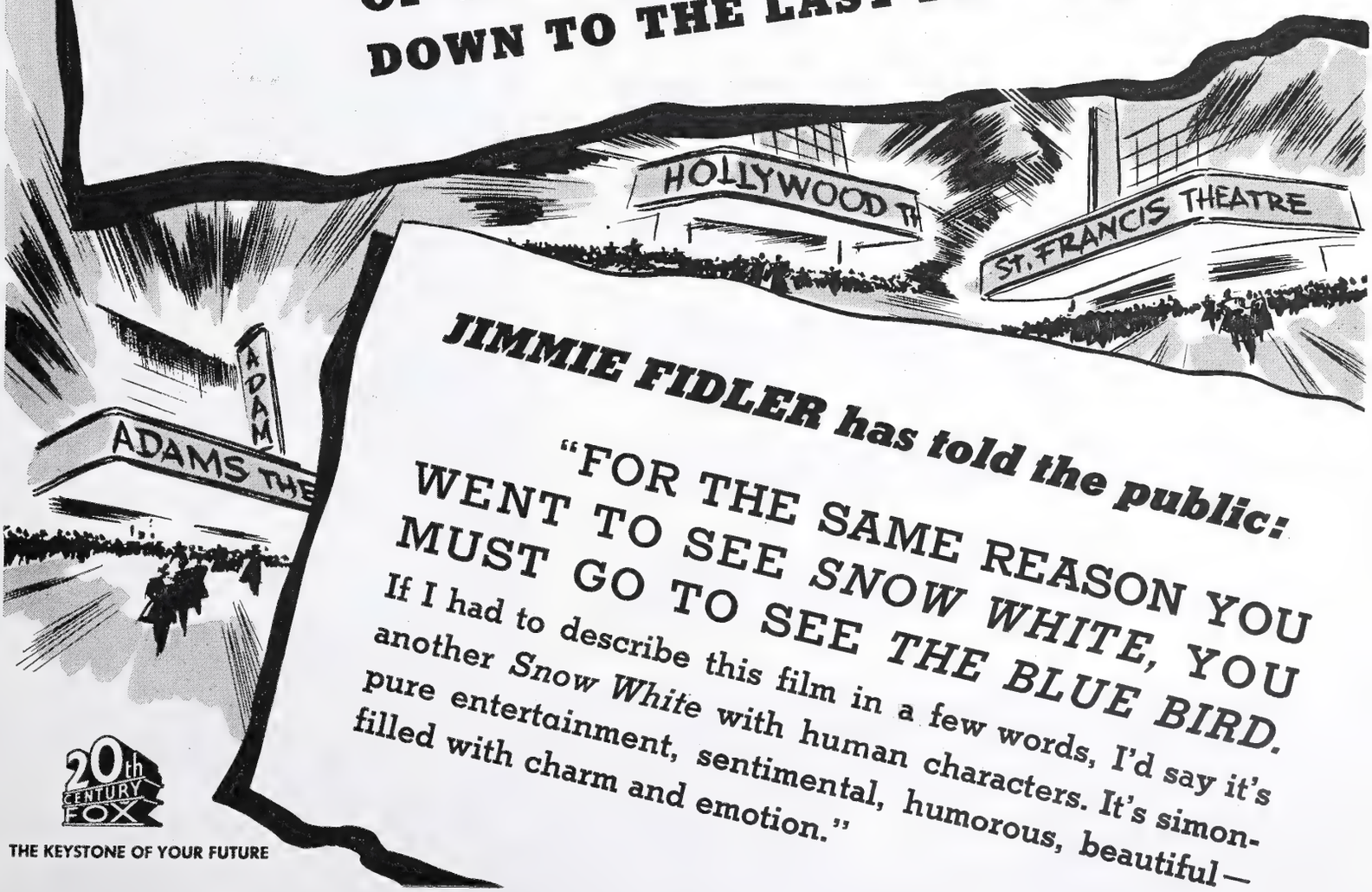
SEATTLE

Blue Mouse—**Great Victor Herbert** (Para); **Henry Goes Arizona** (M-G-M), 2nd wk..... 90
Fifth Avenue—**Gone With the Wind** (M-G-M)..250
Liberty—**Miracle on Main Street** (Col); **Fugitive at Large** (Col) 90
Music Box—**Swanee River** (20th-Fox); **Missing Evidence** (Univ), 3rd wk. 90
Orpheum—**He Married His Wife** (20th-Fox); **City of Darkness** (20th-Fox) 90
Palomar—**Brother Rat and a Baby** (WB), plus stage show 100
Paramount—**Green Hell** (Univ); **High School** (20th-Fox) 90

"NO MATTER FROM WHAT ANGLE YOU VIEW IT, IT MUST BE A FOREGONE CONCLUSION THAT 'THE BLUE BIRD' WILL DO A TERRIFIC BUSINESS!"

says "Chick" Lewis, exhibitor-publisher of Showmen's Trade Review, and continues:

"'THE BLUE BIRD' HAS STARTED TO WING ITS WAY ACROSS THE ENTERTAINMENT WORLD AND IN ITS PATH WE SAFELY PREDICT A SUCCESSION OF SRO ENGAGEMENTS RIGHT ON DOWN TO THE LAST PLAYDATES!"



JIMMIE FIDLER has told the public:

"FOR THE SAME REASON YOU WENT TO SEE *SNOW WHITE*, YOU MUST GO TO SEE *THE BLUE BIRD*. If I had to describe this film in a few words, I'd say it's another *Snow White* with human characters. It's simon-pure entertainment, sentimental, humorous, beautiful—filled with charm and emotion."

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

2134 THEATRES DATED 'HIS GIRL FRIDAY' IN ITS FIRST WEEK OF RELEASE. IN SPITE OF THE SEVEREST WEATHER IN A GENERATION, THE BUSINESS OF 'HIS GIRL FRIDAY' EQUALLED, AND IN MANY PLACES TOPPED THE BIGGEST PICTURES COLUMBIA HAS RELEASED. SPACE DOES NOT PERMIT PRINTING THE EXTRAORDINARY LIST OF HOLDOVERS.



CARY GRANT
ROSALIND RUSSELL

in HOWARD HAWKS'

His Girl Friday

with RALPH BELLAMY
GENE LOCKHART · Helen Mack

Based on a play by BEN HECHT and CHARLES MacARTHUR
Screenplay by CHARLES LEDERER · Directed by HOWARD HAWKS

A COLUMBIA PICTURE

COLUMBIA PICTURES

Agnew Talks New Paramount High

New York—Paramount contracts for the current season have reached a new all-time high, according to Neil F. Agnew, general sales manager, who states the company has rolled up 10,098 pacts. At the pace being set, Agnew anticipates a total of 12,350 contracts before the season is over.

Asks Reconsideration Gov't Quiz Stand

NEW YORK—Despite Paul Williams' objections to the consolidated interrogatories submitted by seven major companies, UA excluded, efforts are being made by William P. Farnsworth to have the new list of 53 questions reconsidered by Washington.

Meanwhile, a hearing has been set for February 6 before Federal Judge Henry W. Goddard for oral arguments. UA has been given an extension until February 15 to object to the government's quiz and the company has reciprocated in kind to the government which now has until the same date to object.

It is held that Williams, in turning down the majors' interrogatories, did not give them the full consideration they deserved. Counsel for distributors believe that, after the questions are fully analyzed, Williams may change his mind and accept with minor deletions.

The government's 12 objections are:

1—The questions request data on subjects which the government has no first-hand information.

2—The questions demand the government describe and classify evidence which is not in accord with the issues or pleadings.

3—The questions call for evidence obtained after filing of defendant's interrogatories.

4—The interrogatories seek disclosures which are immaterial to the issues.

5—They call for an expression of opinion.

6—They require furnishing names of probable witnesses.

7—They seek to limit the government's evidence.

8—The questions will not aid the defense materially.

9—The questions would be an unreasonable burden to answer.

10—They place an undue burden on the court and are wasteful of its time.

11—They are too broad in scope and violate the federal rules.

12—They are too numerous and unduly burdensome.

Kay Theatres, Inc., Will Lease New Bronx House

NEW YORK—Kay Theatres, Inc., of which George Kleinman is treasurer, has taken a 21-year lease on a new theatre to be built in Grant Circle, the Bronx. The house is expected to be opened June 1. D. Berk and J. Krumgold were brokers.

Entire House Committee to Be Asked to Neely Bill Hearing

Cohen Calls Myers to Debate Neely Bill

NEW YORK—Having proposed it once before without response, Max A. Cohen, Allied of New York head, again is challenging Abram F. Myers, general counsel for national Allied, and Col. H. A. Cole, president, to a debate on the Neely bill. Cohen states he is willing to oppose both men before any recognized public group in New York.

One condition Cohen makes, and that is the issue to be discussed publicly should be whether the Neely bill will protect and help the independent exhibitor, particularly in the subsequent runs.

In a debate before the Montclair M. P. Council at Montclair, N. J., Cole opposed Felix Jenkins, general counsel of 20th-Fox, the latter devoting most of his time to an attack on the synopsis and criminal penalties of the bill. Colonel Cole centered on the present distribution system which he held did not give exhibitors sufficient right of selectivity in order to obtain the best suitable product.

Funeral Arrangements for A. C. Berman Pending

HOLLYWOOD—The body of A. C. Berman, veteran sales executive who died of a heart attack at his home, has been placed in a receiving vault pending future arrangements by his widow. Services were held at his late home, Thursday. He was 53.

Berman had seen long service with UA, being at one time in charge of the Toronto office and later in charge of English sales. Until a year ago, when he left the business to go into the woolen trade here, he represented David O. Selznick in London.

Kutinsky Starts Building In Queens, February 15

NEW YORK—Construction on Morris Kutinsky's new Mayfair in Queens, L. I., will get under way February 15, and is expected to be ready for opening June 15. The project will cost $65,000 and seat 600.

WASHINGTON—All members of the 25-man House committee on interstate and foreign commerce will be invited to attend hearings on the Neely block booking bill which Chairman Clarence F. Lea (Dem., Cal.) has tentatively set for sometime in March.

Because of the widespread interest in, and the importance of, the legislation, it was decided not to turn it over to a subcommittee, as is usually done, but to have the full committee participate in the hearings.

Aside from the determination to have full-committee hearings, nothing definite has yet been arranged for the handling of the bill. The committee is scheduled to take up rail legislation next month, and a subcommittee next week will open hearings on oil legislation. The exact date for the film hearings, accordingly, depends on when the committee disposes of the other legislation which comes ahead of it.

By adopting the plan of having the hearings before the full committee, Chairman Lea is seen as avoiding the possibility of a repetition of the situation which occurred in the Senate a year ago, where a subcommittee held hearings on the measure. The full committee was reluctant to take the bill up, and Senator Neely, a member of the subcommittee, forced action by threatening to tie things up in the Senate.

Possibilities of a fight over the legislation in the committee are seen in the fact that Representative Lyle H. Boren (Dem., Okla.) is a member. Boren has several times attacked the motion picture "trust" and has advocated legislation which not only would outlaw block booking but would require divorce of exhibition from distribution. While advocating federal regulation of the industry, which is not relatively important in his district, he is expected to offer strong opposition to legislation for federal control of the oil industry, which is most important in Oklahoma, and is the subject to come up for hearings before the oil subcommittee next week when that bill comes up for action.

Kallett to Miami

ONEIDA, N. Y.—Mike Kallett of the circuit bearing his name left for Miami Wednesday after completing arrangements for remodeling the Madison here.

They Finally Met, However

NEW YORK—Tom Fizdale, whose agency had been engaged by Paramount to handle "Dr. Cyclops," finally got around to meeting Y. Frank Freeman while the latter was in town. But it didn't happen until a minute before the Century pulled out of the Grand Central.

Several of Freeman's friends, including Austin C. Keough, Edwin C. Weisl, Russell Holman and John D. Hertz jr. were among the group chatting with him until departure time. Suddenly as the train was about to pull out, Fizdale came through the cars, stood behind Freeman and waved good-bye to Weisl. Grasping the opportunity, brief as it was, Weisl introduced Fizdale to Freeman. A minute later the train was on its way with the two men retiring to their compartments.

With the exception of Weisl, no one knew Fizdale, not even Hertz jr., who is with Buchannan & Co., which handles the regular Paramount advertising account.

Spot Three Popular-Priced Showings for "Lincoln"

NEW YORK—Three popular-priced openings have been set for "Abe Lincoln in Illinois." The picture will open at the Music Hall here, the Palace, Chicago, and the Memorial, Boston, March 7. The film just completed two weeks in Washington.

Sidney Kaufman Forms Production Company

NEW YORK—Sidney Kaufman, former M-G-M publicist, has formed the Realfilms Productions, Inc., in conjunction with John Ferno and Leo Mittler. The company will specialize in the production of general films and short subjects.







—Photos by Cosmo-Sileo-Irving Kaufman

And There Jessel Deposited It—

Introducing former Mayor James J. Walker, guest of honor at a Federation of Jewish Charities luncheon at the Astor, Georgie Jessel, master-of-ceremonies, said, "Maybe the boys in the film industry haven't been too good to him. But the vices and virtues of the picture people we'll leave to a higher authority—God and Senator Neely." Anyway, $85,000 was raised in cash and pledges. Above, Will H. Hays and David Bernstein, co-chairmen with Albert Warner of the amusement division. Then, Jack Cohn, Harry Brandt, Murray Silverstone and Herman Robbins. Finally, Walker and John Golden, chairman of the meeting.

Educ. Listing $448,522 Secured; $109,253 Not

NEW YORK—In its voluntary petition of bankruptcy, Educational Pictures, Inc., lists secured claims of $448,522 and unsecured of $109,253.

Besides taxes which total $1,895, secured creditors include Erpi, which is owed $241,673 and holds a $250,000 mortgage on Educational Studios of California; Loyd Wright, former trustee of Grand National, $200,000 which is listed as secured by 15,000 shares of preferred stock of GN at par value $10 a share, and 150,000 shares of common with a par of $1. Other preferred creditors are Edmund V. Hally, owed $6,342 and holding all the capital stock of Educational Films Corp. of America, and Jack Cosman of Producers Laboratories, owed $507 and holding a second lien on the stock.

Unsecured creditors are Jeremiah D. Maguire, owed $38,409 on a lease, the Chase National Bank, $1,089 for transfer agent fees; Arthur Young and Co., $2,780 for auditing; Snider, Duke and Landis, $12,501 for legal fees; Earle W. Hammons, $50,000 for salary and the National City Bank $18,251 on a loan with GN as a co-maker.

Assets include the studio, subject to Erpi's mortgage; 15,000 shares of common stock of Educational Films Corp. of America and 5,000 of preferred of the same company, 15,000 preferred of GN and 1,100,000 shares of common of GN. Lastly 1,350 shares of capital stock of Educational Studios.

The company has two claims for $90,021 against GN, and $12,370 against Educational Studios for monies loaned.

Move to Uncover GN Assets Is Continued

NEW YORK—Court news of the week was highlighted by the examinations of Earle W. Hammons, former president of Grand National, in the federal court. Examinations are being conducted by Joseph Dannenberg, attorney for the trustee, in an endeavor to uncover assets.

Hammons was interrogated on a variety of subjects, the main one being the figure of $1,062,922 which was the amount placed on Educational's trademarks and re-issue rights when the stock was transferred to GN. The latter company gave 1,100,000 shares of common valued at $1 par for Educational's assets which were carried on its books at $43,000. Re-issue rights were carried at $12,000. Hammons denied the figure was an arbitrary one, placed to make the transaction balance, and insisted the value of some of Educational's films in re-issues would make up the balance. No new funds have been uncovered as a result of the examinations which also took in the National City Bank and Patrick Shanahan, chairman of the now defunct creditors' committee.

Also during the week, referee Peter B. Olney jr. granted permission to the trustee to sell the remaining assets in the 28 exchanges throughout the country. B. F. Zeidman Productions will receive, by order of the referee, prints to "Sins of Children," "Sweetheart of the Navy," and "Girl Loves Boy."

New York's Indices Reflect an Upturn

ALBANY—The yearly number of stock company incorporations, which Secretary of State Michael F. Walsh says "might well be regarded as a fair sort of business barometer," increased 464 during 1939. The total for last year was 16,113, compared to 15,649 in 1938. Of the 1939 incorporations, 7,430 were capitalized at $179,512,376. The remaining 54 per cent was authorized to issue stock of no par value.

Other favorable signs were: Number of workers employed in factories remained unchanged from the November figure, "maintaining the gains which had been made during the past four months" (to quote the State Labor Department); total factory payrolls continued on the upgrade with a gain of 1.7 per cent from November; the Department of Labor's index of factory employment, based on the average of three years 1925-27 as 100, remained at 91.3, while the corresponding payroll index rose to 89.3; number of factory workers was 12.3 per cent greater and total weekly wages were 17.8 per cent higher in December, 1939, than in corresponding month of 1938; the figures for every month, on average index of employment and of payrolls, were higher in 1939 than in 1938; a total of 10 per cent more people were employed by factories during 1939 and total payrolls were approximately 14 per cent more, on a comparison of the averages for 1938-39; 1939 ended with the highest monthly indices of factory employment and payrolls since 1930; a decided upward turn in industrial building activity during 1939, with 1,631 plans submitted to Labor Department for approval, this being the second highest in the 16 years state records have been kept, and estimated cost being $20,200,195.

RKO Fixed Debt Reduced 11 Millions in 7 Years

NEW YORK—The fixed indebtedness of RKO and its subsidiaries over the seven years the companies were administered by Irving Trust under 77B was reduced by over $11,000,000. This was exclusive of a further reduction effected by the plan of reorganization. Gross income increased from approximately $44,000,000 in 1933 to approximately $52,000,000 in 1939. The parent company has more than $8,000,000 cash in the bank and the new company, headed by George J. Schaefer, has no outstanding indebtedness, its capital structure consisting only of preferred and common stock.

Radio-Keith-Orpheum Files Statement in Albany

ALBANY — Radio-Keith-Orpheum Corp., 317-325 South State St., Dover, Del., has filed a statement and designation with the secretary of state's office that it maintains a New York office for the conduct of theatrical business at 1270 Sixth Ave.

Its capital stock consists of 8,130,000 shares divided into 130,000 preferred and 8,000,000 common. The preferred shares are valued at $100 each; the common at $1 each. William Mallard is secretary in charge of New York office. Prentice Hall, Inc., 90 Broad St., filed the statement.







—Photos by Cosmo-S leo and Metropolitan

And Now RKO Is On Its Own—

After seven years of operation under federal court supervision, RKO is back in the family of film companies, operating entirely under its own steam. As the company again took possession of its assets, there was much ceremony, and some fun, on the 47th floor of the Irving Trust Company, administrator of RKO affairs since January 27, 1933. At the long table, left side, front to rear, are G. E. Youngman, assistant secretary of RKO; Richard Jones, 3rd of Simpson, Thacher and Bartlett, attorneys; Stephen Millett, attorney for Central Hanover and Trust; J. P. Harrigan, representing that bank; Garrett Van Wagner, representing Irving Trust, and Daniel James, attorney for Chemical Bank and Trust. On the right, front to rear, are William H. Clark, assistant treasurer of RKO; R. W. Hurry, attorney for City Bank Garmer Trust; Harold Hunkele, representing that bank; O. R. McMahon, assistant treasurer of RKO; J. Miller Walker, also an RKO assistant treasurer, and Hamilton C. Rickaby, acting chief counsel for the Atlas Corporation.

The middle photograph shows Andrew Christensen of Irving Trust delivering to RKO, via William Merrill, the bill of sale as of January 1, 1940 and executed by the trustee.

Below, Richard C. Patterson, director of RKO's board, proclaiming his intention of paying a debt contracted with O. C. Doering, Irving Trust counsel, that the reorganization would not be consummated before February 1. Christensen suggested Patterson treat all present. He replied all were invited, a la Dutch.

Dies Probe Turning Toward Hollywood

WASHINGTON—Financed for another attack on anti-Americanisms, the Dies committee is about to turn its spotlight on the West Coast, aiming particularly at Communistic activities in Hollywood.

Groundwork for the investigation already has been laid, committee investigators last year having spent several months in the Coast states where, it is said, they dug up some sensational material.

Hints of what is to come were given some weeks ago in a report prepared for the committee, charging that at least a score of film colony personalities were aligned with the Reds and that double that number had made impressive contributions to Red or "fellow traveler" organizations.

Investigations by committee probers are said to have disclosed that the Pacific states are fertile fields for activities of the types being scrutinized by the Congressional group and that Nazi, Fascist and Communist organizations have devoted a great deal of attention to that area.

Focal point of Red operations has been the lucrative Los Angeles area where, however, the Communists have been forced to share the field with Nazi and Fascist groups spreading racial hatred.

Many of the film colonists who have become entangled in the Red web until recently had no awareness of what they were helping, it is said. Others, however, were cognizant of the real character of the groups with which they became affiliated.

In the near future, it is expected the Dies committee will hold public hearings at which the material dug up by its investigators will be brought out. No indications have been given, however, as to whether any film industry witnesses will be called.

Sees Neely Sales Curb Snag to Enterprise

HOLLYWOOD—The Neely bill "prohibits us from selling our product to the best of our ability and I believe takes away our constitutional rights and hamstrings the American system of free enterprise," declared George J. Schaefer, RKO president, before the Screen Writers' Guild during an open meeting.

Testimony that the American public has shown "its approval" of the industry's present methods is seen in the average 88,000,000 weekly attendance, he asserted.

"A business which has flourished to that extent is requested now to scrap its present system and substitute for it an untried theory . . . You cannot legislate quality into product," he added.

Auction of GN Exchange Equipment Starts Soon

NEW YORK—Auction of furniture and equipment in 28 exchanges of the defunct GN is to begin next week without further notice to creditors, states Lee Hazen, of counsel to the GN trustee. He estimates the sale will realize about $12,000. Underwriters Salvage Co. of New York will handle the bulk of the sales and are said to be accepting bulk offers.

Hazen is signing consent orders for the return of pictures to producers who had distribution deals with GN. About 20 have been turned back, with about 12 more on the list. Among the producers are Arcadia, Fine Arts, Zeidman Productions, Condor and Otis Barton.

Fabian Staten Reopens

NEW YORK—The new Staten, formerly the New Dorp, has been reopened by the Fabian chain in Staten Island after a $25,000 remodeling job. Harry Black, zone manager, held a contest recently for the name. The $100 prize was split by the two winners.



—Metropolitan Photos

Handshaking Routine at a Village Barn—

Gene Autry, bedecked in white, clasps mitts with Councilman Alfred E. Smith jr. as Herbert J. Yates looks pleasantly on. All this took place at the Village Barn, Greenwich Village bistro which the other night housed a preview of a film of the same name.

E. M. Loew Answers Delayed to Feb. 10

BOSTON—By mutual consent, answers in the group trust action brought against majors by E. M. Loew which were returnable in district court Monday have been put over to February 10. The suits involve a number of drive-in theatres operated by Loew from Massachusetts to Florida and clearance.

Each of the seven suits is for triple damages. One is filed by the Winchester, Winchester, Mass., and seeks $40,000; another by Drive-In Theatre, Miami, $150,000; a second suit by the same company for the same amount; still another by Winchester for $100,000, one by Mt. Vernon Theatre, an open air house in Alexandria, Va., $50,000; Loew's Drive-In Theatre, Providence, R. I., $150,000; Lynn Open Air Theatre, Lynn, Mass., $150,000. Trial by jury in each instance is sought.

Ampa Plans Entertainment For February 8 Meeting

NEW YORK—Ampa will hold its next meeting on February 8 at a new restaurant, Jack Dempsey's, on 8th Ave. In order to drum up enthusiasm for the new location the session will be devoted entirely to entertainment, with a number of visiting stars scheduled to appear.

Fried Philadelphia Suit Settled Out of Court

PHILADELPHIA — The Harry Fried suit against the Warner circuit and major distributors, involving three mainline theatres, has been settled out of court.

Nestle Offers Benefit

BAYONNE — Gus Nestle, operator of Rosenblatt-Welt's Lyceum here, has offered the local WPA a free show March 10 to aid a national project for the benefit of crippled persons. The show will be aimed at children, with one broken toy good for admission.

Clark With Disney

NEW YORK—Jimmy Clark, formerly in charge of ad sales accessories for RKO, has joined Walt Disney Enterprises under Hal Horne. Clark also had been with Paramount and 20th-Fox for years in a similar capacity.

Wage Talks Wait

NEW YORK—The arbitration proceedings that were under way between Local 306 and major circuit representatives, have been adjourned to February 29, to permit various union executives to attend the IATSE convention called in Florida.

Lucien Hubbard to 20th-Fox

HOLLYWOOD—Lucien Hubbard has joined 20th-Fox as an associate producer.



—Cosmo-Sileo

Off for National Theatres' Meeting—

It's in Los Angeles this time and here, in a BOXOFFICE *exclusive, is the group as it left New York. From left to right, are William T. Powers, chief film buyer; John Healy, secretary to Spyros Skouras; Charles P. Skouras and Mrs. Skouras; Spyros, Mrs. Eddie Zabel and her husband. He is Skouras' assistant.*

$301,944 Less $165,304, Less $23,905 Ends Up at $112,733

NEW YORK—It's not all it is cracked up to be. Take the New York *Sun*, avowed Republican daily here, and its word for it.

As a sort of annual custom, the *Sun* each year takes the salary figures released by the treasury department, puts experts to work calculating federal and state taxes and sees what comes out. The state tax, of course, is presumed to be the levy applicable in New York.

On this basis, and according to the newspaper, this is what top film names earned and have left when the collectors finish:

	Salary	Approx. Federal Tax	Approx. State Tax	Net
Claudette Colbert	$301,944	$165,304	$23,905	$112,733
Warner J. Baxter	279,807	150,212	22,134	107,459
Darryl F. Zanuck	265,000	140,144	20,950	103,906
Spyros P. Skouras	254,500	133,004	20,110	101,386
Jack Benny	250,000	149,694	19,750	100,306
Bing Crosby	230,000	116,744	18,150	95,106
Roy Del Ruth	216,741	107,993	17,089	91,658
Wesley Ruggles	199,061	96,343	15,674	87,043
George Raft	186,964	88,600	14,707	83,655
Fred MacMurray	183,333	86,277	14,416	82,639
Sol Wurtzel	182,583	85,797	14,356	82,429
William LeBaron	182,467	85,722	14,347	82,396
S. R. Kent	181,705	85,235	14,286	82,183
Loretta Young	181,615	85,177	14,279	82,158
David O. Selznick	181,500	85,104	14,270	82,126
Robert Riskin	180,125	84,224	14,160	81,741
Charles P. Skouras	175,000	80,944	13,750	80,306
Adolph Zukor	170,400	78,000	13,382	79,018
John Ford	169,791	77,610	13,333	78,847
Archie Mayo	167,812	76,343	13,174	78,293
Charles Boyer	161,000	71,984	12,630	76,386
Samuel Goldwyn	156,000	68,784	12,230	74,986
Bob Burns	155,952	68,753	12,226	74,972
Joel McCrea	152,000	66,224	11,910	73,866
Frank Lloyd	150,749	65,423	11,809	73,515
Arthur Hornblow jr.	145,166	61,946	11,363	71,855
Preston Sturges	143,000	60,604	11,190	71,206
Leslie Howard	141,249	59,518	11,049	70,680
Tyrone Power	140,750	59,209	11,010	70,531
Gary Cooper	140,129	58,823	10,960	70,344
Merle Oberon	139,285	58,300	10,892	70,091
William A. Wellman	136,805	56,763	10,694	69,347
Fredric March	136,311	56,456	10,654	69,199
Henry King	133,500	54,714	10,430	68,356
David Butler	133,000	54,404	10,390	68,206
Myron Selznick	136,000	52,544	10,150	67,306
Marlene Dietrich	130,000	52,544	10,150	67,306
Walter Wanger	130,000	52,544	10,150	67,306
Victor McLaglen	125,475	49,738	9,788	65,948

Warner Preparing 16 Big Films for Production

HOLLYWOOD—Warner is preparing 16 big-budget pictures for production during the next five months under the supervision of Hal B. Wallis.

They include: "The Sea Hawk," "All This and Heaven, Too," "City for Conquest," "The Constant Nymph," "Torrid Zone," "Beethoven," "The Sea Wolf," "An Angel From Texas," "The House on the Hill," "The Spirit of Knute Rockne," "Times of Tony Pastor," "Patent Leather Kid," "Brother Orchid," "Captain Horatio Hornblower," "Reuter's," and "The Life of Alfred Nobel."

Two of 250 "Wind" Runs Currently Completed

NEW YORK—Of the more than 250 engagements in about 235 cities, either playing or booked, for "Gone With the Wind," only two—Reading and Harrisburg—have terminated their runs. At Reading, the third-week gross was greater than first-week business of all but two of the best M-G-M money getters of recent years, according to home office accounts. At Harrisburg, the film also did top business.

On-Film Scrappers Surprise Mentors

NEW YORK—"The Fighting 69th" is proving a surprise even to its producers, the Warners, Gradwell L. Sears, general sales manager, so declares to BOXOFFICE.

"In about 100 first runs now playing, I would estimate fully 50 per cent of the house records have been smashed. At the Strand here, we did $7,400 Monday and $35,716 in four days" he said. Estimated for the first full week was $55,000 to $56,000 which means the theatre has been bulging with people constantly.

First four days at the Metropolitan, Boston ran to $23,000. On six RKO theatres, it is claimed five house records were broken. Warner spokesmen make a point of emphasizing that these records include "Snow White."

Warner Operating Net Tops 1938 Quarter

NEW YORK—Net Warner operating profit for the 13 weeks ended November 25, 1939 was $538,324.36 greater than the same period the preceding year. The figures for these 13 weeks was $642,129.09. For the same period in 1938, the operating net totaled $103,804.73. The figures are after all charges. Gross income for the current quarter was $24,741,166.79, which compares to a gross of $25,418,166.15 for the 13 weeks ended November 26, 1938. These returns include subsidiaries.

For the 13 weeks just reported a net credit of $71,732.70 was made directly to earned surplus. The net earnings are equal to $6.27 on the preferred and 14 cents on the common. Dividends in arrears on the preferred amount to $29.84.

Stahl Deal Up

NEW YORK—John M. Stahl's deal to produce for UA release comes before that company's board when it meets Tuesday. Over the weekend, the probability was the deal would be confirmed.

Why the Gloves Stopped Coming

Buffalo—For years friends of the Schines in the industry have received gloves as a Christmas gift, but this last holiday there were no hand coverings in the mail. Some may have wondered why.

In any event, the story behind the sudden clamping down on the gifts is not the depression.

In one of the affidavits by a complainant in the government suit against the circuit, the exhibitor is on record as saying that the Schines dine, wine and give gifts to everyone in the industry to get favors.

When this was brought to the attention of the Schines, the glove incident was brought to a close.

Warner Sales Meet Held in Chicago

CHICAGO — Gradwell L. Sears, general sales manager of Warner, held a three-day meeting over the weekend at the Blackstone with district and branch managers and field exploiteers. Plans for merchandising a number of current releases and also the balance of the 1939-40 program were discussed.

Executives who attended included Jack L. Warner, Charles Einfeld, Carl Leserman, Mort Blumenstock, Roy Haines, Ben Kalmenson, Arthur Sachson, Norman Moray, Mitchell Rawson and Lee Blumberg.

Among district managers were Ed M. Schnitzer, New York; Robert Smeltzer, Washington; Rud Lohrenz, Chicago; James Winn, Kansas City; Fred Jack, Dallas; Henry Herbel, Los Angeles; W. Cohen, Toronto.

Branch managers who attended were:

Eastern—Paul S. Krumenacker, Albany; N. J. Ayers, Boston; Charles Rich, Buffalo; John R. Mahan, New Haven; Sam Lefkowitz, New York.

Central—Ralph Kinsler, Cincinnati; T. L. Mendelssohn, Cleveland; F. E. North, Detroit; W. G. Mansell, Philadelphia; Harry Seed, Pittsburgh; F. W. Beiersdorf, Washington.

Midwest—T. R. Gilliam, Chicago; Fred Greenberg, Indianapolis; R. T. Smith, Milwaukee; C. K. Olson, Minneapolis.

Prairie—A. W. Anderson, Des Moines; Homer Hisey, Memphis; W. O. Williamson jr., Kansas City; Sid Rose, Omaha; Hall Walsh, St. Louis.

Southern—R. L. McCoy, Atlanta; John A. Bachman, Charlotte; Doak Roberts, Dallas; L. Conner, New Orleans; J. O. Rohde, Oklahoma City.

West Coast—E. A. Bell, Denver; W. E. Callaway, Los Angeles; V. Stewart, Portland; William F. Gordon, Salt Lake City; Al Shmitken, San Francisco; William Shartin, Seattle.

Field publicity representatives were Sam Clark, Chicago; Cameron Shipp, Atlanta; Dick Hyland, Dallas; Monroe Rubinger, Kansas City; Phil Engel, New York and Martin Weiser, Los Angeles.

Feature Pictures, Inc., Incorporates in N. Y.

ALBANY—A statement of incorporation in New York has been filed for Feature Pictures, Inc., a Delaware corporation.

The statement, filed with the secretary of state here, designates that the company's New York office will be at 70 Pine St. Capital stock is $1,000,000—$1.00 par for each share.

Louis Grimm II is attorney in fact. Prentice-Hall, Inc., 90 Broad St., filed the statement.

Trailer-Made Quits

NEW YORK—After two years, Trailer-Made, Inc., ceases as a factor in trailer sales with consummation of a deal by E. Schwartz, president, whereby National Screen will liquidate all contracts. Schwartz claims insufficient rentals precludes continuance.

Inspection, Licensing Net Over $300,000

Albany—Revenue to the state from the inspection and licensing of motion pictures amounted to $300,331.50 in 1939, while the department of education estimated 1940 will yield $300,000, and 1941 the same amount. These figures are in the annual budget submitted by Governor Lehman to the legislature.

Bingo Bar Relaxation Possibility Absorbs

ALBANY—With enactment of a compromise pari-mutuel bill foreshadowed by inclusion in Governor Lehman's budget of a $5,000,000 item for revenue expected from this source between the opening of the 1940 racing season and June 30, 1941, and general approval of this given by legislative leaders during preparation of the budget, trade interests have their attention fixed on a number of other measures which would affect them. There are two Bingo bills awaiting action, the latest being sponsored by Assemblyman Max Turshen, Brooklyn Democrat. Turshen proposes to allow fraternal, charitable, religious and similar organizations in existence for five years, to promote Bingo under state licenses. As in the case with the Goldstein Bingo bill, theatres and "commercial" enterprises would be prohibited from promoting or staging Bingo.

Aaron F. Goldstein, also a Brooklyn Democrat, seeks to deal with Bingo through local supervision and licensing. His legislation calls for permits to be issued by the chief of police or town clerk in municipalities where "the governing body has voted to permit the playing of Bingo."

There is no certainty that Governor Lehman would sign a Bingo bill if the legislature passed one, or that it would withstand court attacks on constitutional grounds. The New York state council of Protestant Churches recently reiterated opposition to attempts to "legalize" Bingo, which the organization holds is a lottery, forbidden by the state constitution.

Other bills before the legislature include the Schwartzwald act amending the one-day-rest-in-seven provision of the labor law to permit employes to work not more than three hours on Sunday on such jobs as "making necessary repairs to boilers or machinery;" the Davidson act amending the civil rights law to provide that persons 21 or over who present tickets within a reasonable time before the opening performance must be admitted and cannot be ejected except for disorderly conduct; the Burrows act amending the civil rights law to make it a condition of every license issued for the operation of places of public accommodation and amusement that "full and equal" facilities be extended to all persons, under penalty of suspension or revocation of the license.

Rio Stalemate May Breed Loew String

NEW YORK—M-G-M may build a string of subsequent theatres in Rio de Janeiro as the result of the stalemate in negotiations with the Rebeiros circuit, largest operators of theatres in Brazil.

The company has the first run Metro there, but has been unable to obtain any satisfactory bookings with the circuit which operates 38 subsequent houses and eight of the 10 first runs in downtown Rio.

M-G-M's troubleshooter, Sam Burger, is now in Rio presumably supervising arrangements for construction of the new units.

On Friday, M-G-M opened the 1,700-seat Metro in Cairo, Egypt, the 28th in its overseas chain. The house, which cost approximately $500,000, is the first of its kind to be built in the Near East.

Film Print Exports Down 14.7 Per Cent in 1939

WASHINGTON—A decrease of 14.7 per cent for films and a marked decline in all types of equipment are the highlights of the preliminary export report for 1939 compiled by Nathan D. Golden, chief of the motion picture division of the department of commerce. All film figures refer to print values.

In 1939, a total of 160,582,315 linear feet with a value of $3,400,657 were exported, compared with 188,237,129 linear feet valued at $4,268,818 for the previous year.

Brazil replaces the United Kingdom as the largest consumer during 1939. Argentina follows closely, with Mexico fourth and British West Indies fifth. Panama, Sweden, France, Cuba and Venezuela are other important users of American film.

United Kingdom's imports of positive and negative film show more than 50 per cent decrease which reflects itself primarily in positive imports since negative imports show an increase.

Loew Precedes Studio Talks With Vacation

NEW YORK—Arthur M. Loew is vacationing in the south prior to heading for Hollywood for studio conferences. He plans to return at the end of the month.

Miggins to Land

NEW YORK—Ben Miggins, continental manager of 20th Century-Fox, is slated to arrive on the *Manhattan*, due about Thursday. He will report on European conditions since the outbreak of the Second World War.

UA Gets "Westerner"

NEW YORK—United Artists gets "The Westerner" from Samuel Goldwyn, the producer advises the distributor, but nothing is indicated on the release beyond that.

BROADWAY

BILL HEINEMAN flew to Kansas City over the weekend on Universal business . . . Bill Scully, who has been bothered with a cold of late, plans to head for Miami shores around February 15 . . . Irving Barry and Peter Levathes of National Theatres return from Havana, Wednesday . . . Spyros Skouras hopes to take in a Miami vacation after the district and divisional managers' meet of National Theatres on the coast. Brother George has been at the winter resort for about 10 days on his first vacation in a long time . . . Ed Raftery spent a few days in Philadelphia during the early part of the week . . . Harry C. Arthur jr. is back in St. Louis after a brief visit here . . . Louis Schine was a visitor about Broadway and home offices . . . Eddie Bell, New Jersey manager for Paramount, is mourning the loss of his father who died suddenly last Wednesday.

Sam Brode of Music Hall publicity left Saturday for about three weeks of Miami . . . Monroe Greenthal returns Monday from a quick plane trip to Hollywood in behalf of three forthcoming UA releases . . . Lynn Farnol is scheduled to leave Wednesday for the same spot, but with two weeks to do it in . . . Oscar Doob, having changed his mind once, now expects to get away February 8 by plane for Tucson, where he and his wife will join the Arthur Loews, who by then should have "covered" the New Orleans Mardi Gras. The party then heads for the coast by car . . . Edwin A. Aaron, assistant to William F. Rodgers, plans to head for the Florida fishing waters around March 15 . . . Tom Walker, eastern representative for Hal Roach, is on the coast to confer with the producer . . . The Edward Smalls have returned to Hollywood . . . Harry Brandt is due to return from Miami Beach next week.

Overheard at the Criterion boxoffice: "Two tickets, please. One normal and one child" . . . At the Elsmere: "One quart and one pint, please" . . . Cinema Lodge of B'nai B'rith will hold a general meeting in the Sun Room of the Hotel Edison February 8 . . . After eight weeks of serious illness, during which he was confined to his home, Leon Rosenblatt is able to spend about an hour a day in the office . . . Ernie Emerling takes about an hour each week to limber up at the bowling alleys—to score an average of 110 . . . From London's fog and Charles Raymond, manager of the Empire, come tidbits—well censored—of war effects . . . There's the officer, visiting a "pub," who let it be known he was in the same drinkery during the last fracas and the women were much nicer then. "Don't see how you can complain," was the proprietor's rejoinder, "these are the same women" . . . Then the sign in front of a bistro: "Gentlemen! Come where your fathers came."

Murray Schoen, partner of Morris Kutinsky, returned from Florida Thursday in search of a sun lamp . . . Joe Seider has left for Mexico City and Havana. The missus is along on the vacation jaunt . . . Roy H. Haines leaves for Miami after those Warner sales meetings in Chicago . . . Julius Gordon departed for Beaumont, Tex., Wednesday after visiting various home offices. He says his dad is recuperating nicely from a recent illness . . . Albert Margulies of W. New York and Cliffside objects to Al Margolies of UA having the same name merely because the UA publicity representative makes those coast trips and the exhibitor can't find the means or time to do likewise . . . Dolores Del Rio is here from the coast on a two-week vacation . . . Brenda Joyce, after a short visit here, left for the 20th-Fox studios over the weekend . . . Robert Stack, who appeared in "First Love," was among the film players who were guests at the National Film Board of Review luncheon at the Pennsylvania. Others included Edward G. Robinson, Ezra Stone, Burgess Meredith, Harry Carey, John Beal, Donald Cook, Bert Lytell, Sara Allgood, Alison Skipworth and Betty Field.

Bibb Weiner, who was in charge of construction of the Loew's theatre in Adelaide, Australia, has returned after an absence of a year and a half . . . Charles Goetz left for the coast over the weekend . . . First visit made by John Stahl, who is stopping at the Waldorf-Astoria Hotel, when he hit town was to his dentist . . . "Hunch" players had a field day at Hialeah when Charlieinfeld and Old Maid romped home winners . . . It may be early for the Kentucky Derby, but Henry Krecke likes Andy K. over the highly touted Bimelich . . . Fred Ullman was a Buffalo visitor during the week . . . Lindy's received quite a portion of the film crowd after the "Abe Lincoln in Illinois" screening for exhibitors. In addition to the regular trade, there were Freddy and Milton Schwartz, Bob Wolff, Maxie Wellerman, Freddy Meyers, Nat Cohn, Irv Wormser and Matty Poland. Miss Ramsey, secretary to Arthur W. Kelly, and Miss Goldsmith, secretary to James Mulvey, dropped in, also.

Bob Gillham left Friday in the general direction of Florida, with a stopover scheduled for Albany, Ga., where Paramount is doing some retakes on "The Biscuit Eater." "Pete" Freeman, associate producer on the film, and who had been visiting with his dad at the home office for about a week, preceded Gillham to the Georgia spot by two days. Freeman sr. has returned to the coast. Tom Fizdale was on the same train with Freeman—in fact, in the same car—when it headed west from Grand Central . . . Si Seadler has

(Continued on page 26-E)





As Lincoln Debated With Douglas—

—Metropolitan Photos

Among the throng attending a Hollywood theatre preview of "Abe Lincoln in Illinois" were, above, Max Gordon, co-producer of the film; Al Lewis, associated with him in stage plays; and Fred Schwartz of the Century circuit. Below, Charles Moses, Leo Justin of the Reade circuit and his wife; Bob Wolff, RKO's New York branch manager, and Harold Rinzler of Randforce.

To Quiz Columbia Executives Monday

NEW YORK—Starting Monday afternoon, Columbia executives will be examined before trial by the government in the all-industry suit, Judge Bondy having denied the distributor's motion to vacate the notice.

While Judge Bondy declared that if Harry Cohn was not here Monday depositions would be taken on the coast, an FBI investigator located the Columbia president at the Sherry Netherlands Hotel. Two process servers waited all Friday afternoon to subpoena him. Company counsel refused to discuss the matter.

Jack Cohn, vice-president, and Abe Montague, general sales manager, also will be examined.

Columbia's main objection to the examination of Harry Cohn was the producer is needed in California to supervise production. If he is to be examined, the company requested that the examination be held there. As to Jack Cohn and Montague, Columbia declares that since the government had not served answers to Columbia's interrogatories as yet, the department of justice had no right to examine executives until the questions were answered.

The department declared Cohn had made many trips to New York in the past year and one more wouldn't hurt and claimed legally it had a right to examine the others here. It is also stated none of the other majors objected to the dates or the examination and Columbia, therefore, was causing a great deal of unnecessary trouble.

Arthur Mayer Urges More Topical Productions

NEW YORK—In discussing the presentation of topical and social problems on the screen, Arthur L. Mayer, operator of the Rialto on Broadway, told delegates to the National Board of Review Conference at the Hotel Pennsylvania he was strongly in favor of more such films being shown to the public.

"At present," he observed, "many public organizations exist for the purpose of purging the screen, but there are relatively few whose aim is to increase its vision and scope."

Dr. A. A. Brill, observing that films are preeminently mass entertainment and therefore must entertain, said: "A movie audience wants relaxation, and relaxation may come through laughter or thrills and tears." Public taste and appreciation of films, he added, "rise year by year, and the makers of movies have both responded to this rise and led it."

Among the other speakers were Francisque Doublier, Norbert Lusk, Hans Burger, W. W. Whittinghill, who lauded the use of films in education; Robert Gessner and Richard Griffith. The closing session of the three-day convention featured a luncheon to which a number of visiting Hollywood players were invited.

Dr. Brill, who is chairman of the board, declared: "Audiences can, in the long run, be trusted to eliminate what is harmful in pictures—the national mind is healthy, and through the most potent means—the boxoffice—they register what they like . . . For years we dwelt to the 'promise' of the motion picture—now we can celebrate its actual achievement."

"Epochal on Many Counts"

Hollywood—Warner's "Dr. Ehrlich's Magic Bullet" attains epochal proportions on many counts—the daring, yet thoroughly scientific, informative and inoffensive manner in which it treats with syphilis and the discovery of a cure; the impressive sweep of its production mounting; direction and other technical details, and equally important, an extraordinarily splendid cast in which each performer, even to the bit players, is perfectly suited to the part. Edward G. Robinson's delineation of the German scientist is undoubtedly his crowning achievement.

The film should have wide appeal, especially among intelligent audiences. Wolfgang Reinhardt produced; William Dieterle directed.—SPEAR.

Paramount Property Assessment Tops

NEW YORK—Assessed valuation of the Paramount Building and Theatre at $11,850,000 tops all similar buildings and theatres on the 1940-41 tax books. The old assessment was $12,000,000. The Music Hall and the RKO building have been jumped from $11,600,000 to $11,700,000. The Center and the newly constructed U. S. Rubber Building are at $6,500,000.

The following is the list of new valuations: Criterion, $6,700,000; Loew's State, $4,100,000; Roxy, $4,100,000; Strand, $3,200,000; Brooklyn Paramount, $3,070,000; Rialto, $3,000,000; Capitol, $2,350,000; Gaiety, $2,210,000; Mayfair, $1,800,000; Astor, $1,750,000; RKO Albee, Brooklyn, $1,700,000; Rivoli, $1,625,000; Times-Apollo, $1,475,000; Palace, $1,325,000; Loew's Paradise, Bronx, $1,300,000; Hollywood, $1,250,000; Ziegfeld, $1,100,000; Loew's Grand, Bronx, $1,090,000; Loew's Valencia, Queens, $1,060,000, and New Amsterdam, $1,000,000.

New Anti-Discrimination Bill Bobs Up in New York

ALBANY—First anti-discrimination bill introduced at the 1940 session of the legislature was one by Assemblyman Goldberg of Manhattan which would amend the civil rights law by adding "housing, mercantile establishments, licenses to conduct business and civil appointments" to present equal rights provisions in places of public accommodation, resort or amusement. The measure inserts the words "or any establishment where goods, wares or merchandise are sold" in the long list of places classified as "of public accommodation, resort or amusement." It would be illegal, under terms of the bill, to deny any person the right to rent, lease, occupy or otherwise enjoy any purchased or rented room, home, apartment or business quarter, because of race, nationality or color. Or to charge higher rent. Also, to discriminate against anyone in the issuance of a license where required for the conduct of business, because of race, nationality or color.

Act would take effect immediately.

"Wind" Reserved Seat Sale Tops Million

NEW YORK—"Gone With the Wind" has piled up an advance sale of $1,483,000 in the 69 theatres currently playing the film. The figure represents only the sale for reserved seats, where there is one such performance at each engagement, and does not take into account the aggregate gross for unreserved shows, of which there are at least one and sometimes two at each engagement.

With the film playing at five metropolitan houses currently, including two on Broadway, indications are, subsequent runs will not get it until Easter. The Capitol enters its eighth week Tuesday with an estimated drop of but $300 from the previous week, while the demand for tickets has been so great in Jersey City, Newark and Brooklyn that seats for the third week were put on sale at each spot before either had completed its first week run.

MPA Board Recognizes Jack Ellis' Election

NEW YORK—Everything's as sweet as Snow White over at the Motion Picture Associates and the RKO exchange, where Jack Ellis hangs his hat. That's because the MPA's board of directors agreed among themselves without advice of counsel that Ellis is entitled to the presidency of the organization.

Moe Sanders is chairman of the board. It was he who protested the 62-61 vote that returned Ellis to his third term. Sanders ran against Ellis. He figured out the contest was no contest because he wasn't credited with a vote he was confidentially informed was cast for him.

In the interests of harmony, Sanders thought it best to forego the rigors of another general election. So did a few others who thought the returns were close enough to contest the results. There's going to be a formal installation of officers at the Hotel Astor February 20, Ellis says, and thereupon will all symptoms of the controversy expire, he hopes.

Asked to Help Organize Club in Philadelphia

NEW YORK—Jack Ellis, recently re-elected president of the M. P. Associates, has been invited by a group of Philadelphia interests to visit the Quaker City sometime in February to help organize a local salesman's club there. Ellis has accepted the offer.

Dave Shapiro Action Against Majors Waits

PHILADELPHIA—The suit of Dave Shapiro, Admiral, against Stanley-Warner, the major distributors and Robert Lynch, manager of the local M-G-M exchange, has been postponed. Scheduled to come up in U. S. district court January 29, the suit may not be heard until March, it has been learned—with the ever present possibility it may be settled out of court.

The reason given for the postponement is that the distributor officials in New York who were to be subpoenaed, protested they had already made plans for vacations. The plaintiffs were said to have agreed to hold things up until the officials get back.

Baltimore Variety Club Party Draws Big Crowd

BALTIMORE—The Variety Club second annual dinner-dance at the Belvedere Hotel brought a record turnout, reports Eddie Kimple. In addition to nearly 100 per cent local attendance, from out of town were:

Philadelphia—Edgar Moss, Fox; Warren Connor, Altec; L. W. Conroe, Altec; D. W. Kirby, Altec; Jack Beresin, Berlo; J. P. Clark, Horlacher; William Clark, Horlacher.

Washington—Mr. and Mrs. Sam Wheeler, 20th-Fox; George Gill, Trio; Charlie Olive, Atlas; Mr. and Mrs. Fred Rohrs, United Artists; Mrs. Sarah Young, 20th-Fox; Jack Fruchtman, Paramount; Vincent Daugherty, Paramount; Mr. and Mrs. Sidney Lust, Bernie Kreisler, Universal; Oscar Blumenthal, Universal.

Annapolis—Jerry Scheule.

Heading the entertainment was Pat Rooney sr. of vaudeville fame. I. M. Rappaport and Bernie Seaman arranged for Erik Rhodes and the Rimac and Conga revue from the Hippodrome. Music was supplied by Phil Lampkin.

No Closed Door on Group Screen Ad Agreements

COLORADO SPRINGS, COLO.—Notification to Allied of the expiration March 1 of the Alexander Film Co. screen advertising agreement has no further implication insofar as future attitude toward group deals is concerned, according to informed sources in the Alexander studio here.

"The relationship we have experienced with Allied National, as well as with the various state units, has been a very friendly one," a spokesman stated. "Naturally, this leaves the door open for some new mutually agreeable and cooperative arrangement which may be worked out with the regional associations or with both the national and regional organizations."

Cohen Starts New One

NEW YORK—Construction has begun on the new 2,000-seat house planned by Max A. Cohen, head of Cinema circuit, which operates the Jewel across the street on 116th St.

BROADWAY

(Continued from page 26-C)

left Florida for the B-Bar-H Ranch near Palm Springs where sundry ailments may better respond to a warmer (he hopes) sun . . . Judith and Leonard Balaban expect to join their mother and dad in Florida around February 22. When the Paramount president returns with his flock Stanton Griffis expects to take up in southern waters . . . Evelyn O'Connell, who used to secretary for Y. Frank Freeman when he was head of Paramount circuit operations, is performing similar chores for Sam Dembow.

Piscatorial Pastime: Col. Al Hovell, Bob Wolff, Eddie Rugoff, Irving Wormser, Sam Goodman, "Huck" Hovell, Louis Weber and Charles Moses are back from Miami and "No Man's Land," the latter being a fisherman's paradise off the gulf. Not in the party, but also back from southern waters are Si Fabian and Bill Sussman, who also are boasting of their fishing. Sussman for his first time at it netted an eight-foot sailfish, while Fabian came through with one two feet smaller. Fabian had been trying for 10 years to land a sailfish. This time, Wolff guaranteed a catch, betting a dollar on the results. For the record, Wolff had a two and a half hour struggle with a 1,000-pound 14-foot shark which he had to finally shoot in the head. All of the events took place off Commodore Harry C. Miner's boat, *The Conk.* Hovell landed a 59-pound and a 52-pound amberjack, while Rugoff finished with a 25-pound kingfish. After it was all over, the boys had stoned crabs and fried smelts for lunch.

Charles Sonin has returned from Miami and says he could have done better with lamps. In the three weeks, he was rewarded with only two days of sunshine . . . Max Wolff is planning to head for Miami shores in a few days . . . Ben Sherman and George P. Skouras are still taking it easy on the beach . . . Jay Eisenberg leaves next week. Herman Gluckman is back and C. C. Moskowitz hopes to get in a few weeks of Hollywood (Fla.) sunshine before he is interrogated in the examinations before trial in the industry suit . . . Harry Egert is mourning the loss of his father, Louis . . . Arthur Willi left Thursday for a two-week stay at the RKO studio, during which time he will discuss new talent . . . Cliff Lewis departed for the Paramount studio the same day after a two-week visit here . . . Louis B. Mayer has joined Nicholas M. Schenck in Miami.

Irving Greenfield of Loew's legal staff finally got off to Miami over the week-end . . . Rita Aaron is another of the many who returned from the winter resort looking for sunshine in dear old New York . . . Max A. Cohen plans to head there February 22, providing a number of deals he is working on materialize by that time . . . Vincent McFaul of Buffalo made another of his periodic trips the early part of the week . . . Earle Sweigert, Paramount manager in the Quaker City, was bedded with the grippe and on his first day out visited the home office . . . Mary Howard, the Ann Rutledge of "Abe Lincoln in Illinois," is in town after attending the President's Ball in Washington . . . Joe Heppner has returned from Tennessee after photographically covering an RKO assignment . . . Dave Bernstein has finally left for Miami where he plans to spend a month vacationing . . . Budd Rogers' son, Richard, has finished high. Two days after the graduation, Budd and Mrs. Rogers celebrated their 20th wedding anniversary.

Joe Moskowitz, after all these weeks, is en route to Hollywood . . . The Nate Blumbergs are in Florida as house guests of the Leo Spitzes on the latter's boat, the Caroline. *Part of that itinerary includes a sail to the Bahamas . . . Stella Seidel, secretary to Bill Sussman, is aboard the* Mexico, *bound, of course, for Mexico . . . The Music Hall, Gus Eyssell presiding, threw a cocktail party for Madeleine Carroll and Brian Aherne, Thursday. They star in "My Son, My Son" which will play that theatre which was sufficient reason for the party . . . Harry Brandt is due from Florida shortly. Bob Rubin hies himself there in a few days now . . . Ken Clayton, motion picture editor of the Des Moines* Register-Tribune, *visiting the Warner office.*

B-51 Exchange Negotiates With Monogram, Republic

NEW YORK—Negotiations have begun between Lou Johnson, president of Local B-51, exchange employes union, and Harry Thomas of Monogram and Herman Glickman of Republic to bring the backroom personnel of the two distributors' local exchanges within the scope of the union's contract provisions with majors, which was recently consummated.

The deal with Republic, if closed, means a renewal and involves about 12 employes. Monogram is being contacted for the first time. About four employes are involved.

"Inside Track" to RKO

HOLLYWOOD—RKO has purchased "Inside Track," midget auto racing story by Howard Nostrand. Producer Bert Gilroy has assigned Ben Holmes to script.

Boiler and Building Codes To Virginia Assembly

RICHMOND, VA.—Bills providing for a boiler and building codes will be presented in the general assembly after preparations by committees of interested citizens.

The boiler code will provide for a state board on boiler rules to consist of the commissioner of labor and four men appointed by the governor. The bill for a building code would provide standards for buildings and would include a fire-escape code. Tentative plans call for a building code commission of three.

Leonard Replaces Cukor

HOLLYWOOD—Robert Z. Leonard has been assigned to direct "Pride and Prejudice" for Metro. He replaces George Cukor, who will handle "Susan and God."

PHILADELPHIA

A NEW SOCIAL and beneficial organization for film salesmen, accessory and printing salesmen and office managers is getting started. A preliminary meeting at the Broadwood chose the following as temporary officers: President, William Karrer, Republic; vice-president, Ely Epstein, RKO; treasurer, William Humphries, Fox; secretary, William Bethel, Columbia; directors—Jerry Lewis, Republic; Jack McFadden and Sam Lefko, RKO; Jack Engel, Bill Doyle and Joe Leon, Universal; Mort Magill, United Artists. The group will hold another meeting Feb. 3.

Film men mourn the passing of A. J. Delone, operator of the Park, Hanover . . . Sam Stiefel is building a new house in Roxborough, located between his Roxy and Jeffries. And another exhibitor, Charles Kirkel, is building a theatre right opposite the Roxy . . . Frankie Darro, boy actor, was a visitor to the street. He stopped up to see the censor board in action . . . Mrs. Sam Stiefel is sunning herself in Florida . . . Dot Burrison, Metro, expects to hie herself down to the same spot this week . . . Florence Averell, Metro, is limping about with a sprained ankle, which she acquired by slipping on Vine Street ice. But she still smiles at all Metro customers.

RKO arranged a midnight screening of "Abe Lincoln in Illinois" for the trade at the Aldine . . . The film exchange employes union will hear the industry's reaction to the Neely bill at a meeting February 9. Invited to discuss the measure are Frank McNamee, RKO, and Bob Lynch, Metro . . . The Stanley-Warner advertising boys look like refugees from a bombing raid. Their office is having a new ceiling put on and the boys have been temporarily quartered in a meeting room on the seventh floor . . . But Al Zimbalist can't lose his patience. He's full of love for the world since the arrival of the $300 he and Jack Lexey, Broadway, shared as second-place winners in Columbia's exploitation contest for "Only Angels Have Wings."

Mel Koff, Darby, is moving his menage to Chatham Court . . . Franchot Tone, Belle Baker, Art Jarrett and Lenore Ulric were among the celebrities who attended the local president's birthday ball. Jimmy Walker was master of ceremonies. Many film men had a big hand in arranging the local affair . . . James P. Clark is local chairman . . . The Will Rogers fund contributed a $3,800 check for the infantile paralysis drive . . . Murray Diamond, formerly local sales manager of Metro Premium, has resigned to go into business with Lou Foxman and Fox-Ware Premiums, Inc. . . . Milton J. Engel of Pittsburgh joins Quality Premium as salesman here . . . Among those who attended the "GWTW" opening at the Boyd were Ben and Mrs. Harris and their twins, Mitzie and Dot.

Up Mike Dolid

NEW YORK—Mike Dolid, formerly assistant to Norman H. Moray, Vitaphone sales manager, has been promoted to head the Warner home office playdate department.

1,000-Seater for Albany If Council Passes Rezoning

ALBANY — Albany's first combination apartment house-theatre to be built on New Scotland Avenue, if the common council approves zoning changes, will be one floor seating about 1,000. Located at the east end of a structure with a frontage of 207 feet and a depth varying from 147 to 203 feet, it will be a separate unit.

Total cost of the project is set at $250,000. Both apartment house and theatre are to be called the New Scotland.

At a public hearing on the zoning changes, the attorney for the construction and realty companies stated a 20-year lease on the theatre had been signed. It is reported that the Hellman circuit would be the operator. A division of opinion on the rezoning was noted at the hearing. The most vigorous objection was by Rev. James E. Kelly, pastor of St. Theresa's Church and former head of the Legion of Decency committee in the Albany Diocese. Father Kelly objected to the theatre as not needed.

"War Loan" Legislation Is Hit by Hollywood League

HOLLYWOOD—Maintaining that America should keep out of Europe's war, the Hollywood League for Democratic Action, keystone of the film colony's liberal movement, has lodged with Congress a vigorous protest against the drafting of legislation providing loans to warring nations. Two measures introduced before the legislative body met with the HLDA's particular disapproval on the grounds that they "violate the spirit and essence of our neutrality." The League charges, further, that such loans "will endanger the peace of this nation."

• REVIEW FLASHES •

INVISIBLE KILLER, THE (Producers Pictures)—An average thriller that manages to deliver the goods, although somewhat lengthily. Grace Bradley tops the cast, her performance standing out.

PAROLE FIXER (Para)—A convincing demonstration of how a sizeable bundle of worthwhile entertainment can be wrapped up without benefit of a strong cast or staggering budget. Action-laden story of the parole racket evils and the relentless hand of the G-men in tracking it down, plus able production and direction, rates the feature an above par position in its class as a programmer. Edward T. Lowe produced; Robert Florey directed.

PIONEER DAYS (Mono)—Lumbering western featuring Jack Randall. The plot is almost too familiar to relate. Acting is mediocre.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

ALBANY

CIRCUIT presidents are now in Florida, despite messages from and statements by returning Filmrow men that it has been frigid in the south. William C. Smalley, of Smalley chain, Cooperstown, went to the Sunshine State for a month's vacation. Mike Kallett, head of Kallett theatre organization, Oneida, is also reported to be a Florida vacationer. Steve Tarbell, Smalley's booker and assistant, and Mrs. Helen Thompson, Smalley's secretary, help to direct operations in his absence. Sid Kallett, one of Mike's brothers and booker, among other things, is usually in the driver's seat while the big boss is away . . . Lou Golding, Fabian division manager, bought tickets for a steamship trip to Havana. Last year, the Goldings went away earlier, on a Caribbean Sea voyage and a visit to Florida . . . Joe Miller, Columbia manager, threw a housewarming party for employes of the exchange. Incidentally, Miller, not Phil Fox (now Columbia boss in Buffalo), is zone chairman for Will Rogers Week.

Lee Beecher is shifted from Paramount to Advertising Accessories . . . Wilhelmina Wenzel, RKO cashier, on vacation in Florida . . . Weldon Waters, Paramount salesman, weekended in Springfield, Mass. . . . Winifred Allen, 20th Century-Fox cashier, ill . . . Arthur Newman, Republic manager, and Mrs. Newman were among those in evening dress photoed by Knickerbocker News *at opening night performance of "Gone With the Wind" at Fabian's Palace. Mrs. A. J. McDonald, wife of the* News *publisher, was shown purchasing a program booklet. The Palace attempted no spectacular exploitation, although the number of ushers, in formal dress, was increased to* 40 . . . *Incidentally, Filmrow gossip had it that Ralph Pielow, Metro manager, purchased* $100 *worth of tickets for distribution to friends. No free admissions.*

Monroe Greenthal, United Artists exploitation director, visited Albany for the first time in many moons . . . Herb McIntyre, RKO district manager with headquarters in Boston, was expected here . . . Kingsley Ryan down on Filmrow from Ausable Forks and Keesville, in the Adirondacks. Henry Freider and Henry Grossman up from Hudson; Clarence Dopp over from Johnstown and Morris Kronick from Amsterdam; Sid Dwore, Schenectady; Jimmy La Belle, Watervliet . . . An oddity was advertising by State, Rosenthal house in Troy, of amateur night winners from the Grand, a Fabian Albany theatre.

Wm. Fisher Named Schine Shorts Subject Booker

ALBANY—William Fisher has been appointed short subject booker for Schine circuit in Albany and Buffalo territories. He recently made the first visit to Filmrow in company with Bill Kraemer, feature booker in the Albany area. Seth Field, Fisher's predecessor, has been transferred to another executive position in the Schine office.

Makes Directorial Debut

HOLLYWOOD—Fred Wilcox will make his directorial debut in Metro's "Willow Walk."

BALTIMORE

MICKEY ROONEY was guest of honor here at the President's birthday ball held here at the Fifth Regiment Armory, where he was introduced to Gov. O'Conor and U. S. Senator George L. Radcliffe. Mickey beat the drums for the largest crowd to ever attend the Armory . . . Report that ground is now being broken for theatre to be built in 3800 block Eastern Ave. . . . Lou (Fixer Dugan) Cohen, Essex, got a new car and now has a contract with a fender company by the year . . . Frank Durkee was president of the committee which gave a dinner in honor of Policeman Tom Donahue, who retired after being on the force for 49 years and was called Mayor of Hamilton. Ernie Woods took motion pictures of the dinner, which were shown at the Arcade, Avon, and Northway theatres in Hamilton.

Olivia de Havilland, Hollywood star attending the President's birthday ball in Washington, was paid top honors in Baltimore when she was hostess at an afternoon tea given by William K. Saxton, managing director of Loew's Century. Governor O'Conor and U. S. Sen. George L. Radcliffe and their families were at the tea. Miss de Havilland also appeared in person at the Sunday night performance at the Century where "GWTW" is now playing . . . Eddie Mathews, Schanze, announces the house will be open only on Friday, Saturday and Sunday . . . Flashes on "GWTW": Walter Cohen, Leader manager, has revival day every Tuesday and asks the patrons to write in what pictures they would like to see revived. Walter received a letter from one patron asking to revive "GWTW" . . . George Jacobs, Goldfield, is already worrying and trying to figure out what other feature to put in with "GWTW" when he plays it.

Harry Meyerberger, new owner of the Lexway, has reorganized his service staff . . . Did you know that Al Cohen, Pennington, is a deputy sheriff? . . . Gus Lowenberg now resides at the Hotel Houston in Washington and commutes to Baltimore every day . . . I. M. Rappaport, Hippodrome chief, weekended in New York last week . . . John Alderson, manager of the Center, brought back "Birth of a Nation," which was well received. This is the first time that "Birth" has been played in Baltimore for many years . . . J. L. Schanberger, Keith's, announces that Count Basie and his orchestra will be at Keith's roof on February 11 . . . Mickey Hendricks of Bill Hicks circuit was puffing away on a cigar again and again without stopping for about five minutes. When someone in his office asked him why all the puffing, Mickey said: "I am in a hurry to go downstairs to prevue a picture."

For Censor Board Cut

RICHMOND—In his budget recommendations before the general assembly, Governor James Price recommended a decrease of $600 for the operation of the censor board for the next two years. The past two years the board has had $43,015 for operating expenses.

While the World Totters

HOLLYWOOD—The Walt Disney office is offering something choice in the way of publicity qnnfln.

It seems a few of the artists are engaged in a feud over the alleged likenesses of Donald Duck and Stromboli, one of the characters in "P—c—o."

Messrs. Duck and Stromboli vehemently disclaim any similarity with each other, with reasons running something like this:

Duck—"That big bag of wind is just an upstart. How could anybody put a small-time ham like him in the same class with a world figure like me?"

Stromboli—"I cook-a-heem for dinner. He talk-a dat away bout me, da master showman. Heeze feathers, dey mak-a me aee nize peelow."

Take it, End Man!

Local 87 to Hold Eleventh Annual Ball Feb. 14

RICHMOND—The eleventh annual Theatrical Ball will be held at Tantilla Garden on Valentine's Day, February 14. Sponsor is Local 87, IATSE. Harry Jarvis is general chairman, with the other committee chairmen being: Claude Wilson, program; L. P. Leary, tickets; Tom Jones, advertising. Active members of the local who are working to make this the biggest and best are: Dan Anderson, Otis Bugg, Joe Beard, C. C. Colgin, Earl Clator, Stewart Atkinson, Bill Walsh, Louis Levin, B. W. McCann, John Clator, Frank Mathews, Tom Murphy, Jim Evans, Joe LaPrade, L. C. Ratliff, C. C. Leibs, K. T. Sickinger.

Tete-a-Tete

ROCHESTER—There must be something about goldfish.

Every afternoon around 5 o'clock—rain, snow or shine—an elderly lady walks into the Eastman lobby, bends over one of two goldfish bowls, and begins a long and earnest conversation. She's quite pleasant about it all.

The other day she asked Frank Smith, manager: "You don't mind if I talk a bit with the goldfish?"

Smith assured her he saw no reason why not and watched nervously as she resumed the tete-a-tete.

Another lady and a man also come in about three or four times weekly for the same purpose.

Milton Hannock

NEW YORK—Funeral services for Milton Hannock, late assistant to Rube Jackter, Columbia's assistant sales manager, were held here over the weekend. Hannock, who had long been connected with Columbia, died Thursday in Miami following a heart attack.

He Uses Bells; Like Jimmy Fidler

Holly Grove, Ark.—W. W. Davis, operator of the Grove here, uses an odd method of advising his patrons of the type of attraction he's showing. When he opens the doors at night he has a boy stand in the street and ring a bell. If it's a western picture, the lad serenades 'em with a cow bell. If it's anything else, the youth rings a dinner bell.

RICHMOND

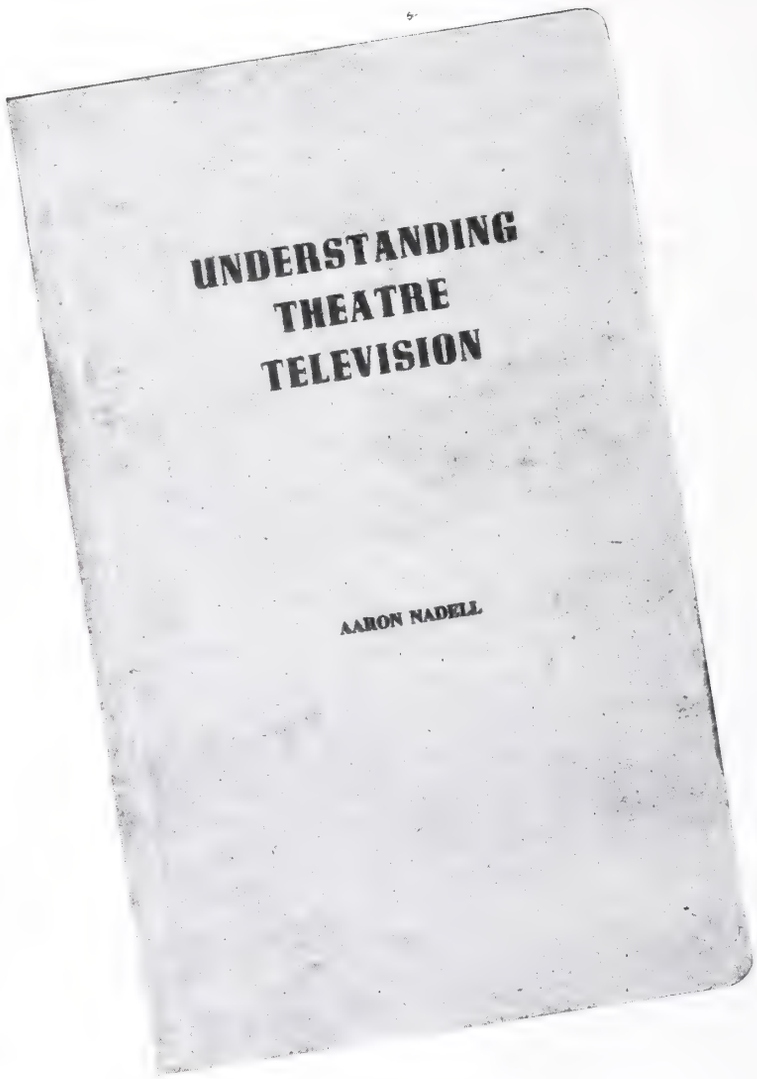
THE state corporation commission has issued a charter to the Smith Theatres Corp., Grundy, Va. C. E. Smith is listed as president of this $30,000 company licensed to do a theatrical business. R. E. Williams, attorney, Grundy . . . Charlie Hulbert is repeating the stunt that he does every year at the Lee by bringing back as many of the ten best pictures of the year as he can get. This year he is playing eight of the ten, starting with "Mr. Chips" . . . Edith Lindeman, film editor of the *Times Dispatch,* is conducting a local poll to determine the five most popular pictures for a return engagement for the Bellevue. At this time "The Great Waltz" is in the lead, followed by "Wuthering Heights," "Pygmalion" and "Mr. Smith Goes to Washington."

The local office of the Lichtman Theatres has announced that the company is going to build another theatre here in Richmond soon. This will be the sixth house of the circuit here and will be located on West Cary St. . . . "Assassin of Youth," the marijuana special, was booked by Bob Eagan at the Park for three days, but did such big business that it was held for an entire week . . . Joe Eagan, general manager for the Wilmer and Vincent circuit, was a visitor last week.

Harold Wood, secretary of Neighborhood Theatres, is having plans drawn for a new home to be built on the lot he bought out Westhampton way . . . J. C. Hester sold his Ritz in Chatham to the Branscome circuit . . . Arthur Jacobson, manager of the Washington branch of National Screen, has signed contracts with Neighborhood Theatres for previews for the year . . . George Gill, Trio Washington manager, was in town conferring with his attorney . . . Elbert Grover, RKO salesman, was also here . . . Allen Sparrow, manager of Loew's, was assisted by E. F. Bellew on his campaign on "Of Mice and Men."

Harry Nordin, Neighborhood Theatres home office, recently celebrated a birthday and the office staff presented him with a big cake . . . Alex Ravdin, manager of the Capitol, underwent an operation at the Memorial Hospital and will be away from work for four or five weeks. In the meantime, Conrad McRee is substituting at the Capitol . . . A. Frank O'Brien, city manager for Wilmer and Vincent, visited Washington Filmrow . . . Carrington Waddell, South Boston exhibitor, is in Florida recuperating from a recent illness.

ARE YOU READY?



EXCLUSIVELY
DEVOTED TO
THEATRE
TELEVISION

DON'T BE CAUGHT UNPREPARED (AS SO MANY WERE CAUGHT BY SOUND) WHEN COMPLETELY NEW APPARATUS comes into YOUR theatre. Do you understand synchronizing impulse circuits?—cathode ray tubes?—mechanical scanning?—projecting THIRTY frames a second from standard film running at standard speed?—complete theatre television installations? KNOW what it is all about. Twenty thousand word book of television facts, written in YOUR language by Aaron Nadell, author of "Projecting Sound Pictures," etc., etc., explains theatre television—what the equipment is—how it works—what makes it work.

Sixty-Nine Pages, Illustrated and Indexed
Only $1.00. Order Your Copy Today!

Send Check or Money Order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

The MODERN THEATRE



FEB. 3, 1940

. . . MODERN MATERIALS



Is Air Conditioning Low in Cost?

Here's the CARRIER Answer:



For 450 Theatre Seats— Cost Only 1¢ Each!

Cost Breakdown at Mayfair Theatre, Miami, Fla., Proves Carrier Economy.

● Don't say air conditioning may pay out for other theatres, but not for yours! For Carrier has developed an economical air conditioning system for *every* theatre, regardless of size!

No matter whether a theatre seats 450, like the Mayfair,—or whether it houses close to 16 times as many, like the Radio City Music Hall—Carrier Air Conditioning *pays for itself*—PLUS!

The new Carrier Handbook for Theatres, offered in the coupon below, tells the complete story; enables you to estimate accurately the cost of Carrier Air Conditioning for *your* theatre.

Remember—Carrier *invented* air conditioning. And Carrier pioneered the development and manufacture of air conditioning through 38 years of experience. So call air conditioning by its first name. Call Carrier Representatives in your phone book.



BUSINESS BETTER? "Unquestionably!" says the manager of the Mayfair Theatre, after installing Carrier Air Conditioning. And think how little it costs him to secure this added business.



ONE CENT pays the cost of the cool, clean, quiet Carrier comfort—even if the Theatre is filled just once each day! On the basis of four shows each day, you can estimate for yourself what a bargain the Carrier System really is.



THIS SUMMER, *plan to visit the Carrier Igloo of Tomorrow, at the New York World's Fair. 1940 is not only the 50th Anniversary of Carrier Refrigeration, it is also the 25th Anniversary of the present Carrier organization.*

Carrier
Air Conditioning

CARRIER CORPORATION, DESK 19B
"Weather Makers to the World"
SYRACUSE, N. Y.
(In Canada, Box 1050, Station C, Toronto)

Without obligation, please send me details of the Carrier Handbook for Theatre Owners.

NAME.....

THEATRE.....

ADDRESS.....



You wouldn't call this the modern way to get radio programs...

yet it's just as old-fashioned to use an outmoded sound system for modern movies!

BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

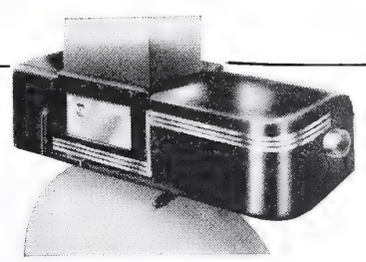
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

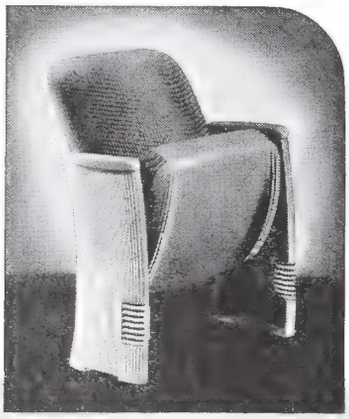
RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

What are you looking for when you select..

Chairs for your theatre?



AMERICAN · SEATING · COMPANY · GRAND RAPIDS, MICH. · REG. U.S. PAT. OFFICE

- Do you *invest* in theatre chairs or just *spend money* on them?
- Do you check for *all* the *use values* you should get?
- Do you check *claims* against *tested values?*
- Do you judge by *appearances* or by *proof of quality?*
- Have you *investigated* manufacturing methods and facilities?
- Have you investigated *testing methods* by which *chair values* are *proved?*
- Do you know that a *small price saving* may cost you more than the whole installation?
- Do you buy on *price* or on *values per dollar* invested?
- Do you know how *advance engineering service* can save *more* than the *cost* of the chairs?
- Do you know that, *at any price level*, there is a *best buy* which will *pay large dividends?*
- Have you seen our booklet Seating Research, Testing, Inspection?

. . .

May we help you answer the above questions to your profit? Just drop us a line or call our nearest office. We especially urge a personal visit to any installation of American Bodiform or American Avion chairs. We're proud of what managers and patrons think of them.

Do you know why

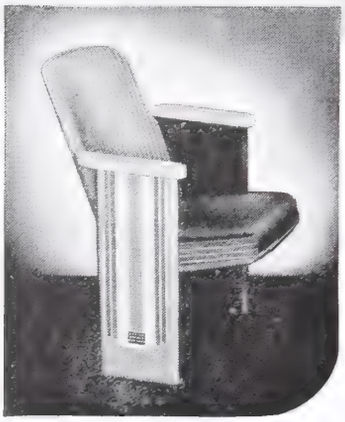
AMERICAN Bodiform RESTFUL CHAIRS

Are the best chairs at any price — the best chair investment ever offered — the most successful chairs ever built?

Have you seen

AMERICAN Avion THEATRE CHAIRS

The *outstanding chair success* at the *low price level?*



American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

The Lake, a Charming House in the Manner of Moderns.....32
By Helen Kent

•

Two Important Materials for Use in the Modernizing of Theatres.....34
By Ansel M. Moore

•

Comments on the Rejuvenation of an Air Conditioning System.....38

•

Relation of The Modern Theatre to Low-Cost Housing Projects.....40
By Edward Paul Lewin

•

Modern Design and Materials Create Another New Detroit Cinema.....44

•

Stranded in Milwaukee But Still Striving to Serve You.....48
By Gordon H. Simmons

•

New Ideas and Materials for Lighting Modern Theatre Fronts.....52
By W. D. Riddle

•

New Intermediate High Intensity Lamps for Moderate-Sized Houses.....56

•

Some Tips on the Use Varieties of a Theatre (Vacuum) Cleaner.....60

Published by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group. Contents copyrighted, 1940; reproduction rights reserved. All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative, Harrison Toler Company, 332 S. Michigan Ave., Chicago, Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York.

Modern Materials Are Plentiful and Priced Right

It is difficult within any one issue to do even simple justice to more than a few of the modern materials that today clamor for the attention of men who build, operate and maintain moving picture theatres.

To attempt enumeration and description is quite impossible at one sitting. But in the course of events and throughout the year we aim, with the cooperation of our sponsors, to bring all modern material and equipment developments promptly to the attention of our readers.

In this issue we have attempted only to cover current production events which have been called to our notice and apply them inferentially to the fact that, literally, "the woods are full" of the fine, functional products for almost every purpose.

It is necessary only for the theatre builder or owner to look around him a bit and, by the exercise of good business judgment, select that commodity which most nearly fits his need.

Fortunately, there is to be found a range of pricing in all better lines of products that permits the purchaser to stay within his means and most manufacturers today are frank and honest enough to explain the elements of their commodities that affect the selling price.

Generally, use values and inherent quality considered, equipment and theatre building materials are lower in price now than ever before. Up to this time there has been no noticeable uprising of prices traceable to domestic conditions or to the situation overseas.

But we can certainly foresee no possibility of a reduction in prices. With all business now looking up smartly, this is unquestionably the time to buy—Modern Materials.

Toler

February 3, 1940

The Lake... A CHARMING HOUSE *in* THE MANNER OF MODERNS

By **Helen Kent**

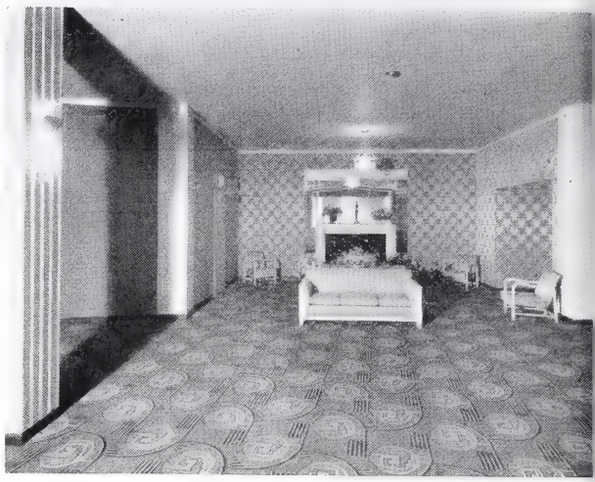
SO MUCH has been said lately concerning the economy angle of modern theatre construction and outfitting, laudably too, because thrift is truly a fundamental part of the formula in modern functional design and construction, that it is possible we may be overlooking the fact that elegance can also be provided not too expensively in theatre form and furnishings. Modern design can still be combined with the luxuries of life to further the cause of prosperity, and in its proper place nothing is more desirable than a promotion of prosperous feeling at this time.

In this we do not advocate a return to the extravagant ostentation and overdone artiness with which moving picture theatres were rampant a few years ago and which of itself had a complete reactionary effect upon theatre properties, resulting in the modern simplicity as we know it today. From gingerbread to simon-pure practicality in less than a decade should be some sort of record in any industry, but it is a well-known fact that once started on their way, showmen move rapidly.

In their haste to change the appearance of things, and due even more directly to the necessity for tightening the belt on expenditures, we were confronted finally with simple, straightforward functionalism in theatre construction and renovation which was ruled by strict economy and which gave rise to the best taste in design and furnishing that this industry has shown during its entire existence.

Spending Spree Recalled

The purge of over-spending for non-essentials and the return of a consideration for quality in purchases above everything else to be contemplated in providing a new or renewed theatre property was the best possible circumstance that could have befallen theatre business. We have today a greater number of fine houses and a more refined and inviting atmosphere in the theatre scene than ever before—and the change has been sound economically.



The lounge portion of the new Lake Theatre, with its adjoining rest-rooms, is located immediately at the rear of the auditorium. Its simple but elegant decoration and furnishing is particularly pleasing, with a mirrored and fluted-column fireplace to add a note of hospitality.



The new Lake Theatre in Painesville, Ohio, is impressively unique by day and spectacular at night through the use of gleaming modern structural materials and brilliantly applied lighting effects. (All photos courtesy National Theatre Supply Company, Cleveland, Ohio).

But lest the pendulum swing too far to the right and economy lead to penny-wiseness and finally to cheapness, it is well to remember that the present market offers just as many fine and unusual materials and equipments as ever—with quality as the major keynote. These combined with the simplicity we learned to like in the hard way can bring about a better balance and stave off public boredom which is liable to result from a too deliberate use of economy measures.

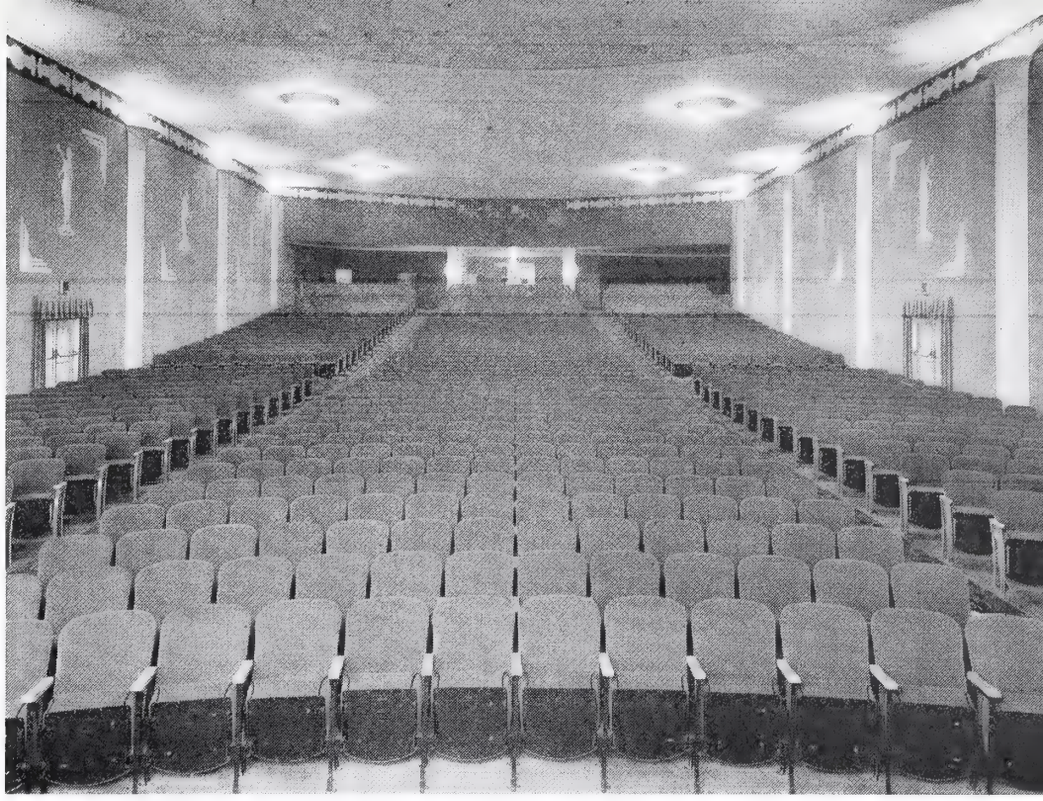
But as stated above, there is a time and place for everything. We believe this is the time for a bit of prosperous feeling, but the place for its cultivation can be dictated only by the location of the property. Let simplicity reign where it alone can be appreciated; but also give the prosperity-seekers a share of luxury—in good taste, of course.

A new theatre which opened in Painesville, Ohio, on last October 5th, can be cited as an example of the merger of luxury and economy in the modern manner. Schulman & Swartz' new Lake Theatre, designed by Architect George Ebeling of Cleveland, is a charming house which sim-

ply exudes good taste and yet is unique enough to attract attention of even the most blase' theatre patrons. For the information enabling our description of the project and the photographs here presented, we acknowledge the courtesy of L. H. Walters, manager of National Theatre Supply Company, Cleveland, under whose supervision the theatre was equipped.

Theatre Fits Town

Painesville is a model town for our study of the economic conditions which bring about a return to a demand for more than the bare necessities in theatre property provision. It is a prosperous little city of something more than 10,000 inhabitants, and because it is situated on Lake Erie about 30 miles from Cleveland, its population is composed of people who



Classic in mood and atmosphere, the new Lake Theatre's auditorium is dignified, luxurious and altogether beautiful. White statue effects on the blue-velour covered side-walls and flame-colored mohair seat upholstery provide a striking color scheme.

are greatly influenced by big-city modes and manners of living.

Were the town of Painesville, with its industrial plants and mills, not so thriving and prosperous and were it not so closely linked to a large city by smooth highways, the new Lake Theatre might not have been so attractive by the use of all the wiles modern materials can give a place of public entertainment. But wisely, the owners recognized and played up this feeling for prosperity and in the new Lake Theatre they have a striking example of what their particular public happens to want.

By day the new Lake's exterior is impressively unique and by night it is spectacular. Formed principally of gleaming structural glass of a highly reflective quality, the facade is designed with twin circular turrets topped by a stepped formation of glass blocks on either side of the marquee which are illuminated from within by night, and a towering name-sign in two-direction arrangement backgrounded by the further use of a plane surface in a lighter tone than the lower portion of the front.

The V-shaped marquee is novel in that it serves merely as an accentuating base for the ample attraction boards which are brilliantly lighted by concealed fluorescent tubing. It is decked with neon tubing and its soffit is equipped with a myriad of mazda lamps which in turn are mirrored again and again in the reflective facing material. The name-sign is formed by neon-equipped silhouette type block letters against a reflective background. Neon tubing in red and green and a chaser border of 10-watt colored lamps complete the spectacular night-lighting effect.

Innovations in Design

A centrally located boxoffice also composed of structural glass and interestingly designed doors add their bits to the entrance ensemble, as do also the interior-illuminated display cases built in the bases of the twin turrets which flank the entrance. Etched panels of structural glass of the same type which forms the lower part of the facade add a novel and appealing touch.

The lobby extends from the front doors on through to the far side of the theatre in an L-shape, which gives the house more than ample standee area and waiting space. Spaciousness in this portion of the place is another luxury that is plentiful. And the roominess is amplified by simple decorative effects and the expanse of appropriately patterned carpeting which covers all interior floors of the theatre.

An L-shaped lobby extends from the front doors on through to the far side of the theatre and into the auditorium with no doors to separate any of the interior portions of the house. This spaciousness is highlighted by an expanse of luxurious carpeting and modern decor and furnishings which might grace the finest modern home or club.

An interesting ceiling treatment is to be noted in the lobby. Midway in the ceiling, a circular recess was formed in which a beautiful and inspiring mural was executed. It receives illumination from a stationary poster display element located immediately beneath it and is most contagious to the eye. Display lighting and interesting side-wall fixtures on mirror panels provide the only illumination in this part of the house.

With no doors to separate any of the interior portions of the theatre, a most unique effect has been realized. The lounge room, although it is yet a part of the main lobby, is located at the rear of the auditorium and is plainly visible from all points of the house as well. Rest rooms open off this waiting area.

Although walls in the lobby and on into the auditorium are covered in blue velour with a great deal of white trim, the lounge portion is finished with walls of damask in an interesting all-over floral design. Furnishings throughout the Lake Theatre

(Continued on page 43)





Two IMPORTANT MATERIALS *for use in* THE MODERNIZING OF THEATRES

By **Ansel M. Moore**

"THE time has come," the editor said, "to talk of many things: Of arts—and tools—and craftsmanship; of wares and furnish-ings, to make the B. O. do more biz, and swell the gather-ings."

Thus our Walrus wisely spake and we, emulating the simple Carpenter, have paraphrased Stanza No. 11 of the well-known poem by Lewis Carroll by simply altering its allusions to cabbages and kings and pigs with wings. Our adapted version in this instance will have to do with two important subjects, about which, indeed, too little has heretofore been said.

Fine carpet, the comforter of kings of yore and commoners of the current era, will be one of our subjects. The other, *decorative insulation,* a somewhat later form of lavishment for public favor. The subjects are more kindred in many respects than "cabbages and kings;" their particular similarities, in effect, being that beautiful carpets and attractive wall finishes both have much to do with the House Appeal and come hither charm of the modern theatre. Perhaps the main point of analogy is the fact that both have a great deal to do with the acoustical properties of a moving picture theatre. But from this point on we shall discuss them in severalty.

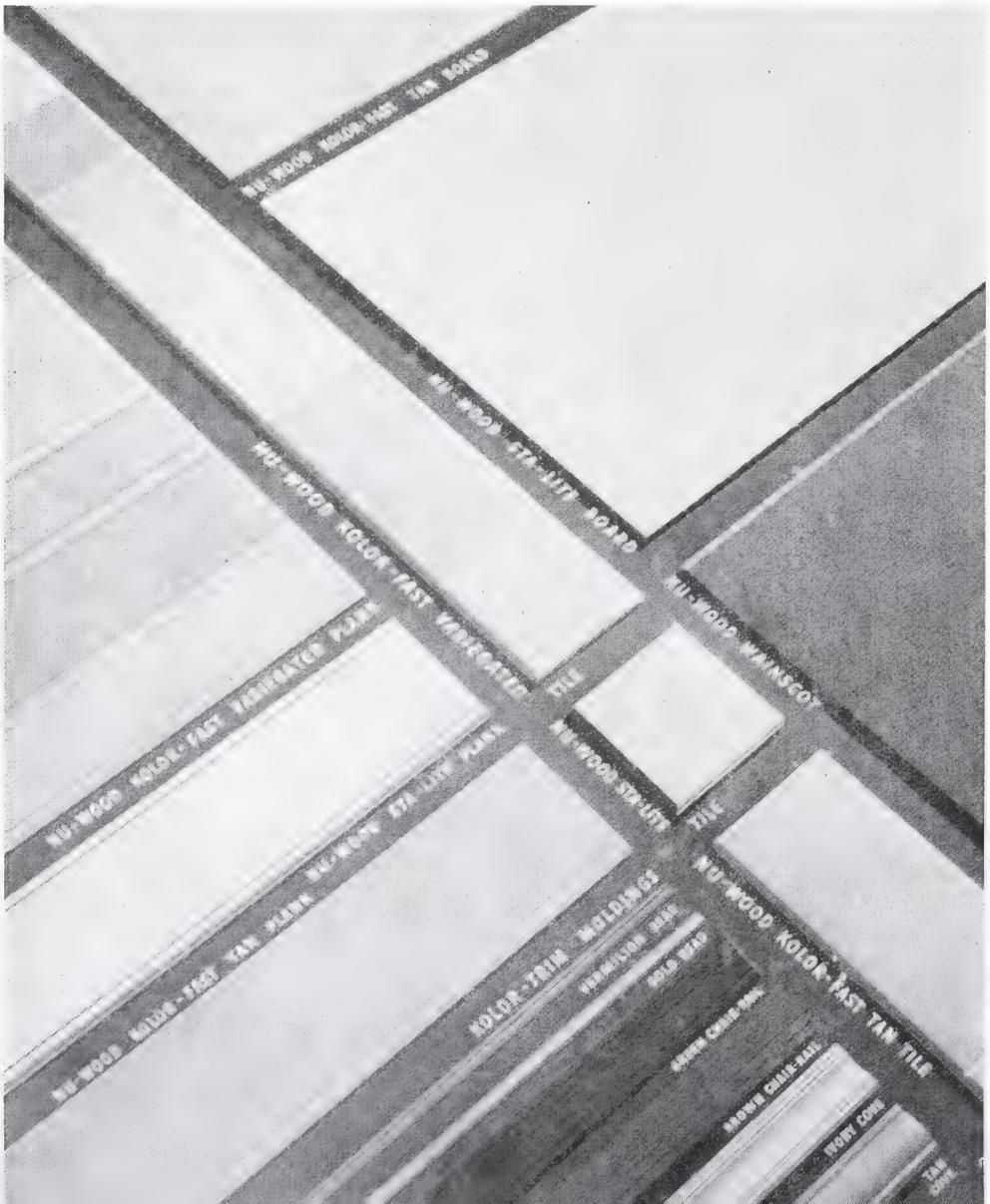
OF WALL FINISHES

Insulating wall finish materials with the acousti-decorative factor well pronounced have become extremely popular in the building and modernization of theatre interiors. Their emanation may be traced back to the early days of "sound in theatres," when the absorptive wall and ceiling surface became a preempted structural requirement for the satisfactory reception of sound in our heretofore silent theatres.

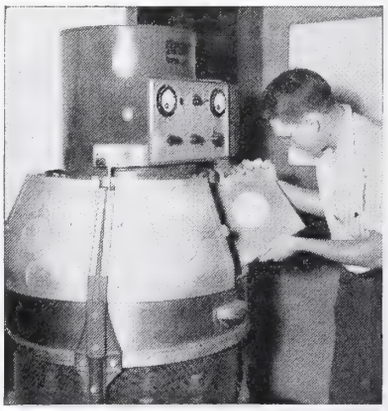
Naturally, materials then available for insulation against heat or cold provided the starting point for research and development against blatant echoes and other vagaries encountered in the amplification of sound. Field, forest and fauna yielded their fruits to the alleviation of acoustical faults. Even the mines gave up certain ingredients to give us better sound reception in our theatres. But the decorative factor not to be denied in favor of acoustical efficiency was yet to be developed and refined.

Today the crest of acousti-decorative efficiency for theatre interiors seems to have been attained in the finished development of a number of new fibrous materials of both vegetable and mineral composition that come very near to accomplishing the ideal. And the variety in pattern and co-efficiency is such that a correct interior finish material for most any theatre condition can now be secured and applied locally at minimum cost.

Rather than enter into a lengthy description of the design characteristics and co-efficiencies of the several new materials, we think it best to identify certain



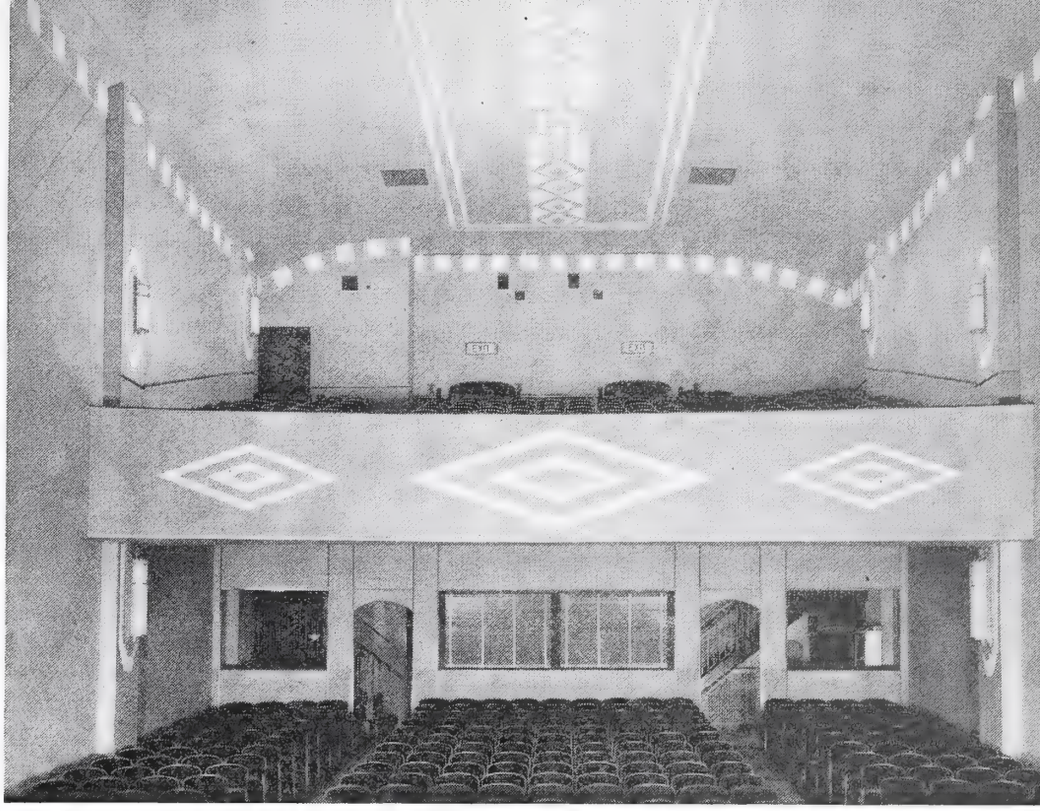
A composite panel illustrating and identifying the various forms and patterns of Nu-Wood Kolor-Fast Insulating Interior Finish material and trimmings which are now available. Factory research and development have recently produced a new, fadeless interior finish adding brighter, richer hues in a variety of natural colors. Insulation and sound absorption qualities are retained in the new colorfasting process. (Photos courtesy Wood Conversion Company).



Testing fade-resistant qualities of the new color-fast insulating interior finish material in the Fade-O-Meter, a special device for fade-testing. Twenty-four hours in this machine is equivalent to two years normal use exposure.

of the more popular brands by pictures and briefly refer to their specific use values. A general characteristic of the entire group, however, is that they are available in plank or tile formation for easy application to walls and ceiling surfaces and in this form and with a wide variety of finishings and natural colorings, they lend themselves ideally to interesting decorative effects. Certain of the natural finishes require no painting. Others are paintable without destroying their acoustical efficiency. Some are fadeproof and all have a pronounced affinity for the modern tendency in theatre interior decoration.

Furthermore, the pronounced insulation factor in most of these new materials makes them exceptionally combative to heat losses and therefore highly conducive to improvement and economy in the operation of air conditioning systems. So it may be said with a marked degree of finality that these modern interior finishes, combining acoustical correction, modern decorative technique and insulation into one easily applied medium, rate well up among the major material elements of theatre modernization.



Sound control and decorative smartness are combined in the auditorium of the Strand Theatre at Cannajoharie, New York, through the use of modern insulating interior finish materials in various patterns of tile to form an unusually pleasing effect. (Photo courtesy Wood Conversion Company).

OF FLOOR COVERINGS

Carpets, too, may be said to have come into popular use in all classes of theatres, large and small, with the advent of sound pictures. The need for acoustical correction transformed the theatre carpet from an element of luxury, which few theatre owners felt they could afford, to a matter of necessity to which there was relatively no alternative. Bare floors, therefore, were among the first objects of banishment in the wake of sound equipment.

Floor covering in small theatres particularly wasn't practiced to any appreciable extent prior to talking pictures and for a time thereafter quality of carpet weave or decorative presentability of pattern weren't given much consideration. Usually it was a matter of "covering up" at the command of the sound equipment engineers and the lowest price per yard controlled practically all carpet purchases.

But carpet came into the theatre to stay. The strictly acoustical factor in floor covering, still a most important one, as a major impulse to carpet installation soon became forgotten and theatre owners began putting in carpets as a matter of custom and common sense regard for the attractiveness of their houses. The carpet mills, observing the trend of demand and noting a steadily increasing consideration for quality in theatre carpets, especially on the part of exhibitors whose cheap carpets had quickly succumbed to the traffic, began designing and weaving special theatre carpet patterns that would stand the gaff and at the same time give each house a certain individuality in decorative effect.

Today fine carpets form the decorative

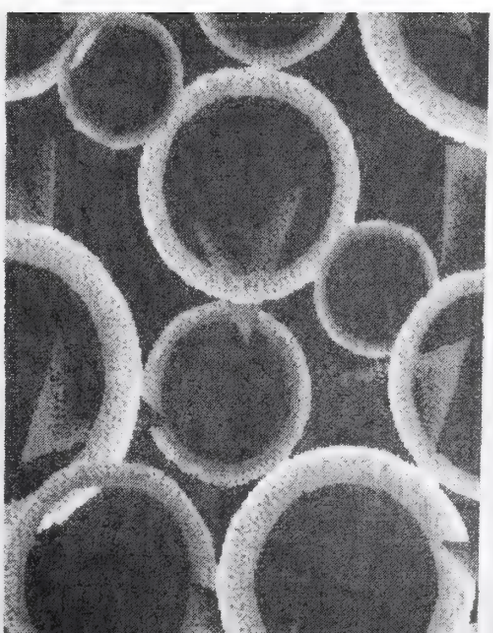
(Continued on following page)

New carpet patterns on parade for theatre inspection at this time include many smart creations, such as these three numbers lately from the looms of Mohawk Carpet Mills. Noting from left to right: Rialto, pattern No. 38162; Scotia, pattern No. 30849, and Super Tampa, pattern No. 24376.

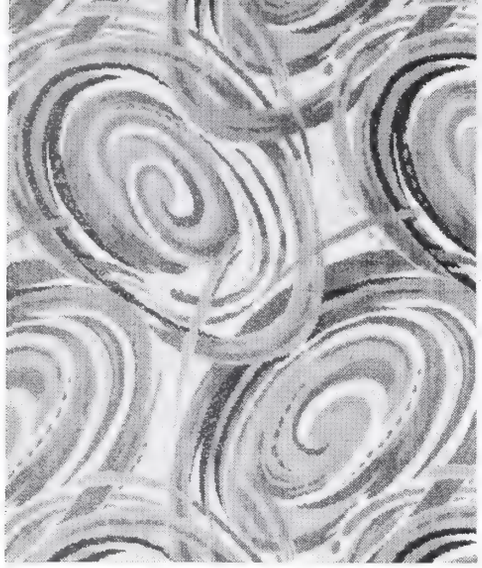
Cover Illustration

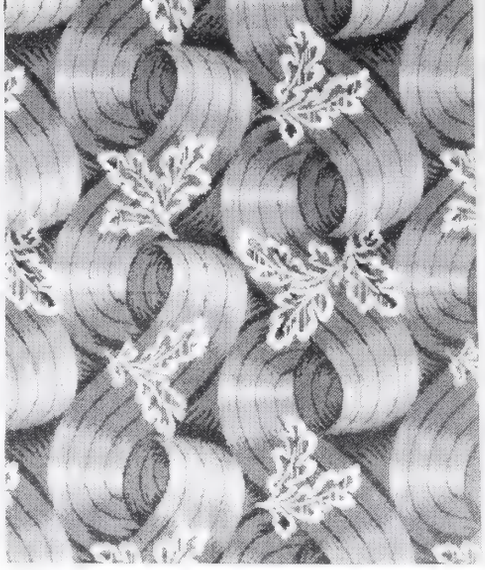
An action picture to illustrate the comparative ease and economy by which modern interior finish and acoustical materials may be applied directly to plastered ceilings of new and old theatres. A similar procedure is followed in application to walls. Each unit of tile or plank in matched formation is firmly attached to plastered or other types of smooth surface with specially prepared acoustical cement. When installation is completed, the material may be left in its natural color or tinted and decorated to suit the taste. Thus decorative effect and acoustical treatment may be accomplished in one economical operation through the medium of modern materials. (Photo courtesy Celotex Corporation).













Alexander Smith presents these three new patterns in Crestwood as typical of many other smart theatre patterns. Left to right: (1) *A new theatre pattern with a whirling oval figure in tan, red and green on a blue ground;* (2) *a modern scroll effect with an oak leaf overlay in tan and rose on a blue ground;* (3) *a striking new pattern designed especially for theatre trade and introduced at the January Carpet Openings in New York and Chicago. All are of the popular Crestwood variety.*

keynote of many a new theatre. Older theatres find new floor coverings an inspiring theme to modernization and it is not unusual to find the most expensive grades of carpeting in small-town modern theatres of extremely limited seating capacity. The carpet mills have been persistent in their promotion of carpets as an essential element of theatre modernization and the reaction has been nation-wide in scope.

There is no question concerning the box-office value of beautiful floor coverings in theatre lounges, foyers, restrooms and auditoria. The effect of walking on and experiencing the feel of fine carpet underfoot has an influence that is a bit difficult to define. Perhaps it's a sadistic trait in all of us to want to walk upon that which is beautiful. That we may dare thus to indulge our sense of superiority in the theatre seems to provide a thrill.

Carpets, therefore, are essentially theatrical. They create the illusion and environment that culminates in a period of pleasant entertainment. Consequently, fine carpets are as much a part of the show as the theatre program itself. As one of our carpet advertisers has so aptly said: "The Show Begins on Theatre Carpets."

Smart theatre carpet styling for 1940 is encouragingly expressed in many new patterns that have just recently had their premier at the carpet industries' January Openings held at various market centers throughout the country. A few typical theatre patterns are presented here and they all give rise to the thought that the carpet people have again outdone themselves in the design of new materials.

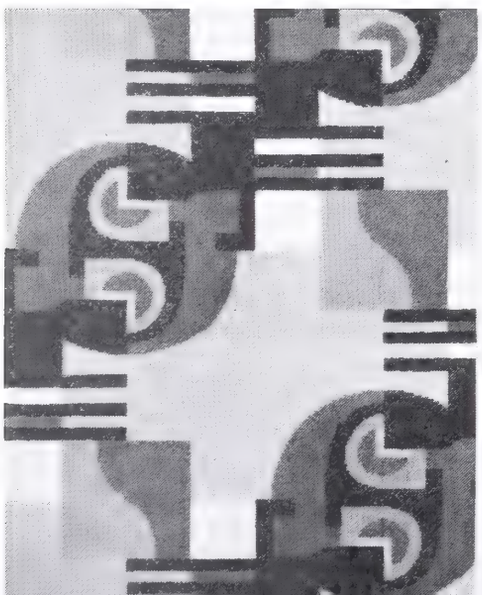
Gayer and warmer colors are the outstanding feature in the new lines of floor coverings. Yet the new color trend is not noticeably restricted in the lower priced class of carpets. Its influence is shown in special weaves, custom made and stock patterns, plain or figured, and it is freely proclaimed that theatre carpet values for this year are better than ever before.

In contemplating the purchase of carpets for his theatre, every showman should bear in mind, throughout his negotiations, the rigorous use and abuse to which theatre carpets are subjected. No other enterprise of which we can think at the moment calls for the eye value and decorative delicacy of floor coverings such as demanded by the theatre, but beyond this, and most vitally, the theatre calls for a carpet fabric that will stand up and take it unflinchingly and without fading. A few cents extra on the price of the carpet and/or the lining that goes under it makes a world of difference. On this point, may we again issue a word of warning: Don't buy cheap carpet padding, regardless of what you may pay for carpets.

In presenting these two material elements of theatre modernization we have endeavored to bring out the versatility of product development that is characteristic of all modern materials and equipment used in theatres today. One has only to view the market as a whole to be convinced that all manufacturers are today paying more attention to the physical requirements of profitable theatre operation and what they have taken the trouble to learn about theatre operation is being reflected in their products. Result—there is a community of interest among all concerned that serves to create a finished and most fascinating outcome in your theatre.

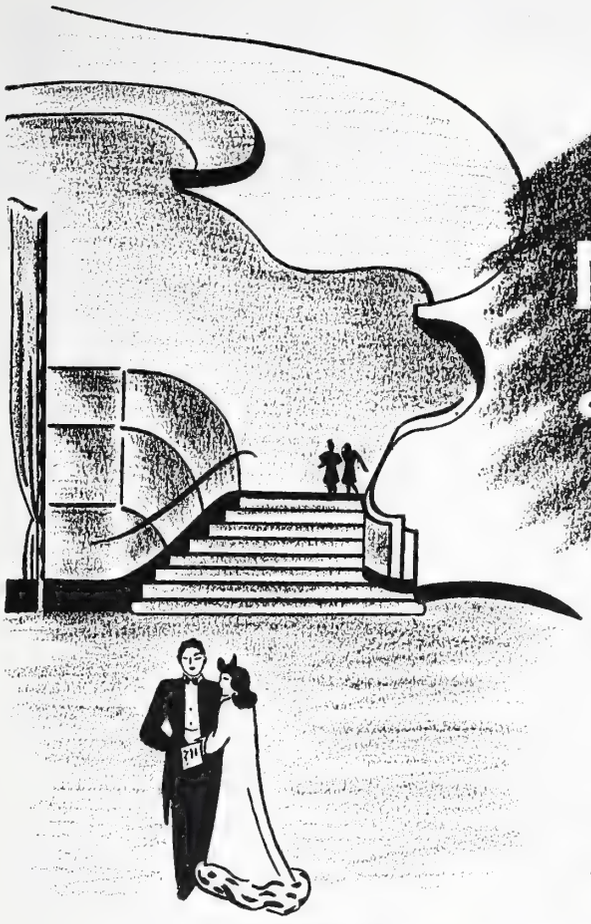
One of the latest innovations in theatre seating is the "love seat" for two persons. Installed at the ends of alternate rows, it has great appeal to patrons and effects proper seat staggering in a simple manner as well.

Charles P. Cochrane Company's 1940 *style contributions to fine theatre floor coverings are represented by these new numbers, presented from left to right:* (1) *Goldstone Pattern No.* 55*E*93-3, *a modern design in black, scarlet, garnet red and light and opal grey;* (2) *Preston Pattern No.* 53*F*80-13, *a Swedish modern design in cranberry red, sea gold and black;* (3) *Keystone Pattern No.* 82*E*89-5 *in stylized leaf design with colors of black, cranberry red, hockey green, sea gold and ecru.*









THE SMART NEW IDEAL *Streamliners*



The Ideal Challenger
AN UNSURPASSED VALUE
WHICH CHALLENGES ALL COMPETITION

The Mercury
A STREAMLINED EDITION OF THE CHAIR
THAT HAS MADE HISTORY

The Aristocrat
TRULY THE ARISTOCRAT OF THEATRE CHAIRS

WRITE for literature describing exclusive features of the entire line. There's an Ideal Chair to fit every budget.

IDEAL SEATING COMPANY
GRAND RAPIDS, MICHIGAN

Built to Excel---
Not Just to Compete

Comments on THE REJUVENATION *of* AN AIR CONDITIONING SYSTEM

SEATING is fundamentally important, of course, yet it is not by any means the sole comfort requirement of the modern theatre. There's another year-round comfort phase of operation that very nearly approximates that of the comfy theatre seat in sustaining boxoffice receipts at profitable levels throughout the work-a-day year.

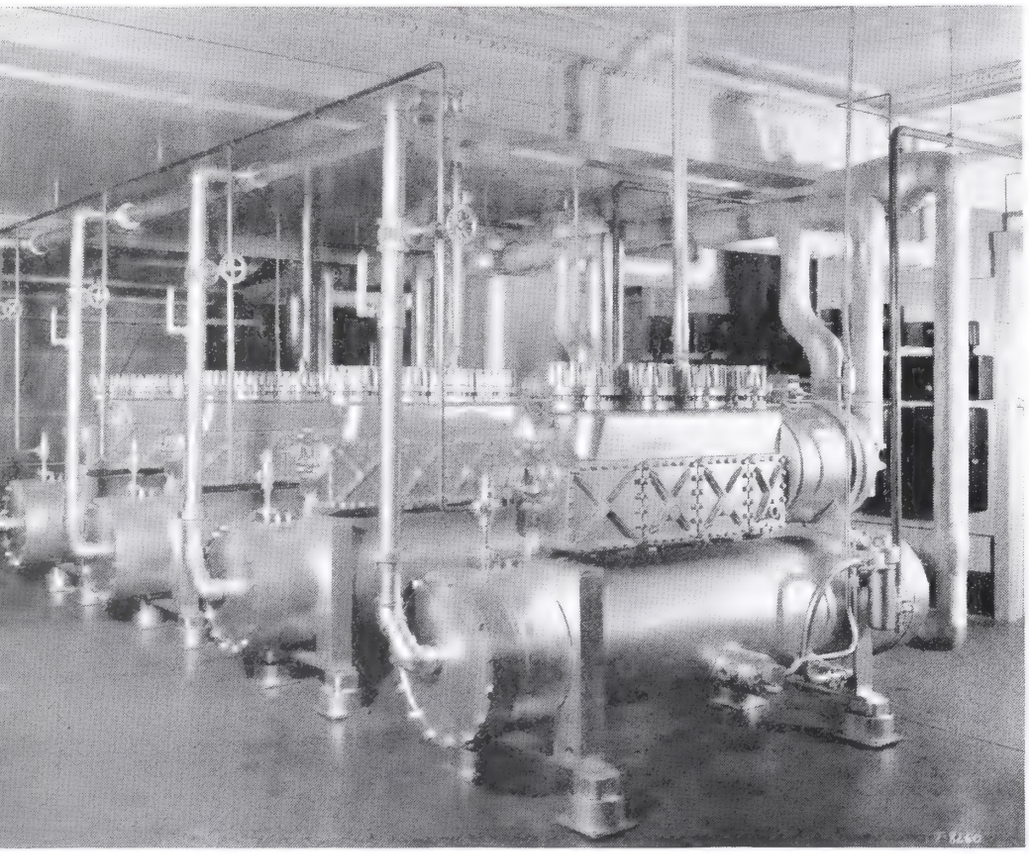
Air conditioning gradually has become, since its first inception and application some fifteen or twenty years ago, one of the chief contenders with seating comfort for the concern of theatre ownership and management. Today, air conditioning assumes greater importance in respect to theatre prestige than at any time in the past.

Pride of the Loop

Some fifteen years ago, an air conditioning system of the latest and therefore the highest type then known to the practice of temperature control was installed in the State-Lake Theatre of Chicago. The big "loop" theatre was spared no expense in securing the highest type of weather control for the comfort of its patrons *of that period.* Air conditioning being then more of a novelty than it is today, the expense of application was a considerable item; but of even greater consequence was the high cost of operation, still a marked characteristic of air conditioning equipment that has become antiquated.

The original State-Lake installation was a huge affair consisting of two 125 h.p. CO2 refrigerating units which weighed 83 tons, not including the required heavy foundations. It required 250 horsepower for operation and occupied over 1,000 feet of floor space. Besides, there were huge banks of double piping, countercurrent, CO2 condensers which operated in conjunction with the refrigerating units. And to further complicate matters, the system involved a maze of 1¼-inch, extra heavy, electrically welded direct expansion coils and a massive cooling tower on the roof of the theatre building.

By reason of enormous capacity and overpowering strength, the State-Lake plant was adequate to protect the comfort of its patrons for fifteen years prior to its recent replacement by a modern-to-the-minute air conditioning system. The new plant was installed by Kroeschell Engineering Company of Chicago late last spring. The Kroeschell Company are successors to the pioneer Brunswick-Kroeschell Company who had installed the original State-Lake job about 1924 when the theatre was then operated by the Orpheum vaudeville circuit. The Kroeschell Company and its principals are early settlers in theatre air conditioning, having engineered and installed many of the outstanding air conditioning plants in Balaban & Katz and other houses, among which was the "world premiere" of air conditioning at the Chicago Theatre in 1922.



This view shows the four condensing units, 40 h.p. each. (All photos courtesy Kroeschell Engineering Company).

Another Milestone

Last spring, a contract was awarded Kroeschell to replace the old State-Lake plant in its entirety with a system embodying all the newest ideas of present-day air conditioning and positive temperature control. This is believed to be the first major replacement job in Chicago theatre air conditioning circles and for that reason it undoubtedly marks another milestone in the progress of theatre air conditioning locally, if not nationally.

For the past decade and more, complete renovation of theatre air conditioning plants has occurred rarely, activities being largely confined to adding and trying out new gadgets. The result has not always justified the enormous expense involved. The case at hand, therefore, assumes interesting importance in that it may indicate a new method of approach to the air conditioning problems of many existing theatres. Complete replacement of antedated or inadequate equipment may prove to be the answer.

The old State-Lake equipment was torn out completely. Despite the fact that all equipment was in good operating condition, it had become so out-moded by advances in engineering and manufacture during the past few years that it had no salvage value whatever. It was simply carted away as junk.

The old system was replaced by four freon condensing units of 40 h.p. each, the whole system weighing but ten tons; requiring only 160 horsepower at peak load and occupying but 200 square feet of floor space.

The new condensing units are unique in that they are hermetically sealed and provided with gas-cooled motors. At no time during the past summer were the machines taxed, and three units carried the load most of the time. The system is fully automatic in operation and operates essentially in synchronism with the boxoffice. The new installation includes copper finned coils and filters which are easily cleanable.

No Foundations Needed

It is interesting to note that the new State-Lake condensing units do not require any foundations. In fact, they are not even fastened to the floor. Each unit is equipped with spring mountings and mufflers. These units operate with such freedom from noise and vibration that when standing next to them it is necessary to place a hand upon the units to determine which of the four is operating. This new installation provides air conditioning at an operating cost of one-third

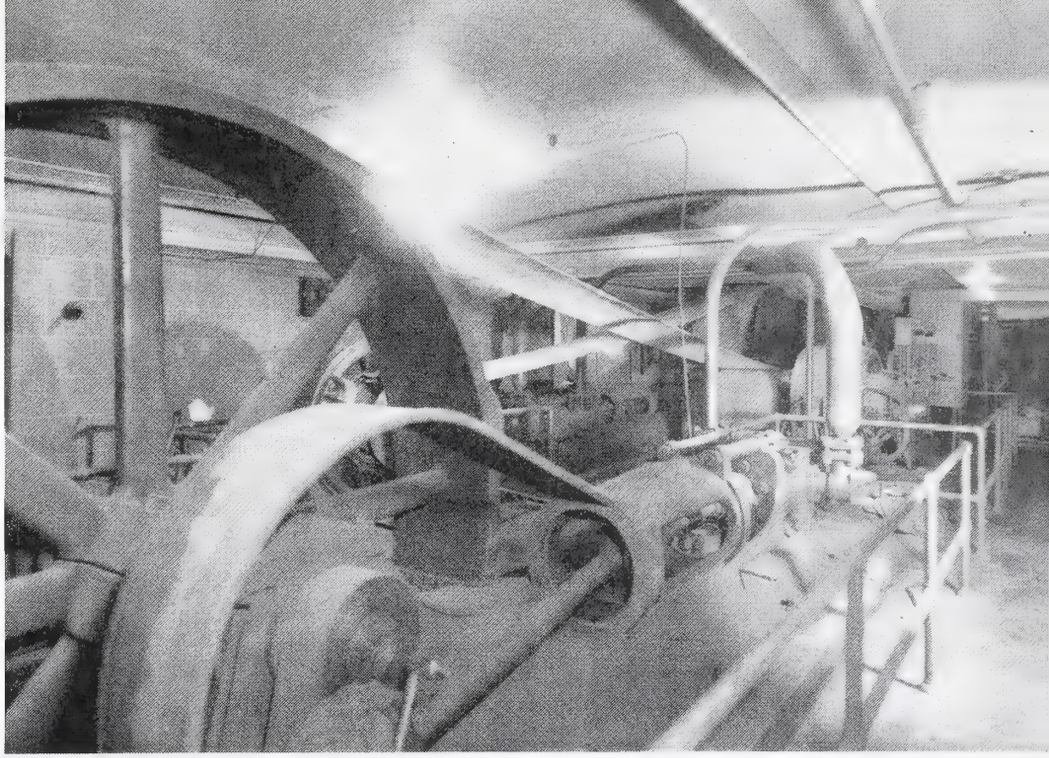
to one-half that of the original installation.

Comments in the foregoing case are inspired by the feeling that successful theatre air conditioning for the future lies definitely in the direction of complete replacement rather than in the too prevalent practice of augmenting out-moded equipment. The science of complete air conditioning has arrived at a stage where any theatre, regardless of size or location, may now provide most economically for the year-round comfort of its patrons.

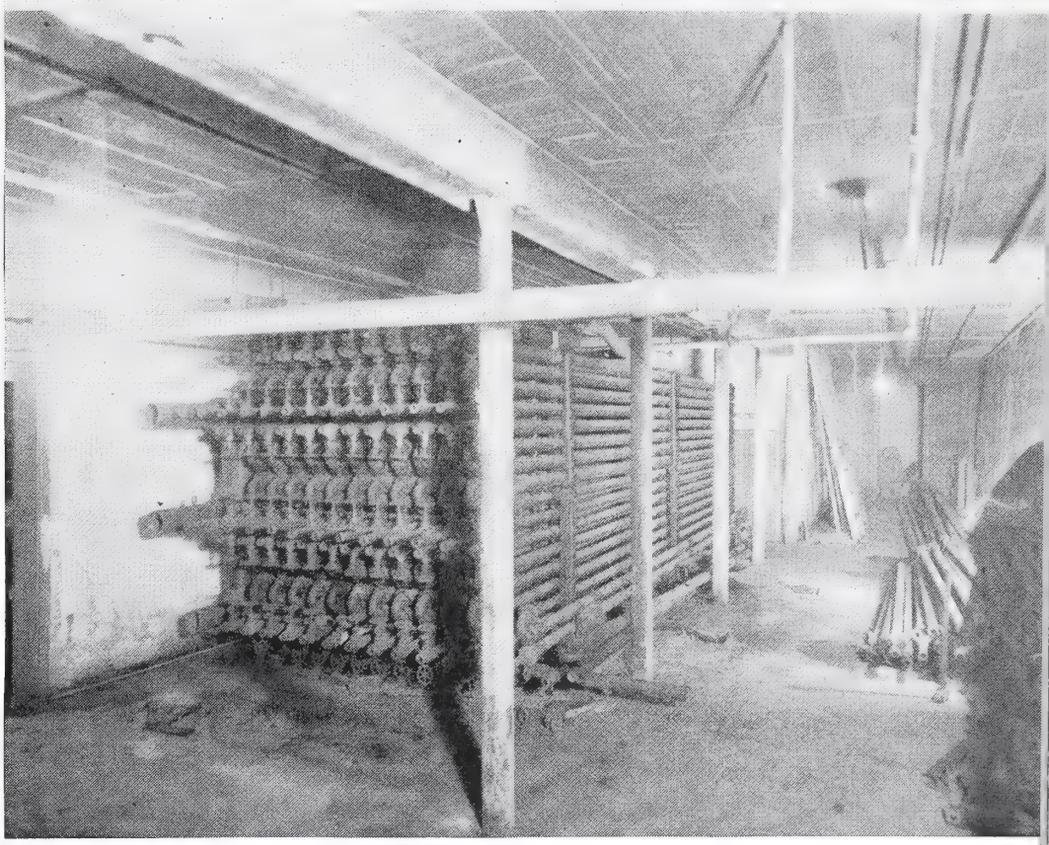
The result can now be accomplished under sound engineering guidance at a cost far below the extravagance that gave birth to complete air conditioning for theatres just a few years ago.

Obsolescence

This view shows the two 125 h.p. CO2 refrigerating units which were originally installed about fifteen years ago in the State-Lake Theatre of Chicago.



One of the banks of double pipe, countercurrent, CO2 condensers which operated in conjunction with the CO2 refrigerating units.



Seat Covering Material Tested by Experience

Of late, the theatre seating industry is making use of an upholstering material development of the leatherette type which is a combination of leather fabric and rubber. Although developed over twenty years ago by the United States Rubber Company, "Naugahyde," as the product is called, was confined to the luggage trade in its early stages of development.

As a result of the wearability that it demonstrated in its luggage experience, it found its way into the automobile field where it is used as a seat covering material. And as time went on new colors were added, lighter weights were perfected and more flexibility was secured, permitting easier and better tailoring.

In the theatre industry, where perhaps seat upholstery is subjected to more abuse than any other type of wear due to perspiration residue, corner wear, deep seat flexing and "nervous attacks" by patrons, it is said to be particularly adaptable.

The product is a scientific combination of leather and rubber; leather for wear, rubber for elasticity. The surface is protected and tempered by a series of patented chemical treatments which eliminate the necessity of an extra coating added to the surface for desired color and wear resistance. It also sets the grain and color permanently. The material is said to be not merely "skin deep" in beauty of appearance, but uniformly the same from surface to fabric backing, and no oils or inflammable ingredients are used.

This type of material, it is claimed, is ideal for the new breathable type of latex cushions because of its flexibility. It is now available in over 300 different styles in all the popular colors and grains, and when used in striking color combinations of two or more tones or in combination with other upholstery materials, it becomes a most beautiful and practical method of enhancing modern theatre seating.

Antiquated theatre chairs which squeak or wobble are annoying to their occupants and as well to all those who surround them. When such signs of deterioration begin to show up, it's time to investigate what the seating market offers.

Unusual Beauty in New Illuminated Standards

Startling new beauty has been achieved lately in theatre chairs which are available with illuminated end standards. The standards in various designs are illuminated the entire length of the grille in colors of the theatre owner's or decorator's own selection.

Brilliant when the theatre is lighted—suffused to softest glow during showings, they contribute marvelous richness and attractiveness to the interior decoration of theatre auditoriums.

Relation of THE MODERN THEATRE *to* LOW-COST HOUSING PROJECTS

By **Edward Paul Lewin***



THIS series of articles was to have been concluded in last previous issue, but by reason of our inability to secure some additional data and current project photographs pertinent to the subject of our presentation, it was decided to add an extra installment and conclude the series in this issue.

It will be recalled by those who read our last article that in closing we proposed to present some pictures and particulars on the entertainment and recreation facilities provided in connection with the Red Hook Housing Project in Brooklyn and particularly the new 1,644-seat Clinton Theatre, just recently erected opposite the Red Hook housing development. Due to the newness of this theatre, pictures and particulars are not available at this writing, but we are advised that our architectural colleague, Mr. Wm. I. Hohauser, of New York City, whose organization designed and constructed the Clinton Theatre, will make a complete case history and pictorial presentation of the project in the forthcoming March issue of this publication. Therefore, may we refer you to next issue?

Other Noteworthy Developments

There have been several other housing projects recently completed in which the government saw fit to incorporate modern theatre buildings in their development. These developments which represent three suburban towns to house American workers were constructed by the Division of Suburban Resettlement Administration. Instead of erecting new housing projects in congested urban areas, this agency has gone to the outskirts of growing cities where the vacant land is much lower priced. It has developed new towns with homes, commercial establishments, schools and recreational facilities. These homes are occupied by people of modest incomes employed in the nearby cities.

The three locations chosen as most suitable for these projects were Cincinnati, Milwaukee and Washington, D. C., where the new towns of Greenhills, Greendale and Greenbelt, respectively, were built up. The idea was to encourage the kind of family and community life which the family of modest income could better enjoy and which would parallel refined suburban living. Small theatre buildings were incorporated in the designs of each of these small towns, since the government anticipated the necessity for this recreational feature.

The builders of these projects probably sensed the possibility of drawing additional trade from the neighborhood cities, much as our present small theatres of large cities do from other neighborhoods, patrons of which might be desirous of seeing a particular picture that is not available close by. On the other hand, these community theatres are absolutely essential, since the inhabitants of these projects would be reluctant to travel back to the city theatre after having returned from there following a hard day's work.

The Value of Entertainment

Inasmuch as lower income group families occupy most of the housing apartments, the 25 cent admission second-run house will probably be the most practical to build, in which photoplays that appeal to both the grown-ups and children should be the most appropriate both for entertainment and educational value. The value of modern motion picture theatre environment to both parents and children is further emphasized by the incentive to improve the plots represented by present-day motion pictures. Stories such as "Winter Carnival," built around college life at Dartmouth University, as well as some of those made at West Point and Annapolis are definitely an incentive to grammar and high school children ultimately to attain a college education. This spirit must be instilled in the child of the lower income group and will go far toward improving the future citizenship of the poorer classes.

Significantly, the records show that about 95 per cent of the families who take up residence in these housing projects have children, the majority of them of teen age and under. Therefore, it may be said that this is a most impressionable audience for the motion picture industry and one which should be cultivated for the good of the industry in the future.

There has been a definite movement recently to use the motion picture screen to advantage in affording education to children through instructive subjects incorporated in the motion picture story. To accomplish this, the Motion Picture Committee of the Department of Secondary Education of the National Education Association, New York City, has recommended Photoplay Studies, a magazine devoted to photoplay appreciation. William Lewin (no relation of mine), chairman of this committee, recently contributed a most interesting article dealing with improvement in theatres. (See October 14, 1939, issue of The Modern Theatre section of Boxoffice).

Most Appreciative Patrons

These studies submit descriptions of certain photoplays that are currently appearing on the screen and represent an excellent medium of combining education with

**Architect; Member of the Advisory Board of The Modern Theatre Planning Institute.*



The need for community recreation gave rise to this modest little modern theatre in the new city of Greendale, Wisconsin, a low-cost housing project. (Photo by John Vachon, through the courtesy of the Farm Security Administration, U. S. Dept. of Agriculture).

recreation, particularly for students of high school age, who, incidentally, represent some of the most appreciative patrons of our motion picture theatres. It offers a very pleasant way of presenting in instructive form almost any subject that our schools have to offer and which appeal to the students particularly.

This form of presenting photoplays would be adaptable to the second-run theatres adjacent to housing projects in which definite effort is made to afford recreation for children. This Motion Picture Committee of N. E. A. also is striving for the betterment of physical conditions in motion picture theatres generally. Their decalogue of audience behavior based on student discussions and suggestions, teaching proper behavior of students in motion picture theatres is a definite step toward relieving rowdyism and vandalism in our theatres.

One definite advantage of the modern, air conditioned, sanitary theatre in connection with housing projects is the comfort obtainable during the hot summer months of the year. By making available a theatre of this type in the neighborhood of the housing project, the possibility of influencing both children and adults to attend the afternoon performances to escape the discomfort of abnormal summer temperature is afforded. It has definitely been proved in the theatre business that afternoon business can be improved by this service to the younger patrons.

The environment of the theatre, of course, would be particularly advantageous under these conditions by keeping children off the streets and out of the hot summer sun. Many medical authorities have emphasized the importance of air conditioned theatres, offices, restaurants and so forth in extreme temperatures to store up bodily resistance sufficient to withstand a prolonged subjection to heat discomfort. Moreover, admission prices naturally are less during the afternoon, which would be in line with the economic budgets which these families of the lower income groups naturally establish.

The Economic Phase

The question may arise as to whether a second-run new house would be economically sound in a district of this kind. Naturally, these theatres should not be built promiscuously to accommodate the condition regardless of the size of the project as well as the existing theatres in the community. Every theatre seat in a neighborhood should be represented by a certain number of people in its locality and all existing conditions governing the proper size of the contemplated theatre should be taken into consideration.

The new theatre would not have to draw its entire patronage from these projects and could be assisted by other neighborhoods just as present-day small theatres are doing when patrons wish to see programs appearing at other theatres. Comfort and cleanliness, which the modern theatre offers, however, should be available to tenants of low-cost housing projects, within walking distance of their homes, if they are to receive recreation of this kind at all.

The possibility of operating a new theatre with all the modern facilities obtainable and yet presenting second-, third-

(Continued on page 55)



Checking freshly dyed yarns to see that the colors are exactly *as specified*

The Tru-Tone colors used in Alexander Smith Crestwood Carpet are perfectly beautiful in themselves and get along perfectly beautifully with each other under all light conditions.

They are practical colors, too . . . the kind that can look chewing gum, peanuts, popcorn, dripping umbrellas and a thousand muddy feet in the face without batting an eye.

Result: A carpet that pleases your patrons and gives your Vice President in Charge of Carpet Replacements a new lease on life.

ALEXANDER SMITH
Crestwood
THEATRE CARPET

Alexander Smith & Sons Carpet Company, 295 Fifth Avenue, New York

RCA Markets Robot Electronic Switch

A remarkable automatic electrical device which responds to the almost unmeasurable electrical change in the human body to turn lights on and off, sound alarms, and perform numerous other services in a wide variety of applications has been made available to motion picture theatres, it is announced by Edward C. Cahill, RCA Photophone division manager.

The device is known as the RCA Electronic Control and is a capacity-operated relay. No photocell or light beam is utilized. The relay responds instead to the change in electrical capacity which takes place when a person approaches.

Applications for the control in the theatre are almost unlimited, it is said, extending from novel lobby displays which light up when a patron approaches, to protection against illegal entry into the theatre through exit doors. It may be made to energize motors, buzzers or other electrical apparatus, and can be completely concealed behind a wall or enclosure. It is only necessary that a tiny wire be exposed.

The unit is housed in an inconspicuous grey metal cabinet and is completely self-contained. It operates from a standard 110-volt AC power supply.

AT LAST!
AN ARTIFICIAL LEATHER THAT BREATHES!



VENTILATED U.S. NAUGAHYDE

YOU AIR CONDITION YOUR THEATRE—WHY NOT VENTILATE YOUR SEATS?

Here it is—the seat-covering you theatre men have been suggesting for years:

The Genuine U. S. NAUGAHYDE you've always known as the longest-wearing low-cost upholstery—with free-breathing air pores added by an exclusive, patented process *that doesn't affect the wear!*

The air pores are not punched, but smoothly *seared* or "welded" into the tough leather-fibre-and-rubber composition, leaving no raw edges. The backing retains all its rugged strength, too—because the threads are not cut, but permanently spread apart to form each pore.

Ventilated Naugahyde comes in all the gorgeous color-and-grain combinations of regular Naugahyde! Both are available through any reliable seat supplier.

For Quick Action On Your FREE Samples, Write Direct to . . .

COATED FABRICS DIVISION
UNITED STATES RUBBER COMPANY MISHAWAKA INDIANA

Photograph — Magnified View Twice Actual Size

Get the FULL COMFORT of Your Modern Deep Cushioning!

Use a covering that brings out the full deep-flexing effect. Ventilated Naugahyde will do it because it's both perfectly *flexible* and *free-breathing*. These qualities are even more important with the super-resilient, self-ventilating, whipped latex cushioning, known as "U. S. ROYAL FOAM", now so widely accepted!

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

The Bodar Company, of Chicago, announces availability of a catalogue sheet and engineering bulletin on Isoton, a recent electronic development for checking sound levels. The new device is likened to an "electric ear" for measuring sound quality in the auditorium.

Carrier Corporation, of Syracuse, N. Y., offers the "Carrier Handbook for Theatre Owners," in which air conditioning is discussed authoritatively and most understandably. The profit angle of air conditioning is also covered in terms of special interest to theatre men.

Celotex Corporation, of Chicago, submits Technical Note No. 10-d, covering Celotex Products for Sound Insulation. Decibel charts, graphs and tables of information, as well as installation drawings, serve to clarify the subject of acoustical correction and control.

General Seating Company, of Chicago, files three pictorial folders on "The General Line for '39" and the company's theatre seat anchoring product, "Firmastone." The new line of modern chairs is pictured and a list of recent installations is given. Prices on Firmastone and directions for its proper use are also included in the literature.

National Carbon Co., Inc., of Cleveland, Ohio, presents "The Eternal Triangle in Picture Projection," covering the subject of Simplified High Intensity Projection. The booklet is most helpful and interesting and it is also profusely illustrated.

RCA Manufacturing Co., Inc., of Camden, N. J., submits a folder on the new RCA Electronic Control. The new device has many uses, among which are protection against theft, lighting by apparent remote control, door opening and counting traffic past a given point. Full description and pictures are contained in the folder.

United States Rubber Co., of Mishawaka, Ind., presents an attractive mailing piece entitled "A New Contribution to Ease and Luxury—Cushions of U. S. Royal Foam Sponge." The new upholstering material is described and its advantages for theatre seat construction are pointed out most logically.

Wagner Sign Service, Inc., of Chicago, files an announcement folder on the new Wagner Vacuum Letters for installation on glazed surfaces without marring or drilling the surface. The various types and sizes of letters are shown and methods of applying the new silhouettes are given in detail.

NOTICE: Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.—THE EDITOR.

The Lake . . . A Charming House in the Manner Of Moderns

(Continued from page 33)

are modern in design and execution, and particularly those pieces of furniture and accessories in the lounge might well be used in a fine modern home. A beautiful fireplace formed of mirrors and fluted white columns is also outstanding as a decorative element.

SEATING COMFORT PRONOUNCED

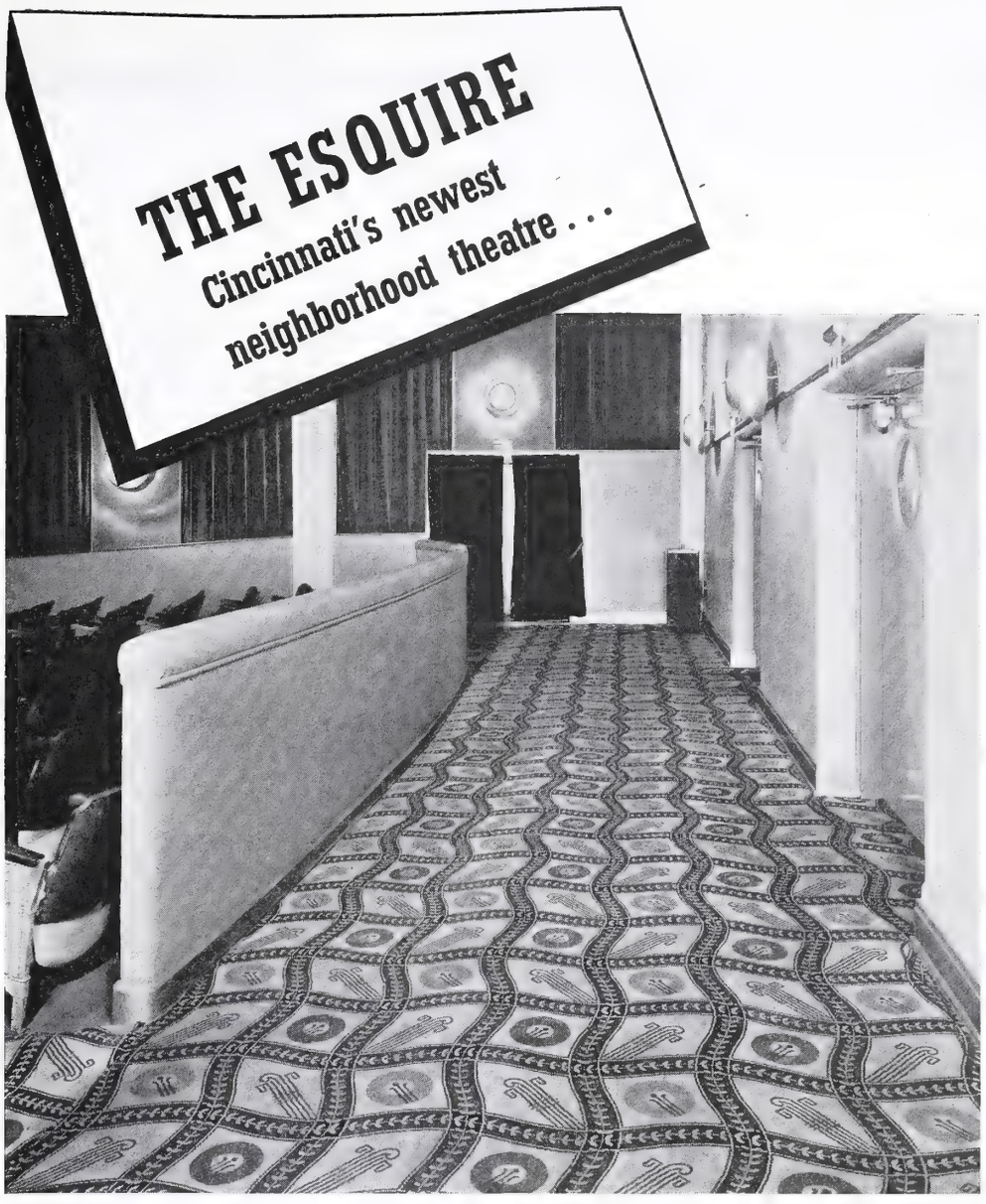
The Lake Theatre's auditorium is dignified, luxurious and altogether beautiful. The contours of the room even lend grace to the decorative scheme. It seats 1,283 patrons and is of the one-level rolling type floor plan. Modern seating of the finest full-upholstered posture type was provided and the chairs' finish in flame-colored mohair, modern aisle standards and natural blonde wood arm-rests adds a further note of luxury along with the thickly carpeted aisles.

Powder-blue velour of the same type as that used in the lobby covers the walls of the auditorium and white silhouette statue effects on the side walls lend a classic feeling to the room. This motif is further enhanced by the white ceiling frieze completely encircling the auditorium and the white fluted pilasters which house both white and colored lamps for ceiling illumination. These lighting elements together with combination illuminating-air diffusing devices in the ceiling form the complete means of illumination in the auditorium.

That portion of the Lake Theatre of which the owners and outfitters are most proud, however, is probably the projection room. Here they have provided a spacious, cheerful work-room laid out for utmost operating efficiency and equipped with latest type projector and special sound units with an energized speaker system. Simplified high-intensity projection is supplied through the medium of latest type reflector arc lamps and a motor-generator of adequate capacity. The accessories to finest projection and sound reproduction are complete in every detail. All the projection room equipment was carefully engineered to work together in providing the finest possible screen presentation and to make the projectionists' job a pleasant task.

Everything about the new Lake Theatre bespeaks quality. It is a prosperous-type house that just can't help pleasing its patrons since it obviously holds them and their regard for quality in high esteem. Perhaps the approximate expenditure of $150,000 for construction and $50,000 for equipment might be deemed a bit extravagant in these days when economy holds the purse-strings. But then again, there's not a bit of four-flushing about the new Lake Theatre. It's composed of quality materials throughout and everything about the house is high-class and inviting to refined patronage. A timely thought for consideration.

One of the best selling agents your theatre can have is a marquee that will attract attention of passersby.



Cochrane Branton Carpet—Pattern 37F99-6

. . . Solves its Carpet Problem with the aid of

COCHRANE'S CARPET ADVISORY BUREAU

OWNED by Manny Marcus and managed by Carrol 'Vic' Coffel, the Esquire Theatre in Clifton, Cincinnati justly takes rank as one of the country's most beautiful neighborhood theatres.

"An outstanding feature of the theatre," states Mr. Coffel, "is the Cochrane Clear Color Carpet . . . one of the richest designs ever laid on an auditorium floor."

Recommended by Cochrane's Theatre Carpet Advisory Bureau, the pattern meets both artistic and practical requirements. It harmonizes perfectly with the theatre's architecture. The clear colors show up effectively under dim lights, while the luxurious feeling pile further suggests to patrons a quality atmosphere. Finally, the sturdy weave makes replacement time a long way off.

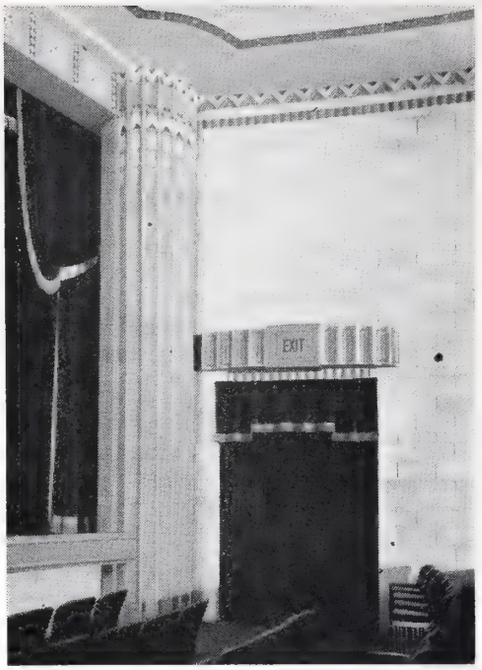
Perhaps you, too, are facing a carpet problem. If so, the completeness of the Cochrane line and the fact that recommendations are based on 40 years of experience, make it well worth your while to consult Cochrane's Theatre Carpet Advisory Bureau. Consultation involves no obligation.

Charles P. Cochrane Company, Manufacturers of High Grade Carpets and Rugs. Bridgeport, Penna.

Clear Color
COCHRANE
Carpets & Rugs

PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS



Modern Design and Materials Create Another New Detroit Cinema

Case history and comments on another modern theatre project in the Motor City from pictures and particulars furnished by the architects, BENNETT & STRAIGHT, of Dearborn, Mich.

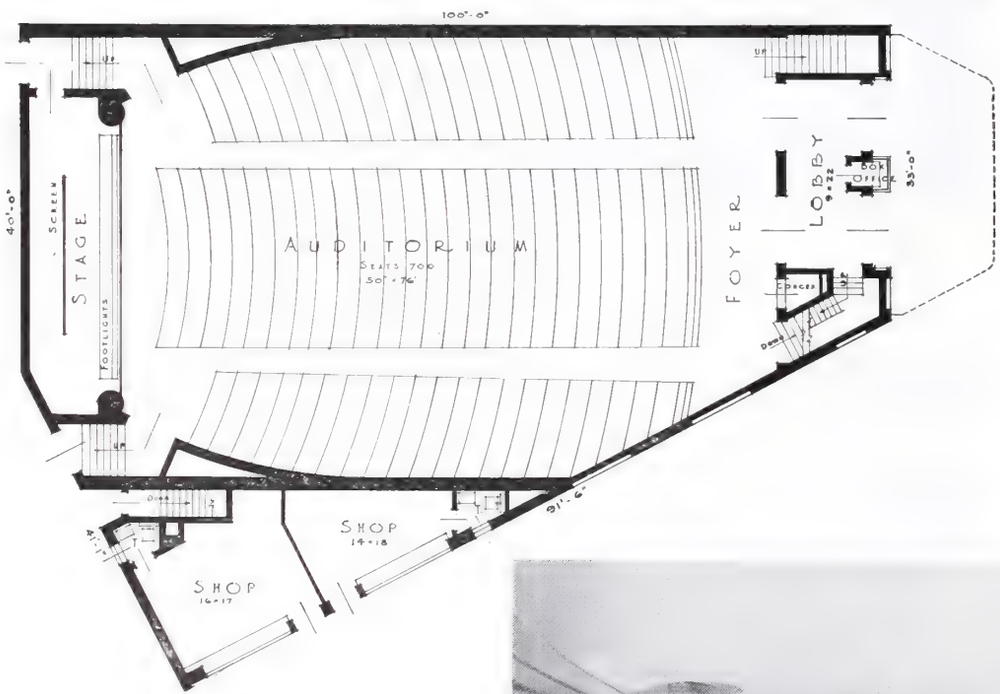
THE modernity of a theatre building depends primarily upon the manner of its design and the materials used in its construction. A theatre structure may be new in all essential particulars without necessarily being modern. In both design and appointments there must be a substantial departure from the traditional or customary, if the finished project is to be correctly called a modern theatre.

Too often we are expected to term a theatre "modern" merely because some particular phase or portion of it has been given a touch of modernity while other parts of it are quite obviously dictated by the customs of the past, or perhaps by the reluctance of the designer to plan for and specify the use of modern materials, or the owner's refusal to approve and purchase what the markets so amply afford today in the way of modern materials.

It is not well for either the theatre builder or his designer to be too conservative in regard to the modernity of the contemplated new theatre because the theatre industry today needs more than anything else to be stirred out of its complacency. Among all other businesses catering to public interest and favor, the theatre should be one of the first to accept the modern technique in its entirety. Unless it is entirely modern in all particulars, a new theatre quickly loses face with its public.

We are permitted in this instance to review a new theatre project that has, with but one exception hereinafter to be noted, most all of the earmarks of a truly modern theatre in its class; and it may be classified as a typical moderate sized neighborhood theatre located within a metropolitan area—a city in which product modernization is an annual event.

So we take you again to Detroit, Michigan, for an inspection of a new modern theatre structure, the Crystal, located at Michigan Avenue and Thirty-First Street in the Motor City. The new project replaces an older Crystal Theatre, which had become dated in a number of respects and was razed recently as the result of a widening of Michigan Avenue. The front elevation of the new Crystal Theatre faces the widened thoroughfare. It is owned by





This reproduction of the floor plan and a sectional view of the auditorium of the new Crystal Theatre affords a rather clear conception of the attractiveness and functional efficiency incorporated by the designers in this project. Above (at right) is shown a sectional view of the ceiling and wall treatment to emphasize the simple but highly pleasing decorative motif. (All photos courtesy Bennett & Straight, the architects).

Ben J. Cohen, prominent theatre operator of Detroit and is being managed by Herman Bendermann. The new house has a seating capacity of 700 and made its opening debut on last Christmas Day.

Before citing the particulars of the finished project as given us by the architects, Bennett & Straight of Dearborn, Michigan, who are members of the Advisory Board of The Modern Theatre Planning Institute, let us examine the floor plan drawing as reproduced here. It will be noted that the plot is of rather odd shape, somewhat in the general formation of a flat-iron, the point of which provides the main entrance on Michigan Avenue.



While not a high-standing front elevation, the facade of Detroit's new Crystal Theatre nevertheless presents all that may be desired in the way of attraction to the passersby. For a theatre of its size and type, its front has plenty of advertising value in lustrous modern materials and unlimited lighting facilities for luminous display.

No Space Is Wasted

From this point the plot flares backward in a modified triangle or fan shape to form the auditorium with a couple of shop rooms consuming the triangular left-over space at the sides and at the rear facing 31st Street. Of particular note is the observation that no ground space has been wasted in the planning of this theatre project; but every foot of it has been used to the advantage of the theatre from the standpoints of accessibility and general efficiency of the plant, plus provision for extra income-bearing concessions.

The front of the new Crystal as shown in the accompanying picture is of the highly functional modern type in which all facilities for effective point-of-sale advertising are provided. The background facia is of porcelain enamel metal in a blending combination of Chinese red, yellow and black, extended in an attractive tiled formation across the entire 33-foot frontage. The main sign and marquee, the latter extending completely across the frontage, are also of porcelain enamel, a completely integrated unit of modern design and adequately lamped with neon tubing and hundreds of Mazda lamps. The sparkling effect of this luminous display lends plenty of credence to the name "Crystal."

At both sides of the canopy, attraction boards provide space for three lines of illuminable silhouette changeable letters. Display frames are of extruded aluminum and entrance and exit doors at either side of the spacious modernly styled outfront boxoffice are attractively trimmed with chrome fittings and kick plates. The boxoffice is fitted with a counter shelf of stainless steel and all glass is set in with aluminum extruded mouldings. Its enamel metal facing is done in a contrasting color scheme.

In the lobby of the Crystal, planning ingenuity made excellent use of limited space, the available area here being only 22 feet in width by 9 feet in depth. The lobby walls are of cinder block construction, painted and decorated in the modern trend. The ceiling is of plaster and a colored terrazzo floor is protected and enhanced by colorful rubber mats to complete a most inviting environment. Note the concession booth at left facing the foyer as shown in the floor plan.

Interior Capitalizes Comfort

The foyer and standee area extends completely across the width of the theatre and is arranged for utmost comfort and convenience of waiting patrons. Cinder block walls painted and decorated with casein paint form the decorative treatment here. A standee rail also of cinder block construction adds to the pleasing effect. A mechanically refrigerated water cooler and many other comfort conveniences are also provided in the foyer.

The auditorium is of bowled floor type for maximum correctness of sightliness and utmost visibility from each of its 700 extraordinarily comfortable seats of the body conforming type. Cinder block walls

(Continued on page 62)

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 2-3-40

Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

.....

Theatre ..... Seating Capacity.....

Address .....

City ..... State.....

Signed.....
(Owner-Manager)

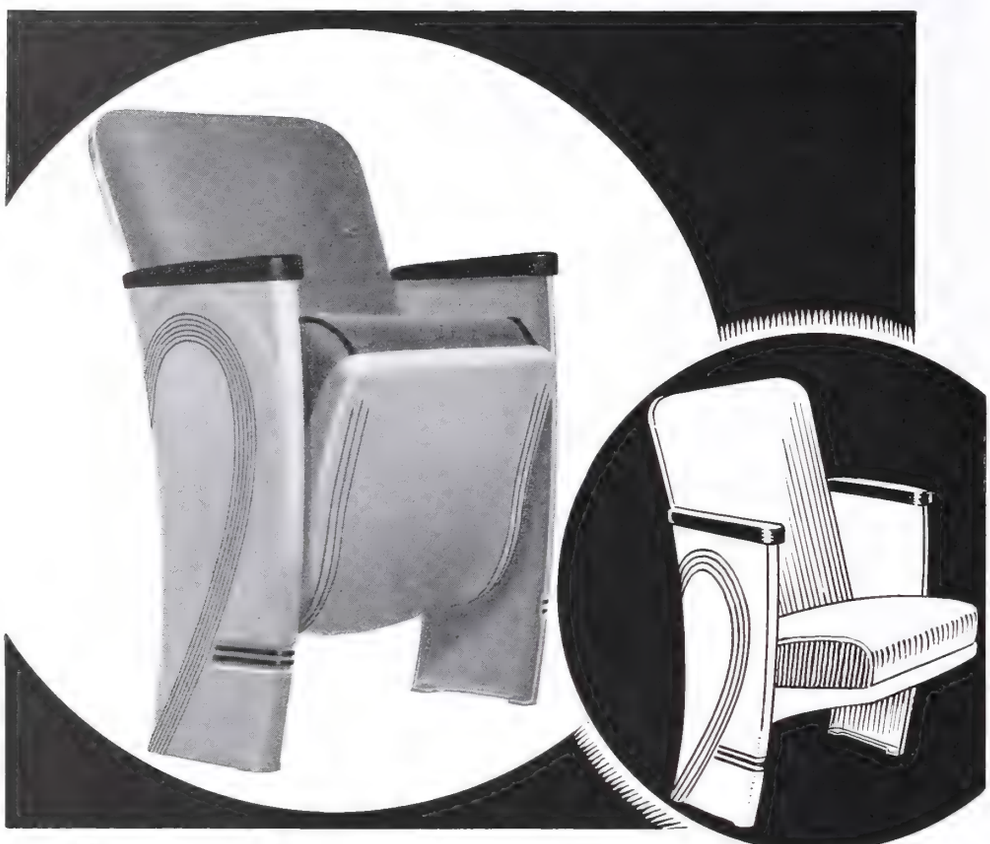
HOT REALISM

The villain in a fast-moving "Western" rode hot on the trail of the furiously retreating hero. Movie guns spat fire as their frothing steeds raced on. Suddenly the audience in the State Theatre at Vivian, Louisiana, took a sharper interest in the proceedings as one patron rose in his seat, raised a long-barrelled weapon and fired point-blank at the shadowy villain.

Such is the record of a new high in dramatic realism achieved by motion picture sound. But the story ended happily after all—almost. It turned out that the gun was a squirrel rifle, and so the damage to the screen was limited to a tiny hole.

But the RCA Photophone loudspeakers behind the screen didn't come off so easily. The bullet lodged between the aluminum throat and the cone of one of the high-frequency horns, so that henceforth all the actors seemed to have a rattle in their voices.

R. H. Stimpert, of RCA Photophone's Dallas office, is the field engineer serving the "State." He proved to be the real hero of the day by responding in short order to an emergency call from Exhibitor B. R. McLendon. Stimpert promptly probed for and removed the bullet. No further damage to the equipment developed so Mr. Stimpert retired and the show went on.



The IRWIN CRUSADER
wins the acclaim
of all the theatre world

The premier showing of the IRWIN CRUSADER has been a huge success. Theatre designers, operators and patrons have all instantly proclaimed it the finest theatre chair on the market — the greatest contribution to modern theatre seating. Superbly designed for beauty and combining many new advances in conveniences with unprecedented comfort, the installation of IRWIN CRUSADER chairs in your theatre will go a long way in giving it the edge over competitors. By all means inspect it at one of the nearby display rooms or write for complete details before buying any theatre chairs.

SEATING COMPANY IRWIN GRAND RAPIDS, MICH.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN SEATING COMPANY • GRAND RAPIDS, MICHIGAN

MIRRORS

Lacking clear reflection, mirrors are worthless. Dull, discolored mirrors in lobby, foyer or rest rooms render the finest establishment shabby in appearance—cheapen the costliest interior fixtures.

The annoyance of "clouded" or distortive mirrors has been a universal experience. Decorative mirrors grow dull and streaked, giving vague unsatisfactory reflection. Rest room mirrors, through intermittent dampness, discolor and cloud.

In rest rooms, the proximity of mirrors to plumbing pipes (which cause condensation through changes of temperature), dampness from lavatories and so forth, quickly spoil old type mirrors, ruining the clarity of reflection which is so important in such personal adornment facilities.

Modern permanently brilliant mirrors are now moderate in cost—comparable with the ordinary non-permanent mirrors. The first cost is generally the last cost and through the economy of permanence, the better grades of mirrors are far cheapest in the long run.

Prevalent Methods for Abolishing Odors

There are three principal ways of combating odors in restrooms. The first is the use of a cleanser with deodorizing properties to remove any materials that might cause odors, especially on the floors adjacent to bowls. This method is a most thorough one for the time being, but is dependent entirely on the thoroughness of the person handling the cleanser, his regularity in performing his duties, and has only a temporary value. Naturally, a lavatory that is clean and fresh in the afternoon may become offensive before evening because of usage.

The second method of deodorization might be classified as evaporative deodorization. This method would include ozonating machines, fragrancy crystals and deodorant blocks. The advantage of this method of deodorization is that it is always on duty and serves well to combat certain of the odors, but it does not prevent odors arising from the traps even though the atmosphere is perfumed. Whereas blocks are easier to use than crystals, they have a reduction in effectiveness as they are used up. More crystals can always be added to replace the part used up. Ozonating devices provide a uniform evaporating deodorization.

The third method of deodorization is the drip machine way. This method has a number of decided advantages over the first two methods. In the first place, the drip fluid itself has an aromatic odor and as there are perforations in the machine around a wick, the air circulates constantly and the drip machine works in exactly the same manner as blocks or crystals and perfumes the air. But, in addition to perfuming the air, drops of oily drip fluid are released at regular intervals into the bowl, spreading on the surface of the water and acting as a deodorizer at the source of the odor. Its job is one of prevention rather than camouflage.

The New 19000 Series

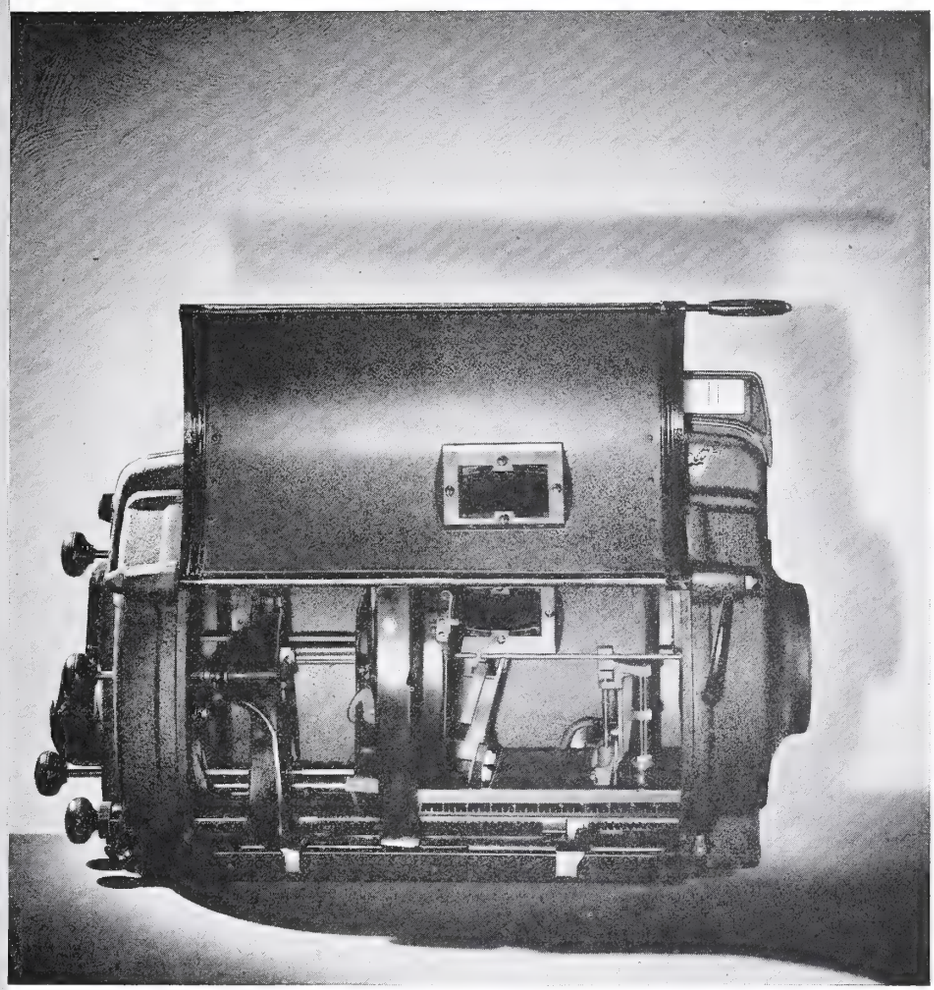
Simplex HIGH

Projection Arc Lamp House

AND ASSOCIATED RECTIFIER EQUIPMENT

A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because, this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.



This *Simplex High* projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

= Distributed By =

NATIONAL THEATRE SUPPLY COMPANY

Branches In Principal Cities

ANOTHER EXAMPLE OF *Simplex* ENGINEERING EXCELLENCE

Stranded in Milwaukee But Still Striving to Serve You

By **Gordon H. Simmons**



"IN THE SPRING," 'tis said, "a young man's fancy lightly turns to thoughts of love," but theatre owners, unromantic rascals, start sending me postage stamps to get free information about air conditioning. Well fellows, I ain't no cockroach. I can't live on paper. So make it a couple of hot dogs once in awhile.

During 1939, I got a couple of "hot dogs" running all over the country trying to serve you. What you got served I am too modest to say, although one not very modest theatre owner opined it was plenty of Hot-Air. I guess he was right. For apparently I've got to get you hot before you do something about this air conditioning business.

I hope it's a fact that "Life Begins at Forty." I've just turned forty so I hope things will start to commence to begin to pick up for me in '40. And for you too. Let's begin with *now* and make it a bigger and better air conditioning year.

Let's Begin to Begin

Let's make it such a big air conditioning year that come Christmas I'll be at Miami Beach sitting in the sand and writing you about the size of fish I caught that got away. There has been so much talk about California weather, pro and con, that I have seriously thought of going out there and doing something about it. But after reading "Grapes of Wrath" I've sorta changed my mind.

I really should go somewhere. (No cracks, please). This Milwaukee winter weather is nothing to write home about. Perhaps some of you theatre owners will put in a call for me; some of you who live in a more salubrious clime. Sad to relate, I'll take no vacation this year. My wife won't let me. She complains that last February when I went away I left her holding the bag. People calling her on the telephone and saying, "Hey Toots, where is that blankety blank head man of yours?" And she says she had to reply in a wee small voice, "He's gone fishing."

So she's hidden my fishing pole and taken all of my nice trout flies and decorated a hat with them. Stylish, too. I've still got my Texas cowboy suit that was wished onto me down Meh-hi-co way, but I can't wear it up here as I feel too sheepish trying to play cow-hand. So, with all my fishing tackle gone, it's just as if somebody stole my pants.

But to get back to 1940 and our pet subject, I hope you won't let anybody steal your pants this year. During 1939 several pairs of breeches were taken from you fellows and hung out on the clothes line for me to see. I did snatch a few of them back, put a patch in them and returned them to you and that helped some, even if some of you did say, "Now, where is my shirt?"

The Simmons Haberdashery is still pretty good. All modern styles in air conditioning, while our repair department mends air conditioning "breeches" and nearly everything else except broken hearts.

Of course, my heart is broken because I can't get away this winter. Maybe some of youse guys can help out. I've had friends "spring me" before. In fact, I sprung my fishing partner last year but after we were gone a few weeks he got a letter from the gal he left behind stating that *now* she was sure we had gone on a *planned vacation*. The poor guy was afraid to go home.

Excuse My Tardiness

I've just been cleaning up my desk and I find a few unanswered letters from you-all. Please pardon my delay. As a rule I have been reasonably prompt about answering your letters—but you know how it is. Some of you aren't so prompt about answering mine either.

One theatre owner down in Illinois called me on the 'phone last week and asked me to rush down to see him. I rushed all right, but I kept wondering all the way, "Why the hurry." When I got there I found out. He'd had a fire. Destroyed his whole rear end. Well, I sat right down on mine and laughed until tears came into my eyes. Naturally I was full of sympathy for his misfortune and I certainly was not amused at that. The thought just struck me that here, at last, was one way to get a theatre owner to move. Just start a fire under him.

Of course, I may get my ears pinned back on account of all this flippancy, but it's worth it. I may get dignified treatment from a few of you because of it; but I'll take a chance. I know and you know that I can help you when you ask me to. You know and I know that I am glad to do it. I know and you know that I almost literally get the pants kidded off me when I come into your midst. So what's more natural than for me to try to get even at long distance? You see, I've got a remarkable sense of humor too.

But again to cut out the monkey business for the nonce and to get back to our essential business. I think these pages are a proper place to report What's New in the air conditioning field. It seems that the gas companies throughout the nation are trying to get into it and I wish to welcome them. I have lately received from some of you readers proposals made by a gas company and they sure do make some interesting reading.

If any theatre owner has a gas-operated air conditioning job, I would be most glad to hear all about it and I'll gladly publish the essential facts if they are furnished me. Not only can gas engine driven refrigeration compressors be had that operate silently, but they are economical in operation when natural gas at low rates is available.

That Ol' Silica Gel

But the gas people can do the job another way—and quite simply, too. There are two materials that I know of which have the property of removing moisture from the air when the air is forced through them. Just like a fuel bed. In this way, humidity within a theatre can be controlled. In fact, the humidity can be made quite low—lower than with any other means. The two materials that I know of are Silica Gel and Activated Alumina. There may be others.

But bye and bye, the bed of material becomes charged with moisture, which has to be removed. What's more simple than to light a gas burner under it and dry the darn stuff out? Anyway, they are doing it—successfully, they say.

It seems to me that a small theatre which only operates four to six hours out of the twenty-four could well afford to use such a system because there is plenty of time to dry out the bed of material between shows. At any rate, it is something new in the business and this business needs

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

new ideas. It's worth mentioning, therefore, as a news item.

I have long advocated getting rid of the humidity while not trying to reduce the temperature too much. Reducing the temperature can still be done by well-known means and if we can just get rid of the humidity at an economical cost, air conditioning will take a great leap forward.

A theatre owner down in Illinois whom I visited recently said, "Simmons, I read your articles every month hoping that you will say something useful to me and you've *nearly* done so many times, but not quite. That's why I've asked you down here."

Apparently I finally gave him the information he needed because I was able to tell him personally about his own personal problem. These articles I write have to be written in general terms, although I do handle particular problems in our Q-and-A Corner. If I could only persuade more of you to write in and ask specific questions, I could publish the question and the answer too.

Be Specific Gentlemen

If you wrote in and said, "I have a 500-seat theatre and how much air should I use?" I could tell you if you told me your location. If you asked me about the proper duct size, I could tell you that, too. One theatre owner has just written in stating he has a 300-seat house and asking if he could supply the needed air through two 24-inch round ducts? I replied that he would need 10,000 c.f.m. of air at his location and told him to use two 30-inch ducts instead. Even this size is plenty close.

Now this constitutes "hit or miss" engineering, but it is better than the "miss" kind some of you've been using. At least the theatre owner who wrote me was saved from making a horrible example of himself.

But when I say "insulate the floor of your attic with four inches of rockwool or equivalent," this is not "hit or miss" engineering. This *hits* every time. It's good for you both summer and winter and good for you even if you have no air conditioning job. I hope nobody will write in and say, "This information is *almost* good for me;" because I could not be more definite and emphatic or give a more concrete answer to one of your many needs.

If you haven't an air filter, *buy one!* Keep the dust and soot out of your house and preserve your furnishings and draperies. Filters cost complete about $10.00 per thousand cubic feet of air to be handled per minute. How's that for definite information? The "little man who isn't there" is trying all right; so fellows you should give him credit—in lieu of cash.

If your auditorium is not over 70 to 78 feet long, you can get good air distribution in the way you know so well, namely shooting it in from the stage end of your house. But if your auditorium is longer than that, *put in an overhead duct system,* and cover your ducts with the attic insulation I have already mentioned.

Beware of the Drafts

Don't overlook the proper selection of air diffuser grilles because an air conditioning system is no better than its *air distribution.* When I am asked to select them for you I need to have a dimensioned floor plan of your house as well as ceiling heights both front and rear, and also to know the grille locations you propose to use. I might even change *that* for you.

When you buy an air conditioning system from anyone, just let him guarantee at least 80 degrees Fahrenheit dry bulb and 67 degrees wet bulb in the air *leaving* your theatre, while introducing ten cubic feet of *fresh air* per minute per seat *into* your house. Architects might well copy the above statement and write it into their specifications. If you buy air conditioning on that basis, you would not be buying just a horse, but you'd have a chance to look the horse in the mouth before you had to pay for it.

Make a belated New Year's resolution to adopt the above specifications during 1940 and during 1940 you will stay out of trouble in regard to air conditioning matters. Your contractor might get into trouble but it would be trouble of his own making. The chances are he won't get into trouble either, because if he knows his business and knows that you mean business, he will install a job to meet these requirements.

If I could prevail upon you theatre owners to adopt the above requirement nationally, my job would be done. I could discontinue these articles and start writing bedtime stories for Mother Goose, or "Confucious Say" bon mots for parlor conversation, as indeed I'd like to do. I think a modern version of each should be published. Don't worry, you'd be in it, and to make the book complete I guess I'd have to be there too.

Anyway, I am glad to have met you and although this article cannot possibly be published before February Third, I do wish you all a happy and prosperous and well-conditioned New Year.

Footnote: The editor informs me that he's cooking up something special on Air Conditioning for next issue (March 2) and that I'm to get busy between now and then. In other words, he wants an *air conditioning* article from me for the air conditioning number. Well, he'll probably get one. —G. H. S.

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

A Nebraska theatre owner, confused apparently by a multiplicity of answers to what he's been trying to find out, finally comes to me for advice, perhaps as a last resort.

The Letter: "I wish to ask advice as you offered in Boxoffice magazine.

"I have a small house at the above address. It seats 200. It has a content of 20,000 cubic feet. The building is of frame construction. The outside is stucco, the inside insulating wall board. There are no windows. The light load (electric) is negligible while a picture is showing. The atmosphere is usually dry in the summer. The temperature rises to something over 100 degrees outside.

"I have planned to use a washer to cool by evaporation. City water is 55 degrees. What size blower and how many changes of air will be necessary?

"I have asked several so-called 'Air Conditioning men' the same question and I have answers all the way from 1,000 to 15,000 c.f.m.

"Enclosed you will find a stamped, self-addressed envelope. Thank you.—H. L. M."

The Reply: "You will need very little air, not over 7,500 to 8,000 c.f.m. for 200 seats plus standing room and help.

"And if you have 55 degree city water, why not use cooling coils? May save expense and give you the kind of job on which I could be responsible for results.

"Now I can purchase anything of your selection at prices no greater and probably less than you would have to pay while earning for myself a 10 per cent handling charge. But when I select what you should use the prices are somewhat higher than the cheapest merchandise offered you; but in this case I am responsible for the results secured.

"In all cases where I specify, beneficial results are noted at the boxoffice. But where these so-called 'Air Conditioning men' get an order there usually is an unsatisfactory result and even an undesired result at the boxoffice.

"Use cooling coils such as I could specify and you will get equal results to the best mechanical refrigeration practice, but not otherwise.

"Building plans of your building would be helpful. If you have a set send them along. Or at least make crude sketches showing plenty of dimensions.

"You might let me know what is offered and the prices quoted. I'll give you my candid viewpoint and save you money if I can. Many theatre owners use me as purchasing agent, which liquidates some of the expense I am under to operate this air conditioning department.—G. H. S."

From out Kansas way comes another call for help and advice from a theatreman. We give it freely.

His Letter: "I would appreciate your help and advice concerning cooling my small theatre.

"To begin with, we operate each night and Saturday afternoons. Our average evening temperature outdoors is seldom over 90 to 95 although it sometimes ranges to 110 degrees in the daytime. Our geographical location is in West Central Kansas and our humidity here is rather low, in fact it would be considered dry.

"Our present heating system is a large warm air furnace which does the job adequately. Coal is used for fuel as we do not have gas in this town. The temperature of our city water ranges from 55 to 60 degrees. I might mention here that some of our local stores have cooled their buildings to a certain extent by running

(Continued on page 54)

A COMPREHENSIVE VIEW OF AIR CONDITIONING

BUSINESS prospects for 1940 in the field of heating, ventilating and air conditioning were clearly indicated at the Sixth International Heating and Ventilating Exposition held at Cleveland, January 22 to 26, 1940, under the auspices of the American Society of Heating and Ventilating Engineers. Not only did the Exposition present the latest methods and apparatus developed in this field, but indicated by the extent and comprehensiveness of the displays that the industry is determined to make the most of its opportunities during the year in view of increased building operations.

Over 300 leading manufacturers engaged exhibit space, using more than 75 per cent of the area in huge Lakeside Hall. It was undoubtedly the largest Heating and Ventilating Exposition ever held.

The Exposition brought together exhibitors who exhibited the best the Twentieth Century has developed in heating, ventilating and air conditioning and in refrigeration equipment related to air conditioning. There were new types of instruments for control and regulation and a host of auxiliary products of interest to everyone who occupies buildings or who builds and operates them.

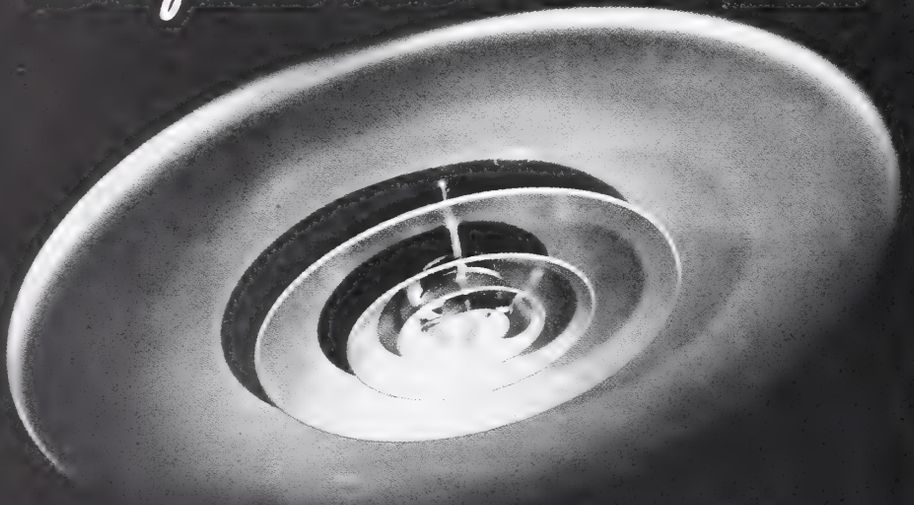
There were exhibits of boilers, furnaces, steam, air and hot water heating and unit heating; also insulating materials. The Exposition simplified the problem of the prospective purchaser by concentrating information in one place easily accessible. Here the visiting theatre owner, architect, contractor or engineer could investigate the total variety of equipment available, seek advice as he pleased and prepare himself efficiently and economically for final decision.

Maintaining the hot water supply for apartment and office buildings requires either a system designed especially for this purpose or one connected with the winter heating equipment. Relative advantages of individualized and coordinated hot water systems were demonstrated at the Heating and Ventilating Exposition. In relation to this, there were a comprehensive display of tanks, piping, control valves, pumps and gauges. Leading systems shown were fully automatic and the space requirements of architects designing new buildings had been kept well in mind.

Fans, blowers, registers and grilles constituted an important section at the Exposition featuring new improvements in performance and appearance. Trends are toward concealment of ducts, minimum resistance to air flow, large free-air capacity and instantaneous air control.

There were items of interest for theatre owners in practically every section of the Sixth International Heating and Ventilating Exposition. With the increasing installation of air conditioning systems in theatre buildings of varying architectural type, the fabrication of intake, outlet and distribution ducts has brought a variety of new problems the solution of which were seen at the Exposition.

THERE IS NO "Or Equal" FOR ANEMOSTAT "Draftless Air Distribution"



DON'T RISK the success of your air conditioning or forced ventilating system by the use of "or equal" air diffusers.

Without effective air distribution, no air conditioning or ventilating system can be a complete success. The "ANEMOSTAT" High Velocity Air Diffuser, properly selected, will draftlessly and evenly distribute any volume of air at any velocity at which it is supplied to the unit. This in turn results in the equalization of temperature and therefore humidity throughout the enclosure.

ANEMOSTATS may be applied to existing systems as well as to new installations regardless of size. The ANEMOSTAT may also be effectively combined with indirect cove lighting or pendent lighting fixtures. The ANEMOSTAT has no moving parts and is easily installed. ANEMOSTATS are giving entire satisfaction in thousands of air conditioning and ventilating installations.

Complete information available upon request.

ANEMOSTAT CORPORATION OF AMERICA
10 EAST 39th STREET NEW YORK

ANEMOSTAT

NO AIR CONDITIONING SYSTEM IS BETTER THAN ITS AIR DISTRIBUTION

Modern Stokers Save on Fuel and Labor Expenses

For years stokers have been used to produce the high operating efficiencies demanded by central power stations. Stokers have justified themselves also in the small heating and medium-sized power plants, and the results obtained are comparable with those of central station practice from a standpoint of returns on the investment.

The fuel saving made with stokers varies from fifteen to thirty per cent as compared to hand firing. This saving is not brought about alone by increased boiler operating efficiency. The ability of the modern stoker to burn less expensive grades of coal, available in various sections, which cannot be successfully burned when fired by hand, is generally recognized.

It is estimated 30 per cent of the theatres in the United States need double the amount of light projection they now have. The new lower-priced high intensity equipment is designed to meet this need.

The effect of walking upon and experiencing the feel of fine carpet has an influence that is definitely of boxoffice value.

FAREWELL TO FAIR!



Robert Mayokok and his two-year-old son, Argutuk, who had been living in the luxurious air conditioned Carrier Igloo at the World's Fair, disconsolately say "goodbye" to their fair-ground home. The city ordered them to vacate the exhibit building because the law prohibits residence in any building not built for that purpose. Explorer Dave Irwin says he's been unable to find them suitable quarters in the Big City.

Carrier Will Continue Exhibition at the Fair

The formal contract for the participation of Carrier Corporation in the 1940 New York World's Fair was signed last month by Harvey Gibson, chairman of the World's Fair Corporation, and J. I. Lyle, president of the air conditioning firm.

In renewing the contract, Mr. Lyle announced that the 1940 Carrier exhibit has been completely revamped on the interior in order to give the public "a better show" in keeping with the plans of the World's Fair Corporation for an "exposition in 1940 with a broader and livelier appeal for the masses."

"The Carrier Igloo in 1940 will be planned so the non-engineering mind can grasp just what takes place behind the scenes of an air conditioning system," he said. "Just as in 1939 the Igloo had on display the largest single collection of air conditioning equipment ever assembled, the 1940 Igloo will be the first public demonstration of the inner workings of an air conditioning system."

Mr. Lyle said the Carrier Corporation was "so gratified with the results from last year's exhibit and so confident that 1940 would be even a better year for the "Fair" that the firm had "spared no expense" in developing a new exhibit for next summer's show.

"For instance, we are tearing out the entire present interior of the cone shaped Igloo," he said, "and installing 'humanized' exhibits which will show the public in a popular fashion just how dirt is taken from the air, how humidity is wrung from the atmosphere and how the human body would be a steaming boiler if it were not for air circulation."

These exhibits will take several months to construct, he said, and work on them is now underway, and he added that the Igloo will be ready for the opening of the Fair next May.

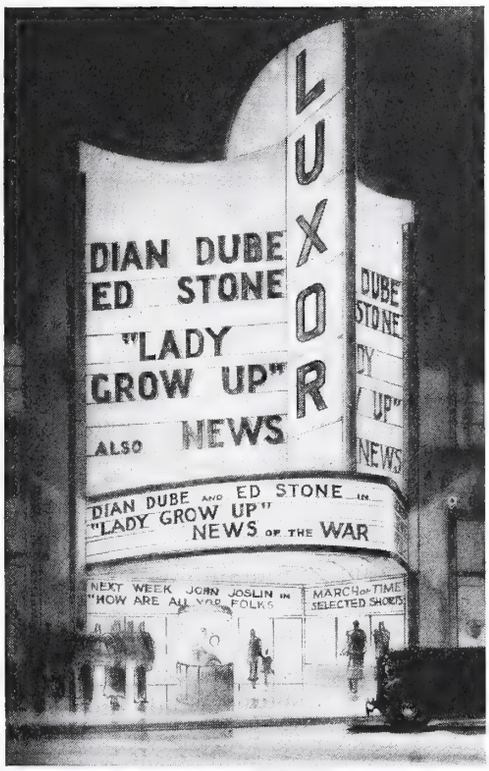
Of the effect of the 1939 exhibit on business, he said: "Since the close of the Fair in October, the effect of our 1939 exhibit on our business has continued. A complete checkup made on dealers and district offices shows a large volume of business directly traceable to visitors during the course of the Fair."

The Carrier Igloo, a five-story, cone-shaped building with an adjoining glass enclosed Hall of Weathermakers, drew 2,741,923 visitors last summer. The Carrier Corporation was the first Fair exhibitor to announce its participation in the 1940 World's Fair. At that time Mr. Lyle said he believed "the exhibit had been an important factor in leveling production schedules" and converting air conditioning from a mere seasonal business.

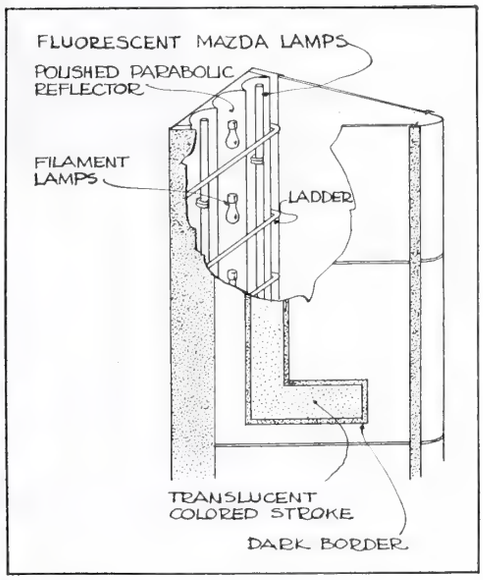
Aisle lights in the end standards of seats serve to highlight the beauty of the seating installation. They are also a most welcome convenience to patrons.

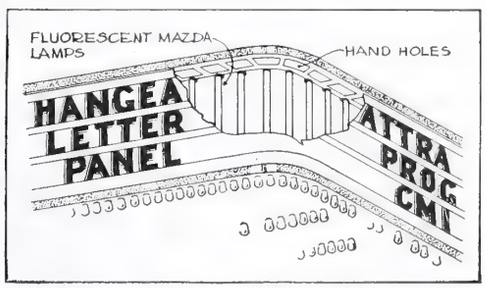
Deposits of gum found under theatre seats disgust patrons. Watch this condition closely and keep theatre chairs free of all such barnacles.

HOW TO GIVE A THEATRE FRONT MORE PULLING POWER WITH F LAMPS



The two drawings show how G-E MAZDA F *lamps can be used effectively for lighting the theatre front shown in the above illustration.*





G-E MAZDA F (fluorescent) lamps offer theatres these many advantages:

1. Provide necessary color and brightness so important to attract crowds.

2. They fit easily into attractive letter boards, can be mounted vertically to go around corners, are easily maintained, and color changes are easily made.

3. Can be combined with filament lamps which may be flashed or dimmed for added attraction value.

4. Ideal medium for creating luminous backgrounds on facades to illuminate entire theatre front area.

General Electric Co. Dept. 166 BO-B, Nela Park, Cleveland.



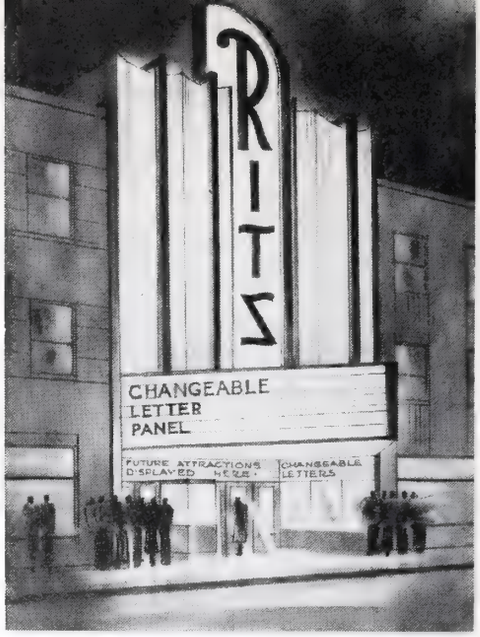
G-E MAZDA F lamps, available in daylight, white, gold, pink, blue, green, and red, give best lighting service when used with counterbalanced auxiliaries. This type of equipment assures more constant light and maximum use from the lighting system.

G-E MAZDA F LAMPS

GENERAL ELECTRIC

LIGHTING

THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION



New Ideas and Materials for Lighting Modern Theatre Fronts

By **W. D. Riddle***



THE impression given by the theatre front is important in selling the theatre and its attractions to the public. The best selling job is done when the entire facade is treated as a unit to identify the theatre and attract attention to it. In many theatres care has been given to the treatment of the marquee and the name sign, but the upper walls have been neglected. Properly utilized, these upper walls add an impression of size and importance besides augmenting the attention value.

In many theatres the walls above the marquee are well designed architecturally but because they are not appropriately lighted they are non-existent to the passersby at night. Floodlighting is a simple means of capitalizing or enhancing the beauty of these walls and bringing the entire front into play to build business at the boxoffice.

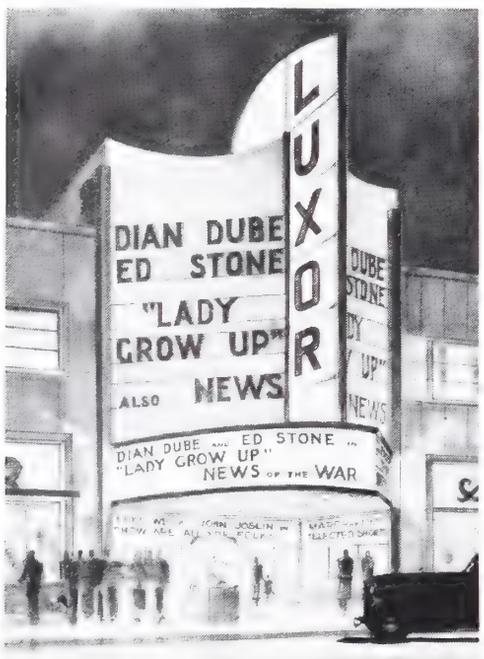
The characteristic blue-green color of mercury lighting is sometimes appropriate. Floodlighting units can be adapted for use with either the 250-watt or the 400-watt Type H mercury vapor lamps. All that is required is to replace the intermediate socket with a mogul socket in the case of the 400-watt lamp and substitute a medium socket for the 250-watt lamp and supply the proper operating auxiliary. The floodlighting units can be placed on the marquee and thus bathe the walls in this striking color.

The choice of color need not be confined to blue-green for with the advent of the fluorescent Mazda lamps the designer now has color in abundance. He may now use color lavishly, as in the fluorescent floodlighting equipments so effectively applied at the San Francisco Exposition.

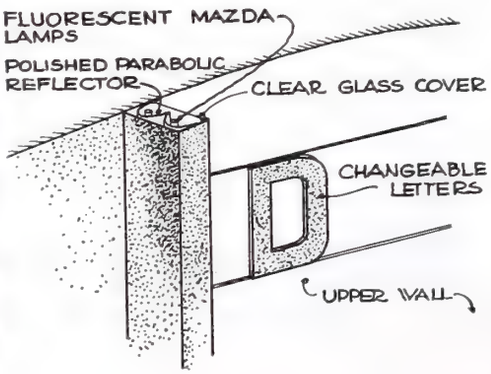
Interesting multi-colored effects can be produced by incorporating textured materials, such as corrugated metal, in the wall areas and floodlighting them with two or more colors from different locations. Where space is a limiting factor the new Mazda projector flood or spot lamps offer efficient control with small size. These hard-glass units can be equipped with color caps and concealed behind small architectural bands or projections. They will operate satisfactorily exposed to any kind of weather.

The lighting elements can frequently be applied with marked architectural value, producing patterns of special interest and appropriateness. These elements when supported out from the building surface may, for example, serve to conceal continuous rows of fluorescent lamps, bathing the building front in attractive colors.

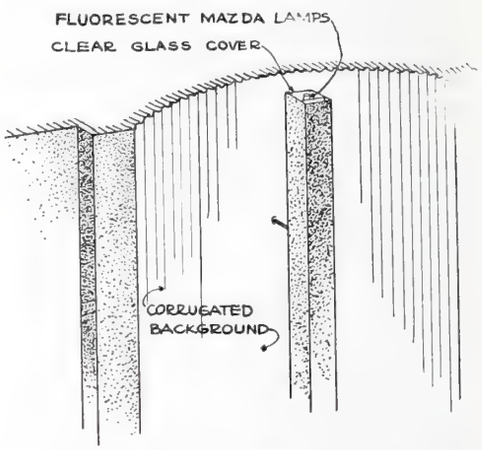
**Nela Park Engineering Dept., General Electric Company, Cleveland, Ohio.*



The entire facade can be utilized to identify the theatre and bulletin attractions. By utilizing fluorescent lamps in vertical troughs of parabolic contour an excellent lighting effect is achieved. The reflector should be covered with clear glass to protect the lamps against cold and drafts. Details are shown in the sketch.



By employing a corrugated metal background and a clear textured glass plate of fluted, pebbled, hammered or figured surface as the exterior material an extremely unique effect can be created. By changing the lamping arrangement and using different patterns of glass entirely different effects can be created. The cavity can be reached from an opening in the building and maintenance facilitated by ladders attached to the structure.

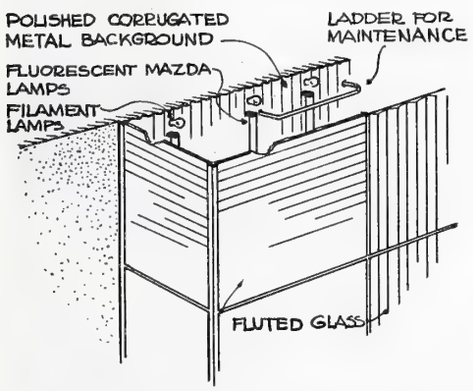


Advice on Lighting

Various contributors to this department, comprising outstanding authority on the subject of Theatre Lighting, will be glad to answer questions or otherwise assist in the correct solution of any lighting problems presented by our readers. Such inquiries, addressed to the editor of THE MODERN THEATRE *section, will be referred promptly to sources of information most pertinent to the problem presented.*



This suggests one method of applying lighting elements as an intregal part of the architectural design. Here the corrugated metal facade is illuminated by vertical elements housing fluorescent lamps. Flexibility can be secured by changing the color and arrangement of the fluorescent lamps.



Interesting effects are produced when these are combined with polished, corrugated, or brushed metal wall panels. Reflections of the lamps are then picked up by the corrugations of the metal and produce a gay sparkling pattern.

A variety of patterns can be produced by the choice of colors of lamps and by arrangements of filament lamps and fluorescent lamps. One such pattern is accomplished by placing a filament lamp between the fluorescent lamps. If the fluorescent lamps are of a cool color, such as blue or green, the filament lamps can furnish accents of yellow or amber-orange. The effect will be that of bands of cool color punctuated by spikes of warm color.

Another type of display is attained by using painted corrugated material and so disposing lighting elements or sources that each corrugation will receive one color from one side and another from the other. These areas then assume an iridescent quality. In the colder latitudes it is well to enclose a trough carrying fluorescent lamps with glass to insure ample light output.

Large translucent surfaces lighted from behind offer unlimited opportunities to make the theatre front stand out from its surroundings. With the wide variety of materials to choose from, the effects that can be produced are only limited by the imagination of the designer. There are the well known glass blocks; clear textured glass plates having fluted, pebbled, hammered and figured surfaces; and diffusing glasses, such as flashed opal and tempered glass in a variety of ceramic colors from which to choose. To give them their greatest value the lighting behind these materials should be carefully carried out in accordance with good lighting design. Experimentation with lamping and backgrounds will reveal a wealth of decorative possibilities.

Another potent variable is the orientation of such glasses, particularly the fluted varieties in single or double arrangement. An interesting characteristic is imparted if the treatment results in a changing pattern as the observer moves. This may be due to combined effect of textured glass surface and corrugated metal or other types of reflecting background.

These treatments for the theatre front are only a few of the many that are possible. They may serve, however, to illustrate some of the possibilities of turning the theatre front into colorful patterns of light which are often lacking, and yet are so important in giving the impression of grandeur and size when selling the theatre and its attraction to the passersby.

Dull discolored mirrors render the finest theatre shabby in appearance. Buy the best and, generally, the first cost is the last.



The man working on a Dayton Safety Ladder doesn't have to spend half of his time worrying about falling. He knows that he is safe. For he knows that every Dayton Ladder (Model A) has that extra margin of safety because it is equipped with Queen Safety Shoes —the shoes that prevent slipping and sliding.

The Dayton Safety Ladder is built of the finest airplane spruce and scientifically spaced steel braces. It's light but it's strong, easily carried from one place to another. Has straight back needed for close work and roomy platform with folding step for extra height. Sizes 3 to 16 feet. Moderately priced.

Write Dept. MT-2 for details.

The DAYTON Safety Ladder Co.

121-123 W. Third St., CINCINNATI, O.

Smart Showmanship in the Use of Wagner Letters & Flex-Word Units



Wagner Letters and Structure Inside the Lobby of RKO 81st St. Theatre, New York City

Catching the Crowds Going Out —Selling Them Coming Attractions

More Life & Less Cost for Your Lobby Display

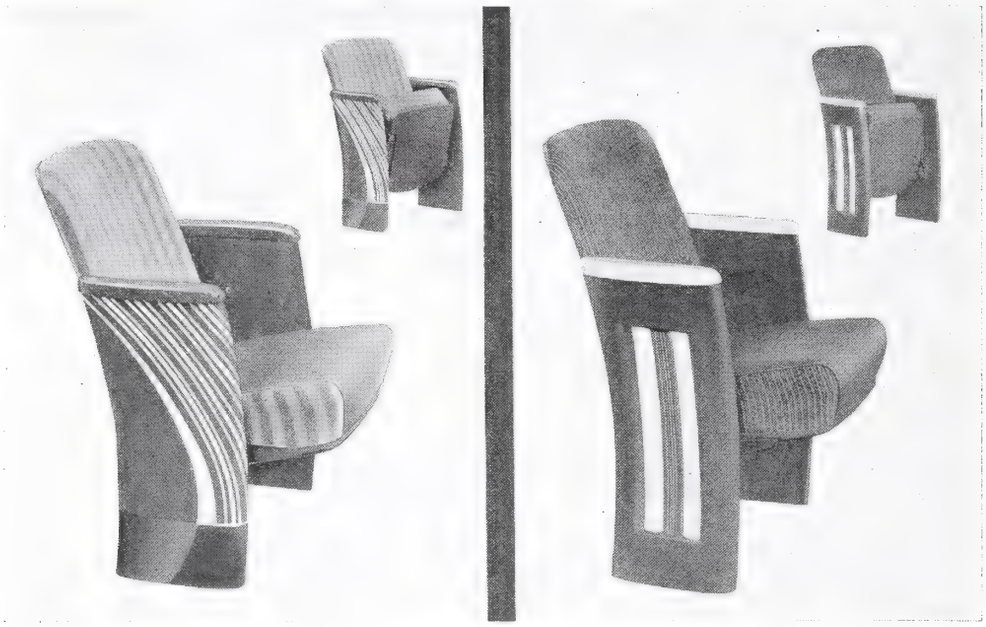
Fully Covered by Patents. Send for illustrated literature.

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. .....CHICAGO
706 E. Hancock Ave.....DETROIT
123 W. 64th St. .....NEW YORK
6 Britain St. .....TORONTO

Pacific Coast Representative: B. F. Shearer Company

TWO MORE MEMBERS OF THE 'STREAMLINE' CLAN



IN LAST issue we presented the "Aristocrat" of the new "Streamliner Group" of theatre chairs recently announced by Ideal Seating Company as their contribution to progress in public seating. Above are presented two more members of the group—the "Mercury" at the left and on the right the "Challenger." Smaller insets accompanying each illustration of the new models show the appearance of the chairs with the seats in upraised position.

As may be surmised, the "Aristocrat" introduced in last issue is the de luxe model of the trio of streamliners, while the "Mercury" and the "Challenger" are in two lower price ranges to bear out the manufacturer's claim that "there's an Ideal chair to fit every budget."

Features pointed out for all members of the new group are die-formed steel back panels and seat pans and optionally spring or padded backs and spring-edged seats; extended back panels to protect seat upholstery from the rear when seats are raised; and rolled edges to protect back fabric at tops and sides. Deep seat pan with a turned-up edge to allow extra leg room when the occupant arises or draws back to permit passing.

All models are quite similar in design and general construction, the "Mercury" and "Aristocrat" having steel ball-bearing, fully enclosed hinges with six cushioned stops and one positive stop for down position. The "Challenger," lowest priced model, has the smart appearance of the other members of the group and most of their features, with ball-bearing hinges and a few other elements of simpler construction.

Simmons' Q-and-A Corner

(Continued from page 49)

city water through large automobile radiators and drawing air through the radiator with large electric fans.

"Our theatre has 250 seats. The building is of brick and tile construction. The walls and ceiling are covered with insulating wall board. The floor is cement and the roof is four feet above the ceiling. The part of the building to be cooled is 78 feet long, 24 feet wide and ranges from 9 to 18 feet high, with an average of 14 feet. It contains 26,208 cubic feet.

"To be frank, I do not know exactly what questions to ask you except what system would be satisfactory and how much would it cost. I will, of course, gladly furnish you any additional information you would require.—H. M. W."

My Answer: "There is considerable difference between 55 degree water and 60 degree water. In one case, a perfect job can be done and in the other case no kind of job can be done unless as you say, your humidity is already low and we only have to go after the temperature. But I'd need local weather reports from your nearest Weather Bureau before advising you.

"Such a small theatre as you have can more economically be handled with a factory-fabricated conditioning unit and there are several good ones on the market. As well as some that are piles of junk. Better to pay the price of a good one than buy on 'price' and ever afterward have remorse.

"Such a unit saves nearly all installation expense. And if properly selected for size, needs only to be moved into place like a piano, and connected up.

"Let me know how much space available you have back-stage, and what is the distance between your ceiling and the bottom of your proscenium arch. If not enough room is available there for distribution of your air, the second-best choice is on either side of your screen and as high up as you can get the air distribution grilles. Give me a dimensioned sketch showing your screen in place and the space around it from wall to wall.

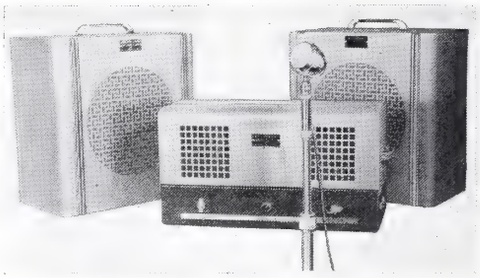
"What kind of heat have you got? I see by referring to your letter that you've already told me. Well, let's keep 'em separate. Put four inches of insulation in your attic space. This is desirable regardless of what else you do. It should cost 10 to 12 cents per square foot in place. Glad to give you an engineer's estimate after you furnish the information required. No use to get a price on such a unit as I've recommended unless there is space for it.—G. H. S."

Keep seat upholstery spotless by frequent cleanings. The theatre-type suction cleaner is ideal for the purpose and it may be augmented at times by soap and water for leatherette coverings.

Patrons naturally sense a consideration for them on your part when you keep your theatre up-to-date. They'll express their appreciation in the form of repeat business.

Carpeting and seat upholstery should harmonize in color and pattern to produce an interesting and attractive effect in the auditorium of your theatre.

NEW P. A. SYSTEM



A complete new public address system designed for theatre use is one of the units in the new line of RDR licensed theatre systems exclusively distributed by National Theatre Supply Company. This PA-121 system is rated at 12 watts and is complete with amplifier, microphone, floor stand, 2-foot, 10-inch speakers, special baffles, cables, plugs and complete assembly, including tubes.

TOUCHED

Aside to Fred Allen: Jack Benny, popular "Pix" and "Mike" star, is now the proud possessor of two DeVry theatre sound projectors. The equipment was presented to him by his agents, Lyons, Inc., and is now permanently installed in his famous Hollywood home.

Employees of the DeVry Corporation are rabid Jack Benny "fans" and as a means of expressing their Season's Greetings, presented him with a beautiful 18 by 36-inch sheepskin scroll. The scroll, appropriately worded and illustrated in four colors, contains the signature of every DeVry employee.

Needless to say, Jack Benny was deeply touched upon receiving the projectors and scroll.

Relation of the Modern Theatre to Low-Cost Housing Projects

(Continued from page 41)

or even fourth-run pictures, receiving admission prices justified by this type of entertainment, may be questionable. I have had a recent experience of designing and building a theatre for a client who had had many years of theatre management experience. He has accomplished the feat of presenting second-run pictures at his up-to-date, modern theatre built on expensive land, for a twenty-five cent admission price. Stores and offices incorporated in the building assisted in accomplishing this. By careful study and reduction of operating costs, he was able to operate his modern theatre successfully, which demonstrates the possibilities of accomplishing our objective of building new theatres for the poorer people if we are set on doing it.

The Television Angle

The economic need of modern theatres in low-cost housing neighborhoods is increased with the possibility of television in the near future. It is reasonable to assume that at the inception of television in the radio industry the cost of the receiving instruments will be prohibitive to ownership of the poorer people. The broader outlet for this form of recreation undoubtedly will be in the motion picture theatre where the patrons will be able to view television programs if they so desire.

Slum clearance and low-cost housing projects were developed from their inception under the assumption that the people living under the conditions that slums had to offer could not be expected to become good citizens. Therefore, we should not leave our objective unaccomplished, since recreation and education presented properly will always be of almost equal importance in the make-up of the individual representing the rehoused slum dweller. Let us go the limit in helping these less fortunate, somewhat underprivileged, persons to become good American citizens of whom to be proud. Giving them the new up-to-date modern theatre, a moulder of fastidiousness in its existing community, will go a long way toward accomplishing this. After all; it's the American way.

Motion Picture on Hearing Deficiencies

"Life Begins Again," produced and distributed by Western Electric Company's motion picture bureau, is a highly dramatic presentation telling how many of the more than 15,000,000 Americans suffering from hearing deficiencies can be enabled to hear again. The picture dwells particularly on problems arising in the case of school children who have impaired hearing and demonstrates the correct procedure for discovering hearing deficiencies by means of audiometric test. Included in this film is an interesting animated sequence which demonstrates clearly how the human auditory system functions. The film is available to theatres without charge.

Vacuum Attached Letters Latest Sign Development

A vacuum-set changeable sign letter designed to solve the problem of mounting messages on glazed surfaces without marring such surfaces is a new innovation announced by Wagner Sign Service, Inc.

The new letters, which are available in various sizes and styles, have rubber vacuum cups and porcelain tabs on the reverse or attaching side. The suction cups adhere to glazed surfaces, such as structural glass or porcelain enamel now being used for theatre fronts and lobbies, only for the time necessary to allow cement on the porcelain tabs to set and form a permanent bond.

B-A-R-G-A-I-N-S!!!



24,500
Late type
RENEWED THEATRE CHAIRS
as low as
$1 EACH

Superb quality! Not veneer chairs but spring seat, upholstered back types worth many times our sacrifice prices necessitated because of the removal of our factory.

EASTERN SEATING COMPANY
NICK DIACK, Prop.
—Factory and Office—
58 DOBBIN STREET, BROOKLYN, N. Y.



DO YOU RECOGNIZE THIS EXHIBITOR?

He's not a prominent operator now—*but he once was.* Mr. F.'s trouble was that he always bought "something cheaper." He wasn't an Ozite customer, because he found things "just-as-good," and although he replaced his carpets too often he still shopped around. Mr. F. forgot that in serving the public, *quality* is important. Maybe that's why he's pulling in less and less at the box office each year.

Genuine Circle Trend Ozite Carpet Cushion is made of REAL HAIR (not substitute fibres or dyed "fillers")—that's why it lasts so long and stays so soft! You'll probably never need to replace it.

CIRCLE TREAD Ozite
REG. U.S. PAT. OFF.
CARPET CUSHION

For Free Booklet "Proper Care of Carpets"—including Spot and Stain Removal—Write Clinton Carpet Company, Dept. 51, Merchandise Mart, Chicago.

CINE' CLINIC

PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND

New Intermediate High Intensity Lamps for Moderate-Sized Houses

FROM a projection lighting standpoint, the 16,000 some odd theatres now operating in the United States have fallen, up to now, into three major groups, as follows:

There are approximately 500 very large theatres, of 2,000 seats or more, using straight high intensity arc lamps; 5,000 theatres of from 800 to 2,000 seats using Suprex simplified high intensity light sources; and 10,500 theatres of all classes with up to 1,500 seats, using low intensity projection lamps.

Of course, the very large theatres must continue to use the straight high intensities because of more rigid operating requirements plus the fact that there has been no recent development in high capacity lamps to supersede the present type of equipment.

Of the 10,500 theatres now using low intensity lamps, there are about 1,000 that should be using high intensity lamps for the sake of better results on the screen.

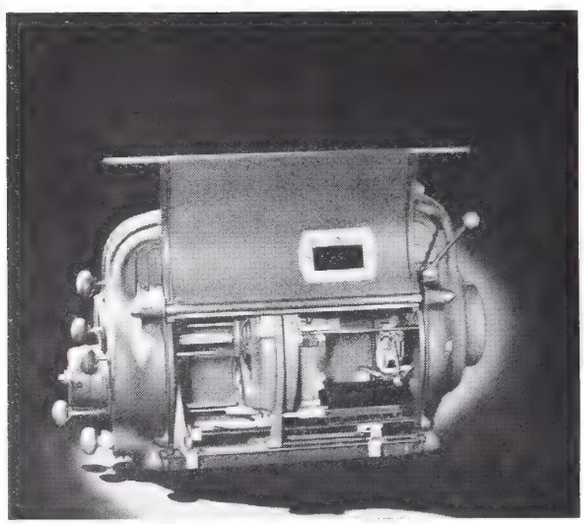
Of the remaining 9,500 low intensity equipped houses there are at least 5,000 with from 400 to 900 seats each and with screens up to 18 feet in width which should at least double their illumination to secure the desired screen brilliancy for better reproduction of the present dense black-and-white and colored films.

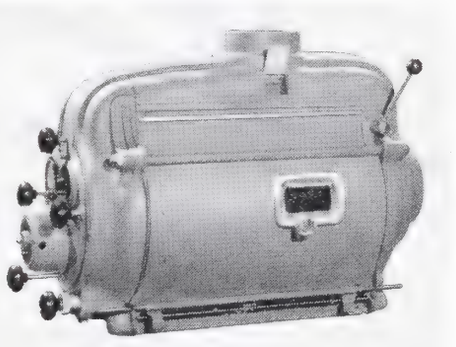
Restrictions Removed

These theatres heretofore have been denied the vivid brilliancy of high intensity projection as used in the metropolitan first-run theatres, and are restricted to the dim yellow light of their low intensities because of the original and prohibitive operating costs and the fact that this type of lamp delivered twice as much light as really was needed in these theatres.

It has been for this vast bracket of houses, representing over 30 per cent of the theatres of the United States, that a new lower priced high intensity equipment of intermediate capacity has been developed. One that will project the characteristically snow-white light of the high intensity in a volume about twice that of the original low intensity and about half as much as heretofore has been available with the conventional high, and at an overall operating cost in current and carbons hardly more than with the present low intensity lamps, and priced within the means of the middle-class and smaller theatre.

This new direct current high intensity arc operates at only 27½ volts as compared to 55 volts in the low intensity. The small amount of power consumed by this new direct current arc generates so little heat that a simple burner mechanism and a small lamphouse are permitted, making possible the moderate selling price of this equipment.





The exterior design and overall appearance of the new Strong Utility High Intensity Lamp is shown above, and at left the interior of the unit showing arrangement and design of mechanism.

The new Direct Current High Intensity with its associated rectifier equipment is offered as a coordinated lighting unit of high efficiencies along with stable operation and perfect control.

The new intermediate high intensity direct current arcs are available, at no additional cost, for use with single, two or three phase a. c. line service so that the medium-sized theatres in neighborhoods where only single phase power is available can have high intensity projection without being penalized for single phase equipment.

Compact Rectifier Units

Each rectifier uses four 15-ampere tubes to supply a total lamp load of only 40 amperes at 27½ volts, which load is so far below the rated capacity of the tubes as to assure exceptionally long life. The physical dimensions of these rectifiers permit them to be set on the floor directly underneath the lamphouse to make for a simple, low cost wiring installation. Where local conditions do not permit the installation of the rectifier in the projection room, rectifiers with remote control relays can be supplied.

The New Direct Current High Intensity burns the regular 7mm Suprex positive carbon at 40 amperes with 27½ volts across the arc, which is such a low current density for this diameter carbon that it consumes only 5½ inches per hour, permitting the showing of six of the new sized reels per single positive carbon.

The 6mm by 9-inch negative carbon, which burns at only 3.3 inches per hour, is a new type developed by the National Carbon Company and sold under the trade name of Crotip (C). No carbide is formed on the tip when operating at low voltage with a short arc gap length.

This new intermediate capacity lamp is a simple, direct current arc, the universally accepted standard of brilliancy, color and stability and can be used on any standard projector equipment.

Two versions of the new type of intermediate high intensity direct current lamp are presented here; both of very recent development and each characterized by the principles presented in the foregoing paragraphs. Each of them is more particularly described as follows:

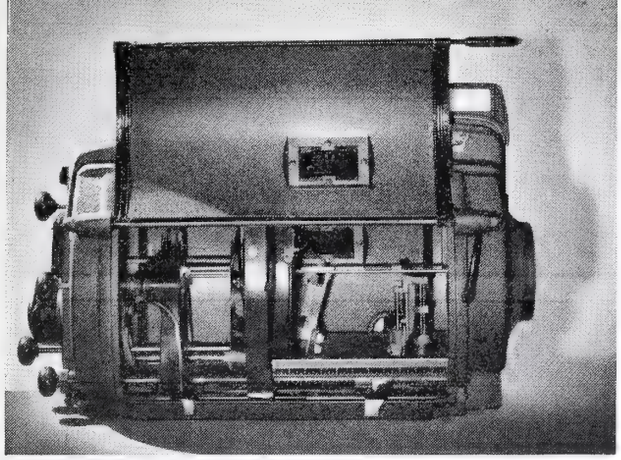
The new Strong Utility High, produced by the Strong Electric Corporation, is an exceptionally trim unit as will be noted from the pictures of it presented here. Designed with special consideration for the requirements of theatres now using lamps that are unsuited to obtaining best results from present film production standards, it offers the unusual economies of operation heretofore referred to, plus the moderate cost of installation and upkeep.

A New Simplex Lamp

The other version of the intermediary high intensity lamp design is that of the

Have You a Problem?

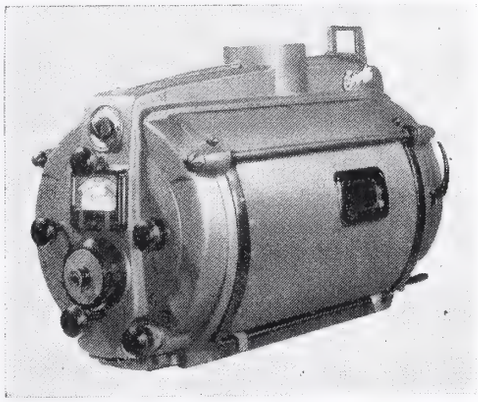
Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.



Above is shown the new Simplex High Intensity Lamp with mechanism exposed for inspection. At right, an exterior view of the lamp showing design and control devices.

new Simplex High Intensity projector lamp currently announced by National Theatre Supply Company, which was also developed to fill the gap between standard high intensity and low amperage lamps that has so long affected quality of projection and operating costs in many medium-sized and smaller capacity theatres. Operating principles and economy characteristics of the new Simplex High are quite similar to those of the Strong Utility High described above, the difference in design of the housing being the principal point of variance. It too has a special power supply unit in which the motor functions as its own relay.

Both of these developments, being currently described in detail to the trade, are definitely indicative of the trend toward refinement and efficiency in projection equipment to meet the needs of the majority of theatre owners rather than the more affluent minority whose requirements heretofore have always been given first consideration. The medium- and small-class houses



are no longer to be the second and third cousins in the estimation of progressive projection equipment manufacturers.

Sommerer Head of All RCA Factories

Appointment of Harry L. Sommerer as manager of manufacturing for the plants of the RCA Manufacturing Company has been announced by Robert Shannon, executive vice-president.

Mr. Sommerer, who was formerly assistant to the executive vice-president, will have supervision of the company's manufacturing plants located at Camden and Harrison, New Jersey; Hollywood and Indianapolis. He has been associated with RCA Victor for thirty years, during which time he has held many responsible positions in different phases of the company's activities. His headquarters will be at Camden, New Jersey.

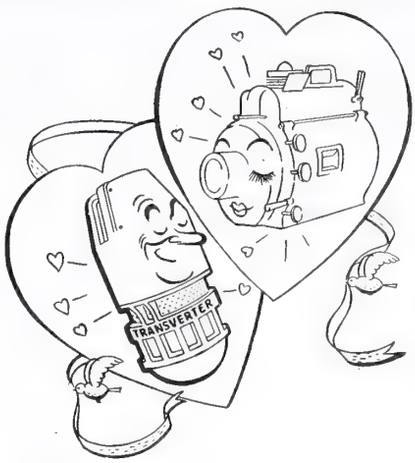
A native of Philadelphia, where he now resides with his family, Mr. Sommerer joined the Victor Company in 1909 as a bookkeeper. Later he became a member of the purchasing department. In the succeeding years he became a specialist in the purchase of raw materials and later was appointed general purchasing agent.

In the early days of sound motion pictures, it was the practice to use 16-inch sound records synchronized with the motion picture action. Mr. Sommerer played an important part in obtaining a considerable volume of this business for his company. Following the merger of the Victor Company with the Radio Corporation of America, Mr. Sommerer became associated with the Photophone activities of the company.

Early in 1930, Mr. Sommerer was appointed managing director of the Victor Talking Machine Company of Japan. Under his direction this subsidiary company became the outstanding home entertainment organization in the Orient, equipped with modern manufacturing facilities for the production of Victrolas, records and radio receivers.

When the Victor Talking Machine Company of Japan was sold to the Japanese in 1937, Mr. Sommerer returned to Camden headquarters, where he was placed in charge of the Photophone Division in which is centered the company's motion picture sound recording and theatre reproducing equipment sales activities. A short time afterward he was appointed assistant to the executive vice-president.

The days of being just an exhibitor (and getting by) are over, what with the public "shopping" for entertainment, too.



"Two hearts that beat as one"

TransVerteR

and

SUPREX ARC

are really matched to each other.

The low projection arc supplied with correct current rectification means improved performance on the screen.

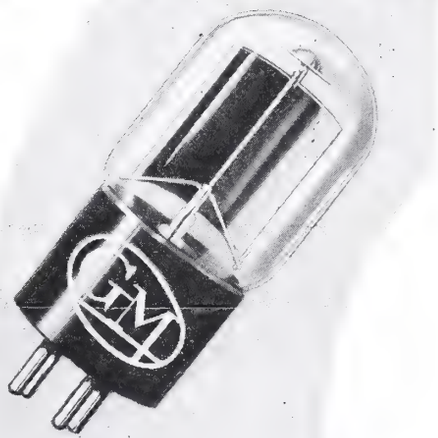
Consult; National Theatre Supply Co.; in Canada, General Theatre Supply Co., Ltd.; or write us

The HERTNER ELECTRIC CO.

12695 Elmwood Avenue
Cleveland, Ohio, U. S. A.

Exclusive Manufacturers of the Transverter

LONG LIFE
HIGH FIDELITY



PHOTOELECTRIC CELLS
VISITRON
STANDARD SINCE 1925

Get spare photocells for every projector. Order from your supply dealer!

G-M LABORATORIES, INC.
1731 Belmont · Chicago

Light WHERE YOU WANT IT!
BEST MODEL "0"
PEE WEE SPOTLIGHT

. . . for short range, brilliant white or colored lighting effects. Aluminum castings and compact design (Hood 4½ in. x 5 in. x 2½ in.) afford lightest weight. Easily focused from 12 in. spot to 36 in. spread at 3 ft. Greater spread possible. Adequate ventilation. Durable black and silver wrinkle finish. Complete with asbestos cord, plug, mirrors, lens, universal mounting bracket, gelatin holder, 3 sheets colored gelatin, less bulb, $4.75; 75-watt bulb, $1.25; 100-watt, 85c. 400-watt Best Spotlights, less bulb, $5.



BEST DEVICES CO.
10516 Western Ave.
Cleveland, Ohio

Get it from NATIONAL

YOU free your mind from all concern over the choice of theatre equipment when you go "National". From front entrance to exit door, from lobby to projection room, National Theatre Supply Company's quality units make people think of your theatre as the place to spend their money.

SERVING THE THEATRES OF AMERICA

NATIONAL THEATRE SUPPLY COMPANY

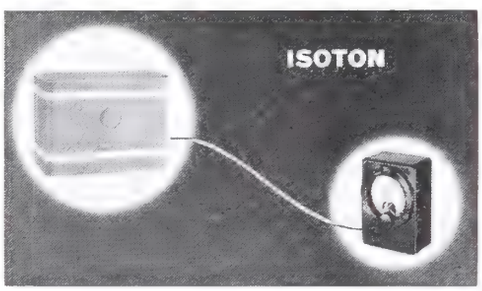
NATIONAL

EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE

AUTOMATIC EAR

Newest among recent electronic developments for the theatre is the Isoton, designed expressly to meet the request from many projectionists for a small unit which would give a quick, accurate check of the actual sound level reaching the audience under varying conditions of projection.

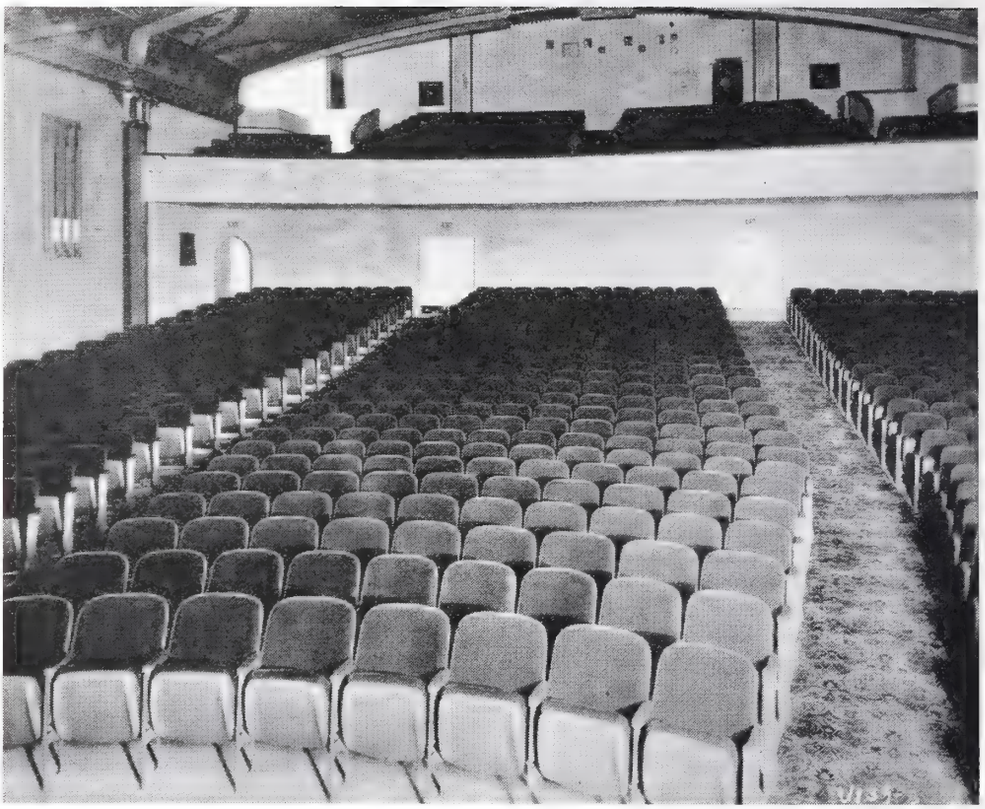
Simply explained, the device is an "electric ear," which is located in any desired position in the rear of the theatre and converts the acoustic energy reaching it



into a concrete electrical quantity, then registers it on a meter in the operating booth.

This instantaneous check of sound level at the operator's finger-tips contributes to more perfect control over sound projection on features, comedies, shorts and news-reels.

RUBBER ADDS COMFORT TO THEATRE SEATS



Foam cushioned seating is a feature of comforting excellence in the auditorium of the Brayton Theatre, in Los Angeles, Calif., shown above. (Photo courtesy United States Rubber Company through American Seating Company).

ONE of the most practical advances in modern materials for theatre improvement and a most pronounced factor for greater comfort of the patrons is foam sponge seat cushioning, a comparatively recent development.

The material that enters into the making of cellular rubber cushions for theatre seating is vulcanized rubber foam made from liquid latex—or, cellular foam rubber. Liquid latex is the pure rubber sap just as it comes from the rubber tree. It is the special use of this liquid rubber that gives this new development for seating comfort its exceptionally long life and lasting, natural resiliency.

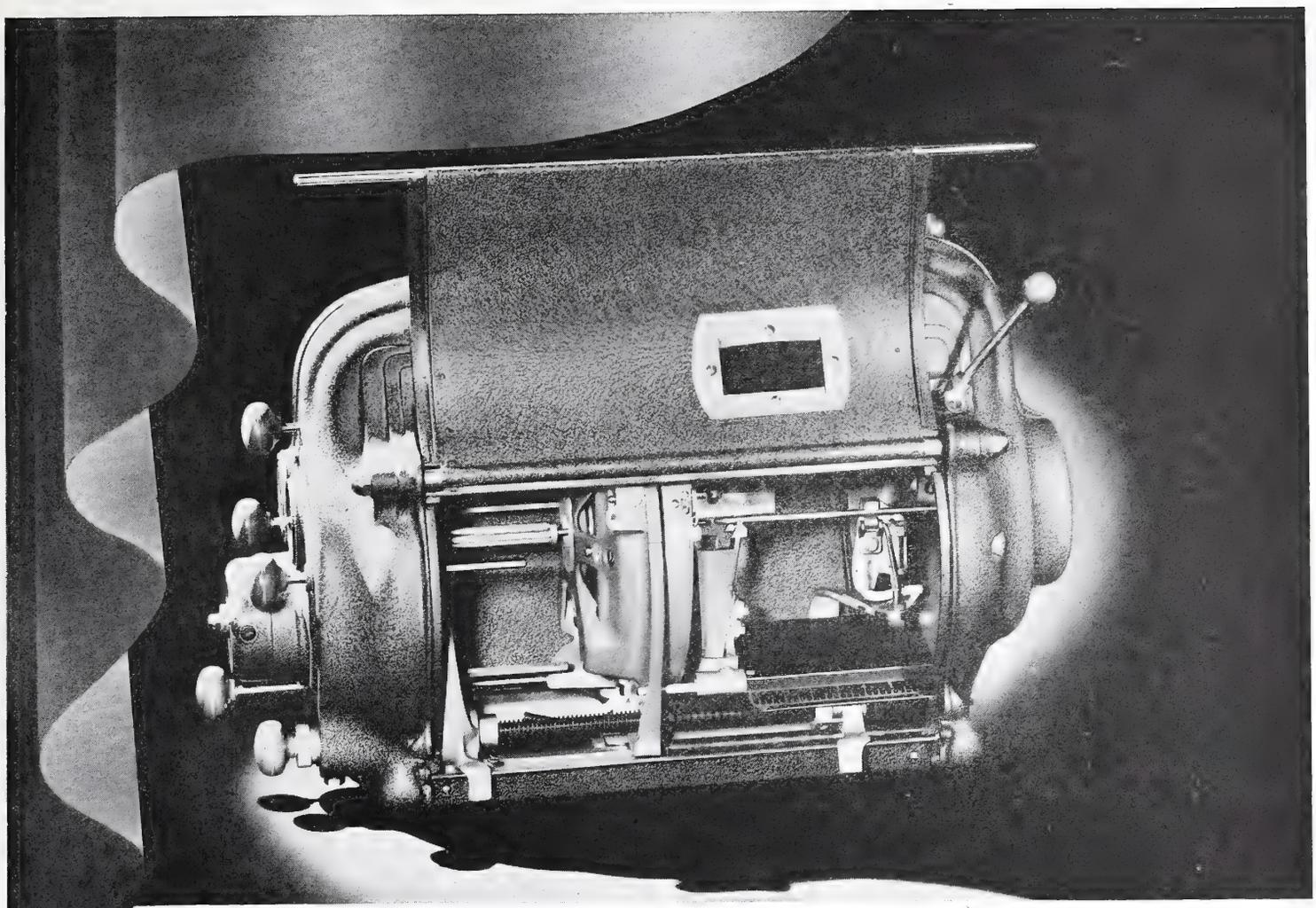
Pure rubber can't be surpassed for the qualities essential to a good cushion, particularly when the rubber is prepared scientifically and used properly in cushion construction. The process of manufacture is most simple. The latex, together with certain necessary chemicals that are mixed into it, is changed from its original liquid state into a foam-like material. This is then poured into molds of any desired size or shape. In the molds this foam-like material takes definite form. It is then vulcanized by heat into a permanent cellular form.

Thousands of tiny, intercommunicating cells, each cell a cushion in itself connected with its neighboring cell by rubber sinews, form a mass that is all so open and porous that air passes completely and easily through it. The larger holes formed in rubber seat cushioning serve a double purpose; they cut down the weight of the cushion and, by varying the size of the holes as well as by varying the size of the small cells (both of which can be done according to predetermined specifications) the softness as well as the weight of the cushion can be controlled.



Springy resiliency, long wear and greater sanitation are the salient features of foam sponge seat cushioning. Its response to slight pressure is pictured here.

Improperly cared for theatres drive many operators away from their business a great deal of the time they should be around helping it yield a decent living.



Announcing

The NEW STRONG UTILITY

High Intensity Automatic Projector Arc Lamp

For the moderate sized theatre using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection, has been heretofore denied by prohibitive operating cost.

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

This necessary doubling in light over the low intensity has now been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatre.

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre

THE STRONG ELECTRIC CORPORATION

2501 LAGRANGE STREET — TOLEDO, OHIO

EXPORT OFFICE:
Room 2002, 220 W. 42nd Street,
New York City

SANITATION

EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE

Some Tips on the Use Varieties of a Theatre (Vacuum) Cleaner

AS CONDUCTOR of this Department of Sanitation, we were called upon recently to define the several use values of a good vacuum cleaner in and around a picture theatre. That it is a fine piece of equipment for the cleaning of carpets was, of course, a matter of common knowledge with us; but we'd heard said that there were a surprising number of other important uses to which the apparatus could be put.

So in research for confirmation of what we'd heard, read and wondered about, we called on the Dean of Vacuum Cleaner Men, Fred Bissell of Toledo, Ohio, and asked him for some slants on the subject at hand. Fred deigned to tear himself away from making and selling "Supers" barely long enough to reach into his desk drawer, draw out and shove under our nose a big batch of correspondence with his customers.

It seems that Fred has been paying out good American dollars as prize money to find out exactly what we wanted to know —just what you can expect from a modern theatre cleaner besides its more commonly known function of protective maintenance as applied to theatre floor coverings.

In wading through our informant's batch of true story testimonials and tips on what theatre vacuum cleaners are being used for, we find a number of interesting applications, some of them most novel but withal effective.

The Recital Begins

Without elaboration as to details, we're simply going to mention some of these functions and use values, both novel and expected, as we found them referred to in a mass exchange of correspondence. We shan't mention names nor places because of the difficulty and length of time involved in obtaining permission to do so.

One correspondent waxes enthusiastic particularly about the improvement effected in his sound reception after he had secured and used a special screen-cleaning attachment for his machine. Says he, "It's just fine for pulling the dust out of those holes in my screen."

Another user recites his experience with an attachment for pulling the carbon dust out of the lamphouses and tells about his instructions to the projectionist to put the cleaner to work regularly in the booth to keep dust out of all the equipment. Says it's just fine to suck film emulsion scrapings out of the projector mechanism.

Then there's the one who tells about the time his copper-oxide rectifier "went on the Fritz" and he called for a service man who came all the way from the factory to straighten out his troubles, only to find that dust had clogged up the works. A few passes with the blower nozzle of his theatre cleaner brought up from downstairs and his troubles were ended for the nonce. Says since he knows what to do now, it won't happen again, because of the discovery.

Another user cites the advantages of use for cleaning out the troughs of his cove lighting system and explains how difficult it is to "get at" the seat of trouble by any other method. Still another uses his cleaner to draw the dust out of his air conditioning filters and says he finds it most useful for the purpose.

Saved Decorating Expense

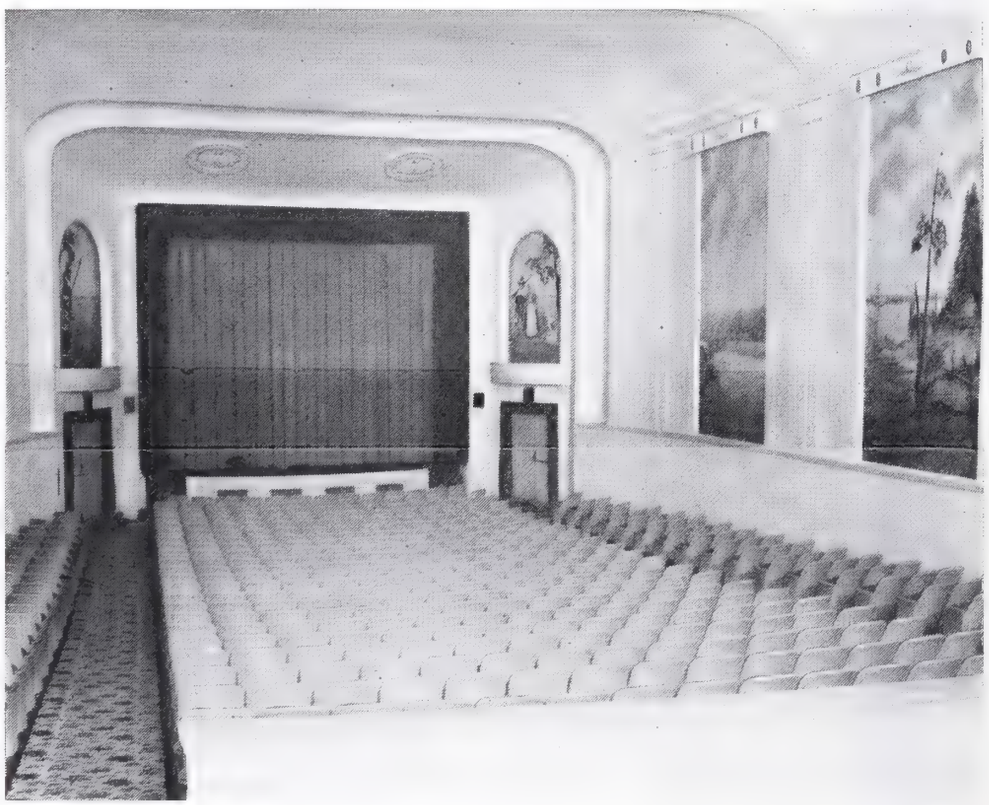
We came across one instance where the owner claimed he saved himself the cost of a decorating job or at least staved it off for another year by giving his walls and ceilings and draperies a thorough going-over with the long handled tool that came with his cleaner. Didn't even have to use a step ladder, he says, and when he got all through he turned the machine on his chair upholstery and "made it look good as new."

Another user found it "just the trick" for cleaning venetian blinds, vertical pipes located in corners, cornices, coves and steam radiator cores and for pulling all the remaining dirt out of his lobby link matting before it is returned to the floor.

But the most unusual and amusing case perhaps was the fellow who said that before he heard about any special outfit for cleaning theatres he used to switch his wife's regular household cleaner back and forth between home and the theatre. After the supply man sold him the theatre cleaning job, the situation has gone into reverse and now he's lugging the new unit home for daytime house cleaning and back to the theatre at night.

But here's the trick that ought to cap them all for originality. The blower at-

MODERN MATERIALS AID SUBURBAN MOVIES



The auditorium of the new Avon Theatre in Stamford, Conn., is true Colonial in style with eight murals depicting historical periods in the state's history. Equally as attractive as well as comfortable are the chairs upholstered in Velmo mohair in a combination of red and blue colors. Winter and summer air conditioning contributes to the audience's comfort. Here is truly a de luxe home of entertainment designed for a refined suburban clientele. (Photo courtesy L. C. Chase & Co.)

tachment of his theatre vacuum outfit is used at least by one theatre owner on money prize nights to thoroughly agitate and scramble the numbered stubs in plain view of the audience. An adjunct to the process is a sort of bird-cage arrangement he contrived for the purpose. Says it created "quite a stir."

Another customer advised that his janitor in cleaning windows uses Bon Ami and then takes the brush attachment of his vacuum to clean off the residue thoroughly without having to use a rag to polish 'em off. Still another says that when his boxoffice window frosts up in the wintertime and the cashier can't see the customers, he puts the blower attachment to work on low-speed inside the booth and it keeps the window clear without causing too much draft on the cashier.

USED IT OUTDOORS

So and so claims he can save time and work in regularly cleaning the street dust off his whole theatre front, which is made of vitreous glass materials, by using the "high-up" attachment of his theatre cleaner and with less danger of having the help fall off a ladder and hurt himself. Says the cleaner with a flexible hose fitting works like a charm in cleaning out poster display cases and photo frames, too.

Here's still another application in the experience of a user. He says: "When laying carpets on concrete floors it is customary to drill holes in the concrete and then blow out the dust fragments with a bellows. Dust gets in the eyes. By using the bare end of the suction hose every particle of it is pulled into the bag and a nice clean job results. The carpet layers were agreeably astonished by the method." Then he goes on to suggest the same method might be followed in a job of reseating the auditorium.

Another letter-writer took occasion to laud a certain new headlight attachment he had acquired for his cleaning outfit, making it "complete," he said, "for all present and anticipated cleaning needs around the theatre." He then pointed out that the new headlight made it more useful in clearing out popcorn and peanut shells and paper scraps from beneath the seats, a job requiring a special tool in theatre cleaning. In conclusion, he wondered "why you vacuum cleaner people can't figure out a tool for more easily removing the chewing gum barnacles from chair backs and beneath the seats."

SECRET IS SPECIAL TOOLS

It would seem from the foregoing review of use value discoveries in the routine or special operation of theatre vacuum cleaners that the secret of their versatility, beyond the exercise of their common functions and rigid requirements of thorough carpet cleaning daily, lies in the special auxiliary tools and attachments that have been developed and designed specially to fit the many and varied peculiar needs of theatre maintenance.

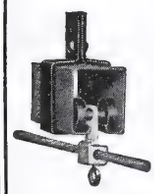
Until recently, thorough theatre cleaning—a "must" requirement of theatre management in view of rising public demand—has been a rather laborious and expensive job, especially in smaller theatres where ordinary household cleaning methods were attempted. Now that manufacturers are taking the trouble to find out more about the special requirements of theatre maintenance and are designing equipment to fit their discoveries, relief seems at hand in the multi-purpose cleaners now being produced.

Soap Provision for The Modern Washroom

The trend today is definitely toward supplying high quality soap for washrooms. Some states have enacted mandatory regulations calling for the provision of soap. Frequently, the use of harsh soap results in chapped hands and roughened skin. Poor soap not only lowers washroom standards but is a positive menace. The leading soap manufacturers not only suggest correct types of soap to meet individual and specific requirements, but will make helpful recommendations as to the proper style of dispensers when liquid or powdered soap is indicated. The constant provision of good soap in theatre washrooms leads to proper respect and prestige for the house.

You don't get something for nothing. Especially not a comfortable and modern theatre which is a credit to both you and your community.

ITS GOT WHAT IT TAKES



STRENGTH — Made of heavy gauge steel. Strong enough for average stage.

SIZE—Medium size. Small enough for restricted spaces.

ECONOMY—In handling—in operation—in price.

BESTEEL

MEDIUM DUTY

CURTAIN TRACK

AUTOMATIC DEVICES CO.

1035 Linden St. Allentown, Pa.

Export Office 220 W. 42nd St., N. Y. C.

Also Mfrs. of AUTODRAPE Curtain Machines



The Golden Voice of The Silver Screen

AMPLIFIERS

Two Way Horn Systems

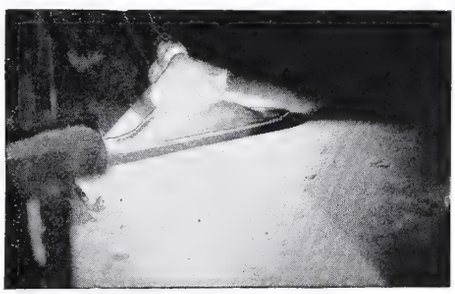
DUO SOUND MASTER

New "90" Amplifier—True, life-like reproduction—Perfect balance between high and low frequency response—Smooth, dependable performance—Latest improved design—"Two-Way Horn Systems" with High Frequency Attenuator for perfect uniform distribut,on of sound to every seat in the auditorium—Low investment cost—100% patron enthusiasm —Added profits—Write for complete catalogue.

The BALLANTYNE CO. OMAHA, NEBRASKA

SOUND HEADS

Stabilizing Gyrofilter—All Film Travel on Rotating Surfaces — Constant Axis Optical System Carriage — Single Unit Construction — Bausch & Lomb Optical System — Pre-Focused Exciter Light Carriage — Projector Drive (Simplex) through Train of Alternate Steel and Fibre Gears — Locking Micrometer Lateral Guide Adjustment.



Few Of You Fellows Know Half You Can Know About



area and quality of cleaning you get for your dollars. Your own bankroll says, it is up to you to know. Which knowing costs you nothing at all. It is free.

Try a Specialized Super Theatre Cleaner for 5 days free. No risk, no obligation. Know for yourself how modern theatres do their cleaning. Hundreds of names, on request.

The Super **cleans your screen,** even the lamp house, as well as your floor. Renovates upholstered furniture, drapes, curtains. From the floor, **no ladders,** reaches all high places. Lights its own path, killing expensive house lamps; finding lost things too.

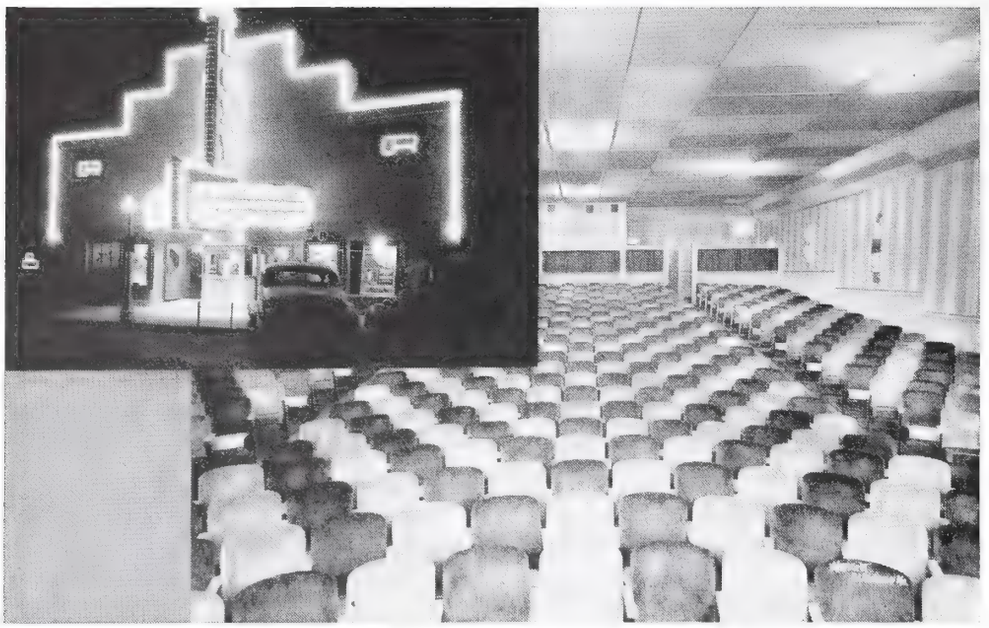
The one only machine especially engineered and tooled for your job.

Costs you nothing to know, meaning how much money—and public good will — it brings to users. Ask your wholesaler or us for a free trial.

THE NATIONAL SUPER SERVICE COMPANY

1941 N. 13TH STREET, TOLEDO, OHIO

NO MAZDAS ARE USED IN THIS MODERN MOVIE



Inset shows the Roxy's facade at night in its blaze of Neon and fluorescent illumination. A most fitting background for the marquee display. A view of the auditorium with its unique arrangement of color variation in the seating upholstery.

JUST about a year ago, Gus C. Diamond, who had been in film business fifteen years, most of the time on Filmrow in Kansas City, went into business for himself. He opened the Vogue Theatre, at Salina, Kansas. In September of last year, he opened his third house, the Roxy, at Eldorado, Kansas, newest new theatre in the Kansas City area.

The new Roxy is one of the neatest and most attractive jobs of modern economical theatre building in the state. Taking the walls of a former garage building, 50 by 100 feet, Mr. Diamond and T. W. Dickson, the owners, created a theatre with all the characteristics the modern movie patron requires: Comfort, convenience and efficiency of performance, all of which implies good booth and screen equipment, acoustically treated walls and ceilings, and decorative attraction.

One of the most unusual features of the Roxy—which has done excellent business since it opened—is the seating. The chair backs are in white enamel, which makes them easy to locate for patrons who come in while the show is going on. The chairs are installed in a checkerboard design of blue and gold alternating; one back is blue upholstery, the next gold, and so on. The seats with gold upholstered backs have blue seat cushions and those with blue backs have gold seats. The effect is novel and striking.

Lighting also is distinctive. There isn't an incandescent lamp used inside or outside the theatre. House lights are of the new fluorescent type, sidewall fixtures of Neon and the 40 by 60 poster frames are all lighted fluorescently. The marquee is done entirely in Neon, including the background and letters, and the front of the theatre is outlined in power green Neon. Even the boxoffice is lighted with fluorescent lamps.

The entire interior is finished in decorative fibre blocks of tan with silver wood strips on the ceiling. The baseboard is of plaster in silver, gold and blue to blend with the seats.

Modern Design and Materials Create a New Detroit Cinema

(Continued from page 45)

in pleasing tile formation and simply decorated with casein paint and a ceiling of plaster unobstrusively decorated serve further to encourage complete relaxation. Correct lighting is accomplished by indirect sidewall fixtures of the modern urn type fitted with varied color screens over the reflectors.

Tempered air, either heated or cooled as the season demands, is introduced through modern diffusers located in the ceiling and exhausted by floor grilles. A fan-room located above the stage houses a complete system of cooling and heating coils all contained in a metal housing. A sheet metal duct system carries the tempered air to the various decorative ceiling diffusers. The entire air conditioning system is automatically controlled by electrical means.

The boiler room is situated beneath one of the adjacent new store rooms and contains besides the steel boiler and oil burner, refrigerating compressors with vacuum pump and other modern air conditioning equipment for the comfort of patrons the whole year 'round.

The Crystal's rest rooms have colored bricktile wainscoted walls and plastered ceilings with colored terrazzo floors. They are equipped with all modern conveniences including metal stall partitions and up-to-date plumbing fixtures of most sanitary type. Mechanical ventilation in the rest rooms prevents all possibility of objectionable odor accumulation.

The One Exception

The projection room is spacious, with cinder block walls pleasantly painted and decorated. Cement floors were provided with a linoleum finish to encourage cleanliness. The one notable exception to the rule of modern theatres which was enunciated in an early paragraph of this article is to be found in the projection room of the Crystal. Sound and projection equipment were transferred from the old theatre to the new one. This exception, however, is not as serious as might have been the case under different circumstances because the equipment in question is of modern type and in excellent operating condition, having been one of the latest improvements made in the old Crystal Theatre before it was dismantled.

So with but this one excusable exception, the new Crystal Theatre may qualify as completely new and modern throughout. It represents the type of theatre that can be created economically through functional architecture and the use of modern materials and furnishings. The architects and all others connected with the creation of the new Crystal Theatre are certainly to be congratulated.

While the widening of Michigan Avenue in Detroit might have been the immediate impelling motive to modernization in this instance, it is safe to assume that the owners of this new project will have no cause to regret their decision to erect such a fine new theatre on the site of an old one.

The building or rebuilding of new modern theatres on locations now occupied by antedated houses rather than the erection of new houses on new sites to compete with the old ones, which invariably try to carry on, we believe, is good business for the industry. At any rate, it serves to discourage new competition and abates the danger of over-seating.

Build a
PRACTICAL THEATRE

A practical theatre is attractive with no waste space. It has low maintenance cost and lowest possible amortization.

F&Y experience in designing gives you the attraction and beauty needed with maximum utility.

F&Y **undivided responsibility** coupled with 23 years of construction experience produces a lifetime building that assures lowest possible maintenance cost.

CENTRALIZED AUTHORITY

Proper equipment, best sight and sound engineering and beautiful exteriors and interiors are found in every **F&Y**-built theatre. All this at lowest cost because **undivided responsibility and centralized authority** has enabled F&Y to use the best nationally known building materials and adhere to construction schedules without the usual delays and EXTRAS. This economy gives you the low first cost that makes low amortization possible.

Investigate this outstanding theatre design and construction service—

We provide the service of Registered Arehitects, Structural Engineers and Mechanical Engineers.

The F&Y BUILDING SERVICE
THEATRE DIVISION

328 E. Town Street, Columbus, Ohio

THE SUPPLY MART

WHAT YOU MAY NEED AND WHERE TO FIND IT

LOUNGE FURNITURE

SPECIALISTS in SMART MODERN or PERIOD FURNITURE for THEATRE LOBBIES and LOUNGES.

DAVIDSON LTD.
420 N. Orleans St. Chicago

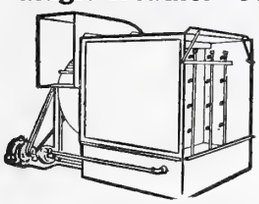


WHEN YOU FASTEN ANYTHING IN MASONRY, DEPEND ON THESE CHICAGO PRODUCTS
Expansion nuts where exterior finish is important.
Four theatre style expansion bolts for fastening theatre seats permanently.
Drill points, chucks and setting tools.
SEE YOUR DEALER — or write us.
CHICAGO EXPANSION BOLT CO.
Room 601, 134 S. Clinton St., Chicago



NEW SEAT CATALOG NOW READY—WRITE
Pictures and describes all types Peabody Theatre Seats. Attractive modern designs. Comfortable quality seats for every theatre need. Free Catalog sent on request.
Peabody Seating Co.
North Manchester, Ind.

"Magic-Weather" Fans, Air Washers
Combination Units



"Tops" in Cooling and Performance—Increased Summer Patronage — Low First Cost — Low Operating Cost — 1940's Biggest Box Office Attraction — Install Now—Write for Prices.

THE BALLANTYNE COMPANY
222 NORTH 16TH ST. OMAHA, NEBRASKA

ADLER SILHOUETTE LETTERS and STAINLESS STEEL SUPPORTING FRAMES
in All Sizes and Constructions.
Protected by National Patent Corp.
ADLER SIGN LETTER COMPANY
2909 Indiana Ave. CHICAGO

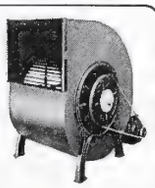
DECORATES-INSULATES-QUIETS NOISE
. . . at amazingly low cost! You get these benefits with NU-WOOD, the modern theatre interior finish that gives triple value, plus ease of application either in existing buildings or in new construction. Investigate Nu-Wood for your theatre. Write—
WOOD CONVERSION COMPANY
Dept. 134-2 First National Bank Building
St. Paul, Minnesota

GENERAL CHAIRS
"The Worlds Finest"
GENERAL
SOLD EVERYWHERE BY DEALERS SQUARE

IN ANSWERING THESE AND OTHER ADS—PLEASE TELL 'EM YOU SAW IT IN "THE MODERN THEATRE SECTION OF BOX-OFFICE."

HEYWOOD - WAKEFIELD
Streamline
SEATS
Made to Order for the Modern Theatre

REYNOLDS
Direct Shot BLOWERS
for economical cooling, ventilating, exhaust, or warm air circulation. Can also be used with washed air, refrigeration, and Reynolds cold water type cooling coil systems. Quiet. Vibrationless. 6 sizes. $47.50 up including variable speed control, belt and motor pulley.
REYNOLDS MFG. CO. 412 Prospect Ave., N.E. Grand Rapids, Mich.



ACOUSTICON
SO THAT 20,000,000 DEAFENED MAY HEAR YOUR PICTURES
580 FIFTH AVENUE, NEW YORK CITY • WRITE FOR FREE BOOKLET 413

INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

A
Adler Sign Letter Co. 63
American Seating Co. 30
Anemostat Corp. of America 50
Automatic Devices Co. 61

B
Ballantyne Company ..... 61 & 63
Best Devices Co. 57

C
Carrier Corporation ..... Second Cover
Chicago Expansion Bolt Co. 63
Clinton Carpet Co. 55
Cochrane, Charles P., Co. 43

D
Davidson, Ltd. 63
Dayton Safety Ladder Co. 53
Dictograph Products Co., Inc. 63

E
Eastern Seating Co. 55

F
F&Y Building Service 62

G
General Electric Co. 51
General Seating Co. 63
G-M Laboratories, Inc. 57

H
Hertner Electric Co. 57
Heywood-Wakefield Co. 63

I
Ideal Seating Co. 37
International Projector Corp. ..... Fourth Cover
Irwin Seating Co. 46

N
National Carbon Co., Inc. ..... Third Cover
National Super Service Co. 61
National Theatre Supply Co. ..... 47 & 58

P
Peabody Seating Co. 63

R
RCA Manufacturing Co., Inc. 29
Reynolds Manufacturing Co. 63

S
Smith, Alexander, & Sons Carpet Co. 41
Strong Electric Corp. 59

U
Union Carbide & Carbon Corp. ..... 3rd Cover
United States Rubber Co. 42

W
Wagner Sign Service, Inc. 53
Wood Conversion Co. 63

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 2-3-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

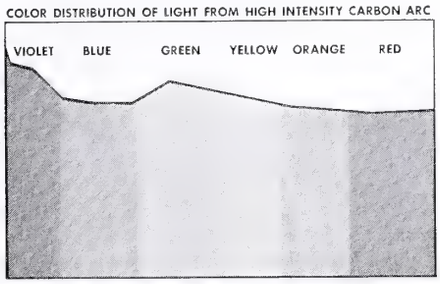
Name .....

Theatre .....

City ..... State .....



. . . and you can't show color features in natural hues with unbalanced light



● The audience sees on the motion picture screen only those colors that are present in the projection light. If certain colors are absent from the light, the dye on the film can't put them on the screen. Excess of certain colors likewise distorts the natural hues of color features. ● High intensity carbon arc projection assures an evenly balanced light with all colors present in essentially equal intensity. This is apparent from the chart of color distribution here shown. ● This is the quality of projection light for which color film is processed. It is the only quality of light that gives *natural* color reproduction.

USE HIGH INTENSITY PROJECTION LIGHT FOR HIGH QUALITY PROJECTION

SIMPLIFIED
High Intensity
PROJECTION
WITH "NATIONAL" "SUPREX" CARBONS

ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide UCC and Carbon Corporation
CARBON SALES DIVISION, CLEVELAND, OHIO
General Offices: 30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES: NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO

The words "National" and "Suprex" are trade-marks of National Carbon Company, Inc.

INTERNATIONAL PROJECTOR CORPORATION

Congratulates

the following STUDIO SOUND DIRECTORS

on the outstanding Sound Recording
in the Productions Nominated for the

ACADEMY OF MOTION PICTURE ARTS and SCIENCES
AWARD FOR ACHIEVEMENT IN SOUND RECORDING

JOHN AALBERG	RKO Radio Studio	Hunchback of Notre Dame
BERNARD B. BROWN	Universal Studio	When Tomorrow Comes
E. H. HANSEN	20th Century-Fox Studio	Daytime Wife
NATHAN LEVINSON	Warner Brothers Studio	Private Lives of Elizabeth and Essex
JOHN LIVADARY	Columbia Studio	Mr. Smith Goes to Washington
C. L. LOOTENS	Republic Studio	Man of Conquest
T. T. MOULTON	Samuel Goldwyn Studio	Gone With The Wind
ELMER RAGUSE	Hal Roach Studio	Of Mice and Men
LOREN RYDER	Paramount Studio	The Great Victor Herbert
DOUGLAS SHEARER	Metro-Goldwyn-Mayer Studio	Balalaika

and

PROUDLY ANNOUNCES TO THE INDUSTRY
that
THESE PRODUCTIONS ARE BEING JUDGED IN HOLLYWOOD
ON A

Simplex ★★★★ **Sound**

REG U.S. PAT OFF.

SYSTEM

Made available to the Academy during the awards period for the judging of these productions to select the One Production to Receive the Award for Achievement in Sound Recording

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.

Simplex SOUND AND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Independents' Ranks Maintain Activity

The independent production scene continues on the upgrade, with every present yardstick pointing to a steady maintenance of activity for months to come.

Latest to swing into action is Argus Productions, which has begun work on a program of musicals and action dramas featuring all-colored casts. Now in work with Arthur Dreifuss producing and directing is "Mystery in Swing." This will be followed by "Darktown Strutters' Ball," with George Randol producing, Roy Mack directing, and "Broken Strings," to be produced by B. B. Ray. Co-producer is Goldberg & Port, Inc., which will distribute the features through International Roadshows of New York and Hollywood.

E. B. Derr has announced "Robinson Crusoe," classic story of the castaway, will be second in his projected series of eight for the 1940-41 season. John T. Neville is on the script. Derr's first will be a Martin Mooney original, "Refugee." No distribution has been announced.

Franklyn Warner has pegged "Dead Man's Cipher" as the first feature to be placed into production by his Fine Arts production unit on an announced schedule of 42. Arthur Hoerl is wrapping up the screenplay for a camera start in about two weeks at Selznick International studio. Otis Garrett will direct. Two others—"Derelict Street" and "Flying Heels"—are in preparatory stages.

Prediction of Production Slump Fails to Jell

Continuing to pile up concrete evidence refuting the soothsayers who predicted a midwinter production nosedive, studios are expanding, rather than cutting, their schedules for the next six weeks, in most instances. Powerhouse of the lineup, to date, is M-G-M, where eight films, most of them of the large-scale variety, are slotted to get under way before the middle of March. These include such top-budgeters as "The Mortal Storm," "Pride and Prejudice" and "Boom Town."

Further, John Stone, Sol Wurtzel's associate producer at 20th Century-Fox, has launched a drive to clean up his 1939-40 slate, on which five features remain. These will be supplemented by the big-budgeted "Maryland," slated to get under way February 12.

Paramount will have started four, including C. B. DeMille's "North West Mounted Police" and "The Night of January 16," by the end of February. Warner has a like number in preparation to go into work during the same period. RKO Radio and Universal each list three.

Producers and SAG Again Talk New "Extra" Code

After a hiatus of two weeks, the Screen Actors Guild has resumed negotiations with producers concerning a new code for extras, reclassifying certain workers and giving them increased earnings. Meantime, superior court has ordered the Ed Heim suit against the SAG to be placed on the docket for trial, the plaintiff's objections to the SAG's answer having been overruled. Heim demands that Class "B" members be given the same voting privileges as "A" members. The SAG contends that extras may withdraw from the Guild at any time if a majority vote so rules.

Other Labor News

Formation of a Council of Independent Guilds has moved a step closer to actuality, a proposed constitution having been approved by six crafts. The "united front" movement has been endorsed by the SWG, publicists, artists and illustrators, set designers, office employes and readers.

The Screen Publicists Guild has elected Leslie Mason of Warner president for the coming year. The Society of Artists and Illustrators is drafting a working agreement for submission to producers. The Screen Office Employes Guild has called a membership meeting for February 8. Ed Mussa has been re-elected president of the Screen Set Designers for another term.

New rules clarifying employment of minors in films were explained to executives, casting directors and representatives of Central Casting by H. C. Carrasco, state labor commissioner. Carrasco declared that, with a few minor exceptions, there have been no punishable infractions of the code.

Rejects Tax Review

WASHINGTON—The supreme court has rejected the petition of Zasu Pitts Woodall, actress, for review of litigation surrounding an income tax deficiency of $15,395 assessed against her for 1932-33 by the commissioner of internal revenue.

Hubbard Joins 20th-Fox

Lucien Hubbard has joined 20th-Fox as an associate producer.

Interest in Academy Banquet Mounting

Interest in the forthcoming 12th annual Academy Awards banquet is mounting higher, as nominations ballots are now in the hands of some 3,500 eligible voters and are returnable February 7. When nominations are made public February 12, the battle to determine winners for 1939 will begin in earnest. Final ballots will be issued three days later and are to be returned February 26, with achievement winners to be announced at the banquet February 29.

Meantime the film editing award committee has announced five nominees for the award in this division. They include "Gone With the Wind," "Goodbye, Mr. Chips," "Mr. Smith Goes to Washington," "The Rains Came" and "Stagecoach." The winner will be determined via a series of special screenings. Harold McCord heads the committee.

A special Academy committee is viewing short subjects in three classifications, from each of which three productions will be selected for final voting. Shorts are broken down into one-reel, two-reel and cartoon divisions.

Eleven productions have been nominated in the three short subjects division. One-reel candidates include: Paramount's "Busy Little Bears," RKO Radio's "Information Please," Metro's "Prophet Without Honor" and Warner's "Sword Fishing." In the two-reel division: Metro's "Drunk Driving," RKO Radio's "Five Times Five" and Warner's "Sons of Liberty." In the cartoon classification: Walt Disney's "The Ugly Duckling" and "The Pointer;" Metro's "Peace on Earth" and Warner's "Detouring America." One winner in each division will be chosen via a final ballot February 10.

Two awards for cinematographic achievement are to be presented. Candidates in the black-and-white category are: "First Love," "The Great Victor Herbert," "Gunga Din," "Intermezzo," "Juarez," "Lady of the Tropics," "Of Mice and Men," "Only Angels Have Wings," "The Rains Came," "Stagecoach" and "Wuthering Heights." In the color division: "Drums Along the Mohawk," "Four Feathers," "Gone With the Wind," "The Mikado," "The Private Lives of Elizabeth and Essex" and "The Wizard of Oz." Directors of photography at the major studios will select one winner in each division after viewing the nominated productions at a series of special showings.

Cinémarks

Mr. and Mrs. William A. Wellman are vacationing in New York for two weeks . . . Lucile Gleason has been appointed chairman of the ticket committee for the first annual 4-A ball, to be held February 22. Her committee includes Ken Carpenter, Lum and Abner, Lois Wilson, Rosalind Russell, Boris Karloff, Johnny Mack Brown and others from the Screen Actors Guild, Equity and the American Federation of Radio Artists . . . Max Steuer, counsel for Samuel Goldwyn, and Mrs. Steuer are holidaying on the coast. They will spend several weeks in Palm Springs.

*

After being bedded for several days fighting off a flu attack, Jock Lawrence has returned to work as Samuel Goldwyn's publicity executive.

*

Madeleine Carroll, Paramount star, has left for France to visit her mother. She will return early in March for a film assignment.

*

Mr. and Mrs. William Boyd were the guests of President and Mrs. Franklin D. Roosevelt at the annual horse show at Fort Meyer, Va., which was the opening event in festivities surrounding the President's Birthday Ball.

*

Although confined to Good Samaritan Hospital recuperating from an appendectomy, Ann Sothern observed her birthday in style, with a birthday cake and several friends to help her. She will be sent home shortly to complete her convalescence.

*

Gloria Jean, Universal starlet, was that studio's representative at the President's birthday ball. She was accompanied to Washington by her mother and Charles Previn, studio musical director.

*

Alumni of Knox College, generally recognized as the "Siwash" of George Fitch's stories, made Ted Reed, producer-director of Paramount's "At Good Old Siwash," and William Holden guests of honor when it welcomed Carter Davidson, president of the school, to Southern California at a banquet . . . John Stone has returned to 20th Century-Fox after a vacation in Mexico. He was accompanied by Mrs. Stone and Mr. and Mrs. Lester Ziffren.

*

Reversing the usual procedure, Gene Towne entertained the press and critics at a dinner and cocktail party on the evening before his initial RKO Radio production was previewed.

*

Gregg Toland, head cameraman for Samuel Goldwyn, has left for a six-week vacation in Mexico and Guatemala . . . Howard Hawks planed for New York for conferences with Ben Hecht on a possible film deal . . . Hugh Harman, Metro cartoon-maker, is in from a holiday.

*

Si Seadler of Metro's New York advertising-publicity department, is recuperating at the Bar B H ranch near Palm Springs from a severe case of flu.

WB Borrows Weidler

Warner has borrowed Virginia Weidler from M-G-M for a top role in "All This and Heaven, Too," which co-stars Bette Davis and Charles Boyer. Anatole Litvak directs for Producer David Lewis.



The Regiment Always Told Good Ones—

Ninety-three, but still hale and hearty, Sgt. Henry M. Mingay makes the crowd roar at the Fighting 69th dinner held in Los Angeles January 24, when Warner's story of the famous regiment was screened. Mingay is the only surviving Civil War veteran of the regiment. Harry M. Warner (left) and Joseph Scott, Los Angeles attorney, are laughing at one of Mingay's remarks.

Many Activities Keep Schaefer on the Go

Variegated activities on the calendar for George J. Schaefer, president of RKO Radio, during his current stay in Hollywood, so far have contrived to make the proverbial one-armed paperhanger look like a WPA worker by comparison. The company head checked in a short time ago to confer with Harry Edington, new production chief, on plans for 1940-41. To date Schaefer's accomplishments have included:

An appearance at a Screen Writers Guild mass meeting, at which he spoke in opposition to passage of the Neely bill, with Abram F. Myers, general counsel for Allied States, as his opponent.

A sojourn at Palm Springs, accompanied by Edgington and Ned Depinet, distribution chief, to discuss the general outline for the new season. Depinet was stricken with the flu at La Quinta and is under a doctor's care there.

A quick trip to New York and back on personal business. The RKO Radio head will remain on the coast for the balance of the month.

Herbert J. Yates, chairman of the board at Republic, is expected in from New York shortly. It is anticipated he will confer with M. J. Siegel, production chief, regarding new season plans, and check on the progress being made in filming "Dark Command," which was held up several weeks by the illness of Claire Trevor.

Joseph M. Schenck and Darryl Zanuck have returned from the east, where they conferred with homeoffice executives on lineups and budgets for the 1940-41 season. More than 20 films have been slotted for top-budget treatment. In New York they attended the premieres of "The Blue Bird" and "The Grapes of Wrath."

Others in from New York:

Y. Frank Freeman, Paramount vice-president, after two weeks of conferences with the homeoffice; also T. Keith Glennan, studio operations manager.

Frank Seltzer, Hal Roach's publicity director, having handled the New York opening of "Of Mice and Men."

Roy Disney, vice-president of Walt Disney Productions. He ironed out details concerning the release of "Pinocchio" with RKO Radio officials.

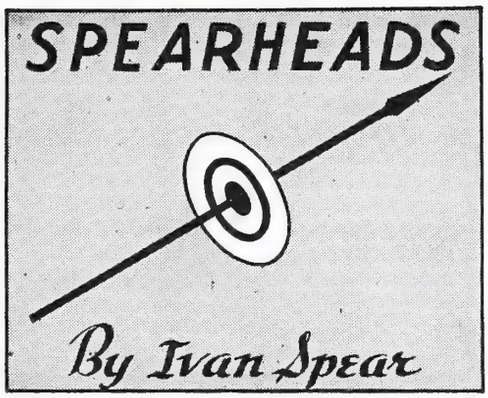
Robert Taplinger, Warner studio publicity head, who aided in setting the eastern campaign for "The Fighting 69th."

James Roosevelt, president of Globe Productions, returned from Chicago, where he conferred with his financial associates.

Burnette Completes Tour; Starts on 'Rancho Grande'

Smiley Burnette has checked in at Republic to begin work in the Gene Autry starrer, "Rancho Grande," after winding up a 16,000-mile personal appearance tour covering 53 towns in 14 states. The tour, Burnette's fifth since early in 1939, extended through the east and south, and constituted one-night stands chiefly.

The jaunt was managed by Walter Mattox.



HARRY SHERMAN'S "Hopalong Cassidy" series of outdoor dramas for Paramount release, already generally accepted as tops among the westerns, should be materially strengthened through the addition of El Brendel as a permanent member of the cast.

Originally the Sherman sagebrushers found William Boyd and Jimmy Ellison supplying the action and heroics, with George "Windy" Hayes grabbing off the laughs as the comedy relief. Boyd, of course, has continued in the title role, but after a number of pictures Ellison doffed his spurs and six-guns for more important parts. He was replaced—more or less successfully—by Russell Hayden, who is Boyd's current sidekick. Hayes also left the Sherman fold to sign a Republic contract under which he appears in that studio's "Three Mesquiteers" series.

What little criticism of the "Hopalongs" that has come from showmen has revolved around the absence of "Windy."

It is difficult to imagine anyone on the Hollywood scene better equipped than the Swedish character comedian to fill the place left vacant by "Windy," an opinion which is apparently shared by exhibitors who have swamped Sherman with thousands of letters and telegrams congratulating him on the addition to the Cassidy family.

➞

Hollywood reporters who are already seasick trying to differentiate between Warner's "The Sea Wolf" and "The Sea Hawk," widely-publicized forthcoming productions, may be thankful that the Burbank geniuses haven't decided to produce "The Sea Lion" and "The Sea Horse."

But then anything can happen.

➞

Local exhibitors Al Galston and Jay Sutton are embedding a number of mementoes of current and past Hollywood "greats" in the cement work of their new Hawaii Theatre, now under construction. Included so far are a pair of horn-rimmed glasses worn by Harold Lloyd, a recording of Gene Autry singing "That Silver-Haired Daddy of Mine," and some spurs and a ten-gallon hat, also donated by Autry.

Before the cement has hardened too thoroughly, and if Messrs. Galston and Sutton are seeking other useless Hollywoodiana to reenforce the theatre's foundations, the following additions might be suggested:

Victor McLaglen's uniforms.
Warner's formula for prison melodramas.
A Cecil B. DeMille bathtub.
LOP's thumbnail cuts.
The Marx Brothers' gags.
A John M. Stahl budget.
A Boris Morros shirt.
Fidler's "An' I do mean you."

The prop turkey from Monogram's preview free-lunch counter.

Oomph.

Paramount's sustained animal publicity campaigns—"Sam and Sadie," the fleas; "Sampson," the mule; "Slicker," the seal; the giant baby panda; "Carmichael," the polar bear, and "Gertrude," the Marathon Street blurbists' latest and bovine love.

George Raft's trousers.
Mervyn LeRoy's contract.
James Kevin McGuinness' typewriter.
Constance Bennett's lawyer.
Grand National stock certificates.
Bing Crosby's horses.
All alleged Goldwynisms.
Russell Birdwell's press releases.
George Stevens' megaphone.
Sonja Henie's skates.

➞

Announcement that Republic has collected $250,000 from Lloyd's of London on an insurance policy costing $30,000 because of the loss of time and money occasioned through the illness of Claire Trevor, feminine lead in "Dark Command," should precipitate a boom market in Mickey Finns among independent producers, and stomach pumps among Thespics.

➞

Columnist Harry Crocker reports that he "found Director Woody Van Dyke in a statistical mood on the set at M-G-M. Among the facts he gave out: Only two out of every ten examined for the marine corps make the medical grade . . . There is a bathtub for every 11 persons in the United States."

Woody might amuse himself further by gathering some interesting statistics on the number of people who manage to sit through the entire showing of "I Take This Woman."

Brush and Slush

A pen and a bottle of ink were the stars of the week's preview agendum, making suckers out of the few flesh mummers who were placed in competition on an otherwise limited and weak lineup.

Walt Disney's second feature-length cartoon, "Pinocchio," won hands down the critics' acclaim as the outstanding best. Inevitably inviting comparison with Disney's initialer, "Snow White," it comes out on top on every count save one—the fact that it will not benefit from the novelty interest of being the pioneer in full-length animation. Whether, because of this, it will close to, if not equal, the record-shattering popularity and business enjoyed by its predecessor, is dependent upon how important a factor in that precedental reception was represented by the inherent novelty appeal. The Disney touch is evident throughout every reel of its footage; it will be exceptionally appealing to every type of audience and especially captivating for the youngsters. From a technical standpoint it is far superior to anything of its kind heretofore attempted. The animation is smoother, Technicolor has been utilized to create startlingly beautiful pictorial and dramatic effects and the illusion of dimension is used to a much greater degree than in previous pen-and-ink efforts. Music, too, including five melodic songs, is used to good advantage in enhancing the entertainment quota. The excellence of the completed undertaking is a rich reward for those who spent two painstaking years in its creation—while a proportionate reward should accrue to showmen who play it.

* * *

In view of the fact Metro had shouted from the housetops that "I Take This Woman," the celluloid problem child which spent its first year gathering dust on the studio shelf, had been "80 per cent remade" before being subjected to critical perusal, made the reviewers draw deeply on their imagination in an effort to conjure a picture of what it might have been prior to the facelift. It was certainly bad enough in its rejuvenated state. The enterprise had two strikes on it in Charles MacArthur's original story—a sticky-sweet tale of love which benefited not one whit from James Kevin McGuinness' adaptation. His screenplay was characterized by an appalling lack of the powerful dialogue and intriguing situations which might have afforded Spencer Tracy an opportunity to deliver the fine-grained performance of which he is capable. Likewise Hedy Lamarr, with considerably less native talent, made a very weak showing as his romantic partner. In production details it is equally careless and W. S. Van Dyke's direction is so slip-shod as to indicate that the veteran megger of countless hits was not in love with his assignment—for which, it might be said, he can hardly be blamed.

* * *

Twentieth Century-Fox's latest Jones Family adventure, "Young as You Feel," falls somewhat short of the entertainment mark in which previous offerings have fallen. A fair share of humor partially compensates for some rather obvious and incredible situations. Malcolm St. Clair directed for Producer John Stone.

Hollywood Personnelities

Barnstormers

—Columbia

SONS OF THE PIONEERS, sagebrush singing aggregation, open six-week tour February 4 in Lawton, Oklahoma. They supply the music in the Charles Starrett westerns.

—Freelance

HARRY CAREY to New York for a topline in the stage production "Heavenly Express." It is his first legitimate appearance in 34 years.

MAUREEN O'HARA, TIM HOLT, PHYLLIS BROOKS and CONRAD KREBS make personal appearance in connection with the opening of a new theatre in Little Rock, Ark., by the Robb-Rowley circuit. Stopovers also scheduled for Fort Worth and Memphis.

—Metro

MICKEY ROONEY planed to San Francisco to appear on the program for the Finnish Relief Fund Benefit, then journeyed to Washington for the Birthday Ball.

—Republic

SMILEY BURNETTE returns after a two-and-one-half-month personal appearance tour through the southeast.

Cleffers

—Columbia

PAUL MERTZ assigned as musical advisor on "Too Many Husbands."

MARIO SILVA set as musical advisor on "The Doctor Takes a Wife."

—Metro

DAVE SNELL supervises recordings of special numbers for "Two Girls on Broadway" by Mickey Whalen's rhumba orchestra.

DAVID SNELL and DANIELE AMFITHEATROF scoring "The Man From Dakota."

HERBERT STOTHART set to compose music and score "Susan and God."

EDDIE WARD completes score of "Young Tom Edison."

—Paramount

PHILLIP KAHGAN, orchestra conductor; CHARLES STRICKFADEN, oboe and English horn player, and FRANK ZINZER, trumpeter, given new contracts.

—Stephens-Lang

C. BAKALEINIKOFF set as musical director on "The Courageous Dr. Christian."

—20th Century-Fox

GUS KAHN'S "Blue Love Bird," new song, spotted in "Lillian Russell."

—Universal

ROBERT STOLZ, European composer, sells musical score for use in "Spring Parade," a Joe Pasternak production.

—Walter Wanger

WERNER JANSSEN begins scoring "House Across the Bay."

—Warner

MOE JEROME and JACK SCHOLL writing songs for "The Singing Dude," Technicolor short subject.

Meggers

—Metro

FRED WILCOX to "Willow Walk." A test director, it is his feature debut.

—RKO Radio

JACK HIVELY to "The Saint Takes Over," sixth in the "Saint" series.

—20th Century-Fox

RICARDO CORTEZ to the third "Hotel for Women" feature.

—Warner

KURT BERNHARDT, foreign director, signs term contract.

WILLIAM K. HOWARD to "Patent Leather Kid," forthcoming George Raft starrer which Mark Hellinger will produce.

RAY ENRIGHT to "An Angel From Texas."

Options

—Columbia

BUSTER KEATON ticketed to star in two more two-reel comedies.

—Metro

JUDITH ANDERSON, Broadway stage star, signs long-term pact. Her first assignment will be in "Mortal Storm."

CLARK GABLE signs new straight seven-year contract, with substantial salary increase. He will appear in three pictures annually.

BRONISLAU KAPER joins music staff on term deal.

DAVID MILLER, short subjects director, given new contract.

LEONARD SMITH, cameraman, held for another term.

FRED ZINNEMAN, shorts director, held for new term.

—Paramount

LEILA ERNST, Boston socialite, signs term acting contract. Her first role will be opposite Jackie Cooper in the second of the "What a Life" series.

NORMA JEAN NELSON, nine-year-old actress, held for another term.

—20th Century-Fox

IRVING CUMMINGS, director, held for another year.

ROBERT LOWERY, contract player, held for another term.

—Republic

JUDY CANOVA, radio and vaudeville comedienne, given term acting contract.

—Universal

RICHARD ARLEN signs new six-picture contract to continue in a series of action melodramas.

—Warner

LUCILLE FAIRBANKS, actress, held for another term.

WILLIAM LUNDIGAN handed new term acting contract.

CHARLES TEDFORD given new writing contract.

JANICE CHAMBERS, from the cast of "Meet the People," Hollywood Theatre Alliance show, signed to acting ticket.

Percenteers

WILL COWAN joins Arthur Landau agency as an associate.

HUGH KING and BETTY FOX join the staff of the John McCormick agency.

NAT DEVERICH resigns as vice-president of Myron Selznick Agency, effective March 15. His duties will be taken over temporarily by HARRY HAM.

Scripters

—Columbia

GEORGE SEATON and KEN ENGLUND to "This Thing Called Love," a William Perlberg production.

—E. B. Derr

JOHN T. NEVILLE to "Robinson Crusoe," second in Derr's projected series of eight for 1940-41.

—Samuel Goldwyn

JAN FORTUNE to "Natchez."

ARTHUR TUCKERMAN to "Tahiti," based on a South Seas story by W. Somerset Maugham. Jon Hall and Dorothy Lamour will be co-featured.

—Metro

EDWARD CHODOROV to "Red Butterfly." He has returned to the writing staff after acting as associate producer on "The Man From Dakota."

KATHRYN SCOLA signs one picture pact.

—Paramount

ROBERT CARSON to "Portrait of a Mother," forthcoming Jack Moss production.

—RKO Radio

CHARLES ROBERTS to "Thousand Dollar Marriage," forthcoming Leon Errol comedy feature.

—Republic

STUART ANTHONY to "The Ranger and the Lady."

ISABEL DAWN and BOYCE DEGAW to "Lady From New Orleans."

AGNES CHRISTINE JOHNSTON completes "Doctors Don't Tell."

JOSEPH MONCURE MARCH to "Wagons Westward."

—20th Century-Fox

JACK ANDREWS to an untitled comedy which Mack Sennett and Harry Joe Brown will produce.

NIVEN BUSCH to "Brooklyn Bridge," a Kenneth Macgowan production.

—Universal

LESTER COLE to "The Dalton Boys," story of the notorious Dalton brothers, western bandits during the 1880's. George Marshall will direct.

CHARLES GRAYSON to "The Boys From Syracuse."

—Warner

ROBERT BUCKNER to "Santa Fe," from his own original.

MICHAEL HOGAN completes "January Heights."

JULIUS and PHIL EPSTEIN to "No Time for Comedy," to star Bette Davis.

JACK SCHOLL completes "The Singing Dude," a Technicolor short subject to feature Dennis Morgan. George Amy will direct.

AENEAS MACKENZIE to "Captain Horatio Hornblower."

Story Buys

—Fine Arts

"Flying Heels," by Charles Nevill Buck. John Krafft is doing the screenplay.

—Metro

"Indians of the Sea," by Harold Austin. It will be used as a John Nesbitt short subject.

—Paramount

"The Parson of Panamint," by Peter B. Kyne. It will be turned over to Harry

Sherman for production as a western.

—Warner

"The Embezzler," by James M. Cain. The author has been signed to script.

Technically

—Frank Lloyd

WALDO TWITCHELL borrowed from Paramount to act as technical advisor on "Tree of Liberty."

—Metro

JERRY BRESLER, unit manager, and BILL RYAN, assistant director, scouting locations for "Boom Town."

CLYDE DE VINNA photographing "The Hidden Master," a short.

DAVE FRIEDMAN assigned unit manager chore on "Mortal Storm."

BERT GLAZER set as assistant director on "The Hidden Master," a short subject.

RAY JUNE to photograph "And One Was Beautiful."

MR. AND MRS. ERNST MATRAY directing period dances for "Pride and Prejudice."

MERRILL PYE designing special settings for musical numbers in "Strike Up the Band," which will co-star Judy Garland and Mickey Rooney.

WADE RUBOTTOM set as art director on "The Mortal Storm."

RICHARD THORPE, director, and CHARLES HUNT, production manager, will plane to Death Valley next week to complete location arrangements for "Twenty Mule Team."

FRED ZINNEMAN to direct "In the Midst of Plenty," a short subject based on the life of Dr. Joseph Goldberger of the U. S. public health service.

—Paramount

GABRIEL KOHN, sculptor, painter and designer, checks off studio payroll to freelance. He worked on settings for "Buck Benny Rides Again" and painted several murals for the cafe on the lot.

HAROLD LEWIS to mix sound on "The Ghost Breakers." THEODOR SPARKUHL will handle the cameras.

HARRY LINDGREN set as sound mixer on "Northwest West Mounted Police."

CHARLES MASON set as property manager on "The Ghost Breakers."

DEWEY WRIGLEY, first cameraman, and his assistants, WILLIAM HECHLER and ANDREW DURKAS, picking up background shots in Havana for "The Ghost Breakers."

—20th Century-Fox

CHARLES JOSEPH WRIGHT, associate art director, given new contract.

—Universal

LARRY CEBALLOS directing "International Revels," a two-reel musical.

GEORGE SCHER resigns post in exploitation department to join staff of Mitchell J. Hamilburg agency.

—Warner

GEORGE AMY to edit "The Sea Hawk."

HUGH CUMMINGS set as dialogue director on "An Angel From Texas."

CARL FAULKNER and FRED CAVENS, fencing experts, begin tutoring 300 male extras in the art of wielding swords and cutlasses for battle sequences in "The Sea Hawk."

IRVING RAPPER directing dialogue on "All This and Heaven, Too."

Screen Writers to Set Neely Bill Course Via Ballot

Students of industry developments have focused their attentions on developments arising out of the Screen Writers Guild's initial mass meeting of 1940, in which the Neely anti-block booking bill was given its most thorough analysis by a talent group to date. Pros and cons of the proposed measure were threshed out by George J. Schaefer, president of RKO Radio, who opposes its passage; and Abram F. Myers, general counsel for Allied States, a proponent. Following the discussion, an SWG committee headed by John Howard Lawson was appointed to draft a ballot by which the membership will vote as to whether the SWG shall support or oppose the Neely legislation.

Myers contended that the 3,000 exhibitors he said he represents, as well as countless others, will be unable, much longer, to survive under the present block-booking and blind-selling system. He took the stand that passage of the bill will enlarge the opportunities for creative work—directly applicable to screen writers—and submitted, as evidence for his arguments, lengthy dissertations upon the subject from government records, newspapers and trade journals.

Schaefer, on the other hand, argued that "burdensome regulations at the disposal of government officials" might bring about immeasurable harm to producers, the screen and the public, and asserted the industry is highly competitive and has grown and developed under competition. The Neely bill, in his opinion, attacks the fundamental buying-selling plan developed over a period of many years and would scrap it for an "untried theory."

Stressing the element of financial risk going into film manufacture, Schaefer asserted that "you cannot legislate quality into product" and branded the act as "not only unintelligent, but un-American. It hampers free enterprise and gives the advantage to the buyer to the disadvantage of the producer and the seller."

Unreported Jaunt Brings Eddie Albert Suspension

His failure to keep in contact with the studio during a holiday in Mexico, during which he was reported missing for several days, has caused Eddie Albert, Warner comedian, to be placed on the studio's suspended list. Albert is still somewhere south of the border. Meantime the leading role in "An Angel From Texas," which had been assigned to him, will be filled by another actor in order to get the film before the cameras on its scheduled starting date, February 5.

Universal has boosted the status of Joseph Sanford, who formerly produced musical shorts for the company in New York. Now in Hollywood, he has been made an associate producer on features, with the tentatively titled "Fashions for Sale" named as his first assignment.

Leigh Jason will leave the RKO Radio roster when his directorial contract expires this month. He has been with the studio for four years. Jason's last picture was "Career."

Kane Richmond has checked off 20th Century-Fox's acting roster. He will freelance.

Mayflower Dissolved by Laughton and Pommer

Having scrapped plans for future filmmaking in England because of the war, Erich Pommer and Charles Laughton have dissolved their association under the name of Mayflower Productions. Both are now under contract to RKO Radio, Pommer as producer and Laughton as a star. The Pommer-Laughton team, under the Mayflower banner, turned out "The Beachcomber," "Jamaica Inn" and "Sidewalks of London," all of which were released in this country by Paramount.

Hollywood League Against "War Loan" Legislation

Maintaining its stand that America should keep out of Europe's war, the Hollywood League for Democratic Action, keystone of the film colony's liberal movement, has lodged with Congress a vigorous protest against the drafting of legislation providing loans to warring nations. Two measures introduced before the legislative body met with the HLDA's particular disapproval on the grounds that they "violate the spirit and essence of our neutrality." The League charges, further, that such loans "will endanger the peace of this nation."

With Theodore Dreiser, celebrated novelist, as chief speaker, and scores of Hollywood notables attending, another mass meeting in the cause of peace was held January 30 under the auspices of the American League for Peace and Democracy. On the same evening the Motion Picture Democratic Committee held a general membership meeting with Chairman Melvyn Douglas presiding.

The HLDA has announced a change in policy for its official publication, Hollywood *Now*. Currently a weekly, it will be replaced after the February 2 issue by a monthly. The League's executive board, which approved the change, explained it was brought about by the desire to provide larger space for the publication of authoritative analytical articles treating of significant present-day issues, which cannot be handled in a paper of small size.

Assign on "Cyrano"

"Cyrano de Bergerac," purchased from Alexander Korda by M-G-M, has been assigned to Producer Joseph Mankiewicz as a starring vehicle for Spencer Tracy. The classic was written by Edmond Rostand.

Operation Problems Mulled at NT Meet

LOS ANGELES—Operating problems and discussions of policies during the summer and fall, coupled with the drafting of tentative plans for another nation-wide drive similar to the annual Spyros Skouras campaigns, featured the annual get-together of divisional managers of National Theatres here January 29 to February 3. Spyros Skouras, NT president, and Charles Skouras, head of Fox West Coast, presided over the parleys.

With the expectation that grosses will be increased by at least $500,000 thereby, participating delegates placed their stamp of approval on a plan to institute a candy giveaway stunt in some 500 NT theatres through the middle west and Pacific Coast. W. H. Lollier, in charge of FWC's property and tax matters, has been assigned to work out details of the stunt, with Bill Lyris, theatre supervisor, assisting him.

Attending the sessions were:

Harry Cox, W. A. Powers, Edward Zabel and John Haley of NT's offices in New York; Dick Idzall, manager of the Skouras Fox Theatre, Detroit, and divisional managers including Harold Fitzgerald, Milwaukee; E. C. Rhoden, Kansas City; Rick Ricketson, Denver; Frank Newman, Seattle, and Arch M. Bowles, operator of FWC's northern California houses.

Northern California district managers, including Al Finklestein, Charles Thall, Dick Spier, Nick Turner and Harry Seipel; Charles Chapman and James Maestrie, San Francisco division bookers; Lou Christ, Arizona district manager; Homer Gill, Bakersfield; Larry Kent, head of FWC's booking department, and local FWC district managers, including Thornton Sargent, Cullen Espy, Dick Dickson, B. V. Sturdivant and George Bowser.

Cullen Espy's District Wins National Theatres' Drive

LOS ANGELES—Cullen Espy's Los Angeles district won first prize—$4,975—in the fourth annual National Theatres' business drive, it was announced at the company's meeting here of divisional managers. Of a total of $22,000 in prizes, $10,879 went to six FWC districts in southern California.

Ungeratti to AA

SAN FRANCISCO—John Ungeratti, formerly ad sales head for the RKO exchange, has moved over to National Screen's Advertising Accessories to help handle the work of that exchange in the RKO, Paramount and Universal ad sales meld. The firm is using the Paramount exchange until more adequate quarters can be found.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

LOS ANGELES

PARAMOUNT has transferred its accessories department to National Screen Service, the department therein to be called Advertising Accessories, Inc. . . . Ralph Dostal has taken over as office manager at Majestic. He recently left Columbia after several years there as head booker. He was replaced at Columbia by John DeCosta, second booker.

Phil Culverman, representative of Wendell Co. of Chicago, is in town demonstrating new types of projection equipment at the Filbert Photoplay Supply Co. . . . Joe Lawrence, operator of the Rialto in Salt Lake City, is vacationing here.

Visitors: John LeRoy Johnston, director of publicity for Walter Wanger Productions . . . Harry Nace of the Publix-Nace circuit, Phoenix . . . Art Brick, Palace, Las Vegas . . . George Haines, in from Pasadena.

Majestic has acquired rights from Nat Levine to reissue "Phantom Empire," an early Gene Autry oater, under the new title of "Radio Ranch" . . . W. E. Calloway, branch manager, H. M. Herbel, district manager, and Marty Weiser, exploiteer for Warner, pulled out for Chicago to attend a sales session in the Windy City.

Henry Herbel, new Warner district manager, was recently in San Francisco, where he conferred with Al Shmitken, branch manager there, on plans concerning the fourth annual Sears Drive, now in progress . . . Hi Peskay, of Majestic, is spending a month in San Francisco on business in connection with the branch there.

Harry Denny, of Majestic, is back on the Row after a short leave of absence because of illness. His company, he reports, is about to reissue "Tundra," a story of the north country . . . Eddy Cryea, who was formerly with Grand National, has joined Monogram as an assistant booker and poster clerk.

Ray Olmstead of Monogram attended the opening of the company's new exchange in San Francisco . . . Funeral services for Fred Young, B. F. Shearer salesman, were held at Inglewood Cemetery. The cause of death was a heart attack . . . Dean Hyskell, Fox West Coast's advertising director, is bedded with an attack of intestinal flu.

Gus Acosta is back at Azteca Films, booking, after taking time out to acquire a new bride and enjoy a short honeymoon . . . Al O'Keefe, Universal's western district manager, is suffering a severe cold.

Seymour Fisher represented the local Columbia office at the company's regional midseason conference of western office managers in San Francisco. Abe Montague, general sales manager, Rube Jackter, his assistant, and Jerome Safron, western district head, presided. Exchanges represented included Los Angeles, Denver, Salt Lake City, Portland, Seattle and San Francisco . . . B. F. Shearer, head of the equipment company, checked in from Seattle on business . . . George Diamos, head of the Lyric Amusement Co. at Tucson, came in to do some booking for his circuit.

Mike Newman, Columbia exploiteer, has returned from a jaunt to Seattle . . . Visiting the local Universal exchange is Leo Abrams, shorts subjects sales manager for the company . . . John Hamrick, head of Evergreen Theatres, in from his Seattle headquarters . . . Joe Johnson, head of Universal Newsreel here, has transferred his offices from Hollywood to the exchange.

Walter Wanger's "Slightly Honorable," starring Pat O'Brien, was given a trade screening at the Fox Boulevard January 30, with local exhibitors and United Artists personnel on hand . . . Herman Weiner, theatre architect who designs Metro's houses in South America, Australia and other foreign countries, trained out for New York after completing a series of conferences with studio executives.

Lou Goldstein's Astor Pictures has acquired distribution rights to "Vengeance of the Deep," South Seas adventure, and a series of three-reel comedy westerns titled "Bud and Ben Ride Again." Pix features Ben Corbett and Jack Perrin.

Ray Olmstead, Monogram franchise holder, checked in from a trip to San Francisco . . . Dick Dickson, Fox West Coast district manager, received painful injuries when a pet colt lashed out with his heels. Dickson is carrying his left hand in a sling . . . Larry Kent, FWC's head booker, is back on the job after recuperating from an illness at Palm Springs.

Azteca Films' office is being remodeled . . . Filmrow visitors: M. A. Kirsten, of the Boulevard, Belvedere Gardens; Claude Spaeth, manager of the Congress.

Los Angeles Orpheum To Fox West Coast

LOS ANGELES—Broadway Theatres, Inc. —a subsidiary of Fox West Coast—has signed a new 15-year lease on the Orpheum, in the metropolitan area, retroactive to January 1. C. A. Whitebook is the owner of the property. The Orpheum has been operated by Broadway Theatres, of which Mike Rosenberg is president, for the past six years.

The total rental involved in the new deal amounts to an estimated $1,200,000, based on a percentage of the gross. The lessees have agreed to spend about $50,000 remodeling and rehabilitating the property.

"Little Foxes" to Goldwyn

HOLLYWOOD—"The Little Foxes," Broadway play by Lillian Hellman, has been purchased by Samuel Goldwyn. William Wyler will direct the film version.

Gets "January Heights"

HOLLYWOOD—Michael Hogan has been assigned to script Warner's "January Heights."

SEATTLE

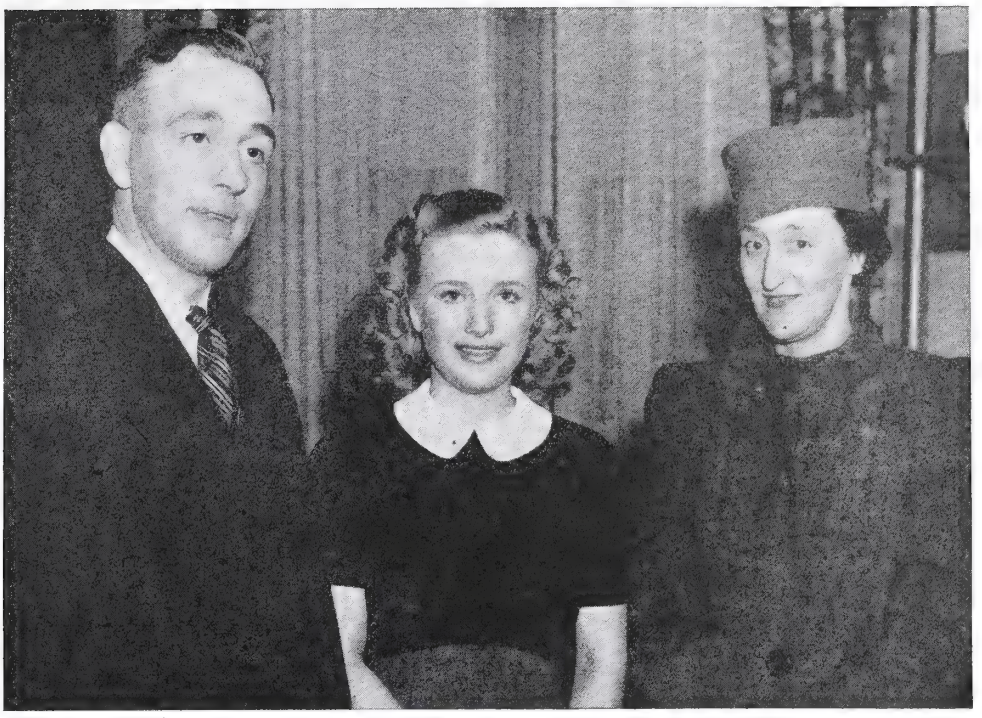
THAT two-column picture in the paper showing charming Mrs. Reginald Turner as a witness in superior court, testifying to her apartment being robbed, was none other than Arloa, secretary to Fred Mercy jr. . . . Biggest party of the week was the anniversary celebration of Bill and Fredi Shartin, who entertained 36 guests at the Northwest Film Club quarters. This was the Shartins' 18th anniversary and their friends presented them with a beautiful silver tray. Bill is manager of the local Warner exchange.

Mr. and Mrs. Howard Maylor, who own the theatre in Oak Harbor, announce they are installing new equipment in the booth. Ed Miller of RCA got the job . . . Ed Lamb, local manager for RKO, has sent out invitations for a trade showing of "Abe Lincoln in Illinois" at the Egyptian . . . W. B. McDonald of the Avalon in Olympia reports that his mother, who has been seriously ill, is much improved. His brother, Hal, who came in from New York to be with her, will return by plane in a few days . . . Morty Endert of Warner is nursing an injured eye.

Lillian Spracher's guests at a bridge luncheon held in the Film Club were Ethel Walton, Addie Young, Gladness Gollofon, Frankie Peacock, Grace Miner, Marion Walton, Madge Spear and Zella Lamb . . . Joseph Stevenson, auditor for Jensen Von Herberg, home from the hospital to recuperate after an appendectomy . . . Bill Shartin getting ready to fly to Chicago to attend a Warner meeting at the Blackstone Hotel . . . Tiny Burnett, former orchestra leader at the Orpheum, had charge of the two bands playing at the Birthday Ball . . . R. Rowe Holland, prominent lawyer of Vancouver, B. C., surprised by meeting friends of 20 years standing now living in Seattle. Holland represents the Film Board of Trade in Vancouver.

Paul Schwegler, former all-American football star for the University of Washington, in town for a visit. Paul is now in business for himself in Hollywood—radio and recording line. He is accompanied by his wife . . . Mike Newman, Columbia press agent, in from Hollywood to exploit "His Girl Friday," soon to open at the Liberty . . . Ben Shearer is now in Palm Springs with the wife . . . Minnie Nelson is confined to her home with a sore throat . . . Mark Corey, branch manager for RKO in Portland, spending some time here and being hosted by Ed Lamb and Jack Burk of the local branch

Visitors: Mr. and Mrs. Cochrane, Snoqualmie; Hal Cawthorne, manager for W. D. Gross, Juneau, Alaska; Rex Thompson, Port Orchard; Harold Murphy, Olympia; Eldon Pollock, Mount Vernon; Bud Benson, Anacortes; Tom and Mrs. Shearer, from and back to Portland; Mike and Mrs. Barovic and Beverly, from Tacoma; Mrs. Harris Seeger, mother of Mrs. Shartin, from Minot, N. D.; Marty Weiser, from and back to Hollywood; Walter Graham, from Shelton. Word from Los Angeles of the death of Fred Young of the B. F. Shearer office . . . Don Zelaya telling of plans to visit the Film Club.



Guests and Hostess on the Set—

Priscilla Lane (center) entertains Mr. and Mrs. Don Glover on the "Three Cheers for the Irish" set at the Warner plant. Glover operates the Audian in Pullman, Wash.

SALT LAKE

CHARLES PINCUS, manager of the Paramount, was host a few days ago to 1.100 local people, 70 years old or over. The "oldsters" were guests at a special showing of "Swanee River."

Back from trips into the territory are "Buck" Wade, branch manager at Universal, and Sam Gardner of M-G-M . . . W. W. McKendrick of Monogram is out of town on a business trip . . . Manager G. S. Pinnell of the Sheffield-Republic exchange is expected back soon from southern Utah.

Columbia's western divisional sales meeting held in San Francisco was attended by Bill Seib, local exchange chief, and by Booker Sterzer and the entire sales force.

The Capitol here launched a new serial with a kiddie show, for which a tieup with the Hiland Milk Company was effected. Five cents and a milk container made up the admission to a morning performance over the weekend.

The UA exchange personnel here is in the midst of the Ben Fish-Big 4 Drive now under way and running until February 10.

Makes Pacific Bow

BEVERLY HILLS, CAL. — "Goose Step"—formerly titled "Hitler—Beast of Berlin"—made its Pacific Coast bow at the Regina February 2. The anti-Nazi film was made by Ben Judell's Producers Pictures Corp.

Rex to Casey Soon

BONNERS FERRY, IDAHO — Walter Casey will assume operation of the Rex by February 17. He bought the house from Jimmy Ewing.

Roosevelt and Seattle Showmen Talk "Shop"

SEATTLE — James Roosevelt, here last week, among other things learned what kind of pictures the average filmgoer likes.

The president of Globe Productions was hosted at a luncheon by local exhibitors which developed into a pro and con discussion of film stories, stars and the technical side of the industry.

Among those at the luncheon were Frank Newman sr., John Danz, J. Von Herberg, Al Rosenberg, Leroy Johnson, Hal Daigler, Bill Forman, Paul Aust, Pete Higgins, L. O. Lukan, and Charles Charles.

Schlinker Promoting Golf Tournament in San Pedro

SAN PEDRO, CAL.—A golf tournament, open to local residents only, is being promoted under Warner Theatre auspices by Harry Schlinker, manager of the circuit's house here. He has lined up a number of prizes and has completed promotional tieups with local newspapers and merchants.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

MONOGRAM has moved to new and attractive quarters with Bill Duggan leading his staff into a corner spot opposite Paramount and adjacent to other Row luminaries. The building has been renovated . . . Will Cowan has transferred his booking abilities from the Bert Levy office here to the Arthur Landau Agency of Los Angeles . . . Tom Green, manager of the Olsen and Johnson enterprises, is vacationing here and renewing many old acquaintances . . . Harry Walsh now is office manager of Pacific Premium. Pacific has sold three of the Golden Gate houses on the Standard American Encyclopedia deal.

"Blue Bird," 20th Century-Fox road show, opened at the St. Francis on a two-a-day basis on February 1 . . . The Telenews covered the Chronicle *anniversary party from all the angles and had the film on its screen at noon after completing the shooting around midnight . . . Bill Crosby, long a theatrical man locally, has returned after several years in Los Angeles. He takes over the managership of the El Rey . . . Doc Lippert and A. A. Richards have bought the Neptune in Alameda from Abe Markowitz. Richards formerly owned the house but sold to Markowitz two years ago . . . Paramount has installed new sound equipment in its screening room . . . Ed Blumenthal, Dallas Monogram manager, has been visiting on the Row. The new Monogram offices here put a gleam in his eye and he is returning to Texas with renovation in mind.*

The San Francisco *Chronicle* celebrated its 75th anniversary with a 2½-hour variety show that was held in the Municipal Auditorium before 15,000. So many were unable to obtain tickets that it was necessary to repeat the show four days later to a full house.

Columbia held a weekend sales meeting at the Saint Francis Hotel with all western managers in attendance to hear what Jerome Safron, district manager, had to say. Also at the speakers table was Abe Montague, sales manager and his assistant, Rube Jackter . . . Lloyd Owenby has returned from New York and a manager's meeting of the National Theatre Supply . . . Henry Herbel, recently appointed Warner's district manager, made his first visit to this city since leaving the local helm back in March . . . The New Potrero has changed hands, with Aubrey Pinkiert taking over the house from Olive Church.

Jack Benny added several thousand dollars to the Finnish Relief Fund when he made both of his Sunday broadcasts from the Oakland Auditorium before a capacity crowd that paid from 75 cents to $1.50.

"Gone With the Wind" had a quite opening on January 26 and is set for three-a-day at the Warfield for at least three months. Ed Beck, M-G-M exploiteer, has outdone himself in regard to this film. It has more tieups than the local waterfront! . . . "Destry Rides Again" finally rides out of the Orpheum after a five-week run . . . Homer Hisey has been promoted from local salesman to Warner branch manager in Memphis. He carries the good wishes of the Row with him . . . H. Bradley Fish has transferred his connections to Fine Arts with the closing of the Grand National office. He has an office in the new Monogram building.

San Franciscana: Maurice Evans left the city this week after a most successful two-week engagement. He left the city believing that perhaps Hamlet wasn't such a bad guy and clamoring for more Shakespeare . . . Horace Heidt bows into the Golden Gate on February 7 after a four-year absence from the Bay area . . . The Circle Newsreel Theatre, opened less than two months ago, has dropped from 25 cents to 15 cents.

Paul Speegle, dramatic and movie critic of the Chronicle, *left himself wide open for some hefty verbal blows when he began an engagement as monologist at the Palace Hotel in conjunction with Vincent Lopez and orchestra. However, everyone was pleasantly amazed and it looks as though Speegle will now have to choose between careers . . . The 1940 Fair and San Francisco is being boosted by M-G-M with its Technicolor short, "Night Descends on Treasure Island."*

Visitors to the Row: Richard Schmidt, booker for the Army posts out of Seattle; Wiley and Burgess Conley, Reedley, Reedley: George Smith, Willats, Willats; Bill Wagner, El Campenile, Antioch; R. A. Peck, Dixon, Dixon; Herman Simms, Tower, Santa Rosa; Frank Anea, Anea, Pittsburg; Ray Olmstead, Monogram, Los Angeles.

PCCITO to Discuss Conference Plans

LOS ANGELES—Plans for the first annual convention of the Pacific Coast Conferance of Independent Theatre Owners, scheduled to be held this spring, will be discussed at a meeting of the board of trustees called for February 5 and 6 with Robert H. Poole, executive director, presiding.

The session, which will be held at the Ambassador Hotel, will be attended by:

Hugh Bruen and Jack Y. Berman, representing the ITO of So. Calif. and Ariz.; L. O. Luken and William Ripley, trustees delegated by the ITO of Washington, Northern Idaho and Alaska; Rotus Harvey and Ben Levin, ITO of No. Calif.; and Bob White and Wes Johnson, of the ITO of Oregon, latest PCCITO affiliate to name trustees to the conference.

In addition to planning details of the forthcoming convention, the trustees will discuss various exhibition problems affecting the PCCITO members individually and collectively, and clarify a number of details pertaining to the organization's policy as established at the time of its inception.

Confer on "Westerner"

HOLLYWOOD—Max D. Steuer, attorney to Samuel Goldwyn, is due here presumably to discuss with the producer steps to be taken in disposing of "The Westerner" controversy.

PORTLAND

IT IS "why go to California?" weather in Portland after a siege of freezing cold, sleet and snow. And spring fashion displays, that appeared in store windows when Bank Night had ended holiday festivities, have lost their gag value . . . Located outside the downtown canyons, Filmrow gets full benefit of the sun. Exchange executives, shunning the refuge of private offices, emerged and saw their shadows, and does that mean six more weeks of winter? Sidewalk conferences are well attended.

Most appreciative beneficiaries of the balmy weather are "Gone With the Wind" standees at the Broadway. The public reception for the first northwest showing is sensational, with the house filled to capacity for each show and sold out almost completely for eight days in advance. The two-week run originally scheduled may be due for extension, since all viewing the picture are enthusiastic word-of-mouth publicizers.

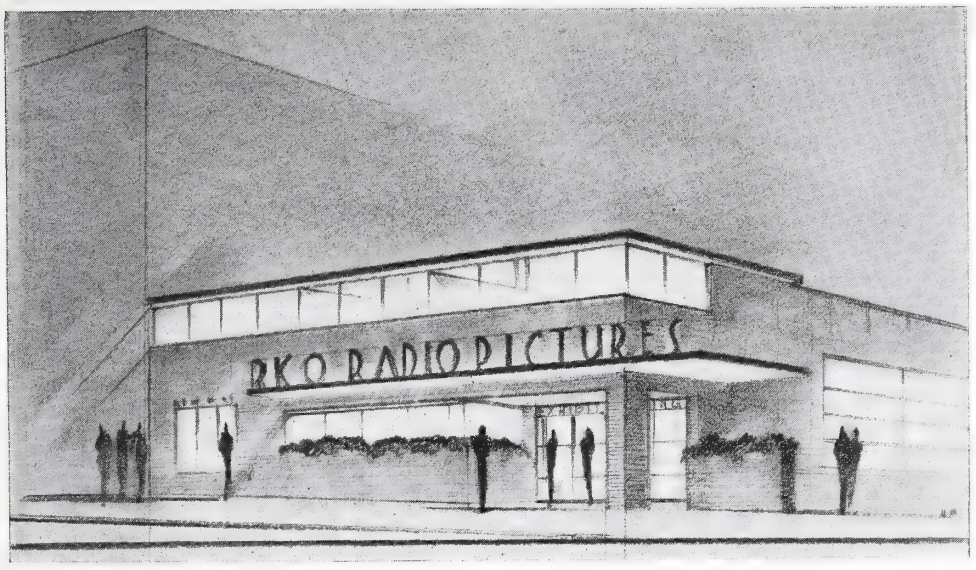
The city is engulfed with another wave of stage shows and concerts. The Luenen Passion Play in eight performances and the St. Olaf choir were at the auditorium this week. The last block of tickets went on sale for Nelson Eddy's scheduled concert February 17. Eddy barred stage sitters here this year. Lina Pagliughi and the Portland Philharmonic orchestra also appear in February.

Directors of Oregon Independent Exhibitors' Ass'n went on record as being opposed to the pending Neely bill in any of its forms, and the membership backed the action without a dissenting vote . . . Slats Wilson, manager for Universal, was a Medford visitor early in the week . . . Vete Stewart of Warner flew to Chicago for a conference.

Mildred Johns of 20th-Fox, suffering from illness, was reported denied visitors by her physician . . . George Hunt's Rose at Roseburg, closed for a week during remodeling, reopened with a new front, new marquee and new Wagner leathers . . . The new Liberty at Salem is due to open this week. Proprietors are Ed Randall, formerly of the Liberty at Condon, and Bruce Keller, formerly of RKO sales department.

Wes Johnson of Eugene and Bob White of Portland will represent Oregon independent exhibitors at the Pacific Coast conference meeting in Los Angeles next week . . . Robert L. McCoy, former Portland singer, has returned to open a studio after six years with Horace Heidt's orchestra in appearances at San Francisco, Chicago and the Biltmore Hotel in New York . . . The old French melodrama, "Two Orphans," from which "Orphans of the Storm" was adapted for the Gish gals, opened in legit form Friday at the Studio for a four-day run.

Harold Hunt, *Journal* drama editor, quoted at length from Robert E. Welch's article in *Boxoffice Digest* regarding an alleged "conspiracy of silence" by the California press on the "Grapes of Wrath" film.



THE "EXCHANGE OF TOMORROW"

MILWAUKEE—February 15 is the opening date for the new "exchange of tomorrow," being constructed here for RKO, and built under the direction of Pereira & Pereira, Chicago architects, who are also members of the BOXOFFICE Modern Theatre Planning Institute.

The new building, located at State and Eighth Streets here, is of ultra-modern design. It is one and a half stories high, the outside structure being of brown brick. The office of Branch Manager Arthur Schmitz is on the mezzanine floor, as are those of the city salesmen. All other parts of the exchange plan are located on the first floor. There are no poster or accessory department locations, for RKO has turned all of these over to Advertising Accessories, Inc. Outside of the exchange, and to the left of the entrance is a large attraction board, which is interchangeable. Outside lighting is indirect.

One of the main architectural innovations in the building is the placing of windows in the front of the building. These run from the top of the building in order to give more light and ventilation, and to permit better furniture arrangement.

Special Engagement Prospects Studied

CHICAGO—Now that "Gone With the Wind" has opened in the Windy City, there is conjecturing as to what other pictures will get roadshow and special engagements in the near future.

Among the pictures most frequently reported as being considered for such engagements are RKO's "Abe Lincoln in Illinois" and the Disney feature cartoon, "Pinocchio;" 20th-Fox's "Grapes of Wrath" and "The Blue Bird," and UA's "Of Mice and Men."

The roadshowing of "The Blue Bird" has been confirmed by Darryl Zanuck and the other Fox feature will get a special engagement. Both probably will go into B&K houses.

See at Least Three Weeks For "Wind" in Milwaukee

MILWAUKEE—"Gone With the Wind" opened January 26 at Fox's Palace here in a manner which indicated that the flicker will continue to show for at least three weeks. Hundreds of persons waited in zero weather to get into the theatre the opening morning and seats for the first week were practically sold out. The house plays three performances daily at 75 cents and $1.10 admission prices with evening seats only reserved.

Some criticism has been voiced by exhibitors concerning publicity in some spots attending the opening announcement of the film's showing, which they say implys the picture will be cut at subsequent-run showings and that fans will be able to see it in its entirety only at the initial showing. The film will play a week in most state spots.

Sheboygan Council Acts For Return to Singles

SHEBOYGAN, WIS.—Acting upon a local newspaper's insistence for a return to single feature programs, the Better Films Council is sponsoring "The Mikado" at the Van der Vaart here February 3, 4 and 5.

More than 50 per cent of the organizations in Sheboygan polled by the council on the question, unanimously declared themselves against the double feature and in favor of the single feature program.

At a recent Atwater PTA meeting in Milwaukee, where opposition to the double feature was voiced, Benjamin Miller, film counsel, declared single feature programs were tried out in a local theatre where the patrons had voted, 14 to 1 for them, but that within three weeks attendance at the theatre had dropped 75 per cent.

The result of a questionnaire submitted to its members by the PTA association, which showed that while 207 parents object to double features, 90 said they had permitted their children to sit through the same double feature bill more than once, was made known at the meeting. The questionnaire showed that 68 parents permitted their children to see only one of the pictures on a dual program.

"Wind" Settling Down After Exciting Start

CHICAGO—"Gone With the Wind" has settled down in the Windy City to an expected lengthy run at the Woods and Oriental theatres, but days after the dual opening night Filmrow was still discussing the outpouring of Chicagoans in 10-degree-above-zero weather for the midwest premiere here.

A little excitement was caused the opening night when alleged communists—both white and Negro—paraded before the two theatres a half hour before the opening. They carried placards and shouted such phrases as:

" 'Gone With the Wind' slanders Lincoln, glorifies slavery, distorts American history, slanders the poor white south, excites race hatred, libels the Negro people; Negroes were never docile slaves; Lincoln would have banned 'G.W.T.W.'; Mayor Kelly should ban 'G.W.T.W.' "

For a while they formed a solid wall in front of first one and then the other theatre entrance. But they soon dispersed quietly, and there was no need to call the extra plain clothes and regular policemen who had been assigned to the opening.

Another unscheduled event added to the excitement of the 3,400 fans who crowded into the Oriental. Shortly after the intermission, some patrons smelled smoke, and scores of persons began to leave their seats and start for the exits. After many had poured into the lobby, Johnny Jones stopped the picture momentarily and announced that the "fire" was merely the smoldering of paper in an alley refuse can near an intake of the ventilating system. Practically all then returned to their seats.

"Wind" Strong in Chicago's Loop

CHICAGO—With capacity business reported at both houses, "Gone With the Wind" led the loop attractions this week. The Oriental, where 3,400 seats are available during the morning and afternoon unreserved shows, has been filling daily before the morning show gets under way at 10:20 a. m. There are no seats, except scattered single ones, left at the Woods for the next ten days.

The initial week was expected to see between 80,000 and 85,000 persons seeing the picture at both houses, for a gross of between $65,000 and $70,000.

Meanwhile, Warner's "The Fighting 69th" was doing nicely at the Chicago, being given a second week holdover. M-G-M's "Judge Hardy and Son" was held over a second week at the United Artists.

Business is spotty in the suburbans.

B&K this week tried out temporarily a higher weekend price at the Uptown. The Saturday and Sunday night price was upped from 55 cents, including tax, to 60 cents, plus tax, with no apparent drop in the number of patrons.

New Pact to Arlen

HOLLYWOOD—Richard Arlen has signed a new six-picture pact with Universal to continue in a series of action melodramas.

Gollos Brothers Will Add Mezzanine to New House

CHICAGO—The new Morgan Park Theatre, to be erected at the corner of Homewood and Monterey, and to be operated by Gollos Brothers, will have a mezzanine added according to plans announced recently. The addition of these 300 seats will increase the capacity of the house to a total of over 1,200 seats.

Because of this change, all rest rooms will be in the basement instead of on the second floor as originally planned.

Six-Year Strike Ends At Edgewater Beach

CHICAGO—The longest strike in Chicago's labor history, which cost the unions involved almost $300,000, has ended with the withdrawal of pickets who had walked for nearly six years, day and night, in front of the Edgewater Beach Hotel. The strike has been settled with the restaurant and hotel employes' union and electricians' union. During all the time of the strike, various top-flight bands, all affiliated with the IATSE, continued to play the hotel.

Milwaukee Bingo Deadline Unveered by Defendants

MILWAUKEE—Although Mr. and Mrs. Edward F. Zrimsek, operators of the Bahn Frei hall here, have announced through their counsel, Max Raskin, that they will request a hearing on the state supreme court decision upholding a circuit court injunction restraining the use of their hall for Bingo parties, District Attorney Norris E. Maloney at Madison set January 29 as the deadline for playing the game in that city.

Van Nomikos Adds Three Theatres In Illinois

CHICAGO—Van Nomikos added three houses to his rapidly growing circuit over the weekend, when he purchased an interest in the theatres operated by Charlie Miller and Fred B. Swanson.

They are the Webb and Orpheum, Savannah, Ill., and the Antioch, Antioch, Ill.

Warner Adds Salesman

CHICAGO—Harry Goldman, booker for the Lasker circuit, succeeds Robert M. Allen as salesman for Warner Bros. in the southern Illinois territory. Allen has been promoted to the city zone, having the same sector handled by Ted Mendelssohn before his boost to the branch managership in Cleveland.

Freeman Confers at B&K

CHICAGO—Y. Frank Freeman of Paramount stopped here between trains on Tuesday long enough for conferences here at B&K. He was en route west.

"Embezzler" to Warner

HOLLYWOOD—"The Embezzler," James M. Cain story, has been purchased by Warner, and the studio has signed the author to prepare the script.

U. S. Gives Chance To Resume Career

By GENE RICH

CHICAGO—A German-Jewish film leader, who back in 1935 was host to Adolf Hitler, Herman Goering and Joseph Goebbels, the top three Nazis, is the newest addition to the film scene in Chicago.

He is Arthur S. Benjamin, president of Midwest Film Exchanges, Inc., located in the Exhibitors' Building. He will distribute foreign product, including English, French, Swedish and others, in Illinois, Wisconsin and Indiana.

Arthur Benjamin's story is an unusual and interesting one. We sketch it here briefly:

Benjamin served with fullest honors in the German army for over ten years, during which time he was a participant in the first world war. When the armistice was signed, he was a recipient of the iron cross.

More than 20 years ago, Benjamin entered the exhibition end of the industry in Germany. He, at one time or another, operated seven theatres throughout the country, his most famous one being the Deli, in Breslau, which was the first theatre in Germany to boast of air-conditioning. He left the exhibition field in 1927, and it was then that he sold his Deli to UFA for 1,000,000 marks. The house was renamed the UFA-Palace.

He then entered the distribution branch and established exchanges in Berlin, Leipzig and Breslau. He handled German, American, French and Swedish product. Among the American pictures he handled were those of Columbia and Universal for many years.

In 1933, when Hitler forged to the front in Germany and the business operations of the Jews began to be restricted, Benjamin continued to operate his exchanges, and two years later, in 1935, he still was operating, primarily due to his war record.

In 1935, Goebbels heard of a Swedish picture, "En Nat" (One Night), which told of the Finnish rebellion against Russia in 1918 and 1919. It was Benjamin, at Goebbels request, who imported the picture to Germany; was given a free hand with distribution of it; and who gave a special screening for the three top Nazis in Hitler's Berlin quarters.

The picture was given Hitler's endorsement and played in the foremost foreign-language film house in Berlin, the Marmor House, to a specially invited guest list of Nazi leaders. It later also was shown in the 1,800-seat Capitol, Leipzig, for members of the SA and SS and high military leaders.

Until September, 1935, Benjamin was permitted to retain three Jewish film salesmen, but finally, on May 9, 1936, he was approached by Nazi officials, who took over his film distribution business. He was permitted to object by letter, but to no avail and he left Germany in the fall of 1936. He visited in New York, made various film connections; returned to Germany, and two years ago entered the United States by regular immigration quota, with his wife.

Here he will handle all of the pictures being handled in the east by Hoffberg, in addition to others he will import himself.

With Benjamin, as sales manager, is Robert Snyder, a veteran of almost 30 years in the film industry in the United States. He was with the old Essanay, Lasky and Lewis J. Selznick companies, among others. Also in the office is Celia Pomerantz, American-born, but who has lived nearly all her life in Germany. In Berlin, she was a commercial artist and designer.

Studies Brady Motion To Quash Indictment

ST. LOUIS—Circuit Judge Thomas Rowe has under advisement a motion to quash the extortion indictment against State Representative Edward M. (Putty Nose) Brady which grew out of the alleged payment of $10,000 to him in October, 1936, when local motion picture theatre owners were negotiating a new wage contract with IATSE Local 143.

At a recent hearing before Judge Rowe, Paul Dillon, attorney for Brady, argued the indictment was not based on sufficient facts to support the charge because John P. Nick, vice-president of the IATSE, who was indicted jointly with Brady, was cleared of the charge January 11 when Judge Rowe sustained a defense demurrer.

Tri-State NSS Salesmen Meet With Van Praag

CHICAGO—Morton Van Praag, National Screen Service district manager, held a special weekend meeting for his Indiana, Wisconsin and Illinois territory sales representatives.

Present were Herman Booth, southern Indiana, and Arvid Kantor, northern Indiana, who have divided the territory formerly handled by Artie Phillips, Indianapolis, who has resigned; Lou Patz, Milwaukee; Eddie Havercamp, Illinois; Percy Barr and Johnny Mednikow, Chicago, and Duke Hickey, manager of the special service department.

Mike Godshaw, former Chicago representative, has resigned.

George Hannon Will Build Theatre at Sturgeon Bay

STURGEON BAY, WIS.—A new 800-seat theatre will be erected here this spring by George Hannon, veteran Green Bay exhibitor.

Frank Borchert of the Door Theatre Co. said that his concern will construct a new house in Sawyer, near here, also in the spring. It will be called the Bay View.

Burton Holmes Returns

CHICAGO—Burton Holmes opens in Chicago this year for the first time Wednesday night, February 14, in Orchestra Hall, with "Heroic Friendly Finland." He will repeat this travelogue and lecture on Friday, February 16, and Saturday matinee, February 17.

Judy Canova to Republic

HOLLYWOOD—Republic has signed Judy Canova to a term pact.

CHICAGO

DAVE KATZ has remodeled his Hollywood Advertising Co. offices, with black velvet drapes aided and abetted by some fancy banners.

Tom Gilliam, Warner branch manager, got mixed up the night of the "Fighting 69th" preview and went to the Palmer House instead of the Sherman Hotel, where it was held. Here's Tom's excuse: "So busy writing up contracts during the day, didn't stop to think about it."

Selma Hackman, secretary to Clyde Eckhardt at 20th Century-Fox, is vacationing in Miami Beach.

The Hazel-Atlas Glass Co. had a large display of "Gulliver's Travels" tumblers and bowls for children at the recent canners' convention.

Walter Immerman of B&K was in New York this week . . . Ada Pearson, formerly with Grand National, is now bookkeeper at Columbia.

Hal Tate, movie tattler on station WJJD, had Andy Devine and J. Sterling Holloway, film stars who were on local stages, on his programs this week . . . Cecil B. DeMille has been chosen to select the beauty queen of the Northwestern University year book, the Syllabus.

Saul Goldman of Sack Amusement Enterprises was away this week on a regular business trip through the mideast.

Norman Brown of the United Artists Theatre was passing out those "see-gars" this week. Yep, it's a boy, folks: Six pounds, 8¾ ounces; name, Terrance James Brown; at St. Anne's Hospital. All concerned doing fine.

The two new eyefuls added to the clerical staff at National Screen Service are Rose Klein and Margery Kramer.

Raph Ravenscroft, Paramount publicist from Cliff Lewis' department on the west coast, was here this week working in advance of "The Light That Failed," that goes into the Apollo next week.

W. E. (Doc) Banford, M-G-M branch manager, was home ill the first part of this week.

John Balaban was back at the Rochester (Minn.) Mayo Brothers Clinic again this week for his fourth week of rest and checkup.

The trains deposited plenty of filmites in the Windy City in recent days. Among them: Madeleine Carroll, en route to England and France; Director John Stahl and his wife and daughter, en route east; Tyrone Power and his wife, Annabella, dodging autograph hounds, after arrival in freezing weather; Mickey Rooney, en route east for the President's Birthday Party, and later to go to Port Huron, Mich., for the premiere of M-G-M's "Young Tom Edison."

Spyros and Charlie Skouras headed a group of National Theatre executives to the west coast for the circuit's annual managerial conference. They went out on the Chief and were joined in Kansas City by others of Fox theatres.

Consider "Pot O' Gold" In Chicago

Chicago—Exhibitors here, mainly independents, are considering if it is possible, under Chicago's lottery laws, for theatres here to combat the radio "Pot O' Gold" show as is being done elsewhere throughout the country. If the plan can be worked legally here, it is understood Allied Theatres of Illinois may advertise jointly that patrons may get double the amount of the "Pot O' Gold" if they are in a member theatre.

Premiere "Keep Punching" For Chicago's Harlem

CHICAGO—Eddie Solomon, B&K publicist, working with District Manager Dave Wallerstein, put on a swanky premiere for Chicago's Harlem with the opening of Henry Armstrong's first feature, "Keep Punching," at the B&K Regal. Armstrong was among the celebrities present. Andy Devine, who was doing a stint on the Chicago stage during the week, also was on hand. Numerous civic and night life leaders attended.

A. L. Robarge, Ill Seven Years, Is Dead at 61

TOMAHAWK, WIS.—A. L. Robarge, 61, pioneer exhibitor and former film exchange operator with branches in Milwaukee and Minneapolis, died January 29 in a local hospital following an illness of seven years.

A native of Rice Lake, Wis., Robarge entered the theatre business in 1915 as manager of various road show companies. In 1917 he acquired the Majestic in Wausau and the Cosmo, Merrill. During the next ten years he acquired houses in Oconto, Oconto Falls, Chilton, Berlin, Portage, Wisconsin Dells, Necedah, Minocqua and Minneapolis.

Robarge, who served on the arbitration board for the film industry in Wisconsin during the NRA, retired from the theatre business in January, 1939, with the sale of his Cosmo at Merrill to Miss Lucile Forbes, present owner.

Robarge is survived by his wife, two children of a previous marriage, Mrs. Marcella Quady, Minocqua, and Howard Robarge, who managed the Cosmo for a number of years, six grandchildren, three brothers and two sisters. Funeral services were held January 31 with burial in the Merrill cemetery.

MILWAUKEE

FOX has relinquished the Ogden, east side neighborhood house, to R. J. Patterson, former operator. The theatre is currently dark.

Film performers Alan Dinehart, Glenda Farrell and Lyle Talbot were in town last week for appearances in "Thanks For My Wife" at the Davidson . . . The local Variety Tent plans a film ball to be held February 26 with Orrin Tucker's orchestra doing the musical honors.

Acts from the Riverside were included in the entertainment for the President's Birthday Ball January 30 in the Milwaukee Auditorium. E. J. Weisfeldt, managing director of the Riverside, headed the entertainment committee for the event.

William Exton, manager of the Roosevelt, Kenosha, served as master of ceremonies at a Finnish relief dance and festival held last week in the Italian-American Hall.

Newest hair styles were displayed on the stage of the Greendale last week as an accompaniment to the usual film program . . . "Nur Am Rhein," first all German talking picture to reach Watertown in five years, played the Savoy in that city last week.

Saxe's Jeffris, Janesville, is sponsoring the daily news-broadcast over station WCLO.

The Capitol, Madison, offered 25 theatre ducats to winners in a recipe contest conducted by a local daily . . . The Majestic, Beloit, featured special M-G-M news pictures of the Beloit Wisconsin open ski jump the same week of the meet.

Fox's Fond du Lac Theatre staged a "March of Dimes" stage show last week as a build-up for the President's Birthday Ball. Appearing on the program, which was aired over station KFIZ, was Arch Adrian's orchestra, which played at the ball.

Fox's Retlaw, Fond du Lac, promoted a cooperative newspaper advertisement with six merchants, to advertise "A Child Is Born" . . . The Fox in Marinette cooperated in the President's Birthday celebration by staging a special birthday show. Ticket purchasers had a choice of attending the show or the ball.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

Indiana in South Bend Is Acquired by Cochevety

INDIANAPOLIS—Lou Cochevety, operator of the Tivoli, Temple and North Side at Mishawaka, and the Strand in South Bend, has acquired the Indiana in South Bend from Lee Babcock, which, with the Granada there, has been managed by Jerry Shinbach for the past several years.

Meloy Strand Corp. Helm To Russell Branson

SHELBYVILLE, IND.—Russell Branson has been appointed general manager of the Meloy Strand Theatre Corp., operating the Strand and Alhambra here. Paul Meloy is president.

National Screen Moves Into Bowling Second Place

CHICAGO—With Clarence Keim breaking the individual high game record with a 276-game scoring ten strikes, one spare and an eight-pin count, National Screen defeated Universal three times to climb into second place in the Film Bowling League. Republic managed to hold on to first by one game, defeating Photoplay twice. Film Carriers won two from 20th Century-Fox and Warner whitewashed Paramount three straight. The standings:

	Won	Lost
Republic	33	21
National Screen	32	22
Photoplay	31	23
Film Carriers	30	24
Paramount	25	29
Universal	23	31
20th Century-Fox	22	32
Warner Bros.	20	34

Alger Bros. Name Martin Urbana City Manager

CHICAGO—Gil Martin, former city manager for the Gregory Theatres in Ottawa, Ill., has been named city manager for Alger Brothers in Urbana, Ill. He is supervising operation of the Princeton, Urbana, and the Park and Coed theatres, Champaign.

Timely Guest

INDIANAPOLIS—Al Hedding, manager of the Uptown, had as his guest Col. Roscoe Turner, two-time winner of the Thompson and Harmon trophies when "Flight at Midnight" opened. Turner starred in the film.

Mendelssohn Into Premium Line

Chicago—They can't stay out of the business! That's what nearly every speaker said at the testimonial dinner given over a year ago for Felix Mendelssohn, who was then retiring as branch manager of M-G-M.

This week Mendelssohn opened Peerless Premiums in the Exhibitors' Bldg. The company will handle an exclusive line of premiums for theatres, including books, dishes, cutlery, etc.

Associated with him is Murray K. Ross of New York.

ST. LOUIS

DESPITE sub-zero weather, Sonja Henie's ice revue did some fancy skating for nearly 88,000 cash customers at the Arena, tapping the town's amusement till for $100,000 . . . "Gone With the Wind" is doing nicely at Loew's. On the film's opening night, Governors Horner of Illinois and Stark of Missouri and Mayor Bernard Dickmann turned out.

Joe Donahue, advance man for the Ringling Circus, recently told members of the board of aldermen the outfit would pass up St. Louis if the board goes through with its threat to double the circus license fee . . . "Grand Illusion," prize French film, played a couple of days at the Shady Oak, Clayton, Mo.

Mrs. Norman M. Windsor, prominent in the Better Films Council of Greater St. Louis, is being backed by the Child Conservation Conference, of which she is president, as a candidate for the board of education in the event of a "possible vacancy" at an early date.

Constance Bennett is appearing in Noel Coward's "Easy Virtue" at the American . . . Jose Ruben has been engaged as stage director for the St. Louis Municipal Opera.

INDIANAPOLIS

TYING in their picture, "Remember the Night," which has an Indiana setting, the Paramount exchange sponsored a "Back Home in Indiana" party at the Variety Club here. Spotted plentifully about the place were pumpkins and cornstalks and everyone was happy singing hoosier songs and square dancing . . . The Loew staff, including Manager Ward Farrar, is putting in double time these days since the opening of "Gone With the Wind" last Friday.

Earl Penrod, Bank Night distributor in Indiana, has returned from a New York business trip . . . The Zaring continues to operate on a full week's schedule for a third straight week. A. C. Zaring operates the northside de luxe house . . . Invitational preview of RKO's "Abe Lincoln in Illinois" was held here January 30 . . . Wilbur Grant, Universal salesman in northern Indiana, is convalescing in a Fort Wayne hospital after having his tonsils removed.

Claude McKean, Warner office manager here, hosted the local Bookers Club. Entertainment was arranged by Foster Gauker, office manager at Metro . . . "The Beaux' Stratagem" will be presented here at the English by Manager Vincent Burke, if arrangements can be made. Cast in the George Farquhar play are Brian Aherne, his wife Joan Fontaine and Cornelia Otis Skinner.

Mrs. E. L. Burnette and Miss Helen Daily, members of the Indiana Indorsers of Photoplays, gave a luncheon bridge at the home of Miss Daily. The party was one of several planned for this winter by the philanthropic committee of the Indorsers. Proceeds help make possible shows for shut-ins. The hostesses were assisted by Mrs. John Compton, Mrs. L. H. Fouts and Mrs. Charles Davidson.

Finnish Relief Benefit Is Heartily Upheld by Star

CHICAGO—Constance Bennett of the films, who has just ended a stage performance at the Selwyn in "Easy Virtue," was among the many stars to back Tallulah Bankhead's fight to give a benefit performance in New York for the Finnish Relief Fund.

Miss Bennett ardently protested the interference of Author Lillian Hellman and Producer Herman Shumlin in Miss Bankhead's plans to present "The Little Foxes," for Finnish relief on Broadway. Miss Bennett will give a benefit performance of her play, during the run in Cleveland, and plans to autograph programs in St. Louis for the Finnish relief.

Raymond Massey, star of the stage and screen versions of "Abe Lincoln in Illinois," said:

"I am with Miss Bankhead all the way in this issue. It is outrageous that anyone should be permitted to interfere with her purpose to lend aid to Finnish people in the hour of their great peril."

Clifton Webb of "The Man Who Came to Dinner," echoed the same sentiments. Both will give benefit performances here this month.

Constance Bennett, Anita Louise Lose Jewels to Robbers

CHICAGO—Constance Bennett and Anita Louise, returning from a charity performance given Sunday at the union station, were robbed of jewelry valued at $33,095. The robbery occurred in the loop when a man jumped on the running board of the car and ordered the driver to drive to a point where three accomplices joined the bandit and deprived the stars of their jewels.

Rainbow Division Members View "The Fighting 69th"

CHICAGO—About 1,500 veterans of the Rainbow Division of the first world war, their relatives and friends, crowded into the Sherman Hotel main ballroom when Warner's "The Fighting 69th" was previewed. And 1,500 walking ads left the ballroom that night after the preview.

The campaign leading up to the preview was handled locally by Sam Clark, Chicago exploiteer. All dailies cooperated with art and stories several days in advance.

Telegrams from various Warner executives and army officials were read during the evening. Principal address was by J. Monroe Johnson, assistant secretary of commerce, and a past national president of the Rainbow Division Veterans.

Richard Davis Joins Filmack

CHICAGO—Richard Davis is the newest addition to the advertising and publicity department of Filmack. He is working as aide to Leon Lee, publicity director.

Improve in Greenfield

GREENFIELD, IND.—Ralph Boots and Ed Gant, co-operators of the Riley here, have recarpeted the house and had its interior redecorated.

Three-Point Decree In Ascap Ruling

LINCOLN—A three-point decree issued this week from the recent ruling of the constitutionality court on Nebraska's 1937 legislation designed to curb activities of the American Society of Composers, Authors and Publishers. The decree provides:

1. The injunction granted Ascap against enforcement of the Nebraska legislative measure shall be permanent and perpetual.

2. No attempt shall be made by the defendant (state) at law, or in equity, to restrain any agent of any music combination who is going about his job of protecting copyrights from infringement or to enforce any section of the 1937 law.

3. The defendant shall pay the complainants proper costs.

Submitted in evidence, from which the ruling was made, was Ascap's 1938 business record in Nebraska, when $68,500 went into the society's coffers. It came from 250 film theatres, 24 hotels and restaurants, ten radio stations, and 107 ballrooms and dancehalls, who had contracts.

The suit, to test the constitutionality of the legislative measure which became a law May 17, 1937, was filed by Gene Buck, in behalf of the society, and he, with E. C. Mills, and John Gregg Paine, other Ascap officials, gave testimony in the case.

Rebuilding of Empress in Kearney Near Certainty

LINCOLN—Rebuilding of the Empress, 900-seat theatre in Kearney, Neb., which sustained a $22,500 loss by fire, is virtually assured, according to Don Monroe.

House is held in an estate, and approval of each individual involved is necessary before construction can start. Insurance coverage will amount to about $13,000, according to adjustments made this week.

Dubinsky Will Remodel Liberty in Kaycee

KANSAS CITY—Ed Durwood, head of the Dubinsky Brothers circuit, has announced the remodeling of the Liberty front here. Outer doors to the theatre are to be eliminated and the outer lobby will become an open space, with the boxoffice an island. Storerooms on each side will be cut back to create a larger entry.

$30,000 on Building

CHEROKEE, IA.—F. W. Naulteus' new theatre under construction here on the site of the Rialto opera house will be of white stucco and cost approximately $30,000, excluding the equipment. Robert Boller of Kansas City is the architect. The theatre will be given a name via a newspaper contest.

O'Brien Will Open in Tracy

TRACY, MINN.—Jack O'Brien will open his new theatre here this month.

Allied Unit Strikes for Abolition Of Tums Airer; No Guaranty

Wolcott Again Heads Iowa-Neb. Allied

Marshalltown, Ia.—Leo F. Wolcott of Eldora, Ia., was re-elected president at the annual convention here of the Allied-Independent Theatre Owners of Iowa and Nebraska. W. B. Franke of Humbolt was renamed vice-president, and W. A. Dutton of Manchester returned to the position of secretary. E. M. Garbett of Des Moines, E. W. Mason of Osage, and Dutton were named directors for two-year terms.

MARSHALLTOWN, IA.—Protests will go forward from Iowa and Nebraska to the federal communications commission against the Tums' "Pot O' Gold" radio program in the discharge of a resolution adopted here at the annual convention of the Allied-Independent Theatre Owners of Iowa and Nebraska.

Deciding against the ITO of Ohio program to offset the radio cash giveaway effect at the boxoffice by guaranteeing the prizes if patrons win while attending member theatres, the organization decided to strike at the source. The consensus held that guaranty plans may prove helpful, but that curative treatment aimed to abolish the offending program and prevent additional similar schemes would prove of more long-range benefit. The contention is that "Pot O' Gold" is a lottery, is against the public welfare and should be abolished.

Unanimous support of the Neely bill was reaffirmed, and other resolutions condemned distributor sales and playdate "drives," called upon 20th-Fox to allow 20 per cent unrestricted cancellation, opposed Metro's "Gone With the Wind" sales policy, urged small-town exhibitors to insist on a ceiling of 35 per cent on sharing deals, and advised against contracts with distributors who will not sell short deals or allow at least 20 per cent cancellation.

Defend Permit Denial As Police Function

MINNEAPOLIS—When the city council attempts in district court on Monday to uphold the validity of its refusal to issue a permit to Irving Gillman *et al.*, to build and operate a new neighborhood theatre, it will contend that its police powers permit it to deny such an application.

Gillman is seeking a mandamus to compel issuance of the permit and, if necessary, he announces, will carry his fight to the state supreme court. He claims that he has a constitutional right to use his property in what he describes as "a perfectly legal manner."

The court has ordered the council to issue the permit or to show a valid reason why it should not be granted. The aldermen will cite the fact that there is a public playground within a block of the proposed new theatre which would make the latter a traffic hazard for youngsters. In a suit resulting from denial of another theatre permit application, the council won out by arguing that it was within its province to refuse to allow a theatre in close proximity to a church.

The council is on record to bar any further new theatre construction. If it ever let down the bars it is indicated that anywhere from six to 12 new neighborhood showhouses would be built within a year. The Minnesota Amusement Co. and Northwest Allied both claim that the city now is considerably overseated and that present investments would be jeopardized and entertainment standards lowered if any more theatres are built.

W. A. Steffes Improving In Washington Hospital

MINNEAPOLIS—An improvement is reported for W. A. Steffes, president of Northwest Allied, stricken with a heart attack while attending the Allied States' board of directors' meeting in Washington. It is hoped that he will be able to leave the Providence Hospital and return to Minneapolis within the next few weeks.

"Trick Lease" Charge Answered by Ludwig

MINNEAPOLIS — Answering a charge of Mrs. Minnie Hector Smith that the Minnesota Amusement Co. made a "trick lease" with the idea of putting her Orpheum, Fargo, N. D., out of business, L. J. Ludwig, assistant general manager of the circuit, asserts that Mrs. Smith had a chance first to make the lease, but refused to entertain the proposition.

Mrs. Smith is suing the company, which operates several Fargo theatres, alleging a violation of the anti-trust laws. The company leased two-foot strips on either side of the Orpheum four days before her lease was to expire, she alleges. By this action, according to her complaint, exits required by city ordinances were blocked and it became necessary to keep the theatre closed. It has been dark since 1936.

Indefinite Delay for Club Induction Ball

KANSAS CITY—The inaugural ball for new officers of Variety Club, which had been scheduled for February 8, has been indefinitely postponed. It was found that because of certain other events that date wouldn't work, according to Jerry Zigmond, Newman manager, who is general chairman of the affair.

OMAHA

BETTIE LONGSDORF is the new maintenance clerk at the Paramount exchange. She takes the place of Marie Karasek, who resigned. This column will be carrying a story about a blessed event one of these days . . . Will Singer, Brandeis boss, back from Chicago with a bad cold and good money he won from the bookies.

How about a round of cheers for Walt Green, whose Fepco celebrates its 16th anniversary this month. In case you haven't heard, Walt started the business on a shoestring basis in his home, and now look at the place. A trip through Walt's plant is a worthwhile hour for any exhibitor. Congrats, Walt Green!

Warm weather brought a flock of exhibitors to Davenport street. Included in the lineup, from left to right, were Wally Dupree, Woodbine, Woodbine, Ia.; H. G. Bowers, Chief, Weeping Water, Neb.; John McQuistan, Star, Bloomfield, Neb.; C. N. Robinson, Home, Blair, Neb., who is a regular Tuesday visitor. Oscar Hanson was booking for Wymore and Beaver City, Neb.

Dick Lysinger, Paramount, Ansley, Neb., and Grand, Ravenna, Neb., had a birthday on February 1. And the same for J. V. "Joseph Vern" Frank, Harvard, Harvard, Neb. . . . Arthur G. Miller, Lyric, Atkinson, Neb., celebrates his 17th wedding anniversary soon. Or is it the 18th, Art? . . . J. H. Feldhans, Iowa, Schaller, Ia., also in town.

Norm Nielsen's daughter is one year old this week . . . Robert Simeril, Ballantyne's, has a birthday soon . . . John Grabenstein, Liberty, Eustis, Neb., has returned from a two-week visit to the Mayo Clinic where he underwent a sinus operation. He's o. k. now, according to our scouts.

Hazel White says that Walter Denny, one of the charter members of Local 343, IATSE, died recently. Denny hasn't been in Omaha for some years, but at one time was business agent for 343 and well known to the oldtimers in the film business. Denny was later district manager for National Theatre Supply, Hazel says.

R. W. Brown, Neola, Ia., and Ray Brown, Harlan, Ia., are two of Filmrow's most frequent (and most popular) visitors . . . Warner screened John Garfield's new picture, "Castle on the Hudson," and had a filled house . . . Roy Ehlers, Minden, Neb., was in Omaha for the first time in many weeks.

Don Allen is doing a great job at the Paramount on the "GWTW" showing. Jack Kolbo is Allen's right hand man "up the hill" . . . Don Shane is handling the Omaha, assisted by Art Olsen. Shane had a special screening of "Child Is Born" for all the women in Omaha who were mothers during 1939, and 4,000 mothers were invited for the 2,000-seat theatre. Ask Don how many came!

Howard Harvey is the most popular man on Filmrow since he started popping popcorn at Western Theatre Supply. Trouble is Harve says you have to bring your own liquid refreshments . . . Elmer Gilbert Huhnke says he has just one hair on his chest.



Into AA Fold—

Homer Blackwell, who this week sold his Independent Poster Exchange to Advertising Accessories, National Screen subsidiary, and joined that organization under a five-year contract.

Blackwell Poster Firm To National Screen

KANSAS CITY—Advertising Accessories, Inc., has purchased the Independent Poster Exchange here from Homer Blackwell, who organized it in 1926, and who has operated it continuously since. Advertising Accessories will continue to operate the business from Independent's location, and will continue to serve the Kansas City trade territory.

Advertising Accessories is the wholly owned subsidiary of National Screen Service, which is taking over the accessory departments of Paramount and RKO on February 1 and Universal, February 15, and which probably will take over the accessory departments of other major film companies later on.

Advertising Accessories here will continue, as Independent has in the past, to supply exhibitors with paper on pictures of all distributors.

Personnel will remain the same with additions as needed, according to Blackwell, who remains with the company under a five-year contract.

National Screen Takes Over Paramount Poster Dept.

OMAHA—Paramount's poster department here is no more, and in its place is a new department under National Screen Service. Wendell Overturf and Eldon Rollin will remain under the change, which includes a consolidation of the RKO poster department.

LINCOLN

H W. (SPEED) LAMBERT, with his wife in tow, was on hand for the opening of "Gone With the Wind," one hand tied behind him and with no ink in his pen, to keep from writing passes. Incidentally, estimates of the column inches space received by "Gone With the Wind," from announcement of the buy until reviewed, by the Sunday *Journal* and *Star*, is approximately 600 inches, the most ever spread gratis on any six films before . . . Mike Roth's wife, spotted on Foster May's program, was heard by nearly everybody on his route for National Screen. Mike's about to buy time, and sell trailers by radio.

Howard Federer is going starch front again, having booked Eva LeGallienne for the Liberty, February 16, in "Hedda Gabler," for night show only. Last time she was here, she raised cain about Lincoln audiences "discourtesies" . . . Monroe Rubinger, in from Kansas City, spread a rumor to the effect that "Fighting 69th" will be able to take care of itself scrapping for business at the boxoffice . . . Query for Carl Reese: When is Gene Autry going to make a Technicolor flicker? Republic has done everything else with him —even to loaning him out to play lead opposite Eleanore Roosevelt at the Ft. Myers charity horse show.

Richard Veach, the Grafton, Neb., boy who won the Sunday *Journal* and *Star's* movie poll trip to Hollywood, is in Hollywood as per the contest provisions . . . What guy or gal in the show business is in Tyrone, N. M.? BOXOFFICE has been suddenly deluged with alluring pamphlets from the place as a good address for work, play, or living. No soap, however, for what is home without a Filmrow?

Don Monroe is busy shuttling back and fourth between Lincoln and Kearney winding up affairs after the fire, and trying to get re-construction hurried.

Now that Keith Wilson is on the radio, he, too, can learn that gray hair and youth can go arm in arm . . . George O. Monroe is getting better, but he faces another operation before his case is settled.

Louis Higdon Will Manage At Marceline for Anderson

KANSAS CITY—Louis Higdon, formerly with Fox Midwest, and a brother of Ray Higdon of Griffith-Dickinson Theatres, Inc., has succeeded Jack Sage as manager of the Chief at Marceline, Mo. Sage has gone to Morris, Ill., where he will manage the Morris for the Anderson circuit.

Welworth Meet Feb. 12 to Map Ruben Drive Plans

MINNEAPOLIS—A meeting of managers of the Welworth circuit will be held here February 12 to map plans for the Eddie Ruben drive in honor of the independent chain's head man. The campaign is for March.

K A Y C E E

WHEN M. G. Shackelford set up his emergency station at Wichita, Kas., with three Monogram films for emergency use of exhibitors in the Wichita area, he didn't think he'd have a call on it so quickly. The day he announced it he got a call from Douglas, Kas., for "Starlight Over Texas," and four days later one from Belle Plaine, Kas., for "Boy of the Streets."

Griffith-Dickinson Theatres, Inc., this week began publication of a weekly house organ, issued to all managers. As yet unnamed, the publication contains advance dope on pictures, a department for exploitation items, and a section entitled "the office boy" which presents suggestions, instructions, etc., from the home office to managers. W. G. McKinney, head booker, is editing the sheet.

D. E. Pratt, home office representative of Columbia, is visiting the local exchange.

Cold weather always increases the hazard of holdup, which was indicated when two suburbans were held up here during the past week. Two bandits and the muzzle of a revolver failed to dismay Mrs. Rosa Baier at the Lindbergh, January 29. To their demand for her money she replied, "It's in that holdup-proof safe over there behind the radio," and asked the doorman to show the two men where the safe was. They decided it was too much bother and told her to "let it go." Miss Betty Walker, cashier at the Gladstone, was robbed of $82 January 26.

Florence Gershon, formerly of National Screen Service, and Milton Slotkin have announced their approaching nuptials.

On the Row: Mrs. Marion Miller, Casino, Boonville, Mo.; Harry Till, Courter, Hamilton, Mo.; George Lehman, Plaza, St. Joseph, Mo.; Frank Anderson, Family, Kirksville, Mo.; O. F. Sullivan, Civic, Wichita, Kas.; Earl Kerr, Rigney, Albany, Mo., and Noll and Roxy, Bethany, Mo.; Stanley Schwahn, Granada, Lawrence, Kas.; Warren Weber, Pix, St. John, Kas.

Bob Robinson has reopened the Grant City at Grant City, Mo., which has been closed since January 11 on account of bad weather.

Zack Beiser, office manager and head booker for Columbia, has a new desk from behind which he can survey his demesne. You oughta see him!

Glendon Allvine, formerly with Paramount and Fox, and now a producer, was in town this week . . . Others on the Row: Mr. and Mrs. M. A. Otto, Linn, Pleasanton, Kas.; Raymond McKittrick, Perkins, Harrisonville, Mo.; C. E. "Doc" Cook, Tivoli, Maryville, Mo., and Tom Edwards, Ozark, Eldon, Mo., who attended the Warrensburg-Maryville basketball game in Warrensburg, Mo., Tuesday evening.

Mr. and Mrs. Edward Dubinsky Durwood have left for a vacation in Hollywood, Fla. Their children, Miss Marjorie Durwood, who attends Skidmore college, and Stanley Durwood, a student at Yale University, will join their parents later.

Says 14 of 43 Back Clearance Curb

Lincoln—After breakfasting with five members of the Nebraska unicameral, Bob Livingston says he has 14 of the 43 members back of his bill to eliminate clearance on films unplayed first run within 45 days of national release date.

Newspaper Ad Plugs New Seats and Other Items

KANSAS CITY—The Southtown, W. D. Fulton neighborhood house, sold seats, literally and figuratively, via the following ad in the Kansas City *Star*:

Featuring the Most Comfortable Theatre Chairs in the city. CELEBRATE THE GOOD NEWS WITH US. The complete modernization of Kansas City's most convenient and accessible South Side theatre—it's new and modern in every detail! Finest, super-cushioned chairs! New sound system! Indirect lighting! Latest gold-cord metallic surface screen! New lens lighting system, eliminating glare and eyestrain! Modern rest rooms! New lobby shoppe!

The Fox Plaza has been advertising the installation of new American seats by placing a sample of one of the chairs in the lobby with complete description.

Busy "Bill" Diers Files For Lieutenant Governor

LINCOLN—The job of being a farmer, a grocer, a banker and a showman in Gresham, Neb., isn't enough to provide busy hands for W. H. "Bill" Diers. So he has filed with the secretary of state here for lieutenant governor (D).

To Study Benz Offer

MINNEAPOLIS—Stockholders of the Minnesota are scheduled to study the offer of the Benz brothers to operate the de luxe showhouse.

Starbuck Sells Its Theatre

STARBUCK, MINN.—The village has sold the Starbuck to Jack DeMarce, Benson exhibitor, for private operation. The village itself had been operating the house.

Mrs. Rayburn Buys Palace

LEMMON, S. D.—Mrs. Rae Rayburn of the Grand has bought out her opposition, the Palace, owned by Otto Rodenheim.

Eddie Henderson Recovers

CLAY CENTER, KAS. — Eddie Henderson, manager of the Star, has recovered from an appendectomy.

DES MOINES

NEW YORK—Filmrow may be on HIGH Street in DM, but did you ever see the rates at the Waldorf-Astoria? Wherever we go, the folks on the Row back home rear their pretty heads . . . The guy sitting behind us at "Hellzapoppin" not only looked like Art Anderson but employed the same unorthodox vocabulary when commenting on the performance . . . We thought of Stan Mayer when Johnson presented Darryl Zanuck in the audience with a baby B. R. seat and slyly plugged Fox . . . We remembered Perkins and his little red wagon while we strolled down Lenox Avenue eating a baked sweet potato we'd bought from a wagon on the corner in Harlem.

We began saving match covers for Sy Harlan of Iowa Film and mailed a menu from Jack Dempsey's to Iles & McKinney . . . We brooded over the atrocious inconsistency of killing a $10 bill to see Maxine Sullivan and Louis Armstrong at the Cotton Club, and yet being allowed to see the wondrous masterpieces of Michelangelo, Botticelli, Rapheal, and Titian FREE! But then those guys never made a picture for Ray Copeland's Paramount and Anderson's Vitagraph . . . Which reminds us, Art, we missed the dinner and premiere of "The Fighting 69th" in NY, because we stayed over in Washington to hear Hamilton Fish debate in the House (shhhhhh, we got stung) . . . . We saw Father Duffy's statue in Times Square, though.

Since Opal Judd is a stationery connoisseur, we wrote her a note on that engraved stuff they furnish in this jernt . . . We dropped Madge Ward a line at Tri-States even though she's already got one . . . Saw Paul Muni in "Key Largo" (Muni of Metro's "Good Earth" to you, Jack Kennedy, and of Warner's "Juarez" to you, Art) . . . Made a mental note to be sure and tell Bert Thomas at Republic about seeing Gene Autry wearing a snow white sombrero and a sky blue suit, bounding around the Carlton Foyer in Washington and looking too-too wholesome all over the place . . . Proof that film ballyhooers swallow other ballyhooers ballyhoo. We had dinner at the Carlton with Producer Max Gordon's representative, Charlie Leonard, RKO's Carl Rigrod, and Ken Clayton, and afterwards went with them to—of all places!—a film! . . . Speaking of ballyhoo, we heard this very revealing remark of a Hollywood biggie at a publicity curtailment conference . . . he said: "This business was started on baloney, built on baloney, and no matter how thin you slice it, it still is BALONEY."

SAVE ON POPCORN SUPPLIES

1,000 Popcorn Boxes, $3.50

With Any Order of Popcorn or Seasoning

— SPECIAL DURING FEBRUARY —

ORDER TODAY

SACKS . . . BOXES . . . SALT

Order Your Needs from

RUBE MELCHER - - - GRand 0672

WE HAVE THE BEST

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

"Wind" to Gale Force After a Slow Start

KANSAS CITY—After a slow advance sale start, "Gone With the Wind" developed from a light breeze into a terrific gale at Loew's Midland here. On the basis of early advance sales the picture looked hardly good enough for a fair week, but with the opening on January 26 attendance has grown prodigiously, and it will go at least a second stretch. Mid-week estimate placed the take at over $40,000, which makes it the biggest thing on record.

The picture opened in subzero (9 below) weather last Friday morning with a 4-wide line extending from the boxoffice to Thirteenth street, west on Thirteenth to Baltimore avenue, and north on Baltimore to Twelfth street. That, too, was something of a record. Since then the early morning patronage has been heavy; heavier than at the mid-day break. But both boxoffice sales during the day (when seats are not reserved) and for reserved seats during the evening performances have been very heavy.

Practically everything in the book was done to promote the picture by John McManus and his associates at the Midland. The picture was even given an opening review by J. C. Moffitt of the *Star*, which was another "something of a record."

Those waiting in line to buy tickets on cold mornings have carried thermos jugs; some have had along sandwiches, or purchased them from nearby restaurants.

MINNEAPOLIS

CREDIT Ben Spewak, showman, with a showmanship idea. He has installed a ski slide at his Tyrol Hills home. An escalator takes his guests to the top of the slide . . . His pals say one of the best informed men among the film bunch on foreign affairs is J. L. Stern, Majestic exchange owner . . . A. P. Bill reports more optimism among exhibitors than in some time, and modestly hints at an increase in RCA business . . . "Hy" Chapman of Columbia is visiting South Dakota accounts this week . . . Charlie Weiner, Monogrammer, is putting lots of steam behind his own sales drive . . . Earl Perkins, Warner salesman, resigned from the Fiddlers' club in a dispute over the organization's charity policy . . . George Baker of the Strand at Britton, S. D., is vacationing in Florida.

A. K. "Kelly" Evidon's sales letter to exhibitors on the Warner patriotic short subjects was a nifty and sold many pieces of advertising for him . . . Dick Wagner, popular Sioux Falls, S. D., showman, spent a busy month working up enthusiasm for the Golden Gloves tournament there . . . Allen Clatworthy, veteran M-G-M salesman, is still confined to Northwestern Hospital, instead of being at home, recovering from his major operation. His friends hope for a speedy recovery . . . W. H. Workman, M-G-M branch manager, attended district meeting in Chicago . . . Congratulations to Moe Levy, 20th-Fox district manager, and the wife who celebrated their 17th wedding anniversary last week.

Good luck to Roy Palmquist, former Paramount ad sales department head here, and his new venture. He has taken over the theatre at Rushford, Minn. . . . Charlie Rubenstein, independent circuit operator, is back from a business trip to Chicago and Milwaukee . . . Harry Dryer, one of the local film contingent's champ fight fans, missed one of his few cards last week. Just wasn't in the mood for it with his side-kick, W. A. Steffes, who invariably accompanies him, ill in a Washington, D. C., hospital . . . Bob Odlum, book and screen author, whose "Dust Be My Destiny" and "Each Dawn I Die" were boxoffice hits, went to New York to confer with Paramount regarding a writing contract . . . "Hy" Chapman of Columbia and Lyle Talbot, the film player, appearing at the Lyceum, renewed old acquaintanceship.

Ted Karatz of Air-Loc seats vacationing in Florida . . . Bennie Berger, prominent independent circuit operator, a grass widower. His wife is in California on a pleasure trip . . . Florence Meng of Warner is a bride . . . Donald Guttman resigned from Universal sales staff to become booker and general manager of the Harry Dickerman independent theatre circuit. Harold Johnson hasn't filled the vacancy yet . . . Kenny Adams, RKO head booker, busy passing around the cigars. He's the daddy of a 6½-pound boy—his first child . . . Jack Goldhar, United Artists district manager, a visitor . . . Marguerite Sondergaard has been added to Warner's office staff to help handle the increasing business . . . Bill Scholl, RKO home office exploiteer, here working on "Hunchback of Notre Dame" in the territory's key towns and also putting in a few licks for the impending "Swiss Family Robinson."

Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; Sheldon Grengs, Clouquet and Two Harbors, Minn.; Gene McCarthy, Fergus Falls, Minn.; P. R. King, Adrian, Minn.; Jack Heywood, New Richmond, Wis.; Lyle Webster and George Miner, Rice Lake, Wis.; D. P. Qualey, Lanesboro, Minn.; Leo Molitor, Lake Crystal and Norwood, Minn.; W. H. McIntyre, Blooming Prairie, Minn.; Everett Dilley and Erline Larson, Northfield, Minn.; W. Lower, Moon Lake, Minn.; Andy Anderson, Detroit Lakes, Lakes, Minn.; Mike and Pete DeFae, Milbank, S. D.; Leo Backer, Browns Valley, Minn.; M. A. Miller, New York Mills, Minn.; Tony Paulson, Amery and Clear Lake, Wis.; S. J. Backer, Hankinson, N. D.; Eph Parsons, Renville, Minn.; Paul Helquist, Proctor, Minn.; Harvey Thorp, Crosby, Minn.; James Anderson, West Concord, Minn.; Al Inman, Fairfax, Minn.; J. M. Rostvold, Harmony, Minn.; Kenneth Johnson, Bricelyn, Minn.; Al Ashenbrener, Staples, Minn.; Jack Wright, Red Wing, Minn.; Ray Blakslee, Medford, Wis.; Gay Hower, Worthington, Minn.; Crane brothers, Lake City and Cambridge, Minn.; John Piller, Valley City, N. D., and Charlie Cannought, Olivia, Minn.

Gay Hower, Worthington, Minn., exhibitor, just back from a visit with his parents in Florida reports that his father is recovering from a severe illness that caused him to go south this winter.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hland 2694

See Special Session In Harrisburg

Harrisburg—Political leaders generally concede that an "inevitable" special session of the Pennsylvania legislature will be called between the primaries (April 23) and the Republican national convention, date of which has not been announced.

The general assembly will be convened for the purpose of replenishing the commonwealth's relief treasury. Budget Secretary Edward B. Logan has disclosed that such funds will be exhausted in June.

Bingo in Cincinnati Strong Competitor

CINCINNATI—Bingo rivals theatres as a major entertainment in Cincinnati, according to report of Chief of Police Weatherly. Attendance at theatres was four times as great as at Bingo parties, but Bingo receipts were half as great as theatre receipts, according to statistics of the chief.

All Bingo parties must be reported monthly to the police department, as to receipts and attendance. Parties are limited to churches and the American Legion, and are not licensed. Attendance at Bingo the past year in Cincinnati was 2,431,861, with 2,229 parties. $1,924,681.19 was paid by Bingo patrons who received in return $465,721.19 as prize money. Making a profit for Bingo promoters of $1,458,959.60.

Gaylor and Marcus to Join Advertising Accessories

CLEVELAND—Jack Gaylor of Paramount and Don Marcus of RKO are being incorporated in the Accessories Advertising takeover of ad sales for those companies. The firm is expected to take over Universal's department February 5.

Wood Seeks Profit Data to Set Up Guide for Future Buying

COLUMBUS—P. J. Wood, secretary of Independent Theatre Owners Ass'n of Ohio, has issued a bulletin urging exhibitors to make a survey of their net profits for the purpose of determining which company's product has made money for them during the past year and thereby to establish a guide for future buying.

"The main trouble in this business," Wood points out, "is that the exhibitor pays a certain price for quality merchandise and is then induced, in many instances, to pay the same price for inferior merchandise. He does this because the salesmen for the B&C companies refuse to take deals for less than the exhibitor has paid to A company, notwithstanding the fact that the exhibitor knows that the product of the A company is of superior quality and worth more money than the product of B and C companies."

Expressing the opinion that a majority of theatre owners do not know the final profit or loss on the "lines" they handle, Wood suggests the following method of analysis for establishing them:

"First, find out what the weekly 'set' expense is—rent, light, heat, advertising, salaries and wages, insurance, trucking charges, social security, interest, replacements, depreciation—everything except the cost of feature pictures, shorts and newsreels. Add up all of these items and divide the total as follows:

Sunday	3/10
Monday	1/10
Tuesday	1/10
Wednesday	1/10
Thursday	1/10
Friday	1/10
Saturday	2/10

"In other words, if you run a picture on Sunday and Monday, the expense charge against it would be 4/10 of your weekly 'set' expense. To this would be added the cost of your shorts and newsreels and the amount paid for your feature picture or pictures. Subtracting this final total from your receipts will give the exact profit on the run of the feature or features.

"If you do not have this information available for the year 1939, it would be an excellent investment for you to dig it out or pay an accountant to do it for you. After you have it, you will know exactly what return you received upon your investment in the merchandise of the various film companies with which you do business.

"After you have these figures, it would be of interest to your fellow exhibitors to know the results."

In order to acquaint the theatre owners of Ohio with the results, Wood enclosed with the bulletin a card to be filled out with the information and returned to the ITOO. Names of those offering the information were not required.

Warning by Wood to Exhibitors On Census Representatives

COLUMBUS—Theatre owners are warned by P. J. Wood, ITO secretary, to ascertain full credentials of representatives claiming to belong to the federal census bureau before giving them confidential information for a national business census. Such information will not be disclosed to anyone by the Bureau of the Census.

Robert Coyle Plans New Theatre at Charleroi

CHARLEROI, PA.—Robert S. Coyle will erect a new 900-seat theatre here, according to Victor A. Rigaumont, Pittsburgh architect.

The property has been owned by Coyle for this purpose for a number of years, and the business structures there will be dismantled at once to make way for the new construction scheduled to be started by April 1.

Rigaumont, a member of the advisory board of BOXOFFICE's Modern Theatre Planning Institute, who is the architect for the new house, has been busy on the Coyle plans for a long period.

Several weeks ago Leon Reichblum of the Menlo Theatre, Charleroi, announced that he would dismantle and remodel an automobile show room at Charleroi for a new 700-seat theatre. Bids for this project were taken by Guy Woodward, Dodge dealer of Washington, Pa. Allan C. Brenton is the architect. Reichblum operates the State, Wilkinsburg, and the Castle, Castle Shannon.

Manos Plans Building On Indiana, Pa., Property

PITTSBURGH—Michael Manos, circuit operator with headquarters at Greensburg, will erect new apartment buildings and stores on properties in Indiana, Pa., which he recently purchased. Work will be started by April 1, according to Victor A. Rigaumont, architect. Manos' theatres include the Indiana and Manos at Indiana.

Megs "Angel From Texas"

HOLLYWOOD—Ray Enright will direct "An Angel From Texas" for Warner.



Ohioans Visit Studio Set—

William Lundigan (left) plays host to A. T. Worthington, operator of the Star in Bluffton, Ohio, and a party of friends, on the "Three Cheers for the Irish" set at the Warner studio.

Opposition to Neely Bill Is Voted by Michigan Co-op

DETROIT—Cooperative Theatres of Michigan, independent booking combine of about 100 member theatres, voted this week to oppose the passage of the Neely Bill. Action was taken by the board of directors.

The reasons, enumerated by Co-op, for opposing the Neely bill are as follows:

(1) While the bill would prevent distributors from forcing blocks of pictures on exhibitors, it would do nothing to prevent an exhibitor's competition from willingly buying majors' blocks, to the detriment of the present contract customers. Except where the exhibitor is seeking the advantage of the protective provisions of the bill, he would find that at the last minute, in order to avoid being left without major product through the sale of same to his competitor, that he must raise the ante and so voluntarily increase the bid for the whole block. This would leave the independents worse off than today, contends Co-op.

(2) Cooperative board members, after theoretically applying the provisions of the bill to individual setups, felt that they had nothing to gain—on the contrary, they felt their investments would be in jeopardy if the act were passed.

Foresee Court Struggles

(3) A result of the enactment of the measure would be a three to four-year delay of action; by that time the buying for 1941 would be completed, and the federal courts would be clogged with industry cases starting that fall when the buying of 1942 product would be getting under way. Appeals would run through the circuit courts and to the supreme court on each issue involved, with the possible result that government attorneys would try to get one case of each type to the supreme court to be answered all at one time. These appeals and the reconciliation of conflicting suits would take at least two additional years of haphazard operation in the industry—bringing it up to the 1945 buying period. Many independents could not survive these years of uncertainty, believes Co-op, especially those competing with affiliated theatres, which would be enjoying good business, unmolested by the Neely act.

(4) Under the bill the over-seating problem would be aggravated. The man with the largest house would be able to pay the most for a picture to get it first, without regard to former clearance provisions, and promoters would be encouraged to build new houses, directly threatening established theatres' supply of product.

Sentenced for Swindle

PITTSBURGH—Convicted in October, 1938, of violating the state securities law, Joseph Mandel, 58, and Myer Harrison, 51, were sentenced as promoters of a stock-selling scheme. Both had pleaded guilty several years ago in the sale of stock in a Bradford, Pa., theatre. Mandel was given eight years in the workhouse and fined $5,000 and costs and Harrison was sentenced to serve four years and to pay a fine of $5,000 and trial costs.

Detroit Trade Has Hectic Show Week

DETROIT—Detroit show business has had more than its quota of excitement in the past few days, with the two-house roadshow of "Gone With the Wind" topping all demands for attention. Other items included the openings of two new theatres—the Van Dyke and the Time; the premiere, slated for last night, of "The Blue Bird," which opens here as one of three cities to play the film on a roadshow basis, and Variety Club's big Bingo Party on Saturday.

United Detroit Theatres opened "The Fighting 69th" with a special celebration by the Drum and Bugle Corps of the Rainbow Division, with about 300 veterans attending the event.

Plans for the "Blue Bird" showing at the Adams were being finished as the house was entirely reseated for the occasion. Manager Charles C. Perry of the Adams introduced a new wrinkle in reservations for the press and invited guests, mailing out the invitations together with a neat card the guest was asked to mail to the house, signed. In return, the reserved seat tickets were mailed back.

Theatres Sell Tickets for Paralysis Campaign

YOUNGSTOWN, OHIO — Five Youngstown theatres and four suburban houses cooperated with the annual infantile paralysis campaign here, through the sale of $1 admission tickets. The theatre proceeds supplemented funds raised at the ball in Stambaugh Auditorium on Saturday, January 27.

The Palace, State, Foster, Uptown and Mahoning theatres here cooperated with the committee and the Ritz at nearby Struthers, Palace in Campbell, Roxy in Canfield and the Sebring in Sebring were the suburban houses which joined in the campaign. The committee decided that many older persons did not care to attend any of the birthday balls or dances and would prefer films.

Drops Stage Policy

WHEELING, W. VA.—The Capitol here, which has been playing unit stage shows on an average of two and three days a week, has dropped the stage policy, at least temporarily, and has returned to straight films, it is announced.

Sign Keaton for Two

HOLLYWOOD—Columbia has signed Buster Keaton to star in two more two-reel comedies.

Port Huron Readies For First Premiere

DETROIT—February 10 is to be the biggest day in the film history of Port Huron—that is the day set for the world premiere there of M-G-M's "Young Tom Edison."

An old woodburning engine and train from Ford's Greenfield Village, on which Edison once worked, will be sent out for the occasion, and local citizens of the town which was Edison's boyhood home, are preparing to dress according to the times depicted—with beards and all.

Mickey Rooney and other stars are slated to attend the event, which will be on Edison's 93rd anniversary, and invitations have been extended to the inventor's widow, and his son, Charles, now secretary of the navy.

Plans for the "Young Tom Edison" premiere took a definite stride forward with the arrival of Barrett Kiesling, M-G-M publicity specialist, to handle the details.

Louis B. Mayer, Howard Dietz, and Mr. and Mrs. Norman Taurog are among the celebrities slated to come on for the occasion. Mickey Rooney will be train butcher on the old train, taking Edison's own boyhood post.

The premiere will play at three Port Huron theatres—the Desmond, with two showings each at the Family and Majestic. All are Butterfield circuit houses.

Publicity in the Port Huron papers has been consistently heavy. A special Edison Ball in the High School Gymnasium is one of many features the town is planning for the occasion.

Detroit Trade Comes Out For Van Dyke's Debut

DETROIT—Filmites came out Friday night for the opening of the Van Dyke by the Moss Brothers, Irving and Sydney, who head the Moss Investment Co. The new 570-seat house is located on Van Dyke Ave. just north of Harper Ave. in a well-settled working class residential section.

House will be managed by Jake Sullivan, who was formerly with the DeLodder circuit. Elmer C. Biehl is the operator.

Among those spotted at the opening: E. A. Long, Long Sign Co.; William Schulte, circuit owner; Laverne Bennett, Bennett & Straight, architects; Ernest Forbes, Oliver Theatre Supply Co.; Sam Ackerman, circuit owner; Alex Schreiber, Associated Theatres; Al Ruttenberg, Iris; Sam Adler, Adler Contracting Co.; Karl Brenkert and Bill Oldan, Brenkert Light Projection Co., and Barney Adair, National Screen Service.

Cold Hurts Takes

DETROIT—Cold weather and snow have been taking their toll upstate the past two weeks. The snows have been heavy enough to stop the rural trade from coming to town.

DETROIT

Detroit Civic Committee Invites Eddie Jacobson

DETROIT—Eddie Jacobson, manager of the Harmony for the Krim circuit, has been invited to join the Good Neighbors Committee of the Parkside housing project. The Parkside development, one of the largest federal housing projects in this area, houses 3,700 people. Jacobson recently put on two special shows for them.

As a testimonial to his work for the project, the invitation was extended to this important committee, which is composed of civic leaders who plan activities for the hundreds of families in Parkside, which is about a mile from the Harmony.

Jacobson views his civic activities in this field as a real form of showmanship, and as forming his answer to intensive competition in the field, with several large theatres in the same general section.

Plan New 1,500-Seater For Detroit Suburb

DETROIT—Detroit suburbs will get another new theatre, it was learned this week through the architects, Bennett & Straight. This will be the 1,500-seat Bloomfield, to be erected as the second house at Birmingham, where UDT now has the only theatre. Construction, which will provide seven store units, will cost about $100,000, and the theatre will be set for a fall opening. Elbridge G. Newhall is president of the new Bloomfield Theatre Corp.

It is understood the promoters plan to operate the house themselves, independent of any circuit tieup. The new Bloomfield will be the first commercial structure erected on the new Hunter Blvd., and is expected to become the nucleus of an entirely new business development.

Launch Winter Program With a Bingo Party

DETROIT—A full winter program of entertainment was inaugurated this week by the Variety Club under the direction of Sergt. Charles W. Snyder. The film censor conducted a Bingo Party. On February 3 he will stage a spaghetti supper.

Programs each month are planned as follows: First and second Saturdays, novelty nights with special features; third Saturday, floor show and band; fourth Saturday, Bingo.

Detroit Musicians Draw 2,700 to Annual Ball

DETROIT—Detroit musicians frolicked to the number of 2,700 Monday evening at the Statler Hotel, for the annual ball of the Detroit Federation of Musicians No. 5.

With an impressive crowd of theatrical and show people present, the occasion was enlivened by 15 different bands playing for the evening. Among the maestros playing were Clyde Lucas, Jack Meyers, Don Pablo, Tommy Marvin, Mel Marvin, Arthur Black, LeRoy Smith and the Sophistocats.

Signs One-Picture Deal

HOLLYWOOD—Scripter Kathryn Scola has signed a one-picture deal with Metro.

MILTON LONDON has decided he'll name that theatre he's building on Third Street, the Midtown, instead of the Apollo . . . Lew Wisper left for Florida, stopping over at N. Y. C. en route. He expects to be back in a couple of weeks.

Mrs. Ann Sklepski's car lot on Grand River came briefly into the story of the Dr. Robinson Case, when plans to sell it were dropped suddenly because of the case.

Henry Armetta, screen comic, is in town, headlining the show for Frank Barbaro at the Bowery . . . "Cully" Buermele left for parts unknown for a two or three-week vacation . . . Sam Barrett is in command at Co-op offices in his absence.

Bert Thomas of Detroit Sound Engineering was doing double duty at the Michigan Fair convention last week . . . Michigan Showmen's annual ball was on Monday at the Fort Wayne, while the musicians held theirs the same night at the Statler.

Jimmie Reid of the Colonial, who was injured by a falling sandbag, and is in Providence Hospital, would like to see and hear from friends . . . Harry Brooks of the mat division of U. S. Rubber Co. has been a victim of the flu.

Frank J. Mueth of Aluminum and Architectural Metals Corp., is doing his office work nights now . . . Mr. and Mrs. Edward Benrock have closed the Loyal Theatre, which reverts to Sam Ackerman of the East Side. Jack Krass, rising circuiteer, is dickering for the house.

F. J. Leasia is remodeling the front of the Castle on Hastings St. . . . Bernard Brooks has changed the President Theatre Co. to a private company, wholly owned by himself.

John J. Kielty, formerly with Film Laboratory, Inc., Chicago, and Atlas Educational Film Co., has joined Jam Handy as script writer for talking motion pictures and slidefilms . . . Herbert Borrse, formerly with W. L. Dormand and Co., Chicago, is another newcomer to Jam Handy's editorial department.

Tom McGuire got his phone calls mixed Monday, but it came out all right . . . Bill Robinson, of Film Truck Service, has taken to reading Thoreau.

Carl Shalit, Columbia district manager, brought back his faithful cohorts from the Chicago regional meet—meaning Col. Tim McCoy, Clark Baker, Ray Cloud, Claire Townsend and Herb Schilds.

Art Robinson, premium man, says there's something to those stories on the Madison . . . John Golden, of the Irving, is in Mexico City vacationing . . . Charlie Komer, vacationing in California, expects to head for Mexico City shortly . . . John Golden's son, Irving, after whom the house is named, is officiating as manager.

E. V. Smith, RCA Photophone representative, arranged for his company to donate a complete public address system with two speakers for Variety Clubrooms. Max Blumenthal promoted the idea.

Walter Myro of the Adams has recovered from his illness . . . John P. Goring, 20th-Fox publicist, is in town, handling "The Blue Bird." He's writing a novel, by the way.

W. R. Stebbins has been repainting stairways and halls at the Film Bldg. . . . Ellen Jackson of M-G-M is planning a sleigh ride for the staff February 8 . . . James McArthur says his dad is the publicity-minded member of the firm . . . Lloyd Hammond, inde producer, is back from California.

John W. Brown, Paramount ad sales manager, has left for Indianapolis, where he becomes manager for Advertising Accessories, Inc., under the new setup. Mrs. Brown is living here for the time being . . . Jack Thompson, now Paramount salesman, was back to his first love Monday, housecleaning the poster room.

At Variety's Bingo Party, Max Blumenthal, moving things around, had one of those collapsible card tables; it collapsed . . . Charley Snyder was the chief collector . . . Frank Wetsman was official picker of numbers for the game . . . Harold Robinson was on the new mike, announcing 'em . . . Jack Haley of Jam Handy on hand with a gang of guests.

Eddie Jacobson has started his Popeye Club out at the Harmony again . . . Charlie Garner, roadshow distributor, is enlarging his office in the lobby of the Film Bldg.

Bernard Brooks, owner of the President, has a new girl who doesn't know he's a showman. So, they had a date, and she wanted to see "a good double bill," at the Fox; so Dave Idzal had a couple of customers. Now Brooks is wondering how to tell the girl he shows pictures for a living!

Ralph Ruben of Amusement Supply and Bill Flemion of Excellent seen lunching together . . . Sam Merson, seen paying his respects to Irving Belinsky.

W. J. Turnbull, National Theatre Supply manager, was off to attend a managers' meet in New York . . . Hal Burriss, besides his sign shop, premium business, etc., has opened an archery range at Six Mile Road and Woodward—filmites are up

(Continued on next page)

INSERT FRAMES
New — All-Aluminum Type — All Sizes
POSTER FRAMES LOBBY POSTS AND ROPES
Ticket Booth Shutters — Speaking Tubes — Push Bars
We Can Fill Your Needs in Aluminum, Brass, Bronze
DECORATIVE METAL PRODUCTS CO. 19326 CONANT ROAD, DETROIT, MICH.

Third Week Run Assured "GWTW" by Response

DETROIT—Popular interest in the dual premiere of "Gone With the Wind" was evidenced by the decision, 24 hours before the show opened, to hold the film at least a third week, by United Detroit management.

Major unique tieup was made by Mary Humphrey, well known presswoman connected with various show organizations, for the Colony Town Club. A "GWTW" ball is slated for next week, with many participants using costumes handed down from their own southern ancestors, as Detroit boasts a large southern population. In connection with the ball, a Leap Year Dance also is planned.

Fronts of the United Artists and Wilson theatres have been done over so that the boxoffices represent the entrance to a southern plantation.

Following the rule established when only the censor was admitted to the screening two weeks ago, only the regular critics of the papers were present at the press preview. Len Shaw and James Pooler of the *Free Press*, Al Weitschat of the *News*, and Charles Gentry of the *Times*.

Another last-minute development of public interest was on Tuesday, when the costumes used in the picture were on display here at Himelhoch's department store. Coming only two days before the grand opening, this event was well publicized in special newspaper ads and several radio announcements. The display was arranged by Captain Volney Pheifer and Mrs. Pheifer for M-G-M.

Hutzel Buys Saline House From Lash and Gilpin

DETROIT—Lewis M. Lash and Wesley M. Gilpin, of Dearborn, have sold the Saline Theatre at Saline to L. H. Hutzel of that town. The Dearborn men, who are well known in the educational field in Michigan, are making plans for a new house elsewhere, it is understood by BOXOFFICE.

Plan Hudson Theatre

HUDSON, OHIO—C. H. Giles, owner of the Buss Block, has awarded contracts in the amount of $25,000 to remodel his building into a 450-seat theatre. The theatre to be completed in May, has been leased by Loren B. Solether, owner of the Falls, Chagrin, Falls.

Eick Heads Board of Trade

MARTINS FERRY, OHIO—Louis F. Eick, theatre operator here, has been elected president of the board of trade succeeding W. R. May, who served six years.

Crystal Theatre Signs
by
LONG SIGN CO.
Cherry 6777 Detroit

DETROIT

(Continued from preceding page)

there daily, including, he says, Sam Barrett, Frank Wetsman, E. V. Smith, Ralph Ruben and Lew Wisper.

Hal Burriss also reported bound for Key West . . . Robert Bernstein is new M-G-M student salesman, coming from Chicago . . . Eleanor Magnee, M-G-M riddle queen, is worrying over those cats on the back porch . . . Lester Sturm, 20th-Fox manager, was a victim of the grippe.

Sturm's entire staff was rejoicing in winning top place in the K7—the S. R. Kent Drive. Prizes were three weeks salaries to everyone connected with the exchange.

John P. Goring, 20th-Fox representative who is here handling the roadshow of "The Blue Bird," told BOXOFFICE that *Variety's* quotation of $6,300 for the New York showing last week was about $1,500 low. Actual figure, Goring said, was about $8,000.

WOLVERINE DOINGS:

Dan Kesz, of the Columbia, Flint, spent a week at his cabin in the snowy woods near Mio, returned and was in Detroit booking Monday . . . Lester Matt, Flint exhibitor, has been wintering at his summer home up near Mio also.

Fred Blumer of the Community Lincoln—and sundry upstate houses—reports northern Michiganders are getting snowbound . . . Lee Ward, Mount Pleasant exhibitor, is sporting a new LaSalle.

Michael J. Chargot, circuit owner, and his general manager, Art Black, are in Henry Ford Hospital, following an accident returning from Chargot's Port Huron house. Black has a leg fracture and other bruises. Chargot has chest injuries and bruises.

Ted Malepsy, Chargot's brother-in-law, is managing the Oakland in Highland Park, which they took over together. House has been remodeled, with new seating and heating. Chargot himself, who used to be a builder, designed that nifty new front.

Donald Shields of Dezel Roadshows has returned from Muskegon, where he was exploiting "Fools of Desire" in Nick Kuris' Ritz . . . Col. L. T. Lawrence has booked "Mad Youth" at the Belmont, Highland Park.

John Howard, Paramount branch manager, was up in Saginaw . . . Dick Ashman of Caro and Niles Stafford of Cass City were both seen at the same Saginaw night spot.

H. A. Proulx is reported selling the Au Gres, Au Gres, to a Mr. Dillingwater.

Pete Schram, Kalamazoo exhibitor, has left for a vacation in California . . . Ray Branch, Hastings, is back from his trip to Washington—and successful.

Douglas Fairbanks jr. of Ypsilanti has a new autographed photo from his namesake of Hollywood—the Ypsi youngster's dad, now 25, was named after the actor's late father . . . Walter Shafer is installing a new cooling system in the Shafer at Garden City.

Mrs. Irene Simons, sister of Howard Sturgess of the Gem, Saginaw, and Freddie Sturgess of Co-op, is recovering from her operation in Harper Hospital.

George V. Clancy, secretary of Musicians Local 5, is recovering from several weeks illness due to a strep throat.

Charles C. Fead, 75, president of the Port Huron Theatre Co., operating the Ritz there, died January 20. Two brothers and a sister survive. Burial was at Lexington.

Col. Tim McCoy, Columbia salesman, was busy fixing up his book to call on upstate exhibitors Monday . . . George Smith, of the Lyric, Lapeer, is planning to build a second house there—the architect is finishing the plans.

Three Knights of the Film Road met at Saginaw to compare points on their new wheeled steeds—Sam Gilbert of Warner, with his new de luxe Ford; Col. Tim McCoy of Columbia, with his La Salle, and Roy (Punch) Carrow of 20th-Fox, with his Zephyr.

Stanley Marz of the State, Saginaw, has recovered from a bad cold . . . Jack Thompson, Paramount salesman, got seasick going up to see John Vallier, St. Ignace exhibitor. Says he won't cross them there Straits of Mackinac till he can skate over 'em.

Mac Krim, of the Krim circuit, Detroit, and Jack Ross, of the Orpheum and Garden, Lansing, played polo for the Finnish Relief Fund at Lansing. Mac got his friend Buddy Rogers to come up from Dayton to play with him.

Duals Drubbed

LOUISVILLE—Doubles got a drubbing at the hands of Richard Rennisen, *Courier-Journal* columnist, after he had taken in a show featuring "Of Mice and Men." His drubbing:

"We had come in at 7 p. m.; it was now approximately 7:40. Starting from there all the reason we had hitherto tried to exert upon the double-feature problem began to go to pieces . . . From 7:40 until almost 10 p. m. there was a ghastly mix-up of newsreels, lecture skits, drama-smeared monologues, plugs for next week's pictures, etc. When we left the showhouse at 10:35, our nerves were frayed, our collar band was wet, and we had given up being reasonable . . . We could have slit a double feature's throat on sight."

Assigned to "Mother"

HOLLYWOOD—Robert Carson has been assigned to script "Portrait of a Mother," forthcoming Jack Moss production for Paramount.

CLEVELAND

MRS. LENA STILLWELL, owner of the Bedford, returned last Monday from a trip through Mexico where, she says, she almost froze from the cold . . . Milton Harris, director of publicity for Loew's Theatres, celebrated his birthday February 1 by buying his way into Loew's Stillman to see "GWTW."

Jay Gallager, formerly of Exhibitors Poster Service Co., and now associated with Thompson Products in Minneapolis, was back in town to attend the funeral of his mother. He visited around the Film Bldg. before returning to Minneapolis.

A. J. Buck of Fostoria, who hasn't a worry in the world since he shared possession of his house with Schine, was in town worrying about when he would get a date on "GWTW."

Lunching at the Tavern last Monday was a group of exhibitors from all sections of the state. There was Ray Wallace of Alliance, Joe Trunk of Youngstown, Harry Reinhart of Canton, Les Irwin, Paramount salesman, Eddie Brauer, who sells M-G-M films, and Eddie Johnson, the film delivery man.

A. G. Constant, who spends 11 months each year looking after a chain of nine houses in this territory, is spending his 12th month vacationing with his wife at Miami Beach . . . Walter Steuve, Findlay theatre owner, was one of the few out-of-towners on hand for the "GWTW" opening at Loew's Stillman . . . Don Marcus of the RKO ad sales department will not move over to AA, Inc., but will remain with RKO as shipper.

Arthur Engelbert, cashier here for Vitagraph, Inc., was a member of the famous division about which his parent company made a motion picture, "The Fighting 69th." Engelbert, who was wounded while in action at Chateau Thierry, was among those who last week saw the picture screened locally by Manny Pearlstein for members of the Rainbow Division.

Nat Holt, RKO Great Lakes division manager, is telling the world that he has booked Dorothy Lamour for an engagement at the RKO Palace for the week of March 8 . . . Ray Wallace, Alliance exhibitor, was in town but did not stay over for the opening of "GWTW" at the Stillman last Friday.

Nat Lefton, chief barker of the Variety Club had as his guest at last Monday's stag Louis Selzer, editor in chief of the Scripps Howard papers in Ohio . . . Jim Scoville has earned the reputation of being the Number One cribbage player along Filmrow, with Jack Jossey as a close runner-up.

James Circosta of Bellaire has added to his theatre holdings a small picture house in Benwood, W. Va. . . . Sam Fine who recently sold the Mount Pleasant to Charlie Gottlob and Ben Fain, has purchased the Savoy, closed since early last spring. The house was formerly operated by Nate Schultz and Meyer Kaplan.

It is reported that the Arion, which E. B. Cooper took over last week, is closed again.

Sub-zero weather wasn't healthy for local boxoffices—exhibitors reporting business was way off, especially in the suburban sections . . . I. J. Schmertz, 20th Century-Fox branch manager, Mrs. Schmertz and their daughter, Esty, pulled out last Thursday for a stay at Miami Beach . . . Joe Trunk, Youngstown theatre impresario, braved the snows for a visit to the exchanges, and J. O. Guthrie of New London was another hardy who was not kept at home by the weather.

Frank Boyd, resident sales representative for American Seating Co., has sold the chairs for W. N. Skirball's new houses in Bryan and Massillon . . . E. E. Bair, city manager for the Mallers houses in Defiance, was appointed chairman of the publicity committee of the town's local Infantile Paralysis Drive.

Everett Steinbuck, manager of Loew's State, was appointed for the second year, a member of the city safety council. He is the only theatre representative named on the committee.

F. H. Hathaway records that Republic's "South of the Border" chalked up an all-time high at his Struthers last week . . . Ray Wallace of Alliance also reports that the Gene Autry opus set up a new record for his Columbia.

Clarence A. Hill of the 20th-Fox home office was a visitor of District Manager George Roberts and Branch Manager I. J. Schmertz during the week just passed . . . Doug George, manager of the Windammer Theatre, unit of the Associated Circuit, has given a series of talks on motion picture appreciation before the members of three PTA groups, and he is turning over his theatre to the Rozelle PTA for a Washington Birthday Benefit performance.

Harry Lande of Independent Film Service was in New York all last week . . . Col. Harry E. Long, Loew division manager; Jack Lykes, Stillman manager, and Manager Kelly of the Statler Hotel, were hosts to the early birds who attended the first morning show, at 10 o'clock, of "GWTW" last Friday, treating them to coffee and doughnuts.

Bernard Rubin of Big Feature Rights Exchanges, Inc., is not making a secret of the fact that his office has ordered three additional prints of "Goose Step"—the Ohio title for "Beast of Berlin"—to take care of all the bookings in this territory.

Miss Lenore Schultz, of the secretarial division of the local Monogram exchange, was a grippe victim last week . . . Guest speaker at the Variety Club stag last Monday was Paul G. Andersen, No. 1 racing skipper on the Great Lakes and chief of the local municipal heating plant. Bert Stearn, UA district manager, was in charge of the meeting.

Ed Prinsen, manager of the Palace, Youngstown, sends in word that he played to capacity business recently when Jane Withers made a personal appearance . . . Another record for the season was hung up last week at the Hanna where John Barrymore appeared in his play, "My Dear Children."

The old Ohio Theatre, which survived several seasons as a night club, had the lights turned on last week for the first time in many moons, when Ray Jones offered for public exhibition his freak show, "The World's Fair Museum."

Lee Chapman has severed a four-year connection with Monogram, and now is selling for Big Feature Rights. Chapman is covering the river territory, Carl Scheuch is "doing" the Toledo territory and Bernard Rubin is handling the office.

Al Sunshine, of Hollywood Advertising Co., is in the midst of a two-week trip through Indiana, concentrating on his new line of banners . . . E. E. Bair, city manager of the Mallers theatres in Defiance, was in town the other day to sign for GWTW which he expects to play about the middle of March.

Meyer Fine of the Associated Circuit plans to re-join his family in Miami Beach almost any day . . . Phil Kendis of Exhibitors Poster Service Co., is valiantly resisting all arguments as to why he should take a Florida vacation . . . Louis Gross and Eddie Johnson aren't around the Film Bldg. very often this winter—seeing as how there is no film bowling.

Frank Belles, Republic field sales representative, is confined to his home with a strep throat.

Some "Gone With the Wind" statistics from the Stillman: Opening show line started at 7:00 for the 9:00 performance and extended two blocks. All seats sold in 35 minutes. The line for the 2:00 show started at 10:00. Seats now are selling into the fourth week.

New Bryan Theatre Opens; Weslin Debut Set Feb. 7

CANTON, OHIO—Two new theatres in the district have been completed at nearby Massillon and at Bryan. The Bryan in Bryan opened Wednesday. The new Weslin in Massillon will open February 7. The name was chosen in a contest and is a shortening of West Lincoln Way, the street on which the theatre is located.

Each house seats approximately 1,000 and both were designed and executed by John Eberson, nationally known theatre architect. Both houses have been constructed and will be operated by the Ellan Ess Corp., of which William Skirball, Cleveland, is president.

Assign Ricardo Cortez

HOLLYWOOD—Third in 20th-Fox's "Hotel for Women" series will be directed by Ricardo Cortez.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

PITTSBURGH

HARRY KALMINE, now vacationing in Mexico, will head the membership drive for the Pittsburgh Lyceum . . . Sammy Steinberg has a new car. Lou Ponsetta says he will have one, too, within the next few days . . . George Jaffe is vacationing in the south for several months . . . Tony and Charlotte Stern were scheduled to be in charge of the Variety Club's family night party February 2 after substituting January 19 for Johnny Harris, who was called out of town at that time. For February 9, Maurice and Dorothy Spitalny will be host and hostess and the Warner circuit city managers will be in charge February 16. Johnny Harris will be King at the February 5 dinner, and I. Elmer Ecker will do the honors February 12.

Andy Devine is heading the Stanley stage show . . . The Mario Battiston's five-week-old son has been named Alfred . . . Dave Leff has been laid up with a bad cold, and John Reilly, his manager at the Metropolitan, has been busy at the theatre and on Filmrow . . . Bob Freeman is on the go again after an illness . . . Vince Josack has a new "personality" chart . . . Nathan Katz, AMPTO counsel and president of Grand Lodge No. 3 of B'nai B'rith, addressed the W. Pa. council of that organization in the Penn Albert Hotel, Greensburg.

James R. Grainger, Republic chief, was here on business for several days this week with James H. Alexander . . . Bill Davis of the Triangle is ill at Montefiore Hospital . . . New secretary at the Don D'Carlo booking office on Filmrow is Ann Feher . . . Recent visitor at the RKO exchange was Herb MacIntyre, leader of the company's Ned Depinet drive which extends to May 10 . . . Mrs. Belle Mandell Rodin, stenographer in the booking department at Paramount, has resigned, and her sister Goldie Mandell of the accessory department has moved upstairs to take over that position . . . Harry Seed is in Chicago for a mid-season sales meeting of Warner branch and district managers.

L. Claire McLaughlin, 67, theatrical booker here for 35 years, died Sunday following a stroke. He is survived by his widow, Mrs. Margaret Bendle McLaughlin, and a daughter, Mrs. Raymond A. Turpen and three grandchildren. Funeral services were held Wednesday afternoon at the home of his nephew, George H. Stilz, 128 Grant Ave., Etna . . . Trade showing of "Abe Lincoln in Illinois" at the Rialto, uptown Fifth avenue, Monday afternoon brought out a near capacity audience and the picture was greatly appreciated.

Dr. A. L. Koontz of New Martinsville, W. Va., who was very much present at the C. C. Kellenberg testimonial with his son-in-law George Delich, former Pitt grid star, is observing his 27th year in exhibition at New Martinsville. He has been a leading dentist there for 39 years . . . George Sullivan of the Clifton, Huntingdon, Pa., is vacationing in Florida and Al Geddings, assistant at the Manos' Harris, Jeannette, is substituting during his absence . . . Versailles Amusement Co. is being incorporated to operate parks and swimming pools here . . . As stated here on various occasions, but now definitely announced, the Pittsburgh Baseball Club will inaugurate night games at Forbes Field this season . . . Bart Dattola is spending no more quarters. He lost in a toss for "GWTW."

"GWTW" premiere at the Warner last Friday made cinema history here. Newspapers covered the event for the news, society and amusement pages, with picture art and flash photos of celebrities, and two local radio stations broadcast lobby remarks before and after the first reserved-seat performance. There are all types of "GWTW" tieups in the city area and last Sunday Rev. Dr. Bernard C. Clausen used the film's theme as his morning sermon at the First Baptist Church . . . WB's "The Fighting 69th" was previewed here Wednesday evening for veteran organizations at the Roosevelt Hotel . . . John T. McGreevey of the Harris office announces that J. R. Jackson, former Freedom, Pa., theatre manager, has been named as the circuit manager at St. Marys, Pa. . . . Your correspondent is now an official member of the Gene Autry Club and is proudly displaying his badge!

John S. Stahl jr., Homestead exhibitor, states that his dad will start construction on their new theatre in Munhall (Homestead Park) sometime in March . . . Jules Lapidus is much relieved this week after having his ears lanced . . . John Scott, former Paramount ad sales manager in Chicago, is manager of the Advertising Accessories branch, subsidiary of NSS, which has opened for business at the local Paramount exchange. Jack Judd and Perry Nathan remain on the job here for NSS . . . Danny Davis, formerly secretary of the ITO of W. Va., who will offer a new theatre business builder, is headquartering at the Monarch exchange.

Bill Zeilor, manager of the Alvin, is at Mercy Hospital where he was taken Sunday suffering with pneumonia . . . Herb Schaefer of the Blair Station theatre is barnstorming through Florida while his partner, Herb Staminger, remains on the job here. They take turn-about at work and play . . . M. E. Sperling of Moundsville has changed from Piedmont cigarettes to another brand, explaining that now since his associate, Mr. Lowe is married, they must save particular cigarette coupons for Mrs. Lowe . . . Bert Redfoot of Windber and his son, Albert jr., were in for the C. C. Kellenberg testimonial. Young Albert is learning about the theatre business under his dad's direction at the Arcadia . . . Harry Walken, Salem, Ohio, theatre manager, is vacationing in Florida.

Radio broadcasts the other day that the new Mannington Theatre, Mannington, W. Va., had been destroyed by fire were entirely wrong. A store around the block and other properties were gutted by flames but not Dr. and Mrs. C. P. Church's theatre . . . Charlie Anderson, the Alpine circuit executive, hopes to take it easy on weekends for the next several months. He's been keeping himself too busy of late and is not quite himself in perfect health, although he is looking great . . . Johnny Harris and George D. Tyson were scheduled to depart February 3 for Dallas, Tex., where they are to discuss plans for the national Variety Clubs' convention which will be staged there April 18-20.

Frank Roberts, the veteran theatre manager of the area and former organist who has devoted 33 of his 44 years to this industry and who is now one of the leading showmen with the Alpine circuit, will become a grandfather in June . . . Bill Heaton, Pennsboro, W. Va., exhibitor has just opened his new theatre at Cairo, W. Va., which he has named the Grant. He tells us that the new 280-seat house cost him at the rate of $33 per seat. Bill also reports that his dad is well . . . Edgar Moss, 20th-Fox district manager, and M. A. Rosenberg, AMPTO prexy, didn't speak at the C. C. Kellenberg testimonial because of laryngitis.

WB's Ritz, Fifth avenue, downtown, became a first-run and moveover house with the opening of an extended engagement of "GWTW" at the Warner. First attraction at the Ritz, which had been newly redecorated, remodeled with new front and marquee, and with seats, was "The Hunchback of Notre Dame," moved over from Loew's Penn. Max Silverman, manager of the Ritz, is well pleased with the city's new de luxe house and its new policy . . . Shirley Temple in Maeterlinck's "The Blue Bird" is the Easter Week booking for the Fulton . . . Pittsburgh *Post-Gazette* came out against the Neely bill in no uncertain terms last Saturday, the a. m. paper carrying a feature editorial on the subject . . . Final "mess" in the remodeling of the New Universal exchange was started Saturday afternoon and the weekend work cleaned-up the flooring and odds-and-ends. The Jacobson Construction Co. did this job . . . Senator offered "demand" return engagement of the two great "Mister" pictures of 1939, "Mr. Smith Goes to Washington" and "Goodbye, Mr. Chips" on a double bill.

In attendance at the President's Birthday Ball at the William Penn Hotel were Sonja Henie, who appeared with her Hollywood Ice Revue this week in the Gardens; Billy Conn, world's light heavyweight champion; Eugene and Willie Howard, Ann Miller, Ella Logan and Ben Blue of George White's Scandals which was the attraction at the Nixon; Johnny "Scat" Davis and his band, the Three Stooges, Cliff "Ukelele Ike" Edwards, Gloria Dickson, Alexander D'Arcy, the Brewster Twins and others from the Stanley. Five local radio stations broadcast a special "March of Dimes" program from the Stanley stage Monday evening.

Si Steinhauser, *Press* radio editor, reports: "M-G-M may go on the air with their own radio programs to please the movie theatre owners who squawk about commercial programs killing the 'BO' (that means boxoffice, not what you think) of picture stars. If the program comes through, Pittsburgh's Louis K. Sidney will be the producer." Si also says: "When contracts for programs now dispensing cash expire, networks will be reluctant to renew them and some will be refused air time."

CINCINNATI

METRO'S Red Devanney celebrated his birthday on the 27th, and many "singing wires" were received at the Metro office.

J. J. Grady, 20th-Fox, has completely recovered from the shock of his recent skid, and is busy listening to the generous praise bestowed on the "The Blue Bird," recently filmed at the exchange.

Robert Schmidt's Fayette, Celina, Ohio, suffered damage in a booth fire and his operator was burned about the face.

Many exhibitors braved the icy roads to visit the exchange this week, including John Gregory, Far Hills, Dayton; Mr. and Mrs. Crist, Ripley; Mrs. L. Dugle, Manchester; John R. Powell, Matoaka, W. Va., and Harry Jennings, Middleport . . . Homer Guy, Columbia, Dayton, is confined to his home by a sprained foot.

One of the happiest parties of the year was that given by Mrs. E. L. Shakespeare, Cincinnati exhibitress, who entertained all the bookers of the Row with a banquet at the Good Samaritan Hospital, an institution in which she is much interested.

Jonas Thomas, Chakeres circuit, Springfield, is in Florida recuperating from an attack of the flu . . . Messrs. Dinerman and Whitemar are being much complimented on their new decorations, and Col. Arthur Frudenfeld has installed new furniture at the RKO Theatre offices.

Whitt & Martin have closed their Starrat, Starrat, W. Va.

Clemence & Hensley, Black Diamond Theatre Co., Montgomery, W. Va., are planning a new house at Nitro, W. Va., to be opened about June 1. They also operate 12 other theatres in West Virginia.

Andy Devine was guest at the Dayton Variety Club January 22, and William Keyes, chief barker, and a goodly crowd of members were on hand. An indoor stag picnic has been arranged by the club, for January 31.

A new theatre is reported opening at Harrodsburg, Ky. Holland & France have sold their house at Rockford, to H. L. Schindbeckler.

Harris Memorial Library For Pittsburgh Club

PITTSBURGH—Johnny Harris, circuit exhibitor and hockey impresario, described by Chester L. Smith, *Press* sports editor, as "known up and down the International-American Hockey League as a shrewd trader and a hard one to down in an argument," will furnish the library in the new clubrooms of the Variety Club, this contribution being in memory of his father, John P. Harris, and his uncle, Harry Davis.

Green Sells to Circosta

BENWOOD, W. VA.—Roy Green has sold his Roxy to James Circosta, exhibitor at Bellaire, Ohio.

Record Crowds to Parties By Variety in Cleveland

CLEVELAND—The local Variety Club is zooming.

Nat L. Lefton, chief barker, reports record crowds are attending the Monday night stags and the Saturday night jubilees. Outstanding speakers are featured regularly at the Monday affairs, while Saturday night is given over strictly to entertainment. Attendance has been running close to 100 guests.

"Duke" Clark is chairman of the stag nights and Bert Stearn heads the Jubilee Night committee.

A Benefit Show at Circle By Variety Legion Post

CLEVELAND—John Himmelein, commander of the Variety Post of the American Legion, is arranging a benefit stage and screen midnight show to be held March 15 at the Circle. The Community circuit is donating the use of the theatre, and screen and stage talent will be furnished free. All proceeds will be used to furnish equipment for the sandlot baseball team the Post is sponsoring. Tickets at 50 cents now are available.

Bank Night Test Case

BEAVER, PA.—The question of whether or not Bank Night is legal will be decided in a test case entered this week by District Attorney Robert E. McCreary. J. C. Lund, who manages theatres in nearby Aliquippa and Ambridge, is charged with operating a lottery. Lund has posted bonds for hearings. The case likely will be tried at the March term.

LOUISVILLE

BITTER cold has had a mighty shrinking effect on boxoffice receipts over the state for the last few weeks, but it began to look early last week as if the exhibitors were going to get a break. The weather man in this area said warmer weather was in sight.

Joe Goldberg, who travels out of Louisville for Big Feature Rights, found the going plenty rough down in Kentucky and Tennessee, and had to leave his car in Memphis because of road conditions. Sam Abrams, manager of Big Feature Rights' Indianapolis office, was in town the other day and closed with several neighborhood theatres on "Hitler—Beast of Berlin," which had its introduction here at the Strand several weeks back.

Another visitor last week was Louie Wiethe, who operates a theatre at Latonia, Ky., and another one in Ohio . . . M. A. Lightman, head of Malco, is quite a contract bridge fiend, and travels o'er the country competing in tournaments.

The old Drury Lane of Louisville, which used to be one of the theatrical bright spots in the downtown section, is open for business again with "Blackie" Lintz of Cincinnati at the controls. "Blackie" is staging burlesque there now, and seems to be doing all right.

"Gone With the Wind," which opened January 26 at Loew's, was held over there for a second week, with the same setup prevailing—general admission for the matinees and everything reserved for the night shows.

★ COURTEOUS SERVICE
★ GENUINE HOSPITALITY
★ LUXURIOUS SURROUNDINGS
IN
DAYTON
OHIO



SECOND AND LUDLOW STREETS
HOTEL
MIAMI
400 ROOMS WITH BATH
★ You'll appreciate the comfort and superior facilities at Dayton's leading hotel – the smart and colorful Miami, first choice of experienced travelers. Spacious, tastefully furnished rooms. Internationally famous for its excellent food. . .Popular Crystal Bar.
$ FROM 2.50
V. C. MURPHY, MANAGER
ONE OF THE ALBERT PICK HOTELS

Gift Guaranty Out After a Mistrial

PITTSBURGH—Emanuel Roman, 38, of Bellaire, Ohio, accused of selling 10-cent "Bank Night" insurance tickets, pleaded no defense in criminal court on a lottery charge after Visiting Judge C. C. Lesher declared a mistrial. He had been found guilty by a jury which had been reduced by illness of two jurors. A poll of the members of the jury, after the verdict was returned, disclosed three for acquittal and seven for conviction. Criminal court cases require an unanimous verdict. The verdict was dismissed and Roman then pleaded no defense. He was paroled for one year and ordered to pay costs.

The "Bank Night" insurance was to protect registered theatre patrons and to pay awards in the event the insured's name was called while not present at the particular theatre. Roman was said to have done a landoffice business with numerous agencies.

Penalty for Non-Payment Of Compensation Taxes

COLUMBUS—The fourth quarter of the 1939 Ohio compensation payments were due January 1. In cases where such contributions and delinquent payments for earlier quarters of last year were not made by Jan. 31, 1940, employers will not be eligible to receive the full 90 per cent credit on their excise taxes and will be required to pay eight per cent interest on over-due contributions.

Payroll tax under the Ohio law is 2.7 per cent. The internal revenue code levies a 3 per cent tax. However, employers who are subject to both federal and state unemployment compensation laws may deduct 2.7 per cent from the 3 per cent, provided state contributions were paid before January 31. Employers liable, generally, in Ohio are those who have had three or more workers in their employ during some part of a day in 1939.

BOWLING

DETROIT—New standings for the Nightingale Club bowlers:

	Won	Lost
Oliver Theatre Supply	41	27
Motiograph	39	29
National Theatre Supply	38	30
McArthur	37	31
Amusement Supply Co.	33	35
Brenkert Projector	30	38
Lorenzen Flower Shop	28	40
National Carbon Co.	26	42

High rollers of the week were: Jack Lindenthal, 541; Clarence C. Moroney, 554; F. H. Akins, 529; Gil Light, 529; William Fouchey, 575, and William Swistak, 550.

Kentucky Theatre Tax Bill Ahead

FRANKFORT, KY.—A bill reviving an occupational tax on theatres and certain other types of business establishments has been passed by the state legislature. The measure imposes a tax of 20 cents a seat annually on every theatre in the state.

Similar legislation was passed two years ago, but later was rescinded because the expense of collecting the tax was exceeding the amount collected.

Two other bills affecting film interests were ready for introduction, one calling for creation of a state board of film censorship to approve only pictures of "a moral, educational or amusing and harmless character," and the other proposing repeal of a 1938 act legalizing "cash prize nights."

The censorship bill, prepared by Rep. T. J. Fitzpatrick of Covington, also would allow the board to work in collaboration with such boards in other states as a "censor congress," and the action of such body to be taken as that of the state board.

Under this bill, films would have to be passed by the censors before delivery to exhibitors, and a $1 fee would be charged for censoring each reel not exceeding 1,000 feet. Another fee of $1 would be charged for each additional 1,000 feet or fraction thereof.

Trade Turns Out for Kellenberg Party

By ROBT. F. KLINGENSMITH

PITTSBURGH—Observing his 33rd year in the industry and his 20th year with 20th Century-Fox, C. C. Kellenberg was honored by 250 friends at a testimonial dinner in the Urban room of the William Penn Hotel, Monday evening.

At the speakers table were C. J. Latta of Warner theatres, Variety Club's chief barker of Tent No. 1, who served as toastmaster; Ira H. Cohn, 20th-Fox branch manager; John J. Maloney, M-G-M district manager; Edgar Moss, 20th-Fox district manager; Bert M. Stearn, UA district manager; M. A. Rosenberg, AMPTO of W. Pa., president; Al Weiss, McKeesport exhibitor and treasurer of the affair; Father James Garahan, chaplain of the Variety Club; Dan Hartbauer, 34th district commander, American Legion; Ed Stirling, Pennsylvania department commander, American Legion; Bill Kern, West Virginia University's new grid coach; Ray Fuhs, old-time friend of the honor guest, and E. S. "Jim" Thorpe, Austin Interrante and George Moore of 20th-Fox's local branch sales staff.

The dinner was one of the best yet served at such testimonial occasions and the speechmaking was short and in good humor. "Kel" was presented with a check for $250 in token of the esteem in which he is held by his many friends in the industry. More than 50 of the 250 present were from Kel's old stamping grounds, West Virginia, and a number of his friends and comrades of the American Legion were in attendance. Wires of congratulations were received from Herman Wobber, 20th-Fox sales manager, and Bill Sussman, division manager for the company, and from Hollywood, Sol M. Wurtzel, Henry King, Irving Cummings, Shirley Temple, Jane Withers, Richard Greene, Warner Baxter, Mary Healy, Alice Faye and Don Ameche sent personal messages. Other wires were received from Michael N. Shapiro, Miami Beach; Eddie Bergman, Cleveland; Dave Victor, Santa Monica; Dr. C. P. Church, Mannington, W. Va.; Ted Scheinberg, Steubenville, Ohio; Newt Williams, Pittsburgh; Larry Katz, Lewistown, and from Clarksburg, W. Va., Richard D. Marks, Waldo Hotel, Genevieve B. Connell, Glenn B. Tinsley, Jim Keefe, Ray W. Garvin, Meyer Siegal and Clair N. Parrish remembered to add their good wishes.

Special tributes were offered Kel from the American Legion's Ladies Auxiliary and beautiful flowers for "the finest husband that lives" from Kel's wife, Ruth.

Following the speechmaking the entire body of showmen and friends of the industry descended on the elevators to the Variety Club where an open house was held in celebration of the 20th anniversary of the local film man with the same company. For a number of hours the party continued.

Al Weiss and his brother, Bill, and Sam Neaman, Natrona exhibitor, deserve special honors for their untiring efforts in making the evening one long to be remembered.

J. F. Smith Gets Service Award From Legion Post

BARNESBORO, PA.—J. F. Smith, local theatre owner, was presented with a certificate for meritorius service rendered the Barnesboro American Legion Post at a past post commanders testimonial dinner in the local Legion Home on January 23.

Smith was recognized for his outstanding service in loaning the post a large sum of money to make possible the construction of the new Legion Home and the donation of the use of his theatre on many occasions for patriotic affairs arranged by the Legion.

COLUMBUS

ROBERT and Walter Herrell, owners of the Avalon, Cleves, are building a new house to replace the present one, work on which will start at once. New theatre is to have 500 seats and will be a $40,000 de luxe job from air-conditioning to "bawl room." F&Y Theatre Division is building . . . Caldwell Brown, the Zanesville exhibitor, is one unlucky guy! He matched a coin with a Shea representative for rights to "GWTW"—and lost.

Fred Rowlands, owner of the Main and Parson theatres, has acquired the Hollywood on a ten-year lease. J. T. Mendenhall is the owner, Ralph Reisinger, the former operator. House will be completely remodeled, including new marquee and seats . . . The "GWTW" exploitation caravan is in the territory. Was in Dayton on Thursday; Columbus, Friday; Parkersburg, Saturday, and is in Huntington, Monday. Paul Kamey out of W. R. Ferguson's office is advance man. Show opens February 16 *at the Columbia in Portsmouth for first of the smaller towns. Other dates to follow include: Springfield, Frankfort, Chillicothe, Middleboro, Xenia, Logan, Greenville, Wilmington, Danville and Lancaster.*

Warner's Ohio, Lima, is in court with Bank Night variation, "Prosperity Club." The prosecutor claims they have "misused a corporate franchise granted under Ohio laws by advertising and conducting a lottery or game of chance," and ask that the court appoint trustees to liquidate the operating company . . . Hugh Gooding, the new National salesman, is from Georgia—or did you know. His Cincy boss, Herman H. Hunt, is back in the territory after a business trip to New York.

ITOO directors will meet here Tuesday. At that time definite action will be taken on the proposed "Pot O' Gold" campaign, and details of the annual convention, February 28-29, *discussed.*

Testimony-Taking Is Ended in M&R Suit

By BRAD ANGIER

BOSTON—*The taking of evidence in the Morse and Rothenberg anti-trust suit has been concluded after 178 days and three calendar years—probably a time record in film anti-trust actions. Argument is scheduled to begin on either March 25 or April 1 and will likely take about two weeks. The Master will later report his finding to the U. S. district court in Boston, at which time either side may mark the suit for jury trial if no settlement is reached in the meantime.*

BOSTON—"A new theatre coming into a town never brings in business," John J. Ford, head of the Maine and New Hampshire Theatres Co., said while testifying in the Morse and Rothenberg anti-trust suit.

"As a general proposition, if you have two theatres in a town and the entertainment in those theatres is varied enough so that those who want westerns will see westerns, and those who want comedies will get comedies . . . in other words, if you have shows that are catering to the masses of the people . . . a third theatre will not bring in more revenue if they run the same type of shows; because what they will do, as a general thing, is merely divide the general revenue in the town."

Ford told Phillip Hendrick, master in the lengthy litigation, that this had been his experience, not only in handling New England theatres, but in covering motion picture houses all over the United States.

Indications were that the presentation of evidence in the case might be concluded this week. If so, the master will probably set a date for arguments.

The defense continued to call witnesses last week, bringing forth Alexander J. Kearney of the Shea circuit; Maurice N. Wolf, local M-G-M district manager; Tom Spry, former Warner branch manager; Blanche Goodale of the Colonial Theatre Co., Nashua, N. Y.; Melville Ames, RKO salesman; William J. Longridge, local travel concern representative, and Ernest L. Hickey, theatre manager.

John Ford, who has been in the motion picture business for approximately 17 years, told Edward McClennen, head defense attorney, that to the best of his knowledge, Paramount contracts for 1934-35 and 1935-36 and a Fox contract for 1935-36 were the "only contracts which gave us exclusive runs" in Portsmouth, N. H.

"Did you have any secret agreements or understanding with any of the companies for any kind of run other than those which appeared in the contracts?"

"Whatever our agreements were," Ford said, "they were contained in the contracts. No outside agreements of any kind!"

"You understood the measure of your rights was what appeared in the contracts? Is that right?"

"Exactly."

"Who had charge of the active management of affairs and the negotiation of the contracts of the Maine and New Hampshire Theatres Corp. of Massachusetts?"

"Since when?"

"Between the period of 1930 and 1939?"

"I had what I considered absolute supervision and control."

"Would any contracts other than occasional spot bookings or an occasional second run contract be made under your direct supervision?"

"Every kind of a contract would be made under my direct supervision, not necessarily by me, but by authority delegated by me to somebody else."

"I take it that these other officers in the corporation, such as Mr. Lane and other ones, would not be the persons who would negotiate contracts for the theatres?"

"They at no time have, directly or indirectly, interfered or done anything with the operation of the theatres."

"At any time between 1930 and the present time have you ever entered into any understanding or arrangement with any of the defendants named in this case or these cases, or any combination of them, as to what course should be pursued with respect to the Arcadia Theatre in Portsmouth?"

"I have not."

Portsmouth "Overseated"

"Or with respect to whether they should or should not sell product in Portsmouth?"

"I have not."

Ford said that, judging from his knowledge in the moving picture business in general, he would estimate that Portsmouth, N. H. was "greatly overseated."

"You would say," McClennen went on, "that one seat to every 3½ of the population would mean that the city was overseated?"

"Exceedingly so."

"One to 4½ would mean that it was only slightly less so?"

"That would be very bad, too."

"What is the situation throughout the territory that you are familiar with, in general, with respect to seats per population? Can you give us some idea?"

"It would have to be only an idea. When you say the territory in which I operate, do you mean the territory in which I actually operate or the territory of which I have knowledge?

"The territory of which you have knowledge."

"I should say it would be one seat to every ten in the population."

Rifkins Acquire Five Springfield Houses

BOSTON—Liberty Theatres Corp., headed by Herman Rifkin, former Republic franchise holder, and his son, Julian, has acquired a circuit of five houses, located in Springfield, Mass., from the Winchester Amusement Co.

This circuit includes the Phillips, Strand, Liberty, Jefferson and Garden. The Rifkin interests also include the Suffolk and Majestic in Holyoke and the Academy in Northampton.

Lydon Calls to Feb. 13 Meeting

BOSTON—Frank Lydon, president of the Independent Exhibitors, Inc., has called a business meeting of the Allied affiliate in Boston for February 13.

Loew Suit Defendants Granted More Time

BOSTON—Defendants in the recently filed E. M. Loew anti-trust litigations, covering indoor and outdoor theatre holdings scattered from Massachusetts to Florida, have been granted an extension of time in which to file answers by the U. S. district court. Once this technical requirement is fulfilled, the major distributors are expected to bring a three-fold petition, (1) requesting that the suits be dismissed, (2) that a bill of particulars be filed by the plaintiffs, and (3) that the defense be accorded right to take depositions. Answers are expected to be in by the end of next week.

Mekelberg Opens Office For Fine Arts Films

BOSTON—Marcel Mekelberg has set up an office at 37 Melrose St. in the film district to handle his New Haven and Boston franchise deal with Fine Arts Producing and Distributing Corp. Mekelberg, recently branch manager of Grand National here, was formerly New England manager for Gaumont-British. Before that, he operated the Century Film exchange.

Sam Levine, with Mekelberg at Grand National and Gaumont-British, is booker for the new concern. Grace Sullivan, also formerly with Grand National, continues with Mekelberg. William Mancuso jr. has been appointed shipper, Connie Denehy having gone with Universal following the Grand National shakeup.

Pawtucket May Get New Suburban Second Run

PAWTUCKET, R. I.—This town, which has three downtown and one neighborhood theatres at present, may get a new second-run neighborhood house. William A. Pinault, local druggist, has asked permission from the zoning board to erect a $50,000 theatre of 700 seats in the fast-growing Darlington section. Pinault says he will put up the one-story building, leaving furnishing of the house to the lessee. He says he already has had offers from four people to take over operation of the house if built. The board's action on the request is expected to be forthcoming in a few days.

New Move-over Setup; Bijou Vaudeville Waits

NEW HAVEN—"The Shop Around the Corner" is the first show to be held over from the Poli to the Bijou. The latter house takes over the usual College product while that theatre is engaged on "Gone With the Wind." Plans for Bijou vaudeville have been shelved until after the roadshow.

Helms Stamford Palace

STAMFORD—Edward Peskay is helming the Palace here following the resignation of George Rich to take a position with the Skouras circuit.

PORTLAND

SOMEONE should tell your correspondent that cars, even the best of them, have to have anti-freeze in their radiators this kind of weather or they'll burst wide open. Alas! Alack!

Our congratulations to Ralph Adams, night watchman at the Maine Theatre, who just won a decision over Old Man Flu, even though it took him a week to do it.

Harry Botwick, in his role of questioner on the weekly Satmorn Recess Time program, got a snicker the other day when he asked this one of a little shaver so high—

"What is the Milky Way?"

The little fellow didn't even hesitate.

"A candy bar," he said proudly.

Claude Collins, contact man for the World's Fair newsreels, visited in Portland this week. He accompanied Thomas E. Dewey, presidential aspirant, who during his one-day stay in the Convention City was wined and dined by political "big-wigs."

Other Filmrow visitors: Johnny Feloney, 20th-Fox salesman, Boston; Bill Benjamin, US representative, and Mrs. Benjamin, Boston, and J. T. Loftus of Standard Theatre Supply, Boston.

This is Al Russell's story and he'll stick to it. He fell on icy steps at his home and broke two toes. Russell is a local projectionist.

The Seville, operated by Russell Mack, in Knightsville, South Portland, has closed.

New fluorescent lights are being installed in all lobby display frames at the State . . . The local chapter of the MPMO union has organized a bowling team. As a result, Chelsea Waldron is complaining of a strained back.

Premiums on Wide Front In Connecticut Houses

NEW HAVEN—News from the special inducement front:

Russell Hess is trying local talent shows Monday nights at Groton. He also is using Thursday bargain matinees, admitting all students at 10 cents to 5:00 o'clock.

The Plaza at Stamford is dishing out learning for the price of a ticket, via World's Popular Encyclopedia.

Metro premium deals have been closed with Fishman's Apollo and Lyric, the White Way, Moodus, East Hampton, Plainfield at Plainfield, Plaza at New Haven and Bostwick at Bridgeport.

Wrisley has sold an ovenware deal to the Windsor, and to the Franklin at Thompsonville.

Speed Remodeling

PORTLAND—A crew of five men are busily engaged finishing work on the outside lobby of the new Capitol, and Harlan Boucher, house manager, says "there are a thousand and one things yet to be done" before it will really be finished.

"Two-Gun" Heffner Now His Title

Boston—It's now "Two-Gun" Heffner. Roy E. Heffner jr., son of the Bank Night assignee, is a special policeman in Middleboro by virtue of his managership of the Key there. Heffner promptly armed himself with two 1861 Derringers.

Hot Dog Stand's Growth Likely to Be Stunted

PORTLAND—The Cape, operated by Leon P. Gorman, involuntarily finds itself in the midst of a community squabble. The theatre is located on a part of the Craggmere development, a restricted area which forbids the building of stores until 1948.

No objects were raised by home owners in the territory when the theatre was built in 1937 because the restrictions did not affect such structures, the development owner not having considered the possibility of a theatre being built there when he drew up the restrictions in 1923. But when the theatre flourished, a certain Florence Asadoorian and her brother, Levon, decided to take advantage of the situation, and so built a hot dog stand on the lot between the theatre and the first home owner. As the theatre prospered, so did the hot dog stand. So that now Florence and her brother want to enlarge the place. Whereupon the neighbors put their feet down with an emphatic "NO!" In fact the next door neighbor on January 25 appeared before Supreme Court Justice Sidney St. Felix Thaxter, and sought an injunction to restrain the Asadoorians not only from increasing the size of the store but also to compel them to remove the present structure.

New Haven Metro Club Officials Are Elected

NEW HAVEN—Milton Hyams is busy with his new office as president of the Metro Pep Club. Other officers are Mollie Smith, vice-president; Ann Caparossi, treasurer; Alice Lee, secretary. Charlie Lazarus is official reporter.

Members of the entertainment committee, headed by George Weber as chairman, are Mary Fappiano, Leon Jacobson and Rose Marie Patterson. Meetings will be held the first Monday of each month, and the club already is planning a boat ride.

Defer Yamins' Dinner

BOSTON — A postponement, probably for five weeks, has been announced by the sponsors of the testimonial dinner slated in honor of Nathan Yamins, retiring president of the Independent Exhibitors, Inc.

Waldron a Sheriff

PORTLAND—Chelsea Waldron of the State can swell out his chest in that "or else" manner and one can't do a thing about it. He's just been appointed a deputy sheriff of Cumberland county.

BRIDGEPORT

MANAGER MATT L. SAUNDERS of the Loew-Poli has been named to the publicity committee of the Community Forum of the United Congregational Church.

Lou Anger has obtained a second site for another North End theatre and plans have been drawn for a 1,000-seat house. So far no construction has started on the site he purchased last fall.

Sam Hadelman, manager of the Capitol, now is operating the Colonial, neighborhood house. He also owns in the Shelton, Shelton, which is being remodeled.

Alterations have been completed at the Fine Arts in Westport . . . Joseph P. Whalen's body was returned here for burial after his death from a heart attack in Sanford, Fla.

Westport has abandoned its plan to construct a town-owned theatre.

Al Domain of the Loew-Poli staff is checking "Gone With the Wind" at the Palace in Meriden. Julie Prucin, Globe cashier, is also in Meriden for the run of the picture.

Just a little more of this zero weather and Manager Manny Kugell of the Warner swears he will get a heater in his auto.

Comi Manufacturing Disc Shutters for Motiograph

BOSTON—P. Edward Comi now is manufacturing special new-type disc shutters for use on Motiograph projectors. Recent orders include two for Phil Smith at the Broadway in South Boston, four for Oze Tessier for the Rialto and Royal in New Bedford, and two for Irving Green at the Park in Everett.

Comi, who invented the so-called Simplex rear shutter, designed the new disc-type back shutter for Motiograph to eliminate the standard barrel shutter. The new type of shutter is attached to the machine by eliminating the left back door and applying another type of door which has, mounted on it, a complete disc-type shutter assembly.

This type of shutter is driven by a universal coupling connected directly to the intermittent movement. The film gate opens between the guard of the rear shutter, thus eliminating the extra weight that the cylindrical type shutter offered. This new shutter causes the machine to run more smoothly, free from vibration, it is claimed. Furthermore, it is stated, the disc shutter gives more light than the cylindrical shutter as the elimination of two gears allows the cut-off blades to be narrower. It also reduces the heat at the film point, it is claimed, whereas the old type rotated in the heat at all times.

MPTO Meets Feb. 20

NEW HAVEN—The MPTO of Connecticut will have a meeting February 20 at Ceriani's, according to Secretary Herman Levy.

HARTFORD

ROBERT GORLEY has resigned from the service staff of the Lenox . . . Josephine Muraski, Lyric cashier, has had her appendix removed. Antoinette Rujulio is subbing for her . . . Eddie Boggs is a new usher at E. M. Loew's . . . Martin Keleher (Princess), Charles Repass (Crown) and Maurice Shulman (Webster, Rivoli and Plaza) were in New Haven for an Allied unit meeting.

Alan Harris, son of Martin Harris, one of the owners of the Harris Brothers' State, is ill . . . George Landers, manager of E. M. Loew's, was in New Haven visiting the film exchanges . . . Henry Needles, Warner's district manager, has returned from a 12-day vacation in Panama and other points south . . . Raymond Platt is a new member of the service staff at the American, Bridgeport . . . Joe Shulman is vacationing in Florida.

Congratulations to Charlie Seaverns, who who re-elected president of the Bushnell for another year . . . E. M. Loew's bowling team challenges theatres in the Greater Hartford area to some matches. Theatres with bowling teams are invited to phone Hartford 5-6789 for games . . . Bernard M. Levy, manager of the main stem Proven Picture Theatre, announces the house will continue to play midnight shows from time to time. The house has been doing pretty good with them of late.

Julian B. Tuthill, motion picture editor of the Hartford Times, *is author of a new column titled "Right Off the Reel" . . . Alterations are being made at the Fine Arts, Westport, and work is progressing at the West End, Waterbury . . . Joe Babbitt is new stage manager at the Lyric, Bridgeport.*

New members of the service staff at the M&P Allyn are Constantino Dadiskos and William B. Conland . . . Jack A. Simons, Wallace J. Cooper and Russell G. Grant have been busy on publicity stunts for forthcoming pictures at the Loew-Poli . . . Reports have it the Allyn's service staff will soon have new uniforms.

Flavina Sloat, cashier at the Allyn, knits in her spare time . . . Wallace J. Cooper, Loew-Poli assistant manager, was in Waterbury visiting his mother-in-law, who is ill in a hospital there. His wife accompanied him . . . Peter Leonard, Loew-Poli porter, has resigned. Essex Thompson has replaced him.

The first public television demonstration in Connecticut was to have been given at a local downtown department store on February 1, 2 and 3 . . . A Yiddish film, "A Brivele Der Mamen" (A Letter to Mother) is due at the Bushnell February 7 . . . Thom Conroy, former director of the Hartford Little Theatre, was in town.

Thornton Ad Sales Head In New Haven Weld

NEW HAVEN—Tom Thornton is ad sales manager of Advertising Accessories here in the merger of those departments from Paramount, RKO and Universal. His assistant is Jimmy Mahan.

Deletion in Dialogue Is Made in "Secret Four"

BOSTON—"What the hell . . ." was cut from Monogram's "The Secret Four" last week by the department of public safety. The bureau of Sunday censorship okayed 28 other films, including First National's "Fighting 69th," United Artists' "The Lion Has Wings," and M-G-M's "Congo Maisie."

"Hell" was also eliminated from vaudeville routines, together with dancing and "all objectionable and suggestive dialogue." Sixteen acts were approved for Sunday showings, while two routines were banned.

"GWTW" Enters 6th Week At Orpheum in Boston

BOSTON—"Gone With the Wind" has been held for a sixth consecutive week at Loew's Orpheum. Loew's State, after receiving tickets for a sixth week, decided to go into new pictures which have been piled up by the holdover. The feature, which on its fifth week did an estimated 240 per cent at Loew's Orpheum and 225 per cent at Loew's State (based upon regular initial-week business averages) was originally booked in for two weeks with an option on a third week.

Waterbury Delay

WATERBURY—Construction on Frederick Van Doren's new Waterbury is held up by winter weather, and the contractor is waiting for more favorable temperature to pour more cement.

Pavone to Universal

NEW HAVEN—John Pavone, who has been associated with Warner and First National here for about 17 years, has been appointed Universal salesman in New Haven, following his resignation from Warner.

NEW HAMPSHIRE

STATE aid, which last year totaled nearly $30,000, has saved some of the county fairs from extinction, it was reported at the annual meeting of the New Hampshire Fairs Ass'n in Concord.

Ansel Sanborn, Carroll county film exhibitor, and Mrs. Sanborn attended the 50th wedding anniversary celebration tendered the latter's parents in Brookfield.

The New Hampshire racing commission announces 48 days of pari-mutuel horse racing for Rockingham Park in Salem this year. The first meet will run from July 29 to August 24 and the second from October 7 to November 2.

Peter D. Latchis, leading theatre owner in Keene, arranged a reception for the new pastor of St. George's Greek Orthodox Church in that city. Latchis is head of the church organization.

Peter M. Gagne, operator of the Somersworth, has been confined to his home in Somersworth due to illness.

NEW HAVEN

THE local Warner exchange is first in the district after the fifth week of the Grad Sears drive . . . The attractive new Cheshire was filled to the rafters on opening night last week. Natale DiFrancesco and son Joseph (tux and white carnation) greeted the customers, members of the trade, and the press cordially . . . The new 750-seater being built in Wethersfield for the Shulmans will include a bowling alley.

Abe Fishman joined Dr. and Mrs. J. B. Fishman on their train trip to Miami Beach where they will vacation and keep long-distance touch with the Fishman theatres . . . Edward Ruff, Paramount exchange manager, leaves February 7 on the S. S. Oriente *for a two or three-week vacation to include Havana . . . Lou Brown, Loew-Poli publicity manager, the wife and daughter, Shirley Lou, are looking forward to an early vacation at Coronado Beach, Fla.*

Joseph and Mrs. Shulman are in Miami where Mrs. Shulman is recuperating from a recent illness which confined her to the Hartford Hospital . . . Fred Warner, Paramount booth operator, is in Miami for a month of fun . . . Billy Sirica of the Lido, Waterbury, leaves next week for a Havana cruise. All those left at home, signify by saying "oy."

Couple of rare Meadow Street visitors were Ed Peskay and Bill Brown . . . Nick Del Rosso of the Cameo, Watertown, did the big town, taking in "Du Barry Was a Lady," Jack Dempsey's and Zucca's . . . Ted Jacocks, assisted by genial Pearl, was host to a number of Meadow Streeters at a party at his Branford home. The turkey and fixin's were superb, say guests Ben Lourie, Ben Simon, Arthur Lockwood, Sam Rosen, Hymie Levine, John Pavone, Max Tabackman, Morris Nunes, Lou Moscow and Casper Block.

The Columbians out-bowled a "bootleg" team made up of A. Titus, Dick Cohen, Maurice Weinstein and John Ricciuti. Ben Lourie rolled 696 in six strings and is fast becoming the Meadow Street champ. Eddie and Barney Pitkin are getting in a little secret practice, too . . . On leave from Hartford Law School, Charles Tomasino was in for a short visit . . . Bingo continues to get under the skin of Bridgeport exhibitors.

Manager Landers reports "His Girl Friday" looks like four weeks at E. M. Loew's, Hartford . . . The Arena ice carnival had no trouble selling out a week's engagement far in advance. Most of the seats are in the $1.10 *and* $1.65 *brackets.*

Clubwomen's Endorsement Goes to Metro Product

BOSTON—M-G-M has been commended "for producing more pictures of high character which could be endorsed from a moral and psychological standpoint than any other company in 1939," in a resolution made by Greenwich, Connecticut, clubwomen.

BOSTON

PHIL SELETSKY, M&P booker, has been ill . . . Louis Rothenberg, father of Maurice Rothenberg, who is a projectionist at the Metropolitan, is dead . . . Ed Foulds, operator at the Fine Arts, is mourning the death of his mother.

Phillip Lavine, New England circuit manager for Phil Smith, and Mrs. Lavine have left for Florida . . . Herman Rifkin, former Republic franchise owner and now an independent circuit operator, was to have been in Florida by now . . . Jack Goodwin, manager of the Metropolitan, has closed a deal with Musak for wired transcription service in the lobby.

The Flamingo in the Back Bay is still dark . . . Arthur K. Howard, Independent Exhibitors' business manager, announces the next meeting of the organization will be held February 13 . . . Tom Fermoyle, M&P booker, was out part of last week after twisting his ankle in a skating accident.

Martin Mullin and Sam Pinanski, M&P operators now in Florida, have been harassed by cold weather and snow—proving, according to one observer, that no matter where the pair go, there's good theatre weather . . . William Mancuso jr. is now shipper for Fine Arts Producing and Distributing Corp. Grace Sullivan is also with the concern.

Arthur Lee, GB vice-president, was in town . . . Clarence Hill of 20th-Fox was also in the district . . . Steve Broidy and Ben Welansky of Monogram were in New York late last week.

Emma Gold, secretary to Tom Bailey of 20th-Fox, has been vacationing . . . Mary Brady of Monogram took the snow train to North Conway last weekend . . . Irma Montague, formerly of the Met, is expected back in Boston following the closing of "I Married an Angel" in San Francisco.

Meyer Marcus and Maurice Schwartz of M&P Theatres Corp. advertising department plan to go to Hollywood sometime next summer. They would like companions on a split-expenses deal. They may be contacted at 60 Scollay Square, Boston.

George Kraska has held "Harvest" for a fourth week at the Fine Arts. He will follow the prize-winning film at an indefinite date with "Katia," starring Danielle Darrieux . . . Tex Fletcher, the celluloid cowboy, is still playing personal engagements throughout New England. Bookings, which were formerly handled through the Grand National office, are still being covered by Sam Levine.

Bill Cuddy and cohort continue to further plans for the St. Patrick's Day dinner dance of the Boston Cinema Club, set for the Coconut Grove, March 17 . . . George Ashe, Lowell mayor, has banned Bingo there. The giveaway had assumed such proportions that *Life* recently gave it a big picture play.

Frank Perry, Foxboro exhibitor, reports reservations for the forthcoming testimonial dinner in honor of Nathan Yamins may be made with the local Independent Exhibitors office . . . William Koster, seat renovation expert, and his bride have been honeymooning in Washington and Florida.

The Brown Derby told customers the other evening that Wednesday night would be Bank Night at the film district night club. "On Thursday morning," said the m. c., "we put the money in the bank" The mother of Mary Grey of the E. M. Loew office has been laid up with arthritis.

Lou Anger, whose $100,000 anti-trust case is being tried along with the Morse & Rothenberg actions, has sold the Colonial in Bridgeport. He is building a new theatre in the Connecticut municipality.

Jimmy Callahan, former Monogram salesman, is now with the Universal booking department . . . Les Bendslev, operator of the Community in Wellesley, is arranging several tieins with the French department of Wellesley . . . Pat Long, Warner shipper formerly with Universal, was operated on for appendicitis at St. Elizabeth Hospital.

Charles Hodgdon, operator of the Princess in Wakefield, may close that house during Lent . . . Frank Faille, manager of the Paramount in North Adams, tied in with the Boy Scouts of America with an Indian parade to exploit "Geronimo!" . . . Al Moreau was the first M&P district manager to be heard from in the current anniversary drive.

John Pavone has resigned as New Haven salesman for Warner after being with the concern for close to two decades . . . Lloyd Bridgham, Maine exhibitor operating in Presque Isle and Dover, is 1940 president of the Kiwanis Club in the latter locality . . . The New Brookline in the Boston suburb celebrated its second anniversary this week.

Helen Hayes, here in the Hecht-MacArthur "Ladies and Gentlemen," said she had no desire to return to Hollywood for several seasons yet. But, she added, she has been intrigued by Henry Stephenson's remark to her that being a motion picture actor is much like retiring to the Riviera and getting paid for it. She said, "My ambition is to return to Hollywood in Marie Dressler or Louise Closser Hale roles."

Howard Parker supervised the rejuvenation of the Capitol in Arlington . . . Ditto for Tom Kelly at the Rialto in Brockton . . . Warren Nichols has had a new de luxe RCA sound system installed at the Gem in Peterborough, N. H. . . . Bill Canning, manager for Interstate at the Empire in Fall River, combined a stooge and a simulated suit of armor to exploit "Tower of London."

Eleanor Sebetes, recently married, has left the Paramount . . . Larry De Cain, local vaudeville censor, has been convalescing at the Wyman House in Cambridge following an operation . . . Pat Healey of the Massachusetts Department of Public Safety and his wife, Zoe, plan to return from Florida about March 1.

Eldean Johnson of Specialty Pictures had a cold last week . . . Helen Chansky is back at her duties as secretary to Charles Wilson of the Republic booking department. She was ill for several weeks . . . Henry Lamere of the Royal in Ludlow, Vt., lost his son.

Maurice N. Wolf, president of the Boston Friars Club, may run a theatre party next month. The film fraternity took over the Shubert one evening last year . . . Harry Decker of the Film Exchange Transfer Co., has been seriously ill . . . Fred Hookailo, formerly in the film district and now projectionist at the Washington St. Olympia, recently celebrated his wedding anniversary.

Julian Rifkin continues to aim at March 17 for a date with a bride-to-be . . . Cascioli theatre interests have had de luxe RCA sound installed in the new Forest in Allingtown, Conn. . . . George Comden has been rejuvenating the Fine Arts in Westport . . . The Hippodrome in Bridgeport has been renovated by Strand Amusement Co.

Mel Morrison, manager of the Strand in Dover, N. H., for M&P, is 1940 president of a local business men's trade organization . . . E. M. Loew, who allegedly called Al Swerdlove a "lousy casino player" after winning 25 cents from the premium man, has received a letter from the mythical law firm of Epstein, Epstein, Epstein and Epstein, declaring that a suit for $.0005 is to be brought against him for "defamation of character."

The latest card craze at the Boston Friar's Club is Clabbyash. The Jack is high in the game, followed by the nine, the ace, and the ten spot just to make it more complicated.

Bill Murphy of Imperial; Frank McManus of M&P; Bill Doyle of the Broadway in South Boston; Tom Duane of Paramount, and Frank Lydon of the Hamilton in Dorchester, are taking reservations for the film district retreat, March 8, 9, and 10 in North Andover.

Paul Levi and Marty Glazier of the Met publicity office have had lobby microphones installed so that the crowds that can not be seated for the "Dr. I. Q." radio broadcasts Mondays might participate in the program.

The Warner's Capitol in New Britain, Conn., is scheduled to reopen for an extended run of "Gone With the Wind" . . . Al Lashway has directed reseating activities at the Strand in Pawtucket . . . Ed Ansin and E. Harold Stoneman plan to open their new Fall River house within the next few months.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Anyway, It Was A Contest

Little Rock—The annual gay contest of the Robb & Rowley United convention dealt this year with "The Best Alibi for Not Playing 'Gone With the Wind'." J. F. Jones, Sam Stokes and L. M. Rice were contestants. H. E. Robb and E. H. Rowley were two of the impartial judges. They selected, with discerning effort to prevent pre-influence upon the decision, C. E. Kessnich, Metro district manager, as the third "impartial" judge.

President Roosevelt Invited by Variety

DALLAS—President Roosevelt, members of his cabinet, the 48 governors and other notables have been sent special invitations to attend the Variety national convention in Dallas on April 18 to 20, according to Paul Short, chairman of the convention entertainment committee.

Short said the two Texas senators, the Hon. Morris Sheppard and the Hon. Tom Connally; Oklahoma's junior senator, the Hon. Josh Lee, and Jesse H. Jones of Washington and Houston, already have accepted invitations to attend.

A special meeting of all committee chairmen was held Wednesday night to check convention plans before two important meetings on Sunday and Monday, February 4 and 5, in the club rooms starting at 7:30 p. m. when John Harris of Pittsburgh, Variety's national president, will be on hand to cooperate in final arrangements. At the February 5 luncheon, Harris will induct new members who have joined Variety since the last formal induction.

Manages New House

RISON, ARK.—Ernest Austin, Russellville, has been named manager of the New Theatre which was recently opened here.

Little Rock Convention Calls Robb & Rowley Chain Men

LITTLE ROCK — Policies, problems and merchandising featured business sessions of the annual convention of Robb and Rowley United circuit executives and managers at the Albert Pike Hotel here. A "Movie Ball" and a banquet highlighted the lighter side.

Under the leadership of Harold B. Robb and E. H. Rowley, the convention lasted two days. The first morning was devoted to talks by the following, with C. V. Jones as presiding officer:

Gov. Carl E. Bailey of Arkansas; E. H. Rowley, circuit partner; J. V. Satterfield, mayor of Little Rock; L. M. Rice, circuit attorney.

The first afternoon featured the following:

George S. Reinhardt, treasurer's report; Hugh Marsh, on "Civic Achievements;" Bruce Collins, "Newspaper Advertising and Comparative Rates;" John D. Jones, "Utility Rates;" D. G. Bell, "Comparative Utility Rates and New Cooling Methods;" Carl Schultz, "Selling 'Cavalcade of Texas' and 'Gulliver's Travels';" Paul Poag, "Church Cooperation, Cooking Schools and Patron Questionnaires;" C. V. Jones, "1939-40 Contracts and WHY;" Don C. Douglas, "The Neely Bill and PTA;" L. M. Rice, and E. H. Rowley, extemporaneous. An open forum closed this session.

The second day was devoted to circuit business sessions, gag stunts, introduction of visitors, luncheon and a screening at the Arkansas Theatre of "Little Old New York," topped off with a cocktail party and smorgasbord at the hotel and the movie ball in the evening.

Executives in Attendance

Executives and guests attending:

Robb, Rowley, C. V. Jones, Don Douglas, George Reinhardt, Ray Elkins, Deacon Bell, all of the home office in Dallas; Mike Rice, attorney; William Keith, of Cosgrove & Co., insurance, Los Angeles; Alton Sims, R&R booker, Memphis; Ben Bedford, Dallas insurance man, and the following film men: F. J. A. McCarthy, eastern sales manager; Harry Graham, division manager and E. S. Olsmith, Dallas branch manager, all of Universal; Hugh Braly, district manager and L. W. McClintock, branch manager, of Paramount; Robert Mochrie, RKO district manager; Sol Sachs, Dallas branch head, RKO; John Franconi, Monogram franchise holder; Wallace Walthall, branch manager of National Screen Service; C. E. Kessnich, M-G-M district manager; Fred M. Jack, Warner district manager; Hugh Owen, Dallas branch manager of United Artists; W. G. Underwood and Lloyd Rust, of Republic in Dallas and others.

Present from the field were the following theatre managers:

TEXAS—J. Y. Robb, Ritz, Big Springs; W. A. Stuckert, Simon, Brenham; Stanley Swift, Cameron, Cameron; K. N. Greer, Palace, Cisco; A. E. McClain, Palace, Colorado; Doug Mitchell, Palace, Commerce; B. L. Collins, Ritz, Corpus Christi; Earl Schultz, Auditorium, Crockett; W. L. Pullen, Texas, Dallas; P. J. Poag, Princess, Del Rio; C. W. Taylor, Texas, Hillsboro; Sam Parish, Dorothy, Huntsville; G. W. Spence, Tivoli, Laredo; W. R. Gerhard, Martin, Mt. Pleasant; J. F. Jones, Texas, Palestine; Lawrence Miller, Palace, Robstown; Lance Davis, Majestic, Rotan; J. D. Jones, Texas, San Angelo; H. E. Hardgrave, Texas, Sherman; John Lilly, Carnation, Sulphur Springs; H. M. Rogers, Texas, Sweetwater; H. H. Hoke, Howard, Taylor; Leaman Marshall, Iris, Terrell; D. P. Callahan, Texas, Waxahachie.

OKLAHOMA—T. M. Davidge, Plaza, Durant; S. L. Stokes, Okla, McAlester; Messrs. Proctor & Marsh, Ritz, Muskogee.

ARKANSAS—Wallace Kauffman, Imp, Benton; Cecil Cupp, Royal, Arkadelphia; Ralph Noble, Pulaski, Little Rock; W. P. Florence, Macco, Magnolia; Ray Morrow, Ritz, Malvern.

Knoxville Civic Group Favors Sunday Shows

KNOXVILLE, TENN.—Knoxville has persistently refused to vote Sunday shows, but on a list of recreational needs of the city, compiled by the Knoxville Adult Education Open Forum, cinemas on the Sabbath were first. This represented votes of the Forum, of the Junior Business Girls Club, and of students in the physical education classes of the University of Tennessee.

South Is Up Front in Monogram Date Drive

CHARLOTTE—The south seems to be doing all right in the national Monogram playdate drive. The local exchange was in first place after the initial week, with New Orleans second and Oklahoma City third. The next ten exchanges, in the order of their standing:

Denver, Omaha, Cincinnati, Dallas, Indianapolis, Washington, Memphis, Atlanta, St. Louis and Minneapolis.



Saenger Party Has Tamiroff for Guide—

M. H. Saenger (left), of the Saenger circuit in New Orleans, accompanied by his wife and a party of friends, are the guests of Akim Tamiroff (center), during a visit to the Paramount studios and the set of "The Woman From Hell."

MEMPHIS

WITH practically the entire south snowbound, there were fewer exhibitors on the Row but among those who ventured forth were: Burris and Henley Smith, Imperial, Pocahontas, Ark.; Whyte Bedford, New, Hamilton, Ala.; Al Wilson, Bay, Red Bay, Ala.; Jack Marshall, Crescent Amusement's city manager in Dyersburg, Tenn.; Ned Greene, Legion, Mayfield, Ky.; Gordon Lee Hutchins, State, Corning, Ark.; Lawrence Landers, Batesville, Ark.; Don Landers, Radio, Harrisburg, Ark.; E. O. Reeves, Dixie, Fulton, Miss.; Odis Taylor, Uptown, Dresden, Tenn.

R. L. "Bob" Bostick, NTS manager, is back at his desk after spending a week in New York attending the company's national sales meeting . . . Miss Emma Cox is closing her Joy in Osceola on Tuesdays and Wednesdays until after Easter. She is operating the Gem full time.

Mark Sheridan, 20th-Fox office manager, is busy getting moved into the new home he bought recently . . . John Shannon of the Shannon, Portageville, Mo., was on the Row driving a new blue and red Packard with white side-wall tires . . . Jimmy Rogers, Columbia's branch manager, has been elected zone chairman of the Will Rogers drive.

Bo Clark of the Rialto and Majestic theatres, El Dorado, Ark., informs that his mother and little daughter are both recovering from flu . . . E. R. Gillette of the Bristol, here, has just installed 800 new seats . . . An unusual visitor on the Row was Clyde McCroskey of Dermott and Eudora. He says he will rebuild his theatre in Lake Village, which was recently destroyed by fire.

The snow seemed to do things to the people on the Row. While it lasted, the favorite noon pastime was a "free for all" snowball war . . . Since Dave Flexer and B. Haberfeld have bought the Ritz here they have virtually re-equipped it.

Bill Headstream of the Melba, Batesville, Ark., while on the Row announced that on February 4 Commonwealth Amusement Co. was taking over operation of his house . . . Leonard Shea, former salesman for Monogram in Memphis and New Orleans, has leased the Shelby at Shelby, Miss.

J. J. Chaney of the New at Mountain Pine, Ark., has closed his house temporarily . . . At a showing of "The Fighting 69th" at the Warner this past week, local members of the Rainbow Division were guests of the theatre.

We received word from J. F. Norman of the Best at England, Ark., who is wintering in Florida, that the sunshine is doing wonders for him. He claims it actually is growing his second head of hair . . . Orris Collins of the Capitol and Majestic, Paragould, Ark., was on the Row booking.

Connett Acquires Decatur

DECATUR, MISS.—M. Connett of Newton and Pass Christian, Miss., has taken over the Decatur in Decatur, Miss., and will make improvements both in equipment and operations.

Seek Settlement in Dunbar Trust Suit

DALLAS—Reports that the Dunbar case, important in film business as applied to distribution and exhibition, had been settled out of court are premature. However, BOXOFFICE learns from reliable sources that negotiations have been under way for a settlement.

Dunbar, operator of the Cliff Queen in the Oak Cliff section of Dallas, filed his case against Interstate circuit et al., because of a minimum 25-cent price fixing agreement which was in effect about two years ago out of which the plaintiff claims his theatre business was damaged. The case has been docketed for Judge Atwell's federal court on February 8.

A big suit by cattle interests against the United States was being called just ahead of the film controversy with opinion being expressed that if the Dunbar case is not settled by that time it likely would be reset because of time required in the live stock suit.

Dallas Capitol Second Run During "Wind" Showing

DALLAS—During the indefinite run of "Gone With the Wind," which starts at the Melba on February 7, the Capitol will be converted temporarily into a second-run. The Capitol has been playing B product first run. During the "GWTW" period it will be offered A second runs. The Melba is the established second-run house downtown.



Gets the Lowdown—

A study of a study. Even way back yonder when BOXOFFICE *had the shaded title, Lester Dollison, manager and partner of the Griffith circuit at Lovington, N. M., checked up on his showmanship and information via this publication. He does the same today. He formerly operated in several small west Texas towns, and at one time was an Omaha, Neb., exhibitor.*

SANTONE

TOMMY THOMPSON, advance man for Jane Withers' "Hollywood Revue" now playing the Majestic, was among the recent callers at the Interstate office . . . Beauty parlors are offering "GWTW Hair-Do" and permanents for the lassies . . . Jascha Heifetz, violinist, drew some 3,000 to the Municipal Auditorium, January 23.

Travelers: Chester Nunn, Aztec service chief, to Corpus and back the other day; Herburt Ammonds to Houston; G. W. Johnson of KTSA, New York and return . . . Walter Grubb, new member of the Aztec floor staff, is an amateur camera fan. "Walt" is also a musician and can blow a mean horn with any of the "hep cats" . . . Recent visitor to the Azteca exchange was Antonnette Marie Pons, Cuban star. She made a big hit at Teatro Nacional during the holidays.

The Temple League Players will do "Our Town" at the San Pedro Playhouse, February 12 . . . Lawrence Tibbett was to appear at the Muny Auditorium, February 3, under the auspices of Friends of Music . . . Katharine Cornell and her "No Time for Comedy" company due in for a one-night stand at the Texas, February 6, at $3.30 top.

Lawrence Arnold, assistant manager at the State, is building himself a new home out in the Olmos Park Estates . . . Members of the safety council of San Antonio were shown a special short subject, "Drunk Driving," at the Aztec . . . The San Antonio Motion Picture Council lunched last Monday at the Original Mexican Restaurant. Mrs. J. K. Baretta talked on her recent Hollywood visit.

Local theatregoers recognized a familiar face on the Empire screen recently. It was that of Anne Gwynne, better known to her many friends in the Alamo City as Marguerite Trice. She appeared in the New Universal picture, "Man From Montreal" . . . Buddy Welker is practicing up for the Texas open golf tourney.

Jack O. Mitchell, KTSA production manager, revived his old vaude days when he interviewed Sophie Tucker, Victor Moore and William Gaxton, three of his former associates when "Mitch" was on the B. F. Keith circuit.

One of the highlights of the President's Ball floor show at the Auditorium was the Robin Redbreast Rangerettes Revue, produced and staged by Emil and Marcel Robine, theatrical scenic artists. There were eight bands in all, along with a variety of other music and talent numbers.

Brewers' Institute Paper Lauds 'Roaring Twenties'

AUSTIN—*Beer*, the official organ of the Texas Brewers' Institute, published monthly in Austin, gave Warner's "The Roaring Twenties" a laudatory writeup in its current issue.

"If anybody can see this picture," the magazine said, "and continue to advocate another trial of that 'Noble Experiment,' Prohibition, he should have his head examined!"

Dixie Doin's

By "AL" HENDERSON

SORRY, folks, but "Dixie Doin's" is small this week due to our being snow and ice bound in the Sunny South and practically unable to get anywhere. Business is approximately 50 per cent under normal from all reports in the mid-south due to unseasonable weather and the inability of patrons to get to the theatre. The exhibitors seen on the various Rows are few and far between as roads are nearly impassable in a section that usually has a grand winter climate.

Visited Claude Gentry who operates the Lyric at Baldwyn, Miss., and found him confined to his residence fighting the flu. He is producing a small weekly magazine confined to notes of his theatre and local happenings. It seems to be clicking, as he showed us letters from the surrounding territory congratulating him on this service. Hope you are well and strong again by the time you read this, Claude.

Had a pleasant visit with W. K. (Pop) Kirkland of the Southland at Bossier City, La., and was advised that he is remodeling the rest rooms and he recently altered the interior and repainted the walls. He advises that business is good.

W. E. Osborne, new Monogram manager at Memphis, announces that beginning at once his branch will service the territory with Trailer-Made trailers on most product.

Ollie Williamson, for many moons Warner Bros. manager at Memphis, has been transferred to Kansas City in the same capacity and Homer Hisey will take over his duties at the Memphis exchange. Best wishes, Ollie.

W. H. (Wee Willie) Mattingly, formerly with Universal at Oklahoma City, has accepted a position with Monogram working out of the Memphis office. He is so big that they gave him the above nickname and he could scare us into giving him the business or signing any contract. Whatta man!

It is with sincere regret we learn of the death of Ernest Drake, longtime city manager for Malco in Jackson, Tenn. He collapsed about 2:15 a. m. on the 26th with a heart attack. He was a sincere, appreciated friend and a real showman. Our deepest sympathy to Mrs. Drake in her bereavement.

The Rex at Minden, La., is getting a general overhauling, which includes a new marquee, new front with new type doors, new sign above marquee. The building will be entirely repainted on the exterior. New frames with indirect lighting have been installed.

Flu seems to be taking a toll of the exhibitors. Our good friend, A. F. Hughley, managing the Capitol at Monroe, La., tells us that he has been under the weather for the past two weeks. We hope that he is well again soon.

Seen here and there around the territory: Bob Swanson, managing the Strand for Saenger at Shreveport; Mike Jacobs of the Majestic at Shreveport; Johnny Serio, Century, Morganza, La., has completely recovered from his recent operation; Joe Rosso, Rosso, Plaquemine, La.; Henry Seale, Paramount, Jackson, Miss.; F. H. Buckanan, Strand, Vicksburg, Miss.; Harry Hunter, Alamo, Vicksburg, Miss., and others.

Received a nice letter from our good friend Leo Seicshnaydre, manager of Republic at New Orleans. He tells us that M. M. Bailey has acquired the Royal at Lumberton, Miss., from A. L. Royal who has operated it for many years. Thanks for the information, Leo.

Your correspondent has finally gotten affairs so arranged that he can take the long delayed trip to Florida and is on his way there now. Hope to get some news of interest from that section.

Lottery Charge

MOBILE—Ricardo Montiel, manager of the Saenger, Mobile's largest theatre, was indicted by the county grand jury on a lottery charge in connection with operation of a cash award. Montiel was listed with 12 other persons on lottery charges. Other charges resulted from the "numbers" racket.

Lead for Joan Bennett

HOLLYWOOD—Edward Small, UA producer, has signed Joan Bennett to play the feminine lead opposite Louis Hayward in his forthcoming "The Son of Monte Cristo."

"Abe's" Southern Bow Marks a Milestone

HARROGATE, TENN.—Fiftieth anniversary of Lincoln Memorial University was marked on January 27 with the southern premiere of RKO's "Abe Lincoln in Illinois," the invitational affair being attended by prominent political figures as well as screen stars and other members of the industry.

With Gov. Keen Johnson of Kentucky hosting Mary Howard, one of the film's featured players, the ceremonies started with a gala ball at Middlesboro, Ky., on Friday, January 26.

The ceremonies on the University campus included a dinner, a radio greeting from Raymond Massey, who plays the title role in the film, the inaugural ceremonies for the 50th anniversary of Lincoln Memorial University, and the premiere. Special projection machines and screen and acoustical equipment were installed for the latter event.

Notables invited included: Robert E. Sherwood, twice winner of the Pulitzer prize and author of both stage and screen plays of "Abe Lincoln;" Francis S. Hutchins, president, Berea College, Berea, Ky.; Herman DeVry, Chicago motion picture pioneer; Judge Walter W. L. Meyer of Chicago; Harry M. Goetz, co-producer with Max Gordon of "Abe Lincoln;" Ned Depinet, vice-president of RKO; Gov. E. D. Rivers of Georgia; Rush D. Holt, U. S. senator from West Virginia, and U. S. Rep. B. Carroll Reese of Tennessee.

Rob Memphis Malco Theatre

MEMPHIS—A smashed door to the manager's office and a missing petty cash box containing $100 are evidences of a recent robbery of the Malco.

For Seating Perfection
See **NATIONAL'S** *New*

IRWIN
CRUSADER
CHAIR

Now on Display in Show Rooms — of

NATIONAL THEATRE SUPPLY COMPANY
Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

Don't Miss Seeing It!

ATLANTA

MRS. L. S. BACH of the Bach Theatres has returned from a visit to Miami, and advises she had to come back to get warm . . . Wedding bells will ring soon for Miss Aline Gravley, office assistant of the Bach circuit, and Nat Cannon . . . Cameron Shipp, southern publicity representative for Warner Bros., is being transferred to the coast.

Seen on the Row for the first time in many months was Ed Harris, brother of Frank, who now is connected in Charlottesville, Va. . . . W. P. Edwards has joined the monogram sales staff.

We were told that—Carl Floyd of Republic went to Rome for a day and stayed a week. He used the snow as an excuse for stopping over with O. C. Lam . . . Roy Avey and Charles Kessnich, Metro, journeyed over to Nashville to attend the showing of "Gone With the Wind" . . . Friends of O. L. Gaston of the Madison Theatre, will be sorry to hear that his mother fell and broke her hip, and had to be brought from Americus in an ambulance. She now is at Piedmont Hospital . . . L. J. Duncan, West Point, Ga., has opened his new theatre at Franklin, N. C., called the "Macon."

Hugh V. Manning, Etowah, Tenn., was in town getting his bookings all set so that he might migrate to Florida until the first of March . . . Georgia McLaughlin, secretary to Sam Moscow at Columbia, has just returned from her vacation. She spent it in bed due to a very bad cold . . . Mrs. C. W. Savini, mother of N. E. Savini, here, and daughter, stopped over in Atlanta on a short visit on their way to New Orleans to visit one of her other daughters. She is 76 years old, "and having the time of my life," she declares.

The grand finale of the Jolly Club took place Friday night at the Hangar Restaurant. Members and their wives and sweethearts were entertained with a floor show, menu de luxe, dancing, etc. A grand time was had by all. This club for a number of years did great work among the film people . . . Fred Mathis, city salesman for Monogram, had to postpone his wedding due to the illness of his future bride.

A speedy recovery to Raymond Edwards, booker at Vitagraph who is recuperating from a recent operation . . . Deepest sympathy is extended to Ed Beach jr., Silvertown Theatre, Thomaston, Ga., in the loss of his father . . . Colonel Thos. E. Orr, and O. C. Lam, have launched their new ship at Guntersville dam. It will accommodate six sleepers and is the second one of their fleet . . . Calvert, the magician, who is playing this territory, wrecked his plane in Rome, Ga. The ship was badly damaged but no one was hurt . . . J. U. McCormick and Representative Ray Locke, Amity Pictures, are visiting in Chattanooga.

Filmrow will miss the smiling faces of "Han's and Mom," who for the past several years have operated the lunch stand on the corner of Walton and Spring, as they are leaving to open up a larger place in East Point . . . Bill Bullard, formerly of National Screen Service, has taken over the lunch stand here . . . Mr. and Mrs. N. H. Waters, Waters Theatres, Birmingham, are enjoying "Moon Over Miami" . . . Sid Reams, Riley Davis, and O. C. Lam were guests of Fred McLendon of Union Springs, Ala., at a hunt and barbecue over the weekend. Walter Brackin and several other friends, increased the festivities.

Glad to see Mrs. J. V. Elwell, Amity Pictures, back on the job after a recent illness. We will have to say she really picks nice weather for sickness. We know of no better time than when we have 10¾ inches of snow.

Filmrow visitors: F. L. Alig jr., Beach Amusement Co., St. Petersburg, Fla.; John Gaither, Heflin, Heflin, Ala.; Ernest Ingram, Ashland, Ashland, Ala.; Ellison Dunn, Olive, Donaldsonville, Ga.; W. H. Boswell, Greenland, Greensboro, Ga.; J. B. Hardy, Ritz, Thomaston, Ga.; Ira Lowe, Miami Drive-In, Miami; Clyde Sisson, Mt. Vernon, Tallassee, Ala., and J. C. Peters, Blakely, Blakely, Ga. Peters has been ill for some time.

Joe Abercrombie, manager of the Emory, announces that his foreign films are more and more in demand. He has played "Mayerling" three times and plans to play it again . . . J. H. "Jimmie" Harrison, general manager and booker for Wilby-Kincey Theatres, the Mrs. and the baby are vacationing in Miami, as are Mr. and Mrs. A. C. Bromberg of Republic.

The Orpheum in Memphis To Lightman on March 1

MEMPHIS—The Orpheum here will pass into the hands of M. A. Lightman and associates on March 1 when his five-year lease on the Palace expires. He plans an extensive remodeling program for the large house.

Chalmers Cullins and Nate Evans, who presently operate the Orpheum, have not announced their plans after March 1.

7-Year Pact to Gable

HOLLYWOOD—Clark Gable has signed a new seven-year contract with Metro at a substantial salary increase. He will appear in three pictures annually.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

FOR RENT

All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable.

VISUGRAPHIC FILM CORP.
P. O. Box 385 Atlanta, Ga.

Louisiana-Style Evacuation

Golden Meadow, La.—J. J. Redstock's theatre here was out of commission a couple of days after a wild oil well in back of the house "blew in" and deluged the town so, that it was evacuated and authorities forbade even the lighting of matches in corporate limits.

Investigation Ordered Of "Mail Fraud" Case

MIAMI—Pre-sentence investigation of the case of James Bluntfield Launt, also known as J. Basil Leroy, indicted last fall at Jacksonville on ten counts charging him with using the mails to defraud in a motion picture advertising business, has been ordered here by Federal District Judge John W. Holland. The judge has named a probation officer to check on the promoter's claims as well as the conditions claimed in the indictment.

Wilby's Aunt Dead

ATLANTA—Mrs. Frank Wilby, aunt of R. B. Wilby, circuit operator, burned to death in a fire that damaged her home only slightly.

NEW ORLEANS

ARTHUR LOEW, son of the founder of Loew's circuit, accompanied by Mrs. Loew, visited New Orleans for the carnival season. Loew is producing pictures for United Artists.

Stage shows have been revived at the Lafayette with three performances daily, in addition to pictures. The current bill is Nat Mercy's Broadway Review with 18 people, which includes a chorus of 12.

Visitors to the Row: J. E. Hawkins, Newellton, La.; W. W. Young, Ritz, Prentiss, Miss.; J. J. Erwin, Plaquemine, Plaquemine, La.

Bill Garrison is supervising the moving of the Paramount accessory department to the National Screen headquarters.

Leon Schlesinger, producer of Vitaphone's Looney Tunes and Porky Pig, accompanied by Mrs. Schlesinger, came to New Orleans in search of sunny weather. Instead, they reserved a place in front of the steam radiator at the Roosevelt Hotel and watched the weather reports.

"Gone With the Wind" is doing phenomenal business at Loew's State, lines starting to form at eight in the morning. The doors open at nine. The film will be held two weeks or more.

Among the ladies in waiting to the queen at the Prophets of Persia carnival ball in the Municipal Auditorium the night of January 27 was Miss Charlotte Emily Carter, daughter of Mr. and Mrs. Norman L. Carter, and Miss Yvonne Helen Dureau, daughter of Mr. and Mrs. Gaston L. Dureau jr. The fathers of both young ladies are Saenger chain officials.

Films and Early Drama Analogous—Educator

AUSTIN—Motion pictures of today resemble Elizabethan drama, in the opinion of Dr. S. Stephenson Smith, professor of English at the University of Oregon and traveling educational counselor for Ascap, who spoke at the University of Texas.

The speaker, in drawing his analogies, said that the Elizabethan dramatists drew heavily for their material on the older theatre, just as present screen-playwrights and adapters draw on stage plays and early pictures.

Elizabethan dramas played before so different levels of society that they had to strike a common denominator of intelligence, in much the same way that motion pictures are slanted for mass consumption, Dr. Smith declared.

Another similarity he brought out was the "blending" of types of entertainment. "The moving picture makers," he said, "know the value of this blending of types of entertainment: smart, brittle dialogue combined with a bloody mystery gave us 'The Thin Man' series."

"Buck" Morgan Is Opening Up Two Towns for Wright

DALLAS—A. M. "Buck" Morgan is opening up two situations—one competitive—for R. C. Wright of Abilene.

The competitive town is Grand Prairie, where J. S. Walker has long operated the Texas and where Morgan has arranged to have a store location remodeled into a theatre.

In Whitney, Morgan already is supervising the second theatre project. A fire recently wiped out this town's only theatre.

Morgan, who will manage the two new houses for Wright, says both will be ready before the end of this month.

New $125,000 Theatre in Houston Is Being Built

HOUSTON—Albert Farb is building a $125,000 independent theatre here in Riverside addition, one of the newer residential sections of Houston. The theatre will be known as the Hollywood and will seat 1,200. Joseph Finger is the architect.

The Hollywood will bring the number of Houston's independent theatres to eight and the suburban theatres to 15.

Farb is the brother of A. C. Farb, operator of the Rainbow, a small suburban.

Two Buy "Santa Fe"

DALLAS—Sale of the Mascot feature, "In Old Santa Fe," starring Ken Maynard and Gene Autry, to the Interstate and Saenger circuits, is announced by Alfred Sack of Sack Amusement Enterprises.

Change Membership Admission

OKLAHOMA CITY—The directors of the Variety Club here have discarded the method of accepting applications for new members and amended the by-laws of the club.

DALLAS

OLLIE WILLIAMSON, new Warner branch manager in Kansas City, got his start in the business in the company's poster exchange in Dallas following his educational career at Southern Methodist University. In no time he went up to the booking department and soon after was transferred to Memphis as office manager, then salesman, and branch manager. Ollie is the son of W. O. Williamson, well established Warner representative in the Texas territory.

The first $2 taken in by the new White Theatre, soon to open on South Hemphill in Fort Worth, will go for a one-year subscription to BOXOFFICE, *according to M. S. White, owner of the new $75,000 project.*

"The Fighting 69th" did terrific business in Dallas . . . Leroy Bickel, M-G-M exchange manager, who has been in Medical Arts Hospital the past few days, was expected back in his office over the weekend.

News reaches the Row that a Mr. Tucker of Stamford has leased the Rio in Waxahachie, formerly operated by C. B. Franks . . . After the thaw we find Carl Allday of Calvert and J. V. Carter jr. of Comanche on the Row booking as if nothing had happened.

Wallace Blankenship of Levelland opened up a temporary office this week at the White Plaza Hotel to handle bookings and other business for his Panhandle circuit. Mrs. Blankenship was with him.

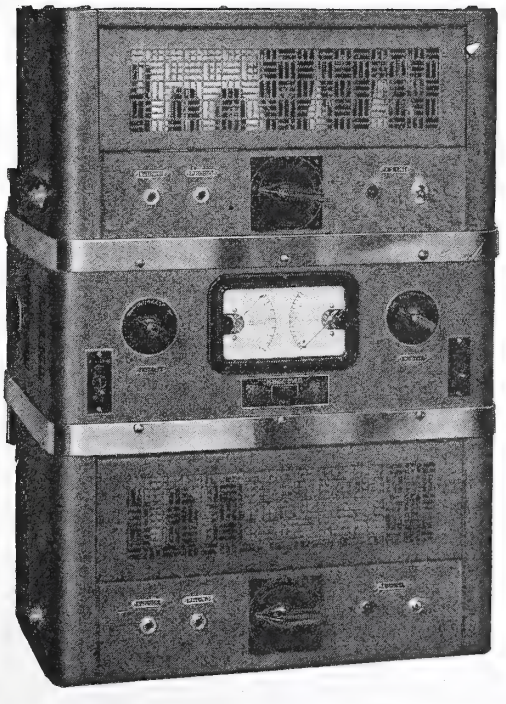
Stopping briefly in Dallas on their return from the National Theatre Supply Co. managers' meeting in New York were Arthur "Count" DeStafeno of Los Angeles; Lloyd Owenby of Los Angeles, and Jake Watkins of Oklahoma City. They spent some time in the modern Dallas branch and visited with J. I. Roberts, who also attended the New York meet. The Count was popular in the equipment side of the industry as a Texas representative and branch manager in Memphis. Watkins conferred with former Filmrow associates in a committee of heart players, who said he didn't get away with anything.

It looked like an R&R or Texas exhibitor convention in Dallas, Tuesday, even though the R&R outfit held its annual confab in far off Little Rock on Wednesday and Thursday. About town and in the circuit's home office and other places on Filmrow were seen J. Y. Robb, Big Springs; Stanley Swift, Cameron; A. E. McClain, Colorado; Doug Mitchell, Commerce; B. L. Collins, Corpus Christi; W. L. Pullen, Oak Cliff; P. J. Poag, Del Rio; C. W. "Crispy" Taylor, Hillsboro; George Spence, Laredo; Harry Hardgrave, Sherman; H. M. Rogers, Sweetwater; D. P. Callahan, Waxahachie; Miller Davidge, Durant; Sam Stokes, McAlester.

Jack K. Adams, owner of the Adams Film Exchange, was removed Tuesday to his home at Eagle Mountain Lake after treatment in Medical Arts Hospital . . . A. H. Truitt of the Star at Amarillo and G. H. Williams of the Capitol in Meridian, were Filmrow visitors, each conferring with Forrest White of Ind-Ex Booking Service.

George W. Thornton, general manager of Buffalo Engineering Co., has returned from a visit to the Buffalo factory in Buffalo, N. Y., and from a convention in Cleveland. He recently moved his Dallas sales office and warehouse from 315 S.

(Continued on page 109)



Our Complete NEW SOUND EQUIPMENT

Produces *Wonderful* Results

YOU NEED IT

We Will Trade In Your Old Equipment

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. Harwood Dallas, Texas

MIAMI

LOUIS B. MAYER'S address during his seasonal visit here is to be the penthouse of the Atlantis Hotel. He arrived for his regular stay at Miami Beach this week. On the same streamliner were Bob Strickler, European public relations exec for M-G-M, and Agent Frank Orsatti.

Add celebrities flying through—The Irving Berlins. Their destination was Nassau. And while we're adding celebrities to the big names already foregathered at the Roney Plaza, we can surmise there's a news angle not yet disclosed to be had on the arrival of Jan Kiepura, who will join his wife at the Roney, Sunday. Also eminently mentionable, Ben Hecht and Ann Pennington, whose tiny person headed the new bill at the Belmont Club.

In the audience Tuesday evening—and taking a bow—at the Miami Beach playhouse was Mark Reed, who authored this week's opus, "Yes, My Darling Daughter." The performance was a crippled children's benefit . . . Guesting at the Pancoast are Mr. and Mrs. George Skouras.

When the National League of Pen Women has its annual state convention at the Miami Biltmore this spring, speakers will include Mary Pickford, the league's national chairman of motion pictures.

The Plaza had as its top attraction this week Maurice Schwartz, who made a personal appearance in connection with the southern premiere of "Tevya."

Indications are much of the filming of Marjorie Kinnan Rawlings' classic of the big scrub country (in the vicinity of the Ocala National Forest) will be done in the actual locale. Victor Fleming, said to have the assignment as director for "The Yearling," Jay Marchant, locations manager for the picture, and Chester Franklin have been scouting the vicinity. They visited Silver Springs, Jupiter Springs and conferred with Mrs. Rawlings.

Buy Mascot Serial

ATLANTA—The Bijou southern theatre circuit has purchased the Mascot serial, "Devil Horse," according to John W. Mangham of Monogram Southern Exchanges.

Six Stimulant Deals

DALLAS—Boxoffice Insurance, a theatre stimulant owned and distributed by Walter Stoeppleman, former east Texas exhibitor, has been bought for six theatres in this area.

Manning Closes the Gibsland

GIBSLAND, LA.—Jack Manning has closed the Gibsland. No reason is given by Manning, only just closed up shop.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

Third Week for "Wind" in Miami; 100,000 See It

MIAMI—"Gone . . ." is anything else but in this area. The Margaret Mitchell classic, seen during its initial two weeks run here by more than 100,000 cash customers, has been secured, by special arrangement with M-G-M, for a third week.

This extended run will be shown at the Colony on Miami Beach and at the Roxy in Miami. Austin Moon and Walter Early, managers of those two houses, are bearing up beamingly under the early boxoffice sellouts.

A Fine Arts Exchange in Dallas Opened by Mertz

DALLAS—A. J. Mertz, former branch manager for Grand National, has opened a Dallas exchange for Fine Arts Producers and Distributors Corp. Mertz said his company now has eight Franklyn Warner features and that there will be seven more starting in February.

Two Script "No Comedy"

HOLLYWOOD—Julius and Philip Epstein will collaborate on the script of Warner's "No Time for Comedy," to star Bette Davis.

Florida Flashes

By C. O. JEFFERY

L. R. BRAUER, Universal representative, formerly with the foreign service, has been transferred to the Florida territory.

The Scenic in Lake Wales was recently purchased by Sparks.

The Dixie in Brooksville, owned by W. Howard Smith, is sporting new aisle rugs and a new screen, along with some new booth equipment.

E. M. Loew of Boston is visiting his brother, Ira, of the Miami Drive-In.

Bill Stevens, manager of the New Fain, Leesburg, has been host to Pennsylvania relatives.

Adolph Haas of the Alexander New York office is sojourning aboard the yacht of his chief, J. Don Alexander, in Miami.

Ralph Weir of the Arcade, Williston, with his special 8mm camera is taking some splendid shots.

The A. B. Miller Company is showing new state right pictures in Florida this season.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

AUSTIN

THIS week's sick list included Louis Novy, city Interstate manager; Julius Kubala, Texas doorman; and Raymond Woods, Varsity doorman. The first two named were in the hospital.

The week before final examinations at the University of Texas found attendance booming from student trade at local film houses. Reason is that the profs are not allowed to give quizzes or written reviews during this seven-day period.

All local Interstate houses are carrying trailers, urging patrons to buy $1 or $2.50 theatre coupon books as mid-term graduation gifts . . . Advance seat sales are on the upswing for "Gone With the Wind."

Seen at the "Leave It to Me" one-nighter: Francis Vickers, skipper of the Austin, and his attractive fiancee; Mr. and Mrs. Harold (Art Dept.) Eichenbaum; Dick Waite and Joyce McIlroy, of the Paramount; newspaper Critics Ruby Lewis, Pat Holt, La Verne Bryson, Jack Dolph, and many others too numerous to chronicle in this limited space.

Death Claims E. L. Drake; Had Been Ill Three Years

JACKSON, TENN.—Ernest Lee Drake, popular manager of the Paramount here, died last week at his home following an illness of three years. He remained actively in charge of his duties up until a few days prior to his death.

Drake opened the Gem here in 1924 and later acquired the Paramount, successfully managing both for several years. Later he sold out to Publix, continuing as local manager. When the Publix interests were taken over by Malco, Drake held on.

He is survived by his widow, Mrs. Willie Mae Lancaster Drake; a daughter, Mrs. Charles Hanebuth jr., and a sister, Mrs. Katie Louise Drake Jones of Jackson.

Heart Attack Is Fatal to M. A. Lightman's Mother

NASHVILLE, TENN.—Stricken with a heart attack following a siege of influenza, Mrs. Joseph Lightman, mother of M. A. Lightman, southern theatre circuit head, died here last week at her home. Mrs. Lightman is also survived by two daughters, Mrs. Herman Lubin of Nashville and Mrs. Abe Nusbaum of Houston.

Seek Jane Withers' Double

HOUSTON—The Metropolitan Theatre here is staging a hunt for the local girl most closely resembling Jane Withers. The star, currently appearing on the Metropolitan stage, will host her "double" for one day.

Star Helps Spur Poll Tax Payments

HOUSTON—The Young Democrats have arranged for Jane Withers, currently appearing at the Metropolitan, to present an autographed picture to all 21-year-old voters who present their poll tax receipts at the boxoffice.

Second Training Course Completed by Wometco

MIAMI — Marking the completion of Wometco's second annual training course for ushers and assistant managers, Mitchell Wolfson and Sidney Meyer entertained more than 70 employes at a banquet at the Royal Palm club.

The training course has been given over a period of ten weeks under the supervision of Sonny Shepherd, manager of the Lincoln. The entire gamut of theatre management was covered in weekly midnight sessions. Different department heads and theatre managers conducted the sessions.

The Piety in New Orleans Is Destroyed by Flames

NEW ORLEANS—The Piety Theatre, on Piety and North Rampart streets in the lower section of the city, owned and operated by the United Theatre Corp., was destroyed by fire Monday.

The theatre was valued at $20,000 and the contents $10,000. Origin of the fire is unknown. Also, it is not known whether the house will be rebuilt.

200 Patrons Escape Unhurt In Alabama Theatre Fire

UNIONTOWN, ALA. — Fire interrupted "Honeymoon in Bali" at the Strand, destroying the theatre and the plant of the *Union Press* next door, with an estimated loss of $25,000. Approximately 200 persons in the theatre filed out orderly and no one was injured.

$20,000 Fire Loss

ALVARADO, TEX.—In a disastrous weekend fire, the Alvarado, owned by Will Barnes, went up in smoke and flame. Loss was $20,000. Plans are under way to rebuild, it is understood, although details have not been announced.

Fire Damages Carolina

GOLDSBORO, N. C.—The Carolina was damaged by a fire that started in the boiler room and destroyed the cooling system and stage equipment, and burned rafters so that a new roof will be necessary.

Buy New in Stamps

STAMPS, ARK.—The New Theatre here has been purchased by Cecil Kelly, J. M. Graham and V. H. Rivers from R. H. McLendon. House is being remodeled and reequipped by National Theatre Supply.

Installs Brenkert Projector

PORT ALLEN, LA.—A new Brenkert projector has been installed at the Magic, furnished by the Louisiana Motion Picture Equipment Co.

Dianne in Linden Opens

LINDEN, ALA.—The Dianne, a new theatre, has been opened here with J. E. Williams as manager.

DALLAS

(Continued from page 107)

Harwood to 1026, Unit No. 1 of the Santa Fe Bldg. on Commerce St.

Col. H. A. Cole, national Allied president, was expected back this week from his trip to Washington and New York City . . . Nick and Pete Katsaris, owners of the Drive-In Theatre near Corpus, were on the Row with their manager, Gene Lacy.

R. J. O'Donnell, Interstate's general manager, is back from a trip to New York and reports have it he has more stage attractions on the way to Elm Street . . . Wallace Beery flew in from Hollywood in his private plane for a few hours visit with friends at the Adolphus Hotel. He said he would soon begin work on "20 Mule Team."

Trade invitations have been sent out for the opening on February 2 of the new El Rancho Theatre in Victoria, a new house to seat about 1,200 *and to be operated by the J. G. Long and Westex Theatres Corp.*

Walter Knoche of the Palace in Fredericksburg drove in Wednesday for a brief visit. He said the thermometer reached the unprecedented low of four above in the home town. His popcorn boy, Dayton Schmidt, accompanied him on the trip.

The Arcadia, one of Dallas' major neighborhood houses, spread itself on display advertising for a 10*-act stage show which may set the policy of two such shows a month along with a feature . . . Sol Sachs, RKO manager, held a trade screening of "Abe Lincoln in Illinois" Monday morning at the Tower.*

C. David Biederman, producing a series of one-reel subjects on the west coast, was in Dallas as part of a tour of exchange centers in the interest of that product. It is understood he completed distribution arrangements in Dallas for the southwestern territory . . . J. Wright Smith of San Antonio has been on the Row working on deals and making distribution contacts for "Moovy-A-Ward Nite."

Megs "Patent Leather Kid"

HOLLYWOOD—William K. Howard will direct "The Patent Leather Kid," forthcoming George Raft starrer for Warner, which Mark Hellinger will produce.

Historical Western to WB

HOLLYWOOD—"They Died With Their Boots On," historical western by Thomas Ripley, has been purchased by Warner.

Massie Buys Bryson and Gatlinburg Theatres

BRYSON CITY, N. C.—J. E. Massie of Waynesville, who owns and operates the Park and Pisgah in Waynesville and the Lyric in Sylva, has purchased the Bryson in Bryson City and the Gatlinburg in Gatlinburg, Tenn. The theatres were acquired from C. R. Reagan, who has owned and operated them for the past six years. Mr. and Mrs. H. L. Senteney are in charge of the two newly-acquired houses.

Dallas Majestic to Show Serial Saturday Nights

DALLAS—Unusual is the announcement that the Majestic, Elm Street's ranking A house, will run a serial with its Saturday night prevues. The first chapter play to be tried out is "The Phantom Creeps," with Bela Lugosi, and the feature was to be "Swanee River." During recent months, chillers have swelled grosses in both downtown and neighborhood houses.

Equipment for White

FORT WORTH—M. S. White has purchased new equipment for his new White Theatre here from National Theatre Supply, including Simplex sound system, projectors, screen, lamps, transverter, lenses, foot switches, film cabinet, booth table, vacuum cleaner, and miscellaneous boxoffice and booth equipment.

Leases the Fryemont

BRYSON CITY, N. C.—Roby E. Coffey has leased the Fryemont Theatre building and equipment from the A. M. Frye estate. Coffey has remodeled the front and installed a new amplifier.

Seating Capacity Doubled

WALNUT COVE, N. C.—Seating capacity of the Palmetto Theatre has been increased from 250 to 500. Improvements costing around $2,500 were made, according to Manager J. J. Booth.

Rialto at Sinton Has Team

SINTON, TEX.—The Rialto All-Stars, basketball team, has gone into action this season with Minton White as manager.

Stevenson Starts Construction

HENDERSON, N. C.—S. S. Stevenson announces work has started on a new theatre here.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

Build Profits—Patronage with
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

L. A. STEIN, Owner

R. FRANK LINEBERGER, Manager

Majestic Theatre

IN THE HEART OF THE TOBACCO BELT

NASHVILLE, GA.

January 18, 1940

Associated Publications,
4804 E. 9th Street,
Kansas City, Mo.

Gentlemen:

Please send to me some fillers for my "BOXOFFICE PICTURE GUIDE and RECORD BOOK" as I used all the pages in mine.

I think that "BOXOFFICE" magazine is one of the leading theatrical trade magazines published.

I have been a constant reader of "BOXOFFICE" for the past six years. I enjoy reading the contents of each issue. I can hardly wait to get my 1940 issue of the "BOXOFFICE BAROMETER" which should be here in a few days.

If there are any charges for the fillers mentioned above, please send me bill for same and I will mail you check for fillers.

Thanking you for past favors, I am

(Signed) R. Frank Lineberger

Need More Be Said?

The BOXOFFICE *Pulse of the Motion Picture Industry*

Winnipeg Council Okays Walker Theatre Lease

WINNIPEG—The Walker Theatre, legit house which has been mostly dark in past years, seems headed for a busy time now.

City council approved an agreement during the week by which the house passes into new hands. The council approved a $50,000, three-year lease option on the house, made by J. B. Barron and associates, of Calgary.

Monthly rent for the Walker is to be at $600 the first year, $700 the second year, $900 the third year. If the option for purchase is then taken up, the firm will pay $1,100 monthly the fourth year and $1,300 a month succeeding years, all rents to apply on the $50,000 purchase price.

Barron, an old theatre man, dropped out of the show business when he relinquished control of the Palace in Calgary. In 1937 he organized National Theatres, Ltd., reopening the Grand in Calgary. The house now shows films and some vaudeville roadshows.

Theatre Staffs Host Trio Proceeding Overseas

MONTREAL—Guests at a dinner and dance on the eve of their departure overseas as members of local military units were three theatre employes: Sergeant A. Adnuns and Gordon Snow of the Capitol staff, and I. Silvers of the Palace.

The party was held in the Capitol Cafe and was attended by about 100 theatre people. It was organized by Stanley Snow, chief usher of the Capitol, and Tom Miller of the same theatre. Tom Cleary, publicity manager of the Consolidated Theatres, and Les Dowbiggin, manager of the Capitol, attended.

Sound Pictures Will Record Canadian Force's Story

MONTREAL—The recording of the story of the Canadian forces in the United Kingdom, in both film and sound, has been undertaken by the Dominion motion picture bureau.

Ernest Wilson, who took part in the Canadian cavalry's charge at Moreuil Wood in 1918, accompanied the troops overseas, and ground out 2,500 feet of film.

Expeditionary Force Does Not Lack for Pictures

PARIS—More than 250,000 seats have been filled at entertainments, including films, organized in France for the British expeditionary force. Mobile cinema units entertained approximately 75,000 troops.

The London hit, "All Clear," with a cast including Beatrice Lillie, Bobby Howes and Fred Emney, all Canadians, was sent to camps in the British provinces.

James Grainger Visits Toronto

TORONTO—James R. Grainger, president of the Republic Pictures, paid a periodic visit here to check Canadian trade developments.

Tax Measures Left Pendent With Federal Elections Due

A Two-Bit Job in Salary Only

Toronto—Col. John A. Cooper, president of the Motion Picture Distributors of Canada, was being congratulated on his appointment to the post of national film commissioner of the Dominion government's national film board—and the wish was expressed that his term of office would be permanent.

"Humph," Colonel Cooper replied. "I am a dollar-a-year man and I have been appointed for three months. That means one-fourth of a year and 25 cents for me."

See Tax Source in Dish Ware Sales in Theatres

MONTREAL—The city of Montreal has been losing quite an amount of sales tax, it is pointed out at the city hall, through having overlooked a type of sale that is quite common and on which, so far, no tax has been charged.

Theatres sell with every admission ticket, a ticket entitling the holder to a piece of crockeryware.

The ticket habitually costs ten cents, which is not taxable. Frequently, however, two persons go to the show together, one of them paying for the two. In such case, the person buying the tickets is entitled to two dinnerware tickets, for which he pays 20 cents, and that is a taxable sale.

It was pointed out that if one person bought two 10-cent packets of cigarettes, even if he at once gave the second packet to his companion, the storekeeper would be obliged to charge sales tax. Further, when it comes to distributing the biggest pieces in the dinnerset, the patron is frequently asked to give two dinnerware tickets for one piece. This is a definite 20-cent sale, and according to the law, subject to sales tax.

Concession for Juveniles On "Gulliver" Showing

MONTREAL—M. A. Milligan, general manager of Paramount Film Service, Ltd., has been advised by the Quebec provincial government that special permission has been granted for the admission of juveniles to performances of "Gulliver's Travels" at theatres in that province.

Children were permitted to attend the showing of Paramount's feature cartoon at Loew's here.

Air Tieup for "Seventeen"

HOLLYWOOD—Plans have been completed by Paramount and NBC for Jackie Cooper and winners of the "Seventeen" contest to appear as guests of Ben Alexander on the "Little Old Hollywood" program Monday, February 12.

TORONTO—The stunning announcement of the dissolution of the Canadian Parliament to prepare for early federal elections caused a political furore and there has been much conjecture about cause and result. The Liberal government, headed by Prime Minister W. L. M. King, enjoyed the support of 176 members in the House of Commons out of a total of 245 seats and the opposition forces have a large task to gain government control, on the face of representation in the last Parliament but there has been much criticism regarding procedures of the King regime and the election campaign promises to be a lively one.

One of the issues will undoubtedly be the creation of the national film board by the King Government in the face of fiery opposition from the Conservative side on the ground that the board was unnecessary and would prove an expensive luxury, reference being made to the satisfactory accomplishments of the already existing government motion picture bureau under the direction of Frank C. Badgley. The establishment of the new board and the appointment of John Grierson of London, England, as Canada's national film commissioner, will undoubtedly be cited as an example of inappropriate effort by the late government.

Budget Proposals Postponed

The dissolution of the federal Parliament has also had its upsetting effect upon the program of the Ontario legislature which had been in session more than two weeks when the Dominion election was announced, without any move being made to deal with tax or wartime measures. This has necessitated an indefinite postponement of all budget proposals by the Ontario provincial government because of their relationship with federal decisions. This has apparently brought a delay in the consideration of a new amusement tax by the Ontario government—with the fiscal year closing March 31. The Federal elections cannot be held until toward the end of March and a federal budget is not possible for some weeks after the new Parliament meets, with the provincial budget measures possible at a still later date. Other taxes affecting the amusement business may also have to be held in abeyance for some months because of the precipitation of a federal election campaign.

Brant County's Council in Favor of Amusement Tax

MONTREAL — A resolution unanimously passed by the Brant county council, Ontario, calls for the reimposition of the amusement tax on all forms of amusements and entertainment, with exception of amateur sports and entertainments.

The revenue thus derived should be earmarked for hospital and public health expenditures in regard to the care of indigent patients and the training of student nurses, the resolution states.

Grierson Appreciative Of Trade Support

OTTAWA—Tributes were paid to a number of Canadian government officials and film trade executives in a declaration by John Grierson of London, England, prior to his departure for Australia after acting as Canadian film commissioner under the national film board for three months. Among those who received personal mention for their support and cooperation were N. L. Nathanson, president of Famous Players Canadian Corp.; Col. John A. Cooper, president of the Motion Picture Distributors of Canada who has been appointed to succeed Grierson; Leonard W. Brockington, former chairman of the Canadian Broadcasting Corp., who has been made adviser to the national film board; Hon. W. D. Euler, minister of trade and commerce, and Hon. T. A. Crerar, minister of mines and resources, both of whom have been cabinet representatives on the film board.

Referring to the film industry in Canada, Grierson declared: "Some of you will see films (of the national film board) through your social and business groups for that is another level of film seeing; and it is always wise to remember that there is more seating capacity outside the theatres than there is inside the theatres. Others again will see Canadian pictures in the theatres, for we have the warm cooperation in our work of the whole Canadian film industry and of men like Mr. Nathanson and Col. Cooper."

Grierson lauded the March of Time photographers for their thoroughness in making the issue which is to deal with Canada's war effort, the National Film Board having cooperated in the production of this film. Grierson referred to its importance for Canada because the release would be shown in 11,000 theatres and to 40,000,000 persons.

Grierson announced that one of the Cadian government films will deal with the common sense relationship between the Dominion and the United States, the working title of this picture being "The Undefended Frontier." He declared that Canada had some good film technicians but the national film board would attempt to foster "a national school of film makers." The board had drawn up a production program which included "films for children, films for national education generally, films on the peoples, frontiers and economic fronts of Canada. Other pictures would be one dealing with the Canadian Navy and periodic releases portraying the life of Canadian soldiers in Overseas service. A plan had also been put into effect for the sending of Canadian prints to the Canadian Expeditionary Force for the entertainment and education of the troops.

Grierson made a plea for a Canadian film epic in the following words:

"All film talk today is about the entertainment films from Hollywood. Well and good, but we would like some of that attention given to Canadian films and what films can do for the life of Canada. The newspapers in particular must help in this matter. We do not forget, too, that the provincial governments and the national industries, by initiating their own film programs, can do much to communicate knowledge of themselves to other parts of Canada and help us round out the picture.

"There are, I know, big gaps to fill. I should like, for example, to see a really big film which would be a sort of Cavalcade of Canada—a film for the theatres of the world—to show Canada distinctively as a country with its own special destiny. We have not the technical means to do that ourselves and we must ask the cooperation of Hollywood or England for it. But there are two essential things which we shall not have to borrow. The essential story is here and I should like His Excellency, the Governor General, to take up the pen of John Buchan again and use his great talent and affection for Canada in writing the script for it. When Canada is mustering her forces and taking her part in the issue of nations, it is a propitious time to tell the world who you are."

Grierson's Outline of Film Goal Inspires Editorial

WINNIPEG—Warmly commending the part that the film can play in time of war and linking this with the work of the national film board, the Winnipeg *Free Press* comments editorially to this effect:

"In his CBC talk Sunday afternoon, John Grierson, Commissioner of the national film board, left his listeners in no doubt that the motion picture is going to play an important part during this war.

"Already the producers of 'The March of Time' are making a 25-minute subject called 'Canada at War,' and Mr. Grierson estimates that the film will be seen by 40,000,000 people in 11,000 theatres throughout the world—an impressive example of the work that the movies can do.

"The film board's production, 'Call to a Nation,' is already showing throughout the Dominion, and is a fine summing up of the scope and influence of the First War Loan. Others are being made at the present time.

"'The National Film Board,' says Mr. Grierson, 'is to be the eyes of Canada; to see Canada and see it whole—its people and its purpose.' When he voices the hope that a really big film—one which will show the Dominion 'as a country with its own special character and special destiny'—will emerge, he is voicing the hope of thousands of other cinema-conscious citizens."

New Company to Operate Rex Theatre at London

LONDON, ONT.—The Rex Theatre, Ltd., has been incorporated here to take over the Rex, a suburban house, operated for many years by W. L. Stewart until his recent death. Rodney Smith has been appointed manager of the house under the auspices of the new company in which three local men are financially interested.

Scripts Own Original

HOLLYWOOD—Robert Buckner is scripting "Santa Fe," from his own original, for Warner.

Most Northerly Theatre Closes When Boom Ends

TORONTO—Canada's most northerly theatre has been closed, according to reports which have filtered through to the film exchanges in Toronto. This is the cinema which was opened a year ago at Yellowknife in the North West Territories when it was given considerable publicity across the country, the proprietor being Nat Rothstein, a well-known exhibitor of Saskatchewan. The population of the mining settlement jumped to a thousand but the boom died down and now there are barely more people in the town than the 300-seat capacity of the theatre.

Apart from the falling off in population, further difficulty was said to have been experienced in the new policy of film exchanges to restrict the quantity of prints to be shipped to remote settlements because of the films which would be tied up over a period of weeks or months. In the past it often happened that a whole winter's supply of pictures were taken into a distant camp before freeze-up. In some cases these were ancient silent prints but the entertainment was acceptable in the long wintry evenings even though such classics as "Tillie's Punctured Romance" played repeat engagements at frequent intervals throughout the season.

Hanratty Succeeds Moyer As Canadian Censor

OTTAWA—L. Clare Moyer resigned as the Canadian government motion picture censor for the war period in order to return to his regular post of Clerk of the Senate and C. J. Hanratty, veteran newspaperman, was appointed his successor as film censor.

The Parliamentary session opened and closed the same day because of the decision of Prime Minister King to hold the federal elections as early as possible. Moyer has been left holding the bag because the Senate did not have a single sitting before Parliament dissolved.

Theatre proprietors of the Canadian capital were stunned by the sudden turn in events because a Parliamentary session brings people to Ottawa from all parts of the country and the theatres reap the benefit. A further blow to local business was the fact that many persons lost temporary jobs which are available while the House is sitting.

Censor Move Fails

LONDON—A request made in the House of Lords for censorship of news films, occasioned by the filming of the arrival of the Hon. Unity Freeman-Mitford, was turned down by the British government.

Name Entertainment Officers

MONTREAL—Captain "Gitz" Rice, who composed "Mademoisele From Armentieres" during the Great War, has been named entertainment officer at Barriefield camp and Howard Large, who organized the soldier concert party of the 16th battalion, has been named the entertainment officer in Saskatchewan.

TORONTO

N L. NATHANSON, president of Famous Players Canadian Corp., broke his vacation in Florida to make a trip back to Toronto for a few days to attend to several important business matters and has returned to the south.

With attention focused on the Canadian premiere of "Gone With the Wind" at Loew's Theatre, a local independent film exchange is negotiating for the Canadian rights for a re-issue of "The Birth of a Nation" because both pictures deal with the American Civil War.

A. W. Perry, general manager of Empire-Universal Films, Ltd., Toronto, is still confined to his home with a severe illness.

Harry Sedgwick, formerly a head office official of Famous Players Canadian Corp., has been elected president of the Canadian Association of Broadcasters. He is the president of the Rogers Broadcasting Station CFRB. Manager Al Sedgwick of the Belsize is a brother.

Donat Paquin, proprietor of three theatres in Ottawa and Hull, is seriously ill in a hospital at Ottawa. In the meantime, Harry O'Regan is looking after the theatres, the Laurier in Hull and the Francais and Victoria in Ottawa.

George F. Law of Colonial Pictures, Ltd., has announced the Canadian premiere of "North Sea Patrol," a spy picture made in cooperation with the British Admiralty, at the Hollywood, Toronto, ace house of the Allen circuit. "The Warning," official British film, opened at the Regent, Ottawa, February 1, and has been booked into the Capitol at London and the Capitol, Kingston, for February dates. "The Warning" has a Canadian sequence which was prepared by the national film board.

Manager Bob Eves of the Eglinton has now presented "A Girl Must Live" for five straight weeks and the end is not in sight. "Shipyard Sally," another British feature, starring Gracie Fields, is having a long run at the Plaza, Vancouver, according to the books at Empire-Universal head office.

Roy Tash, cameraman of Associated Screen News, has been rating distinction because of his work in the production of the government film, "Call to a Nation," running time seven minutes, which played 700 Canadian theatres to boost Canada's first war loan. Tash supervised a number of sequences including scenes of the Canadian Cabinet in session.

Clarence Robson, eastern division manager of Famous Players Canadian Corp., and Jack Arthur, western Ontario district manager, are both back at their desks following severe colds.

Manager Ingram of the Bayview, Leaside, Ont., has introduced the Book-a-Week stunt with the Standard Encyclopedia in 15 volumes. He is also featuring the Foto-Nite draw every Friday night.

The Capitol in North Toronto was taken over last Monday night by the Canadian Progress Club for two shows featuring "What a Life" and a draw for 60 prizes, the proceeds being devoted to war charities. Arrangements were supervised by Manager McClelland.

With highways blocked with snow in many parts of Ontario, out-of-town exhibitors were not greatly in evidence at the distributing offices during the week. Mrs. D'Hondt, owner of a theatre at Delhi, and Mrs. Noble, of the Simcoe at Sutton, were among the few who made calls in person. J. O. Scott of the Weston Theatre, Weston, was busy with bookings for various theatres in central, northern and eastern Ontario for which he lines up pictures.

Frank Fisher has been venturing into the countryside as a ski enthusiast and has been taking the hills in high. He learned the art of keeping to his feet in the Laurentians.

Simone Simon, screen star appearing in the stage musical at the Royal Alexandra here, purchased a block of tickets for the presentation of the French feature, "Louise," at the Eaton Auditorium on February 13, under the auspices of the French Red Cross. The French starlet distributed the tickets among soldiers of the Canadian Black Watch Regiment now in training at the local camp.

The safe of the Empire Theatre, Windsor, owned by Simon Meretsky, was smashed with a sledgehammer by robbers over the weekend and $438 in cash was taken.

The signature of N. L. Nathanson, president of Famous Players Canadian Corp., was one of those engraved on an inlaid silver tray which was presented to Leonard W. Brockington to commemorate his service as chairman of the Canadian Broadcasting Corp., of which Nathanson is a governor. Brockington is now adviser to the national film board.

James Cameron of the Famous Players head office staff displayed his versatility by acting as master of ceremonies for the first vaudeville stage show to be presented at the Tivoli in downtown Toronto by Manager Leonard Bishop. The vaudeville is being presented one night each week.

Mr. and Mrs. C. W. Badgley of Ottawa, parents of Capt. Frank C. Badgley, M.C., director of the Canadian government motion picture bureau for many years, celebrated the 50th anniversary of their marriage. Both parents are descendants of a long line of distinguished Canadian parliamentarians and soldiers starting in 1780 with the arrival of Capt. Francis Badgley as an official of the old North West Trading Co.

Harry Paynter Assumes New Post in Toronto

TORONTO — Harry Paynter, former eastern division manager at Montreal of Empire-Universal, took over his new duties at the Toronto head office of the company on February 1 in succession to A. J. Laurie, former assistant general sales manager, who resigned recently.

M. J. Eisman, formerly of Warner, has been appointed Empire branch manager at Montreal.

VANCOUVER

A PERSISTENT rumor is current that M. Chichik is looking about for a suitable location for a new theatre. With the Bay and the remodeled Little Theatre, for which a new name has not yet been made public, the new one would give him a three-house circuit in this city.

George Washington has acquired the Rialto, West Summerland, B. C., and the former owner, E. L. Bobier, is now at the Metro, New Westminster, B. C., sharing the management with Dick McCartie, giving the latter more time to devote to the Fox in that city.

Gordon Lightstone, from the head Canadian office of M-G-M, spent a few days here with Charlie Ramage, the B. C. manager.

Haskell Masters dropped from the sky, spent a short time with Sam Nagler, B. C. manager for UA, and then vanished in the clouds.

Mrs. Knowles, secretary to Charlie Ramage, will not be seen in the Metro office after the middle of the month. She will be missed.

Miss Amy Scrivens welcomed the National Film Society to her Stanley last Sunday to witness the screening of three films, "End of a Day," a French production, "Heritage," a Canadian documentary film, and "Behind the Headlines," a local effort. The society stresses a variety in its program, that the members may make comparison and develop their knowledge and taste in motion pictures.

John Dawson's Plaza was again burglarized but with apparently little profit to the burglars as the strong-box was untouched. In this instance, as in the previous, entrance was gained through a rear fire-door.

One by one the old theatre landmarks are disappearing, this time the Savoy, which was first used as a music hall, then for motion pictures, is to be wrecked to make room for an addition to a department store's parking area.

"Royal Tour," Starring Ex-Servicemen, Popular

QUEBEC—One hundred thousand ex-servicemen, including men from Quebec and district, are the stars of an unusual Canadian motion picture, "The Royal Tour," which has created a sensation in Great Britain, has been accepted by the King for his private files and is being shown at the Capitol, Quebec.

Originally prepared as a private "testament of loyalty" for presentation by the ex-servicemen of Canada to His Majesty, the film aroused so much discussion after private viewing that arrangements were made for its public showing in Canada. Latest plans are that it will be shown in an all-British special program, now being arranged in Hollywood, the first Canadian film to receive a U. S. premiere in the film capital.

MONTREAL

MILITARY and naval matters are occupying ace cameramen of Associated Screen News. Lucien Roy covered an air force inspection by Sir Robert Brook-Popham in charge of the new Empire air training scheme; Ralph Beesley filmed naval activities in the Maritimes, and Roy Tash filmed the opening of Canada's shortest lived Parliament—dissolved after a four-hour session.

Deanna Durbin is coming to Montreal next spring, reports Jack Hirshberg, radio critic of the Montreal Monitor, *who interviewed her in Hollywood.*

A sound film on the work of rescuing refugee children from Nazi-dominated areas and settling them in new homes in Palestine, was screened before the local Hadassah Youth Aliyah campaigners.

Gordon Sparling, producer, and W. J. Singleton, general sales manager of Associated Screen News, were in Ottawa on business.

Lloyd Mills, manager of Ottawa's Elgin, sponsored the theatre's Nickel Club, a CKCO feature, in which thousands of listeners participated by each contributing a nickel for welfare purposes.

The "Royal Visit" film is doing sensationally across Canada. At Edmonton the showing was opened by Lieut.-Gov. J. C. Bowen and Mayor Fry, and Red Cross nurses acted as ushers. In Vancouver the film was shown to soldiers at the "Georgia Dug-Out."

Parisian Films Finding Favor in West Canada

MONTREAL—Parisian films, shown in a large number of theatres here and throughout Quebec, now are meeting with favor in western Canada. An Edmonton manager took several back with him and others are being shown in Regina by the local branch of the National Film Society.

In Regina, incidentally, the city council has declared that no amusement tax need be paid on entertainment designed to raise money for war purposes.

Business Improvement In Northern Alberta

EDMONTON—Business in the smaller towns of the northern Alberta territory is particular good, according to Joseph McPherson, RKO salesman who has just completed a trip through that area.

Business also is improved in North Battleford, Sask., according to Clarence Marshall, manager of the Empress there, a recent visitor to Edmonton.

Other visitors included Harvey Harnick, Abe Feinstein and George Lynch, all of Calgary.

Respite on Charges

TORONTO—The charges against local theatre owners of conducting a lottery because of the Foto-Nite stunt have been dropped but it has been intimated that the attorney-general plans a new form of restriction.

Leo Choquette Opens New Theatre at Kenogami

TORONTO—Leo Choquette has opened the Choquette, 400 seats, in the northern mining town of Kenogami, this being the third house in his independently-owned group. He operates the Rialto at Farnham and the Starland at Waterloo, Que. The last named theatre has 150 seats. Perkins Electric Co., Toronto, supplied the equipment.

I. Freeman of Toronto has purchased a site on Avenue Road in York Township, just beyond the city limits, on which a start has been made in the construction of a 750-seat theatre to be opened in the late spring.

The Palace Theatre is scheduled to open in New Toronto, a suburban municipality, June 1.

Famous Players Canadian Corp. has started construction of three new theatres in Ontario. These are located at Port Arthur and Fort William in the Thunder Bay District and at Windsor, opposite the City of Detroit.

Ingersoll House Acquired By Theatre Holding Corp.

TORONTO—The Theatre Holding Corp., Toronto, the Allen company which operates a chain of theatres throughout Ontario, has acquired the Maitland, a 500-seat house at Ingersoll, Ont., formerly an independent house operated for a lengthy period by T. D. Maitland.

The Allens have reopened the Majestic at Stratford which was closed temporarily for extensive interior improvements including new seats and fixtures.

Announcement is made that L. H. Champagne has won the cash prize for the best advertising campaign among the theatre managers of the Allen circuit. Champagne is manager of the Strand at Haileybury and the Classic at Cobalt, two nearby mining towns in northern Ontario.

Frank O'Bryne on Legion's War Service Committee

TORONTO—Frank O'Byrne, local manager of Associated Screen News, has been appointed to the war services committee of the Canadian Legion which has launched a drive to raise $500,000 for current charity purposes and to provide a fund to assist in the re-establishment of the soldiers after they have served in this war.

Philip Sherman Appointed Warner Montreal Manager

MONTREAL — Philip Sherman, former salesman for Warner Bros. Toronto exchange, has been promoted to branch manager of the company's Montreal branch office, announces Roy Haines, eastern and Canadian sales manager for Warner.

Sherman replaces M. J. Isman, resigned. The change is effective immediately.

Grierson Visits Hollywood

HOLLYWOOD—John Grierson, head of the Canadian film board, paid a short visit here before leaving for Australia and New Zealand.

WINNIPEG

ECSTASY," the foreign film which made Hedy Lamarr famous, will at last play in Winnipeg. Having passed the censors, the film will be shown simultaneously at Helmer Jernberg's Rio and Bijou.

The military sing song nights which Don Gauld introduced a short time ago at the Metropolitan, have proved very successful. With a crowd of 400 soldiers in the audience, Gauld, instead of having the performance broadcast, arranged to have disc made. The disc was put on the air late that night, giving the soldiers at the show the unique opportunity of hearing themselves. Later the disc was taken to the barracks to enable those who had not heard it previously to listen to it.

Eddie Newman got the officers of the various flying units out to his showing of "20,000 Men a Year" and their promise to boost the film. Eddie also netted an extra 500 customers with his showing a "Lake of the Woods" milling short sponsored by Ogilvie's.

Vic Armand of FP returned from a trip to Toronto . . . E. A. Zorn returned for his inspection trip through the West.

Theatrical Men's Bowling League are throwing a dance over the weekend.

"Jerry" Hoyt Has Trip to Hollywood in Reserve

TORONTO—G. M. "Jerry" Hoyt, veteran branch manager of Empire-Universal Films, has a trip to Hollywood on his hands and can't make up his mind whether to take it now or wait.

Hoyt won first prize in the Nate Blumberg testimonial drive and was awarded the trip across the continent as the guest of Blumberg and Universal Pictures. He is in charge of the Empire office at St. John and officials at Toronto headoffice have congratulated him on his success but can't find out when he plans to make the jaunt.

"Pygmalion" Britain's Best Film for 1939

LONDON—Headed by "Pygmalion," the six most successful films of 1939 in Britain were all British produced. They were: "The Four Feathers," "The Lion Has Wings," "Pygmalion," "Shipyard Sally," "Sixty Glorious Years," and "The Spy in Black."

"The Spy in Black" was a sensational earner and it is still playing. An estimated $1,500,000 has been grossed by it to date.

Reports of Impending Film Board Changes Continue

MONTREAL — Reports continue that changes impend in the province of Quebec board of film censors; that the entire board will be reconstructed. The trade is hopeful of direct representation if and when the shakeup is effected.

RKO Radio (091) **80 Minutes** **Rel. Feb. 23, '40**

There can be but one explanation if "Pinocchio" fails to parallel the record-shattering popularity and business established by its predecessor, "Snow White"—the fact that it will not benefit from the novelty interest of being the first feature-length cartoon. In every other respect and department, it surpasses Walt Disney's initial venture into that category. From a story standpoint its appeal is boundless, especially for youngsters; its characters are endowed with a human touch. Technically it easily tops anything of its kind heretofore produced, with smoother animation, startlingly beautiful Technicolor effects and a far greater dimensional illusion than in previous pen-and-ink efforts. All in all, it is a rich reward for the two years of painstaking care and work that went into its making, and should bring proportionate reward to the showmen who play it.

Pinocchio F Feature-Length Cartoon

M-G-M (26) **97 Minutes** **Rel. Mar. 2, '40**

A sticky-sweet love story which possesses neither the dialogue nor situations to afford Spencer Tracy an opportunity for the fine-grained performance of which he is capable. It naturally follows, then, that Hedy Lamarr, with considerably less native talent, looks very weak in the femme lead. So, despite its imposing cast, the feature sums up as little better than a program offering and will find its best market among those who enjoy their film romance dripping with syrup and who are not too critical of production, writing and direction shortcomings. Tracy, a clinic doctor, saves Miss Lamarr from suicide and marries her, although he knows she is still in love with another man—Kent Taylor. After considerable struggle and tribulation Taylor is eliminated as a rival. W. S. Van Dyke directed.

Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor, Laraine Day, Mona Barrie, Jack Carson.

I Take This Woman F Romantic Drama

Principal Pictures (——) **54 Minutes** **Rel. ————**

The western scene is subjected to the performance of a story in which bonds, rather than cattle, are the motivation. They are hidden in a picture frame but later recovered under the floor of a ranch house. Through it all there is a parade of unscrupulous characters, a naive heroine who cannot act and Tim McCoy and his horse. The production is shoddy, the photography bad due to faulty lighting. The story is nothing to get excited about. Sam Newfield, the director, has certainly turned out much better films than this. And McCoy has appeared to better advantage before. As is the case with countless other westerns, this one, too, has lengthy riding and chase scenes punctuated with gun shots. Its blank cartridge quota is up to expectation, but that is about all.

Tim McCoy, Julie Sheldon, Ben Corbett, Ted Adams, Reed Howes, Forrest Taylor.

Straight Shooter F Western

RKO (019) **93 Minutes** **Rel. Feb. 16, '40**

A picture produced with the warmth and sincerity of purpose which should undoubtedly please all types of audiences. Based on a story by Johann Wyss, it is known to thousands the world over. With a cast that could not be bettered, the adventures of the Robinson family, wrecked on an uninhabited island while enroute to Australia from England, are humanly and entertainingly told. When Thomas Mitchell, as William Robinson the rich watchmaker, finds a new world on the island for himself and his family, it is his wife, Edna Best, who objects. But after a boat is sighted and the family learns the reign of Napoleon is over and it can return to the England of old, Mrs. Robinson sticks by her husband and remains in their new-found utopia. Definitely among RKO's big pictures of the year. Directed by Edward Ludwig.

Thomas Mitchell, Edna Best, Freddie Bartholomew, Tim Holt, Terry Kilburn, Bobby Quillan.

Swiss Family Robinson F Adventure

20th Century-Fox (022) **76 Minutes** **Rel. Dec. 1, '39**

These Inspector Hornleigh comedy-mysteries continue to be entertaining. With the acting honors split between Gordon Harker, as Hornleigh, and Alastair Sim, as his assistant, the British definitely contribute to the gayety of nations with this film. Here we have the pair on holiday at a seaside resort. The weather is foul and, in order to sooth their sleuthing appetites, the pair manages to get involved in a local crime. The affair turns out to be part of an insurance swindling ring's method of doing "business." The trail eventually leads to a hospital and the apprehension of the ringleader. It all takes place cleverly with a number of comic moments that could be rated as high spots. It had a Broadway audience hanging on every sequence. Walter Forde directed.

Gordon Harker, Alastair Sim, Linden Travers, Wally Patch, Edward Chapman, Philip Leaver.

Inspector Hornleigh on Holiday F Mystery Comedy

Monogram (3912) **73 Minutes** **Rel. Dec. 25, '39**

With Cinecolor providing some beautiful background of western scenery, this Earl Haley co-produced, directed and authored story lacks only a name to lend it strength on action marquees. It is the story of MacDonald, a rancher who made money but who bet himself into pawn, and is trying to get out by grabbing a win with one of his horses in a big stake race. To hedge a bit, he tries to talk his daughter (Joan Barclay) into marrying Craig Reynolds, a bad lad, at the expense of her romance with a hostler, John Wayne. Miss Reece, who sings and dances, provides the lighter moments. Color photography is good, and the scenery lapped up by the lenses is very pretty. Picture will take a lot of selling to get its audience, however.

Ruth Reece, John King, J. Farrell MacDonald, Joan Barclay, Craig Reynolds, Nora Lane, Doc Pardee, Adrianna Galvez.

Gentleman From Arizona F Action Drama

20th Century-Fox (041) **100 Minutes** **Rel. Feb. 9, '40**

Robert Fulton is known as the inventor of the steamboat. Some of the facts presumably leading to the launching of the invention are pictured in this effort. Crinoline days are back as the story opens with Richard Greene, the inventor, arriving in 1807 from England with a model of his boat. He lands at Alice Faye's inn, then starts his hunt for financial assistance. His backer almost runs out on him, but the daughter, Brenda Joyce, persuades the financier to change his mind so that she can be near the man to whom she has taken a fancy. Meanwhile, Miss Faye leads her sweetheart, Fred MacMurray, to believe she is in love with Greene, and vice versa. Complications arise, but everything comes out all right, the boat gets going under its own steam and the lovers make up. This one will need considerable selling to get it over. Henry King directed.

Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce, Andy Devine, Harry Stephenson.

Little Old New York F Historical Melodrama

RKO (018) **68 Minutes** **Rel. Feb. 2, '40**

Just another indifferent saga of the U. S. Marines which even lacks the lustre of originality. The script is of minor proportions with little of the meat which makes for red-blooded drama. For good measure, there is a romantic rivalry between brother officers, Chester Morris and Richard Dix, over Lucille Ball. The girl is the only visual improvement in the piece, but she is afforded few opportunities to show advantageously. The story takes place in one of those Central American republics terrorized by a group of bandits, apparently revolutionary-bound. Chief of the mob turns out to be foreman of Miss Ball's ranch. The marines are trapped in a village, but Dix, flying a commercial plane, gets the wounded out safely and brings help in time. He also gets the girl, but it is a close call because little Steffi Duna almost upsets the applecart. George Nicholls jr. and Ben Stoloff directed.

Richard Dix, Chester Morris, Lucille Ball, Steffi Duna, John Eldredge, Horace MacMahon.

The Marines Fly High F Action Drama

Monogram (3917) **64 Minutes** **Rel. Jan. 30, '40**

Here is a pleasant enough release that will provide an hour's relaxation for the audience as it views the spectacle of a delivery boy cupid, who is an amateur graphologist on the side, pursue his way into and out of varying degrees of exciting situations. An international spy ring is also involved. To top it off there is a smart newspaper reporter who is hep to the whole state of affairs—arson, sabotage, et al.— and a smooth crook who won't for a moment deceive anyone as to his intent. This is all played in and against Los Angeles streets, a florist's shop and delivery truck and a night club. Thrown in are murder, Frankie Darro for the youthful snap and an inconsequential romance. It is capably performed, well edited, photographed and produced. Directed by Howard Bretherton.

Frankie Darro, Marjorie Reynolds, George Cleveland, Alex Callam, Mantan Moreland, Milburn Stone.

Chasing Trouble F Comedy Drama

SELLING ANGLES: **"Straight Shooter"**

This one should get the regulation type of exploitation that has done the trick before, when an inconsequential western is played. There are numerous Tim McCoy followers. As part of the lure element, hang an oil painting of an old gent in the lobby, and adorn it with a sign pointing out that there is a clue to the mystery nearabout. On the whole, the exploitation should concentrate on first day business. On the selling side, it does not rate too much attention.

CATCHLINES:

G-Man McCoy Finds the Stolen Bonds in This Western Thriller.

He Shot Straight and Fast . . . Right Smack Into Trouble and Mystery.

SELLING ANGLES: **"Gentleman From Arizona"**

What with color photography a coming thing, it should be easy to lure advertising tieups, and window displays with camera and film stores. "Gentleman From Arizona" has only one angle different from run-of-the-mill westerns and action opuses—that difference being color, and which should NOT be forgotten for a moment in the merchandising. There isn't a single name to spread for marquee strength, so reaches will have to be made to organizations interested in the outdoors, hiking clubs, boys and girls scout and similar groups, and camp clubs for patronage. It's the kind of a film which has a rich open air flavor.

CATCHLINES:

He Hitch-Hiked Into Her Life, Then Put Her Heart Under His Thumb.

Two Surprise Entries Win! The Hostler—the Girl, and the Wild Horse—the Race!

SELLING ANGLES: **"Chasing Trouble"**

For personalities there is one—Frankie Darro—to concentrate on. There are also possibilities in Miss Reynolds, an apparent newcomer, who is personable and a rather good little actress. But the big splurge should be concentrated on the graphology angle. That has the most in the way of catching patron attention. Graphologists are quite numerous and alive to the publicity value of a tieup. Also arrange for patrons to give samples of their writing for analysis by the experts. Tieups with florists are also indicated.

CATCHLINES:

A Corsage Was the Signal for a Reign of Sabotage to Begin.

See Frankie Darro Play Cupid . . . His Arrows Not Only Uncover Romance But Also Intrigue.

SELLING ANGLES: **"I Take This Woman"**

Hedy Lamarr and Spencer Tracy are the marquee bait in this. Build them up as a new and different romantic team. Focus attention on Miss Lamarr as the screen's leading exponent of glamour by mounting a large portrait of her above the marquee with baby spots playing on it. Hold a "Hedy Lamarr Double" contest and award small prizes to contenders most closely resembling her. Stage another contest for gag letters by bachelors as to why they would give up their freedom for her.

CATCHLINES:

A Romantic Bombshell . . . And a Great New Team . . . Spencer Tracy and the Exotic Hedy Lamarr.

She Rejected a Chance at Wealth and Luxury for Happiness With a Hard-Working Doctor.

SELLING ANGLES: **"Inspector Hornleigh on Holiday"**

Pick out a number of clues that are in evidence as contributing factors to the apprehension of the real criminal in the story. Arrange to have duplicates exhibited in the lobby with appropriate labeling. If there is an expert on heraldry in the locality, have him see the picture and reveal his views. The two chief characters—Gordon Harker and Alastair Sim—probably are working up a reputation here with this series. Blow up their photographs as a reminder to your patrons.

CATCHLINES:

Laugh and Shudder With These Two Crackpots of the London Police Force.

The Trail Led to a Hospital, and They Had to Play Sick to Trap the Killer.

SELLING ANGLES: **"The Marines Fly High"**

If there is a U. S. naval reserve unit in your community, arrangements should be made to have the youngsters parade to theatre with their band on the opening day as guests of the management. A large balloon carrying the title of the film can be floated above the theatre a few days in advance of the opening. For street ballyhoo, have one or two of the men from the house staff dressed in service uniforms and parade through the downtown streets handing out heralds. A large cutout of Miss Ball would make an attractive lobby display.

CATCHLINES:

Adventure With the Marines in the Tropics.

The U. S. Marines Swing Into Action Again.

SELLING ANGLES: **"Pinocchio"**

Advertising and exploitation should be aimed at both children and adults. Have your house artist prepare large compoboard cutouts of the principal characters to mount above the marquee or in the lobby. The exchange has worked out a number of commercial tieups of which advantage should be taken; department and variety stores are now distributing "Pinocchio" dolls which would serve as excellent contest prizes. Arrange with libraries and bookstores to prepare special displays of the fairy-tale on which this is based.

CATCHLINES:

One of the World's Most Beloved Stories Becomes a Masterpiece of Ageless Screen Entertainment . . . Another Disney Triumph.

At Last, the Story of the Laughable, Lovable Puppet Who Has Been a Children's Favorite for Generations.

SELLING ANGLES: **"Swiss Family Robinson"**

As one of the first pictures to be made by the Gene Towne and Graham Baker company, The Play's the Thing Productions, there are many tieups which can be followed from the pressbook. Making up the lobby as a huge tree in which the Robinson family lives while on the island with live stock in cages should make for an interesting eye-getter. Window cards in libraries and other institutions, book lending stores or other places where the book is well known should prove a patronage getter. Play up the adventure angle in news stories.

CATCHLINES:

He Found Happiness With His Family on an Island, More Than His Wealth Could Buy . . . Necessity Finds an Idle Rich Family Meeting Life in the Raw . . . All That Is Rich in Life Is Not Measured in Dollars and Cents.

SELLING ANGLES: **"Little Old New York"**

Etchings of old New York displayed in the lobby should make an interesting eye attraction. They might be borrowed from a local collector. Odd collections, antiques or anything with a history of New York behind it would arouse considerable interest if displayed in the lobby. You can have a girl in a crinoline costume and a man in tight tails and top hat parade the street as a walking ad. Postcards with scenes of New York should be sent to the mailing list. A tieup with transportation companies, particularly if trains reach your city directly from New York would make a good stunt.

CATCHLINES:

Little Old New York Would Not Be Complete Without Robert Fulton . . . His Dogged Insistence Won for Him a Battle Against Many Odds.

Short Subject Reviews

Navajo Land

RKO (Reelism) 10 *Mins.*

Adhering to the documentary technique this short is an honest and finely photographed record of the life of this tribe. The photography and direction stick to facts and there is no pseudo-drollery in the narration. It is a present day exposition of the government's hand in helping the reservation dwellers toward a fuller and easier life by instructing them in scientific agriculture, teaching them the elements of sanitation and generally playing the role of Great White Father. A whole, fine series of subjects could be made on the same topic. It is an all 'round good bit of enlightenment.

Rhythm Jamboree

Universal (Musical) 18 *Mins.*

A fast moving two-reel musical which is above the average. Topping the acts is the diminutive Judy Starr who vocalizes in an appealing style. For novelty and good singing, the Brown Sisters do a swing version of a Russian melody. The Tune-Smiths register nicely with their version of "The Answer Is Rhythm." Johnny O'Brien and his Harmonica Hi-Hats, tap-dancer Billy Burt and the dance team of Arkin and Colby complete the bill.

Miami Miracle

Paramount (Novelty) 10 *Mins.*

This actually is a trailer for "Gulliver's Travels" with Ted Husing appearing as the narrator. He visits Max Fleischer at the latter's new Miami studios, and in Technicolor, the various processes entailed in the making of the animated feature are pictured and described. It is interesting and entertainingly handled.

Andy Panda Goes Fishing

Universal (Lantz Cartune) 9 *Mins.*

This should prove fairly diverting cartoon material for the program. Despite the warning of his friend, the turtle, Andy Panda goes fishing and is almost captured by the panda hunters. The turtle and an electric eel come to Andy's aid and help rout the hunters.

Alfalfa's Double

M-G-M (Our Gang) 11 *Mins*

One of the more amusing Our Gang efforts. A rich kid arrives in the neighborhood. He is Alfalfa's double. They change places for the day, but after a number of incidents, Alfalfa decides he is better off at home.

The Fishing Bear

M-G-M (Cartoon) 9 *Mins.*

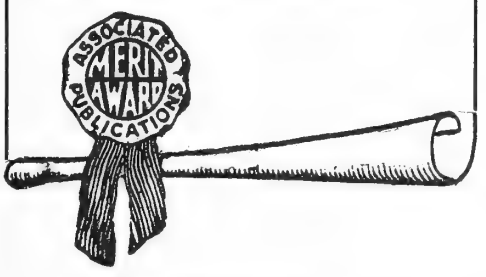
Amusing antics dealing with the adventures of the bear while fishing. Although there are plenty of trout around, his efforts are hindered by a playful, but friendly, duck. It is good fun for the family.

SHORT OF THE WEEK

Know Your Money

M-G-M (Crime Does Not Pay) 21 Mins.

A consistent deliverer for some time, the latest Crime Does Not Pay, which deals with counterfeit money, makes for a neat package of program entertainment. In most cases, it will easily hold its own with the second feature for dramatic action. Made with the co-operation of the Treasury, it shows genuine currency on the screen for the first time and points out a few helpful hints in detecting the false brand. Here is shown how a counterfeit ring is broken up by Federal men. It is well-acted and directed by Joe Newman.



Bowling Skill

(Grantland Rice Sportlight)

Paramount 10 *Mins.*

This swell subject on the tricks and skill of a number of bowling champs should hold any audience. It starts with a demonstration as the game is played outdoors, both on the green and at a regular alley. Then to one of the largest and most modern alleys in the world. About half of the reel is devoted to the trick shots of a coast champ, a truly amazing exhibition.

Old Natchez

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

Fitzpatrick's visit to Natchez, Miss., is an uninspired camera venture. Each year the Natchez Garden Club holds its annual pilgrimage to the old estates of pre-Civil War days, perpetuating the memory of Natchez of long ago. It is this event which FitzPatrick records and it may be of some interest because of "Gone With the Wind."

Shakespearean Spinach

Paramount (Popeye the Sailor) 7 *Mins.*

With less invention than usual, this is Popeye and Bluto fighting it out for the role of Romeo against Olive Oyl's Juliet. After the customary quantity of punches and groans have been exhausted, the dependable spinach sets the stage for Popeye to mop up.

Sugar Wind

Paramount (Paragraphic) 10 *Mins.*

The quaint island of Barbados offers some unusual photography, much color in the native processing of sugar and fascinating Negro tunes. The tropical settings provide an endless array of material that should prove a delight to audiences of all types. Additionally, the primitive manner in which the sugar cane is ground and prepared for shipment is a topic seldom caught in active and unstaged steps. The fascinating rhythmic songs are by the Juanita Hall Singers.

Going Places

Universal (No. 71) 9 *Mins.*

An engrossing animal short as one might see in some time. Some of the strangest animals in the western hemisphere are photographed. They include the ugly iguana, the parasoso, the three-toed sloth and the spider monkey. There are intimate shots of turtles, a deer, raccoons and a porcupine.

Stranger Than Fiction

Universal (No. 71) 9 *Mins.*

The unceasing bits of trivia continue to accumulate in an endless stream and, surprisingly enough, are interesting stuff for audiences. The latest issue contains clips of a Cleveland man who builds model ships, a Canadian who collects watches, a woman who paints on cobwebs, a marsh jallopy and a dog who can change tires.

Aquapoise

RKO (Sportscope) 9 *Mins.*

Aquaplaning and water skiing against the background of Biscayne Bay and Miami hotels with brief excursions into the nearby bayous. Not a dull moment in it. From start to finish, it is all movement and fast movement. Plenty of thrill content, handsome shots of handsome gals and speed galore. All too short.

Bullets and Ballads

Universal (Musical) 18 *Mins.*

A collection of average vaudeville acts with the western motif dominating. Armida shares the spotlight with Ken Stevens, a singer. Then there are the Texas Rangers, a vocal and instrumental octette, Marilyn Kay, a six-year-old dancer, and the Caits Brothers, a comedy dance team.

Where Turf Meets Surf

M-G-M (Miniature) 10 *Mins.*

Continuing the adventures of the dizzy duo from Kokomo, Sally Payne and Mary Treen. This time they pay a visit to Bing Crosby's Del Mar racetrack and lose all their money when they take Nat Pendleton's advice. There are the usual shots of screen celebrities. Just fair stuff.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Golden Boy

Pretty good, but not boxoffice. The young man looks promising. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Mr. Smith Goes to Washington

This was a sure-fire picture. Capra sure makes a show when he makes it. This picture pleased everyone. This picture was very true to life. Give us more like this. Sun., Mon. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

First National

Four Wives

Good show with its share of laughs, suspense, music, pathos and swell characterizations by Claude Rains and Eddie Albert. This did okay business, but I hope Warner does not follow it with another sequel. Saturday. Weather: Rain, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Va.

Private Detective

This was some film. Just something to pass away the time. Played for 10c to all and got by. If we had had anyone they might have got up and gone home. Tuesday. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Return of Dr. X

This was a fair show. Got by on bargain night. There was too much of this picture impossible. The public did not care for this type of show. This picture did not draw any good at all. Tuesday. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200. —Ted Wilson, Rex, Carlisle, Ark.

Metro-Goldwyn-Mayer

At the Circus

This is a riot with a full house, but dies when the crowd is small. An average Marx Bros. picture with a little too much Groucho. It went big Sunday night with a crowd, but passed out Monday night. Better than average business. Sun., Mon. Weather: Stormy. Admission: 30-10. Rural patronage Population: 1,000. Capacity: 350. —S. L. George, Mountain Home, Mountain Home, Ida.

At the Circus

For a picture of this type it's tops. I could have listened to more of Harpo's harp. Audience reaction: Rolled in the aisles. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Babes in Arms

Very good. Enjoyed by all and some saw it twice. Did a little better than average during a flu epidemic. The high allocation made the profit very, very small. Sun., Mon., Tues. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Fast and Furious

This is what I would call an all-around picture. Everyone who saw it seemed very pleased with it. I think Ann Sothern dwelled on the bathing beauties too much. Did fair at boxoffice. Tues., Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 300.—J. E. Reynolds, Texas, Bishop, Tex.

Henry Goes Arizona

Frank Morgan is building up in drawing power for us. Picture is nice light entertainment and for us was a natural. Audience reaction: Liked it. Boxoffice: Little above average Saturday. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Ice Follies of 1939

Played this picture as skating rink opened. Brought good business. Exploit title and should bring good returns. Excellent entertainment. Thurs., Fri., Sat. Weather: Cold. Admission: 35-25-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta, Canada.

Judge Hardy and Son

The Hardy picture shows no signs of weakening, and our people show no signs of getting tired of them. So—viva Hardy! For consistent, all-around entertainment this series leads the field. Thurs., Fri. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Marie Antoinette

Very nice historical picture, but in my opinion overlong. Footage detracts from this. The kids will want to walk out—and do. However, it will not hurt the boxoffice due to Norma Shearer. Thursday. Weather: Good. Admission: 35-15. Rural patronage. Population: 300. Capacity: 300. —S. C. Onerheim, Community, Luseland, Sask., Canada.

Ninotchka

A swell buildup, but the ending did not leave any punch. I know it's luck to think up good endings, but that's what the customers pay for—to be sent home with some kind of a boot in the pants. Audience reaction? Boxoffice: About ten per cent below average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Thunder Afloat

Registers plenty thunder at boxoffices. Leo has good reason to roar over this one. Sun., Mon., Tues. Weather: Stormy. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Paramount

Barrier, The

We thought this a very good picture, although it was a little old. The cold wave proved a little too much for it. Wed., Thurs. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Beau Geste

A grand picture with great acting, but not an all-around picture. Was well liked by children and adventure-loving men. Did poor business on it. Sun., Mon. Weather: Cold. Rural patronage. Population: 1,000. Capacity: 300.—J. E. Reynolds, Texas, Bishop, Tex.

Honeymoon in Bali

Above average. Pleased 100 per cent and would have done extra business if had better weather. Push it. Sun., Mon. Weather: Snow. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Star Maker, The

Bing Crosby at his best. A star-studded cast with universal appeal. This picture with proper publicity will be a big help in paying off the mortgage. Thurs., Fri., Sat. Weather: Cold. Admission: 35-25-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta, Canada.

RKO Radio

Bachelor Mother

This was a perfect picture for Xmas Day, and a very fine show. This picture should be good everywhere. The public still talks about this picture. What a fine show. Sun., Mon. Weather: Very cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Fifth Avenue Girl

Clever little comedy that pleased those who came. Played New Year's. Very cold weather. Not quite as good as "Bachelor Mother." Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Republic

Rovin' Tumbleweeds

Doubled this with "Flight at Midnight" and still lost money on it. Have never been able to show a profit with Autry, but keep trying. These two features made a very good program, but our folks want about three of the first ten in a feature. Fri., Sat. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350. —S. L. George, Mountain Home, Mountain Home, Ida.

20th Century-Fox

Charlie Chan at Treasure Island

Average picture of this series which don't mean a thing to us. We lose money on everyone we show, but a cash night helped this one. Fox product poor this year. Wednesday. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Day-Time Wife

This is one of the season's finest musical comedies. Should please everywhere. The public will go for this type of show. Showed on bargain night. Tuesday. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Drums Along the Mohawk

Fox came out with another swell show. Pictures like this will get business. Has a swell story and two swell stars. Give this picture all you can on advertising. Sun., Mon. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Hollywood Cavalcade

One more like this and Alice Faye will be gone. The public wants singing from her. What few saw it said it was the worst. Why did Fox make this. Sun., Mon. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

United Artists

Captain Fury

Played this on the weekend to below usual business. Cold wave proved too much. Fri., Sat. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

They Shall Have Music

Only fair; worth half what it costs me. Too much Heifetz and his violin. No business. Comments: 50-50; half good, half bad. Wed., Thurs. Weather: Cloudy. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Universal

Code of the Streets

Just a program picture that did only nominal business. Mon., Tues. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

When Tomorrow Comes

Swell acting, but a waste of talent on this type of picture. Audience reaction. No. Boxoffice: No, no, no. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Warner Bros.

Dead End Kids on Dress Parade

These kids are tops in entertainment. They are always good for a lot of cracks and fun. Every picture the public is getting to like them better. This is one of their best pictures. Sun., Mon. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200. —Ted Wilson, Rex, Carlisle, Ark.

Dawn Patrol

Well directed and ably produced. Did good business here. These flying pictures seem to go over good now that the war has made them air-conscious. Play this by all means. Thursday. Weather: Good. Admission: 35-15. Rural patronage. Population: 300. Capacity: 300.—S. C. Onerheim, Community, Luseland, Sask., Canada.

Juarez

A long-drawn-out picture that only a few came to see. Thursday. Weather: Cool. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—M. H. Robertson, Joyo, Coleridge, Neb.

Private Lives of Elizabeth and Essex

Gorgeous Technicolor and fine acting make this an excellent picture. Failed to click at the boxoffice as most costume pictures do. Sat., Sun. Weather: Cold and snow. Admission: 25-10. Small town patronage. Population: 800. Capacity: 150. —Walter Buchholtz, New Haven, New Haven, Mo.

Selling Seats

"Fighting 69th" Preview Wins Press Cooperation

MILWAUKEE—Harry MacDonald, manager of the Warner, invited Richard S. Davis of the Milwaukee *Journal* to a preview of "The Fighting 69th" in the little theatre of the general hospital at Soldiers' Home. As a result of the invitation, Davis' column, "And So It Goes . . . " carried a description of the reaction of the vets to the film. The *Journal*, incidentally, is the town's hardest newspaper to crack when it comes to publicity.

MacDonald also secured the cooperation of service men's organizations in plugging the picture and staged a special preview at the theatre for American Legionnaires. In addition, 1,100 Milwaukee *Sentinel* carriers and school safety cadets were guests of the Warner at special showings.

Bookmarks and Postcards Plug "Mill on the Floss"

MILWAUKEE—The Pabst here used bookmarks and direct mail promotion in connection with the exploitation of "The Mill on the Floss." Bookmarks were distributed through the public library and its branches and carried a reading list on one side suggested by the library, while the other side plugged the flicker. Direct mailings were in the form of printed postcards to a select list.

Drill Squads Awarded

NEW HAVEN—John Hesse of the Roger Sherman awarded passes to the best drill squads in the New Haven national guard as promotion for "The Fighting 69th."

Piquing the Curiosity Of Out-of-Towners

York, Pa.—Eddie Moore, manager of the Strand, walked into the Hotel Penn, and left a note with all out-of-town visitors. It read:

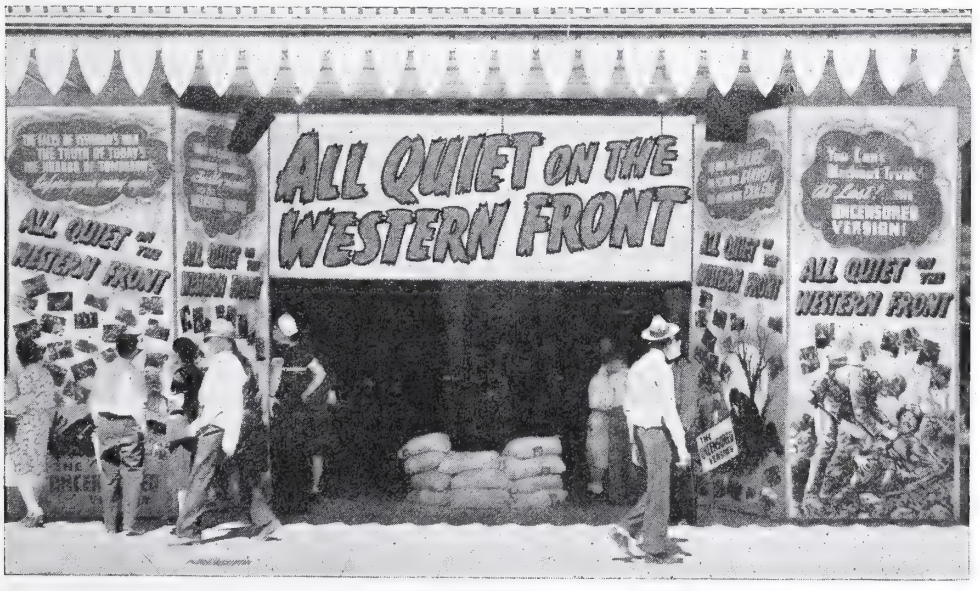
"Welcome to York! Remember the farmer's daughter? Wait until you see Hilda, The Housekeeper's Daughter . . . More when I see you. Meet me in front of the Strand Theatre. Sincerely . . ."

Genuine Doghouse Offered Via a Letter Contest

PHILADELPHIA—Do you feel as if you're in the doghouse? Well the Terminal Theatre will give you a real one to stay in, if you can write a letter proving you have more trouble with your wife than Tyrone Power had with his missus in "Day-Time Wife." A modern, stream-lined doghouse, with all up-to-date conveniences is on display in the lobby. (Redundant note: The film is scheduled to play there shortly).

"Shop Around the Corner" For Theatre Tickets

HARTFORD, CONN.—A week in advance of "The Shop Around the Corner" at the Loew-Poli a sign was placed on the boxoffice window, "Buy your tickets at 'The Shop Around the Corner'!" which meant the side of the boxoffice where there was another window. Patrons did not seem to mind the "moving" of the boxoffice window.



—Photo by W. Brown

Atmospheric Front at Small Cost—

How Manager Johnny Floore of the Texas Theatre in San Antonio sold "All Quiet on the Western Front," Universal reissue. Machine guns, tin hats, sandbags and other war effects were borrowed.

Goodwill Eliminates Most Competition

By THE MERCHANDISER

THE other day we were talking with an observer from the south about competitive conditions.

"I notice you have quite a few of the things they seem to have gotten away from down there," he commented. "They don't have 16 or 35mm roadshow competition, nor merchant's free shows. They have very little softball. Why, I know of instances where merchants returned bats, balls and other softball equipment after they had received the order and were all set to go. Softball, like a lot of other things, usually is started by some organization or newspaper. Once it is under way there isn't much that can be done until it has run its course—about five years. But before it starts, if the theatre is operated by a good exhibitor, one who has the confidence of his community, he can stop it.

"Community fairs, so popular in this territory, just never grew up down there. People are show minded. They're made so by the goodwill type of management. You can't do it without the goodwill of the newspaper, the merchants, civic organizations, and the schools and churches. That's essential to keep patrons coming in and to keep competition out.

"They don't have carnivals. Once in a while an American Legion post brings in one, but the theatre can do more for the organization than the carnival, and if the exhibitor is alert and has the confidence of the community, all he has to do is to point out what he can do for it, and, bingo! no carnival. The territory now has the reputation of being a bad one for carnivals. They don't even try very hard to go in.

"I notice there's a lot of softball in this part of the country. Good air conditioning in a theatre is the first step in stopping that. Of course, to stop softball, to keep out community fairs, to stymie roadshow competition in the little towns down the road—all of these things require that the exhibitor have the best place in town to be entertained, as well as the best entertainment. He must have good equipment, a fine image on the screen, clear sound, comfortable seats, air conditioning, attractive entrances and interiors.

"People don't come to movies any more just out of curiosity."

Letting Patrons Know By Comparison

Harlan, Ky.—Price Coomer has figured a way to publicize the purchase of new projector lamps. He is using an old lamp in one machine and a new one in the other—letting the customers see the difference for themselves.

At Last!

—a Real Seat Seller that's Guaranteed

Never before has anyone dared to offer a seat selling plan on a Money Back Guarantee—but—we DO guarantee the Movie Trade Scrip Plan. Everybody is talking about Movie Trade Scrip—and we want every exhibitor to have all the details.

Here's Exactly How Movie Trade Scrip Works

On your off night or nights every adult admission is given one Movie Trade Scrip which may be in any denomination but most exhibitors prefer a value of not less than 5c. Your patrons may spend Movie Trade Scrip immediately . . . at your pop-corn stand in the lobby or may prefer to save the Scrip and use it to pay for all or part admission at your box-office. Through the cooperation of local merchants your patrons may use Movie Trade Scrip the "same as cash" on the purchase of any merchandise selected. You may allow as many merchants to cooperate as you wish and if the conditions in your locality permit you can make a small weekly charge for the privilege of accepting Movie Trade Scrip. Merchants, permitted to accept Movie Trade Scrip, will always be anxious to assist you in promoting your theatre and to advertise your advance billings to their customers by using your heralds and other advertising materials.

Don't imagine you can't afford such a plan because YOU CAN. And here are some reasons—

First, at least half of all Movie Trade Scrip issued will come back through your own box-office and costs you nothing for redemption. Next, some is spent at your own popcorn stand and don't forget that a percentage is lost, destroyed accidently and some is hoarded and forgotten. Instead of costing from 20% to 33 1/3% of your gross on the night of issue, you will be able to have the full effect of Movie Trade Scrip at a cost to you of less than 7½% to 15% of your gross. This figures much less than dish and other merchandise deals.

Other stimulators involving tie-ups with local merchants usually are unsuccessful—but Movie Trade Scrip has no "hook" for the merchant so he continues to work with you as long as you wish.

NO WORK is required to inaugurate or operate the Movie Trade Scrip Plan—No time taken from more important duties—It's simple and easy to use.

NO LOTTERY is involved in the Movie Trade Scrip Plan—No trouble from church groups, parent-teacher associations or law enforcement agencies—Every patron treated alike and all like Movie Trade Scrip.

Movie Trade Scrip Has Everything . . . It's New . . . Different . . . Has Patron Appeal . . . Ties-up your local merchants for real co-operation . . . Simple and Easy to Operate . . . and . . . the Cost is Low!

Your Money Back if not Satisfied!

And — You are to decide — You are the Judge and Jury. If Movie Trade Scrip does not satisfactorily sell seats for you, we positively guarantee to refund in full every penny you pay for the exclusive Movie Trade Scrip license. This license is based on the small charge of only 10c per seat, which covers a period of one year. No other fees.

No trouble or work required to inaugurate or operate the Movie Trade Scrip Plan. Every detail of merchandising has been worked out by advertising experts and showmen. Below is a list of materials necessary for a successful Movie Trade Scrip operation.

Exclusive Rights to Movie Trade Scrip mean that your theatre is the only one in town or in a restricted area that can give patrons Movie Trade Scrip—and your patrons will come back time after time for more—It's "just like cash" and everybody likes it.

WARNING Exclusive licenses are granted on the basis of first come, first served — Don't delay — Don't let competition get the jump on you — Act Quickly.

All M. T. S. Materials Tailor-Made

The following big list of materials costs only $90.00—in installments—Nothing else to buy—except scrip at $5.00 per thousand after original supply is exhausted.

5,000 Movie Trade Scrip—Lithographed two sides, including theatre name imprinted in red.

3,000 Hand Bills—Lithographed including imprinting name of Theatre and names of merchants.

15 Large Display Cards—4 colors with Theatre name imprinted.

30 Decalcomanias—4 colors, size 10 inch x 6 inch, for merchants' window saying "Spend Movie Trade Scrip Here."

1 40-foot Trailer—Teaser type.

1 60-foot Trailer—Telling story of Movie Trade Scrip.

1 40-foot Reminder type Trailer.

2 Mats—For cuts to run in merchants' ads.

1 Press Release—For newspaper to run free.

1 Page Layout—Going direct to newspaper so paper can sell space on page to cooperating merchants.

Every day's delay in securing your license mean a day's delay in starting to fill those empty seats—Rush reservation now!

(Copyrighted, 1940—Movie Trade Scrip Corp., K. C. Mo.)

Use this Coupon today

APPLICATION FOR MOVIE TRADE SCRIP LICENSE

MOVIE TRADE SCRIP CORPORATION,
(Kirk & Haysler Enterprises, Inc.)
Commerce Building,
Kansas City, Missouri.

Date.....

Gentlemen:

I want the Movie Trade Scrip License for

....with a seating
(Theatre) (City) (State)

capacity of.....seats.

With the positive understanding that Movie Trade Scrip is guaranteed to increase seat sales to my satisfaction within 60 days after starting the Plan or you will refund promptly and in full the 10c per seat License fee paid by me. I attach my check

for $..... as a 50% deposit on the License fee which you are to return at once if this application is not granted. Upon notifying me that the M. T. S. License will be granted the above theatre, I agree to pay the balance of the License fee and enter my order for all the necessary Scrip and materials to be specially printed for my theatre at your low price of $90.00 which is to be paid for by me in three equal installments without any carrying charges.

NAME .....

STREET .....

CITY..... STATE.....

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
SEPT. 30		29 Com. Drama 3 **Dancing Co-ed** (81) Lana Turner Richard Carlson R—Sept. 30	30 D'mentary 3831 **Fight for Peace** (68) R—Apr. 23, '38	29 Com. Drama 3904 **Honeymoon in Bali** (96) Madeleine Carroll Fred MacMurray R—Sept. 16	29 Western 951 **Arizona Kid** (61) Roy Rogers Sally March R—Oct. 7	29 Drama 001 **Nurse Edith Cavell** (95) Anna Neagle George Sanders R—Aug. 26	29 Drama 009 **Here I Am a Stranger** (82) Richard Greene Brenda Joyce R—Sept. 30	29 Melodrama **The Real Glory** (95) Gary Cooper Andrea Leeds R—Sept. 23	29 Drama 4014 **Rio** (77) Sigrid Gurie Basil Rathbone R—Sept. 30	30 M'drama FN462 **Espionage Agent** (80) Joel McCrea B. Marshall R—Sept. 30	
OCT. 7	7 Act. Drama 1010 **U-Boat 29** (77) Conrad Veidt Valerie Hobson R—Sept. 23	6 Comedy 6 **Fast and Furious** (73) Ann Sothern Franchot Tone R—Oct. 14	1 O'door Dra. 3936 **Crashing Thru** (56) James Newill Jean Carmen R—Nov. 4	6 Comedy 3905 **What a Life** (75) Betty Field Jackie Cooper R—Sept. 23	6 Western 961 **Kansas Terrors** (57) Three Mesquiteers R—Oct. 21	6 Musical 946 **Everything's on Ice** (65) Irene Dare Eric Linden R—Sept. 9	6 Melodrama 010 **The Escape** (62) Kane Richmond Allan Duff R—Nov. 11		6 Comedy 4035 **Hero for a Day** (66) A. Louise-D. Foran 29 Drama **Reissue** **All Quiet on the Western Front** (93); R—Sept. 30	7 M'drama WB418 **Pride of the Blue Grass** (65) Edith Fellows James McCallion R—Sept. 23	
OCT. 14		13 Mus. Com. 9 **Babes in Arms** (97) Mickey Rooney Judy Garland R—Sept. 23		13 Drama 3906 **Jamaica Inn** (106) Charles Laughton Maureen O'Hara R—July 8	13 Act. Drama 913 **Sabotage** (69) Arleen Whelan Gordon Oliver R—Oct. 14	13 Drama 004 **Three Sons** (72) Edward Ellis Virginia Vale R—Sept. 30	13 Musical 007 ◐**Hollywood Cavalcade** (96) R—Oct. 7; Faye 13 Drama 061 **Road to Glory** (101) (Reissue)	12 Comedy **Eternally Yours** (95) Loretta Young David Niven R—Oct. 7	13 Drama 4052 **Tropic Fury** (63) Richard Arlen Andy Devine R—Sept. 16	14 Musical FN463 **On Your Toes** (94) Zorina Eddie Albert R—Oct. 14	
OCT. 21	19 Com. Dra. 1101 ◐**Mr. Smith Goes to Washington** (125); R—Oct. 14 16 Drama 1031 **Scandal Sheet** (67) R—Oct. 28	20 Comedy 8 **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	20 Western **Riders of Destiny** (54) (Reissue) John Wayne 20 Western **Reissue** **Sagebrush Trail** (55); John Wayne	20 Drama 3907 **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			20 Comedy 018 **Shipyard Sally** (80) R—Dec. 9 20 Comedy 014 **Pack Up Your Troubles** (75) R—Oct. 14		20 Western 4059 **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	21 M'drama FN470 **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	24 Comedy 1011 **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown 29 Drama 1032 **Miracle on Main St.** (78); R—Jan. 27	27 Com. Drama 10 **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	1 Act. Drama 3816 **Danger Flight** (61) J. Trent R—Nov. 4 25 Drama 3803 **Mutiny in the Big House** (84) R—Oct. 21; Bickford	27 Drama 3908 **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	27 Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	27 Drama 012 **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	27 Act. Drama 013 **20,000 Men a Year** (84) R—Oct. 28 27 D'mentary 062 **First World War** (78) (Reissue) R—Nov. 17, '34	26 Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	27 Comedy 4019 **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	28 Drama WB403 **Roaring Twenties** (104) James Cagney Priscilla Lane R—Oct. 21	22 M'drama P-D-C **Torture Ship** (57) Lyle Talbot Irving Pichel Jacqueline Wells R—Dec. 23
NOV. 4	2 Western 1208 **Stranger From Texas** (55) Charles Starrett R—Dec. 23	3 Com. Drama 7 **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	31 Western 3857 **Overland Mail** (53) Jack Randall R—Nov. 18	3 Western 3955 **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	3 Drama 905 **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	3 Comedy 010 **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 3 Western 081 **Marshal of Mesa City** (61); R-Oct. 7	3 Drama 019 **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		3 Melodrama 4020 **Call a Messenger** (65) R—Sept. 9 Little Tough Guys 3 Drama **Reissue** **Road Back** (79) Richard Cromwell	4 Com. Dr. WB411 **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	29 Drama P-D-C **Goose Step** (90) (Form. "Hitler—Beast of Berlin") Roland Drew Steffi Duna R—Nov. 11
NOV. 11	9 Comedy 1013 **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	10 Drama 11 **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	5 Act. Drama 3937 **Fighting Mad** (60) James Newill 7 Melodrama 3919 **Heroes in Blue** (61) R—Nov. 18	10 Melodrama 3900 **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	10 Comedy 915 **Covered Trailer** (66) Gleason Family R—Nov. 18	10 O'door Dr. 006 **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	10 Drama 015 ◐⊛**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		10 Act. Drama 4030 **One Hour to Live** (59); R—Sept. 16 3 Melodrama 53 **Legion of Lost Flyers** (64); R-Dec. 16	11 Drama WB402 ◐**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	6 M'drama P-D-C **Buried Alive** (74) Beverly Roberts Robert Wilcox R—Jan. 27
NOV. 18		17 Com. Drama 13 **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama 3923 **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama 3910 **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western 848 **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama 005 **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy 016 **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. 3002 **First Love** (84) R—Nov. 11 17 Melodrama 4012 **Tower of London** R—Nov. 25	18 Com. Dr. WB413 **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama P-D-C **Invisible Killer** (..) Grace Bradley Roland Drew
NOV. 25	23 Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western 4060 **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	30 Drama 1030 **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama 021 **City of Darkness** (74); R—Nov. 25 1 Melodrama 022 **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama 1026 **Fugitive at Large** (66) R—Aug. 5 7 Western 1211 **Taming of the West** (54) R—Oct. 21	8 Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western 3913 **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novara Lionel Atwill	
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** **Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama **3916** **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama **3939** **Danger Ahead** (56) 15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy **010** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'drama **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63)	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey	25 Western **3961** **Pioneer Days** (51) Jack Randall	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. **R—Jan. 6**		26 Drama **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett **R—Jan. 6**	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Haymon Tevya** (90) Maurice Schwartz **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (..) R. Hudson 1 Western **1212** **Pioneers of the Frontier** (58)	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (..) William Henry Virginia Dale	30 Mus. Drama **Village Barn Dance** (..) Richard Cromwell Doris Day	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4055** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **9017** **Five Little Peppers at Home** (60) Edith Fellows R—Dec. 30	9 Musical **21** **Broadway Melody of 1940** (..) Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (73) Carole Lombard	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (..) Mae West W. C. Fields	10 Drama **Castle on the Hudson** (77) (Form. Years Without Days)	
FEB. 17		16 Drama **24** **Man From Dakota** (..) Wallace Beery Dolores Del Rio	17 Act. Drama **3940** **Murder on the Yukon** (..) James Newill	16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (..) Laurel & Hardy	16 Com. Drama **Honeymoon Deferred** (59) Edmund Lowe Margaret Lindsay	17 Com. Dr. **WB421** **Granny Get Your Gun** (..) May Robson Harry Davenport	
FEB. 24		23 Drama **25** **Northwest Passage** (..) Spencer Tracy Robert Young	24 Western **3962** **Cheyenne Kid** (..) Jack Randall	23 Western **3923** **Knights of the Range** (..) Russell Hayden Jean Parker		23 Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (..) Will Fyffe		23 Mys.-Melo. **4032** **Framed** (60) Frank Albertson Constance Moore R—Jan. 13	24 Drama **Dr. Ehrlich's Magic Bullet** (..) Errol Flynn Miriam Hopkins	
MAR. 2	29 Comedy **Blondie on a Budget** (..) Penny Singleton Arthur Lake	1 Drama **23** **Strange Cargo** (..) Clark Gable Joan Crawford	2 Western **3953** **Rhythm on the Rio Grande** (..) Tex Ritter	1 Comedy **Seventeen** (..) Betty Field Jackie Cooper		1 Comedy **020** **Little Orvie** (..) Ernest Truex John Sheffield	1 O'd'r Drama **034** **Earthbound** (..) Warner Baxter	1 Melodrama **House Across the Bay** (..) Joan Bennett Geo. Raft	1 Melodrama **Double Alibi** (..) Wayne Morris Margaret Lindsay William Gargan		
MAR. 9			9 Melodrama **Human Monster** (..) Bela Lugosi	8 Melodrama **Adventure in Diamonds** (80) George Brent Isa Miranda R—Jan. 20		8 Drama **017** **Isle of Destiny** (..)	8 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20		8 Drama **Zanzibar** (..) Lola Lane James Craig		
MAR. 16			16 Melodrama **Tomboy** (..) Jackie Moran Marcia Mae Jones	15 Drama **Women Without Names** (..) Ellen Drew Robert Paige				15 Fantasy **1,000,000 B. C.** (..) Lon Chaney jr. Carroll Landis			

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Indicates short of the week.

Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) .....Dec. 15
Glove Slingers (18) .....Nov. 24
Mooching Through Georgia (..) .....Aug. 11
Nothing But Pleasure (..) Jan. 19, '40
Now It Can Be Sold (17)...June 2
Pest From the West (..)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (..).....Dec. 22
Trouble Finds Andy Clyde (18) .....July 28

CINESCOPES

World of 1960 (Futurama) (..) .....Dec. 22

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) .....Jan. 12
Crop Chasers (8) .....Sept. 22
Dreams on Ice (6½) .....Oct. 20
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7) .....Aug. 11
Mother Goose in Swingtime (7) .....Dec. 8
Mountain Ears (7½) .....Nov. 3
Nell's Yells (7) .....June 30
The House That Jack Built (7) .....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions) ..(9½) .....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (..)...Oct. 27
Morocco (10) .....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (..) .....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster Songs) (11) .....Nov. 17
No. 5 (Gypsy Songs) (..)....Dec. 29
No. 6 (..) .....Feb. 2, '40
No. 8 Strauss Waltzes (11)...Apr. 21
No. 10 Songs of Romance (..) June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (..).....Dec. 22

FOOLS WHO MADE HISTORY

Elias Howe (11) .....
No. 1 Charles Goodyear (10½).Oct. 6
No. 2 Elias Howe (..).....Sept. 1

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11) .....Oct. 12

MUSIC HALL VANITIES (New series)

Montmarte Madness (10½)...June 30

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7) .....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) .....Jan. 26, '40

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6) .....June 2

SCREEN SNAPSHOTS (Series 18)

No. 11 (10) .....June 29
No. 12 (10) .....July 28

(Series 19)

No. 1 (9½) .....Sept. 22
Art of makeup.
No. 2 (10) .....Oct. 20
Training animal stars.
No. 3 .....Dec. 1
No. 4 .....Jan. 5, '40
No. 5 (..) .....Feb. 9, '40

SPORT REELS

Big Fish (10) .....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..) .....Dec. 29
Jai Alai (8½) .....Nov. 30
Jockeys Up (10½) .....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Rockin' Thru the Rockies (..) .....Jan. 5, '40
Saved by the Belle (17).....June 30
Three Sappy People (18½)....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10) .....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS In Technicolor

A Day on Treasure Island (11) .....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9) .....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
Ice Antics (9) .....Feb. 11
Mendelssohn's Wedding March (8) .....Nov. 4
Miracle at Lourdes (sepia) (11) .....Dec. 30
Prophets Without Honor (11) .....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..) .....Jan. 6, '40

MUSICAL COMEDIES

Somewhat Secret (21).....Mar. 25

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11) .....July 15
One Mother's Family (9)...Sept. 30
Peace on Earth (9) .....Dec. 9
The Bear That Couldn't Sleep (9) .....June 10
The Blue Danube (7).....Dec. 16
The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10) .....July 22
Captain Spanky's Showboat (11) .....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11) .....July 1
Joy Scouts (10) .....June 24
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) .....Dec. 9
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11) .....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia .....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9) .....July 1
Football Thrills of 1938 (..).Sept. 16
Let's Talk Turkey (1).....Oct. 28
Poetry of Nature (8) Sepia..June 17
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (..).....Sept. 30
Ski Birds (8) .....Nov. 18
Take a Cue (Sepia) (9).....Aug. 12

ROBERT BENCHLEY

How to Eat (10) .....June 10
See Your Doctor (8).....Dec. 16
The Day of Rest (9).....Sept. 16
The Inferior Feeling (9)..Jan. 20, '40

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7) .....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8) .....Sept. 22
Little Lambkin (7) .....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10) .....Nov. 10
Cuba (Cinecolor) (10) .....Jan. 5
Ecuador (10) .....Sept. 1
Peru (9) .....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10) .....Sept. 8
Frankie Masters and his Orchestra (10) .....Dec. 29
Here's Hal (10) .....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) .....Feb. 3
Moments of Charm of 1940 (Cinecolor) (11) .....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) .....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10) .....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (19).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10) .....June 23
Public Hobby Number One (11) .....Sept. 22
Sugar Wind (10).....Jan. 19, '40
Touchdown Review (10) .....Dec. 22

PARAMOUNT PICTORIAL

No. 11 (10) .....June 2
Three stories about water.
No. 12 (10) .....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7) .....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7) .....Jan. 19, '40

POPULAR SCIENCE (In Cinecolor)

No. 6 (11) .....Aug. 4
Popular Science No. J9-I (11) .....Sept. 15
Popular Science No. 3 (Cinecolor) (10) .....Dec. 15
No. J9-2 (10) .....Nov. 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) .....Nov. 24
A Desert Adventure (10)....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10) .....Jan. 26, '40
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10)....June 9
Diamond Dust (10).....May 12
Hydro-Maniacs (10) .....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Triangle Had Its Points (7) .....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U.S.A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)..Oct. 27
William Tell (11) .....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11) .....Oct. 13
No. 2 (11) .....Nov. 17
No. L9-3 (10) .....Jan. 19, '40

RKO Radio

DISNEY CARTOONS (In Technicolor)

Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8) .....July 21

EDGAR KENNEDY COMEDIES

Baby Daze (15) .....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17) .....July 21

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19) .....Nov. 3

MARCH OF TIME

No. 10 (20) .....May 12
Dixie—The nation's number one problem.
No. 11 (19) .....June 9
War, Peace and Propaganda.
No. 12 (22) .....July 7
The Movies March On.
No. 13 (18) .....Aug. 4
Metropolis—1939.
No. 1 (19) .....Sept. 1
Soldiers with wings.
No. 2 (19) .....Sept. 29
The Battle Fleets of England.
No. 3 (18) .....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 Crisis in the Pacific (17) .....Dec. 22

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1

PATHE NEWS

Released twice weekly.

PATHE PARADE ('36-'37 releases)

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20) .....Jan. 26, '40

PATHE SPORTSCOPE

Devil Drivers (9).....June 16
Hunting Hounds (9) .....Sept. 29
Ice Cutters (9) .....Oct. 27
Kennel Kings (9) .....Aug. 11
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9) .....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)....Dec. 15
Sagebrush Serenade (19).....June 16

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Nevada Unlimited (8).....Sept. 15
Pack Trip (9) .....Aug. 18
Television (9) .....May 5
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9) .....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27

ED THORGERSEN-SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Sports Immortals (11).....June 23

FATHER HUBBARD'S ALASKAN ADVENTURES

©Birthplace of Icebergs (11).Aug. 4
The Aghileen Pinnacles (11)..Nov. 10

FASHIONS (In Technicolor)

Fashion Forecasts No. 4 (..)..July 7
Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (..)..Dec. 22

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (..).....Dec. 8

LOWELL THOMAS MAGIC CARPET

Tempest Over Tunis (11)....June 9
The Evergreen Empire (..)..Oct. 13

TERRY-TOONS

A Bully Romance (..).....June 16
A Mouse and a Million (..)...Nov. 3
Africa Squawks (7) .....June 30
Barnyard Baseball (7) .....July 14
©Barnyard Egg-Citement (11) May 5
©Hook, Line and Sinker (7)..Sept. 8
Sheep in the Meadow (7)....Sept. 22
©The First Robin (..).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (..).....Dec. 1
The Old Fire Horse (..)....July 28
©The Orphan Duck (7).....Oct. 6
The Prize Guest (7).....June 2
The Watchdog (..).....Oct. 20
©Two Headed Giant (7)....Aug. 11
©Wicky-Wacky Romance (..) Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7)..Sept. 4
Andy Panda Goes Fishing (8) .Jan. 22
Bird on Nellie's Hat.....June 19
Kittens Mittens (..) .....Mar. 4
Life Begins for Andy Panda (8) .....Oct. 9
Scrambled Eggs (9) .....Nov. 20
Silly Superstition (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7) .....Aug. 7
Stubborn Mule (7) .....July 31
©The Sleeping Princess (9)..Nov. 20
Three Little Kittens.....Feb. 12

GOING PLACES WITH GRAHAM McNAMEE

No. 64 (9) .....June 26
No. 65 (9) .....July 17
No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (..) .....Feb. 5
No. 73 (..) .....Feb. 26

MENTONE PRODUCTIONS

Gals and Gallons (18).....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

Swing Sanatorium (18).....June 14
Dorothy Stone-Charles Collins.

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

OSWALD CARTOONS

The Big Cat and the Little Mousie (7) .....Aug. 15

STRANGER THAN FICTION

No. 63 (9) .....June 5
No. 64 (..) .....July 3
No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 18
No. 71 (9) .....Jan. 8
No. 72 (..) .....Jan. 29

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

Bullets and Ballads (17½)....Feb. 14

Rhythm Jamboree .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triole, Lola Jensen and Fonchonettes.

Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....Sept. 6

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Broadway Buckaroo (20).....June 3
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
Wardrobe Girl (20).....June 17

THE COLOR PARADE (New Series)

American Saddle Horses (..).Nov. 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 5 (9) .....June 10
Mechanix Illustrated No. 6 (10) .....Aug. 5
Modern Methods (9).....July 15

LOONEY TUNES CARTOONS

Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (..).....Nov. 4
Polar Pals (7) .....June 3
Porky, the Giant Killer (..)..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Picnic (7).....July 15
Scalp Trouble (7).....June 24
Wise Quack (7).....Aug. 5

MELODY MASTERS

Eddie DeLange and Orchestra (10) .....Aug. 12
Leith Stevens & Orch. (10) .....June 10
Rita Rio & Orch. (10).....July 1
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10).....Sept. 2
Vincent Lopez and Orch. (10) .....Sept. 30
Will Osborne & Orch. (..) .....July 22

MERRIE MELODIES (In Color)

Believe It or Else (7).....June 3
Dangerous Dan McFoo (7) .....July 15
Detouring America (7).....Aug. 26
Fagin's Freshmen (..).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7) .....Oct. 7
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Old Glory (10).....July 1
Sioux Me (7) .....Sept. 9
Snow Man's Land (7).....July 29
Thugs With Dirty Mugs (7)...May 6

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Quiet Please (18) .....July 1
Royal Rodeo (..) .....Nov. 25
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
©The Monroe Doctrine (16)..Oct. 14

SPECIALS (New Series) Tech.

The Master's Touch (10)....Feb. 18

VITAPHONE VARIETIES

One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9
Witness Trouble (10).....July 29

TRUE ADVENTURES (By Floyd Gibbons)

Haunted House (11).....June 3
Lives in Peril (11).....July 7
Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters .....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers (..).....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Green Hornet .....Jan. 9, '40
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, JANUARY 23

Movietone News, No. 39

Honor "Squalus" heroes; ships to junkpile in Maryland; west coast maneuvers by submarines; snow in Rome, Paris; snow halts air activities in France; ice skating in Holland; French African troops in artillery drill; "Blue Bird" opening on Broadway; Lew Lehr on mud packs; Joe Louis training; Washington U oarsmen in training; Wisconsin skiing.

News of the Day, No. 237

Mine blockade on British coast; snowfall in France; submarines in Pacific; Browder convicted; Murphy and Jackson take oath of office; Senator Borah obituary; male hat fashions; Washington Huskies in training run; skiing in Wisconsin.

Paramount News, No. 42

Browder; Hitler's "girl friend" returns to England; ships to scrap heap; demonstrate new car in Fla.; new London police hats; rites for Borah; honor "Squalus" rescuers; submarine maneuvers; Louis signs for Godoy bout; Washington U rowing; skiing in Illinois.

RKO Pathe News, No. 54

Borah obituary; crew of scuttled German ship in California; Unity Mitford returns to London; "Squalus" heroes medaled; Murphy and Jackson; Washington U crew in workout; British mine sweepers in action; ski jumping.

Universal Newsreel, No. 843

Soviet soldiers in Finn camp; Borah obituary; "Columbus" crew, "Squalus" heroes medaled; Murphy and Jackson; ships to Maryland scrap heap; bathing suited girls in Florida; Washington U crew; girls fight in mud slough; skiing; test flight crash.

THURSDAY, JANUARY 25

Movietone News, No. 40

Cold, winter and snow in Washington, Memphis, Niagara Falls; Paderewski returns to be Polish president; Civil War general feted; King of Greece in celebration; new spring styles; cement filled concrete bridge in Seattle; Florida dog racing; Vancouver ice ballet; jai alai in Miami; Lew Lehr on skiing.

News of the Day, 238

Winter, snow in Baton Rouge, Atlanta, Washington, Boston, Buffalo, Niagara Falls; English King and Queen in war duties; transparent hat styles; giant toboggan slide in Chicago; Golden Glove bouts; auto racing on frozen lake.

Paramount News, No. 43

Army demonstrates troop transportation by air; Swedish prince arrives in New York; Dies Committee; Cold and snow in south; Miami boom in winter vacationists; Hot Stove League—activities of baseball players in winter.

RKO Pathe News, No. 55

Bombers transport troops; Dutch prince and troops; Mrs. Roosevelt at "Abe Lincoln" opening; Santa Barbara hotel donated for infantile paralysis victims; Florida dog racing; Metaphysicians choose baby for "everlasting life;" ice boating; Father Duffy honored.

Universal Newsreel, No. 844

Cold wave; French blockade scenes; French military school; army moves troops by air; honor Father Duffy; child fashion show; buggy race in Miami, Fla.; autos race on frozen lake; Miami dog races.

In the Making

COLUMBIA

Too Many Husbands—Jean Arthur, Fred MacMurray, Melvyn Douglas. Director: Wesley Ruggles. Producer: Wesley Ruggles. Screenplay: Claude Binyon. **(Completed)**

METRO-GOLDWYN-MAYER

Twenty Mule Team—Wallace Beery, Leo Carrillo, Marjorie Rambeau. Director: Richard Thorpe. Producer: J. Walter Ruben. Original: Robert DuSoe, Owen Atkinson. **(Starting)**

MONOGRAM

The Cheyenne Kid—Jack Randall, Louise Stanley, Kenneth Duncan, Reed Howes. Director: Raymond K. Johnson. Producer: Harry Webb. Screenplay: Tom Gibson. **(Completed)**

PARAMOUNT

The Ghost Breakers—Bob Hope, Paulette Goddard, Paul Lukas, Eddie (Rochester) Anderson, Willie Best, Anthony Quinn. Director: George Marshall. Producer: Arthur Hornblow jr. Original: Paul Dickey, Charles Goddard. Screenplay: Walter De Leon, Sig Herzig. **(Starting)**

REPUBLIC

Street of Forgotten Girls—Louise Platt, Donald Woods, Robert Armstrong, Wynne Gibson. Director: Phil Rosen. Producer: Robert North. Screenplay: Joseph Moncure March. **(Starting)**

Pioneers of the West—Three Mesquiteers, Beatrice Roberts, Barry Hays, Noah Berry. Director: Lester Orlebeck. Producer: Harry Grey. Screenplay: Earle Snell. **(Completed)**

RKO RADIO

Curtain Call—Barbara Read, John Archer, Helen Vinson, Alan Mowbray. Director: Frank Woodruff. Producer: Howard Benedict. Screenplay: Dalton Trumbo. **(Starting)**

Tom Brown's School Days—Jimmy Lydon, Sir Cedric Hardwicke. Director: Robert Stevenson. Producer: Gene Towne and Graham Baker. Original: Thomas Hughes. Screenplay: Walter Ferris. **(Starting)**

20TH-FOX

Charlie Chan's Oriental Cruise—Sidney Toler, Robert Lowery, Leo Carrillo, Charles Middleton. Director: Eugene Forde. Producer: John Stone. Screenplay: Frances Hyland, Lester Ziffren, Robertson White. **(Starting)**

UNIVERSAL

Sandy Is a Lady—Sandra Henville, Mischa Auer. Director: Charles Lamont. Producer: Burt Kelly. Original Screenplay: Charles Grayson. **(Starting)**

Enemy Agent—Robert Armstrong, Helen Vinson, Richard Cromwell, Jack Arnold. Director: Lew Landers. Producer: Ben Pivar. Original: Sam Robins. Screenplay: Edmund L. Hartmann. **(Completed)**

WARNER BROS.

All This and Heaven, Too—Bette Davis, Charles Boyer, Virginia Weidler, Barbara O'Neill, Jeffrey Lynn. Director: Anatole Litvak. Producer: David Lewis. Original: Rachel Field. Screenplay: Casey Robinson. **(Starting)**

Three Cheers for the Irish—Priscilla Lane, Rosemary Lane, Thomas Mitchell, Dennis Morgan, Alan Hale. Director: Lloyd Bacon. Producer: Sam Bischoff. Screenplay: Richard Macaulay, Jerry Wald. **(Completed)**

Study Star's Estate

HOLLYWOOD—Capt. Dennis O'Brien of O'Brien, Driscoll & Raftery and Robert Jones of Guaranty Trust Co. of New York are here looking over the late Douglas Fairbanks' ranch and other properties preparatory to filing an ancillary probate will of the late star.

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
.... Adventure in Diamonds...Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... All Quiet on West. Front (Reissue) .....Univ
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

9 Babes in Arms.....M-G-M
10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
1013 Blondie Brings Up Baby...Col
.... Blondie on a Budget.....Col
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB

C

1030 Cafe Hostess .....Col
4020 Call a Messenger ....Univ
420 Calling Philo Vance.....WB
.... Castle on the Hudson..WB-FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
.... Convicted Woman .....Col
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep
3936 Crashing Thru .....Mono

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
4055 Danger on Wheels.....Univ
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
.... Double Alibi .....Univ
.... Dr. Ehrlich's Magic Bullet .....WB-FN
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
010 Escape, The 20th-Fox
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
.... Eternally Yours .....UA
029 Everything Happens at Night 20th-Fox
946 Everything's on Ice.....RKO

F

6 Fast and Furious.....M-G-M
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
9017 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
010 Flying Deuces .....RKO
453 Four Wives .....FN
4032 Framed .....Univ
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
.... Goose Step .....P-D-C
421 Granny Get Your Gun.....WB
3916 Great Victor Herbert.....Para
926 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
4035 Hero for a Day .....Univ
3919 Heroes in Blue .....Mono
3922 Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
007 Hollywood Cavalcade..20th-Fox
.... Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... Housekeeper's Daughter ....UA
.... Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Invisible Killer .....P-D-C
.... Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
017 Isle of Destiny .....RKO

J

3906 Jamaica Inn .....Para
914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

961 Kansas Terrors .....Rep
411 Kid Nightingale .....WB
3923 Knights of the Range...Para
9034 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
4019 Little Accident .....Univ
020 Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
.... Lone Wolf Strikes .....Col
.... Lucky Texan (Reissue)....Mono

M

481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
1032 Miracle on Main Street....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
463 On Your Toes .....FN
4030 One Hour to Live.....Univ
3911 Our Neighbors—the Carters .....Para
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
418 Pride of the Blue Grass....WB
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
.... Real Glory, The .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
.... Riders of Destiny, reissue..Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
061 Road to Glory 20th-Fox
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

913 Sabotage .....Rep
952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
470 Smashing the Money Ring..FN
941 South of the Border.....Rep
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
004 Three Sons .....RKO
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
4052 Tropic Fury .....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

U

1010 U-Boat 29 .....Col

V

007 Vigil in the Night.....RKO
.... Village Barn Dance.....Rep

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
3905 What a Life .....Para
918 Wolf of New York.....Rep
1 Women, The .....M-G-M

Y

032 Young as You Feel...20th-Fox
3938 Yukon Flight .....Mono

Z

.... Zanzibar .....Univ

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

WANTED—Complete Powers projectors or heads, 6A's or 6B's. Also lamps, rectifiers, or what have you. B-1216, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

FEBRUARY SPECIALS — 200 cushion panel back seats, $1.00 each. Pair Simplex double bearing 18-inch magazines, five point pedestals, rear shutters. Peerless lamps—a bargain. ACT QUICK! WESTERN THEATRE SUPPLY, OMAHA, NEB.

BUY YOUR THEATRE EQUIPMENT on easy time payments at S.O.S.! Buy projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

SWAMPED WITH ORDERS from our Jubilee Sale catalog—They all ask how we do it. Hurry—write for your copy and save real cash! S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

FOR SALE—Complete Pictur Fone sound with double channel amplifier. CRYSTAL THEATRE, Ligonier, Ind.

TWO UNIVERSAL ECONOMY sound heads complete with motors; Johns Manville booth for two machines, $75.00. E. J. WYATT, 11 E. Center St., Baltimore, Md.

WANT—Two used soundheads and mazda lamphouses for Powers. CLINT DUNN, Fort Smith, Ark.

TWO POWERS 6B MACHINES—With Syncro-film soundheads, amplifier and speaker, $300.00. Money back guarantee. PETE SABO, 912 West Burnside, Portland, Ore.

FOR SALE—Good used theatre equipment. WILSON, 1609½ Boonville, Springfield, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

1,200 FINE OPERA CHAIRS, USED. Reasonably priced for immediate sale. Wonderful condition. RIALTO THEATRE, Paducah, Ky.

EXCEPTIONAL BARGAIN for quick turnover—1,200 used upholstered opera chairs, $1.50 each. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

YOU CAN RESEAT NOW at prices fitting your purse! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

THEATRE GAMES

ATTENTION, EXHIBITORS — New, novel, entertaining. It brings 'em back in droves. "Play Bingo." 70 ways to win for the audience; 100% winner for your theatre. Exclusive distributors — PREMIUM PRODUCTS, 354 West 44th St., New York, N. Y.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

POSITIONS WANTED

PROJECTIONIST — Experienced; do show card lettering. References. BEHRENS, 902 N. Eighth, Sheboygan, Wis.

THEATRE MANAGER—Thoroughly experienced; will go anywhere. Box 148, Coral Gables, Fla.

THEATRE FINANCING

WILL FINANCE new theatres for responsible theatre operators and owners. R. LEVINE & COMPANY, 1235 S. Wabash, Chicago, Ill.

THEATRES FOR SALE

NEIGHBORHOOD THEATRE—Paying business; 325 seats; terms. B-1204, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE FOR SALE OR LEASE—Fully equipped; located in good-sized Oklahoma city; seating capacity, 315; upholstered cushioned seats; theatre in operation 18 years; solid two-story brick building, with five modern rooms above. If interested in a real buy, write B-1205, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES FOR RENT

SAYBROOK, ILL.—Rent $20.00. Best offer purchases equipment, all or part. Write or see P. BYRNES, St. Anne, Ill.

THEATRES WANTED

THEATRE in non-competitive town; North Carolina preferred. Reply immediately. B-1215, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE WANTED—Within 200 miles of Chicago, 400 to 900 seats. B-1213, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL LEASE OR BUY small town theatre within 100 miles of New York City. Write full particulars. Box 24, BOXOFFICE, 9 Rockefeller Plaza, New York.



HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) } 10c a word, 4 insertions at price of 3

Kindly insert the following ad.....times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

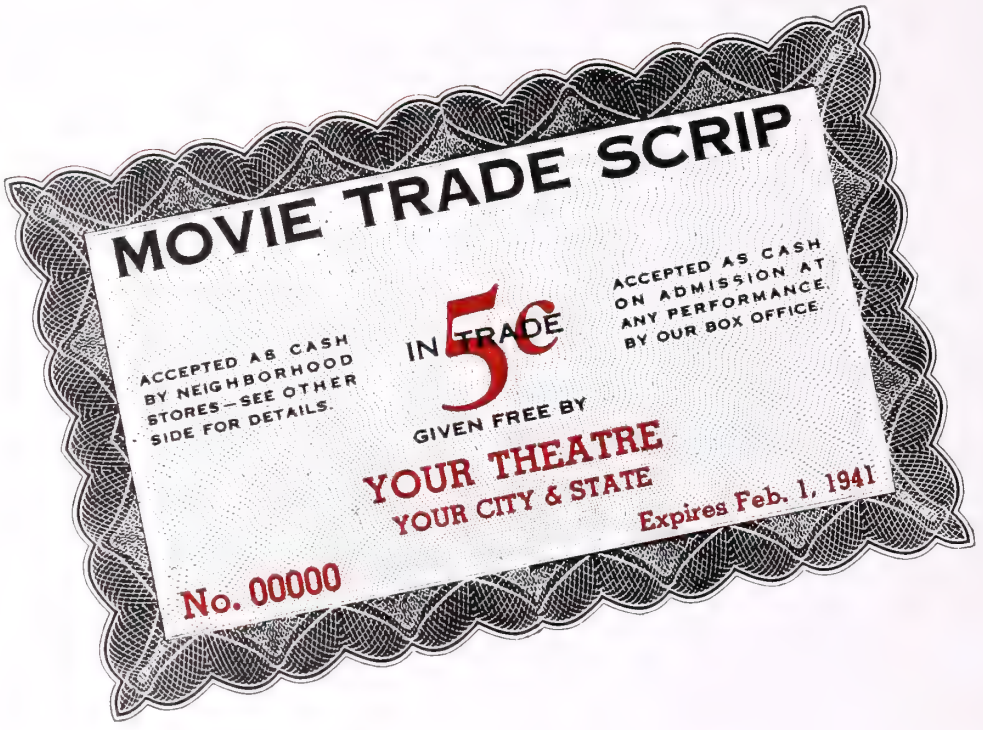
.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

OK! Say Exhibitors



*It Cuts Your E. S. E.**

Yes Sir! And this great seat seller—conceived by advertising experts and approved by showmen of national reputation—is fully GUARANTEED to produce results—*or your Money Back!*

COMPLETE MOVIE TRADE SCRIP DETAILS ARE ALL REVEALED —

READ PAGES 120-121

*EMPTY SEAT EXPENSE

The Pulse of the Motion Picture Industry

BOXOFFICE

FEBRUARY 10, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION



A PATTERN FOR THE FUTURE?

See Page Three

YOU'LL HEAR THIS EVERYWHERE!

"Everybody's talking about how they've made the surprise hit of the year 'I TAKE THIS WOMAN'!"

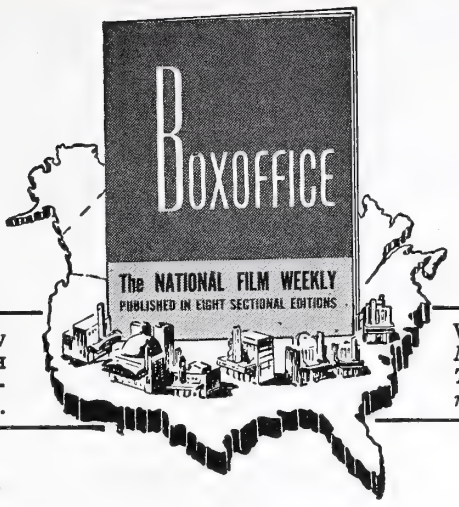


"Honestly, you've got to hand it to that M-G-M outfit!"

WATCH!

SPENCER TRACY and HEDY LAMARR in "I TAKE THIS WOMAN" Screen Play by James Kevin McGuinness • Original Story by Charles MacArthur Directed by W. S. VAN DYKE II An M-G-M Picture

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 12
February 10, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

A PATTERN FOR THE FUTURE?

WE HAVE been talking again to the executive who takes his hair down. You may remember him. He's the chap who, some months ago, was speculating about sundry matters so audibly his ideas found their way to this page. Then, it was a good deal of reflection over the condition of the business, whether or not the kind of profits known in and around '29 would ever return; if the industry had not been passing through an economic flush which it had no right to assume was representative of the norm.

"I've been reading those recent observations on 'B' product," he began. "You reported Louis B. Mayer on the subject in a Chicago interview recently."

It was familiar, but our friend with his hair down pulled it out of a desk drawer, saying "Here, refresh your memory." We did, with this:

> "We see no use in making 'B' pictures. We've got more Class 'A' pictures this year than we've ever made before in the history of the company. There's not a 'B' in sight and we hope not to have anymore. While we may have to spend a little more on our full budget for production of all 'A' pictures, we feel that, even though we may not make as much money in the end, the cost is justified in not driving people away from the theatres. All 'A' product is a much better thing for our industry in general. If they—that is, the general public—see a good, big picture every time they come to a theatre, they, doubtless, will come more often."

"Jack Warner came to town," resumed our friend. "He told how his company was dropping the 'B's.' Among other remarks, he stated, 'The easiest thing in the world is to make 100 to 200 'B's' a year. It takes no more effort than lifting a telephone.'

"That being true, you and I both know a lot of boys in Hollywood who have been generously overpaid for years. Anyhow, I've got a slant on this. When important executives make public statements, the expectancy automatically must be they mean what they say. Therefore, it would be correct to assume Metro and Warner propose forgetting all the alphabet but the first letter. You know, of course, one major company is strong enough to induce an entire industry drift. With two, it's a cinch. That being so, it seems to me 'B' pictures may be getting it right in the seat of the pants next season. A good thing, too, if it happens.

"Hand in hand, however, would go fewer pictures. The majors, naturally, will announce higher budget when announcement time rolls around; they always do and it's always taken with a grain of salt. I would stand on the conclusion, however, costs won't take any wild leaps forward. Not with the foreign situation and the domestic yells over increased rentals. This being true, it's pretty obvious there won't be enough money available to make a solid lineup of 'A's' and yet make as many as the majors have been sticking to each year. That's how I figure a cut in totals, if this talk about the scuttling of the 'B's' goes through.

"The unexpressed hope, naturally, is that this would finish off dual features. But I am convinced any such theory is cock-eyed. Theatre operators who are dual-minded most likely will regard a changeover to 'A' as a windfall making their double bills a better buy. And it will become more of a buyer's market.

"Theatres would be requiring film to the same overall total. If the majors can't meet the need, new companies will. You yourself have commented on that important eastern circuit which buys everything in sight, on a bulk basis, to keep its dual policies at full blast. It's pretty certain, then, the old-line companies by making them fewer would lose some of their coveted dates to existing, or new, competitors. But suppose they do? If, by really bending all effort in the direction of 'A' product it becomes necessary to trim their totals, isn't it possible the market will finally divide itself into two essential divisions—one, the backbone, quality stuff generally supplied by the majors; the other, the filler stuff supplied by companies geared for such a specific requirement? Some people think this will happen finally and I'm one of them."

Down through the years, there have been observers who have clung steadfastly to their belief theatres ultimately will split into separate divisions catering to separate clienteles—one willing to support more serious and adult attractions and the other in search of so-called "pure entertainment." Exactly so are there those who envision production and distribution parting into the divisions outlined by the man who takes his hair down.

It cannot come to pass if distributors jealously continue to strike for every available playdate. It can, provided they are willing to concentrate on the cream and abandon some of the residue to others.

There could be room for both.

Kann

GOV'T SET ON TRIAL LAUNCHING BY MAY 1; "WHITE RABBITS, WITCH BURNINGS" ARE OUT

Case Assigned to Judge Goddard for Definite Hearing Date

NEW YORK—Federal Judge John C. Knox on Wednesday ended the discussion of the all-industry suit trial date by referring proceedings to Judge Henry W. Goddard for definite hearing on May 1.

The government had made every effort to start the suit on May 1, a spokesman for the department of justice asserting that "there will be no white rabbits pulled out of a hat, nor will there be any witch-burning expeditions."

With examinations before trial under way this week, government sources believe much will be accomplished by stipulation at the special conferences before trial.

There is still no indication how long the trial will take, once it gets under way. Some distributor counsel hold it should take about a year what with the government planning to try complaints state by state. It is added that the New York end alone will take several weeks. However, government attorneys contend its presentation should take no more than three months.

Doubt on Beginning

Doubt continues in distributor quarters whether the trial can begin May 1, on the theory answers to the various interrogatories will delay matters. While the government has promised to answer the consolidated distributor quiz by March 1, arguments on the responsiveness of the answers are expected to ensue. Meanwhile, distributors have promised to answer the government's questions by February 15. One or two may be delayed a week or so, but this is not viewed as serious.

Thurman Arnold earlier in the week signed the distributors' consolidated interrogatories after eight questions were eliminated. These questions asked for identification of evidence the government will use as inferential proof of the charge of conspiracy.

However, defendants feel the matters cut out by the government are covered by specific questions to be answered. The consolidated list now reduces the answers to about 50, the government can either answer them uniformly or separately for the seven companies. Columbia is not a party, having filed individual interrogatories to which the government is objecting.

With Harry Cohn, Columbia president and production head, as the initial witness to testify before trial, distributor counsel agreed after a two-hour session that the examination revealed nothing important as to issues involved. Robert L. Wright and Thomas J. Lynch came on from Washington to handle the testimony. Wright asked all the questions. William P. Farnsworth of the local department of justice office assisted.

Washington Adamant on Suit; Arnold Makes It Clear Again

Times Have Changed For Columbia

New York—In the early years as a producer when Columbia loaned out talent, the prime factor of the loan, according to Harry Cohn, was "who would pay?"

Today, and for several years past, when loaning a star, Columbia wants to know how big the part is and something about the story.

Representing other defendants were 14 lawyers, including former Judge Thomas D. Thacher of Simpson, Thacher & Bartlett, counsel for Paramount. Albert C. Bickford, also from the same office, was on hand in addition to Louis Phillips of the Paramount home office legal staff. From Warners were Robert W. Perkins and Howard Levinson of the home office. Bertram F. Simpson of Mudge, Stern, Williams & Tucker represented National Theatres and Chase National Bank. Frederick W. R. Pride and E. Myron (Pete) Bull of Dwight, Harris, Koegel & Caskey, for 20th-Fox; Edward C. McLean of Davis, Polk, Wardwell, Gardiner & Reed for Loew's and M-G-M; Louis Frohlich and Herman Finkelstein of Schwartz & Frohlich for Columbia; Adolph Schimmel, Universal; John Howley of Donovan, Leisure, Newton & Lumbard, for RKO, as well as William Zimmerman of RKO's home office.

Define Trade Terms

According to distributor counsel, the government's line of questioning represented an effort by Wright to establish the trade terms defined in Columbia's answers to the petition as terms generally used throughout the industry. Columbia's answers, it will be recalled, were the most extensive submitted by any defendant. Now that a witness has verified the usage, major attorneys claim these terms apparently will be accepted by the government and will probably be used later when Cohn's deposition will be entered into the record.

Cohn was as witty as Wright was serious and several times the legal brigade burst into hearty laughter at his answers.

The answer that drew most laughs was the one wherein Cohn said that when he, Jack Cohn and the late Joe Brandt formed Columbia in 1921, the name of CBC Sales Corp. was dropped "because it sounded like corned beef and cabbage."

Another instance occurred when Cohn was asked to look over a list of foreign

(Continued on page 11)

By EARLE A. DYER

WASHINGTON—Department of justice officials remain adamant in their determination to press the all-industry suit to a showdown.

The attitude of the department was evidenced by Assistant Attorney General Thurman W. Arnold, testifying before the House appropriations committee during hearings on the department's appropriation bill for the 1941 fiscal year.

Any failure of the department to stamp out monopoly in all its form will be the fault of Congressional niggardliness, the government's trust-buster intimated.

Arnold's testimony, given in connection with an additional $400,000 which he asked the committee to add to the $1,209,000 recommended in the budget estimates for enforcement of the anti-trust and kindred laws, indicated impatience with the drive for economy in government operation, particularly, he said, since with the $1,309,000 appropriated for the current year, the department has undertaken prosecutions from which $2,421,000 in fines and penalties already has been turned into the federal treasury, with prospects that by the end of the year an additional $3,800,000 collected.

Big Profit to U. S.

"If this latter estimate proves to be correct, the anti-trust division will return to the general treasury approximately $6,221,000, or a profit of about $5,000,000 on its year's work," he said.

Getting down to realities, Arnold told the committee that the industry suit is one of 32 major cases which "cannot be dropped;" not less than $1,600,000 will be required to continue those prosecutions, he asserted, even by cutting in half the amount usually expended on a major anti-trust suit.

In addition, he said, 12 to 15 new major cases should be instituted, some of them centering around the use of patents for monopolistic purposes.

Arnold decried the results of the limitation of funds under which he must work.

"There are numerous other situations which need attention and to which the public is demanding that we give attention," he said. "However, there is no use discussing those situations now.

"Apparently the most I can do is ask that I be allowed to complete some of the building cases already begun. It is nothing new for us to decline to act upon complaints lodged by great groups of the public. There are in my office now more than a thousand complaints which have received no more consideration than that carried by a perfunctory acknowledgement."

ALL-INCLUSIVE STORM OF TROUBLE FEARED ON LEGAL, LEGISLATIVE AND LABOR FRONTS

Welcome, If Helpful

New York—"If the suggestions proposed by the department of commerce and now before department of justice are helpful, we will welcome them," an attorney with a major company states. The reference is to a lengthy memorandum made by the department of commerce following meetings between Harry Hopkins, secretary, and various representatives of the industry.

The lawyer doubts whether the recommendations will mean anything, but adds, "We are always willing to take a look."

Loew Men Step Out of 'GWTW' Whirlwind to Discover This---

By LEONARD WEISBERG

NEW YORK—Up to a point roughly equivalent to the waistline and admittedly swamped, dizzy and deluged, the men around the Loew headquarters who ought to know say a $5,000,000 theatre gate for "Gone With the Wind" over that circuit is not improbable. At 70 per cent for the distributing company, this would mean a take of $3,500,000. It's phenomenal. It's fantastic. It's colossal, to be mild about it.

Here in New York, the Capitol and Astor are in their seventh week with a combined gate of about $650,000. This does not include the advance sale at the Astor. The breakdown shows $500,000 for the Capitol and $150,000 for the Astor. Some Loew-ite, who admits he can't believe it himself, figures if the film could and should stay at the Capitol 15 weeks, the gross would run close to $1,000,000.

The Loew organization found itself confronted with a whole series of problems which it asserts never were around before when plans got moving for the film. "Pictures have always been a C. O. D., or a T. O. T. business, but until 'GWTW' came along it never developed into a cash-in-advance business," one executive there points out. This is not literally true, since other pictures at advanced prices have rolled up advance sales. But, so far as is known, nothing like the record—and the money—established by "GWTW" has ever prevailed.

For instance, two weeks before the picture was to open in about 33 Loew houses—January 25 to February 7—reserved seat advance sales bulked over $500,000, covering evening shows and Sunday matinees. Afternoon policies are continuous and unreserved.

Ten days prior to opening, a half dozen Loew cities reported the first week's reserved seats 80 to 90 per cent sold out. So the second week's tickets were put on sale.

Changing the film-going habits of the masses was really the merchandising problem that faced Loew's following Atlanta, they say around 1540. The plan finally developed for general use came into being through experiments in those first cities. Continuous shows in the morning and afternoon with no reserved seats, one reserved seat show at night became the formula most generally used. In addition to informing the public about reserved seats—in towns where they have few, if any, legitimate shows and haven't had film roadshows for some time—the job was to plant policy and price.

The mechanics of the job, on a circuit basis, may be gleaned in the first order for reserved seat tickets which was for 2,600,000 "hard tickets." Since then the total has gone closer to 4,000,000 and will undoubtedly exceed 5,000,000. And this is for the Loew circuit outside of New York City.

The counting of these tickets alone was a mammoth job. Loew's had to rush in special counting machines to help the managers make their checkups and audits. With every ticket worth $1, plus taxes, the

(Continued on page 14)

Deny Move to Hire Homer Cummings

New York—Reports former Attorney General Homer S. Cummings, now practicing law privately in Stamford, as the senior member of Cummings & Lockwood, may be brought into the all-industry suit as chief counsel for defendants are unequivocally denied by attorneys for major companies.

The general impression is that outside counsel retained for the case will handle the defense for each company and that there is no need for a legal leader. Home office counsel will supplement the outside legal array.

Production, Distribution Leaders Apprehensive Over the Outlook

NEW YORK—Recent opinions voiced by production and distribution leaders concerning impending litigation, legislation and labor issues are of a tenor so pessimistic they "feel helpless in the path of a storm they think will break around April or May that will rock the industry to its foundations," a prominent spokesman declares.

The storm warnings have been posted for some time, the view continues. But they are of such a nature very little protection can be built up against them, it is said. "When you consider the ill-effects any one of these issues might have, much less the impact of two or three together, then you have an idea why these men are worried," the source asserts.

Here, then, is an idea of what is pending and what is seen as on the way for the industry at large, including exhibition. That the storm will break, of course, is largely speculation.

There is a score of anti-trust suits on court calendars, some brought by the government. One or two bad court decisions would set the industry back ten years, goes the first impression, despite a favorable ruling like the Westway decision.

Then there is the labor problem which is claimed to be growing more troublesome as each week goes by, and which may get out of control when the IATSE and producers meet "on or before February 15, 1940," for reconsideration of the ten per cent wage increase granted studio employes.

In spite of a concerted effort to beat the issue, the chances are even the Neely bill will come through congress favorably—for the proponents, but with something akin to devastation for the industry, if production, distribution and some exhibition leaders' opinions are worth anything, is another point.

Next on the agenda is the effect a secondary federal admissions tax might have at boxoffices. This move may become a reality in the pattern that is being woven to find revenue sources to meet New Deal requirements.

The policy of Thurman Arnold, assistant attorney-general, in bringing anti-trust suits as fast as he can whip them into shape, coupled with the threat at each congressional session for an investigation into the machinery that makes the industry move is pictured as bringing financial and moral harassment of the worst possible nature. The cost of fighting anti-trust suits, running well into seven figures, is a drain on any company's treasury that can never be recouped, it is claimed, because this is a "non-productive loss."

ANTI-NEELYITES THINK BATTLE NOW VEERS THEIR WAY; CLAIM MORE EXHIBITOR SUPPORT

Say Showmen Now Have Clear Idea of Damage Measure Would Do

NEW YORK—Opponents of the Neely bill, in and around these parts, declare they look upon the situation with more comforted eyes these days. As one spokesman explains it:

"The idea has been to get across to exhibitors an understanding of the damages the bill proposes and how it would accomplish them. The problem in that connection has been a troublesome one of properly educating the theatre operator along these lines.

"We are beginning to feel now that gradually the work in this direction is bearing fruit. In open discussions on the pros and cons of the measure, pro-Neelyites are no longer going unchallenged. There are many instances on record where statements made by them are being queried from the floor, questioners asking to have pointed out where the proposed legislation sets forth some of the extravagant claims made for it."

New England Allied Slaps Anti-Neely "Sabotage" Move

BOSTON—Independent Exhibitors, Inc., Allied's New England unit, takes the fight over the Neely bill here via an open letter directly to exchange employes and "any other thinking men and women who are under orders to sabotage their own jobs." Reads the letter, in part:

"We know how many of you are 'responsible' for 'five letters' to your congressman against the Neely bill. 'We know smart distributor employes out over the country who have received the same orders, kept their tongue in their cheek and decided not to wreck their own chances for livelihood. We think the same groups in Boston have brains enough to think through their own problems.

"Count the number of exchanges in Boston today and the number of jobs available. Count the number of exchanges there used to be and figure out how many managers, salesmen, bookers, and others were needed. And count the number of jobs there will be when New York accountants figure out that one exchange ought to be enough for all physical distribution.

"So if you still want to help the Big Eight become the Bigger Six, Five, Four or what have you, go out and fight the Neely bill. But if you want to help yourself and your family—do a little independent thinking first. How many of the good salesmen of the past ten years are doing what now?"

Routine Loew Meet

NEW YORK—The Loew board met Wednesday and held a routine meeting. Action on the common dividend is not due until March 6.

Wonder What's Happened to Allied's Arbitration Plan

NEW YORK—Something of a mystery has enveloped the resolution of National Allied, three weeks old, to press for an "immediate" system of national arbitration. The Allied board in Washington on January 18 declared itself desirous of seeking cooperation of major distributors toward establishment of a setup similar to that proposed in the ill-fated trade practice code.

About a week later, Col. H. A. Cole, Allied president, asserted the move was sincere, while holding the plan was not viewed as finding acceptance with circuits. He emphasized Allied's position was not merely a gesture.

Distributor executives and major attorneys are wondering what has become of the Washington-inspired arbitration proposal. They refuse to comment on their probable course, should their companies be asked to talk the matter over. Privately, however, the impression is the proposal, should it reach distributors even within the next month, would receive scant attention. "We're too busy with the government suit," seems to be the collective reason.

Since William F. Rodgers, M-G-M sales manager and leading distributor figure in code negotiations, seemed to be the most logical person to have heard from Allied on its arbitration plan, BOXOFFICE made an inquiry. Here is his answer:

"I have never even had a copy of their resolution. Neither has anyone from Allied communicated with me or my company, or I am sure I would have been notified. I know of no other company or member of our committee that originally negotiated with Allied that has heard from them."

Detroit Co-Op Can't See Neely as Solution

DETROIT—Local arbitration boards and not the Neely bill will provide a solution to many trade problems, Cooperative Theatres of Michigan assert. This group's stand against the measure last week created a furore in this area.

Tom McGuire, director of public relations and Cooperative's official spokesman, explains the arbitration board idea. "We feel a federal law would help. One making it mandatory that all disputes on contracts, overbuying and clearance be submitted to a fair local arbitration board. This would go a long way toward solving our problems.

"This board would be set up as suggested by the final drafts of the code, or similar to that recommended by Allied recently in Washington. It would have to be equitable to all concerned with the deciding vote vested in an unbiased outsider or a neutral. This would allow the right, under the Constitution, of appeal from any decision to the federal district court, but it would force arbitration on disputes."

Hoover Finnish Relief Letter to the Field

NEW YORK—A letter soliciting cooperation with the Finnish Relief Fund has been sent to 6,000 exhibitors throughout the country by Herbert Hoover, chairman of the fund. It calls attention to the dates on which collections will be made, February 17-18.

It is reported all major circuits have agreed to lend their aid to the drive and more than 4,000 independent exhibitors have accepted the invitation. Jack Connelly, formerly with Pathe News, has been made chief of the organization's publicity bureau.

Allied Convention Veers Away From Detroit

DETROIT—Failure of the local Allied unit to set a date for the national Allied convention here in the spring probably will result in the meeting going to some other city, with the decision apparently up to Col. H. A. Cole, national Allied president.

"The Michigan board doesn't think the local organization can afford to swing it, in view of the expenses involved," was the explanation of Edgar E. Kirchner, secretary-treasurer of the local unit.

Anti-Red Feeling Forces Liquidation of Amkino

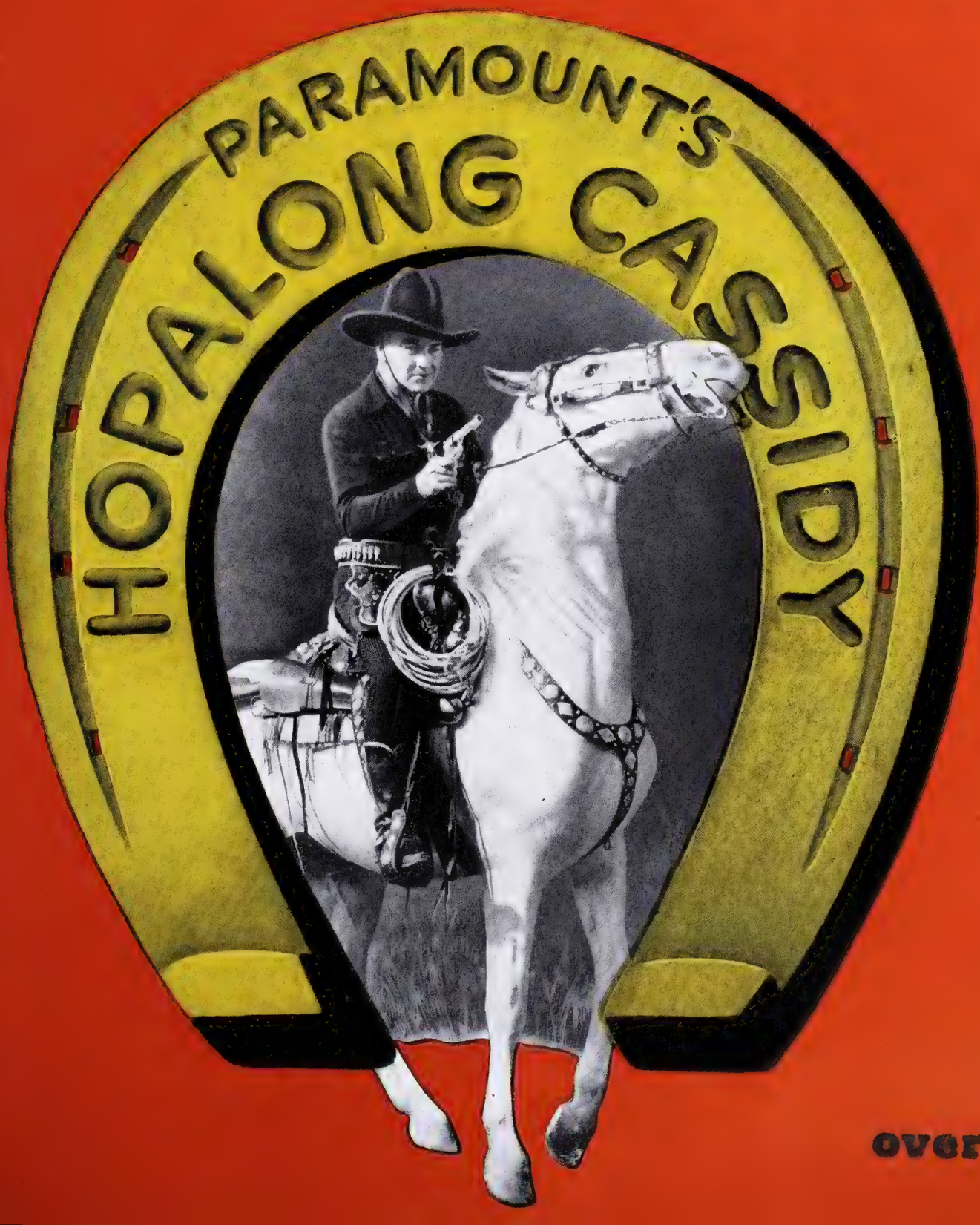
NEW YORK—After 12 years of distributing Russian films, Amkino will complete liquidation of its business on Thursday. According to Nicola Napoli, general manager, there are no films outstanding since bookings were terminated when the order to close down was received recently.

Meanwhile, Napoli states, Russian production continues unabated and there are sufficient films available. Feeling against Russia, however, has mounted with the invasion of Finland and the Soviet film heads apparently have recognized the handwriting on the wall.

No provisions have been made for the future, Napoli states.

THE HORSESHOE

that brings LUCK to theatres everywhere!



over →

Listen to this HORSE SENSE from the Hollywood Reporter...





"HOPPY" HAS THE HORSE POWER EXHIBITORS NEED!

2871 Exhibitors were asked this question: "Which series of all the westerns that you play do you consider the best?" 2256 answered "HOPALONG CASSIDY"

SOME RECORD!

TRADE VIEWS by W.R. WILKERSON

• OF the various bread - and - butter pictures that are being made, the series of "Hopalong Cassidys" that Harry Sherman has been producing for Paramount probably earn as much for the company, for the theatres and the industry as any other series produced on a like budget.

The popularity of the "Hopalongs" has reached the stage, because of their entertainment, that they are now getting playdates in the larger and more important theatres, and this gradual move into the better houses means a gradual move into better money, which will be velvet, for, with the manner in which Sherman produces and budgets his shows, the care and attention and sound showmanship that make up his entertainment, he will not have to exceed those costs with the acquisition of the more important exhibitions.

Sherman has been doing this series since 1935. He makes six a year at an average cost of $80,000 each. The series is now doing a domestic gross of $250,000 each and, because of the new interest on the part of the better houses, the collections should jump.

The job done on this series does not end with Sherman producing the pictures and then turning them over to the Paramount exchanges. Harry is one producer in this town who "contacts" his customers. He knows every theatre running the series, is always in correspondence with many of them, and immediately Paramount puts on a new "Hopalong" account, Sherman writes that exhib, thanks him, tells him about the series (from a producer point), encourages his suggestions and, in short, establishes a contact that's a cinch to get the theatre owner working for the pictures.

As mentioned here some time ago, some of the bread-and-butter pictures have been the backbone of production during the days when so many expensive efforts were flopping on all sides. The industry will never thrive on the cheap-budgeted product, as it must have its big, fine, expensively made shows to highlight the boxoffice, but series like Harry Sherman's "Hopalong Cassidys" are a credit to the business and the success that Paramount, Sherman and the exhibitors are having with them is most deserved.

"Yes sir, Cassidy can always be depended upon to bring in enough money to help pay last week's film rentals."
—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

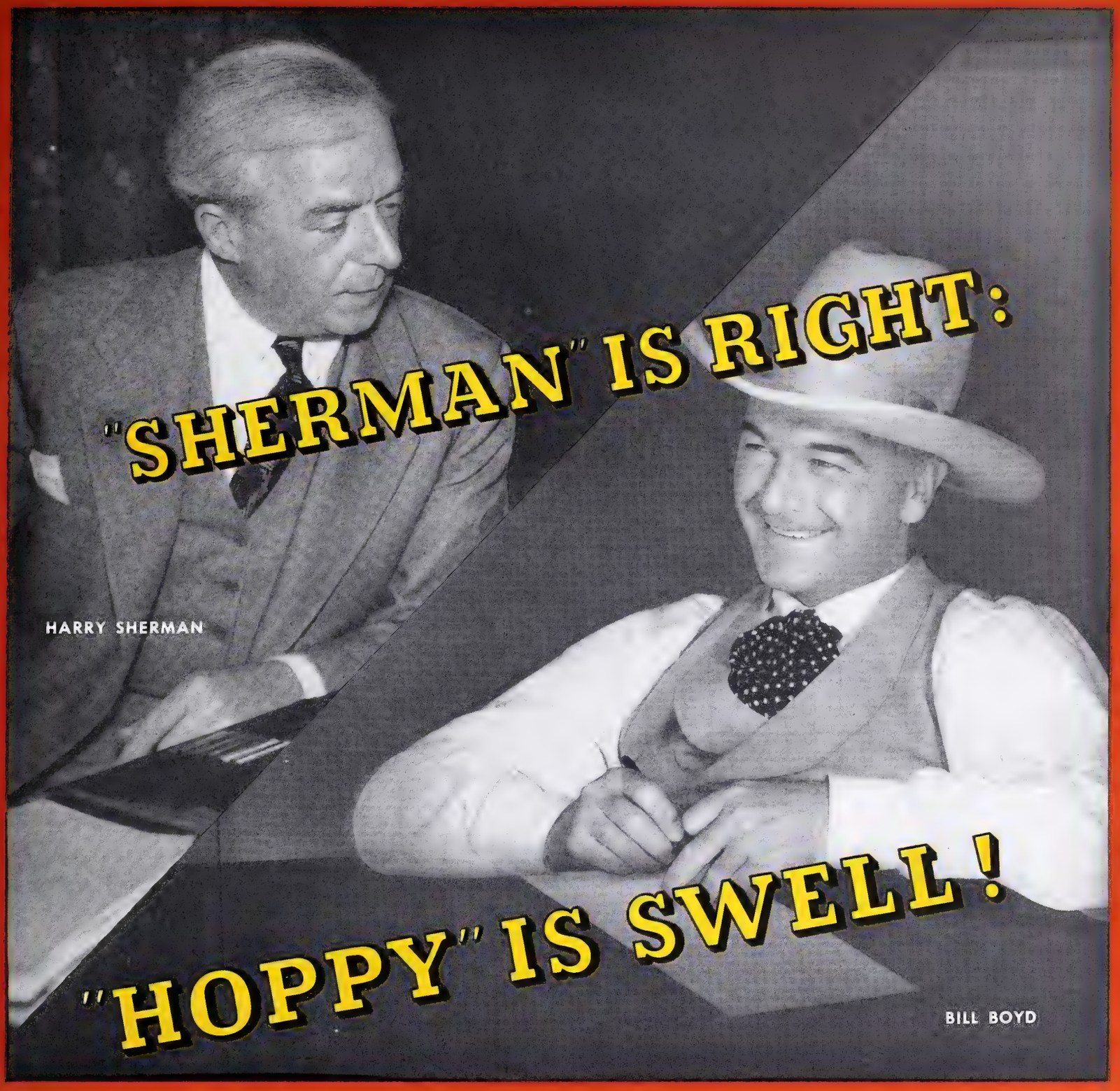
"'Cassidy' series are best westerns ever made."
—W. C. Lewellen, Uptown Theatre, Pueblo, Colo.

"'Hopalong Cassidy' westerns satisfy. Need more be said?" *—R. A. Moore, State Theatre, Clarence, Iowa.*

"These series are hard to beat." *—Harland Rankin, Plaza Theatre, Tilbury, Ontario.*

"No small town would be without Hopalong."
—Mrs. W. A. Wight, Rex Theatre, Konowa, Okla.

Paramount Pictures



• Producer Harry Sherman has signed a two-year deal with Paramount to continue his famous western character "Hopalong Cassidy," whose record is 30 "Hopalongs" and every one a hit.

No wonder the boys are joining in a HORSE OPERA!





Look at these "HOPPY" horseshoes for '40

NOW IN RELEASE

"RANGE WAR" • "LAW OF THE PAMPAS"

TO BE RELEASED

"SANTA FE MARSHAL"
January 19

"THE SHOWDOWN"
May 10

"HIDDEN GOLD"
June 7

"WAR ALONG THE STAGE TRAIL"
July 12 (Tentative Title)

AND UNDER THE NEW "HOPPY" CONTRACT . . .

"RIDERS OF THE PANAMINTS"
"BUCKAROO"
"THE CHISHOLM TRAIL"
"MEN OF THE PLAINS"
"THREE MEN FROM TEXAS"
"BORDER VIGILANTES"

(Titles Tentative)

Television in 700 Theatres Sans Film Is RCA's Dream

NEW YORK—Here's one on H. G. Wells. Seven hundred theatres between Boston and Washington showing the same feature at the same moment without an inch of film in the booth.

It's all done with television. Not yet, of course, but it's possible. Meanwhile, RCA says: "Development of the radio relay method of transmitting television signals between cities has been advanced to the point where it is technically ready for the first step of application in a public service."

Sans official sanction, an RCA spokesman, dabbling around in the "inevitable future," paints this picture: "From one central projection, or scanning room it would be possible for a theatre chain to set up a private network of relay stations or lease an existing one and televise a picture that would be received in as many theatres that are wired to project the images to their audiences." So much for the exhibition angle.

There is another angle on production, and it goes something like this, from the same spokesman: "Under existing methods of production, a director never actually sees the scene he is directing in the studio as he would like to. He doesn't know if it is what he has in mind for the theatre audience until the film is developed and shown in "rushes." Then begins the well-known process of retakes.

"But before grinding out one foot of exposed film in the studio he could scan a scene through television, sit back, see exactly what he is getting and make the changes he wants while the action progresses."

The newly developed relay method of transmission by RCA is claimed to be different from any other system yet devised, and makes possible, it is said, the establishment of intercity television networks similar in effect to the wire networks of sound broadcasting. For example, RCA says it "is feasible" to set up a radio relay system for television linking New York with Washington, with Boston and other intermediate cities. Similarly, radio relay networks could be set up in other sections of the country. So RCA says, anyway.

Kaycee Deal Forerunner Of Other AA Takeovers

NEW YORK—Purchase of the Independent Poster Exchange operated since 1926 by Homer Blackwell in Kansas City by Advertising Accessories, National Screen Service subsidiary, is said by Charles L. Casanave, AA general manager, to be the forerunner of similar deals with other independent accessory renters.

"There are other contemplated deals like that in Kansas City," Casanave says.

Bein's Poster Exchange Second to Be Acquired

CINCINNATI—Theatre Poster Supply Co., operated by Billy Bein, has been acquired by Advertising Accessories, Inc. Bein will go to New York in an executive capacity.

Gov't Set on Trial Start by May 1

(Continued from page 4)

pictures for his opinion as to their box-office value. One was "The Private Life of King Henry the VIII." Another was "Maedchen in Uniform." But the third was "Orage." Cohn asked, "What is that, anyway?"

Describing how Columbia drifted into feature production, the company president said, "The first feature we produced was 'More to Be Pitied Than Scorned'."

The film cost about $20,000, Cohn said, recalling how it brought the print to New York and submitted to Loew's for distribution. "They offered us $66,000 and we refused. We wanted $100,000. We were told that if we walked out of the room with the picture the deal was off."

Harry and Jack Cohn did leave the room. "We then started to state right the picture." Five other pictures were sold on the strength of the one, the Columbia president recalled, "and then we were in the picture business."

Columbia never distributed a picture through any other major company, Cohn said. The first year the company made six features, the second year about the same with 24 shorts. Asked what about Loew's, Cohn answered, "We were through with them after the first picture."

"The Blood Ship" was the first "A" picture produced by the company. "We produced others and we thought they were 'A's'," according to Cohn. Asked to define an "A" picture, the Columbia president stated, "We might make an 'A' picture for $50,000, but M-G-M may call it a 'G' film. It all depends."

Cohn's Only Interest Columbia

The relative merits of the defendant companies as producers went by unanswered. Outside of his stock holdings in Columbia, Cohn holds no financial interest in any of the other defendants. He never discussed the advisibility of acquiring theatres or an interest in any other major company, he added.

The one question which climaxed the hearing and caused quite a bit of excitement was, "Have you any opinion of any distributor or producer owning theatres?"

Frohlich objected, then withdrew the objection after Wright stated he would get the answer by applying to the court. But Howley did not let it escape him. He objected on the grounds that "expert opinion is not competent when the question is the ultimate issue of the law suit. Secondly," he added, "the government did not properly lay a foundation for the opinion."

Considerable questioning revolved around Columbia's borrowing and loaning talent from, and to, independent and major producers. The general answer was that, in most cases, the independent producers had nothing to offer and did not borrow talent but secured it on the open market.

Cohn declined to make public figures on production costs, stating it was "confidential." However, the budgets are being submitted privately.

Wright asked a number of questions pertaining to distribution which Cohn said his brother and A. Montague, general sales manager, would answer. The interrogator intimated he was being given a run around, that Jack Cohn would "pass the buck" back to Harry. But the latter said, "I'll guarantee anything you want to know about metropolitan first run theatres and distribution will be answered by these men."

Cohn was examined for almost two hours. Brother Jack was not available at the time and his questioning was put off to Tuesday. Due to illness, Montague will not appear until later.

Schimmel indicated Nate J. Blumberg, Universal president, would not be ready until early in March, and it was agreed to put his examination over until a late date. William A. Scully and Charles R. Rogers are slated to go on next week, but this may be delayed because the men are not in the city.

More Outside Deals Impend at Warner

CHICAGO—Warner has other deals in the making for distribution of independent producers' product, according to Gradwell L. Sears, Vitagraph president and Warner general sales manager, who was here for the company's mid-season sales meeting.

Sears declined to say whether his statement meant that the deal had been closed for the two pictures to be made by Howard Hughes. The deal for one picture from Frank Capra is understood to be the only one definitely closed now.

"We're working on other deals," said Sears, "but they can't be divulged now." He added that Warner still will make the number of "A" films announced, and is adding other top product "to furnish the exhibitors as many 'A' pictures as possible."

The advertising campaign for "Doctor Ehrlich's Magic Bullet" will be handled along the lines of those for "The Life of Emile Zola" and "The Story of Louis Pasteur," according to S. Charles Einfeld, Warner vice-president and director of advertising and publicity.

Sears estimated the national gross on "The Fighting 69th" at $3,000,000 or over.

Warner Indicates Capra May Be Down for Series

CHICAGO—Possibility that Frank Capra and Robert Riskin may release their joint attractions beyond "The Life and Death of John Doe" through Warner is indicated in the company's statement that the deal on the first has been closed.

The press release was couched in this language:

"Confirmation of the deal bringing Frank Capra and Robert Riskin to Warner Bros. production staff, with their first release to be 'The Life and Death of John Doe' was announced by Gradwell L. Sears."

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

TO THE permanent library of all of the industry, the Warner organization adds a third illustrious biographical member in "Dr. Ehrlich's Magic Bullet."

This intelligent, highly dramatic and exciting story of the famous German doctor whose crowning contribution to scientific advancement was the discovery of the cure for syphilis moves automatically alongside its brilliant predecessors, "The Story of Louis Pasteur" and "The Life of Emile Zola." They must, these three, be grouped together.

By every right—the richness of the purposeful story base, the accuracy of the production detail, the depth of the chief performance by Edward G. Robinson and the excellence of supporting players like Albert Basserman, Otto Kruger, Ruth Gordon, Marie Ouspenskaya and Donald Crisp; the subdued and beautifully keyed direction of William Dieterle, the courage evidenced by the producer in publicly discussing a topic ruled off printed page and tongue until a few years ago—by all these rights, "Dr. Ehrlich's Magic Bullet" earns for itself, and for the industry out of which it springs, unstinted and limitless praise.

There seems nothing to add beyond.

Sees a "Wedding"

Proceeding on the wedding-of-the-arts theory, Jesse L. Lasky was explaining the other morning how he thinks his radio-film device will function in the future. It carried a reasonable ring. All the way.

After a year's lunge at the new talent equation via the "Gateway to Hollywood" air show during which several pictures with new faces were routed through RKO, Lasky now intends extending the search to embrace talent of all kinds. Barriers imposed by age, for instance, are down. Already, he assures, he has an unnamed, ten-year-old girl who, by his relating of it, is on the remarkable side as a ventriloquist. Lasky thinks Edgar Bergen might be in for an uncomfortable time one of these months.

At any rate, the producer will no longer depend upon untried boys and girls to carry his proposed pictures, three of them a year. He is going in for standard leads, which is the standard practice, and will scatter his unknowns, thrown on the auction block for approval through the public's own selection, throughout the supporting casts. This is the kernel of the revised "Gateway to Hollywood" scheme.

What He Learned

Of interest, too, are some of the observations jotted down in the Lasky memory book as a result of his initial crack at this radio-film combination. This summer he spent thirteen weeks touring the United States, thereby earning some sort of an Academy award for foreign travel on domestic shores. Lasky spoke at high schools, before large groups of various descriptions, chinned with exhibitors, made addresses over local broadcasting stations and, of course, kept his eyes constantly roving for possible talent. As the one man out of Hollywood who probably has gotten closer to the radio problem than any other, his conclusions are worth reporting:

> "Exhibitors, in surprising numbers, are using broadcasting hookups. Their opposition to radio is not based on radio itself, but on the manner in which Hollywood personalities have dissipated their value either through bad shows or too many shows. It's all in the application, I found.
>
> "In many talks directly to the public—there was a question and answer period—I found an amazing interest in pictures. This leads me to conclude the hold which films have on the rank and file has intensified, rather than declined, and I say this well aware of the contrary opinion prevailing in many minds. I learned, also, that the public is keen for attractions authentically and well done and is quick to recognize and resent overdrawn characterizations. It wants its films realistic and intellectually honest."

Lasky is keen about his formula. Exactly as the studios have signed and cashed in on stars made on the radio—the Burns and Allens, the Jack Bennys, the Edgar Bergens—so does he believe unknowns, propelled into the limelight by popular vote registered through the ether, can furnish Hollywood a source of potential leads that can do much to solve the constant quest for new faces.

It sounds logical.

ONE



AUGHTON

EIGH

in

"SIDEWALKS OF ONDON"

OF A SWELL PICTURE!

"Charles Laughton will easily clinch his hold on American theatre-goers through his shining performance. Vivien Leigh's artistry easily matches that of Laughton as well as measuring up to the standard she set for herself as 'Scarlett O'Hara'!" —*Daily Variety*

"Vivien Leigh shows other facets of her amazing personality and skill. Charles Laughton gives his best performance to date!"

—*Ralph Jordan, International News Service*

"A hit picture . . . literally spiked with "good audience stuff." Splendid performances by Charles Laughton and Vivien Leigh. Audiences should take to this picture as ducks do to water!"

—*Hollywood Reporter*

"Now we can understand why Vivien Leigh made the 'Scarlett O'Hara' role what it was, after watching her beautiful performance in 'Sidewalks of London'!"

—*Hedda Hopper, famous movie columnist*

"Charles Laughton and Vivien Leigh are in top form!" —*Jay Emanuel Publications*

"The best performance of Charles Laughton's career, backed up by the fire of 'Scarlett' in Vivien Leigh's great characterization!" —*Al Kahn, United Press*

"Miss Leigh evidences that peculiar magnetism which has made her 'Scarlett' such a distinctive conquest!"

—*Edwin Schallert, Los Angeles Times*

CHARLES LAUGHTON and **Vivien Leigh** in **"SIDEWALKS OF LONDON"**

with **REX HARRISON** • Screen Play by Clemence Dane • Directed by Tim Whelan • Produced by ERICH POMMER

A Pommer-Laughton "Mayflower" Production • A Paramount Release

Paramount Pictures

What Loew Men Find In "Wind" Basket

(Continued from page 5)

value of the pasteboards ran into the millions and became a staggering responsibility for theatre managers. Most theatres had no reserved seat ticket racks.

The minute it was announced "GWTW" was about to come in Loew men say theatres were completely swamped with phone calls for reservations, long before the tickets were on hand to sell. Theatres had to install two to six extra telephones. Some theatres had to employ six to ten extra clerks and cashiers.

After the second day, each house had itself organized and handling daily from $2,000 to $4,000 in advance sales at the boxoffice and by mail. Providence, with four ticket windows going, piled up over $20,000 in the bank within four days. The sale reached $40,000 there by opening day. Baltimore, with about $50,000 advance sale, for some reason had the biggest advance of any spot on the circuit, outside New York. It was trailed by a few dollars in St. Louis, Washington, Providence, Brooklyn, Cleveland and Rochester. Nashville came in ahead of other southern Loew cities, aside from Atlanta, of course.

Great confusion resulted. The Loew boys concede the argument quickly. But, as the runs were established and kinks observed, a general set of rules began to emerge. For instance:

Advertising Terms Confuse

First, it was found a mistake to give the starting times of shows. The public, it is figured, was unaccustomed to that information in usual film ads and misunderstood. They overlooked the word "continuous" and figured they must arrive at the beginning or miss part of the picture. So the ads now emphasize: "Doors open 9 a. m. Come any time until 2:45 p. m. and see a complete performance."

Then it was found that "All Seats Reserved," although a common term, was misunderstood in many spots unfamiliar with reserved seat policy. Around Loew's, it was figured the casual reader thought it meant "All Seats Sold." It was found the expression: "Seats now selling two weeks in advance" was inadequate and misunderstood. So the term now is: "Seats for Two Weeks on Sale Now."

All of these changes were induced by hordes of calls from patrons. The Capitol, New York, despite its advertising, gets around 4,000 calls a day; that is, completed calls. There must be as many more "busy" calls incompleted. In every piece of copy, that theatre says, "No reserved seats." But there are over 600 calls a day asking for reservations.

Loew's quickly sensed a definite feeling in nearly all cities that "GWTW" would be cut when it reached those towns. By newspaper stories, radio and ad copy, the company set out to spike that rumor. "Not one inch has been cut" was the expression Oscar A. Doob, advertising head, used to make it emphatic. "Shown here in its entirety exactly as it is being shown at the Atlanta and Broadway premieres," is being carried in all ads.

To offset reports the picture would be played back shortly at regular prices, the following appears in all ads:

" 'GWTW' will not be shown anywhere except at advanced prices—at least until 1941."

As soon as it developed the reserved night shows would be virtually sold out for the first week, Loew's revised all copy so that it focused attention on the unreserved matinees.

The first "drive" Loew's made in a promotional way was to set up plans for a sellout the first night. The picture opens on the morning of that day, so the night show is not really a premiere and there would be little actual reason for jamming in to see that particular show. So Loew's, in each situation, placed emphasis on the "society premiere" performance that first night. Leaders in society, business life, etc., seemed to welcome the idea of making a night of it. Even in Brooklyn, the gala opening had the best and top people of the town in brilliant array, despite the recent New York premieres.

Those activities, plus the sale of blocks of tickets to employes of stores, factories, insurance companies, etc., resulted in the first nights being sellouts two weeks in advance. Even the less desirable seats were grabbed because the public wanted to see the dressed-up premiere crowd. This did not happen where theatres did not arrange such hocus-pocus.

"One of the Most Glorious"

Hollywood — Metro-Goldwyn-Mayer's "Northwest Passage" easily earns a place as one of the most engrossing and glorious photoplays ever filmed, certainly the greatest to come from the lair of Leo since "Mutiny on the Bounty." An adaptation of the first half of Kenneth Roberts' best-selling novel of the same name and having to do with the pre-revolutionary war campaigns of Rogers' Rangers, it tells, with a terrific entertainment impact, a stirring, albeit bloody, saga of the fortitude, bravery and hardships of the early colonists. Few features have been more lavishly produced with every technical detail—all enhanced through Technicolor—approaching perfection. Of parallel magnificence is the cast, with Spencer Tracy as the hardy Major Rogers. Hunt Stromberg produced. King Vidor directed.—SPEAR.

'Pinocchio' Bows In; 50-Turnover Grind

NEW YORK—Opening to a swank audience Wednesday night, "Pinocchio" is running 50 shows a week at the Center, 3,381-seat house. The schedule provides for seven shows daily with the exception of Saturdays when there is an extra midnight performance.

With all the trimmings of a Hollywood premiere, Walt Disney's second all-Technicolor feature bowed to a first night audience at which the industry's leaders, socialites and celebrities in the political world as well as the theatre attended.

Hal Horne and his staff supervised all details with many national tieups with magazines, newspapers and stores heralding the event. Walt and Roy Disney were not on hand, having been detained on the coast for the Friday night opening at the Pantages. The following day, the Hillstreet in Los Angeles began a day-and-date showing with the Pantages.

The local advance campaign is said to have cost Disney less than $25,000, including newspaper and other advertising. On Saturday afternoon, the mezzanine was turned over to the children of the press. The engagement at the Center is indefinite and a large advance sale for the reserved seat section was reported prior to the opening.

Special prices for children prevail at all times. On weekdays, the admission for them is 25 cents from opening to 1 p. m., 40 cents from then to closing. Adult prices are 40 cents from opening to 1 p. m., 66 cents from 1 to 6 p. m. and 88 cents from 6 p. m. to closing.

On Saturdays, children prices are the same with adults increased from 66 cents to 77 cents from 1 p. m. to 6 p. m. From 6 p. m. to midnight, the price is boosted to 99 cents. The midnight show is scaled at 55 cents.

On Sundays and holidays, the children admission is unchanged. The adult scale is 66 cents from opening to 1 p. m., 88 cents from 1 to 5 p. m., 99 cents from 5 p. m. to closing.

First mezzanine on weekday matinees is $1.10. For Saturday, Sunday and holidays, $1.25. For evenings $1.65. The house opens at 9:30 every morning.

"Unobjectionable for Adults"

New York—The National Legion of Decency lists "The Grapes of Wrath" in its A-11 division—"unobjectionable for adults"—and states in comment:

"This film rated as A-11 is a departure from the subject matter and treatment current in motion pictures. Largely in the style of the documentary film, it presents a social and economic depiction of suffering people and distressing conditions. While the film treats of problems of sociological and philosophical content, it does not disclose a general adherence to Christian principles of justice and charity in the social order, or to the supernatural concept of man's existence, responsibilities, relationships and destiny."

In a wire to Darryl F. Zanuck, the National Board of Review described the film "great in all ways" and added, "Most of all is the producer to be praised for his courage in making a film so out-of-the-ordinary and with the artistic skill and integrity which so forcefully and beautifully brings an American subject of so much importance to the screen."

NOW—

WHILE THE WHOLE NATION IS TALKING

"THE GRAPES OF WRATH"...

. . . with the word of the all-time record-breaking New York run spreading the country over . . .

. . . with big-space news breaks hitting top-circulation newspapers and magazines to reach every man, woman and child in the land . . .

. . . with the greatest reviews ever written lauding "The Grapes of Wrath" as the greatest entertainment of all time . . .

. . . with the ace columnists and radio commen-



tators voicing their highest praise to their vast personal followings . . .

. . . with the Rivoli manager reporting "'The Grapes of Wrath' surpasses anything in my entire experience", and predicting a "ten weeks' to three months' run". . .

. . . with such radio programs as "Information Please","We the People", "Pursuit of Happiness" featuring "The Grapes of Wrath" from coast to coast in response to unparalleled public interest . . .

. . . with the millions asking when they can see it . . .

"THE GRAPES OF WRATH" IS YOURS!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Printed in U.S.A.

389 NEW THEATRES ENTERED FIELD IN 1939; HEAVIEST CONSTRUCTION CENTERED IN SOUTH

All Territories Active In Rebuilding; Texas Leads the Parade

Three hundred and eight-nine new theatres were added to the nation's total in 1939. This figure includes 22 in Canada.

The analysis does not take into consideration houses destroyed by fire or other causes, then rebuilt and reopened under previous or new names. There have been many in this division, but they did not add to new accounts since such units, at one time or another, have appeared on distributors' books.

No sufficiently accurate estimate of money involved is at hand, but an approach on this becomes available by striking an average in capacities which range between 500 and 600 seats per theatre. In the larger cities, the average, of course, is higher, but the 500-600 seat range applies to houses constructed in the smaller towns, many of which now have theatres for the first time.

Considerable rebuilding took place during the past 12 months and every territory continues to report activity along these lines. BOXOFFICE correspondents, in reporting new developments, noted garages, stores and halls and auditoriums being converted into theatres with variable amounts cited for the reconstruction processes. Little or no mention is made of the theatres, antiquated in many instances, which have been wiped off the map by conversion into commercial ventures. Such cases apply in the larger cities as a rule.

Drive-Ins Not Considered

Drive-in theatres cropped up in a number of sections during the past year and, in the main, have been eliminated from this survey, since there is no permanency to such open air projects in contrast with regular theatres. In some cases drive-ins have faded from the local scene after one season's operation.

Most active state for new theatres was Texas which nosed out California by a close margin. Total for Texas was 32 and for California, 31. Up until December 30, this state ran neck and neck with Texas, which took the lead in the final two weeks of the year.

Canada chalked up a good accounting for itself with 22. Arkansas came next with 21 while Indiana and Ohio scored a tie with 18 each. Connecticut, for its size, did well with 16, while New York, served from three exchange centers, only added 15 new developments. Michigan and West Virginia both showed 14 additions apiece.

The south, by far, outscored the west in the final tabulation. With Texas in the vanguard with 32, Arkansas reported 21, West Virginia, 14; Tennessee, 13; North Carolina and Kentucky, each 10; Mississippi, Georgia and Louisiana, each nine; South Carolina, five; Florida and Alabama, four each.

With the exception of Connecticut, New England reflected little activity. Rhode Island, for instance, had nothing to show for the entire year. Massachusetts and New Hampshire each had one new opening. Maine also had one. Ditto Vermont.

The states which were most active all year around, were California with six new openings for the first quarter, seven for the second quarter, four for the third and 14 for the final three months; Texas with five, 12, seven and eight; Arkansas with three, three, 11 and four; Illinois with three, four, three and three; Indiana with five, two, one and 10; Kansas with three for each quarter; Michigan with six, one six and one; New York with four, five, two and four; North Carolina with two, one, three and four; Ohio with three, one, four and 10; Tennessee with two for each quarter except the last when it had seven; West Virginia with one, two, seven and

(Continued on page 18)

. . . And Texas Led All the Rest

This is a state-by-state record of new theatres which entered the competitive arena in 1939. *The chart is predicated on the quarterly surveys made throughout last year and based on reports gathered by* BOXOFFICE'S *nation-wide corps of correspondents:*

State	*1st Quarter*	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Total*
Alabama	2	1	1	....	4
Arizona	....	....	....	....	....
Arkansas	3	3	11	4	21
California	6	7	4	14	31
Colorado	....	1	1	2	4
Connecticut	1	4	2	9	16
Delaware	1	....	.....	....	1
District of Columbia	....	....	1	1	2
Florida	....	1	1	2	4
Georgia	3	1	1	4	9
Idaho	....	1	....	....	1
Illinois	3	4	3	3	13
Indiana	5	2	1	10	18
Iowa	1	2	4	6	13
Kansas	3	3	3	3	12
Kentucky	1	....	1	8	10
Louisiana	....	5	2	2	9
Maine	....	1	....	....	1
Maryland	....	....	1	1	2
Massachusetts	....	....	1	....	1
Michigan	6	1	6	1	14
Minnesota	1	2	3	1	7
Mississippi	2	1	3	3	9
Missouri	1	1	....	5	7
Montana	1	....	....	....	1
Nebraska	1	1	1	3	6
Nevada	....	....	....	....	....
New Hampshire	....	1	....	....	1
New Jersey	....	1	....	1	2
New Mexico	....	....	....	....	....
New York	4	5	2	4	15
North Carolina	2	1	3	4	10
North Dakota	....	....	....	....	....
Ohio	3	1	4	10	18
Oklahoma	....	3	2	....	5
Oregon	....	....	....	....	....
Pennsylvania	2	....	1	9	12
Rhode Island	....	....	....	....	....
South Carolina	3	....	1	1	5
South Dakota	1	....	....	....	1
Tennessee	2	2	2	7	13
Texas	5	12	7	8	32
Utah	....	1	....	1	2
Vermont	....	....	....	1	1
Virginia	2	2	....	2	6
Washington	1	1	1	6	9
West Virginia	1	2	7	4	14
Wisconsin	3	....	....	....	3
Wyoming	....	....	2	....	2
Canada	8	8	3	3	22
Total	78	82	86	143	389

389 New Theatres Entered Field In 1939; Heaviest in South

(Continued from page 17)

four. Canada's openings were eight each for the first two quarters and three each for the last two.

North Dakota is another state which did not see a new theatre added. For Arizona, the best that could be said was two planned in the second quarter and no final report for their progress. For New Mexico, two houses were reported in work and another planned, as of the second quarter. The fourth quarter still showed one planned and no account of construction progress. As for Oregon, the second quarter showed one planned. The third quarter showed no damage, but the fourth quarter finally indicated the house was in work.

At the end of the fourth quarter, the final tally showed 71 theatres in various stages of construction and 74 additional units contemplated. In most cases, reports overlap if there has been no further change since the previous quarter. The list of new openings includes theatres which have been in work for more than three months.

New building by the majors and their subsidiaries has been reduced to a minimum because of an agreement with the department of justice during the pendency of the all-industry suit. There has been some activity, but in the main the new additions have been in open territories or in spots where the competitive situation would not reflect on independent operation. From the quarter-to-quarter reports, National Theatres' subsidiaries, particularly FWC, has been adding new projects, either by making deals for theatres being built for them, or entering partnerships with exhibitors already affiliated with the circuits.

RKO is the only major circuit which can claim no new theatre. None of its partners in the field has built during the past year and there are no plans afoot. As a matter of record, this circuit lopped off a few units.

If the current number of theatres under construction and planned in the near future materialize, the indication is there will be 145 new houses added to the theatre map in this country and Canada before July 1.

The final quarter of 1939 *witnessed the opening of* 143 *new theatres in the United States and Canada. Detail covering Alabama, Arkansas, California, Colorado, Connecticut, the District of Columbia, Georgia, Illinois, Iowa and Kansas already has been published. The rest follows:*

Kentucky

Falmouth—Max Goldberg is planning a house.

Jackson—The Misses Turner and Childers are erecting a new house for April 1 opening with 450 seats.

Louisville—Leo Ciacio opened his new 600-seater called the Downs.

Construction of the new Palace, an $80,000 Williston chain project, is now under way.

Mittens, Earlaps and Dishes Again

Bug Tussle, Va.—A disgruntled opportunist is Tad Wattle, operator of the Moose. When the temperature dropped to 10 below zero, Wattle shelved his usual dish giveaway and offered instead earlaps for the women and wool-lined mittens for men patrons. When the cold departed and normal weather returned, Wattle was asked to take back the mittens and earlaps and replace them with the customary dishes.

London—A new theatre is being built by O. J. Minnix and A. K. McClure who also operate the Southland.

New Haven—An old school building has been converted into a theatre here by Father Gettelfinger of St. Catherine's Catholic Church. He formerly operated a community theatre at Vine Grove, Ky.

Newport—Willis Vance's new theatre opened recently.

Paintsville—Another new house reported planned by A. Williams, town jailer, and is set for April 1 opening.

Paris—Schine has opened a new house.

Prestonburg—W. C. Elliott has opened a new 600-seater.

Raceland—The Yawowitz Bros. have opened their new theatre.

St. Matthews—The Settos' new Vogue has opened.

Taylorsville—John L. Denton and Kermit Sumner have opened their new house.

Vanceburg—The Kentucky has been opened by Neil Hubbard.

Louisiana

Baton Rouge—Columbia Theatre, Inc., is constructing an 1,800-seat house.

Epps—A new house is being planned here by G. B. Wilkes of Lilly, La.

New Orleans—Jaydell Theatres has opened its new Circle, costing $125,000.

Pierre Parte—B. P. Eposito soon opens a new house here, unnamed as yet, but seating 200.

Maine

Houlton—Martin J. Mullin of M. & P. says the new 850-seat house to be built on the Snell House property next to the Temple Theatre is scheduled for a spring opening.

Maryland

Arlington—The new Buckingham, operated by Neighborhood Theatres, is now doing business with John Duffus managing.

Hollywood—M. Weiner is building a new house.

Massachusetts

Boston—The Lieberman circuit has started work on the new 700-seat theatre on Washington St. at an estimated cost of $150,000.

Elizabeth Fermento is building a new 620-seat house.

Lexington—D. J. O'Connel of Tremont St., Boston, may build here.

Williamstown—Report has it that a theatre building will rise shortly.

Worcester—E. M. Loew is progressing with the construction of his new house to be managed by R. L. Daniels.

Michigan

Detroit—The New Harper, the 13th in the Wisper & Wetsman chain, opened recently, seats 2,000.

Julius D. and Milton London, who operate the Book and Arcadia, have started construction on a 1,000-seat theatre on Third St. Opening is scheduled for March.

Lewis M. Lash and W. M. Gilpin, who have the Saline at Saline, plan to add a new house in the metropolitan area.

Reports persist Associated Theatres will build two local houses shortly, probably in suburban neighborhoods.

It is reported a newsreel theatre will be built and a site at Woodward Ave. or Washington Blvd. is being sought.

Plans for another new theatre have been disclosed, the house to have about 1,000 seats.

Jack Broder's new Time won't open until about January 15.

Traverse City—E. C. Beatty of the Butterfield Circuit has announced plans for a new $85,000 house.

Minnesota

Big Lake—R. F. Davis is building a theatre, the first for the city, which he will operate himself.

Madelia—The new Madelia has been opened by Bernard L. Larkin.

Minneapolis—Irving Gillman is planning to name his contemplated neighborhood theatre the Egyptian.

Mississippi

Aberdeen—Earl Elkin opened a new 750-seater. It is called the Elkin Junior.

Grenada—Homer Williams, operator of the Grenada, has a second house in construction.

Jackson—The new Pix, now under construction and scheduled for opening early in 1940, is being built by W. D. Riemers, Van Downing and B. C. Ricketts.

McComb—Solomon Bros. who operate at Tylertown and Columbia, opened the new Palace, seating 600.

Missouri

Maryville—C. E. Cook has opened the new Tivoli.

Piedmont—A. B. Jeffries, owner of the new Piedmont, plans another house.

Poplar Bluff—A new house is being erected by Paris, Ark., theatre men.

Queen City—The new theatre is being opened by Wayne Henderson shortly.

G. W. Hamilton has opened his first theatre.

Richmond Heights—Harry Greenman is manager of the Richmond Heights which opened recently.

St. Charles—The Frisina interests plan to open their new Ritz, seating 350, at an early date.

St. Louis—The new Rio which opened

(Continued on page 20)

Suit by Government Cuts Major Activity

MIAMI Every day tops "Alexander's Band"

NEW YORK In second big week

BALTIMORE Beats "Stanley and Livingstone"

BRIDGEPORT Biggest of entire season

HARTFORD Out-grosses "Alexander's Band"

WORCESTER Leads "The Rains Came"

DARRYL F. ZANUCK produced... HENRY KING directed...

LITTLE OLD NEW YORK

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

IN THE TRADITION OF SUCCESS

Eastern and Central Construction Rise

(Continued from page 18)

recently is being operated by Edward Lake, Lon Hocker, Elmer Schoor, William O'Donnell and H. W. Sellman, all of St. Louis.

The Esquire, a second run in the Richmond Heights suburb, opened recently. It is reported interests behind this project contemplate several more houses of the type in outlying sections.

Shelbyville—The Shelbyville Theatre Co. has been incorporated with $5,000 capital to finance erection of a new theatre.

Troy—A new house is planned by Charles R. Rudolph, owner of the Colonial.

Nebraska

Beatrice—Frank Hollingsworth has opened the new Pix here.

Mitchell—Frank and Joe McDonald have opened their new Nile here. It replaces the Crystal.

O'Neill—The new Royal, built by Scott-Ballantyne, has been opened by Mrs. Georgia Rasley.

York—Central States has opened the York, a new house which will operate only for weekends.

New Hampshire

Laconia—Sydney M. Goldfine of Boston will build a new house here to seat 800. Work will start the first of the new year.

Manchester—Lucien Descoteaux is preparing to convert the Sun Building on Amherst St. into a modern theatre.

Camden—A. M. and Martin B. Ellis have opened the new Tower.

New Mexico

Mora—N. Cornett is opening a new house, the first in this town, which has a population of 1,500.

New York

Ellenville—Scholerson & Popkin, operators of the Center at Woodbourne, announce plans for an 800-seater.

Liberty—Reports are current that a new 850-seater will get under way for opening in April.

New York—The new Clinton in Brooklyn, operated by the Randforce Circuit, has opened.

The new Kent located on Coney Island Ave. has also opened.

The Interboro Circuit has opened its new 599-seat Trylon located in Brooklyn.

Max A. Cohen, Allied of New York head and president of Cinema Circuit, plans a 1,000-seat project at 116th St. off Fifth Ave.

The New Era Realty has acquired two sites in the Park Chester development, Bronx, for a new house.

Nevada

Ely—Construction is to be started soon on the Hull, a new 700-seat project by P. W. and S. W. Hull, who operate at Ruth, Austin, Ely, Fallon and Virginia City, in Nevada.

North Carolina

Albemarle—C. G. Lawing has formally opened the new Roxy.

Clinton—R. P. Rosser is building a new house. He owns two houses in Sanford.

Franklin—Aldun Theatres are planning to build a new house on the site of the burned Riverview.

Monroe—The Center—a Wilby & Kincey house—is projected for this town.

Morgantown—The new Mimosa has been opened.

Troy—Dr. Reese Blair's new Dixie has been opened. G. L. Faw is the manager.

Wilson—Ervine Stone has been appointed manager of the new Carolina, the recently opened house of the North Carolina Theatre Circuit, a Kincey subsidiary.

Wilmington—George W. Bailey plans a modern theatre in this city.

Ohio

Beverly—C. O. Dixon has opened his new house known as the Dixon.

Cincinnati—Lou Wiethe's new Westwood was expected to be ready for opening February 10.

The Mt. Lookout, Jerome Jackson's new house, will open about February 15.

Columbus—Reports are current about a new house to be built in Cleves. Rappold Brothers opened their new house here recently.

Columbus Grove—A new house known as the Grove opened recently and seats 350.

Dayton—A new house costing $200,000 and seating 1,500 will be built on the site of Memorial Hall, according to C. W. Spofford, superintendent of Military Hall.

Euclid—The Shore, a new house seating 1,500, opened recently.

Hudson—Rumor has it Loren Solether of the Falls, Chagrin Falls, will lease a new theatre to be erected here soon. Capacity will be 450.

Irontown—Reports are the new Southside will be opened by Rudy Skirball.

Lorain—A new house opened recently known as the Pearl and seating 1,000.

Massillon—The opening date of the $100,000 Skirball theatre now under construction is uncertain.

McArthur—W. C. Smith's new Vinton seating 900 has opened.

New Philadelphia — Shea Theatres is constructing a new house, set for spring opening.

North Canton—A new house called the Park and seating 600 opened recently.

Norwalk—The Schine Circuit is planning to build a new house.

Painesville—Jack Shulman and Abe Schwartz opened the Lake which seats 1,239.

St. Marys—Holland and France are said to be negotiating for a new 300 seater.

Toledo—E. D. Stutz has opened his new 500 seat Dixie.

Wauseon—P. R. Toumy of the Princess has opened his new 300 seat house.

Oklahoma

Vinita—New RCA sound has been installed by Dick Fryer in his new, as yet unnamed house.

Oregon

Bend—Tower Theatre Corp. hopes to open its new $75,000 house around mid-February. It will seat 900.

Pennsylvania

Aspinwall—A new 600 seat theatre will be built here by the Mervis Brothers of Pittsburgh.

Brockway—The new one story brick theatre planned by Joseph B. Kosco will be started in the spring. It will seat about 500 and cost about $25,000.

Darby—Will Hopf and Karl Munzer are putting up a new 850-seater on Main St. to cost about $150,000.

Holmstead—John Stahl who operates here is expecting immediate approval of plans for a new 700-seater at Holmstead Park on Main St.

Jeannette—The new Harris-Manos 900-seater has opened with Don F. Stitt managing.

Ligonier—The new Ligonier has been opened by Alex Alexas. It seats 700.

Meadville—A new theatre will be erected here for Dr. H. C. Winslow with 500 seats.

Mt. Penn—Wilmer and Vincent's Majestic opened recently.

Philadelphia—The Stanley Co. has sent plans to contractors for bids on a new house to be known as the Astor at Girard Ave. and Franklin St.

Earl Rohrbaugh has opened the new Oxford.

Pittsburgh—The Alpine circuit has taken bids for the new Alpine to be built in Sheraden with about 650 seats. It will be completed March 1.

Sharon—Construction starts early in the spring on a 1,000 seat house by Louis Shafran, local grocer.

Smithton—John Sheppard's new theatre seating 420 opened recently.

Tarentum—The new Dattola was opened recently by Bart Dattola.

Watsontown—Howard J. Thompson who operates in Clearfield, Bellefonte, Curwensville and Coalport has broken ground here on his latest house and expects to open in February.

Waynesburg—Larry Puglia has opened his new 800 seat Opera House on the site of the old theatre of the same name.

West Reading—Wilmer & Vincent have opened their new house.

Woodbury—The Atlantic Theatres have opened their new house called the Wood.

South Carolina

Aiken—Herb Ram, who operates the Patricia, is building a new one adjoining it which he will call the Little Patricia.

(Continued on page 24)

Nearly 400 New Houses in '39 As South Leads the Parade

But It Didn't Come From the Screen

Pencil Point, Miss.—Necessity continues to be the mother of invention, but sometimes misleading. Case point is the film salesman who drove off his usual route to put in here in the hopes of getting some new business when he detected the odor of burning rubber in the air and thought a new industry had sprung up. It turned out to be nothing but a kid matinee, whereby two old rubber tires were good for one admission. The exhibitor used the tires for fuel to keep his theatre warm.

A Private Nurse Says:

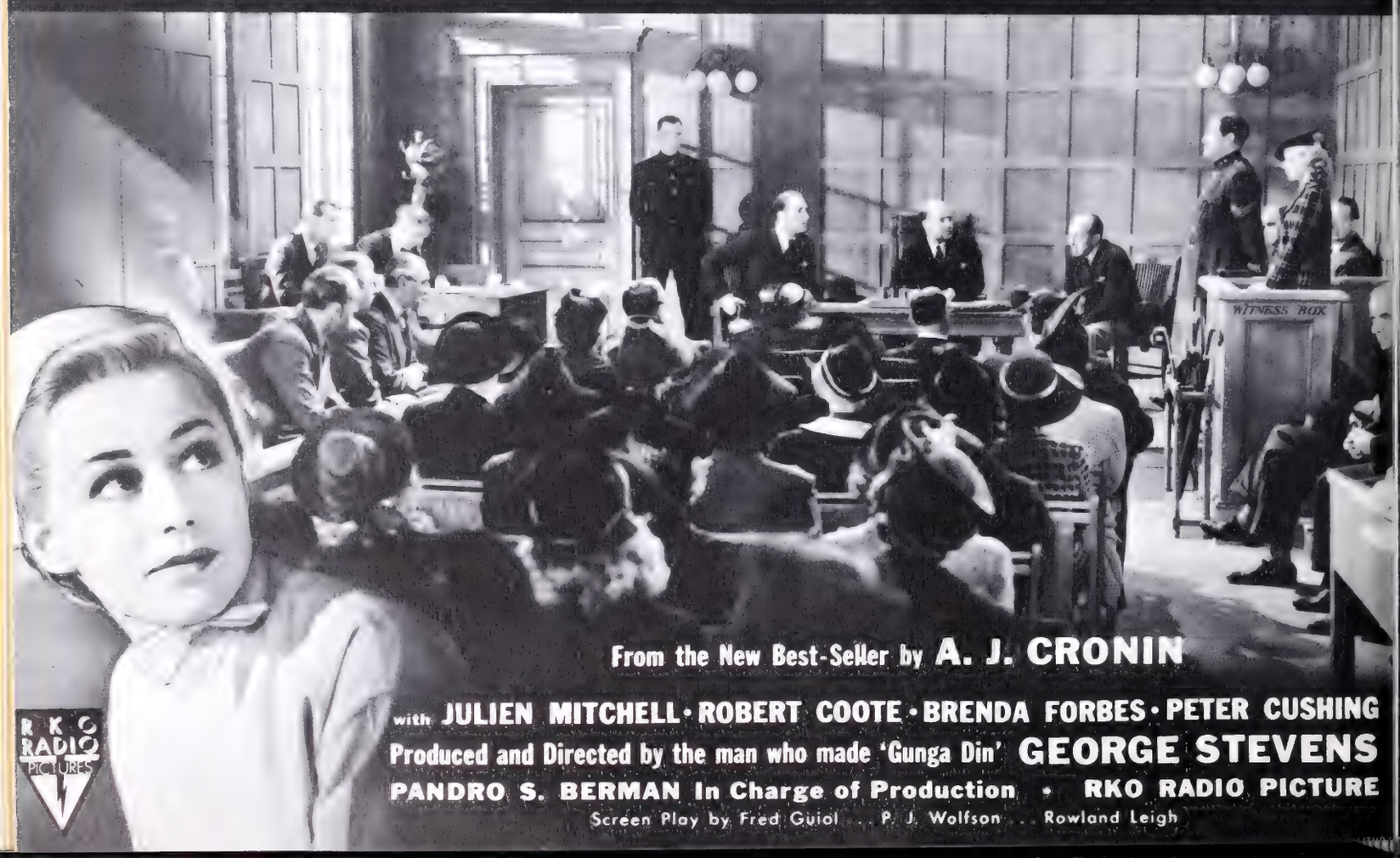
"It takes a lot to make me love a man in the face of all I know about them!"



CAROLE
Lombard
BRIAN
Aherne
ANNE
Shirley

THE AUTHOR OF "THE CITADEL" *reveals the intimate secrets of a private nurse, in a drama more absorbing than his first great success—the story of two sisters who braved a ruthless code to find the love their spartan calling would deny them! Played by three great stars with a brilliance that fires flesh and blood into the most sensational serial published by Good Housekeeping Magazine in years! . . A dramatic flame to blaze new box office wildfire everywhere!*

"VIGIL IN THE NIGHT"



From the New Best-Seller by **A. J. CRONIN**

with **JULIEN MITCHELL · ROBERT COOTE · BRENDA FORBES · PETER CUSHING**

Produced and Directed by the man who made 'Gunga Din' **GEORGE STEVENS**

PANDRO S. BERMAN In Charge of Production · RKO RADIO PICTURE

Screen Play by Fred Guiol . . P. J. Wolfson . . Rowland Leigh

RKO RADIO PICTURES



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.



Paramount's Musical Romance Wins Blue Ribbon for January

"The Great Victor Herbert," Paramount's lavish musical romance, has been selected by the National Screen Council as winner of the BOXOFFICE Blue Ribbon Award for January, and designated as the outstanding release for that month.

Andrew L. Stone produced and directed "The Great Victor Herbert," which stars Allan Jones, Mary Martin and Walter Connolly.

"The Great Victor Herbert" tells the story of a young actor and actress of Broadway in the gay, romantic days when Victor Herbert's name highlighted the show world, who found fame as the stars of Herbert's operettas, and happiness through their friendship with the great composer.

Paramount also won BOXOFFICE Blue Ribbon Award honors in December, for its production of "Gulliver's Travels."

Cast of Characters

John Ramsey .....ALLAN JONES
Louise Hall.....MARY MARTIN
Victor Herbert..WALTER CONNOLLY
Dr. Richard Moore....LEE BOWMAN
Marie Clark.....JUDITH BARRETT
Peggy (14 *yrs.*)....SUSANNA FOSTER
Barney Harris.....JEROME COWAN
Warner Bryant.....JOHN GARRICK
Albert Martin.....PIERRE WATKIN
Michael Brown.....RICHARD TUCKER
George Faller.....HAL K. DAWSON
Forbes.....EMMETT VOGAN
Mrs. Victor Herbert
.....MARY CURRIER
Lamp Lighter.....JAMES FINLAYSON

Production Staff

Chief of Production
.....WILLIAM LEBARON
Producer-Director
.....ANDREW L. STONE
Based on a story by
.....ROBERT LIVELY and ANDREW L. STONE
Film Editor.....JIMMY SMITH
Screenplay.....RUSSEL CROUSE and ROBERT LIVELY
Art Directors.....HANS DREIER and ERNST FEGTE
Sound Mixer.....HUGO GRENZBACH
Photography
.....VICTOR MILNER, A.S.C.

Texas Tops All With 32 Newly Erected

(Continued from page 20)

Chester—Fred J. Powell will convert a building here into a theatre. Cherokee Theatres will open their new Chester about April 1.

Rock Hill—R. E. Bryant, operator of the Capitol, plans to open his new $75,000 house, seating 700, here by April 1.

Sallee—The New Sallee was opened recently by C. A. VanDerBurgh.

TENNESSEE

Livingston—Mike Brown, co-owner of the new Ritz at Barkersville, Ky., has opened a new house.

Munford—H. N. Haddad has opened his new Munford.

Murfreesboro—The Roxy was opened recently by the Crescent Amusement Co.

Paris—B. F. Diggs has completed his new Princess, seating 700.

Shelbyville—The new Bedford has been opened by James Tune, owner of the Princess.

Smithville—The new Fox has opened.

Texas

Alice—The new Rialto has opened under management of Milt Karl.

Bryan—Mrs. Morris Schulman has opened the new Queen here.

Cushing—Jack Sanders has opened a new theatre.

Dallas—P. G. Cameron will branch out with a new house in the west section of this city. Cost is to be $50,000; seating capacity, 750.

Corpus Christi—Corpus Christi Theatres has acquired four sites for as many new theatres. Plans are set for two, the other two hinging on government approval of a naval base.

Denison—Lillian Walker plans to open a Negro theatre.

Hillsboro—Joe Vaughn is to open the Star, third theatre in town.

Honey Grove—B. R. McLendon is demolishing two buildings for the site of his new theatre.

Houston—Interstate has opened the new Alabama.

L. C. Baxley is planning a new neighborhood house.

Robert Z. Glass has opened the new Stude.

Nocona—G. Farris Squibb has opened his new house.

Naples—W. W. McNatt has opened his new Inez Theatre.

Sabinal—The Ross has opened. Gene Burris is operating.

South Ft. Worth—M. S. White anticipates opening the White on Hemphill St. in about a month.

Utah

Vernal—Intermountain has opened the New.

Vermont

Montpelier—The new Capitol is open.

Virginia

Covington—Jeff Hoffheimer opened his new Visulite recently.

Danville—Wilby & Kincey have opened a new house, called the Dan.



143 New Units Built In Last Quarter

Narrows—A site for a theatre has been purchased by Lincoln Theatres. It will be a 600-seat house.

Pearlsburg—C. A. Lucas has opened a new 660-seater. He operates four other theatres here.

Washington

Coeur D'Alene—C. A. Paisley has opened his new Roxy.

Dishman—G. E. Hutchings is planning to open the new Disman.

Gilchrist—B. A. Stover is operating the new Liberty which opened recently. It seats 500.

Renton—Erwin Fey will build a new 550-seat theatre. Work is scheduled to start in February.

Salem—Keller & Randall have opened a new house.

Mel Sohns has opened his new theatre, the Den, in suburban Lake Burien.

Tigard—The $50,000 Joy, built and operated by A. A. Taggart, has opened.

West Virginia

Cameron—A new 500-seat house has been opened here by Sperling & Lowe, of Moundsville.

Clay—The Plaza has been opened by Gene Heasley.

Marmet—A. H. McHafie is building a theatre.

Whitesville—Steve Lang has opened his new Liberty.

Woodsdale—Chris Velas' new 850-seat Mayfair, which cost $70,000, is open.

Wisconsin

East Troy—August C. Geyer, Palmyra operator, is building a theatre.

Menomonie—Fred and William Smith are planning a new 750-seat house.

Waukesha—L. F. Thurwachter, operator of the Park and Avon is erecting a new 500-seat house.

Canada

Alberni—Harold Warren expects to open his new 400-seat house, which is now under construction, in March.

Asbestos—Mel Lodge has opened the newly built theatre in this town.

Chipman, N. B.—J. A. Williams is building a new house.

Fort William—A new theatre is being constructed.

Oshawa—A new theatre to be known as the Biltmore will be finished next spring.

Sault Ste. Marie—Famous Players Canadian has opened the new Orpheum.

Toronto—A. Merker has purchased a site for a new independent theatre.

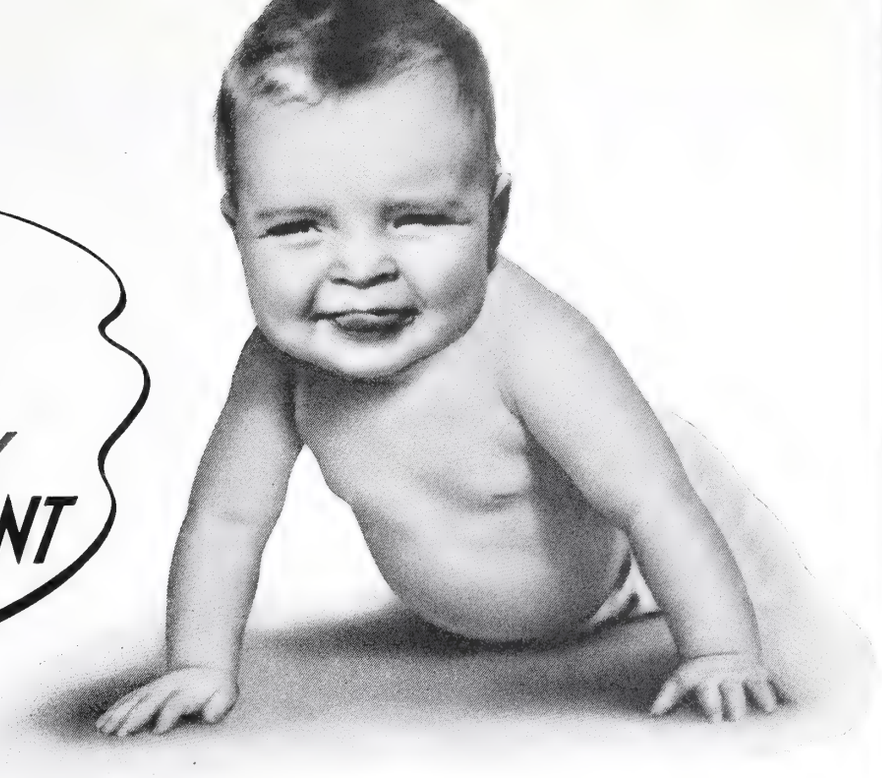
L. G. Farrow of Port Credit has purchased a site for a new 600-seat theatre.

The downtown Pylon has been opened by Roy Lewis and T. M. Sterling. Chris Holmes is manager.

Say War Tax Is Out

TORONTO—Usually well-informed sources say the Ontario government has dropped consideration of revival of an amusement tax as a wartime measure. This is without official confirmation in light of the fact the bill has been prepared for introduction during the current legislature.

The Prize Baby MAKES AN ANNOUNCEMENT!



THIS IS A GRAND occasion for us. We feel warm, happy and grateful and we want to thank you . . . Exhibitor Leaders, Exhibitors, Producers, Trade Paper Publishers and Editors . . . the whole industry . . . for the hundreds of congratulatory messages you sent on the creation of our new child . . . ADVERTISING ACCESSORIES, INC.

● In this new addition to the **NATIONAL SCREEN** family we assume a tremendous obligation to our customers, to the distributors whose product we handle and to the industry. Our aim is satisfied customers . . . good, showmanship theatre advertising that will help you sell your show . . . and increased service . . . **NATIONAL SCREEN** Service! . . . and fair dealing to all.

● We have nothing to sell but advertising. Trailers on the screen through **NATIONAL SCREEN SERVICE.** Lobby displays through **NATIONAL SCREEN ACCESSORIES, INC.,** and now the complete line of distributor accessories for all companies serviced through the new baby . . . **ADVERTISING ACCESSORIES, INC.** Our aim has been and always will be to give you the best theatre advertising it is possible to produce at the fairest prices.

● Accessories for all companies serviced through the new **ADVERTISING ACCESSORIES, INC.,** will be available to you on a rental basis with current rental prices prevailing.

THERE WILL BE NO INCREASE IN PRICES!

● *That means immediate savings to those exhibitors who now buy their accessories outright. And, peering into the future, we feel certain that as our organization develops and our business increases we will be able to make substantial reductions in the price of accessories, as we did with trailers. Our record speaks for itself.*

● We have been in business twenty-one years and as our business has grown we have shared the benefits with our customers in reduced prices and superior service. We will continue to share, for we have learned during the years that fair dealing pays dividends.

● We are optimistic about our future and the future of motion pictures. The whole **NATIONAL SCREEN SERVICE ORGANIZATION** has been built around men with the ability to accept and foresee new trends . . . to inject new creative inspiration into theatre advertising.

● *We will continue to build that way, with the new baby too,* **ADVERTISING ACCESSORIES, INC.,** *devising new ways and means of bringing more people into your theatres through these great mediums of theatre advertising* . . . **TRAILERS . . . LOBBY DISPLAYS . . . ACCESSORIES.**

● We repeat—**ADVERTISING ACCESSORIES, INC.,** entails many heavy obligations. A tremendous financial obligation to our **COMPANY** . . . a serious obligation to **DISTRIBUTORS** whose productions we handle . . . an important obligation to **EXHIBITORS** whom we service. We will try to meet them in the same manner that we have always met our obligations.

● *For it has been a rule of our business life to let performance be our best advertisement. We will continue to live by that rule.*

NATIONAL Screen SERVICE · NATIONAL Screen ACCESSORIES

ADVERTISING ACCESSORIES, INC.

"WIND" SWEEPS GROSSES TO RECORD HEIGHTS

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—Cleveland, New Haven 750
Oklahoma City 700
Chicago, Indianapolis 600
Portland, Ore. 500
Denver, Kansas City.....400

GRAPES OF WRATH—New York.....300

GONE WITH THE WIND—Milwaukee, Seattle 250

JUDGE HARDY AND SON—New York (2nd wk.) 230

FIGHTING 69TH—New York 210

GONE WITH THE WIND—Boston (6th wk.) 205

HIS GIRL FRIDAY—Los Angeles.....200

GONE WITH THE WIND—New Orleans, New York (7th wk.), Omaha (2nd wk.) 200

FIGHTING 69TH—Philadelphia.....190

GONE WITH THE WIND—Philadelphia 180

FIGHTING 69TH—Seattle 175

GERONIMO!—New Haven 155

FIGHTING 69TH—Boston, Kansas City, New Orleans, Portland.....150

GONE WITH THE WIND—Salt Lake City 150

INVISIBLE STRIPES—New Orleans....150

EXTENDED RUNS

Harvest, 19th wk., World, New York City.

Gone With the Wind, 8th wk., Astor and Capitol, New York City.

Of Mice and Men, 5th wk., Los Angeles.

Swanee River, 4th wk., Pittsburgh.

Judge Hardy and Son, 3rd wk., New York City.

Remember the Night, 3rd wk., New York City.

BOSTON

Fenway—**Ninotchka** (M-G-M); **Secret of Dr. Kildare** (M-G-M) 145
Keith's Memorial—**Swanee River** (20th-Fox); **Flying Deuces** (RKO), 2nd wk. 60
Loew's Orpheum—**Gone With the Wind** (M-G-M), 6th wk. 205
Loew's State—**The Housekeeper's Daughter** (UA); **Music in My Heart** (Col) 135
Metropolitan—**Fighting 69th** (FN); **High School** (20th-Fox) 165
Paramount—**Ninotchka** (M-G-M); **Secret of Dr. Kildare** (M-G-M) 140

CHARLOTTE

Broadway—**Beware, Spooks!** (Col) 90
Carolina—**Gone With the Wind** (M-G-M).....110
Imperial—**The Fighting 69th** (FN).....110
State—**Emergency Squad** (Para), 1st half..... 90
State—**Legion of the Lawless** (RKO), 2nd half.. 90

CHICAGO

Apollo—**Remember the Night** (Para), 2nd loop wk. 85
Chicago—**The Fighting 69th** (FN), plus stage show, held 2nd wk.....130
Garrick—**A Child Is Born** (WB), 2nd wk..... 90
Oriental—**Gone With the Wind** (M-G-M), 3-a-day, held 2nd wk. 310
Palace—**Invisible Man Returns** (Univ); **The Flying Deuces** (RKO) 85
Roosevelt—**The Housekeeper's Daughter** (UA).. 90
State-Lake—**Henry Goes Arizona** (M-G-M), plus stage show 80
United Artists—**Judge Hardy and Son** (M-G-M), held 2nd wk. 100
Woods—**Gone With the Wind** (M-G-M), road-show, held 2nd wk.....600

CINCINNATI

Albee—**Shop Around the Corner** (M-G-M).....110
Capitol—**Gone With the Wind** (M-G-M), 6th wk. 120
Keith's—**Great Victor Herbert** (Para), 2nd wk...100
Lyric—**The Invisible Man Returns** (Univ).....100
Palace—**His Girl Friday** (Col) 130
Shubert—**Cisco Kid and the Lady** (20th-Fox)..130

CLEVELAND

Allen—**A Child Is Born** (WB) 75
Hippodrome—**His Girl Friday** (Col) 125
Palace—**Green Hell** (Univ), plus stage show...100
State—**Raffles** (UA) 70
Stillman—**Gone With the Wind** (M-G-M).....750

DALLAS

Capitol—**Santa Fe Marshal** (Para), 1st half.... 85
Capitol—**The Man Who Wouldn't Talk** (20th-Fox), 2nd half 80
Majestic—**Fighting 69th** (FN), held over.....135
Palace—**Housekeeper's Daughter** (UA) 125
Rialto—**Dead End Kids on Dress Parade** (WB), 1st half 125
Rialto—**Geronimo!** (Para), 2nd half 125
Tower—**Day-Time Wife** (20th-Fox), 2nd wk....100

DENVER

Broadway—**Shop Around the Corner** (M-G-M); **Flying Deuces** (RKO), after a wk. at the Orpheum 100
Denham—**Remember the Night** (Para).....130
Denver—**His Girl Friday** (Col) 120
Orpheum—**Gone With the Wind** (M-G-M).....400
Paramount—**Tower of London** (Univ); **Charlie McCarthy, Detective** (Univ) 110
Rialto—**Destry Rides Again** (Univ), after a wk. at each the Denver and Aladdin; **Those High Grey Walls** (Col) 120

INDIANAPOLIS

Alamo—**Sante Fe Marshal** (Para); **Dead End Kids on Dress Parade** (WB) 70
Apollo—**Remember the Night** (Para), 2nd wk... 60
Circle—**Earl of Chicago** (M-G-M); **Congo Maisie** (M-G-M) 90
Indiana—**The Fighting 69th** (FN); **The Man Who Wouldn't Talk** (20th-Fox) 120
Loew's—**Gone With the Wind** (M-G-M).....600
Lyric—**He Married His Wife** (20th-Fox), plus Marie Wilson, Toby Wing and Rio Rita and orchestra on stage 100

KANSAS CITY

Esquire—**Congo Maisie** (Metro) 100
Midland—**Gone With the Wind** (M-G-M).....400
Newman—**Invisible Stripes** (WB); **Granny Get Your Gun** (WB) 70
Orpheum—**Fighting 69th** (FN); **Mexican Spitfire** (RKO), held over 150
Tower—**Cafe Hostess** (Col), plus stage show...100
Uptown—Same as Esquire 100

LOS ANGELES

Chinese—**Shop Around the Corner** (M-G-M); **Remember?** (M-G-M) 125
Downtown—**The Fighting 69th** (FN); **Calling Philo Vance** (WB) 125
Four Star—**Of Mice and Men** (UA), 5th wk.. 50
Hillstreet—**His Girl Friday** (Col); **Cafe Hostess** (Col) 200
Hollywood—Same as Downtown 125
Pantages—Same as Hillstreet 200
Paramount—**Geronimo!** (Para); Chief Thunder cloud on stage 115
State—Same as Chinese 140

MILWAUKEE

Palace—**Gone With the Wind** (M-G-M).....250
Riverside—**Beware, Spooks!** (Col); Chester Morris on stage 120
Strand—**Swanee River** (20th-Fox); **Geronimo!** (Para) 100
Warner—**Fighting 69th** (FN); **Mexican Spitfire** (RKO) 110
Wisconsin—**High School** (20th-Fox); **Judge Hardy and Son** (M-G-M) 100

MINNEAPOLIS

Aster—**British Intelligence** (WB); **Henry Goes Arizona** (M-G-M) 90
Century—**Judge Hardy and Son** (M-G-M), 2nd wk. 90
Esquire—**Four Just Men** (Mono)..... 90
Gopher—**Joe and Ethel Turp Call on the President** (M-G-M) 90
Orpheum—**Destry Rides Again** (Univ) 100
State—**Balalaika** (M-G-M) 85
World—**Intermezzo** (UA), 3rd wk. 90

NEW HAVEN

College—**Gone With the Wind** (M-G-M).....750
Loew-Poli—**Shop Around the Corner** (M-G-M); **Nick Carter, Master Detective** (M-G-M).....105
Paramount—**Geronimo!** (Para); **Rio** (Univ)....155
Roger Sherman—**Raffles** (UA); **Cisco Kid and the Lady** (20th-Fox) 110

NEW ORLEANS

Center—**Man Who Wouldn't Talk** (20th-Fox)...100
Globe—**Drums Along the Mohawk** (20th-Fox), 2nd run 90
Liberty—**His Girl Friday** (Col), 2nd run.....100
Orpheum—**Fighting 69th** (FN) 150
Rio—**Days of Jesse James** (Rep).....125
Saenger—**Invisible Stripes** (WB) 150
State—**Gone With the Wind** (M-G-M).....200
Tudor—**Ninotchka** (M-G-M) 100

NEW YORK

Astor—**Gone With the Wind** (M-G-M), 7th wk. roadshow 200
Capitol—**Gone With the Wind** (M-G-M), 7th wk. 200
Criterion—**Judge Hardy and Son** (M-G-M), 2nd wk. 230
Globe—**Lion Has Wings** (UA), 2nd wk..... 90
Hollywood—**Blue Bird** (20th-Fox), 2nd road-show wk. 90
Paramount—**Remember the Night** (Para), 2nd wk., plus stage show.....100
Radio City Music Hall—**Shop Around the Corner** (M-G-M), plus stage show.....105
Rivoli—**Grapes of Wrath** (20th-Fox).....300
Roxy—**Brother Rat and a Baby** (20th-Fox), plus stage show 90
Strand—**Fighting 69th** (FN), plus stage show..210

OKLAHOMA CITY

Criterion—**Shop Around the Corner** (M-G-M)..100
Liberty—**Nick Carter, Master Detective** (M-G-M); **The Marshal of Mesa City** (RKO). 80
Midwest—**Gone With the Wind** (M-G-M).....700
Plaza—**Balalaika** (M-G-M), moveover from Criterion 75
State—**His Girl Friday** (Col), 2nd wk.....125
Tower—**The Earl of Chicago** (M-G-M).....100

OMAHA

Brandeis—**Fighting 69th** (FN); **Mexican Spitfire** (RKO), 2nd wk. 95
Omaha—**A Child Is Born** (WB); **British Intelligence** (WB) 90
Orpheum—**Four Feathers** (UA); **High School** (20th-Fox) 90
Paramount—**Gone With the Wind** (M-G-M), 2nd wk. 200

PHILADELPHIA

Aldine—**Green Hell** (Univ) 75
Boyd—**Gone With the Wind** (M-G-M), 2nd wk., 2-a-day 180
Earle—Same as Boyd, 3-a-day 300
Fox—**The Fighting 69th** (FN) 190
Karlton—**The Shop Around the Corner** (M-G-M), 2nd wk. 110
Keith's—**Brother Rat and a Baby** (WB)..... 95
Stanley—**His Girl Friday** (Col) 125
Stanton—**He Married His Wife** (20th-Fox)....100

PITTSBURGH

Alvin—**Green Hell** (Univ) 75
Barry—**South of the Border** (Rep), 11 days....140
Fulton—**Geronimo!** (Para) 75
Penn—**Hunchback of Notre Dame** (RKO).....110
Senator—**Swanee River** (20th-Fox), 4th wk..... 60
Stanley—**Invisible Stripes** (WB); plus Eddy Duchin stage show 100
Warner—**Congo Maisie** (M-G-M); **Private Detective** (WB) 80

PORTLAND, ORE.

Broadway—**Gone With the Wind** (M-G-M), roadshow 500
Liberty—**Amazing Mr. Williams** (Col); **Reno** (RKO) 95
Mayfair—**Swanee River** (20th-Fox); **Beware, Spooks!** (Col), 3rd wk. (trans.) 95
Orpheum—**The Gentleman From Arizona** (Mono); **Kid Nightingale** (WB) 90
Paramount—**Remember the Night** (Para); **Music in My Heart** (Col) 95
United Artists—**The Fighting 69th** (FN); **Oh Johnny, How You Can Love** (Univ).....150

SALT LAKE CITY

Centre—**Destry Rides Again** (Univ).....110
Paramount—**Gone With the Wind** (M-G-M)...150
Studio—**Balalaika** (M-G-M) 115
Utah—**Eternally Yours** (UA); **Llano Kid** (Para) 110

SEATTLE

Blue Mouse—**Green Hell** (Univ); **High School** (20th-Fox), 2nd wk. 85
Fifth Avenue—**Gone With the Wind** (M-G-M), 2nd wk. 250
Liberty—**His Girl Friday** (Col) 110
Music Box—**Of Mice and Men** (UA) 100
Orpheum—**Invisible Man Returns** (Univ); **Congo Maisie** (M-G-M) 90
Palomar—**Fighting 69th** (FN), plus vaudeville..175
Paramount—**Shop Around the Corner** (M-G-M); **Man Who Wouldn't Talk** (20th-Fox)..... 90

RKO-Cocalis Dicker Now for Six Units

NEW YORK—Because of the interest in the new Metropolitan Life Insurance development at Park Chester, where Loew's already has closed for a new 2,000-seat house being built, RKO's talks with Cocalis circuit interests have simmered to six theatres instead of 13 in the Bronx.

Terms already agreed upon involve more than $1,000,000 for the six properties, five of which are owned in fee and one a long-term lease. The five which the Cocalis estate owns outright are the Pilgrim, Pelham, Interboro, Marble Hill and Castle Hill. The Ward is the long-term lease house.

RKO's nearest houses to the six Cocalis units are the Chester, Franklin and Empire. Loew's has the Dyckman, Inwood, Spoonor, Boulevard and several others.

Lawyers for RKO are understood investigating the properties involved and it is expected to take some months before a deal is concluded. The six houses are said to be the largest in the Cocalis group.

William Bein Named AA Eastern District Head

NEW YORK—William Bein, formerly head of the Theatre Poster Supply Co. of Cincinnati, has been named eastern district manager by Advertising Accessories, which has acquired Bein's company.

Local operations are being conducted from the Paramount exchange with Morris Gluck, formerly ad sales manager of the branch, in charge. Allan Robbins, son of Herman Robbins, president of National Screen, is assisting Gluck, as are Jerry Hodes, formerly ad sales manager of the local RKO exchange, Archie McClinchey and Dan Carroll, until recently with Paramount. Morton Cohen and Charlotte Furst, the latter formerly secretary to Gluck, have resigned from Paramount.

See "Young Edison" Bow In Port Huron, Mich.

PORT HURON, MICH.—Louis B. Mayer, William F. Rodgers, Howard Strickling, Mickey Rooney and Les Peterson left here Sunday following the premiere of "Young Tom Edison" at three local theatres. Mayer and Strickling came up from Miami Beach for the showing. Rodgers plans to spend about three weeks at the studios on production conferences.

New York Independents Behind Finnish Drive

NEW YORK—Independent theatre owners in this area have voted to cooperate February 17-18 on collections for the Finnish Relief Drive, according to L. E. Thompson, motion picture division chairman. More than 2,500 girls will contribute their services in lobbies during the drive.

N. J. Allied Meets Feb. 14

TRENTON—The next meeting of Allied of New Jersey is scheduled here February 14.

Dies Charges Studios Harbor Prominent Left-Wingers

NEW YORK—"From what I saw and learned while in Los Angeles and from a mass of verbal and documentary evidence, I reached the conclusion that at least 42 or 43 prominent members of the Hollywood film colony either were full-fledged members of the Communist Party or active sympathizers and fellow travelers, and that Hollywood contributed large sums of money to the Communist Party."

Representative Martin Dies speaking. He's doing it in the first of a series of articles for *Liberty* magazine, the opener titled "The Reds in Hollywood." As a prelude to the article by the chairman of the House committee on un-American activities, the magazine states briefly:

"All statements made and opinions expressed by Mr. Dies in this series of articles are his own, and *Liberty* disclaims responsibility for any of them. For his statement of his case, it has allowed him the fullest latitude within the laws of libel. As always, it will be happy, in any instance, to present the other side too."

He Pays a Tribute

Dies pays tribute to the producers for their part in offering to expose un-American activities—"they are anxious to do everything within their power to prevent the spread of Nazism and Fascism in America," he writes.

But he sees un-Americanism making more progress in California and on the west coast than in any other part of the country. Reference is made to a meeting attended by most of the large producers "such as Schenck and Samuel Goldwyn." After a hour's discussion "the producers were almost unanimous in the belief that the Communists did not constitute any menace to the country and that the real threat came from the Fascists and Nazis," Dies declares. "They told me that it was undoubtedly true that some of the actors and screen writers leaned very much to the left, but that there was nothing they could do about the matter because they were under contract with these actors and writers. I left this conference with the strong impression that Hollywood had

(Continued on page 30-D)

Dies Throws Posies At the Warners

New York—"It should be said to the credit of Warner Brothers that they have spent a great deal of money in the production of patriotic films," says Representative Martin Dies, discussing "The Reds in Hollywood" in "Liberty." "They have not received the cooperation that they had a right to expect," he goes on. "I am informed that some of the theatres would not exhibit these patriotic films because of a lack of interest on the part of their patrons and that, in no instance, have these films proved profitable."

Goldwyn Asks Retraction

Hollywood—Samuel Goldwyn, in a public statement, lauded Martin Dies for his "very fine job" in investigating un-American activities and, at the same time, in a telegram to the congressman, requested that Dies retract his statement in "Liberty" magazine which declares Goldwyn was present at a Hollywood roundtable discussion at which, Dies alleges, producers were "almost unanimous in the belief that Fascism and Nazism, not Communism, are the nation's real menace." Goldwyn declares he met Dies only once, at a luncheon given by Schenck, and complimented him briefly on his work.

FBI Probing Tums Airer on FCC Nod

WASHINGTON — Exhibitor complaints against the Tums "Pot O' Gold" broadcast have precipitated a department of justice investigation designed to ascertain whether the nationally-popular radio giveaway is a lottery in violation of law.

Airing of the situation last month by Representative Rudolph G. Tenerowicz (Dem), who put into the Congressional Record letters from Michigan exhibitors protesting that the program was causing theatres a loss of more than $1,000,000 a week in admissions and demanded that the federal communications commission immediately undertake a study of possible violation of the lottery prohibition of the communications act, elicited from the FCC this week an announcement that the Tums program and a Texas bakery program had been referred to the federal bureau of investigation.

"The commission has received complaints that these programs, which involve gifts of money by chance, violate Section 316 of the communications act which prohibits the broadcasting of 'any advertisement, or information concerning any lottery, gift enterprise, or similar scheme'," it was explained in the announcement.

Commission officials said the FCC itself has no authority to bring prosecutions for violations of law, its only jurisdiction being over licenses, and that all matters involving prosecutions must be turned over to the department of justice.

ITOA to Meet Feb. 14

NEW YORK—The next meeting of the ITOA will be held at the Hotel Astor February 14. Harry Brandt, president, who is back from Florida, will preside.

11th Warner Club Banquet

NEW YORK—The Warner Club holds its 11th annual banquet and ball at the Waldorf-Astoria, March 9.



—Ed Sullivan

Aid for the Migratory Birds—

Pressagent wizardry reaches a new high, Dorothy Lamour gets her feet cold, the feed and grain business benefits handsomely and some hungry ducks get fed, as witness above. Miss Lamour is shoveling out the corn to what she was led to believe were thousands of wild ducks starving in Long Island Sound due to freezing weather. The feathered flock in the lower right-hand corner is local color, courtesy of Shapiro's Pet Shoppe.

Color Television Impresses; Engineers See Long Wait

CAMDEN, N. J.—The newest development in television—broadcasting of colored images—was shown in a secret demonstration for members of the federal communications commission at the RCA Manufacturing Company's laboratory here.

Engineers who witnessed the demonstration said it showed that from a technical point of view "excellent progress" has been made. However, they admitted, color broadcasting has still a long way to go before it becomes a commercial possibility.

Main purpose of the RCA presentation was not to "sell" color television but rather to impress the FCC men, headed by Chairman James L. Fly, that television technique in general has reached the point where licenses for commercial telecasting ought to be issued.

Granting of such licenses has been opposed at the commission's hearings by motion picture interests and by television manufacturing companies which are not quite ready to start commercial distribution of receiving sets.

The FCC men witnessed transmission of black-and-white motion pictures. They were then taken on an inspection tour of the plant and the company's television transmitter by George K. Throckmorton and Robert Shannon, company officials.

The FCC men made a similar visit to the Philco Radio and Television Corp. laboratories. Philco, as well as RCA, favors immediate issuance of commercial television licenses to supplement experimental licenses now held by stations all over the country. One of the first commercial applications that would be acted on would be Station WCAU, Philadelphia.

Grainger in Charge at Chicago Sales Session

CHICAGO—James R. Grainger presided at the second of five Republic sales meetings at the Drake, Saturday. The first was held in New York, Friday.

Atlanta will be the scene of the third on February 15 to be followed by a Dallas confab on February 17 and a fifth at the studio in North Hollywood, February 19.

General plans were discussed and, in particular, ideas for "Dark Command," Republic's deluxer, which goes into release about April 1. The get-togethers will be held quarterly.

Nine Exchanges Represented At Meeting in New York

NEW YORK—Nine Republic exchanges were represented at the company's first regional sales meeting at the New York Athletic Club, Friday, with James R. Grainger presiding.

Those in attendance included: Herman Gluckman, New York and Philadelphia franchise holder; Morris Epstein, New York branch manager; Max Gellis, Philadelphia manager; J. H. Alexander, Pittsburgh franchise holder, accompanied by George Collins and Sam Fineberg, Pittsburgh salesman; Sam and Jake Flax, Washington franchise holders; Jack Bellman, Buffalo manager; Arthur Newman, Albany manager; Sam Seletsky, New Haven manager; M. E. Morey, Boston manager; Nat Lefton, Cleveland and Cincinnati franchise holder; Sam Gorrel, Cleveland manager, and Max Margolies, Cincinnati manager.

GN Trustee Secures Salary Pay Approval

NEW YORK—Referee Peter B. Olney jr. has signed an order granting permission to Harry Fromberg, trustee of Grand National, to pay 70 former employes $2,830 owed as salaries. This move disclosed the fact GN now has assets of approximately $60,000 against which there are claims of $32,000, plus administration expenses and allowances. The $32,000 is made up of $17,000 owed to the National City Bank, $12,000 due on rentals, and the $3,000 in salaries. The trustee has $38,148 in the bank now in GN's account, of which $20,000 is not affected by claims against it. The studio in Hollywood, subject to mortgages, is still worth $20,000 to the bankrupt, the assets in 28 exchanges are valued at $10,000, and the last $10,000 is made up of negatives, prints and pictures owned by GN.

Educational's application to dismiss the $10,000,000 supreme court stockholders' action against its two subsidiaries, Educational Films of Canada and of England, has been referred to Referee Paul J. McCauley by Supreme Court Justice Louis A. Valente. The referee will determine if the two subsidiaries have offices in New York. If so, they were properly served. If not, the action will be dropped. Federal Judge William O. Bondy has appointed James F. Dealy as attorney to the trustee, James A. Davidson.

Other Court Developments

Federal Judge William O. Bondy has authorized the payment by Irving Trust of $4,800 to Price, Waterhouse for auditing RKO's books for the year ended December 31, 1938.

The Societe Agatos, S. A., has settled and discontinued its $3,000 action against Du World Pictures in the supreme court. Suit charged failure to pay 65 per cent royalties due the plaintiff in the distribution of "Sans Famille."

Federal Judge Vincent L. Leibell has granted Stanley K. Oldden, as assignee of Pacent Electric Co., until March 15 to file a bill of particulars on A. T. and T., Western Electric, and Erpi, which Oldden is suing for $2,000,000 triple damages. Plaintiff claims Sherman anti-trust act violations in putting Pacent, which sold theatre equipment and recording apparatus, out of business.

Giordano's Italian Firm To Make Three in Rome

NEW YORK—With the Italian government subsidizing one-third of the production costs, the Italian American Producing Co., organized here by Dr. Philip Giordano, will produce three films at Cinecitta, Rome, Italy. The pictures will later be dubbed in English.

Shooting will get under way about April 1 with "The Slavers," a story by Gennaro Rea, the initial effort.

Second Series by De La Varre

NEW YORK—Columbia has signed Andre De La Varre to a new contract to produce a second series of "Columbia Tours," short subjects.

Rejects Anti-Trust Plans for Increase

WASHINGTON—Activities of the anti-trust division of the department of justice during the fiscal year which begins July 1, next, will be restricted to approximately their current pace as a result of the refusal of the House appropriations committee to approve a $400,000 increase sought by Assistant Attorney-General Thurman W. Arnold.

The decision of the committee was disclosed in its report on the supply bill for the department, in which it earmarked $1,250,000 for the Arnold campaign. This, while $41,000 more than provided for in the budget, was $59,000 less than the $1,309,000 provided for the current fiscal year.

In rejecting the increase asked for by Arnold, the committee explained it was restoring part of the proposed cut to evidence its sympathy with the work he was doing, but held that the need for economy was such as to preclude the expenditure of funds in excess of budget estimates even on activities which brought large returns to the treasury.

"In normal times with a balanced budget, the committee would be disposed to go considerably further in adding the amounts that would be necessary to bring to account all those violating the terms of the anti-trust laws," the report commented.

Jack Fields Would Play Unused Metro Product

JERSEY CITY—One of the conditions proposed by Jack Fields, operator of the Cameo here, in disposing of his clearance controversy with majors under threat of court action, is that the Skouras circuit permit him to play the M-G-M product it does not use at the Fulton. M-G-M already has granted Fields 21 days clearance after Skouras' Fulton, a reduction from 45 days. The Fulton follows Loew's Jersey City by 28 days.

Fields wants to play the M-G-M films the Fulton passes up, which, if granted, would put the Cameo ahead of the Tivoli, Capitol, Rialto and Apollo, Skouras subsequent runs. The Apollo now plays 14 to 20 days after the Fulton, which automatically puts it ahead of the Cameo. The Orient, Rosenblatt-Welt unit, always has had protection on the Cameo and is being asked to waive it.

An Injunction Is Denied Against Randforce Corp.

NEW YORK—A motion by 395 Amusement Corp., operator of the Gloria in the Red Hook section of Brooklyn, for a temporary injunction against the Randforce Amusement Corp. is denied by Federal Judge Grover Moskowitz. The plaintiff charges Randforce and five majors, 20th-Fox, Warner, Paramount, Universal and UA, with restraint of trade.

The complaint states Randforce, which acquired the recently constructed Clinton, conspired with the defendants to book all first run pictures into its theatre.

May 1 Date for All-Industry Trial Start Seen as Certain

NEW YORK—Any possibility of a delay past May 1 as the starting date of the all-industry suit apparently was done away when senior Federal Judge John C. Knox signed the formal order assigning the action to Judge Henry Warren Goddard and ordered trial for May 1. The defendants had agreed verbally several months ago to a May 1 date, but since then have complained to Judge Knox that pre-trial conferences, examinations before trial, and interrogatories made it impossible for them to be ready on that date.

The judge has had a stipulation before him since November, when the case was taken off the ready calendar, which allowed him full powers to decide the starting date. Apparently dissatisfied with the bickering, he has now made that date definite and official.

The only possibility that may delay the case seems to be an uncovering of evidence on part of the defendants which might require a few extra weeks. The government, ready or not, will begin May 1, sources close to the department state.

Jack Cohn's examination before trial, scheduled to start last Friday, was shifted to Tuesday. The Columbia applications to throw out the government interrogatories and the government application to throw out Columbia's will also be heard the same day. William A. Scully, general sales manager of Universal, is slated to be examined Wednesday. Examination of Cohn is expected to take four hours.

Clearance Shuffled In Baltimore Area

BALTIMORE—The Linden will day-and-date with the Fulton on all product playing the Metropolitan first run, under terms of settlement reached in the Linden anti-trust suit against Louis Rome and major distributors. Product which plays the Rialto first run will follow into the Fulton 14 days later and then into the Linden the week following.

The Fulton is about a mile from the Rialto and has followed it by 14 days. The Linden is next to the Rialto and now will follow the Metropolitan. The Schanze, a 300-seat house, which is in the same zone continues under its former arrangement. It did not enter into the settlement.

Because of the proximity of the Rialto to the Linden, the management of the latter house objected to a clause in Rome's contracts which gave him the option to book into this house as well as the Metropolitan.

Attorneys for distributors, in settling the case, hold all interests are satisfied by the arrangement.

"Anything that is destructive to clearance and run will be fought vigorously," counsel said in commenting on the settlement. "This is our right to contract. However, where we find we can settle minor complaints without mounting legal expenses, such as in the instance of the Linden, we are always open to settlement."

"Lincoln" Starts Feb. 22

NEW YORK—"Abe Lincoln in Illinois" will bow into the Music Hall on Washington's birthday.

UA Adds Sugarman

NEW YORK—Harold Sugarman has been added to the local UA sales force covering Albany and working out of the New York exchange under Charles Stern. Harris Wright has succeeded Joe Singer, Philadelphia salesman, who died recently.



—Ed Sullivan

Get a Transfer; Get a Dinner—

About 60 Paramount executives turned out for a testimonial dinner tendered Vincent Trotta and Don Velde at the New York Athletic Club. Under the deal between Paramount and Advertising Accessories, both transfer to the new company. Therefore, the dinner. Standing, left to right: Moe Kallis, Charles Reagan, Velde, G. B. J. Frawley, Trotta, Robert Gillham and Oscar Morgan. Seated, in the same order: Jack Roper, Jack Barry, Charles L. Casanave, Neil F. Agnew and J. J. Unger.

Advance "Wind" Sales Near Two Millions

NEW YORK—The advance reserved seat sale for "Gone With the Wind" at 125 engagements, either current or future, is approximately $1,850,000, while theatre grosses since the film opened December 17 in Atlanta have established an aggregate reputedly close to $4,000,000. Each booking calls for at least one reserved seat performance daily.

Leading the revenue parade is the twin Broadway showing at the Capitol and Astor with about $650,000 chalked up for a combined total at the end of the seventh week. The Astor, on a strict two-a-day schedule with a $2.20 scale, is advertising seats in advance for the next eight weeks. Capacity business of about $26,000 weekly has obtained since the premiere.

M-G-M claims the film set a new record for opening week wherever it has played. Here are some first week statistics, as given out: Palace, Albany, $42,800; Century, Baltimore, $44,900; Great Lakes, Buffalo, $41,000; Stillman, Cleveland, $34,000; Orpheum, Denver, $36,000; Paramount, Des Moines, $23,000; Loew's, Indianapolis, $36,600; Midland, Kansas City, $41,500; State, Memphis, $34,000; Palace, Milwaukee, $35,000; College, New Haven, $23,000; State, New Orleans, $38,800, and Century, Baltimore, $44,900. Twin engagements at the Carthay Circle and United Artists in Los Angeles are credited with more than $50,000 for the initial week, with $76,000 claimed for the Boyd and Earle in Philadelphia, $64,000 for the Woods and Oriental, Chicago, and $59,000 for the Wilson and United Artists, Detroit.

Golden on Six-Week Tour For Monogram's Drive

NEW YORK—Edward A. Golden, Monogram's general sales manager, is on a six-week tour in connection with the company's playdate drive. During his visit to 15 exchanges, he will participate in the selection of exploiteers to work on forthcoming releases in key situations. He plans to hold sales meetings in Atlanta, Memphis, New Orleans, Dallas, Los Angeles, San Francisco, Denver, Kansas City, St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and Albany.

"American Way" Into Production in April

NEW YORK—Harry M. Goetz plans to leave for the coast in April to start production of "The American Way" for RKO. John Twist, scenarist, has been in New York for the past month working on the script. He is expected to have the first one ready in two weeks.

Sussman Leases Amenia

AMENIA, N. Y.—Herman Sussman has acquired the lease on the Amenia. He takes the house April 1 and will close it for a month for alterations. He operates three others in this vicinity.

Columbia Signs AA Contract

New York—Columbia becomes the fourth major to sign with Advertising Accessories, newly formed National Screen subsidiary set up to rent display material on a centralized basis. RKO, Paramount and Universal are the others. Distribution of Columbia's accessories by AA will begin about March 1. Universal starts about February 15. The other two distributors' lines are now available through AA.

Ampa Starts Neatly With a Luncheon

NEW YORK—Ampa got off to a neat start at its first luncheon meeting under a new roof, Jack Dempsey's restaurant. About 85 members and guests remained the better part of two hours, apparently satisfied with the program.

There was no mistaking their enthusiasm for the high spot of the session. It came from The Reviewers, two girls and three boys whose satirical mimicry evidently caught the spirit of the occasion. Clever and streamlined, their material carried the stamp of sophisticated invention and sure delivery.

Terry Kilburn, featured in "Swiss Family Robinson" (courtesy of Rutgers Neilson), answered some questions put by President Paul Lazarus jr. In a bright exchange of patter the youngster observed he'd like to make acting a career, since he has no ambitions to be a truck driver.

Mary Howard had a few words for the assemblage, brief and to the point—"glad to be here."

Charles Casanave, vice-president and general manager of Advertising Accessories, outlined the aims and purposes of the new organization. "To think and dream selling advertising is the responsibility" of AA, he said. The centralization of selling accessory material is basically an exhibitor advantage in that it will aid the promotion and sale of film, he asserted.

Casanave declared the independent poster renters "solved an economic problem" through the method they devised of servicing exhibitors "despite the legal efforts on the part of the distributors to put them out of business." Admitting that AA copied its present plan from the renters, Casanave said it was "with the authority" of the majors.

Condition of Bernhard Is Reported "Better"

NEW YORK—Condition of Joseph Bernhard, head of Warner circuit operations, is reported as "better—he's resting quite comfortably"—by attendants at Lenox Hill Hospital, where he underwent an operation for gallstones.

Schine-Altec Renewal

NEW YORK—The Schine circuit has renewed service contracts with Altec for 110 theatres in New York, Ohio, Maryland and Kentucky.

To Unfurl Plans for One Artists Union

NEW YORK—With signs pointing to an "amicable truce" among the member bodies of the Associated Actors and Artistes after a Hollywood conference, the next big scene will be unfurled when Bernard Reis, accountant, reveals his plan for the "one big union" within the next two weeks.

Reception given toward Reis' plan will go a long way toward testing the understanding reached on the coast by representatives of the American Federation of Radio Artists, Equity and the Screen Actors' Guild over several controversial issues.

Emily Holt, AFRA executive secretary, and her assistant, George Heller, have presented their report to their membership over the weekend. Walter Greaza of Equity delivers his to the council Tuesday.

One of the issues, developing the organization of the American Guild of Variety Artists, was settled by dividing the responsibility between the east and the coast, with Ken Thomson, executive secretary, doing the advising from Hollywood.

Lenrose and Mobeel Suits Are Settled Out of Court

NEW YORK—Two local anti-trust actions against the majors, Republic, Monogram and the Hays office have been settled out of federal court, "with prejudice," which prevents the actions from being re-filed. The first of these is that of Lenrose Amusement Corp., operators of a Newark independent house, which sought triple damages of $150,000.

The other is that of Mobeel Enterprises, Inc., which asked $75,000 triple damages. Mobeel operated the Glenwood in Brooklyn.

The actions were both based on alleged charges of depriving the plaintiff of product and, as a result, putting it out of business.

Athens, Ga., Operator Sells Theatre and Withdraws Suit

BIRMINGHAM, ALA.—The anti-trust action brought by M. M. Buchanan, operator of the Bama, Athens, Ga., against Muscle Shoals Theatres and major distributors, except Columbia, has been withdrawn by the plaintiff.

According to a stipulation on file in court here, Buchanan states he approached distributor defendants during pendency of the suit to buy his theatre and subsequently disposed of the equipment to the Crescent Amusement Co. of which Muscle Shoals is a subsidiary.

Nine-Year-Old Indianapolis Anti-Trust Suit Settled

INDIANAPOLIS—An agreement on the settlement of a case which has been pending since 1931 was reached when an order for dismissal of the Indianapolis Amusement Co. anti-trust suit against major distributors in federal district court here, bringing the action to an end without trial. Roy E. Bair, who at one time operated a small local circuit, was plaintiff.

BROADWAY

TOM CONNERS has gone to West End, one of the islands in the Bahamas, on a fishing vacation. With him are Charles E. Kessnich, southern M-G-M district manager, and E. J. Sparks of the circuit bearing his name in the south . . . E. M. Saunders plans to get away the end of the month. Someplace in Florida will be the destination, an actual booking yet to be set . . . Ted O'Shea was a Buffalo visitor during the week. He will head for Miami shores on Thursday . . . George Walsh of Netco was a visitor at Ben Abner's office at the local M-G-M exchange . . . Jack Bowen is back from Miami, having tampered with many a golf course in those parts . . . Ditto Harry Brandt, who from the looks of things, doesn't need a sun lamp to alibi the trip . . . Bob Gillham returned Wednesday from a quick trip to Atlanta . . . Blonde Shirley Greenberg, who handles the dates for the Ramsey, Ramsey, N. J., visited the local exchanges during the week following her return from a Florida siesta . . . A. J. Herman paid a visit to New Haven and Boston during the week. On Universal business.

John Geyser is now operating the Highbridge, Highbridge, N. J. . . . James Montana, cashier at the RKO exchange, was tendered a surprise party by his associates in celebration of his eighth wedding anniversary. One of the girls even baked a cake . . . Charlie and David Rosen, sons of Sam, general manager of the Fabian circuit, saw their first picture Saturday when daddy took them, along with sister Helen and brother Arthur, to the Center to witness "Pinocchio" . . . Sam, by the by, leaves next month with the missus to spend a few weeks in Miami at the Jacob Fabians' home . . . Lillian Jeffries, Joe Vogel's secretary, was down with a bad cold for a few days . . . Al Suchman, chief booker at Consolidated, is over his and glad to get rid of it.

With the Charles Stern Testimonial Drive in its last of six weeks, the UA offices here, Philadelphia, Washington, Boston and New Haven are "going over the top" . . . Clarence Eiseman, local UA manager, has had new floor covering installed in his office . . . Ed Peskay has been in Stamford for a couple of days . . . Capt. Dennis F. O'Brien is due back soon from a coast visit. He has been looking into the estate of the late Douglas Fairbanks . . . Bob Lynch, Philadelphia M-G-M district manager, made his usual trip Wednesday and said it has cost him $25 for tickets he has handed out to former exhibitors to see "Gone With the Wind" in his territory . . . Sam Dembow's first official trip on Paramount theatre business took him as far away from New York as Newburgh.

Among the ringsiders at the Louis-Godoy heavyweight tussle were the Herman Wobbers, Jack and Harry Cohn, Lou Weinberg with John J. O'Connor, Max Fellerman, Freddie Meyers, Rube Jackter and Max Seligman . . . Lionel Toll, editor of The Independent, *is scanning weekend time tables to North Conway, N. H., in quest of snow . . . Sam Katz spent a week here looking at plays, then returned to the M-G-M studios Saturday . . . Will H. Hays is again in Hollywood . . . A. W. Smith jr. is the pappy, and proud, of a son. Frank Clawson are the names . . . E. S. Gregg, general foreign manager of Erpi, is on the first leg of an inspection tour slated to carry him through 13 Latin-American countries on a routine business trip. Back around May 1. . . . Norman Elson, Film Alliance sales manager, is on a trip to the coast on product deals . . . Ben Miggins and his wife arrived from Paris on the* Washington. *He's Continental manager for 20th Century-Fox . . . James Cagney has gone to the coast and the Warner studios . . . Akim Tamiroff is here from there for a vacation.*

C. C. Moskowitz will turn his 48th birthday page February 20 and on the following day his mother will celebrate her own birthday. There will be the annual party at the Moskowitz home with the grand old lady acting as lively as ever as host to her many friends . . . Bill Scully will leave behind his cares Thursday and scram for Miami where he expects to polish up on his golf . . . Sam Rinzler left Sunday to join his partner, Louis Frisch, there. It's the first time both Randforce associates have been away on a vacation at the same time . . . Bill Moses has been appointed assistant to Edward A. Golden, Monogram sales manager. He will be in charge of circuit sales . . . Jimmy Grainger will be back in New York from his five Republic regionals about March 4. In 1938, he spent about 265 days of the 365 on the road, his traveling record reveals.

Ralph Austrian, RCA vice-president in charge of recording; Ed Cahill, manager of the Photophone division and Max Bastel, chief engineer, leave for the coast February 23 to spend a few weeks at the various studios . . . Harry MacDonald, New England RKO circuit head, was in town for a handful of days . . . W. G. Van Schmus is recuperating in the desert near Palm Springs from a recent illness . . . John Boles will make a personal appearance at the State starting Thursday . . . I. Goldsmith, British producer, flew to the coast the other day to visit Dr. A. J. Cronin and discuss another story for production in England. Goldsmith recently made "The Stars Look Down" . . . Joseph M. Schenck in town again from the coast . . . W. J. Merrill is in his stride as newly-elected treasurer of RKO . . . Monroe Greenthal, back from the coast, had a tough flight on account of the weather. He also lost six pounds . . . Robert Stack has returned to the coast on a hurry call from the Universal studio.

William Zimmerman of the RKO legal staff left Friday for a Lake Placid vacation . . . James Mulvey flew back from the coast early in the week after conferences with Samuel Goldwyn on the release for "The Westerner" . . . Nat Holt, RKO circuit district head in Cleveland, spent a few days in town lining up bookings for the next few weeks . . . Mel Morganstern of Loew's did not accompany Irving Greenfield to Miami and instead will leave for southern shores in March . . . Myer Schine has gone to Miami where he will spend

(Continued on page 30-E)



What Goes on in Wintry Florida—

New York (Temp. 46 degrees)—Despite Florida censorship, this authentic photograph is notable not for the customary display of Waltonish prowess but the recent "unusual" wearing apparel. Bundled in sweaters and topcoats are, seated, left to right, Si Fabian, upstate and Staten Island circuit operator; Bob Wolff, RKO's New York branch manager, and Bill Sussman, eastern division manager for 20th Century-Fox. The day's catch was topped by Sussman, with the 56-pound sailfish. Fabian caught the other. Wolff almost caught a cold.

Silverstone, Gold and Farnol in Hollywood on UA's 40-41 List

HOLLYWOOD—Murray Silverstone, Harry Gold and Lynn Farnol are here from New York to crystallize UA's 1940-41 program from the combined efforts of the 11 active producers on the official roster.

Commitments on pictures will be forthcoming from Charles Chaplin, David O. Selznick, Walter Wanger, Edward Small, Sol Lesser, Ernst Lubitsch, David Loew, Hal Roach and James Roosevelt. Gabriel Pascal has promised three from London and Alexander Korda will be over shortly to discuss his plans.

Conspicuous by his absence from the list is Samuel Goldwyn. After notifying UA he will deliver "The Westerner," Goldwyn has remained silent on his future production efforts. Further light is expected to be thrown on the situation following huddles between Goldwyn and Silverstone. Some significance is attached to the fact that UA's attorney, Charles Schwartz, accompanied Silverstone to the coast. Meanwhile, both sides remain silent.

At the present time, no pictures are expected from Owner-Producer Mary Pickford and the Fairbanks estate which would be represented by Douglas Fairbanks jr.

Ratification of John Stahl's deal with UA stalled in New York as a result of the illness of the producer who was confined to his bed shortly after his arrival there. That Stahl's name will be included on the UA roster is considered a virtual certainty.

See Dr. Pool Inducted

NEW YORK—Induction of Dr. David de Sola Pool into the Cinema Lodge of B'nai B'rith was witnessed by a number of leading industry representatives.



—Metropolitan Photos

Sabu and Kordas—

Indian boy actor, as he arrived in New York en route from London to Hollywood where "Jungle Boy" may be filmed. Zoltan Korda, who will direct, and his wife do the flanking left and right.

10,000 Film Shares Shift in December

WASHINGTON—More than 10,000 shares of film company stocks changed hands in December in a series of trades reported to the securities and exchange commission by officers, directors and principal stockholders in those corporations.

The semi-monthly summary of the SEC, covering only those reports filed up to January 10, in which is noted the absence of returns for several important companies, listed the following changes in the holdings of men connected with seven film concerns:

Columbia: Acquisition of 100 common voting trust certificates by Abraham Schneider, New York, officer and director, bringing his holdings to 504 certificates.

Keith-Albee-Orpheum: Acquisition of 300 shares of seven per cent preferred by Malcolm Kingsberg, New York, director, bringing his holdings to 500 shares, and disposition of 300 shares by Michael J. Meehan, New York, beneficial owner of more than 10 per cent, reducing his holdings to 26,504 shares.

Loew's, Inc.: Disposition of 100 shares of common by Leopold Friedman, New York, officer and director, reducing his holdings to 712 shares; disposition of 750 shares by Sam Katz, Culver City, Cal., officer, reducing his holdings to two shares, and disposition of 1,400 shares by J. Robert Rubin, New York, officer and director, reducing his holdings to 30,015 shares.

Pathe Film: Acquisition of 86 shares of common by Allan P. Kirby, Jersey City, N. J., director, through a holding company, bringing his holdings to 4,000 shares through that company, 1,000 through another holding company, 600 through a trust and 2,100 held direct.

Twentieth Century-Fox: Disposition of 6,300 shares of common stock by William Goetz, Los Angeles, officer, reducing his holdings to 178,343 shares.

Universal: Acquisition of 200 common voting trust certificates by Charles D. Prutzman, New York, officer and director, bringing his holdings to 900 certificates.

Warner Bros.: Disposition of 500 shares of common stock by Morris Wolf, Philadelphia, director, reducing his holdings to 450 shares direct and 167 shares held through a trust.

Universal Executives to Field for Sales Meets

NEW YORK—William A. Scully, general sales manager for Universal; Frank J. A. McCarthy, eastern sales head; William J. Heineman, western sales manager, and Leo Abrams, short subject sales chief, have been visiting the field during the week contacting various offices and outlining plans for the balance of the current season's program. Scully has been to New England, McCarthy, Nashville; Heineman, Kansas City, and Abrams, Los Angeles, Hollywood and San Francisco.



—Photo by Cosmo-Sileo

A Conversation Piece—

Or Madeleine Carroll, guest, taking time out to chat with Gus Eyssell, host, at a Music Hall cocktail party for her and Brian Aherne on account of they star in "My Son, My Son," shortly to play that theatre.

Focuses Church Eye On "Grapes" Truth

ALBANY—John Steinbeck presented in "The Grapes of Wrath" the "basic truth that there is danger to American ways of living arising from changes in the social order motivated by economic conditions alone," Dr. M. Stephen James, pastor of the First Reformed Church, one of Albany's oldest and wealthiest, told the Capital District Ministers' Conference here.

Recognizing obscenity and vulgarity existed in the book, and conceding "the use of the falsehood of the cartoonist in its over-exaggeration of certain elements to express and emphasize certain conditions," Doctor James asserted that "the truth of the novel is not to be overlooked."

He declared that religion "ought to interest itself in maintaining a ministry to people in such circumstances" as those with whom the book deals.

Baptist ministers charged that Protestant preachers recently have been portrayed on the screen in unkindly light. "Why is it," one asked, "that priests are portrayed as heroes and Protestant pastors as laughable or weak?" He declared that protests should be made to the producers.

Extended Playing Time to Be Sought for "Grapes"

NEW YORK — Guarantees of extended playing time for "The Grapes of Wrath" will be sought by 20th Century-Fox for the 100-150 day-and-date runs it is now lining up, beginning March 1. The distributor plans "assist" campaigns for the attraction, but states it will require these runs to increase their normal advertising budget.

The film ended at about $46,000 in its second week at the Rivoli here.

Business in Britain Is Above Average

NEW YORK—In the first authoritative comment on conditions in Europe since the outbreak of the Second World War, Ben Miggins, continental manager of 20th Century-Fox who arrived on the *Washington,* Thursday, reports business in England now above average and about 60 to 70 per cent of normal in France.

With restrictions on closing time and the number of people permitted to attend a performance gradually lifting, the 20th-Fox executive says business is beginning to boom in France.

"We are part of the national defense in France. The industry supplies films to the army and, naturally, motion pictures are essential to the morale of the civilian population," he declares.

Italy, sorespot of the distributors, is at the turning point, according to Miggins. He says the Italians admit they want American pictures, but it is a question mainly of money and principle. The recent modification of the monopoly decree only gave local distributors in Italy more freedom in making deals.

At one time, Miggins reveals, ENIC, the Italian monopoly, made a flat offer of $500,000 for American films which was considered here as "preposterous." He had no comment to make over the news that UA had broken away from the distributors and sold 17 pictures to Italy. As far as Miggins knew, no other company had done so.

Revenues accrued in Spain are still tied up, Miggins states. The government is in a period of reorganization and trying to save its currency. Accordingly, the status of the industry is unsettled. For example, he says, the decree which said American companies must produce one picture in Spain in order to import 10 was published but never enacted.

The companies are operating in Prague, but as in most cases, the money is "frozen" by the German government, Miggins relates. It is virtually impossible to get communications through to Warsaw and where offices have reopened, the fate of most of the personnel has been difficult to ascertain, although, he adds, it is not hard to guess what has happened to them.

Labor Board Dismisses Complaint by Empire

NEW YORK—The New York State Labor Relations Board has dismissed a complaint brought by the Empire State M. P. Operators' Union against Skouras Theatres Corp., in which it was charged the circuit dismissed 22 members of the union when it took over six houses and replaced them with members of Local 306. The board sustained the position of the employer, holding a prior contract entered into by the circuit had to be observed.

Two in Elizabeth Close

ELIZABETH, N. J.—The Gayety, a Cocalis house, and the Ritz have closed down.

"Young Tom Edison" A Solid Hit

Hollywood—"Young Tom Edison," as portrayed by Master Mickey Rooney, is quite a fella, even though the good folk of Port Huron, Mich., called him "addlepated." And so the film version of Edison's adolescence, produced by Metro and which purports to be more or less biographically factual, is a parcel of top-notch entertainment which should score solidly as a boxoffice hit with universal appeal.

The feature is masterfully written, enacted, produced and directed, with John Considine jr. and Norman Taurog entitled to respective bows for the latter two chores.—SPEAR.

To Consider Protection In Dominion Clearance

TORONTO—Consideration of broad principles of protection is said to be the first step to be undertaken by the special committee to deal with reorganization of priority and clearance schedules in Canada which is expected to meet shortly under chairmanship of Col. John A. Cooper, president of Motion Picture Distributors of Canada.

Independent exhibitors are pressing for establishment of regional conciliation boards for the various provinces, with a central appeal board at Toronto to make final decisions on intricate problems. They are asking for panels of four members, two to represent individual owners, one for circuits and one for exchanges. It is understood Famous Players Canadian is opposed to formation of the regional committees, but would favor a central organization.

New York Allied Directors Will Meet February 16

NEW YORK—Max A. Cohen, president of Allied of New York, has called a directors' meeting for February 16. The session will be held at Cohen's office. Replacements of upstate directors who have resigned will be made then, among them being Mitchell Conery of Ravena, N. Y.

Australian Boom Is American Film Boon

NEW YORK—With business booming in Australia, word from there is the American companies are operating under a temporary restriction on remittances which enables them to send out one-sixth of the amount done in the previous year every two months.

All money above the figure remains "frozen" in Australia. It is understood the arrangement will only last a short time before a stiffer restriction is placed on outgoing revenues.

Distributors are expected to cut down on the number of pictures shipped to Australia as a result of the new tax of a penny a foot on raw stock. This excise levy is in addition to the custom duties which must be paid on films shipped to Australia.

According to a foreign observer, Australia is in for a spell of continued prosperity since England is buying all the country's staples such as wool and wheat. Australia, he says, has profited from its experiences in the last war and is making every effort to conserve its capital.

Spikes Reports Bookers Combine for Bargaining

NEW YORK—Spiking rumors the bookers had organized for the ultimate purpose of collective bargaining, Harold Kline, newly elected president of the Motion Picture Bookers of New York, in his installation address asserted once "unionism rears its ugly head, I will resign."

He promised the guests, who numbered more than 100 at the Cafe Loyale, that he will set up the office of president as a bulwark against any attempts at unionism. Kline pointed out the organization was formed for the purpose of "good fellowship and mutual aid."

Arthur Greenblatt acted as master of ceremonies. Speakers of the evening included Moe Streimer of UA, E. K. "Ted" O'Shea of M-G-M and Dave Levy of "Big U." Other guests at the dais were Charles Stern, Monroe Stein, John Bemis, Irv Wormser, Ben Abner, Max Fellerman, Morris Epstein and Clarence Eiseman.



It's Darro on Golden's Knee—

The occasion was a Monogram party at Leon and Eddie's for Frankie. Grouped in the usual order are Darro, Edward A. Golden, Manny Reiner, Bernice Fields, Mrs. Golden, Ruth Golden, Mrs. Darro, the Merediths of the cast of "Hellzapoppin" and Dick Mason, Darro's partner.

Dies Charges Studios Harbor Prominent Left-Wingers

(Continued from page 27)

been completely duped by the Communists."

Dies argues that while the great majority of Californians are loyal and patriotic Americans, "it is true that California is a fruitful field for every crackpot scheme and every un-American activity. It is also true the Communists and racketeers have taken advantage of the strong anti-Nazi sentiment in Hollywood to get thousands of dollars out of film producers, actors and screen writers. A good illustration of this is the Hollywood Anti-Nazi League . . . The great majority of the members of the league are not Communists, but many of the active workers are Communists or fellow travelers . . . While this league has been very active in opposing Nazism, it has followed a friendly policy with reference to the Soviet Union."

Dies asserts he is convinced that "Communist influence was responsible for the subtle, but very effective, propaganda which appeared in such films as 'Juarez,' 'Blockade' and 'Fury.' It is also clear to me that the producers were completely deceived by Communist claims that Russia was a liberal and democratic country and served as a bulwark against the spread of Fascism and anti-Semitism."

He claims to have from "reliable sources" the names of some of the actors and writers who belonged to the Communist Party or followed the party's lines or contributed to its organizations.

"While I had no doubt about this in my own mind, I realized the difficulty of proving it to the satisfaction of the country. In the first place, there is a natural barrier flung around Hollywood against any outsider, especially an investigator who is undertaking to expose Communist activities. In the second place, the Communist Party has taken and will take every precaution to protect its well-paying members and sympathizers in Hollywood. Finally, Hollywood has the most efficient organization of high-powered press agents in the world.

"If the committee is continued it will have to concentrate its efforts on the west coast. We will have to hear numerous witnesses and afford all accused individuals and organizations an opportunity to be heard. If the committee is determined to expose fearlessly and fully the truth about Communism in the Hollywood colony, the country will, in my judgment, learn the facts which I shall state in this series, present a correct picture of the Hollywood situation."

Only One Official Hollywood Reply to Dies Article

HOLLYWOOD—With one exception, Hollywood's liberal and conservative elements displayed the same air of indifference to the news that Rep. Martin Dies has begun a series of articles in *Liberty* titled "The Reds in Hollywood" as they did last December when the lay press announced the Dies committee on un-American activities would list, in its completed report, the names of actors and writers reputedly identified with the alleged Communistic movement here.

The exception, of course, was the Hollywood League for Democratic Action—nee the Hollywood Anti-Nazi League—the only organization named in Dies' opening article, from which refutation was drawn in the form of a statement from the HLDA's executive committee. It follows:

"What Mr. Dies says about the Hollywood Anti-Nazi League, now the Hollywood League for Democratic Action, is unimportant for the very simple reason that he says nothing. For years the League has challenged Mr. Dies and his committee, and Mr. Dies has talked a great deal about evidence linking the League with Communism, but has never produced this evidence except in wild statements by himself and by one of his discredited investigators.

"What is important is Mr. Dies' attack on the industry in general and on certain pictures. This is the clue to Mr. Dies' real and un-American purposes, for he singles out 'Juarez,' 'Blockade' and 'Fury' as examples of 'Communistic influence.' 'Juarez' is the story of Mexican independence and Mr. Dies is notoriously anti-Mexican and has tried to upset the present liberal regime by releasing unverified testimony reflecting on President Cardenas and the Mexican people. 'Blockade,' which is a humanitarian and poignant appeal for food for civilian populations, is also condemned. Mr. Dies is a member of the economy bloc in Congress and has consistently opposed relief to the millions of starving Americans in this country; certainly his opposition would extend to the Spanish people. Mr. Dies' condemnation of 'Fury' is understandable if one remembers that this picture was hailed throughout the world as a stirring indictment of lynching. As for his prediction that 'Confessions of a Nazi Spy' would be a flop, this can be dismissed as wishful thinking on the part of the Congressman from Texas."

Shrug Off "Expose"

The League's reference to "Fury," "Blockade" and "Juarez" was in answer to statements made by Dies in his initial article that he was "convinced that Communist influence was responsible for the subtle but very effective propaganda which appeared" in them.

The remainder of the film colony, both liberal groups and individuals known to have liberal tendencies, as well as the conservative clique, assumed the attitude that until Dies names names, places, dates and facts in his series of articles, there is little to become excited about. For the most part they are shrugging off the "expose" in the same manner in which they shrugged when informed there would be repercussions from Dies' earlier threat to make known the names of "Communists" in Hollywood. At that time, one school of thought held that the announcement might have been a smoke screen to detract attention from the LaFollette Civil Liberties Committee, which then was investigating California's Associated Farmers.

Adolf Stumbles; Audience Howls

New York—Hollywood has begun delivering canned goods that beats the drum and waves the flag for the so-called English cousins. Also, it seems, they are dropping ironic bombshells in the scripts. Take this latest poke at Hitler, for instance.

In "British Intelligence," an item to be released shortly, there is a scene of the German Intelligence Bureau during the last war. An officer enters and yells for reports. The door bursts open and an ungainly fellow wallows in, stumbling over a chair. The officer berates him and asks his name. The player, shown in closeup, looks like A—f H—r. He replies that his name is Adolf something-or-other, but it's lost in the audience uproar.

Charges an Unwarranted Revocation of Charter

NEW YORK—Bernard Deckoff, as president of the United Theatrical and M. P. Service Employes Union, has filed a supreme court action against the United Retail and Wholesale Employes of America, the parent union, charging unwarranted revoking of the plaintiff's charter. It is asserted in an affidavit the reason for the revoking is that Local 306, IATSE, feared the plaintiff's competition and prevailed on the defendant to revoke the charter. Supreme Court Justice Samuel Rosenman has reserved decision on an application for a temporary injunction pending trial.

Virgil Crites has appealed to the circuit court of appeals from a decision of Federal Judge Mortimer W. Byers dismissing his suit against Warners, Albert A. Radtke, Radtke Patents Corp., and the United Research Corp. Crites claims plagiarism of a patent for "Methods of and Means for Optically Recording and Reproducing Sound."

Suit of Mort Eisman, Clara Dellar and Robert Louis Shayon against UA, Samuel Goldwyn and Eddie Cantor for $1,000,000 claiming plagiarism of "Oh Shah," plaintiffs' unpublished play, in "Roman Scandals," has been set for March 12 trial in federal court by mutual consent.

RKO had settled and discontinued a $164,751 action against the Music Hall and Center theatres, in which damages were claimed for failure to exhibit two films in 1934 and 11 in 1935 after they had been contracted.

Decision Is Reserved on Local 258 Application

NEW YORK—Decision has been reserved by Justice Samuel Rosenman in supreme court in the application of United Theatrical and Motion Picture Service Employes Union, Local 258, for an order to restrain the CIO from revoking its charter as well as demanding reinstatement. Contention of Local 258 is that revocation of its charter is illegal and contrary to the CIO constitution.

Co-Op Has Ideas for Neely Committee

DETROIT—Following up his organization's avowed opposition to the Neely anti-block booking bill, Tom McGuire, director of public relations for Cooperative Theatres of Michigan, presented several suggestions to the congressional committee considering the measure. These follow:

1. The inclusion of a mandatory provision that all disputes on contracts, overbuying, clearance, etc., be submitted to a fair arbitration board to be set up locally. (This board would be comprised as set forth in the final draft of the code or as Allied suggested recently, but in any event, equitable to all concerned, with the deciding vote always in the hands of an outsider or neutral.)

2. A mandatory 20 to 25 per cent elimination or cancellation clause in all block booking contracts.

3. Prohibition of the forcing of shorts, newsreels, trailers, and reissues.

4. Prohibition against forced collective playing time on percentage pictures.

5. Prohibition against distributors assessing score charges.

6. A provision for the identification of pictures contracted for. The elimination, reasonably, of blind buying.

7. A provision for the cancellation by producers of part of a block, but not to affect the exhibitor's cancellation percentage arrived at numerically originally.

Screen Writers Guild Is Balloting on Neely Bill

HOLLYWOOD—Ballots on the Neely bill, now in the hands of members of the Screen Writers Guild, are returnable February 16, at which time the vote will be tabulated.

The vote was ordered after a mass meeting at which Abram F. Myers, Allied counsel, spoke for the measure and George J. Schaefer, RKO president, opposed it.

The ballot poses three questions: (1) should SWG members oppose or favor the proposed legislation; (2) should they take a positive stand against monopolistic tendencies; or (3) should the SWG sidestep the entire matter.

Managers Rap Neely Bill In Talks Before Clubs

ALBANY—The first public attack here on Neely bill was made by Andrew M. Roy, manager of Warner's Strand, at annual motion picture luncheon of Mothers' Club. Roy characterized it as "the most outlandish bill ever before Congress." He said, "compulsory block booking does not exist. Each exhibitor has the privilege of cancelling pictures he does not want." Roy continued that the method of selling films individually, as proposed in Senator Neely's measure, was completely impractical. He denied that the bill has the general support of exhibitors, claiming only a small group of independents support it.

William Haynes, manager of the Stanley, ace Warner house in Utica, also spoke against Neely bill, at a club meeting in that city.

BROADWAY

(Continued from page 30-A)

the next few weeks at his winter home . . . Now that Si Fabian is back from Miami, Lou Golding, upstate district head for the circuit, is sunning himself on the beaches facing Shore Road Drive.

Freddie Schwartz of Century Circuit, his brother, Milton, and the latter's wife are in Key West waters where the fishing is usually good and where Joe Lee might join them . . . Split in the Columbia luncheon ranks at Lindy's: Harry and Jack Cohn, plus Nate Spingold, at one table; Lou Weinberg fresh from a "hot" Florida sun, Rube Jackter fresh from a California cloudburst, Arnold Picker, Max Weisfeldt and Ben Blake at another table. John Benas of Skouras and Irving Wormser were a twosome . . . Harry Fried, Philadelphia operator, renewing acquaintances with William Goldberg, opposition exhibitor . . . I. E. Lopert, Irvin Shapiro, Max Goldberg and Arche Mayers waxing hot and heavy over the relative merits of New York and Paris newspapers . . . Irving Cohen of Paramount's legal staff is touring the south with his wife on a rare two-week holiday . . . Jean Lenauer has closed his office in the Filmarte Theatre building . . . Joe McConville, Columbia's foreign sales head, is due to arrive from Cuba, February 15 after Latin-American sales conferences.

From Garnet, Cal., and the B-Bar-H Ranch—"Located in the Heart of Palms Springs' Desert Beauties"—Si Seadler postcards: "I'm a fugitive from a Florida frost-bite. Thawing out nicely (Chamber of Commerce please note)" . . . A reception on the occasion of the engagement of Sidney Freidberg, associated with Phillips and Nizer, to Bernice Rocker will be held at the Rocker home February 22 . . . Marty and Bruise Levine have become associated with Harry Brandt in the Carleton, Jamaica, where vaudeville has been reinstated . . . John Kenneth Hyatt, managing director of the Center, has a service staff of 68 since "Pinocchio" opened Wednesday . . . Herb MacIntyre, captain of the Ned Depinet Drive, gets in Monday after a swing of 38 exchanges. First order of business will be a meeting with the New York exchange personnel, headed by Bob Wolff . . . George Dembow, general manager of NSS, is on the coast. About two weeks, then home, then off again to confer with Barney Balaban and Paramount partners, E. J. Sparks and E. V. Richards . . . Tess Michaels of the UA home office publicity staff has gone to Hollywood on advance fan magazine tieups with Frank Seltzer.

Fred Perry, formerly of the Comerford circuit, is managing the Jerome, Bronx, for Consolidated . . . Max Cohn of Columbia is in Florida on a six-week jaunt during which he will make four "News World of Sports" shorts for the company. Last year he did likewise . . . The Ace Goodmans have gone to Miami . . . J. S. MacLeod, in charge of M-G-M exchange operations, has returned from a western tour which took him almost three weeks. He also managed to drop in at the studios . . . Bill Rodgers was down with the flu after his return from a Hollywood, Fla., vacation . . . Charles J. Sonin, M-G-M purchasing head, is a granddaddy, and proud as a peacock . . . Gene Murphy, assistant to Joe Vogel, has been writing home about the trouncing he has been handing George P. Skouras on the Miami golf links . . . When "Gone With the Wind" comes to the Bronx it will play the Paradise and Grand simultaneously. The booking, however, is far off.

Joseph Varablow, a Camden, N. J., circuit operator, visited Bill Sussman's office the other day . . . Grace Warner, secretary to Herman Wobber, is busy on benefits for Chinese war orphans . . . Pat O'Brien has returned to the coast. His next will be "Torrid Zone" . . . Estelle Schrott, Walter Wanger's eastern representative, is getting ready for a cruise to Venezuela and points south . . . Charles Roberts, Columbia's Latin American supervisor, returns to New York soon with his new bride, Margera Ruiz . . . The Newspaper Guild will pay tribute to memory of Heywood Broun at the Manhattan Opera House, Monday night.

Wilbur Raps Anti-Neely Campaign Methods

SAN FRANCISCO—Dr. Ray Lyman Wilbur, president of Stanford University and a prime mover in the campaign to eliminate compulsory block booking and blind selling, through the Motion Picture Research Council charges methods used in opposing the Neely bill are "more than irresponsible."

He describes such methods as comparable with what he terms the propaganda devices employed in "Mr. Smith Goes to Washington" and poses the question as to "whether we should leave in the hands of those who stoop to such attacks the education of our citizens through the medium of motion pictures."

"The public relations organization of the film business," he continues, "is seeking to create a situation like that depicted in the film, 'Mr. Smith Goes to Washington' where thousands of well-meaning citizens were led to send telegrams denouncing a senator whose activities were misrepresented to them."

"The trade papers report a campaign is under way for industry employes to secure letters opposing the Neely bill from the tradesmen they patronize, without presenting copies of the bill for study. Paid spokesmen of the industry have spoken before women's clubs and other groups, calling the organizations sponsoring the bill 'sore spots on democracy.'"

Roxy Books "Vigil"

NEW YORK—"Vigil in the Night" has been booked into the Roxy following "The Blue Bird." "Of Mice and Men" goes in Friday.

Talley to Sail From Italy

NEW YORK—Truman H. Talley, Movietone News chief, expects to sail from Italy about February 21.

ALBANY

RALPH Pielow, Metro manager, and Mrs. Pielow have joined the picture colony in Miami. Pielow climaxed a heavy selling season with supervision of record-breaking engagements for "Gone With the Wind" in Albany, Troy and Schenectady . . . Moe Grassgreen, 20th-Fox branch boss, differed from his fellow managers by spending a vacation in Albany and Boston.

Harry Berkson, upstate franchise holder for Monogram, on a stopoff here, reported blizzards in Buffalo. Local Monogram office is getting up steam for the play-date drive . . . M. A. Silver, zone manager of Warner Theatres, has been in New York City and then to western New York for an inspection of houses in that territory.

Max Friedman, Warner Theatres booker, and Mrs. Friedman are vacationing around Washington, D. C. . . . Bill Marsh, auditor from home office, at the Metro exchange.

Alex Pappayanakos, operator of American, Canton, down on Filmrow from that St. Lawrence River Valley town. Pete Vournakis, Liberty and Strand, Watertown, also in from fastness of the North. Watertown has been more in the grip of snow and zero temperatures this winter than any other important spot in Albany territory.

George Lynch, Schine chief buyer, was tapped by Old Man Cold . . . Louis Schine had not gone to Florida yet . . . Larry Cowen, of Fabian's Grand, and Charley Smakwitz, Warner Theatres district manager, praised for their smooth handling of Harmanus Bleecker Hall stage at Albany's largest musicale, for March of Dimes campaign. George Seed, new house manager, made things comfortable for Governer Herbert H. Lehman and a large party.

Rossi Brothers' Strand, Schroon Lake, which closed for only a month last season, has been dark since fall . . . Kingsley Ryan, Ausable Forks and Keesville exhibitor, ankled Filmrow . . . Paul Krumenacker, Warner-Vitagraph branch manager, attended the company's two-day session in Chicago . . . The wives of Ed Hochstim, Columbia salesman, and Lou Olshan, Columbia cashier, returned from visits to New York.

"His Girl Friday" is reported to have opened strong at Fabian's Palace, after that theatre rolled up a record-breaking gross on "Gone With the Wind."

Phil Baroudi Remodeling Theatre in North Creek

ALBANY—Phil Baroudi's Happy Hour in North Creek will be closed for the next month while it is being converted from an upstairs to a downstairs theatre.

A new foundation is being laid, new walls erected and the house generally remodeled. North Creek is a popular skiing resort. Baroudi also operates the Lake in Indian Lake, a summer situation.

"Hopeful" for Settlement Of Musicians' Dispute

PHILADELPHIA—Prospects for settlement of the dispute between the Musicians' Local 77 and Stanley-Warner look "hopeful," A. Rex Riccardi, union secretary, reports. Negotiations were resumed two weeks ago for the first time since the contract disagreement, November 30.

Riccardi says the union's national officers brought about resumption of negotiations by intimating pressure would be brought on Warner houses throughout the country that employ musicians.

Accolade Cromwell

HOLLYWOOD—In recognition for his direction of RKO's "Abe Lincoln in Illinois," John Cromwell has been awarded a special trophy by, and made a member of, the film advisory board of the National Educational Ass'n.

REVIEW FLASHES

BULLETS FOR RUSTLERS (Col)—Run-of-the mill western, concerned with rustling and the secret operations of the Cattlemen's Association. Charles Starrett.

HORRORS OF WAR (Merit)—A dubious account of war's ravages, with much of the material stock footage from productions seen before.

LAMBETH WALK (M-G-M)—The British have variated the long-lost-heir-who-suddenly-comes-into-millions story, added music, Lupino Lane, a blonde, and an assortment of comic nobility and blended them into a pleasant and eye-filling show. There are many laughs.

OUTSIDE THE THREE-MILE-LIMIT (Col)—Gambling on the high seas, murder and counterfeiting blended into a rugged action melodrama account for one of the best Jack Holt starrers turned out by Producer Larry Darmour to date. The story, based partially upon actual occurrences off the California coast, has a convincing ring, and Holt registers solidly in a typical he-man role. Lewis D. Collins directed.

SKELETON ON HORSEBACK (Michael Mindlin)—An ironic indictment of dictators and war mongers, this Czechoslovakian film is fine dramatic entertainment, telling its story with skill and feeling. It is based on a play by the late Karel Capek. Subtitles are in English by Fannie Hurst.

ULTIMATUM (Hoffberg)—A French production built around the event that precipitated the last war. It packs moving drama and sympathy for its protagonists, who are made the victims of the Austro-Serbian incident. The action is slow, but it has the engrossing qualities of a game of chess played by experts. Eric von Stroheim is starred.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

PHILADELPHIA

THE EARLE rang up a new house record with $41,000 for the third week of "Gone With the Wind." Previous high was $39,000 about three years ago for a personal appearance of Joe Penner . . . The Shubert has closed, leaving the Troc and the Fays the only places where a strip-dancer can hang up her clothes . . . The Logan got some free publicity the other day when eight-year-old Gerald Lee fell asleep there after seeing three shows, and started a neighborhood kidnap scare.

Lehigh University, Bethlehem, has announced plans for a new auditorium fully equipped for film showings . . . Variety Clubbers got together last week at a general meeting, followed by a buffet lunch . . . Allen Lewis, Dante, conserved his record of never missing a weekend Variety Club get-together by rushing there breathlessly long about 2 a. m. Sunday morn . . . Alexander Film bigshots have been visiting town the last couple weeks. Seen here were Harry Cotton and Charles Fisher of the New York home office, Ansel Knowles, company treasurer, and Ed Perotka, Baltimore representative.

United Artists has added Harris Wright to fill the vacancy in its sales staff caused by death of Joe Singer . . . Jack Cohen, of the New York office of National Screen, was a visitor last week . . . Herb Given, former Grand National branch manager, is reported arranging to open an independent exchange . . . Nat Fleisher has moved to the 13th St. building formerly occupied by Dennis Ganes . . . The new salesmen's organization has scheduled its next meeting for March 2 . . . Hal Seidenberg, Fox, had all top officials of the local American Legion to a screening of the "Fighting 69th."

The end of the first week of Warner's 5th annual manager's parade finds the boys in Skip Weshner's district first, Lou Davidoff's second, Paul Castello's third. The boys are working hard for that $1,000 pot of gold . . . Silvert Setron, Logan, has arranged a new service for physicians. If they identify themselves to the usher, he takes their seat numbers and will call them if they get a phone call.

Eddie Wolf planted a 40x60 in front of the Overbrook High School to advertise a benefit, then invited teachers and school officials to the show, at which time he presented a cup to the student voted the most popular athlete . . . Earle Sweigert, Paramount, has officially announced the shift of the Paramount accessory business to Advertising Accessories, Inc., subsidiary of National Screen. Film men say other exchanges may similarly unload their accessory activities on a common agency.

Ray Robbins and Assistant Chris Carey, Karlton, put over Tony Martin's "Music in My Heart," by concocting recipes for "Tony Martin drinks" . . . Lee Kline, Orpheum, became a real Germantown bigshot by being voted one of the ten most popular men in a community election . . . Eddie Moore, Strand, York, polls his kiddie customers for their favorite short subjects, then tries his best to accommodate them.

Anti-Ascap Measure Appears in N. Y.

ALBANY—A bill curbing the activities of the American Society of Composers, Authors and Publishers has been introduced "by request" by Assemblyman Anthony J. Canney of Buffalo. One of the provisions is a license fee of $1,000. The measure specifically exempts patented equipment used in production and reproduction of sound and dialogue films. A similar bill, introduced two years ago, died in committee.

Another Bingo bill, introduced by Senator John T. McCall of New York, permits charitable, religious and other similar organizations to stage the games under regulations adopted by the governing board of municipalities on payment of license fees as follows: In cities of 300,000 and over, $100; cities of 10,000 and over, $50; all others, $25.

As the assembly ways and means and the senate finance committees announced public hearings February 26 on all legislation relating to pari-mutuel betting, Senator William F. Condon amended his bill to revise the splitup in state and community "takes."

An amendment to the Bewley-Whitney sales tax act reduces the levy to half its former impost.

Following the Davidson bill to prevent racial discrimination at places of amusement, Assemblyman Joseph A. Boccia of New York, has introduced a six-page amendment to the civil rights law to guarantee the right of assembly regardless of race, creed or color.

National Review Board Formally Incorporated

ALBANY—National Board of Review of Motion Pictures, Inc., has received a state charter as a non-profit, non-liability membership organization. John R. Davies, 55 Liberty St., New York, is its attorney.

Board of Review "Gets Around to" Charter

NEW YORK—Granting of a charter "is something we have thought about for years but just got around to," is the explanation for incorporation given by a spokesman for the National Board of Review. The source asserts the organization had not been incorporated, until now, since its inception.

Brandt Proposes Building Eleven New Theatres

NEW YORK—An intention to build 11 houses in three New England states has been announced by Harry Brandt.

The theatres will be in the following towns: Bridgeport, Danielson, Danbury, Darien, Putnam, Connecticut; Great Barrington, Milford, Plymouth, South Bridge, Massachusetts; Pawtucket and Providence, Rhode Island.

Laughton for "Captain Kidd"

HOLLYWOOD—RKO will produce "Captain Kidd" with Charles Laughton as the famous pirate.

WASHINGTON

EDDIE PHILLIPS advises that it was "ole home week" when Pat O'Brien arrived for the birthday ball. He and Pat used to make those mud pies together in Milwaukee, or ring doorbells, if you'd rather . . . When Eddie Robinson landed, Eddie and Frank La Falce took him on a midnight tour of the capital . . . Frank Boucher, Schine district manager, made a tour of the eastern shore, accompanied by Carl Katz of Gloversville . . . Republic's Eddie Martin is convalescing at Walter Reed Hospital.

Every Tuesday it is chili with Sam Wheeler, regardless of the weather. Bring your own spoon . . . Warner's Jerry Price celebrated his first wedding anniversary, Sunday . . . RKO's Steady Knox, the famous football prognosticator, has been flat on his back with the flu . . . Harry Bachman, now located in Warner's Philly office, was confined to his home here with the grippe. He and Mrs. Bachman celebrated their second wedding anniversary, February 5.

Items from the Metro exchange: Branch Manager Rudy Berger is on the hop these days setting up "GWTW" throughout the territory . . . Mrs. Anna Ridgely celebrated her 17th wedding anniversary and 12th year at the Metro exchange on February 5 . . . Pete Prince and Mrs. Esther Blendman are on the disabled list . . . Marge Dermody is pointing to February 16 as the starting day of her vacation, which will be spent in Miami . . . Jack Goldberg will vacation in New York . . . Betty Tops has returned from her big city sojourn.

UA's Fred Rohrs has recovered from his siege of the flu. However, Thelma Crites and Tommy Taylor of the same office are still out . . . Clark Film's Tom Rayfield is nursing an injury at Providence hospital, with Jack Norman pinch hitting for him . . . Hazel Flint has joined the Monogram staff as cashier, with Buddy Hansen, former cashier, serving as salesman in the Washington territory . . . Joe America, the Lichtman theatre personality, has the girls along the Row talking to themselves . . . Bob Folliard advises that his branch got off to a big start in the current "Ned Depinet Playdate Drive" . . . Alice Sauber has joined the Columbia staff . . . Jimmie Elliott, Baltimore, and Herman Rubin of Petersburg were in.

May Feldman, 20th-Fox, was visited by her brother while en route to Rochester from Florida . . . Myra McConnell has returned from her vacation . . . Grayson Mills and Kate Hartnett of the same office have been confined to their homes with the grippe . . . Carter Barron is awaiting the return of his son "Cracker" from Florida . . . Herb Petty of WHN, New York, visited with Carter Barron and Ray Bell . . . New York Metroites vacationing in the nation's capital and favoring the local branch with a visit included: Mr. and Mrs. Lou Allehan, Miss Armans, and M. Rose.

Leon Back, Rome theatre executive, challenged Fate in journeying to Washington from Baltimore last Tuesday. Upon leaving his home in his car a fellow motorist chose to remove two fenders and disable same; hailing a cab he once again continued his journey and remained therein long enough to be involved in another collision but escaping unharmed; eventually arrived in Washington, hailed another cab and that too had a collision. In retrospect, Leon, who was unhurt, endorses the use of the telephone.

News at Warner theatres: Frances McCormick, telephone greeter, has announced her engagement to Henry Coons of the Penn Theatre . . . Frank LaFalce is battling a stubborn case of flu . . . Charles McGowan has returned from his Florida vacation . . . Ralph Daves, Don Nichols, Lou Kusner, and Charles McKinney, theatre managers in the territory, visited the Washington office.

Hon. Paul V. McNutt will be the guest of honor and principal speaker at the Variety Club luncheon to be held February 14 at the Willard. Eddie Melnicker and Kemp Mohler will preside as "Kings for the Day" . . . Nate J. Blumberg, Universal's prexy, stopped off in Washington for a brief spell while en route to Miami . . . Gloria Jean's magnetic personality won for her a host of admirers during her stay for the birthday ball, in fact she vied with Mickey Rooney in top honors . . . F. T. Murray, Universal's manager of branch operations, visited with Branch Manager Bernie Kreisler.

Sharp Loew Net Drop For 12-Week Period

NEW YORK—Loew's and subsidiaries report a net profit of $1,393,456 for the 12 weeks ended November 23, 1939. This compares with $2,979,943 for the same period the year previous.

The company's share of operating profit after subsidiaries' preferred dividends amounted to $3,017,481, compared with $4,938,934 for the previous year. Depreciation and taxes totaled $1,124,025, compared with $1,458,991 last year. Reserve for contingencies continues at $500,000. Earned per share on the preferred was $10.19 and on the common, 71 cents, in contrast to $21.80 on the preferred and $1.74 on the common for the comparable period.

New Pennsylvania Censor States Stand on Films

PHILADELPHIA—The philosophy behind the liberal attitude of Mrs. Edna R. Carroll, chairman of the state board of censors, was summed up by her in an interview preceding a dinner given in her honor by the Republican Club of Philadelphia. She said:

"Censorship scissors shouldn't be wielded by a Mrs. Grundy, who is easily shocked, doesn't keep up with the times, is narrow-minded or has an ax to grind.

"The act (of legislature) says we can approve what is moral and decent, and disapprove what is sacrilegious, indecent, obscene or that which tends to corrupt morals. We take the attitude that Pennsylvanians are grown-ups who enjoy fast, snappy, modern wise-cracking dialogue."

BALTIMORE

BIG TIME was had last Sunday night at the Emerson Hotel at the Jewish War Veterans cabaret dance which many members of the film colony attended. Entertainment was supplied by I. M. Rappaport, Hippodrome, who brought Morton Downey, Cobina Wright jr., and other entertainers to the dance. Ted Routson, publicity chief, and Bernie Seaman, manager of the Hippodrome, were given a big hand when they arrived with the show. Among those attending was Mrs. Sarah Young of 20th-Fox in Washington. Local exhibitors present were Frank Hornig, Horn; Lou and Abe Cohen, Essex; Sam Soltz and party, Howard; Harry Silver, Overlea; R. Shamus, Realart; Morris Flax, Lincoln; Mark Silver, UA salesman; Will Zell, Harlem; Leon Zeller, Roxy; Frank Hahn, Horlacher; Cliff Jarrett, assistant manager of the Hippodrome; Mr. Wheeler, Realart Press; and many others. Dave Kaiser, Maryland Display, emceed.

Mr. and Mrs. Frank Durkee, Mr. and Mrs. Morris Rome are among those sojourning in Florida. Incidentally, Mr. and Mrs. Walter Silverberg, Park, are still in Florida . . . C. M. McLaughlin, Altec engineer, has returned from Richmond and Norfolk . . . Leon Back is now taking violin lessons.

Little Jacques Merrieweather Shellman claims he is related to Daniel Boone . . . Center Theatre, owned by Morris Mechanic and managed by John Alderson, held special features marking its first anniversary.

The Auditorium Theatre is opening after being closed for many months with an all-talking Jewish picture, "Tevya" . . . Report that "GWTW" will go into its 4th week at Loew's Century here . . . Numerous exhibitors around town have been getting the old Spanish prison racket letters from Mexico. One was received by Frank Hornig.

A costume ball will be held at the Lord Baltimore Hotel on February 13 by Morris Mechanic of the New, in conjunction with the showing of "Little Old New York." Prizes will be given for the best costume . . . The Amateur Press Club will review "The Light That Failed" at Keith's, announces J. L. Schanberger. Cash prizes will be given for the best review.

Rodney Collier, manager Warner's Stanley, received some free publicity on his current attraction, "The Fighting 69th," as newsreels at nearly all theatres in town carried the Father Duffey ceremonies in New York with James Cagney and Pat O'Brien.

Producers Will Ask IATSE To Rescind Wage Hike

LOS ANGELES—A parley directed at convincing the IATSE and various other AFL crafts to rescind the 10 per cent wage increase granted last October is scheduled by the producers and the laborites for February 15.

The meeting is in accordance with an agreement reached in October.

Motion Picture Associates, New Philadelphia Group

PHILADELPHIA—The name Motion Picture Associates of Philadelphia has been chosen for the new organization set up by 41 film, premium and theatre equipment salesmen and branch and assistant branch managers.

The roster of officers, which differs somewhat from the list chosen temporarily two weeks ago, is as follows: President, William Karrer, Republic; vice-president, Ely Epstein, RKO; treasurer, William Humphries, 20th-Fox; secretary, Bill Bethell, Columbia; sergeant-at-arms, Dave Korson, Columbia. Directors are Sam Lefko and Jack McFadden, RKO; Bill Doyle, Universal; Mort Magill, UA, and Sam Rosen, Monogram.

The officers have been directed to draw up a permanent constitution and to seek a charter as a beneficial organization. Tentative plans, Karrer says, are to provide a $500 death benefit, unemployment compensation and some arrangement to help members during illness. Karrer formed a similar organization here 18 years ago, he recalls, but it languished after a few years because some interpreted its purpose as unionism. The new organization is definitely not a union, he says.

New York M. P. Associates Advance Installation

NEW YORK—The Motion Picture Associates, of which Jack Ellis is president, has advanced the installation of officers one week to February 13. The ceremony will take place during a luncheon meeting at the Astor.

ROCHESTER

AT ROCHESTER's premiere of "Gone With the Wind," Lester Pollock had a packed house at Loew's. He sold 3,800 seats for $4,100 for the big opening night. The theatre averaged about $6,000 daily on the picture.

Local theatres cooperated in the President's Birthday activities. All had "March of Dimes" banks in lobbies . . . Albert O. Fenyvessy, Arnett manager, is presenting a two-pound box of sweets to each woman patron every Wednesday and Thursday—Ladies Gift Nights.

Receipts of a citywide theatre party staged by the Rochester Bowling Ass'n netted the group $150. Charley Freeman, Century manager, helped the association with plans . . . Recent visitor was Charley Rich, exchange manager of Warner Bros. in Buffalo.

Schine's Riviera has inaugurated jitterbug jamborees, along with vaudeville, on Friday nights . . . The Strand in nearby Seneca Falls devoted a special show to Seneca county's campaign for the National Infantile Paralysis Foundation.

Raymond J. Kelly, national commander of the American Legion, and local legion officials were guests of Manager Jay Golden of the Palace for a preview of "The Fighting 69th" when Kelly visited here.

RICHMOND

MRS. EDITH ROBERTS, member of the state board of censorship, has been in the Johnson Willis Hospital suffering with the flu, but is now on the road to recovery . . . Alex Ravdin, manager of the Capitol, who was operated on several weeks ago at the Memorial Hospital, has returned home . . . Herman Kaplin, manager of the Century, Petersburg, was a visitor last week . . . Rudolph Berger, Washington manager for Leo the Lion, was in town, also . . . Carter Barron, Loew's district manager, was here for the opening of "Gone With the Wind"

Billy Patterson, assistant to A. O. Budina, architect for Neighborhood Theatres, has gone in business for himself in Danville . . . Bob Folliard, RKO manager from Washington, was here, also his salesman, Olmstead Knox . . . Dorothy Shewbridge, secretary to Sam Bendheim jr., general manager for Neighborhood Theatres, has had to stay home for several days on account of an injury to her foot.

Edward Everett Horton was forced to cancel his engagement here on account of illness . . . Helen Boswell, cashier of the Colonial, is back on the job after being out sick for over a week. Helen Thomas substituted . . . Floyd Stawls, manager of the Carillon, and Bill Attmore will fly down to Florida for a week, leaving here tomorrow, Sunday . . . Billy Ballenger, manager; Ruth Kelch, cashier; and Leonard Scott, porter, Grand Theatre, are all sick with the grippe . . . The operators are planning another oyster roast some time this month . . . Charles A. Somma, chairman of the legislative committee of the MPTO of Virginia, was elected president of the Virginia Fair Ass'n.

George Stitzer, assistant manager of the Byrd, is still talking about his rare experience during the recent snowstorm when he had to spend the night in Main Street Station . . . Leroy Ford, projectionist at the Byrd, is back on the job after being out with a lame back . . . James Pratt is the new usher at the Carillon, replacing Horace Chappell who resigned.

All the records in the duckpin league were broken last Monday when the Colonial boys went wild and rolled a game of 591 and set of 1,624. Victor Friedman of the same team rolled a game of 145 to better Keith Caudle's record by one pin. Pete Southward of the Brookland-Bellevue team rolled a set of 388 which bettered Bob Overcash's record by 14 pins. The State team is in the lead by six games with only six games to be rolled in the first half.

Drive for Montague

NEW YORK—Columbia on February 17 launches a "Fifteenth Anniversary Campaign" for A. Montague, general sales manager. The drive will run for three months.

"The Blue Bird" Closes

NEW YORK—"The Blue Bird" washed up its two-a-day engagement at the Hollywood, Thursday night.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Academy Banquet at Ambassador Grove

With the list of nominations to be made public February 12, and with final ballots to be issued three days later, the committee in charge of arrangements for the 12th annual Academy Awards banquet has announced the affair will be held in the Cocoanut Grove of the Ambassador Hotel on the evening of February 29.

Details of the program are being worked out by the committee of which Mervyn LeRoy is chairman, and which comprises Walter Wanger, new Academy president; Frank Capra, Frank Lloyd, Jane Murfin, Gene Lockhart, David O. Selznick, Howard Estabrook, Douglas Shearer, James Stewart, Bernard B. Brown, John Aalberg and Farciot Eduoart. Others will be appointed shortly.

Meantime members of the music departments of the various studios have nominated the following candidates for three awards for film music achievements:

Best original score—"Dark Victory," by Max Steiner, Warner; "Eternally Yours," by Werner Janssen, Walter Wanger; "Golden Boy," Victor Young, Columbia; "Gone With the Wind," Max Steiner, Selznick International; "Gulliver's Travels," Victor Young, Paramount; "The Man in the Iron Mask," Lud Gluskin and Lucien Moraweck, Edward Small; "Man of Conquest," Victor Young, Republic; "Of Mice and Men," Aaron Copeland, Hal Roach; "Nurse Edith Cavell," Anthony Collins, RKO Radio; "The Rains Came," Alfred Newman, 20th Century-Fox; "The Wizard of Oz," Herbert Stothart and George E. Stoll, Metro, and "Wuthering Heights," Alfred Newman, Samuel Goldwyn.

Best scoring regardless of source of music—"Babes in Arms," George E. Stoll and Roger Edens, Metro; "Elizabeth and Essex," Eric Wolfgang Korngold, Warner; "First Love," Charles Previn, Universal; "The Great Victor Herbert," Phil Boutelje and Arthur Lange, Paramount; "The Hunchback of Notre Dame," Al Newman, RKO Radio; "Intermezzo," Lou Forbes, Selznick International; "Mr. Smith Goes to Washington," Dimitri Tiomkin, Columbia; "Of Mice and Men," Aaron Copeland, Hal Roach; "She Married a Cop," Cy Feuer, Republic; "Stagecoach," Richard Hageman, Frank Harling, John Leipold and Leo Shuken, Walter Wanger; "Swanee River," Louis Silvers, 20th Century-Fox; "They Shall Have Music," Alfred Newman, Samuel Goldwyn, and "Way Down South," Victor Young, for Sol Lesser.

Best original song—"Faithful Forever," by Leo Robin and Ralph Rainger, in Paramount's "Gulliver's Travels;" "I Poured My Heart Into a Song," by Irving Berlin, in 20th Century-Fox's "Second Fiddle;" "Over the Rainbow," by E. Y. Harburg and Harold Arlen, in Metro's "The Wizard of Oz," and "Wishing," by B. G. DeSylva, in RKO Radio's "Love Affair."

Final ballots for all major divisions are returnable February 26. Achievement winners will be announced at the banquet three days later.



Heads Producers—

Y. Frank Freeman of Paramount, who becomes president of the Motion Picture Producers Ass'n, succeeding Joseph M. Schenck, who retired after serving several terms. E. J. Mannix of Metro is first vice-president.

Plan 'Leap Year Preview' For 'Too Many Husbands'

Because the film was made, the studio claims, with a "for women only" idea in mind, Columbia's "Too Many Husbands" is to be given a "leap year preview" within the next two weeks before an all-feminine audience. Critics and columnists are to let their wives, feminine friends, mothers, etc., cover the showing. The Wesley Ruggles production will be screened by a feminine projectionist, if one can be located, and the ticket-taker at the theatre door will be a woman.

Freeman to Helm of Producers' Ass'n

Destinies of the Producers' Ass'n for the coming term will be in the hands of Y. Frank Freeman of Paramount who was elected president of the group at the annual meeting of its board of directors. He succeeds Joseph M. Schenck, who retired after heading the organization for several terms.

The parley also found Will H. Hays, MPPDA president, delivering a report on the foreign situation and domestic problems. Hays came out from New York for that purpose and will return east again shortly.

E. J. Mannix, Metro executive, was elected first vice-president, succeeding Jack L. Warner, who asked to be relieved of the duties because of the press of studio production work. Mannix's former position as second vice-president has been filled by Cliff Work of Universal and Fred W. Beetson was re-elected executive vice-president.

James Roosevelt, president of Globe Productions, was elected a member of the association and added to the board of directors, personnel of which otherwise remains unchanged. It comprises, in addition to Roosevelt, Harry Cohn, Samuel Goldwyn, E. J. Mannix, Y. Frank Freeman, Hal E. Roach, Joseph M. Schenck, Cliff Work, Walter Wanger and Jack Warner.

"Interlochen" Added to Paramount's Schedule

Paramount has added "Interlochen," a story of the national musical camp for young America at Interlochen, Mich., to its current production slate. Andrew Stone will produce and direct with Allan Jones and Susanna Foster set for leading roles.

Idea was purchased from Ann Ronell, who will do the music and lyrics. Dr. Joseph E. Maddy, founder of the camp, will act as technical advisor.

Third for Welles

Orson Welles has been ticketed by RKO Radio to film a third feature for the company during the year. It will follow "Smiler With a Knife," which will be his initialer, and "Heart of Darkness," which has been on and off schedule.

Studios Harboring Prominent Names as Left Wingers--Dies

NEW YORK—"From what I saw and learned while in Los Angeles and from a mass of verbal and documentary evidence, I reached the conclusion that at least 42 or 43 prominent members of the Hollywood film colony either were full-fledged members of the Communist Party or active sympathizers and fellow travelers, and that Hollywood contributed large sums of money to the Communist Party."

Representative Martin Dies speaking. He's doing it in the first of a series of articles for *Liberty* magazine, the opener titled "The Reds in Hollywood." As a prelude to the article by the chairman of the House committee on un-American activities, the magazine states briefly:

Pays Tribute to Producers

"All statements made and opinions expressed by Mr. Dies in this series of articles are his own, and *Liberty* disclaims responsibility for any of them. For his statement of his case, it has allowed him the fullest latitude within the laws of libel. As always, it will be happy, in any instance, to present the other side too."

Dies pays tribute to the producers for their part in offering to expose un-American activities—"they are anxious to do everything within their power to prevent the spread of Nazism and Fascism in America," he writes.

But he sees un-Americanism making more progress in California and on the west coast than in any other part of the country. Reference is made to a meeting attended by most of the large producers "such as Schenck and Samuel Goldwyn." After a hour's discussion "the producers were almost unanimous in the belief that the Communists did not constitute any menace to the country and that the real threat came from the Fascists and Nazis," Dies declares. "They told me that it was undoubtedly true that some of the actors and screen writers leaned very much to the left, but that there was nothing they could do about the matter because they were under contract with these actors and writers. I left this conference with the strong impression that Hollywood had been completely duped by the Communists."

A Field for Crackpots

Dies argues that while the great majority of Californians are loyal and patriotic Americans, "it is true that California is a fruitful field for every crackpot scheme and every un-American activity. It is also true the Communists and racketeers have taken advantage of the strong anti-Nazi sentiment in Hollywood to get thousands of dollars out of film producers, actors and screen writers. A good illustration of this is the Hollywood Anti-Nazi League . . . The great majority of the members of the league are not Communists, but many of the active workers are Communists or fellow travelers . . . While this league has been very active in opposing Nazism, it has followed a friendly policy with reference to the Soviet Union."

Dies asserts he is convinced that "Communist influence was responsible for the subtle, but very effective, propaganda which appeared in such films as 'Juarez,' 'Blockade' and 'Fury.' It is also clear to me that the producers were completely deceived by Communist claims that Russia was a liberal and democratic country and served as a bulwark against the spread of Fascism and anti-Semitism."

He claims to have from "reliable sources" the names of some of the actors and writers who belonged to the Communist Party or followed the party's lines or contributed to its organizations.

"While I had no doubt about this in my own mind, I realized the difficulty of proving it to the satisfaction of the country. In the first place, there is a natural barrier flung around Hollywood against any outsider, especially an investigator who is undertaking to expose Communist activities. In the second place, the Communist Party has taken and will take every precaution to protect its well-paying members and sympathizers in Hollywood. Finally, Hollywood has the most efficient organization of high-powered press agents in the world.

"If the committee is continued it will have to concentrate its efforts on the west coast. We will have to hear numerous witnesses and afford all accused individuals and organizations an opportunity to be heard. If the committee is determined to expose fearlessly and fully the truth about Communism in the Hollywood colony, the country will, in my judgment, learn the facts which I shall state in this series, present a correct picture of the Hollywood situation."

Only One Official Hollywood Reply to Dies Article

With one exception, Hollywood, both in its liberal and conservative elements, displayed the same air of indifference to the news that Rep. Martin Dies has begun a series of articles in *Liberty* titled "The Reds in Hollywood" as it did last December when the lay press announced the Dies committee on un-American activities would list, in its completed report, the names of actors and writers reputedly identified with the alleged communistic movement here.

The exception, of course, was the Hollywood League for Democratic Action—nee the Hollywood Anti-Nazi League—the only organization named in Dies' opening article, from which refutation was drawn in the form of a statement from the HLDA's executive committee. It follows:

"What Mr. Dies says about the Hollywood Anti-Nazi League, now the Hollywood League for Democratic Action, is unimportant for the very simple reason that he says nothing. For years the League has challenged Mr. Dies and his committee, and Mr. Dies has talked a great deal about evidence linking the League with Communism, but has never produced this evidence except in wild statements by himself and by one of his discredited investigators.

"What is important is Mr. Dies' attack on the industry in general and on certain pictures. This is the clue to Mr. Dies' real and un-American purposes, for he singles out 'Juarez,' 'Blockade' and 'Fury' as examples of 'Communistic influence.' 'Juarez' is the story of Mexican independence and Mr. Dies is notoriously anti-Mexican and has tried to upset the present liberal regime by releasing unverified testimony reflecting on President Cardenas and the Mexican people. 'Blockade,' which is a humanitarian and poignant appeal for food for civilian populations, is also condemned. Mr. Dies is a member of the economy bloc in Congress and has consistently opposed relief to the millions of starving Americans in this country; certainly his opposition would extend to the Spanish people. Mr. Dies' condemnation of 'Fury' is understandable if one remembers that this picture was hailed throughout the world as a stirring indictment of lynching. As for his prediction that 'Confessions of a Nazi Spy' would be a flop, this can be dismissed as wishful thinking on the part of the Congressman from Texas."

Shrug Off "Expose"

The League's reference to "Fury," "Blockade" and "Juarez" was in answer to statements made by Dies in his initial article that he was "convinced that Communist influence was responsible for the subtle but very effective propaganda which appeared" in them.

The remainder of the film colony, both liberal groups and individuals known to have liberal tendencies, as well as the conservative clique, assumed the attitude that until Dies names names, places, dates and facts in his series of articles, there is little to become excited about. For the most part they are shrugging off the "expose" in the same manner in which they shrugged when informed there would be repercussions from Dies' earlier threat to make known the names of "Communists" in Hollywood. At that time, one school of thought held that the announcement might have been a smoke screen to detract attention from the LaFollette Civil Liberties Committee, which then was investigating the activities of California's Associated Farmers.

Goldwyn Asks Retraction

Samuel Goldwyn, in a public statement, lauded Martin Dies for his "very fine job" in investigating un-American activities, and at the same time, in a telegram to the congressman, requested that Dies retract his statement in "Liberty" magazine which declares that Goldwyn was present at a Hollywood roundtable discussion at which Dies alleges, producers were "almost unanimous in the belief that Fascism and Nazism, not Communism, are the nation's real menace." Goldwyn declares he met Dies only once, at a luncheon given by Schenck, and complimented him briefly on his work.

Ten New Film Starts; 40 Are Now in Production

The production pendulum is swinging upward again, the total in work now standing at 40, ten of them new starts.

Columbia turned its cameras on "The Man Who Would Not Die," and completed "Men Without Souls," emerging with two in production. Metro has eight on its sound stages, including two starts, "Susan and God" and "The Mortal Storm." Monogram rolled "Midnight Limited" to supplement the one picture already being filmed.

"The Ghost Breakers" got underway at Paramount, where only two are in production. RKO Radio is shooting five, having started "Bonne Chance" and "Tom Brown's School Days," and completing "The Courageous Dr. Christian." Republic has three before the cameras.

Twentieth Century-Fox is shooting seven. Charles Chaplin and Sol Lesser are each filming one for United Artists. Universal gunned "Sandy Is a Lady" and "If I Had My Way," and sent "The House of Seven Gables" into the cutting room. Five are being filmed on the lot. Warner, starting "The Sea Hawk" and "All This and Heaven, Too," has four in work.

Committee Named to Help Judell Firm Keep Going

With assurances every effort will be made to keep the company in operation, both from a production and a distribution standpoint, creditors of Producers Pictures Corp. have appointed a committee of four to work with Robert S. Benjamin, Pathe Film Corp. attorney, in devising a plan by which that goal may be reached.

Pathe is PPC's largest creditor, holding liens for laboratory work and negative costs on seven films turned out by the company, of which Ben N. Judell is president.

The committee appointed by creditors includes Gus Barth, AGFA Film Co.; Hugh Quigley, Quigley Publications; Adolph Fleischman, Cinema Props; and A. J. Gursey, International Studio Equipment.

Benjamin has gone to New York to confer with Pathe's eastern executives on the PPC situation and has scheduled a meeting with the creditors' committee upon his return. At that time it is expected a plan to keep PPC operating will have been devised.

'Great Profile' Production Reins to Ray Griffith

Production reins on "The Great Profile," at 20th Century-Fox, have been turned over to Raymond Griffith. Lou Breslow, Charles Francis and Harry Tugend are doing the script.

DeVoe Joins BOXOFFICE

Paul K. DeVoe has disposed of his interest in the Motion Picture *Review of Reviews* to his partner, Stanley Morris, and has joined the Hollywood staff of BOXOFFICE as an advertising salesman.

Ballot Returns Will Reveal SWG Stand on Neely Bill

Realign Assignments On 20th-Fox Lot

Keyed by the addition of Lucien Hubbard to the staff as an associate producer, a realignment of personnel and production assignments is under way at 20th Century-Fox, with a greater number of important vehicles being turned over to the Sol M. Wurtzel unit. In line with the rearrangement, Ralph Dietrich and Walter Morosco, heretofore production assistants under Darryl Zanuck, have been made associate producers. Their first assignment, in the Wurtzel division, will be as joint producers of the next in the "Cisco Kid" and "Charlie Chan" series. Wurtzel has but four films remaining to deliver on his 1939-40 schedule, three of which get under way next month. Zanuck has, as yet, announced no assignment for Hubbard, who moves over from M-G-M.

John P. Miles has been added to the Warner publicity staff under Bob Taplinger, moving over from the Samuel Goldwyn unit. He has been assigned to handle special exploitation for the twin premieres of "Virginia City" in Virginia City and Reno, Nev., March 16.

Roach's Son a Producer

Hal Roach has given his son, Hal Roach jr., status as a full-fledged producer, with the younger Roach to film "Nomad of the North" as his first assignment.

William R. Lipman and Horace McCoy have checked out of Paramount's writing staff after an association of more than two years.

Virginia Bruce has obtained a release from her M-G-M acting contract, withdrawing from a role assigned her in "And One Was Beautiful," a Frederick Stephani production.

A further shift in 20th Century-Fox's producer lineup was made with the announcement that John Stone, associate producer in the Sol Wurtzel unit, will leave the company April 1, or thereabouts, after he has completed two more pictures.

Robert Basseler has been named associate editor under Julian Johnson, head of 20th Century-Fox's story department. He was story editor in the company's London office until it was discontinued as a result of the war. In his new post, Basseler succeeds Howard Ellis Smith, who resigned.

Eddie Albert, Warner comedian, has been reinstated in the studio's good graces and has reported for the lead in "An Angel From Texas." He had been placed under suspension for failing to keep in contact with the plant during a holiday in Mexico, during which he was reported missing for several days.

Katy Brush Does "Hardy"

Katharine Brush has been signed by Metro to script an untitled "Hardy Family" feature.

In what light the Screen Writers Guild officially regards the Neely anti-block booking bill will be revealed when ballots, now in the hands of SWG members and returnable February 16, have been tabulated. The vote, which was ordered after a mass meeting at which Abram F. Myers of Allied States spoke in favor of the measure's passage and President George Schaefer of RKO Radio opposed it, seeks answers to three queries—should SWG members oppose or favor the proposed legislation; should they take a positive stand against monopolistic tendencies in the motion picture business; or should the SWG sidestep the entire matter.

The balloting committee, headed by John Howard Lawson, laid particular emphasis upon Section 4 of the Neely measure—that which makes it mandatory that a feature film be leased only when accompanied by an "accurate synopsis," including a general outline of the story.

Plans for the formation of "one big union" for actors throughout the country have moved a step nearer realization as the result of a series of conferences in which Screen Actors Guild, Actors Equity and American Federation of Radio Artists representatives participated. It was decided that Kenneth Thomson, once proposed as the temporary executive head of the American Guild of Variety Artists, will remain here as SAG secretary, at the same time acting in an advisory capacity for the AGVA's western division. Upon completion of the AGVA setup, the four affiliates of the Associated Actors and Artistes of America will turn to the "one big union" plan in earnest.

With the return of Y. Frank Freeman, head of the producer-labor committee, the SAG has resumed conferences with producers on re-classification of extras.

Other labor developments:

The Screen Directors Guild has scheduled a board meeting for February 12, to be attended by Mabel Walker Willebrandt, SDG counsel, who came in from the east for the occasion.

Suit has been filed against the IATSE and International Photographers Local 659 by Ben Wetzler, assistant cameraman, who charges he has been deprived of his right to make a living because, he alleges, the local refused to accept him as a member in transferring from Local 644, New York. He asks $3,660 in damages.

Producers met with the Society of Motion Picture Interior Decorators to discuss the latter's demand for a wage increase and re-classification of work for its members. Still hanging fire is the Screen Publicists Guild contract, on which certain studios have been holding out for minor revisions. Also at a deadlock are the Screen Readers Guild negotiations. The SRG is holding out for a $45 weekly minimum, while the producers are offering $40.

The Screen Office Employes Guild held a membership meeting to discuss its proposed contract with producers and to consider the advisability of affiliating with the Hollywood Council of Independent Guilds.

Hollywood Personnelities

Barnstomers

—Freelance

MAXIE ROSENBLOOM opens six-week personal appearance tour in New York, March 7.

CECILIA PARKER, OLYMPE BRADNA, EDITH FELLOWS, MICHAEL WHALEN, MARY HEALY and PETER HAYES join Jimmy Fidler's personal appearance unit. The eight-week tour has stopovers scheduled for Pittsburgh, Baltimore, Hartford, New York, Washington, Cleveland and Chicago.

—Metro

JEANETTE MACDONALD begins eight-week concert tour in El Paso, Texas, next week.

—Paramount

ROBERT PRESTON trains out to attend the Northwestern University campus ball in Chicago, February 17.

—Republic

GENE AUTRY and SMILEY BURNETTE appear at Cinema Theatre, local house, in conjunction with first-run showing of "South of the Border."

—Warner

LEE PATRICK, completing film assignment, heads for New York to appear in a Broadway show.

Cleffers

—Columbia

FREDERICK HOLLANDER writing score for "Too Many Husbands."

—Metro

RUDOLPH KOPP placed in charge of stock sound track department.

DAVE SNELL completes scoring "The Man From Dakota."

GEORGE STOLL handling musical conducting and orchestrations for "Strike Up the Band," Mickey Rooney-Judy Garland co-starrer.

—Paramount

SIGMUND KRUMGOLD scoring "Golden Gloves."

CONRAD SALINGER doing orchestral arrangements for "Buck Benny Rides Again."

IRVIN TALBOT scoring background music for "Hidden Gold," a Harry Sherman "Hopalong Cassidy" western.

VICTOR YOUNG scoring "Buck Benny Rides Again."

—Warner

MOE JEROME and JACK SCHOLL writing special musical material for "All This and Heaven, Too."

JACK SCHOLL and MOE JEROME complete three songs for "The Singin' Dude," Technicolor short subject.

Meggers

—Goldberg-Port

BERNARD B. RAY producing and directing "Broken Strings," in which Clarence Muse will head an all-colored cast. Ray wrote the original story and Muse, Earl Krusada and David Arlen did the screenplay. George Randol is supervising and International Roadshows, Inc., will release.

—Metro

GEORGE CUKOR to "Road to Rome" following completion of his current assignment, "Susan and God."

ROBERT SINCLAIR to "One Was Beautiful," starring Jean Muir.

—20th Century-Fox

OTTO BROWER handling second unit on "Stardust" while Walter Lang continues directing first unit of the Linda Darnell starrer.

—Universal

LEW LANDERS to "Congomania," a Ken Goldsmith production.

—Warner

WILLIAM DIETERLE to "Benjamin Franklin," forthcoming Edward G. Robinson starrer. Norman Reilly Raine and Aeneas MacKenzie are working on the script.

WILLIAM MCGANN to "The Singing Dude," Technicolor short featuring Dennis Morgan.

LEW SEILER to "Flowing Gold," a Rex Beach story, which hits the cameras February 19.

Options

—Metro

CYRIL HUME given new writing ticket.

JOHN MONKS JR. and FRED FINKLEHOFFE given new writing tickets.

ROBERT PHOEREN joins scenario staff.

—RKO Radio

ELAINE SHEPARD given term acting contract. She was a New York model.

—Republic

DONALD BARRY handed contract as lead in new western series to be produced and directed by George Sherman. "Ghost Valley Raiders," the initialer, will be gunned February 12.

F. HUGH HERBERT signs one-picture writing deal.

—20th Century-Fox

JANE DARWELL handed long-term acting pact.

ALICE FAYE held for another year.

RICHARD GREENE, actor, given new ticket.

—Universal

NAN GREY wins new acting termer.

FELIX JACKSON, writer, given contract extension.

—Warner

NORMAN REILLY RAINE given new writing ticket.

Percenteers

NOEL GURNEY resigns from Myron Selznick Agency, after 12 years, to open office of his own.

Scripters

—Columbia

LEWIS MELTZER to "Heart of Paris."

—Loew-Lewin

TALBOT JENNINGS to "Flotsam," the Erich Maria Remarque novel.

—Metro

ZOE AKINS and VICKI BAUM teamed on an untitled story which Seymour Nebenzahl will produce.

KATHARINE BRUSH to an untitled "Hardy Family" feature.

HUGO BUTLER and JACK JEVNE to "Wyoming," a Milton Bren production to star Wallace Beery.

GEORGE OPPENHEIM and LEON GORDON to "Cause for Alarm." Lawrence Weingarten will produce the Robert Taylor starrer.

MARIAN PARSONNET to "By the Dawn's Early Light."

—Paramount

HOWARD GREEN completes "Destiny," now in production.

EDWARD T. LOWE to "The Country Lawyer," for Producer Stuart Walker. Lowe has been transferred into the writing department after functioning as an associate producer for a year and a half.

WILKIE MAHONEY to "The Ghost Breakers."

LYNN STARLING to "A Night at Earl Carroll's," which Kurt Neumann will direct.

—RKO Radio

ROBERT ARDREY to "Kitty Foyle," a David Hempstead production starring Ginger Rogers.

IDWAL JONES polishing "Tom Brown's School Days" for Producers Gene Towne and Graham Baker.

—Republic

KARL BROWN to "Gangs of New York."

VAL BURTON to "Grandpa Goes to Town," a "Higgins Family" film.

OLIVER DRAKE to an untitled story, to be used as second in the new western series starring Don Barry, which George Sherman is producing and directing.

HARVEY GATES to "The Crooked Road." Robert North produces.

EVE GREENE to "Women in War," which has been handed a $500,000 budget by Producer Sol C. Siegel.

SAM ORNITZ to "We Begin Life Again," a story of the migratory workers and their plight.

DON RYAN to "Mr. X." William Saal will debut as a producer on this vehicle.

—Edward Small

MALCOLM STUART BOYLAN completes "Pago Pago."

—20th Century-Fox

TED SHERDEMAN to "Cavalcade of Radio." Sherdeman is a writer-director for the National Broadcasting Co.

MAJOR J. ANDREW WHITE teams with TED SHERDEMAN on "Cavalcade of Radio."

PAUL JARRICO to "Pier 13."

—Universal

PAUL GERARD SMITH to "La Conga Nights," musical in which Hugh Herbert will feature. Ken Goldsmith is the producer.

PAUL HUSTON to "Ski Patrol," based upon Russia's invasion of Finland.

CLARENCE YOUNG to "Son of Roaring Dan," his own original, as a Johnny Mack Brown western.

—Warner

ROBERT BUCKNER to "The Spirit of Knute Rockne."

OWEN CRUMP to "Honeymoon Trip," one of a series of short subjects starring Elsa Maxwell.

WALTER DE LEON to "Tugboat Annie Sails Again."

GUY ENDORE to "The Sea Wolf."

FRED NIBLO JR. completes "An Angel From Texas," forthcoming Eddie Albert starrer.

CHARLES TEDFORD completes "The Discovery of America," a historical short subject.

JOHN WEXLEY to "The Patent Leather Kid."

JERRY WALD and RICHARD MACAULAY to "Calamity Jane," comedy western in which Ann Sheridan will star.

C. S. FORESTER to "Captain Horatio Hornblower," from his own novel. This is being planned as an Errol Flynn vehicle.

Story Buys

—Metro

"Children's Crusade," by Fritz Rotter and Robert Thorn.

—Paramount

"Reap the Wild Wind," by Thelma Strabel, as a tentative starring vehicle for Claudette Colbert.

—RKO Radio

"The Water Gypsies," by A. P. Herbert, purchased from Hal Roach. Erich Pommer will produce with Maureen O'Hara starred.

—Edward Small

"My Official Wife," by Ernest Vajda.

—20th Century-Fox

"The Great Profile," by Melville Crossman.

Technically

—Metro

WILLIAM DANIELS to photograph "The Mortal Storm." LEW BORZAGE is assistant director.

HARRY MCAFEE named unit art director on "And One Was Beautiful."

SID SIDMAN assisting Director Edward Cahn on "The New Pupil," an Our Gang comedy.

—Paramount

ROLAND ANDERSON designing sets for "North West Mounted Police."

EARL HAYMAN mixing sound on "The Night of January 16," which Mitchell Leisen is directing.

WILLIAM MELLOR to photograph sequel to "What a Life," starring Jackie Cooper.

RALPH NELSON set as business manager on "The Night of January 16th."

ARTHUR H. ROSSON heads location jaunt through southwest for C. B. DeMille's "North West Mounted Police." Rosson, associate director, is accompanied by CHARLES WOOLSTENHULME, business manager, and G. E. RICHARDSON, cameraman.

—RKO Radio

NICK MUSURACA to photograph "Tom Brown's School Days."

—Hal Roach

CONRAD NAGEL voicing narration for "1,000,000 B. C."

LEWIS ROYER designing costumes for "Turnabout."

—Edward Small

VAL PAUL, production manager, sails for Hawaii on first leg of trip to American Samoa, lining up locations for "South of Pago Pago."

—20th Century-Fox

EDWARD SNYDER, cameraman, given new contract.

—Warner

GEORGE KING directing dance sequence for "All This and Heaven, Too."

Cinémarks

Producer Edward Small has returned from Savannah, Georgia, where he was called by the illness of his mother . . . Jack Gross, Universal executive, is nursing an injured knee at California Hospital, the result of an automobile mishap.

*

Loren L. Ryder, head of Paramount's sound department, has been booked to present a lecture and sound demonstration before the Southern California section of the American Chemical Society, March 1. A. J. Lorenz, entertainment chairman for the organization, made the arrangements with Ryder.

*

Armand Schaefer, Republic producer, and Scenarist Dorrell McGowan pulled out for Nashville, Tenn., to gather background material for a forthcoming Gene Autry feature . . . Victor Fleming has returned to M-G-M after scouting locations in Florida for his next directorial assignment.

*

Joseph Engel, Harry Sherman's associate producer, has been bedded by the flu . . . Victor Young and his orchestra will supply the music for the Paramount studio club's annual winter dance, to be held February 24 at the Beverly Hills Hotel. Peggy Schwartz is chairman of the entertainment committee.

*

The Samuel Goldwyn studio club is planning a St. Valentine's Day dance to be held on one of the studio stages February 14.

Phillip Mansur, animator in Metro's cartoon department, died of pneumonia at his mother's home. He was 29.

*

Don Hartman has checked back to his Paramount writing desk after conferring in New York with Clifford Goldsmith, with whom he is collaborating on a sequel to "What a Life" . . . Alfred J. McCosker, chairman of the board of Mutual Broadcasting System, is in for a month of conferences with President Thomas S. Lee of the Mutual-Don Lee chain and Lewis Allen Weiss, Lee's general manager. Mrs. McCosker accompanied her husband.

*

Seriously ill with a severe cold, Jock Lawrence, executive assistant to Samuel Goldwyn, has been taken to Good Samaritan Hospital.

*

Mervyn LeRoy has been nursing an influenza attack. He is confined at home under a doctor's care. W. S. Van Dyke has taken over LeRoy's megaphone temporarily . . . John W. Considine, Metro producer, trained for Port Huron, Mich., to attend the world premiere of "Young Tom Edison" there February 10 . . . Myrna Loy was the special guest of the Hollywood Women Writer's Press Club at a luncheon.

*

Akim Tamiroff and his wife have checked out for a holiday in the east, the actor having completed his latest Paramount assignment . . . John Garfield, Warner player, left for New York to star in a Group Theatre play, "Heavenly Express."

Illness Stalemates FWC Suit Activity

With both key men representing the government—Albert J. Law and Harold Collins—stricken ill and away from their desks, activity pertaining to Uncle Sam's criminal conspiracy suit against Fox West Coast and nine major distributors has reached a stalemate.

Collins is seriously ill in St. Luke's Hospital, Pasadena, with pneumonia, and Law is nursing an influenza attack at the Good Samaritan. Before they were laid low by sickness, the government men had been preparing a bill of particulars as requested by the defendants in the conspiracy action, on which they are scheduled to resume work when they have returned to their posts.

First for RKO

Harold Lloyd's first production for RKO will be a romantic comedy with an all-star cast entitled "Three Girls and a Gob." Lloyd was most recently producer and star of "Professor Beware" and "The Milky Way." "Three Girls and a Gob" is an original by Grover Jones.

Hollywood League Calls Meeting for Feb. 13

A general membership meeting—its second during 1940—has been called for February 13 by the Hollywood League for Democratic Action, at which the discussion will center upon anti-democratic, pro-war measures now pending before Congress. The parley will be the initialer in a series by which the League will launch its long-planned campaign in defense of American peace and civil liberties.

Speakers will include Scenarist Milton Sperling, member of the HLDA's executive board, and Harry Graham Balter, noted liberal attorney. Sperling, Irving Pichel, Balter and Sonja Dahl, the League's executive secretary, comprise the committee planning the event.

The war—and America's part in it—formed the major topic at the regular weekly symposium of the Hollywood Peace Forum, with Sam Ornitz, screen writer, delivering the principal address and Herbert Biberman, writer-director, acting as chairman. Scenarist Frank Scully was also on the program.

Under the sponsorship of John Garfield, Anna May Wong and Cinematographer James Wong Howe, the Hollywood branch of the American Bureau for Medical Aid to China held a banquet February 2 to raise funds for the shipment of a truckload of medical supplies to China.

Independent Activity Keeps Swift Pace

Independent activity, in preparation and actual production, is maintaining the hectic pace with which this phase of filmmaking began the new year.

Incorporating as Dixie National Pictures, Inc., with a subsidiary company known as Dixie National Exchanges, Inc., a new independent unit has announced plans to produce a series of eight films with Negro casts, as well as two exploitation specials. Ted Toddy, Atlanta distributor, has been elected president. Jed Buell is vice-president and executive producer. Jack Coyle and the Rev. James K. Friedrich, producers of "The Great Commandment," have been named to the board of directors, and Norman Stephenson is secretary-treasurer. Its distribution unit will maintain branches in New York, Chicago, Atlanta, Charlotte, Dallas and Los Angeles.

Goldberg and Port, in association with Argus Productions, which is well under way with a program of Negro features, has announced that its regular quota of 12 will be supplemented by three specials, one of which will be directed by Clarence Muse. International Roadshows, Inc., will distribute through the 600 or more all-colored theatres in the United States.

Other Activity

Harold Lloyd, producer-comedian, has signed a one-picture deal with RKO Radio under which Lloyd will turn out "Three Girls and a Gob," a story by Grover Jones, for the company. It will be the first picture with which Lloyd has ever been associated in which he will not appear before the camera.

Alexander Korda, producing for United Artists, is expected to check in shortly to begin work on his initial Hollywood production for more than 10 years—"Jungle Boy," based on Rudyard Kipling's novel, and starring Sabu, the Indian elephant boy. Also due in Hollywood from England are Director Zoltan Korda and his wife, the former British screen actress, Jean Gardner.

To produce a series of "Scattergood Baines" films for RKO Radio release, Branford Productions has been incorporated by Charles Ford and Joseph Brandt. Guy Kibbee will portray the character created by Clarence Budington Kelland. Incorporation papers also have been filed by Franklin-Blank Productions, headed by Harold B. Franklin and Ralph Blank, the latter an Iowa circuit operator. The firm has acquired film rights to "The Drunkard." No release is set.

Frank Lloyd has appointed Franklin Gray story editor for his production unit, with John B. Goodman as art director and Waldo Twitchell heading the research staff. Lloyd will take a crew to Williamsburg W. Va., in March to begin shooting "Tree of Liberty" for Columbia release.

Representing creditors of the old Grand National, Trustee Loyd Wright is taking steps to obtain an assignment on the GN studio in order to protect them in liquidation proceedings. Wright has filed an application with Harry Fromberg, trustee appointed in New York when the new GN-Educational setup went into bankruptcy.

"Dead Man's Cipher" has been selected as the first in a batch of 42 features to be turned out by Franklyn Warner's Fine Arts Pictures for distribution through his own exchanges. It will go into work next week at Selznick International studios.

McCrea Out of DeMille Film; Over to Wanger

Because it was felt his characterization was too similar to that of Gary Cooper, Joel McCrea has been withdrawn from C. B. DeMille's "Northwest Mounted Police." He has moved over to Walter Wanger's, where he has been signed for the top role in "Personal History."

DeMille is scouting for a replacement.

Immediate Production Schedule Is Heavy

Production outlook for late winter and early spring continues on the boom side, with Monogram, Paramount, Republic and Warner in the forefront of studios loading up their slates for a maintenance of heavy camera work.

Monogram's leader will be "Rip Van Winkle," going before the cameras in March with a budget of $350,000—biggest in the company's history. Studio currently is searching for a star to portray the title role. Others on the fire included a T. R. Williams production, "Midnight Limited;" a Jack Randall western and two others. Paramount has charted four to go into production in the immediate future, including "The Night of January 16" and C. B. DeMille's big-budgeted "North West Mounted Police." Republic's upswing will get underway in March with a determined drive to complete the 20 features still lacking on its 1939-40 program. The Warner slate lists six topliners to go into work before the end of March, including "Torrid Zone" and "Brother Orchid."

Announcement by Metro that it has acquired "Cyrano de Bergerac" as a Spencer Tracy starrer may precipitate a clash between that studio and RKO Radio. Spokesmen for President George Schaefer at the latter plant declare that Schaefer holds a verbal agreement concerning the property with Alexander Korda, to whom the property belonged. For the time being, however, RKO Radio contemplates no action. Meantime M-G-M reiterated that it had officially closed a deal with Korda for the purchase of the property, which has been placed on its spring production slate.

Robert Cummings Loanout

Metro has borrowed Robert Cummings, actor, from Universal, for an unannounced one-picture assignment.

Turns in "Pago Pago"

Malcolm Stuart Boylan has turned in his script of "Pago Pago" to Producer Edward Small.

Herbert Yates Here For Conferences

To launch a series of production conferences with M. J. Siegel, studio head, Herbert J. Yates, chairman of Republic's board of directors, checked in at the North Hollywood plant from New York after postponing his scheduled arrival for a week. He was tied up by the pressure of unexpected business in the east. Among the chores confronting him will be that of supervising the resumption of filming on the studio's current biggie, "Dark Command," which has been idle for more than a month as the result of Claire Trevor's illness.

Expected in from the east next week is W. Ray Johnston, president of Monogram, who is due to parley with Scott R. Dunlap, production chief, pertaining to plans for launching "Rip Van Winkle." Picture has been given a $350,000 budget and is being geared to start in March.

Murray Silverstone, United Artists operations chief, and Charles Schwartz, corporation attorney, as well as Harry Gold, sales executive, came in from New York to confer with UA producers concerning their respective 1940-41 product lineups and to map preliminary plans for the company's annual sales convention. Monroe Greenthal, UA's New York exploitation head, who preceded them here, did not wait over. After brief conferences with Samuel Goldwyn concerning the campaign on "The Westerner," which Goldwyn has turned over to UA for distribution, Greenthal headed back home.

Back From Gotham

Other executives checking in from New York:

Jack Warner, back at the Burbank studio to okay camera work on several films. He attended the "Fighting 69th" dinner in Gotham.

President George Schaefer of RKO Radio, who made a hurried trip east on personal business. He has resumed product conferences here with Harry Edington, new studio chief, and Ned Depinet, distribution head.

Harry Cohn, president of Columbia, left for the east to scout the current Broadway shows and to huddle with Jack Cohn and other homeoffice executives. In New York he underwent a pre-trial examination in connection with the government's anti-trust suit. From there he goes to Florida for a three-week vacation.

Stuart Buchanan, executive of Walt Disney Productions, has pulled out for New York, en route to South America, where he will arrange to have "Pinocchio" dubbed into Portuguese and Spanish. From there Buchanan will go to Europe to handle other foreign versions of the feature-length cartoon.

To attend the world premiere of his first production, "Swiss Family Robinson," which he made in association with Graham Baker, Gene Towne left for New York. The film made its bow at the Radio City Music Hall. RKO Radio is releasing.

Postponing his projected trip here, Charlie Einfeld, Warner publicity-advertising head, returned to New York following the company's recent sales meeting in Chicago.

FTC Cites Northwest Film Ad Service

WASHINGTON—Extending its activities into the advertising film field, the federal trade commission has issued a formal complaint charging the Northwest Film Ad Service, Inc., Portland, Ore., and Frank D. Atkins, president of the corporation, with unfair methods of competition and unfair and deceptive acts and practices.

Announcing its action, the commission explained that "for the purpose of inducing the purchase of their advertising films and trailers," the complaint charges, "the respondents have made false and misleading statements and representations, among which are that they are producers as well as distributors of advertising films and trailers; that their business is nation-wide in its scope and that they maintain offices in numerous cities throughout the United States; that they have contacted manufacturers or distributors of various products sold by prospective purchasers of the films and that these manufacturers and distributors have agreed to cooperate in the cost of the film advertising of their respective products and pay a portion of the costs; that the respondents have negotiated contracts with local theatres to show their films and trailers, and that the advertising films supplied by them will be of the kind and quality designated by the purchaser.

"The respondents also are alleged to have represented that certain of their competitors are out of business."

To support these charges, the commission alleges that the company's business is not nation-wide in scope but confined largely to Oregon, Washington and California; that it has no offices other than the office in Portland, Ore., and that other representations made by it are false and misleading.

Local B-22 Keeps Hood as Manager Till Elections

SEATTLE—George T. Hood has been retained in the capacity of business representative and secretary-treasurer of Theatre Employes union Local B-22, filling the vacancy left by the resignation of Lawence Wicklund.

Wicklund, who has been on leave of absence for six months, is assistant manager of the Seattle Civic Auditorium. Action on Hood was taken by the executive board. He will fill the vacancy until August, when an election will be held by the union. Hood has been acting in the post since Wicklund took leave.

"Abe" at Four Star

LOS ANGELES—"Abe Lincoln in Illinois" opened its roadshow engagement at the Four Star Theatre with a gala premiere at $5.50 top. It supplanted United Artists' "Of Mice and Men," which played five weeks on a continuous-run policy.



Into Seattle—

B. W. Ardell, who heads the new Seattle branch in expansion of activities by Altec Service Corp. He reports to H. W. Dodge, district manager, at Los Angeles. Ardell has been connected with Altec since the company's formation, and had been associated with the film industry for 10 *years previously.*

Paralysis Fund Drive Nets Greater Sum

LOS ANGELES—While official figures are, are yet, lacking, preliminary estimates indicate that Fox West Coast and independent operators have collected some $10,000 more in the 1940 infantile paralysis campaign than in the 1939 drive, with the total for this year standing at around $52,000, compared to the official $42,750 collected last year.

Collections in the Warner and RKO houses have been forwarded directly to their respective home offices, as in the past, and are not included in the total tabulations here.

FWC's houses in Southern California have turned in about $40,000 to date, Charles A. Buckley, head of the circuit's legal department, who is handling the campaign for the chain, reported. Added contributions are coming in daily for tabulation. Collections from FWC's Montana, northern California and northwest holdings are being handled on a separate basis and no figures on receipts from those areas are available yet.

Independents have forwarded an approximate $12,000 to Robert Poole, of the Independent Theatre Owners of So. Calif. and Ariz., which is acting as clearing-house for unaffiliated showmen. This is double the $6,000 garnered in 1939, with Poole opining the grand total may jump another $1,000 to $2,000 before all collections are in and recorded. An official count by both the ITO and FWC will be made in about 10 days.

Oppose Distributor Accessories Curb

LOS ANGELES—Opposition to the action of producers and distributors to force purchase of advertising matter from a single source is indicated in a resolution adopted by the Pacific Coast Conference of Independent Theatre Owners at a meeting here.

The resolution condemns attempts to curb the unrestricted use of producer-distributor advertising copyrights.

The annual convention of the new organization, a conference of several coastal units will be held May 8 to 10, the meeting decided.

Guaranteed runs of films were approved "provided the showman does not allow his house to become obsolete and if the run is not obtained through fraud."

Chief among the problems discussed at the meeting of the board of trustees of the Pacific Coast Conference of Independent Theatre Owners were commercialized "previews" and first-run move-overs, and steps in the campaign of elimination thoroughly threshed out. The PCCITO trustees also laid plans for the organization's first annual convention, to be held this spring.

Attending the two-day parley were: Hugh Bruen and Jack Y. Berman, ITO of So. Calif. and Ariz.; L. O. Lukan and William Ripley, ITO of Washington, Idaho and Alaska; Rotus Harvey and Ben Levin, ITO of No. Calif.; and Bob White and Wes Johnson, ITO of Oregon. Bob Poole, executive director of the PCCITO, presided.

Wilbur Again President M. P. Research Council

SAN FRANCISCO—Dr. Ray Lyman Wilbur, president of Stanford University, was re-elected president of the Motion Picture Research Council at its meeting here. Others re-elected are Mrs. Calvin Coolidge and Stephen P. Cabot, honorary vice-presidents; Mrs. William Cavalier, executive vice-president, and Allen W. Widenham, treasurer.

In the principal address, Wilbur denounced "propaganda" against the Neely bill and reiterated his organization's support of the measure.

Heads Altec Branch

SEATTLE—H. W. Dodge, western district manager for Altec Service Corp., has announced B. W. Ardell as manager of the new branch established here. Ardell will head service to exhibitors in the northwest and Rocky Mountain territory.

Manages Vaughn Studio

VAUGHN, N. M.—Frank Cross, formerly manager of the Mesa at Roy, N. M., now is managing the Studio here, which opened in December.

Score by Hollander

HOLLYWOOD — Frederick Hollander is scoring Columbia's "Too Many Husbands."

SEATTLE

THE Northwest Film Club hosted this week Katherine Ellis, noted psychic; Danny McShain, world lightweight wrestling champion, and Texas Jim Lewis and his orchestra. Lewis, who is appearing at the Palomar, has been signed by Republic Pictures to appear with his band in either an Autry or Roy Rogers western production . . . It is expected that Rudy Vallee will visit Seattle to be featured at the annual spring style show, to be held in the Civic Auditorium, starting February 12. More than 100 local firms are sponsoring the show.

Busiest person of the week is Jack Flannery, head man of National Screen Service. With the taking over of RKO and Paramount accessories, Jack has been putting in late hours supervising the shifts . . . And still another gal is off for Hollywood and a screen test. This time it is Julia Bernhardt of Sterling Chain theatres, who will report to the Republic studios within the next couple of weeks.

The former quarters of Grand National exchange have been taken over by the Altec Service Corp. The office will be in charge of Barclay Ardell. M. O. Overmire and J. S. Briggs, the sound engineer, will also be connected with the company . . . Paul McElhinney, who for the past few years has been working out of the Salt Lake office of the Sheffield exchange, has been transferred to the Seattle branch and will cover eastern Washington with the Republic product. Paul has moved his family into Spokane.

Ben Fish, western division manager of United Artists, and Pete Higgins have left for Portland where they expect to stay for a few days . . . L. O. Lukan and Bill Ripley of Longview have gone to Los Angeles to attend the Pacific Coast conference of Independent Theatre Owners . . . The Wally Ruckers celebrating their eighth wedding anniversary; the Paul Madigans doing likewise on the same day—but not as many years.

John Hamrick and Frank Newman are both in Los Angeles attending the annual convention of division operators of National Theatres, with Spyros Skouras presiding . . . Al Baker, in from Bellingham, was busy booking pictures when he was called by long distance and notified that his wife had been rushed to the hospital. Al dashed madly back to Bellingham hoping "it's a boy." More reports on this item in the next issue . . . Harriet Lamb is back in the hospital once more for another operation.

Sally Browning of Sterling Theatres announces that she will be Mrs. Cecil Brownfield after February 16 . . . Harold Sheffield and his wife Emily are in from Portland to attend the wedding of their cousin, Margaret Sheffield, to Paul Bangasser. Harold and Emily will be a threesome in the very near future . . . The two-week strike at radio station KOL has been called off following the signing of an agreement between the station management and the Electrical Workers Union.

The Liberty is sponsoring a girl reporter contest in conjunction with the showing of "His Girl Friday." The Seattle *Star* will employ the winner for one week as ace reporter at a salary of 50 dollars. Other prizes include Max Factor make-up kits and six-month passes to the Liberty . . . Mrs. George Morgan of Oilville, recovering in the hospital in Chewelah from the effects of her recent auto accident.

Tommy and Theresa Olsen up from Olympia with Mrs. Kate Alford who is here from Lewiston, Ida. . . . Art Slater and J. T. Sheffield taking advantage of the balmy weather for a round or two of golf . . . Visitors this week included: George Endert jr. from Friday Harbor; Roy Stevens of the Rose in Port Townsend; Mrs. Abbie Thompson of the Seeley, Pomeroy; Louie Perunko, Tacoma; Walter Graham, Shelton; Gus Graf, Shelton; Sid Dean from Tacoma with John Owsley; Jay and Mrs. Tew of North Bend.

Jeff Fretland off to Aberdeen to confer with Pete Constanti on the opening of his theatre . . . Word from Portland tells of the passing of Erick Paulson who owned the Crescent there . . . El Wynn is back in the territory with his midnight spook show. Wynn is now playing in Wenatchee.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE



Paramount Visitors—

Harry Nace, left, and son Harry Nace jr., of the Publix-Nace-Richards circuit at Phoenix, chat with Basil Rathbone on the set of Paramount's "Destiny."

DENVER

DAMAGE to the Pace at Gordon, Neb., by fire, was estimated at $50,000 by Hershel Wheeler, manager. Firemen were forced to shut off the water supply until high tension wires had been cut, causing water pumps to stop and resulting in a water shortage.

"Gone With the Wind" finished its second week with a gross within $100 of the opening one. If present business keeps up, the film will be held a fourth week . . . Norvell, astrologer, helped grosses at the Denver the past week where "Fighting 69th" did a nice business.

Monthly luncheons for members of the Rocky Mountain Screen Club will start February 26. J. H. Thompson, national director of the Conoco travel bureau, will speak . . . Ross Bluck has just finished wiring his mountain home, made possible by a new nearby power line. Henry Friedel is planning to do the same.

The Screen Club will put on a Valentine Party, February 14, for the members and their ladies. The ladies have scheduled four club dates for this month—February 7, luncheon; February 14, bridge; February 21, sewing and tea; February 28, Bingo. Then on February 28 will be the club bridge tournament, with plenty of prizes.

J. J. Goodstein has bought the Mines Theatre at Idaho Springs, Colo., from Mrs. Robeson. Alfred Hoare will manage. Goodstein has also extended the lease on the Longmont at Longmont, Colo., until August 1. He had intended to open the house, but changed his mind.

Elsa Maxwell will appear on the Denver stage, March 11 . . . Tom Ward, formerly assistant manager of the State here, is now manager of the Gibralter Enterprises theatres at Raton, N. M., effective February 15. He succeeds Mark Berkheimer, who goes to Lusk, Wyo., to manage the Wyoming, recently bought by J. C. Parker from Sam Feinstein.

The Alpine, neighborhood house, is running a weekly quiz, with Willie Hartzell, orchestra director, doing the quizzing. Prizes range from a $37 wrist watch down to slabs of bacon, etc. Show is called "Musical Telegrams."

The local Monogram branch has climbed to top place in the second week of the company playdate drive. Charlotte, which led during the first stanza, is second, and New Orleans is third.

Complete Arrangements For Dannenberg Rites

LOS ANGELES—Funeral arrangements are being completed for Sid Dannenberg, 43, who came here a month ago in an unsuccessful effort to regain his health. Dannenberg, for the past eight years, had been advertising manager for Warner's theatres in the Ohio zone.

Landers Megs "Congomania"

HOLLYWOOD—Lew Landers will direct "Congomania," a Ken Goldsmith production for Universal.

PORTLAND

GEORGE DE WAIDE of Paramount and Rico Tully, Ross Federal Service branch manager, in a characteristic huddle over their amateur camera activities, brings to mind that the theatre gang is attaining the front rank among Oregon hobbyists. Austin Graham Dodge, Myrtle Point exhibitor, was bitten by the movie bug on his amateur side and acquired an 8mm camera and projector. Howard Mapes has a new 16mm sound projector and outfit for his personal use . . . George Roy of the State at Eugene is occupied with a new speed boat . . . Bill Thrall of Junction City has a miniature electric railway, reported to be the work of his own hands, including the making of the engine and the installation of the motor . . . M. H. Ritter jr. of Florence turned to the great outdoors, and has completed the landscaping of his lakefront lot.

Speaking of Florence, a tieup with schools and music clubs there put a run of "The Mikado" over with a bang. It's an idea for other up-state houses in small communities . . . At Roseburg, S. G. Mendenhall and Don Radabaugh are busy on the remodeling of the Rose . . . Bill McKevitt of Newport is contemplating a new front for the Lincoln at Taft.

According to word from Tillamook and McMinnville, Saturday matinees have proved very successful there during the past year and, in addition, tended to increase Saturday night grosses and bring goodwill from merchants when tieups with stores were involved. Openings at 11 a. m. and at 2 p. m. were equally successful. The appeal is largely to children, rural visitors and others with weekend leisure.

Funeral services were held Monday for Eric Paulson, 50, operator of the Crest, who succumbed suddenly from a heart attack. His widow and a daughter survive. Before coming to Portland, he had operated a theatre in Juneau, Alaska . . . Herb Cass, Dave Wilson and Howard Le Duc of National Advertising Accessories are working day and night rearranging the new poster setup, which embraces Paramount and RKO accessories . . . Denny Hull of North Bend finally won out in a bout with the flu which had him down for two weeks.

Listing some high spots of the week—efficiency: Bill McCurdy handling the reserved seat sale for "Gone With the Wind;" art: George de Waide's copper-toned minicam shot of the carved front of an oriental chest; enthusiasm: the B. F. Shearer staff setting up a new Brenkert BX-80 projector.

Broadway theatre personnel claimed another record for "Gone With the Wind" when, as tickets for its third week went on sale, not an emphatic derogatory remark had been heard from those attending, despite the picture's length. Extension of the original two-week run was assured Sunday, when crowds seeking unreserved matinee seats stretched nearly three blocks from the Broadway's boxoffice . . . Miss Audrey Heelan is back at the 20th Century-Fox exchange after being out nearly a month because of illness; Mildred Johns, ill for the past two weeks, is expected in any day now.

Donald Marye, executive director of the Portland Civic, was state chairman in charge of observance of National Drama week, and presented a packed calendar. Drama students partied Sunday night in the Civic Theatre workshop to open the week. The Oregon State Theatre and the Portland Extension center co-operated in staging "Wurzel Flummery" at the Franklin high school auditorium. Four performances of the Civic Theatre's Blue Room comedy, "Squaring the Circle," ended the program Friday and Saturday nights.

Harry Rackin Purchases Rival Booking Outfit

LOS ANGELES—Harry Rackin's Exhibitor's Service, booking outfit, has purchased the interest of Sam Blowitz in Western States Theatre Service. J. L. Stephens, Blowitz' associate, has joined Rackin's organization, which now is handling bookings for 42 independent houses in the territory.

To Third Chore

HOLLYWOOD—Third production chore for Howard Benedict at RKO is "The Saint Takes Over." Jack Hively directs.



BARCLAY W. ARDELL
BRANCH SUPERVISOR

ALTEC
SERVICE CORPORATION
EXPANDS

NOW
ANNOUNCES
OPENING
OF

BRANCH OFFICE

IN

SEATTLE

2419 Second Avenue

To effect closer Exhibitor relations in the
Northwest and Rocky Mountain Areas

S' FRANCISCO

RAMBLINGS on the Row: Russ Hendrickson has taken over the management of the Vogue, Alameda, severing his connections with the Golden State houses . . . Morris Rosenberg, representing himself and his father, has bought the Kaliski interests in the Uptown, Strand and Lorin, East Bay houses under the Golden State banner . . . Doc Henning, premium salesman de luxe, left for Seattle to get in on the Northwest's new interest in premiums of all varieties . . . Bob Lippert is experimenting with an innovation in double features. At his Neptune in Alameda he runs the number one feature for a week while the second picture is changed in the middle of the week. He figures catching the people who wish to see the main attraction twice, but are reluctant to sit through the second picture again.

A brand new note in San Francisco's night life was struck this week when the Clift Hotel opened its new ultra-smart Terrace Room. The Clift's Redwood Room has long been one of the city's "musts" and now the hotel is catering to the pre-theatre diners with the Terrace Room, which has dinner-dancing and is open from 5:30 to 10 p. m. Martha Demeter, premiere chanteuse of the Folies Bergere, is lending her charming personality to the festivities.

Dan McLean, in collaboration with the *Chronicle*, threw open his Embassy to a houseful of kids and a few adults on Saturday, February 3. The event was the showing of the baseball film, "Play Ball, America." Walter Mails, idol of the local fans, was the m. c. and Dan threw in an additional picture for good measure . . . Lillian Coates, formerly with Republic and Universal here, has returned from several months in Los Angeles and has joined the staff of Coast Pictures . . . Al Shmitken, Warner head, is in Chicago to attend the branch and district managers' meetings . . . Arthur Fukuda was to open his new house at Sanger, February 9, and the Rowites who journeyed up to help Arthur make it an event report that the new theatre is a most attractive one.

The arm of the law has engulfed Nora Hunt, President head usherette. In fact, two arms, for Nora announced her engagement to a S. F. detective this week . . . Floradale Campbell is handling the switchboard at the Harvey Amusement headquarters . . . Rotus Harvey is in Los Angeles attending the Pacific Coast Conference of the ITO . . . John "Randy" Randolph, for many years a familiar figure on the Row, turned up this week to be greeted by old friends. Randy was noncommital about future plans, but intimated he would remain in this city . . . "Sidewalks of London," the much-discussed Charles Laughton-Vivien Leigh picture, was previewed for Fox West Coast by Paramount and will play Market Street in the near future.

R. C. McDonald left Paramount on February 1 to assume the position of advertising sales manager for National Screen's new setup on ad accessories. "Mc" is plenty busy getting the new quarters lined up. Universal joins on February 15 while Columbia still is undecided and 20th-Fox has definitely decided not to drop its ad sales department for at least a year.

The Toms sisters, Lorna and Charlotte, have left the 20th Century office staff. Dorothea Rosenberg, just out from New York, takes over the steno duties . . . "Northwest Passage" was given a screening this week for Fox West Coast executives . . . Tom Cleary, 20th-Fox auditor, has gone on to Salt Lake after checking the books here . . . "Blue Bird" lasted only one week as a roadshow at the St. Francis. "The Fighting 69th" moves in after running two weeks at the Fox . . . "Gone With the Wind" has them lined up in front of the reserved boxoffice from 8 a. m. to 8 p. m.

The many thousands who have visited the Golden Gate to greet Horace Heidt on his first stage appearance here in four years were given an added surprise in the form of a chance to win $100. Heidt, at each performance, drew a number which gave the person in the audience holding the corresponding number the prize. Since none of the newspapers could carry the announcement of this bit of seat selling, it came as a surprise to most people. Tums, Horace's radio sponsor, footed the bill, $2,900 total, and received plenty of plugs in return.

Visitors: Douglas Hardy, McLeod, McLeod; Edy Coffey, Santa Clara, Santa Clara; Lou Rosenberg, Tracey, San Luis Obispo; Jimmy Nishioka, Ryans, Fresno; Gerald Hardy, Hardy, Fresno; Everett Howell, Porterville; John Di Stasio, Liberty, Sacramento; Bill Peters, El Rey, Manteca; Donald Davis, RKO executive from New York.

'Grapes' Day and Date At Three L. A. Units

LOS ANGELES—For the first time in exhibition history in this territory a film has been booked into three theatres for simultaneous runs. Fox West Coast has arranged concurrent runs for 20th Century-Fox's "The Grapes of Wrath" at the Four Star, the State and Grauman's Chinese, all on a continuous-performance basis.

The picturization of John Steinbeck's novel of migrant workers will make its bow February 27 at the Four Star with a gala reserved-seat opening at a $5.50 top admission scale. The next day it will begin its run at regular prices in that house, as well as in the State and Chinese.

The Four Star is currently screening RKO Radio's "Abe Lincoln in Illinois" on a two-a-day, reserved-seat basis.

Chicagoan to L. A.

LOS ANGELES—Sam Clark, formerly publicity representative for Warner in Chicago, has been named Warner publicity representative here where he will work under Henry Herbel, district manager. Fred Barto, former Metro publicist, succeeds Clark in Chicago.

SALT LAKE

HAROLD CHESLER of Intermountain Theatres, Inc., was elected president of the newly organized Motion Picture Club of Salt Lake City at its first meeting at the Newhouse Hotel. C. A. Blasius was elected secretary and Joseph E. Madsen, treasurer. The club, which consists of men in the business, will meet once a month.

Intent on seeing her young son and daughter, Norma Shearer paid Salt Lake City an hour's visit en route to Sun Valley, Ida., where she went to spend a week or ten days with them enjoying winter sports before returning to Hollywood.

Manager Bill Seib of the local Columbia offices will return this week accompanied by his entire sales force, as well as bookers and assistant manager, from the divisional sales meeting held in San Francisco recently.

Phil Guss, manager and operator of the Intermountain Theatre Suppply Co. of this city, is expected to return from a business sojourn east, within a few days.

Manager G. S. Pinnell is back from a very satisfactory jaunt into southern Utah towns . . . Major Bowes' 1939 Prize Winners are being featured on the Roxy stage here by Manager Andy Floor.

Having been absent from Salt Lake City, his native town, for some 20 years, Tori Maltese, brother of Frank Maltese, one of the founders of the old Grand, has returned to look over the possibilities of entering the radio and theatrical fields.

National Theatres Holds Over Meeting Four Days

LOS ANGELES—Unable to crowd the business agenda into a week's discussion, the National Theatres conclave of divisional managers was extended an extra four days, beginning January 29 and winding up February 7. Climax of the affair was a visit to the 20th Century-Fox studios for luncheon, followed by a screening of "Grapes of Wrath" and huddles with plant executives concerning forthcoming product.

Spyros Skouras, NT president, remained on the coast for confabs with Charles Skouras, head of Fox West Coast, after other conventioneers had departed for their respective home stations. Delegates discussed the multiple operating problems confronting the circuit's various divisions, comprising some 500 theatres, and reviewed the product lineup for the balance of the 1939-40 season. Official approval also was given a plan to institute a candy giveaway stunt by which it is reckoned grosses will be increased at least $500,000 annually.

Divisional managers attending included Harold Fitzgerald, Milwaukee; E. C. Rhoden, Kansas City; Rick Ricketson, Denver; Frank Newman, Seattle; and Arch M. Bowles, San Francisco. Others on hand were Harry Cox, W. T. Powers, Edward Zabel and John Healey, of NT's New York offices; and Dave Idzal, manager of the Skouras Fox Theatre, Detroit.

Lottery Charge Upon Bank Night Fails

SALT LAKE CITY—Theatre bank night may be a violation of the "ethics, morals and proper practices extolled in our fair trade codes," but it is no more a violation of the Utah lottery statute than are the numerous slogan contests now in vogue, City Judge Wilford Moyle Burton ruled in Salt Lake City Thursday, Feb. 1.

In a written decision in the case of the state against George Smith, doing business as the Empress Theatre, Magna, Judge Burton held the defendant not guilty of violating the lottery laws by conducting a Bank Night Nov. 4, 1939.

Reviewing the case, Judge Burton said the elements of a lottery are prize, chance and consideration. The first two elements were present in this case, he said, but found there was no consideration, since it was not necessary for the holder of a winning ticket in the weekly prize drawing to be in the theatre when his number was drawn, nor was it necessary for him to buy a ticket.

"Fighting 69th" Into Third Day-Date Week in L. A.

LOS ANGELES—"The Fighting 69th," starring James Cagney and George Brent, went into its third day-date week at Warner's Hollywood and Downtown February 7. It is the first time in almost three years that a film has been held over for more than two weeks in these houses.

• REVIEW FLASHES •

LAMBETH WALK (M-G-M)—The British have variated the long-lost-heir-who-suddenly-comes-into-millions story, added music, Lupino Lane, a blonde, and an assortment of comic nobility and blended them into a pleasant and eye-filling show. There are many laughs.

SKELETON ON HORSEBACK (Michael Mindlin)—An ironic indictment of dictators and war mongers, this Czechoslovakian film is fine dramatic entertainment, telling its story with skill and feeling. It is based on a play by the late Karel Capek. Subtitles are in English by Fannie Hurst.

ULTIMATUM (Hoffberg)—A French production built around the event that precipitated the last war. It packs moving drama and sympathy for its protagonists, who are made the victims of the Austro-Serbian incident. The action is slow, but it has the engrossing qualities of a game of chess played by experts. Eric von Stroheim starred.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

LOS ANGELES

S A. TUASON and Rafael Lufino, who operate theatres in Manila, got a first-hand glimpse of how pictures are made when they toured the Warner studio in Burbank . . . Harry Nace, head of the Nace-Publix circuit, and his son Harry jr. have returned to Phoenix, Ariz., following a prolonged stopover and booking expedition.

Lew Marin, formerly with Columbia studios as a publicist, has been assigned as RKO Radio's exploiteer in the northwest territory and has checked out for Seattle to handle openings on "Abe Lincoln in Illinois" and "Pinocchio" . . . Charles Benesch, Chicago exhibitor, came in for a vacation.

Altec Service Corp. has assigned Bob Quinn to handle sales and credit work in the New Mexico, Arizona and California territories . . . Howard Stubbins, of Olmstead-Stubbins (Monogram franchise holders) is nursing a slight illness . . . Philip Greenbaum checked in to book for his Mecca.

Fox West Coast has purchased "Birth of a Champion," the Jack Dempsey-Jess Willard fight pictures, for booking in its Southern California houses . . . Plans are underway to organize a social club comprising salesmen, office managers, bookers and other Filmrowites. Some 60 people interested in the enterprise attended a dinner at which an executive committee was appointed. Ken McKaig heads it, with other members including Mac McCarthy, John Frey, Ralph Carmichael, Bill Walsh, Ish White, Bill Wall, Harry Stern and Pat Roth.

Les Savage, of Columbia's New York sales headquarters, is spending several days at the local exchange on a swing around the western division sales offices . . . Bjorn Foss, formerly a Monogram salesman, now is selling film for Majestic, which announces it has acquired distribution rights to "Black Limelight," starring Raymond Massey, for this territory.

Al O'Keefe, Universal's western district manager, is taking a short vacation, recuperating from a recent illness . . . The Independent Theatre Owners of So. Calif. and Ariz. held its annual midnight show February 2 at Grauman's Chinese in Hollywood. A screening of Metro's "Broadway Melody of 1940" plus a program of vaudeville acts, headlined the entertainment for the evening. Bob Poole, ITO executive, handled the affair.

Henry Herbel, new western district manager for Warner, and W. E. Callaway, local branch manager, have checked in from Chicago, where they attended a sales parley . . . Visitors to the Row included S. A. Hammock of Victory at San Diego, and E. B. Sturdivant of the Orpheum at Yuma, Ariz.

Fox West Coast is giving the marquee on its Boulevard a face-lift . . . Harry Arthur has checked in from New York for a series of conferences with his brother Milt, head of the Cabart circuit in this locality.

Planning to spend about three weeks, George Dembow, general manager of National Screen Service, has checked in from New York. Conferences are scheduled with local NSS officials, as well as exchange executives. He was accompanied by Mrs. Dembow . . . Larry Kent, head booker for Fox West Coast, is vacationing at Palm Springs.

Azteca Films has booked two Argentine-made features into the California Theatre—"La Vida Es Un Tango" and "Madre Selva" . . . Palm Springs has beckoned to B. F. Shearer, head of the equipment supply firm, and John Hamrick, chieftain of Evergreen Theatres, who came down from Seattle to attend the National Theatres convention.

Larry Beckner, formerly with Grand National, is now booking for Columbia . . . R. L. Haywood, business agent of Moving Picture Operators Local 150, has resigned. R. L. McDonald has been appointed to replace him temporarily.

Harry Denny, Majestic film salesman, checked in from a trip through the San Diego territory . . . Henry Sonnenshine, of International Sports Films, has returned from a business trip to San Francisco . . . Bob Elder, operator of the Arlington in Arlington, has taken over the Drive-In in San Bernardino, formerly operated by Davis and Burgess. The house has been closed for about six weeks . . . Coast Pictures has moved into the offices formerly occupied by Grand National. Coast previously shared space with Premier Pictures.

Manny Hoffman and Sam Greenbaum have acquired distribution rights to Revolvo, a motor-powered advertising display setup for use in theatre lobbies, and have opened offices on Filmrow . . . George Smith, Paramount's western district manager, planed to Denver to meet Charles Reagan, western division head, with whom he will embark on a tour of the company's western exchanges.

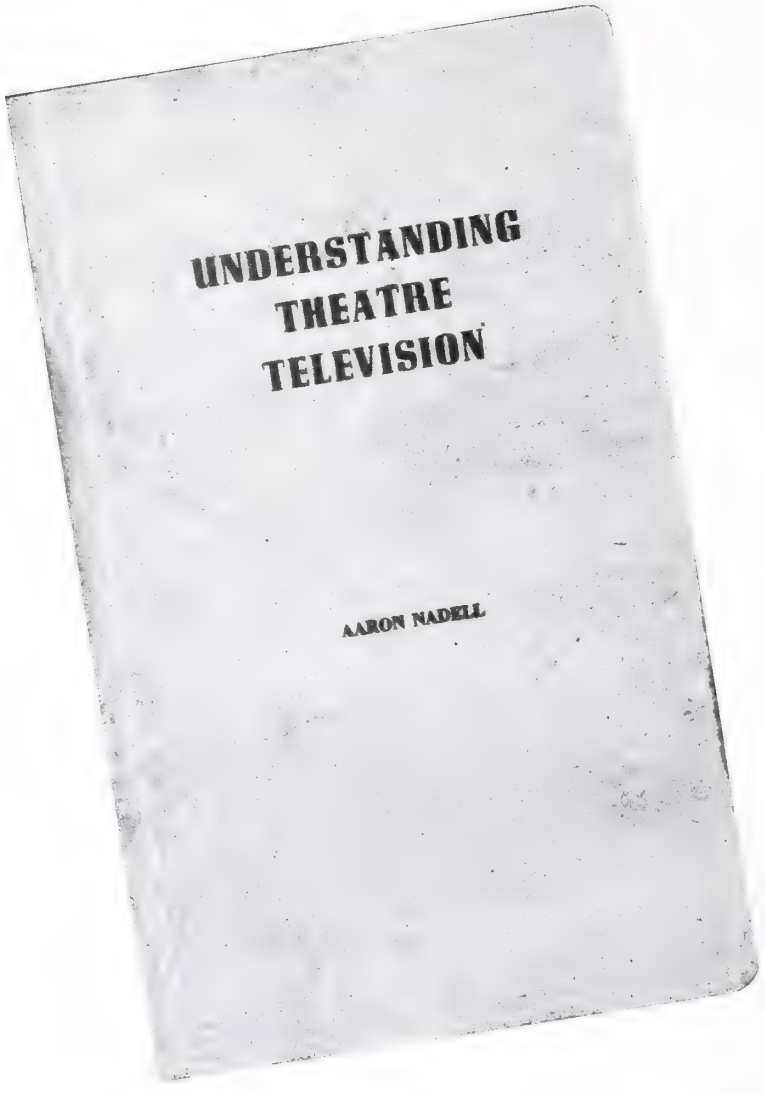
Astor Pictures has acquired release rights to "Vengeance in the Deep" . . . Frank Shindler, RKO Radio office manager, and Miss Leslie Mahana of Beverly Hills were married February 10 and are honeymooning at an undisclosed hideaway . . . Dave Cantor has temporarily shuttered his York, near Whittier.

Directs "Flowing Gold"

HOLLYWOOD—Lew Seiler will direct "Flowing Gold," a Rex Beach story, scheduled to start February 19 on the Warner lot.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

ARE YOU READY?



EXCLUSIVELY
DEVOTED TO
THEATRE
TELEVISION

DON'T BE CAUGHT UNPREPARED (AS SO MANY WERE CAUGHT BY SOUND) WHEN COMPLETELY NEW APPARATUS comes into YOUR theatre. Do you understand synchronizing impulse circuits?—cathode ray tubes?—mechanical scanning?—projecting THIRTY frames a second from standard film running at standard speed?—complete theatre television installations? KNOW what it is all about. Twenty thousand word book of television facts, written in YOUR language by Aaron Nadell, author of "Projecting Sound Pictures," etc., etc., explains theatre television—what the equipment is—how it works—what makes it work.

Sixty-Nine Pages, Illustrated and Indexed
Only $1.00. Order Your Copy Today!

Send Check or Money Order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Three B&K Houses Lower Admissions Five Cents

CHICAGO—B&K has moved back the playing week of three theatres a week, and dropped admission prices accordingly five cents at each house. The Northtown and Terminal have been moved back, and admission dropped to 25 cents, while the Cine has been moved back and dropped to admission price of 20 cents.

Charles Reagan Confers With Chicago Salesmen

CHICAGO—Here for a regular conference with local salesmen on his tour of his division, Charles Reagan, Paramount western division manager, reported the company's recent releases are doing "very fine business."

Reagan went on to Milwaukee and Minneapolis.

Censorship of Films Not Held Police Function

CHICAGO—A recent "inquiring reporter" feature in the Chicago *Times*, showed that the general public disapproves of police censorship of motion pictures and plays; but that if there is to be censorship, it should be the work of a civil group and not a police group.

Main Clicking Since Reopening

OKAWVILLE, ILL.—The 300-seat Main has been doing nice business since it opened several weeks ago. The house had been dark for about ten years.

Nick Ouster Ruling Holds in Appeal

ST. LOUIS—The St. Louis court of appeals has upheld the decision of Circuit Judge Ernest F. Oakley last April 21 ousting John P. Nick, IATSE vice-president and Clyde A. Weston, former manager of Local No. 143 of the operators union, from control over the assets and affairs of that organization.

This appeal was sent to the appellate court by the Missouri supreme court which ruled last November that it was without jurisdiction since no proper constitutional question had been raised at the trial and in the pleadings.

Commenting on the failure of Nick and Weston to present evidence in opposition to the receivership suit filed by 66 members of the local union, the court of appeals opinion states that it is "with poor grace for the appellants to insist that the court should disbelieve and disregard the great mass of convincing evidence introduced by the plaintiffs." It added that Nick and Weston were "either powerless or unwilling" to deny the evidence against them.

The decision affects only the temporary receivership. Judge Oakley still has under consideration the petition of the anti-Nick members for a permanent receivership. Evidence in that case was concluded on December 27.

The decision concurred in by Judge William Dee Becker, William C. Hughes and Edward J. McCullen represents the last appeal for Nick and Weston in this case, and paves the way for Judge Oakley to pass upon the question of a permanent receivership for the union and permanent injunction against Nick and Weston.

Judge Oakley in his order of April 21, 1939, named James A. McKeown, president of the John O'Brien Boiler Works, temporary receiver for local No. 143. Several days later he named William M. Brandt, secretary of the Central Trades and Labor Union, to serve as co-receiver with McKeown. Previously Brandt had been instrumental in cleaning up the Bartenders Union.

Film Bookers Club Issues New Membership Roster

CHICAGO—Harry James, president of the Film Bookers' Club, has announced the new roster of membership. The club has abandoned its rooms at the Crillon Hotel. Dues currently are 50 cents monthly. The membership list:

Joe Abramson, George Benson, Frank Beres, Stanley Butte, Oscar Bernstein, Florence Blum, Lou Berman, Seymour Borde, John Doerr, Howard DeTamble, William Drake, Charles Davidson, Jack Eckhardt, Max Factor, Jack Friedman, Joe Fitzgerald, Irene Graham, Harry Goldman, Harry Grampp, Dave Gold, Russell Hurd, Walter Hyland, Nick Humm, Harry James, Harry Mandell, Ed Mager, Art Nelson, Frank Nardi, Jim Onderach, Frank Omick, Al Raymer, Ned Rafalski, Joe Stout, Sam Traynor, Al Teplitz, George Topper, Roland Vinor, Joe Vrouvas, Jack Wohl, Frank Williams, Clyde Winnans and Harold Weiss.

Ruling on Move to Quash Indictment Is Deferred

ST. LOUIS—Circuit Judge Thomas J. Rowe jr., has deferred his ruling on the motion to quash the indictment charging State Representative Edward M. Brady with conspiracy to extort $10,000 from certain motion picture theatre owners in 1936 about the time that the annual wage agreement with the Moving Picture and Projection Machine Operators Union was up for consideration.

Judge Rowe had expected to hand down his decision on Monday, February 5, but has delayed action for a week. He said he wanted additional time to study the motion to quash presented by counsel for Brady. He then reset the case for trial on March 4.

Counsel for Brady in moving to kill the indictment said that the same evidence would be presented against him that Judge Rowe held was insufficient to sustain the same charge against John P. Nick, vice-president of the IATSE.

Judge Rowe has reset for March 11 the second extortion charge against Nick and Clyde A. Weston, former business manager of Local No. 146. This indictment charges that Nick and Weston conspired to extort $6,500 from the theatre owners in the fall of 1937 when the annual wage agreement was up for consideration.

Special Student Prices

MARSHFIELD, WIS. — Special prices for students are being offered by the Adler and Relda.



In the State of the Title—

When RKO held its trade showing of "Abe Lincoln in Illinois" at the Esquire in Chicago, Raymond Massey, star of the film, and his wife attended, and the above scene resulted. Left to right, first row: Mike Kassel, salesman; Nick Humm, head booker; Jack Osserman, branch manager; Walter Branson, midwest district manager; Oscar Brotman, Avaloe Theatre. Same order, standing: John Semadalas, Milda, Romova and Wallace theatres; John Clark, Joe Cozzi, both of RKO; Nate Gumbiner, Commodore Theatre; Sam Gorlick, RKO; Ben Katzman, Avenue Theatre, Cicero; Harry Walders, RKO; Mrs. Massey; Massey; Lou Reinheimer; John Dromy, Great States; Julius Bland; Sam Meyers, Wilmette exhibitor; Dick Sachsel; Sam Halper, Halstead Theatre; Morgan Ames, Mort Singer circuit.

INDIANAPOLIS

NORA COPELAND of Indianapolis is collaborating with Hoagy Carmichael, Hollywood song writer and formerly a resident here . . . Earl Cunningham, at the Fountain Square, has set aside Wednesdays as bargain night. Doors will open at 5:30.

At Claude Allison's Strand, the auditorium, lobby and front will be decorated and new projectors and a modern heating system will be installed . . . Employes of the local Universal exchange have organized a Universal Club for recreational and social purposes. Officers are William Sherman, president; Florence Whelan, vice-president; Thelma Smith, secretary, and Rosemary Cochrane, treasurer . . . The local RKO office had John Downey, company auditor, as a visitor this week.

Don K. Smith, general manager of National Theatre Supply Co. here, has been in New York attending a managers' meeting . . . The Columbia exchange was visited by Carl Shalit, district manager . . . And Fred Greenberg, at Warner Bros., played host to A. W. Schwalberg and R. P. Hagen, home office representatives, who were here on business.

Dorothy Robbins, bookkeeper at the Warner exchange, is on a mid-winter vacation . . . A. B. Thompson, of the Park & Ritz theatres in North Vernon, has gone to Florida on a vacation . . . Another vacationer is Harry Kornblum of the Rosedale, Evansville, who is in Hollywood, Fla., until March 1.

Dale Loomis, general manager for the Gregory circuit in Peru, reports that his nine-year-old son has recovered from a very critical illness that kept him confined to his home for some time . . . Dick Powell, film star and a former resident of Indianapolis who will make a p. a. at the Lyric next week, will emcee a broadcast to be given by the Indianapolis Accident Prevention Council.

The Cantor Bros.' Emerson had the first local showing of "Three Sons" . . . Vincent Burke, manager of English's, informs this is the house's 60th season of operation. The legit theatre opened with "Hamlet" and on February 12 "Hamlet" will be shown again.

Irving Tamler, operator of the Tuxedo, is confined to his home with a severe cold . . . Gov. M. Clifford Townsend has issued a proclamation designating February 12 to 19 as "Americanism Week," with Sunday, February 18, set aside as "Citizenship Day." This proclamation ties in with the state-wide Americanism campaign sponsored by the ATOI.

Nate Weinberg, of Boxoffice Stimulants, Inc., has been confined to his home with a severe cold and bronchitis . . . The father of Claude McKean, office manager at Warner, died at his home in Granite City, Ill., last Wednesday after a brief illness. The elder McKean had been connected with the industry in various capacities.

Ben Goldman, home office representative, visited the local Warner office . . . Fred Greenberg, manager of the Warner office, attended the district meeting in Chicago.

Gail Lancaster, operator of three houses in Huntington, will spend $75,000 on a remodeling program . . . Otto Ebert, booker for the John Servaas circuit, is the proud father of a fourth son. The new boy and Mrs. Ebert are now at home, but Otto has been confined elsewhere with a severe case of mumps.

John Hirons has reopened the Monroe in Monroeville after extensive renovations. The theatre was formerly operated by Williard Kaniner . . . Harry Vonderschmitt, operator of several theatres in Indiana, is recuperating at his home in Bloomington after an operation performed at the Methodist Hospital here. Harry is expected to be up in a couple of weeks.

Announcement is made by Ben Scalf, Boys Town director, that the Boys Town Theatre Week has been canceled. Five neighborhood houses were to have participated . . . Emerson Hackley, manager of the Sheridan for the Cantor circuit, is one of the youngest theatre managers in the business. He attends high school and is quite active in student drama work. He recently took part in a radio play with the Tech High School radio workshop.

The Terre Haute Theatres Ass'n held another luncheon meeting last Thursday to further discuss plans for a local Americanism Campaign in which most of the theatres in Terre Haute will participate . . . Oscar Kuschner is celebrating his second year as owner of the Hollywood . . . Edward Doads, manager of the Irving, Settos unit, says he is redecorating . . . Al Wingate, manager of the Old Trails at Mickleyville, entertained 500 members of the Marion County safety patrols at a special matinee.



Oldtimers in Chicago—

Here's a photo resurrected by Maury Salkin, now with National Theatre Supply, in Chicago, that is almost 22 years old. It was taken May 1, 1918, and includes all the members of the Chicago office of the old Pathe company, who worked under Branch Manager F. B. Rogers.

Those shown above, and what they are doing today: W. Van Gelder, now insurance representative for many film concerns here; R. D. Goodman, now with 20th Century-Fox in the Orient; Ray Florrin, out of the industry, but in business in the Chicago loop; W. W. Anderson, now branch manager for Columbia in Atlanta, and Maury Salkin.



Guests on Warner Lot—

Anne Shirley entertains Mrs. E. Vincent (second from left), operator of the Vogue at Indianapolis, and a party of friends on the set of "Saturday's Children" at the Warner studio.

Paramount Exploiteers In Field Before Long

CHICAGO—Cliff Lewis, director of studio publicity for Paramount, says plans for the placement of exploitation men in the various districts will be completed after his return to the coast. He stopped off here on his return from the east.

"It is our plan now to have men stationed in the various districts," said Lewis, "but we hope to have them in close contact with Hollywood. In other words, we plan to keep them in the district for a few months working with exhibitors and newspapers, and then bring them back to the coast. This contact, we feel, will be more beneficial to exhibitors."

Outstanding Returns Mark Run of "Fighting 69th"

CHICAGO—"The Fighting 69th" continues to pile up outstanding grosses in this area. Warner District Manager Rud Lohrenz reports business the first week at the Chicago, bigger than even the initial stanza there of "Dodge City." It is in its second week.

The Warner, Milwaukee, also held the picture a second week; while it moved from its first week in Indianapolis at the Indiana, to a second at the Apollo.

In two days, the picture did better than a good week's business at the Colfax in South Bend, with similar outstanding returns reported for the Fisher in Danville.

Special Coverage for Outdoor Skating Race

LA CROSSE, WIS.—Special newsreels of the national amateur outdoor skating races here were shown at the Hollywood and Wisconsin.

The Wisconsin also was host to children of St. Michael's orphanage at a showing of "Mr. Smith Goes to Washington."

Farrar and Turner Add Two in Chester, Ill.

HARRISBURG, ILL.—The recent acquisition by Steve Farrar and Oscar L. Turner of two houses in Chester, Ill., from Walter Light gives that circuit control over 20 theatres in southern Illinois. O. L. Turner jr. will be in charge of the houses at Chester.

Plans for a new 1,200-seater to be erected here, are under consideration by the circuit.

Stahl Succeeds Havercamp In Chicago NSS Office

CHICAGO—Max Stahl, formerly Chicago branch manager for Educational, is added to the Chicago staff of National Screen Service, succeeding Eddie Havercamp, resigned. Stahl recently has been with United Artists in Detroit.

Two Add Theatre Game

KENOSHA, WIS.—The Roosevelt and Vogue here have added Crazy Auction, a new theatre game.

CHICAGO

STANLEY LEVINE is remodeling the interior of his Stanley Theatre Supply Co. . . . Jack Kirsch, president of Allied of Illinois, is taking on a real tan in Miami Beach . . . Irving Schlank, branch manager of United Artists, is vacationing at Hot Springs . . . Charles Fogel, of the M-G-M home office service department, was a visitor.

Mrs. J. George Feinberg of International Seat is planning to head west the end of this month for a Los Angeles and Honolulu vacation . . . Sam Levin is the new manager of the B&K Belpark. He will supervise the Belpark and Luna . . . Billy Hegenberger and Marge Kosman are the two new additions to the office staff of the Warner exchange . . . Bob Allen, Warner city salesman, still is around bragging about the antics of his new baby daughter,

Abe Teitel is handling Illinois and Indiana distribution of "The Little Flower" . . . The new club rooms of the Amusement Club of Chicago were opened with a get-together for members only in the Stevens Hotel.

Bill Bishop, M-G-M exploiteer, was up in Port Huron, Mich., to help out on the premiere there of "Young Tom Edison" . . . Visiting Ludwig Sussman of the Adelphi recently was his brother-in-law, Julius Lamm, manager of the Warner Uptown, Cleveland. Mr. and Mrs. Lamm were en route to Hot Springs, Ark., to celebrate their 25th wedding anniversary . . . Lucille Alexander of Movietone News is back at work after a serious illness of a month.

Mrs. Aaron Saperstein is spending the month of February in Florida . . . A newcomer to the Florida scene this week was to be Harry Blumenthal of Ad-Art Display . . . Harry Goldberg, Warner Theatres national advertising head, was here this week on regular conferences . . . The Amusement Club of Chicago held another of its get-together evening affairs at Harry's New York Bar last week . . . Frank Rieger, assistant manager of the Warner Grove, is a father. It's a daughter.

Jack Raymond of New York is here supervising sale of souvenir "Gone With the Wind" programs at the Oriental and Woods theatres.

Heads Chicago AA

CHICAGO—Paul Allison, formerly with RKO and Paramount in the advertising accessories' divisions of those companies, is now midwest supervisor here for Advertising Accessories, Inc., the new National Screen affiliate.

New Dream Manager

INDIANAPOLIS—C. E. McConaughy, formerly of Exhibitors Exchange, Inc., has been appointed manager of the Dream. He succeeds Harry Nagel, who resigned recently due to ill health.

Now "He's Making Eyes"

HOLLYWOOD—"Fashions for Sale," Universal short series, is now titled "Ma, He's Making Eyes at Me."

Stripper's "Mother" Plan Slams The Cradle Door

CHICAGO—Reports that Ann Corio, striptease burlesque star, would adopt a baby from The Cradle, foundling home at Evanston, broke the traditional non-commital policy of Mrs. William B. Walrath, managing director of the institution. "She certainly is not," said Mrs. Walrath. "The chances of our being able to place a baby with her are just nil."

The incident may preclude further Cradle adoptions by show people. "We're not going to accept any more applications from stage and screen couples," Mrs. Walrath said.

Warner Publicist Clark Transferred to Coast

CHICAGO—Sam Clark, publicity representative for Warner in the midwest with headquarters in Chicago, has been transferred to the west coast area. He will work out of Los Angeles under Henry Herbel, district manager.

Fred Barto, for the past ten years Metro publicity representative in Chicago, has been appointed to replace Clark here, working under Rud Lohrenz, district manager.

Gilliam Chicago Head Of Rogers Fund Drive

CHICAGO—Tom Gilliam, Warner branch manager, is the new chairman of the Chicago area for the Will Rogers Memorial Fund Drive. He succeeds Jack Osserman of RKO.

Check to Charity

MILWAUKEE—A check for $459.18, proceeds of the boxing matches at the Auditorium by the Variety Club, has been turned over to Mayor Hoan to swell a charity fund.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

ST. LOUIS

WITH sell-out crowds filling the theatre at all nightly performances and daytime patrons standing in line early to get desirable seats. Loew's has announced "Gone With the Wind," now in its second week, will be extended to a fourth week Reserved seats are on sale for third and fourth week.

"Easy Virtue," starring Constance Bennett, dragged down only $10,500 *for eight performances at the American last week. Chicago jewelry stickup and the Finnish benefit autograph stunt by Connie helped bolster receipts some.*

The Volunteer Film Association originated by Miss Marjorie Lang and Miss Susan Barnes has been bringing free picture shows to shut-ins in all parts of city and county. The 80 members of the association bring films upon request to individuals and hospitals. The amateur projectionists use their own or borrowed machines. From 30 to 50 shows are given monthly.

Commonwealth Batesville Corp. Granted Charter

JEFFERSON CITY—The Commonwealth Batesville Corp., headquarters Kansas City, Mo., has been issued a charter to do business by the secretary of state's office. It is authorized to carry on a general theatre business, and is to have 200 shares of no par value stock. Subscribers to the stock were: J. W. Taylor, 196 shares, and J. T. Britt, Byron Spencer, M. White and F. H. Terrell, all of Kansas City, one share each. Spencer, Terrell & Britt are attorneys with offices at 913 Commerce Trust Bldg., Kansas City, Mo.

Burhorn Into Field

CHICAGO—John Burhorn, formerly manager of the Gayety, on the south side, and more recently of the Vogue in East Chicago for the Indiana-Illinois chain, has been named field representative of the circuit.

Song Plugger Dead

MILWAUKEE—Charles E. Witt, hired by music houses to promote new songs in the earliest film theatres, parks and other entertainment spots, is dead here.

S. W. Millers Tour

RHINELANDER, WIS.—S. W. Miller, owner of the State, and Mrs. Miller are in the middle of a tour of California and Arizona.

But the Melody Lingers On

Chicago—With so many big pictures coming from Hollywood these days, a Filmrow wit remarked that the smaller ones can no longer be called "B" pictures.

"Instead," he said, "they should call the smaller ones, A minus product."

Alertness Springs From "Wind"

Chicago—The crowds attending the initial engagements of "Gone With the Wind" in the loop have taxed the energies of the staffs of the Woods and Oriental theatres and have given them an added sense of alertness. For example:

When the loop fire marshal dropped in at the Oriental, he told Doorman Charles Wyman where he could be found just in case. So when the marshal's car, a little while later, came screaming down Randolph Street, Wyman had him located and waiting at the curb when the car pulled up.

Runs Ad in Praise of Competitive Show

ST. LOUIS—Harry C. Arthur jr., vice-president and general manager, Fanchon & Marco theatres, is still receiving much praise in local motion picture and theatrical circles—as well as from the public generally—for inserting a paid advertisement in St. Louis daily newspapers lauding "Gone With the Wind" at the Loew's, competitive house.

The ad in the nature of "An Open Letter" read as follows:

"Mr. and Mrs. St. Louis,

"Dear Friends:

"It isn't often that one feels impelled to praise publicly a competitor's product —but such is the case here.

" 'GONE WITH THE WIND' is a truly great film production which gloriously augments a brilliant cinematic history, and which must—of necessity—raise to a new and higher level Today's Standards of the Motion Picture Art.

"As fellow-competitors, we salute Loew's Theatre—and express a sincere wish that St. Louis will greet this brilliant film in truly brilliant fashion.

"We earnestly urge everyone to visit Loew's to witness this greatest of motion picture achievements. Yours for greater entertainment.

"Sincerely,

"Fanchon & Marco."

When a fellow motion picture exhibitor remarked that Fanchon & Marco's action was most unusual, Arthur simply replied: "So is this picture."

"GWTW" Drawing Power Unabated Outstate

CHICAGO—Not only is "Gone With the Wind" surprising its staunchest supporters with its local grosses in the Chicago loop, it is doing even better in advance sales in smaller towns in this area.

The first week at the Oriental and Woods here was approximately $67,000, with $17,000 of that reported for the Woods.

The opening day's sale for the Palace, Peoria, was $4,300; the Colfax, South Bend, $3,200, and the Palace, Rockford, $3,000. All of these sales began two weeks prior to the opening date.

BOWLING

CHICAGO—It's now a tie in the hot race for the leadership in the Film Bowling League. National Screen went into a first-place tie when it whipped Photoplay three straight, while Republic held onto its first-place hold by winning twice from Paramount.

Twentieth Century-Fox took two from Paramount, while Warner won a pair from the Film Carriers. Mel Ogren of Universal shot individual high for the night with a 236.

The standings:

	Won	Lost
National Screen Service	35	22
Republic	35	22
Photoplay	31	26
Film Carriers	31	26
Paramount	26	31
Universal	24	33
20th Century-Fox	24	33
Warner Bros.	22	35

In the Warner League it is still the same old story with Ted Turrell leading the individual bowlers with an average of 180.24.

The standings at the end of the 22nd week:

	Won	Lost
Avalon	46	20
Capitol	41	25
Beverly	34	32
Stratford	34	32
Avalon Cubs	34	32
Yannigans	31	35
Jeffery	31	35
Ogden	30	36
Hammond	29	37
Cosmo	29	37
Highland	29	37
Dead Enders	28	38

Sales Tax Collections in Missouri Set Record

JEFFERSON CITY, MO.—The recent Christmas buying was the greatest in the history of Missouri's sales tax laws. The January sales tax collections—which reflect the operations of one Santa Claus—reached an all-time high of $2,257,946, or $188,805 more than was collected from this source in January, 1939. Collections in December totaled $1,919,849.

Plans New 400-Seater

MEXICO, MO.—William Pyle contemplates the opening of a new 400-seater here to be known as the Milky Way. The town probably can support another new house since the 700-seat Rex has dimmed its glims for an indefinite period.

Service Union Elects

MILWAUKEE—Peter Norgaard has been named president of the AFL Building Service Employes Union, which includes theatre janitors. A request for increased wages recently was tabled by Milwaukee county exhibitors.

Takes Mooresville Ritz

MOORESVILLE, IND.—The Ritz here will be taken over this week by Dewey Sheets of Muncie from Harman A. Allison.

Ready for "Wind"

GREEN BAY, WIS.—Sound equipment at the Bay has been modernized for the road-show run of "Gone With the Wind" at this Standard circuit unit.

Would Force First Run Playing Time

LINCOLN—From the office of his independent, second run Capitol here this week, Bob Livingston, who caught the eye of the film world three months ago with his underwriting of the Tums "Pot O' Gold" program idea, turned to an industry problem—that of clearance—as something equally vital.

Already, Livingston, who lobbies for the industry during the legislative sessions, claims the support of 15 of the 43 legislators, who will report here in January, 1941, for the unicameral sessions on his measure to force first run playing time promptly.

When first drawn, the tentative measure, which will be hoppered early in the 1941 session, provided for only 45 days for a first runner to get a picture played, and every day he dallied his clearance over the subsequents was shortened that much. Now, in view of the fact that 45 days is a little too drastic, Livingston has backed up to 60 days.

"I want to force the first run theatres, by law, to do two or three phases of legit business," said Livingston. "I see no excuse for an exhibitor to be overbought, just to keep somebody else from getting film. If this measure goes through, and he hasn't played his pictures within the 60-day grace period, he gets stuck the full price of the contract and the film is immediately available to second run sale, even though it is a first run."

"Use of two prices on theatres, a variance of 15 to 20 cents between main floor and balcony at night on first runs, is for one reason only—opposition, and mostly opposition to subsequents, so the film will be milked dry. If a producer or distributor enters into such a partnership, he's entitled to no clearance at all."

"I think films, for the most part, are as perishable as fruit, and should be played close onto their nationally advertised campaigns. The studios evidently desire such cooperation or else they're tossing money out of the window."

The plan, according to Livingston, would make considerably easier the plight of exchangemen who hover over the too-heavily bought circuits in constant plea for dates. Under this measure, he says, it would be a matter of date, or pay, and the money would be forthcoming on a quick turnover basis, as the studio, which lives from hand to mouth, desires. It would also revive chances of competition, he adds, which is always a big help to the film salesman who seeks boost in price for his celluloid.

"The way most of the film peddlers get kicked around by the circuits," comments Livingston, "it's hard for them to be against this measure, officially or otherwise. Of course, they've all been told, so I understand, to be against it 'officially.'"

Val Burton Assignment

HOLLYWOOD—Republic has assigned Val Burton to the scripting chore of "Grandpa Goes to Town," a "Higgins Family" film.

Welworth Managers See Ruben Drive Success

MINNEAPOLIS—Managers of the Welworth circuit theatres, here making plans for the forthcoming drive in honor of the chain's head, Eddie Ruben, expressed the belief that the stage is set for a spurt in boxoffice grosses in the territory.

Among the house managers and other officials attending the meeting were Joe Floyd, Sioux Falls, S. D.; Ted Bolnick, La Crosse, Wis.; Harold Bartlett, Langdon, N. D.; Art Ableson, Devils Lake, N. D.; Eddie Swanson, Red Wing, Minn.; Carl Engstrom, New Ulm, Minn.; Emery Eckberg, South St. Paul, Minn., and John Cliplef and Clayton Severson, Montevideo, Minn.

Four Exchange Staffs in Personnel Changes

MINNEAPOLIS—Several shifts of film salesmen here involved Warner, 20th-Fox, RKO and Universal. Tommy Charack, South Dakota salesman for Warner, has been transferred to Los Angeles as city salesman.

Fred Ableson, veteran salesman, resigned from RKO to become Universal city salesman. Jack Cohan, another veteran, becomes city salesman for 20th-Fox, exchanging places with Norwood Hall who takes over his southern Minnesota territory.

1,300 Less Theatre Seats In Nebraska After Fires

LINCOLN—Nebraska theatre seating took a downswing in the last two weeks due to fires. First to go was the gutted and destroyed Empress, 900-seater in Kearney, Neb., operated by George O. Monroe.

Second destroyed was the Pace, owned by Charles Pace, in Gordon, Neb., a 400-chaired house.

Monroe estimated his loss at $22,500, of which about $13,000 was covered by insurance, and the Pace loss was estimated to be upwards of $50,000, with the extent of insurance coverage undetermined.

Gets St. Paul House

ST. PAUL—Sidney Basin has acquired the De Luxe, local neighborhood house, from George Ostrand. Basin will operate the house himself.

Nail Polish and "Aw Nertz"

Lincoln—Proving "Gone With the Wind" was taken very much to heart by those who read it, are the meticulous searches made by the film's patrons for flaws. Two phone jingles at the amusement desk of the "Sunday Journal and Star" reported the finding of boners. One lady swore Belle Watling said "Aw Nertz," and another thought she detected red nail polish on Scarlett.

Ushers at the Lincoln watched and reported both untrue.

New Motion by Hotz For Ascap Trial

LINCOLN—Accompanied by the sworn affidavits of 22 state legislators who voted for the 1937 anti-Ascap measure, which was ruled out as inoperative in a three-judge decision in U. S. district court here recently, a motion for new trial was made by Attorney William J. Hotz, who conducted the case for the attorney general's office.

He offers in the motion to forego the new trial if certain portions of the ruling are stricken, and grant is made for partial re-trial of factual issues in reference to inducing cause for passage of the measure, and issues in reference to public performance rights.

"Interpretation which should be placed on the legislative act," the motion states, "is that individual copyright owners may either grant, or withhold, such of his public performance rights as he desires. He may make known the price he wishes for any and all public performances."

This is in reference to the court ruling which says the court's interpretation of the law is that a copyright owner must offer public performance rights for sale or use in Nebraska, and if he does not, any person purchasing may use for public performance without payment to the copyright owner.

"The finding is clearly erroneous," says the motion, "because the act does just the opposite. The legislature would not have passed the act without such parts. The contrary now appears on records in affidavits of the legislators."

Objected to also are the findings of fact which do not include:

1. That radio stations are charged five per cent of their gross receipts, rather than on basis of pieces used.

2. That in the past ten years, 100 lawsuits for infringement have been instituted in Nebraska.

3. That radio stations are required to enter into network contracts in Nebraska, and the nets in turn force signing of Ascap contracts.

4. That theatres pay on seat capacity, not on amount of music used.

5. That hotels pay on any basis an Ascap agent can arrange.

The motion claims the vast majority of song writers in Ascap are scaled so low they receive virtually nothing, while officers of the society receive salaries of $50,000 a year, annual bonuses, and occupy sumptuous headquarters in New York on which rental alone is $30,000 annually.

Sproule Opens Remodeled House at Marysville

MARYSVILLE, KAS.—Lee Sproule, veteran Kansas exhibitor, has opened the Isis here after extensive remodeling and re-equipment. Sproule formerly operated the Lyric, now closed. The Isis has new sound, projection, screen, etc. The house seats about 650.

Public Auditoriums Constitute Competitive Factor to Trade

KANSAS CITY—One of the comparatively new competitive factors faced by exhibitors here and throughout the country is represented by municipal auditoriums, constructed by cities with substantial loans and grants from the Public Works Administration. In Missouri and Kansas six of these ambitious projects have been completed since 1933. The $1,600,000 auditorium at Topeka, Kas., is just being finished up, and will have the latest in standard sound, projection and booth equipment. In Kansas also is the new auditorium ($14,647) at Washington.

In Missouri the four auditoriums are: Kansas City, $7,000,000; Bosworth, $9,000; Lexington, $40,000, and Union, $75,132.

In addition to the municipal auditoriums, there have been a great number of auditorium-gymnasium type buildings, or auditoriums, or gymnasiums, or both, constructed in the two states since 1933—and up to June 1, 1939. The total in Kansas is 124; in Missouri, 131. While some of these would not be competitive, the fact that they have been built where this type building did not exist before, or they replace inadequate and unattractive buildings of the same type, holds considerable significance for the exhibitor. Their existence means increased activity in the presentation of athletic events, speaking of the gymnasium alone. The existence of the auditoriums means many more potential users of 16mm film.

But, of course, the big municipal auditorium, equipped with all modern devices for the presentation of almost everything—including motion pictures—constitutes the large single competitive factor in the field of new buildings which have been largely inspired by the PWA. And probably the most typical, because the largest, is the Municipal Auditorium in Kansas City. What it has done others can, and to a lesser extent, will do.

Because it is located in downtown Kansas City the auditorium affects most directly first run theatres, although there have been events the competitive effect of which has been felt by nabe houses. The "Jubilesta," big 7- or 8-day show with national entertainment talent booked in, is a case in point. This show lost money; merchants had to make up the differential, and temporarily at least it has been discontinued. Athletic events—basketball, fights, wrestling, etc.—attract larger crowds, are held more frequently, when such facilities are available as those provided by the auditorium. During season there is a regular succession of stage and musical events, competitive to film houses.

And yet the exhibitor pays his share of the taxation which will retire the amount the city went into debt to build the auditorium; and the heavy expense of operating the auditorium comes partly out of the exhibitor's pocket.

One of the most unfortunate phases of this type of competition is well illustrated by the Kansas City auditorium experience. At no time has a theatreman been directly associated with the operation of the auditorium. Originally, this probably would have been possible anyway, but after the local political clean-up, when the management of the auditorium changed hands, not one person connected with the entertainment field was named to the board of governors of the auditorium.

One reason for this is the lack of interest on the part of exhibitors in general community factors which directly or indirectly affect them.

The extent of the effect of auditoriums, auditorium-gymnasiums, etc., on theatre business in this area will depend upon whether or not the exhibitor is a participant in community affairs to the extent that he will have something to say about the uses to which such buildings are put. It is axiomatic that if a community has a fine new auditorium, or if its high school has a fine new auditorium-gymnasium, the people of the community are going to try to get the most out of them. They are going to use them.

A Rabbit Pays for Its Ways

York, Neb.—Many a showman yearns to lock up the joint and go hunting, and that's exactly what Manager Carl Rose did every night at the York for a week. Some jokester turned a cottontail rabbit loose in the place one night, and for a week it eluded capture, with the bunny coming out when the film was on and scampering up and down the aisle with the staff in full chase. Finally captured, it made an excellent meal, Rose said.

Singer Sees Demand for Film Fare on Upbeat

MINNEAPOLIS — Outlook for theatres is good because in present times of stress the public needs and demands entertainment which is best and most economically provided by showhouses offering films alone or in combination with stage shows, according to Mort H. Singer, veteran and successful showman, owner of the Orpheum here and other theatres in large cities.

Here this week, Singer said that when thousands of people will turn out at 7 o'clock in the morning to stand in line for a picture to be shown three and a half hours later, as in the case of "Gone With the Wind" at his Orpheum, it's a pretty good criterion of public appetite and a favorable sign for the theatres.

Singer believes that television is imminent and that it will make its appearance as an adjunct to theatre entertainment in the showhouses themselves. The demand for quality stage unit shows will continue, in his opinion, and as many of these as possible will be booked into the Orpheum here, he says.



Visitor From Iowa—

George Dethlefs, operator of the Crystle Theatre in Manning, Iowa, chats with Margot Stevenson on the "Three Cheers for the Irish" set at the Warner studio.

All Records Topple Before "Wind" Run

MINNEAPOLIS—All local records for attendance and receipts for a single week for any straight picture attraction here were shattered during the first seven days of "Gone With the Wind" at the Orpheum. The second week, now under way, promises to be almost as big as the first. Reserved seats have gone on sale for a third week and the demand still is extraordinarily large.

There have been three showings a day—one at 10:30 a. m., the second at 2:30 p. m. and the last at 7:45 p. m. Morning and afternoon showings are scaled at 75c with no seats reserved. All seats are reserved at $1.10 for the night showings. The first week's gross was well in excess of $30,000.

Strangely enough, business at other theatres was not adversely affected. "The Fighting 69th," at the State, enjoyed an exceptionally prosperous week. The Orpheum sold no seats after 2:30 p. m. and much trade was diverted to other theatres. With the night showings a sell-out the same was true. Thus, other houses benefited from the Orpheum overflow. The Singer Theatre could take care of only a comparatively limited number of people each day after all. Besides, those planning to see "Gone With the Wind" later were prospective patrons of other attractions.

Thus far "Gone With the Wind" has been booked from here only in two other spots in addition to Minneapolis-St. Paul, where it's now showing, and La Crosse, Wis., where it opens February 18 at the Rivoli. Other bookings will be made "in stride" in due time, it's announced.

Pioneer Circuit to Build 400-Seater in Spencer

SPENCER, IA.—Work is being started this month on a new theatre in the Shine brothers' building here. The new house, scheduled to seat 400 patrons, is expected to be ready for opening in June when Iowa lake vacationists start to arrive in this area. The theatre will give Spencer three film houses, all operated by the Pioneer Theatre Corp.

Proof by Gerbrach

AMES, IA.—Joe Gerbrach is going to prove to his theatre patrons that he really caught those deep-sea denizens.

He's having ten of them mounted and they're to decorate those Central States houses he heads as city manager.

Joe just got back from Florida and, at the moment, holds the lead in the Miami Beach contest for snagging the biggest tarpon. He landed a 51-pound job and is counting on top prize since a 38-pounder won last year. Joe plans to present a mounted sailfish to the Iowa State College Memorial Union and is so enthusiastic about deep sea angling that he's planning to fly south again in June. He wants a crack at that 746-pound blue marlin record.

KAYCEE

BILL BRADFIELD, Columbia salesman, is in St. Margaret's Hospital, Kansas City, Kas., suffering from a nervous breakdown.

Frank Lambader of Pla-Mor and Walt Lambader of Metro won the Greater Kansas City father and son bowling championship last weekend with their 1,353 performance. They won $25 and two gold medals. Ho, hum! says Walt, who just got married.

Somebody sent Charlie Skouras of Fox West Coast Theatres a quartet of telegram the other night as he passed through Kansas City. The four "singing greeting" boys from the telegraph company had the devil's own time locating "Mr. Smith," but finally did, and earned $10 for their pains.

Fire did about $500 damage to the Tivoli booth the other evening when fire broke out in the projection equipment. The show continued after repairs were made.

Paul Reinke, Madrid manager, is passing out cigars on account of the 8½-pound girl, Mary, which Mrs. Reinke presented him the other day. She's their first.

On the Row: Paul Oetting, Lyric, Concordia, Mo.; Frank Anderson, Family,

(Continued on next page)

Condition of W. A. Steffes Continues to Improve

MINNEAPOLIS—Continued improvement is reported from Providence Hospital, Washington, D. C., in the condition of W. A. Steffes, president of Northwest Allied, member of national Allied States board of directors and former Twin City Variety club Chief Barker. Steffes, long a national leader of independents, is recovering from a heart attack. It is expected that he will be able to leave the hospital and return to Minneapolis within a fortnight.

Cavanaugh to Esquire

MINNEAPOLIS—Hale Cavanaugh, who was press agent for the Minnesota during its recent 25-week season, takes over similar duties for Irving Gillman's sure-seater. The Minnesota seats 4,000; the Esquire, 290. Gillman had been handling his own publicity and exploitation.

Starts NSS Branch

MINNEAPOLIS—J. McFarland, National Screen branch manager, flew to Sioux Falls, S. D., to supervise the opening of a sub-depot there for the handling of RKO paper, which National has taken over.

Now Ready For Immediate Booking

—12 SHOWMEN SPECIALS 12—

"DEAD MEN TELL NO TALES"
starring
Emlyn WILLIAMS — Sara SEEGAR — Hugh WILLIAMS
Running time 70 minutes

"HOUSEMASTER"
with
OTTO KRUGER — Phillips Holmes — Diana Churchill
Running time 83 minutes

"THE HIDDEN MENACE"
co-starring
OTTO KRUGER — GERTRUDE MICHAEL
with John Clements — Patrick Barr
Running time 59 minutes

"NORTH SEA PATROL"
with
GEOFFREY TOONE — Clifford Evans — Judy Kelly
Running time 69 minutes

"SPIES OF THE AIR"
with
BARRY K. BARNES — Roger Livesey — Basil Radford

"THE TERROR"
with
WILFRID LAWSON — Bernard Lee — Arthur Wontner
From the EDGAR WALLACE Thriller

"BLACK LIMELIGHT"
starring
RAYMOND MASSEY — Joan Marion — Walter Hudd
Running time 68 minutes

"JUST LIKE A WOMAN"
starring
GERTRUDE MICHAEL — John Lodge — David Burns
Running time 74 minutes

"ONE NIGHT IN PARIS"
with
JOHN LODGE — Hugh Williams — Joan Marion
Judy Kelly
Running time 62 minutes

"BLACK EYES"
starring
OTTO KRUGER — Mary Maguire — Walter Rilla
Directed by HERBERT BRENON

"MYSTERY OF ROOM 13"
with
GIBB McLAUGHLIN - Sara Seegar - Peter Murray Hill
From the famous story by EDGAR WALLACE

"LITTLE MISS MOLLY"
starring
BINKIE STUART — Maureen O'Hara — Phillip Reed
Tom Burke

Also Booking—"IN OLD SANTA FE" Starring KEN MAYNARD - GENE AUTRY — "HELL BOUND" LEO CARRILLO — "LOST JUNGLE" CLYDE BEATTY

NORRIS DISTRIBUTING CO.
PHONE VI. 1647 — 1820 WYANDOTTE — KANSAS CITY, MO.

DES MOINES

NO WONDER Editor Formby announced with such glee in BOXOFFICE what we thought was our secret . . . Now we'll tell "Dear Editor" something he didn't know till now about our hectic, rough'n tumble (figuratively speaking, of course) romance (we can just see every Filmrow ear drum being dusted off) . . . Anyhoo, here's the original exploitation sent out by Formby in all good faith:

Mr. Kenneth E. Clayton,
Des Moines *Register & Tribune*,
Des Moines, Iowa.
Dear Mr. Clayton:

I have delayed reply to your letter to see how Mrs. McCluskey worked out. I think she will do the job nicely, her copy bearing all indications of alertness and ability. Thank you very much for your protection there and for shifting it to such a capable person. My kindest regards. Wm. G. Formby, Editor.

Much obliged, Mr. Formby, but now Clayton's trying to claim it was Class A ballyhoo on Class B product (but the event got equal billing on the *Register* theatre page with "GWTW" January 21, so he must be wrong).

Lee Blumberg, Vitagraph's NY exploitation head, was plugging the wrong company when he handed us that Rainbow Room menu with a 9x12 *color picture of RKO's "Pinocchio" on the back . . . and we fetched it home to Monogram's Opal Judd who collects them . . . That was the cutest snapshot we saw of Walt "Dimples" Lohman standing in snow way up to here . . . A slice of the Jane Wyman-Dutch Reagan wedding cake went to Lulamae Imhoff, Dutch's good friend at Knierim, Ia., we hear.*

Art Anderson and some of his boys attended Warner's annual sales meeting in Chicago, February 3-4-5 . . . Emil Franke, Orpheum manager, was flabbergasted when 120 nurses instead of the 60 he'd expected showed up for the breakfast screening of "Vigil in the Night" he held at 8 a. m., February 6 . . . Those dirty-faced little angels, Joes Smith and Ancher, will be glad to know that their favorite host, Dave Fidler of the Hollywood Club, is opening the "Club 100" . . . We'll be seein' you there, Angels.

While RKO showed "Marines Fly High" at Stan Mayer's Little Fox (doesn't go yneah, yneah) screening room, RKO p. a. Bill Scholl and Ken Clayton, an invited guest, were out lunching together . . . Chick O'Friedman told us he couldn't hear a thing when he was wearing those Killarney earmuffs of his. And we'd have believed him, if we hadn't still been standing there when someone came up and asked him if he wanted a drink.

Emil Franke says he had the biggest Sunday ever when he ran "The Fighting 69th" against "GWTW," and that he would have held the show over except that there'd have been two holdovers in town and only one major film . . . Mrs. George Clark sprained her ankle while we were in NY . . . Bill Cox, University of Iowa student, is going to Hollywood to draw mice for Disney . . . Bobby Stone says he's going back to California with the dough he got for his Hollywood experiences as printed in the *R&T's* mag section.

Tri-State's go-getting DD kept Husband Harry Gottlieb waiting while she wound up the details of sending 17*-year-old Pann Merryman to Hollywood as DM's contribution to the seventeen* 17*-year-olds chosen throughout the U. S. to attend the premiere of Paramount's "Seventeen," February* 14 *. . . You won't be surprised if* BOXOFFICE *mails her copy from points west, too, will you?*

And thanks so much to everyone who sent us best wishes and stuff.

Permit Row Hearing Is Delayed Again

MINNEAPOLIS—Hearing of the application of Irving Gillman, Esquire Theatre owner, et al., for a mandamus to compel the city council to issue a permit for the construction and operation of a new neighborhood movie theatre, scheduled for last Monday, has been delayed by the district court because of the stress of prior court business.

The council, which is on record to refuse to allow any more new showhouses here, has been ordered by the court to issue the permit or show a valid reason why it should not be granted. A number of other proposed new theatres are hanging in the balance, depending on whether Gillman is successful in his present fight.

Do "Cause for Alarm"

HOLLYWOOD—George Oppenheim and Leon Gordon are scripting "Cause for Alarm" for Metro. Lawrence Weingarten will produce the Robert Taylor starrer.

YOUR CUSTOMERS CAN'T BE FOOLED

They Demand Quality Popcorn Products

—We Handle the Best on the Market at Reasonable Prices—

— SPECIAL DURING FEBRUARY —

1,000 Popcorn Boxes, $3.50 with any order of popcorn or seasoning.

—Also Sacks, Boxes, and Salt—

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

KAYCEE

(Continued from preceding page)

Kirksville, Mo.; Bob Gorham, Liberty, Horton, Kas.; E. A. Peterson, Plaza, Greenfield, Mo.; Fred Wilcox, Cozy, Lockwood, Mo.; Homer Strowig, Plaza, Abilene, Kas.; C. A. Botkin, Harper, Harper, Kas.; F. L. Lisbona, Maitland, Maitland, Mo.; Harry Till, Courter, Hamilton, Mo.

Jack Shriner of the Gem is still resting up from his trip to New York two weeks ago with Homer Blackwell . . . Cliff Lewis, in charge of Paramount's studio publicity and advertising, was here this week on his return to the coast from New York.

Genola Inglehart is the new cashier at Monogram, and Helen Wilson is the new booker's secretary. Doug Desch and his associates have rearranged the office—which looks very very good.

Norris B. Cresswell, Filmrow's photographer, is back on the Row after 17 days with the 'flu . . . Incidentally, more people than attended your grandmother's wedding are out with colds and influenza right now.

W. J. Heineman, western sales manager for Universal, was here two days this week on a tour of exchanges.

Marie Campbell, at Columbia, and Kenneth McLatchey, brother of Monogram's Helen McLatchey, who is with American Dairies, are to be married. The details are not announced.

From Tom Edwards, the quail hunter of Eldon, Mo.: "Wasn't last month a lilipalaziler? This is absolutely the first winter I have had Connie sew me in my long underwear."

Tom Edwards again: He is looking for 1940 to be his best year in theatre business. He is getting ready for his booming business by buying additional seat covers.

Mrs. Ethel Johnson (the former Ethel Morrow), who used to be at Metro, and who is the daughter of Ralph Morrow of Universal, has presented her husband with William C. Johnson jr. Weight, seven pounds.

Mrs. G. A. Maloney, who operates the Paseo, fell February 3 on the ice and broke her right arm . . . A. L. Dare of the Rosedale, Kansas City, Kas., also suffered a fall last Saturday. His feet slipped out from under him so fast he didn't even see them, he said. The crash knocked him unconscious for a brief period, but did not otherwise seriously injure him.

P. A. Tour by Fidler

HOLLYWOOD—Jimmy Fidler will open an eight-week p. a. in Pittsburgh on February 23. He is lining up six Hollywood players to make the trek with him.

Four Starrers for Keaton

HOLLYWOOD—Columbia has signed Buster Keaton for two more comedies to be released on the 1939-40 schedule. This will bring his season's total to four.

OMAHA

SOL YEAGER, popular film peddler, is now affiliated with Sol Francis at Monogram. Yeager is well known to exhibitors in the Omaha territory and we wish him a lot of luck in his new connection . . . Fred Thortsen, M-G-M salesman, bought a small farm on the edge of Omaha and has gone in for raising chickens. So it's back to the farm for the boy from Hartington.

Our apologies to Will Singer for an item in this column that might have cast an unkindly light on the Brandeis manager. It was all in good fun and Will knows it . . . It's a new daughter at the home of Lee Mischnick, Dundee manager. We missed out on the cigars, at least so far!

Roy Miller, former manager of Universal here, also a proud poppa. The Millers are now in Kansas City, but the baby was born in Omaha because the Millers wanted it born in Nebraska and not in Missouri, we understand . . . H. D. Bowers, Weeping Water, Neb., on the Row with bright stripped gloves. Bowers, not the Row, was wearing the gloves.

L. E. Goldhammer, district boss for RKO, was here in connection with the Depinet drive . . . Fred Baker has closed his theatre at Homer, Neb., and has moved to Winnebago, Neb., where Fred is a station agent . . . Carl Krumrei, the fellow who wears colored glasses in the summertime, is now wearing red flannels. And we mean red!

Newest thing at the Omaha Variety Club is Morrie Cohn's "Original Hot Chocolates," a three-piece band that really gets in the groove. The last two Saturday night parties have been so successful at the Variety Club that members have decided to make them a reguar affair.

Latest returns from the poster department front: Universal will probably be next, either February 15 or March 1, and will be moved into the Paramount-RKO department. The boys in the other exchanges are wondering, and hoping . . . H. V. Mullins, formerly at Glenwood, Ia., has opened the Strand at Cumberland, Ia., and is remodeling the theatre at Massena, Ia., for an April 1 opening.

Don Jarmin has taken over the Shelby at Shelby, Neb., from E. A. Finch and it's now open and running. Carl White installed the booth equipment. Note to circulation department: Start sending BOXOFFICE to Jarmin. He says he'd be lost without it . . . Lloyd Honey of Tecumseh, Neb., will move into his new home soon. He's moving from a 14-room to a 5-room house.

The bookers are leading the salesmen in the Sears drive at Warners. Alice Neal is the leader and Leon Mendelson, film peddler, is trailing the pack . . . C. N. Robinson, Home, Blair, Neb., on Filmrow. Also Guy Griffin, Plattsmouth, Neb., and the Bowman Bros., from McClelland, Ia.

Phil Monsky, veteran in the film industry, has gone to Detroit where he will be a salesman for United Artists. Phil was once an exhibitor, operating a circuit of houses in the territory. He was also a Fox salesman at one time and more recently handled what he styled as "boxoffice stimulants." He's been connected with the film industry for 20 to 25 years.

Howard L. Mock is the new exhibitor at Springview, Neb., where he recently opened the 150-seat Niobrara. Howard is a university graduate, specializing in electrical engineering. He designed most of the house and did a lot of the work on it himself. He says business is good . . . Mr. and Mrs. C. C. Goodrich, Stromsburg, Neb., were on Davenport Street.

Ernie Pickler, United Artists salesman, was called to Des Moines by the death of his mother. Ernie's father and brother died just before Christmas . . . Bert Johnson is remodeling and redecorating his State at Rapid City, S. D. . . . Don McLucas, United Artists boss, went to Des Moines on business.

Out-of-towners present at the stag party for Joe Jacobs, Columbia boss, included Ben Marcus, KC branch manager, and Mel Evidon, DM exchange manager. The party was a big affair and the film industry was represented from all sides, branch managers, salesmen, exhibitors, filmites and press. The date for the wedding hasn't been set yet.

August J. Tews

NORFOLK, NEB.—August J. Tews, who was manager of the Granada here, died last week following a heart attack. Tews developed heart trouble nine years ago when he was held up at the theatre while putting away the day's "take."

Scripts "Ski Patrol"

HOLLYWOOD—Paul Huston is scripting Universal's "Ski Patrol," based upon Russia's invasion of Finland.

Fox Midwest Reseats Ace Suburban in Kaycee

KANSAS CITY—Fox Midwest Theatres, Inc., has installed 1,850 new seats in the Plaza, ace suburban house here, along with new carpet, new furniture, and new drapes.

The new Fox Midwest house in Marion, Ill., is under construction. Seating 500, the theatre is expected to be done in 90 days. Edgar Jones is Marion manager.

The Kennedy at Kirksville, Mo., is getting new light fixtures, drapes and furniture, along with the Grand, Moberly, Mo., and the Strand, Emporia, Kas.

Bev Miller Supervises Six Book Treasures Areas

KANSAS CITY—Bev Miller of Book Treasures, now is handling, as district manager, six territories: Kansas City, Des Moines, Omaha, St. Louis, Dallas and Oklahoma City. Miller just returned from Chicago, where he confirmed the appointment of Lou Bexley as Dallas, Tex., distributor. The company has a city-wide deal starting this weekend in Des Moines and next weekend in Omaha.

Alliance Distribution Deal Closed by W. L. Norris

KANSAS CITY—A deal has been consummated with W. L. Norris of the Norris Distributing Co., 1820 Wyandotte St., to distribute 12 Alliance features and two short subjects entitled "The Warning" and "Birth of the Movies" in the local territory.

Buys "Children's Crusade"

HOLLYWOOD—"Children's Crusade," a story by Fritz Rotter and Robert Thorn, has been purchased by Metro.

MOTION PICTURE MACHINES
REFLECTOR ARC LAMPS
RECTIFIERS AND BULBS
SOUND EQUIPMENT
DA-LITE SOUND SCREENS
IDEAL THEATRE CHAIRS
POPCORN MACHINES
TODD AIR CONDITIONING, Inc.

Originators and Designers of Large Filter Type Cooling Systems
Every Installation Guaranteed
Finest Theatre Equipment Money Can Buy

Distributed by

STEBBINS THEATRE EQUIPMENT CO.

1804 Wyandotte St. Kansas City, Mo.

Phone—GR 0134

LINCOLN

NEWS of the week: J. H. Cooper, due here for what may be the windup of his Lincoln Theatre Corp. affairs, preparatory to signing the long-awaited new agreement with Paramount may have something to announce in connection with recent round-tabling with L. L. Dent.

M. E. McClain, Fremont, planed from Chicago with Joe W. Seacrest, ad manager of the Lincoln newspapers, and had nice things to say about the Journal *and* Star's *recently completed poll of the* 10 *best . . . Speaking of the poll, Richard Veach, the* 15*-year-old Grafton, Neb., lad who won it, was feted by M-G-M,* 20*th Century-Fox and Warner Bros. last week. He wrote: "Had my picture taken with Ann Rutherford. WOW!"*

Ed Holder, 76, former trainer of domestic animals and who served with every major circus in the country, was found dead in an old schoolhouse here where he had been caretaker . . . Ed Vaughan is reported in the midst of systematic saving of his money—to get married . . . No. 2 stage of fatherhood has now gotten to M. E. Lofgren: Junior is two months old and has been photographed (but profusely!), which photos pappy proudly totes . . . Now that John Barrymore and Elaine Barrie have reconciled, it appears anything can happen in the show business. Of course, we have yet to see Frank Hollingsworth and B. M. Montee, in Beatrice, using two straws on one ice cream soda.

Barbara Livingston, Bob's frau, may have a long stay in Tucson, Ariz., according to Bob. He claims he hasn't made enough money so far this year to send her the price of the ticket home (Exchange men note: FYI (for your information she has a round-trip ticket) . . . Slim Fraser, Havelock's bachelor showman, played "Bachelor Mother" this week and was afraid all week that some of the brother showmen would leave a punk, swaddled and bottled, on his doorstep, as an exploitation stunt.

Don Monroe estimates the insurance company payoff on the Empress, in Kearney, would be about $13,000, a full $10,000 short of the estimated fire loss . . . Inter-office stuff: Vincent J. DiFiore's secretary is Vera Bascom, the girl Robert Taylor picked for his only date in Nebraska when he made his celebrated homecoming that time . . . Little Jack Little came in for the Turnpike date here and brought a snow flurry with him.

Mrs. Hank Keller, one-time southern belle, got Lincoln's biggest wham out of "Gone With the Wind" . . . Howard Federer says he's going to present a streamlined Eva LeGallienne to the neighbors at the Liberty, February 16.

Sid Rose made fellow film peddler Joe Jacobs sit outside an office cooling his heels for an hour while he played cribbage. Joe was twice burned, because he thought Sid was swiping some business which made him uncomfortable, and because he might have been in the game, too.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. 708 West Grand Ave.
GR. 2864 Kansas City, Mo. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

Minneapolis Showman Now a Broadcaster

MINNEAPOLIS—For the first time here a theatre owner, Bill Elson of the Seventh Street, is going on the air featured on a radio commercial program.

Elson will pinch-hit for Merle Potter, *Times-Tribune* film critic, on the Atwood coffee program over Columbia station WCCO each Wednesday at 8:30 p. m., while the latter makes his annual Hollywood visit.

In addition to conducting a movie quiz, Elson will comment on pictures and movie happenings generally. Because of his wit, Elson always is in great demand as a toastmaster and speaker at banquets.

Cooper Will Recondition The Stuart in Lincoln

LINCOLN—With more than $50,000 in improvements made in the Nebraska and Lincoln theatres in the past year, J. H. Cooper is now going over plans for fixing up the third of his trio here—the 1,884-chaired Stuart which hasn't been touched since its opening, June 10, 1929.

It is expected improvements on the Stuart will cost as much as the other two theatres put together. Both Cooper and the landlord, Jean Kinder, head man of the Stuart Investment Co., which owns the theatre, will be in on the spending.

"Flesh" for Lincoln

LINCOLN—Howard Federer, general manager of Nebraska Theatres, Inc., has booked Eva LeGallienne's troupe to do "Hedda Gabler," February 16. It will be only an evening performance, with the company going to Omaha, February 17, for a matinee of "Hedda Gabler" and a night show of "The Master Builder." It's the first legit in town since "Tobacco Road" last May.

Get Minnesota Option

MINNEAPOLIS—Owners of the 4,000-seat Minnesota Theatre, recently closed after 25 weeks of operation with independent pictures and stage shows, have given the Benz brothers an option of 60 days on the house.

The Clincher

DES MOINES—Motion pictures are no empire of make-believe to W. W. Waymack, associate editor of the *Register* and *Tribune* here. He's even citing films to prove news events now.

At an *R&T* office forum this week, Waymack decried rumors that propaganda made factual war news unreliable.

"Do you doubt," he asked, "that the German army conquered Poland? Do you doubt that Germany and Russia divided Poland. Do you doubt that Russia is trying to invade Finland? Do you doubt that the *Graf Spee* was sunk near Montevideo?

"By God, you even saw moving pictures of it."

MINNEAPOLIS

HY CHAPMAN, Columbia branch manager, visited South Dakota accounts . . . Ben Kalmenson and Rud Lohrenz, Warner western division sales and district manager, respectively, visited Clarence K. Olson, local branch manager . . . Capt. Volney Phifer of M-G-M in town with the original "Gone With the Wind" costumes which were displayed in one of the loop's department stores . . . Merle Potter, Bob Murphy, Earl Pomeroy and Jules Steele, Twin City film critics, to go to Port Huron, Mich., for M-G-M's world premiere of "Young Tom Edison."

Charles Reagan and R. C. LiBeau, Paramount western division sales and district manager, respectively, spent two days here . . . Mort H. Singer and Morgan Ames, his general manager, in town for the "Gone With the Wind" opening at the former's Orpheum . . . National Screen now has space in the Paramount building in addition to its own large offices. It handles Paramount and RKO posters in the new room.

Earl Perkins in first place, closely followed by Charlie Jackson, in the Warner salesmen's derby in the Grad Sears drive . . . Bess Popkin, Columbia secretary, in St. Mary's Hospital with the flu . . . Joe Podoloff, 20th-Fox branch manager, calling everybody's attention to the fact that the Rivoli, New York, has changed its policy so as to run continuously from 9:15 to 3 a. m. daily during the "Grapes of Wrath" engagement. He also doesn't permit anybody to overlook the fact that the picture has had "tremendous" reviews and is breaking the Rivoli house record.

Out-of-town exhibitors visiting Filmrow included Ernotte Hiller, Crookston, Minn.; Allen Mueller, Arlington, Minn.; Oscar Hendrickson, Hallock, Minn.; Ed Sorenson, Elkton, S. D.; Bim Lakie, Barnesville, Minn.; Bill Smith, Menominee, Wis.; E. Bogumill, Thorpe, Wis.; Paul Perrizo, Blue Earth and Winnebago, Minn.; Jack O'Brien, Tracy, Minn.; Don Buckley, Redwood Falls, Minn.; Lowell Smoots, Little Falls, Minn.; Billie Benfield, Graceville, Minn.; Bernie Larkin, Madelia, Minn.; Tony Paulson, Amery and Clear Lake, Wis.; Henry Anderson, Arcadia, Wis.; Walt Lower, Moose Lake, Minn.; Sheldon Grengs, Clouquet and Two Harbors, Minn.; Jack Wright, Red Wing, Minn.; W. Ray Hiller, Marshall, Minn., and Al Aschenbrenner, Staples, Minn.

Esther Freiberg of National Screen recovering from an appendectomy . . . Charlie Weiner of Monogram working in South Dakota for his own testimonial sales drive and getting plenty of results. Campaign has been a huge success to date, he reports . . . Booked for the usual three days in Fargo, N. D., "The Fighting 69th" was held over for an additional three and did a corking business. It was held over for a second week at the Lyceum, Duluth, and after a big first week at the State here moved over to the Century for an extension of its loop first run.

C. K. Olson, Warner Bros. branch manager, in Chicago attending a sales conference . . . The wife of Dave Bader, National Screen salesman, is on the road to recovery after a major operation at the Mayo clinic, Rochester . . . Clyde Eckhardt, 20th-Fox branch manager in Chicago, paid a visit to the local exchange . . . Fay Dressell, RKO branch manager, driving new car . . . A. C. Conrad of the Legion Theatre, Gaylord, Minn., was so enthusiastic over "Swanee River" and so happy over the business he did with it during its three-day run that he wrote a long letter to Joe Podoloff, 20th-Fox branch manager here, telling how well his patrons received it. Clint Noreen, Fredric, Wis., exhibitor, also wrote, praising the film.



Warner Helmsmen Convene—

The Warner prairie district branch managers and their district manager at the three-day sales meet called by general sales manager Gradwell L. Sears, at the Blackstone Hotel, Chicago, February 3, 4, 5. Seated, left to right, are Hall Walsh, St. Louis; James Winn, district manager; and Homer Hisey, Memphis. Standing are A. W. Anderson, Des Moines; W. O. Williamson jr., Kansas City; and Sid Rose, Omaha.

The RKO office staff presented Kenny Adams' baby with a bank account and his wife with a baby scale. Kenny is head booker and just became a daddy . . . Joe Fieldman, National Screen salesman, is being accompanied by his wife on his present two-week South Dakota trip . . . For three of the four weeks of the Film Bowling League the RKO exchange has been in the lead. It won nine out of its first 12 games.

Abe Kaplan, prominent independent circuit operator, threw a big party as usual to celebrate his dad's birthday. The father is 84 years old and hale and hearty . . . St. Paul's annual Winter Carnival drew many people from Minneapolis and hurt theatre business here as well as there . . . Bennie Berger, independent chain operator, bacheloring it while his wife is in California on a pleasure trip.

Ted Karatz of Air-Loc Seats and the wife vacationing in Florida . . . Bill Scholl, Universal home-office exploiteer, off to Mankato, Minn., Des Moines, Ia., and Omaha, Neb., to work on "Destry Rides Again," but will be back here shortly . . . United Artists "Raffles" goes into the Century here and St. Paul Orpheum February 16 . . . Local Warner exchange still in first place in its division in the Sears drive.

Irving Gillman, Esquire owner, recovering from a knee injury suffered while tobogganing with his small son, Tony . . . When Sidney Volk returns from the South his brother and partner in his theatrical ventures, Bill, plans to make a Los Angeles trip to visit with his film colony buddies, Clark Gable, for whom he's sometimes mistaken, and John Boles . . . What's this budding romance between Bill McInerney, Welworth circuit advertising head, and a certain Filmrow maiden?

The sunny skies of Florida can't keep Sidney Volk, local independent circuit operator, from worrying about his business at home, so he keeps constantly in touch with his principal house, the Nile, by telephone . . . The wife of Newton Green, theatrical sign artist, passed away after a long illness . . . Bess Crane, office manager of the Welworth circuit, has reached the proper tanning stage and is headed home from her Miami vacation . . . J. Cheever Lincheck, in from New York making a survey of local boxoffice conditions, reports suburban business on the upgrade.

Dave Bader, National Screen salesman, elated over the speedy recovery of his wife from a major operation at the Mayo clinic, Rochester . . . Our current choice for the semi-annual nomination of the most eligible young bachelor on Filmrow: Billy Evidon of Columbia. Take a bow, Billy . . . Reno Wilk booked "Nude Ranch" into South St. Paul with big boxoffice returns . . . Ben Ashe, on a tieup with the American Legion in Fergus Falls, Minn., really put over "Birth of a Nation." Then he returned to his cribbage game.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

Newspaper Critics Voting on "Bests"

MINNEAPOLIS—The Newspaper Film Critics of America now is balloting to select the best picture of 1939, best performances by an actor, actress, male and feminine supporting players and the young actor and actress most likely to succeed, according to Merle Potter, *Times-Tribune* film editor and director of the poll.

Ten pictures and ten actors and actresses have been made under each of the seven classifications from a list of pictures generally released during 1939, as follows:

Pictures

"Dark Victory," "Goodbye, Mr. Chips," "Love Affair," "Mr. Smith Goes to Washington," "Ninotchka," "Pygmalion," "Stagecoach," "The Women," "Wizard of Oz," "Wuthering Heights."

Best Performance by Actors

John Barrymore in "Great Man Votes," Robert Donat in "Goodbye, Mr. Chips," Henry Fonda in "Young Mr. Lincoln," Leslie Howard in "Pygmalion," Charles Laughton in "The Beachcomber," Paul Muni in "Juarez," Laurence Olivier in "Wuthering Heights," Mickey Rooney in "Babes in Arms," James Stewart in "Mr. Smith Goes to Washington," Spencer Tracy in "Stanley and Livingstone."

Best Performance by Actress

Ingrid Bergman in "Intermezzo," Bette Davis in "Dark Victory," Marlene Dietrich in "Destry Rides Again," Irene Dunne in "Love Affair," Greta Garbo in "Ninotchka," Wendy Hiller in "Pygmalion," Anna Neagle in "Nurse Edith Cavell," Merle Oberon in "Wuthering Heights," Rosalind Russell in "The Women," Norma Shearer in "Idiot's Delight."

Best Male Supporting Player

Brian Aherne in "Juarez," Richard Barthelmess in "Only Angels Have Wings," Walter Brennan in "Stanley and Livingstone," Brian Donlevy in "Beau Geste," John Garfield in "Juarez," Cedric Hardwicke in "Hunchback of Notre Dame," Wilfred Lawson in "Pygmalion," Gene Lockhart in "Blackmail," Thomas Mitchell in "Stagecoach," Akim Tamiroff in "Disputed Passage."

Best Feminine Supporting Player

Alice Brady in "Young Mr. Lincoln," Jane Bryan in "We Are Not Alone," Billie Burke in "Wizard of Oz," Geraldine Fitzgerald in "Dark Victory," Greer Garson in "Goodbye, Mr. Chips," Edna Mae Oliver in "Drums Along the Mohawk," Maria Ouspenskaya in "Love Affair," Flora Robson in "We Are Not Alone," Rosalind Russell in "The Women," Dame Mae Whitty in "The Lady Vanishes."

Most Promising Young Actor

Eddie Albert, Richard Carlson, Robert Cummings, William Holden, John Howard, Jeffery Lynn, Victor Mature, Edmund O'Brien, Robert Preston, Robert Stack.

Most Promising Young Actress

Linda Darnell, Betty Field, Susanna Foster, Helen Gilbert, Gloria Jean, Brenda Joyce, Mary Martin, Maureen O'Hara, June Preisser, Lana Turner.

Announcement of the winners of the poll—the ones receiving the most votes in each division—will be made in about three weeks, Potter says.

The NFCA was formed at a meeting in New York last August, with Harry Martin, Memphis *Commercial Appeal,* as chairman of an organization committee. Other members were Buck Herzog, Milwaukee *Sentinel;* Keith Wilson, Omaha *World-Herald,* and Potter.

....AW, SHUCKS!.....

From the Tall Corn— By RENE CLAYTON

OUR BY-LINE may be changed, but you can depend on it our back-fence habit of telling what goes on among you exhibitors will remain the same . . . so don't remove the hairpins when we're around if you don't want us to tell everybody how you look with your hair down.

Boyd Damon sent his wife and daughter to winter in Tucson, Ariz., and arranged to have his Park in Fort Dodge remodeled . . . all so he'd have a good excuse to escort his gorgeous secretary and cashier to DM for a look at Filmrow (but Filmrow did the looking).

We asked someone if Tom Duncan of the Fox in Washington had a new version of his widely publicized mustache when he appeared on the Row last week . . . nobody seemed able to remember for sure, but almost everybody agreed that they thought he had . . . the upper lip must not have its former oomph, Tom.

We had to go all the way to New York to discover that "I wanna see Pango-Pango" is a line from "The Man Who Came to Dinner" . . . and we thought it was a pitcher!

S. F. Schlemmer, who has houses in both Mt. Vernon and Cedar Rapids, was showing off his very charming wife on the Row last week . . . and she's a "Heigh-Yo, Silver!" enthusiast, too, swearing by the cow-puncher pix for rural boxoffice appeal.

Harry Huddleston, who has been holed in at the Earl in Earlham since the last blizzard, finally nuzzled his way out . . . Milton Troehler, manager of the RKO Strand at Marshalltown, also put in an appearance last week . . . Ditto Vernon Hageman of the Waverly and Bremer theatres in Waverly.

Bob Johnson of the Iowa at Newton is trying to get Hedy Lamarr to show off at his place one of these days when she's not busy drawing crowds to Harry Hiersteiner's Family in DM . . . Too bad Harry couldn't have heard the big hand he got from the gals at St. Catherine's when they received his invitation to "Dark Victory" last Tuesday.

George Thacker of the Bend at West Bend collected $5.00 from Effie Judd the other day . . . We couldn't find out whether the gross on the pic in question fell short or surpassed the claims Effie made for it.

Don't look now, but that fella with the newly acquired southern accent is Carroll Lane . . . He just returned from New Orleans, where he and Missus Lane did the town . . . Marse Lane jus' can't get ovah them there long, cool juleps they make down that way (he shoulda had a Zombie at the Beachcomber's in NY with us).

Charles Brown of the Strand in Iowa City is distributing the "Birth of a Nation" in Iowa . . . It's the film *Life* compared as the greatest of all time until "GWTW" showed up, you know (or did you?).

Ray Lumsden (he and the above-mentioned Charles made the Row in tandem last week) is giving Hedy the once-over, too . . . Ray wants her for his Pastime in Iowa City.

Tom Burke, who's been selling book-nite throughout the Iowa territory, has added his very fine son from Notre Dame to his entourage.

Faye West, DM's best-dressed woman and expert exhib at the Lyric in W. DM, is out showing the Hollywood dames that at least one Iowa female doesn't dress like a hick . . . Don's joining her from Central States this week, and he'll show the California boys a few pointers, too.

Theatre folk seem to have a passion for naming things after places, whether it be their youngsters or their theatres . . . the smooth-shaven (darn it) Smith Bros. of Corydon apparently named the Wayne Theatre after the county, and we'll bet a doughnut to a dollar that Bill Eddy of Indianola named his kid, Warren, who runs the show at Sigourney, after the county too.

W. A. Middleton of the Rex in Iowa Falls is that big, jolly fellow who used to be mayor of the place . . . and the saying among the film peddlers is that if Middleton says "naw," you'd better shut your trap and go on home, but if he says "unhuh," you've as good as got the dough in your mit.

Wes Mansfield must have an awful time keeping his hat turned around so's he'll be the right thing at the right time at the right place . . . Wes not only operates theatres in Belle Plaine, Tama, Ida Grove, Traer, Toledo and we don't know where else, but he also has cabin camps, oil stations, a stopping-off-place called "Kind's Tower" . . . then just to be sure he'll have something to keep him busy on Thursdays, he conducts sales at the sale barn. If you ever want to see him, please make appointments months ahead.

"Twinkle" Now "Stardust"

HOLLYWOOD—Twentieth Century-Fox's production, "Twinkle, Twinkle, Little Star" has been retitled "Stardust."

Detroit's Suburban Building Proceeds

DETROIT—Spread of theatre construction in Detroit suburbs is marked by disclosure of plans for a new 700-seat house for Plymouth, 20 miles west of Detroit, by Harry Lush. Lush is manager of the Penniman-Allen theatres, at Plymouth, as well as the house of the same name at Northville, four miles further north.

Outlying suburb construction has taken a notable jump in the north and west section in recent months, with opening of Walter Shafer's new house in Garden City, and building of the new house in Farmington by Associated Theatres, and in Birmingham by an undisclosed operator.

The new house is to be started at once, and is to face on Kellogg Park. Property is 87 by 132 feet. The present P-A Theatre at Plymouth will be remodeled as soon as the new house is opened, Lush disclosed, with new seating and wider aisleways.

New Butterfield Unit For Traverse City

DETROIT—Construction of a third Butterfield Theatre at Traverse City is announced by E. C. Beatty, president of the circuit. The new house, whose name has not been selected, will be started in March, to be opened in the latter part of the summer.

Beatty made the announcement at a dinner which was tendered civic leaders of Traverse City. In addition to civic leaders, Butterfield executives and a number of managers from all parts of northern Michigan attended the event, including Edmund C. Shields, Lansing, vice-president; L. A. Gordon, Battle Creek, attorney, and J. Ollie Brooks, Detroit, head booker.

Sidney Dannenberg Dies In Quest for Health

CLEVELAND—Word comes from Los Angeles of the death there of Sidney Dannenberg, for seven years director of advertising and publicity of the Warner circuit's Ohio zone, who only recently went to the coast in an effort to regain his health.

His friends in the trade and well-wishers from outside of it gathered here last month for a farewell dinner in honor of Dannenberg, to whom Nat Wolf, Warner theatre zone manager, had given an indefinite leave of absence for his health quest.

Dannenberg was succeeded by Manny Pearlstein, his assistant in the post he had held continuously since 1932.

Mark in Cleveland

CLEVELAND—"Gone With the Wind" established an all-time record at Loew's 1,900-seat Stillman when it grossed $30,000 it first week. To do this, it was necessary to play to capacity at all performances. Reserved seats now are selling for the fifth week of the engagement.

Bill in Kentucky To Tax Prizes

Frankfort, Ky.—Rep. Pink G. Curd has introduced in the Kentucky legislature a bill to allow the state to take 15 per cent of every cash prize awarded by theatres. He estimates an annual yield of $75,000. According to Curd, "The theatres giving the prize wouldn't lose anything, and if a fellow won, say $100 in that way, he wouldn't miss the $15 the state took, either."

Mich. Co-op's Faith Is in Arbitration

DETROIT—Local arbitration boards rather than the Neely bill, provide the solution to many of the industry's problems, in the view of Cooperative Theatres of Michigan. Cooperative's stand in opposition to the bill, announced to the industry last week, as the first major break against the bill by an exhibitor group, was further explained to BOXOFFICE by Tom McGuire, director of public relations, and official spokesman for Coop, who said:

"Our members say NO. The Neely bill is not the answer to the industry's problems as we see them. Out of all this agitation of the Neely bill, the code, and the government's all-industry suit may come a solution. But the Neely bill with its present provisions is definitely NOT the answer.

"However, we do feel that a federal law would help, one making it mandatory that all disputes on contracts, overbuying, clearance, etc., be submitted to a fair local arbitration board. This would go a long way toward solving our problems.

"This board would be set up as suggested by the final drafts of the code or similar to that recommended by Allied recently in Washington. It would have to be equitable to all concerned, with the deciding vote vested in an unbiased outsider or a neutral. This would still allow the right, under the Constitution, of appeal from any decision, to the federal district court, but it would force arbitration on disputes.

"Locally we feel that the producers and distributors would be receptive, at this time, to a plan of this nature, to stop all the bickering the industry has had to face and would welcome the opportunity to wash the industry's linen within the industry, and so would the independent exhibitors."

Need for Understanding Of Neely Bill Cited

DETROIT—Commenting on Cooperative Theatres of Michigan's opposition to the Neely bill, Pearl M. Sprott, manager of Allied Theatres of Michigan, told BOXOFFICE:

"Anyone who has a copy of the Neely bill should study it carefully—and any member of the industry who doesn't have a copy of it may get one from this office."

While declining to make a more definite statement for or against the bill at this time, Miss Sprott was emphatic in pointing out the need of a better understanding of the entire contents of the bill on the part of both exhibitors and distributors.

Port Huron Is Ready For "Edison" Debut

PORT HURON, MICH.—This town of about 30,000 turns time back 90 years tonight when Metro-Goldwyn-Mayer brings the world premiere of "Young Tom Edison" to three Butterfield circuit units here, with tickets already at a premium.

Critics from all parts of the midwest converged on Detroit to make the 60-mile run on the old wood-burning Edison train over the Grand Trunk line to Port Huron. Making a run for the first time since the Edison Jubilee Celebration in 1929, the train is the prize exhibit of Henry Ford's Greenfield Village at nearby Dearborn. It is made up of a Civil War type engine, the baggage car that the young Edison almost burned with chemical experiments, and two coaches of the 1850 period.

Into Port Huron tonight on the ancient train will come a group of 130 people headed by Gov. Luren Dickinson, Edsel Ford, Louis B. Mayer, Metro vice-president in charge of production; Alfred O. Tate, former secretary to Edison and a representative of the Edison Pioneers' Organization; six Port Huron oldtimers who knew Edison, and other officials of nearby states, with a liberal sprinkling of Michigan mayors.

Father Edward J. Flanagan of Boystown, Omaha, Neb., delivers the invocation at the luncheon. Louis Weil is toastmaster. Speakers include Governor Dickinson, Tate and Mrs. Minna M. Edison Hughes, widow of the inventor.

Others here for M-G-M are expected to be Howard Dietz, William F. Rodgers, E. M. Saunders, T. J. Connors, Howard Strickling, Jack Flynn and Barrett Kiesling. The last-named handled the premiere details.

Terminating a New York vacation, Mickey Rooney, star of the film, appears in Port Huron, making the trip from Detroit on the special train in character for the role of the young Edison who nearly eighty years ago was "candy butch" on a similar train.

Metro now is making a second picture, "Edison the Man," starring Spencer Tracy.

Critics From Cleveland

CLEVELAND—Journeying from here to the "Young Mr. Edison" premiere in Port Huron are film critics W. Ward Marsh, *Plain Dealer;* Arthur Spaeth, *The News,* and Jack Warfel, *The Press.*

Build in London, Ky.

LONDON, KY.—Minnix & McClure are building a 600-seater here, with opening scheduled for mid-March.

"Blue Bird" Premiere Has Capacity Crowd

DETROIT—Midwestern premiere of "The Blue Bird" at the Balaban-operated Adams drew a near-capacity crowd. The event was enlivened by a premiere atmosphere, including three huge searchlights in front of the house, visible for miles away from the downtown district.

The event was directly managed by Charles C. Perry, manager of the Adams, who just retired as chief barker of the Detroit Variety Club. Bill Gehring, eastern division manager for 20th-Fox, was a visitor from New York, as was John P. Goring, who arrived more than a week early to supervise details for the company. The local 20th-Fox staff was headed by Manager Lester Sturm, flanked by salesmen Arthur Knapp and Eddie Westcott at the opening.

The advance ticket sale was actually $350 higher before the opening than it was at any time at the Hollywood in New York, Goring said.

Many civic notables were present, including Mr. and Mrs. Henry Ford, and Judge John P. Scallen.

Among leaders of the show business noted at the opening were:

Earl Hudson and L. H. Gardner, United Detroit Theatres executives; William London, Associated Theatres; Dan J. Lewis, Cooperative Theatres booker; L. C. Becker, American Seating Co.; Arthur Caplan, president, Metropolitan Motion Picture Co.; David Newman, circuit owner; W. J. Turnbull, National Theatre Supply manager; Harlan Starr, Monogram manager; Pearl M. Sprott, manager, Allied Theatres of Michigan; Len G. Shaw and James Pooler, Detroit *Free Press* critics; Charles Gentry, Detroit *Times* critic; Arthur Robinson, circuit owner; Elmer Kiehler, theatrical architect; John E. Flynn, M-G-M division manager; Barney Kilbride and Frank Wetsman, circuit operators.

"Prosperity Club" Facing Test in an Ohio Action

LIMA, OHIO — Legality of "Prosperity Club," a prize game used by Warner's Ohio, will be decided in the third district court of appeals as the result of a suit filed by Prosecutor Paul T. Landis. The petition charges that Warner Bros., the defendant, has "misused a corporate franchise granted under Ohio laws by advertising and conducting a lottery or game of change," and asks the court to appoint trustees to liquidate the operating company.

Owl Show Goes Over

CLEVELAND—Douglas George is meeting with success with a Saturday midnight show at the Windameer. Manager George reports he has a full house for these performances. He changes weekend programs on Saturday and plays an extra performance of his regular show.



Squires "Cinderella"—

Frank G. Pressnell, author of "Send Another Coffin," from which Walter Wanger's "Slightly Honorable" was adapted to the screen, and Marie Travis, "Cinderella girl" who was hostess at the world premiere of the film at Warner's Sherman in Chillicothe, Ohio, home of the author. The premiere was staged by Harland Fend, Sherman manager; Bert Stearn, UA district manager, and Ray C. Brown, Warner's southern Ohio district theatre head.

Radio Is Screen's "Proving Ground"

CLEVELAND—Radio is the screen's "most fertile proving ground," in the opinion of James R. Grainger, president of Republic, who stopped off here on his transcontinental trip to visit Nat L. Lefton, Ohio Republic franchise owner, and members of his organization.

"Familiar radio personalities with talent will supply us with the screen stars of tomorrow," Grainger told the newspaper representatives at a luncheon arranged in his honor at the Variety Club by Lefton. "In the main," the Republic chief went on, "the public wants entertainers it knows and the radio affords the popular medium of establishing the entente cordiale between the star and the public."

In response to the "preponderant demand for simple screen fare," Republic this year will have 24 westerns and 26 features. Three special features now nearing completion are "Dark Command," with Claire Trevor and John Wayne of "Stagecoach" fame; "Lady From New Orleans" and the "Hit Parade."

Commenting on the loss of the foreign market, Grainger expressed the belief that this loss can be largely absorbed by the home market provided the producers give that market "the kind of screen entertainment it wants."

Voting Slap Draws Cleveland Fire

CLEVELAND—Charges by M. B. Horwitz that the circuits dominate the Cleveland Motion Picture Exhibitors Ass'n in its ballots has drawn the fire of the trustees of that organization, via the following letter over the signature of G. W. Erdmann, secretary:

"In order to clear up an article that appeared in BOXOFFICE as of December 30, 1939, the board of trustees of the Cleveland Motion Picture Exhibitors Ass'n has requested me, as secretary, to write the real facts in the matter referred to.

"In the issue of December 30, 1939, of BOXOFFICE, third column, page 20, under the caption CHARGES CHAINS HOLD CLEVELAND POWER, it appears that M. B. Horwitz is not in favor of the method employed by this organization in voting.

"The Association, ever since its inception, has always voted by theatre or theatres (Article 4, Section 2 of the Constitution and By-Laws states that 'each theatre so listed for membership shall have one vote'). Mr. Horwitz personally subscribed to this method of voting when he signed his name in 'green ink' to the Articles of Incorporation as one of the three incorporators on the 15th day of January, 1934.

"In January of 1938, Mr. Horwitz was a candidate for president and was defeated. Before the vote was taken he did not object to the method of voting, nor did he object to the way the votes were cast when the association membership elected him treasurer in January, 1938. Could it be possible that Mr. Horwitz's defeat for the presidency was the cause for his inspiration to 'press for a change in the method of voting?'"

Not Censor, Is Canton "Wind" Protest Reply

CANTON—It has no authority to censor films, the city council advised the Canton Workers Alliance in reply to the organization's request that "Gone With the Wind" be barred from local showings.

The Alliance objected to the picture on the ground that "Lincoln is portrayed as a backwood fool and ignoramus" and charged the film "depicts the Negro people as unintelligent and serves to perpetrate a feeling of hatred."

"Good Will Get-Together" Stag Set for April 3

PITTSBURGH—Second annual "Good-Will-Get-Together" of main line film sales representatives and exhibitors of that area will be a special stag event of Wednesday, April 3, at the Penn Alto Hotel, Altoona.

Members of the committee in charge of arrangements are F. D. "Dinty" Moore of Warner, George Tice of Columbia, George Elmo of Paramount and Jack Judd of National Screen Service.

Burtus Bishop jr., M-G-M manager, will be master of ceremonies.

PITTSBURGH

ALEX S. MOORE's $500 Newfoundland dog was killed the other day at the local theatre and tavern owner's farm near Bedford Pa. Glenn James, of an adjoining farm, was arrested by state police on a charge of shooting the animal . . . Mike Cullen, Loew's district manager, was in looking over the "GWTW" situation . . . Andy Devine made an appearance at Mr. and Mrs. Tony Stern's family night party at the Variety Club last Friday . . . Office and Filmrow showroom of Alvin Seilor, supply dealer, has been remodeled. A counter and several shelves have been installed. Julian Tonkay remains on the job as office manager.

The William R. Wheat jrs. and the William Walkers are vacationing in Florida . . . Miss Harriet Pettit, secretary at the Warner circuit office, also is in Florida . . . Walter Huston will be seen in a new play, "A Passenger to Bali" at the Nixon the week of February 12, *and the legit house has lined up the following attractions: February* 19, *Earl Carroll's "Vanities;" February* 26, *Katharine Cornell in "No Time for Comedy;" March* 4, *Cornelia Otis Skinner; March* 11, *"The Streets of Paris;" March* 19, *Paul Muni in "Key Largo."*

Local Warner circuit managers will be in charge of the Variety Club's family night party February 16; Harry Feinstein will be King for the Day at the February 19 dinner, and Sid Jacobs will do the honors February 26. Tent No. 1 delegates to the national convention at Dallas will depart from the Pennsylvania station at 1:30 a. m., April 17. C. J. Latta, chief barker, has announced that the Warner managers are conducting a drive during Harry Kalmine's vacation, and the first prize in each of the four local circuit districts will be a round-trip ticket to the national Variety convention.

Jim Alexander, now engaged in his 20th annual "Round-Up," and his Republic associates, Sam Fineberg and George W. Collins, are in attendance at an eastern franchise holders' meeting at the Republic home office in New York. James R. Grainger, Republic prexy, who spent several days here last week, reported that the company is progressing and that the studio was ready to put ten pictures into production.

William Satori, New Universal sales representative, has returned from Miami Beach, which he says "could be a Paradise if it had warmed up a little." The cold spell also brought back George Jaffe of the Casino . . . Sympathy to John Bixler, the Scottdale exhibitor, whose mother died last week . . . Will of Ben Browarsky revealed that the late city showman left a personal estate of $10,000 and real estate of $1,000. His brothers, Ike and Harry Browarsky, were named as executors.

Florence Fisher Parry, Press columnist, who testified in Washington on several occasions against the Neely bill, has used several recent editorials which bitterly opposed its passage, stating "the amazing thing about this bill is its impracticability . . . an inoperable piece of legislation, unless the motion picture industry takes shelter in the same recourse that followed the passage of the Eighteenth Amendment, and resort to bootlegging its products. For under no system of enforcement can the industry survive the exactions of so impractical a law."

Bill Kane, son of J. B. "Pop" Kane, Pitcairn exhibitor, is a candidate for representative to the state general assembly . . . Harold Lund, Ross Federal Service district manager, visited in Youngstown the other day with Dick Powell, who was making personal appearances at the Palace . . . Fernel A. Thomassy, McDonald exhibitor, has returned to his home from a local hospital after a serious double mastoid operation and he was able to make a visit on Filmrow this week.

Pennsylvania department of agriculture reports 1,300,000 *persons attended the* 1939 *Allegheny County Free Fair, this being more than a third of the total attendance at* 97 *fairs throughout the state. Also, reports show the grand total of attendance at all fairs in the state last year was* 3,608,355 *and that* 47 *fairs were operated at a financial loss, despite state aid in premium offers.*

Hymie "Gene Autry" Wheeler has invested in a new Dodge . . . Jack Cohen, un-

(Continued on page 60)

Yes Sir! Here We Are Again

JIM ALEXANDER

and

His Round-Up Gang

Soliciting Dates — Dates and More Dates
for their

Twentieth Annual Round-Up

February - March - April

TAKE A WINTER VACATION—
—BOOK REPUBLIC AND RELAX

GENE AUTRY
"South of the Border"

ROY ROGERS
"Days of Jesse James"

THREE MESQUITEERS
"Heroes of the Saddle"

"Money to Burn"
HIGGINS FAMILY

"Thou Shalt Not Kill"
CHAS. BICKFORD — DORIS DAY

"Wolf of New York"
EDMUND LOWE — ROSE HOBART

"Village Barn Dance"
RICHARD CROMWELL — DORIS DAY

---Coming---

"THE DARK COMMAND"
JOHN WAYNE — CLAIRE TREVOR

REPUBLIC PICTURES CORP. of PITTSBURGH

1701 BLVD. OF THE ALLIES ATlantic 4858

DETROIT

TOM McGUIRE, Coop's director of public relations, off on a five-day air trip to New York and Washington, combining business and pleasure . . . Clare Winnie is reseating his Wolverine . . . Mort Grass is collecting premiums instead of selling 'em right now—he's switched over to insurance lines in the Union Guardian Bldg. . . . Saul Korman of the Grant has added a white scarf to his sartorial accomplishments.

Harry Levinson, RKO office manager, is getting known as the Lone Wolf of the Row . . . Universal Manager Eddie Heiber has some redecorating in progress . . . Charley Collins seen promenading the Row, fully recovered from his accident . . . Harry Lotz, UA booker, has caught Syd Bowman's cold . . . Lloyd Hammond drove to Hollywood in four days—delayed a few hours by fog. Hes back, with production plans nearly set for "Film Fumbles," returns to the coast next week to complete plans.

Helen Denton is collecting apples in her elevator . . . Bill Flemion, Excellent manager, reports "Ecstasy," back in Mac Zipperman's Cinema for a return engagement, hit the second highest opening day on house records . . . 20th-Fox Mysteries—Jess Veldman, cashier, can't solve the mystery of the black and white stills . . . Art Knapp is voting heavy for those alphabetical picture lists . . . Lester Sturm, manager, really steamed up over possibilities of "Grapes of Wrath"—and his exchange is a little vineyard right now.

Stanley Hand, Altec field representative from New York, was slated to spend a few days in Detroit . . . Fred C. Dickely, Altec manager, has returned from digging himself out of the deep snows in Buffalo . . . Ben Wachnansky, manager of the Bijou, says he's "all business" . . . E. J. Bonnville is spending most of his time down at Brown Circuit headquarters now . . . Bill Marley, National Theatre Engineering Co., still has a bad cough . . . Stanley Oleskowicz, of the Atlas and Stanley, has his daughter as his bookkeeper now . . . J. A. Coleman is sticking close to the engineering end of RCA installations now, with E. V. (Smitty) Smith handling sales.

D. O. Miller and E. S. Kinney of the Simplex Engineering Co. are figuring on some theatre installations . . . Pearl M. Sprott of Allied Theatres is plenty enthusiastic about the new pushback seats at the Adams . . . Jack Sharkey, RKO manager, is hepped up about "Abe Lincoln in Illinois," previewed at the Alhambra . . . Bill London of Associated Theatres is back from Florida, plans to go to California in the spring to bring back his family. He has three children attending the University there.

Joseph S. Renick has taken over Acme Theatre Supply Co. as sole owner. Thomas Napoletano, his ex-partner, will handle equipment repair only, using the same headquarters . . . E. L. Marin, M-G-M director, has a local fan in Mr. Barham of Dandy Cleaners, we find . . . Lee Powell, the original Lone Ranger of the films, is star of the aftershow at the Shrine Circus, running February 5 to 18 . . . Portia R. Thompson, who has produced lines for a number of Detroit shows, was married at Grace Episcopal Church to Circuit Judge Dewitt H. Merriam . . . The Warren Theatre—opposition to the Rogers—last operated by Henry Rausch and Oscar Willey—is being remodeled for use as a church.

Pete Simon is making a trailer for Jack Broder's new Time Theatre . . . Ann O'Donnell, Excellent Pictures, says reporters don't get in her hair . . . The Loyal, recently closed by Mrs. Edward Benrock, is being remodeled for opening by Dave Flayer, attorney-exhibitor owner of the Amo. Will have new sign, marquee, sound, and decorating. Deal was closed with Sam Ackerman, former owner, after negotiations with Jack Krass of the Oakman fell through . . . Harry Remington, Fox exploiteer, is helping Barrett Kiesling of M-G-M on "Young Tom Edison." Now Kiesling has caught "Brother" Remington's fraternal greeting habit.

Chester Brown of the Latin, now closed, is selling out the equipment . . . Joseph J. Habib of Superior Neon Co. is planning on some theatre neon installations . . . T. J. Jagmin, theatrical decorator, says the weather's too warm to go to Florida . . . Mardi Gras Night at Variety Club: . . . John Howard, Paramount manager, was chief host of staff, with a big turnout of exchange employes and friends. M-G-M-ites reported they saw Scarlett O'Hara there . . . Harold Robinson, chief barker, was official announcer again. Sergeant Charles W. Snyder supervised the entertainment—a program of spaghetti suppers met with favor.

Episcopal Bishop Scores Church Bingo Games

DETROIT—A strong condemnation of and an absolute ban on all forms of gambling by churches was voiced by Right Reverend Frank W. Creighton, Protestant Episcopal Bishop of Michigan in an address to the diocesan convention at Saint Paul's Cathedral here. In view of the interest of theatres in eliminating the widespread Bingo games conducted by churches in this territory, Bishop Creighton's position is of considerable interest in Michigan.

INSERT FRAMES

New — All-Aluminum Type — All Sizes
POSTER FRAMES LOBBY POSTS AND ROPES
Ticket Booth Shutters — Speaking Tubes — Push Bars

We Can Fill Your Needs in Aluminum, Brass, Bronze

DECORATIVE METAL PRODUCTS CO. 19326 CONANT ROAD, DETROIT, MICH.

Detroit Is Set for Finnish Relief Fund Collections

DETROIT—Detroit's Finnish relief fund committee for the industry is all set for the general solicitation of theatres, which will be on February 17 and 18. The trailer, released from New York headquarters will be run in Greater Detroit houses and every exhibitor can cooperate in this enterprise.

The committee consists of industry leaders, including: chairman, William Carlson, Carlson Studios chief; executive chairman, Tom McGuire, director of public relations for Cooperative Theatres; financial secretary, Earl Hudson, chief of United Detroit Theatres; secretary, Pearl M. Sprott, manager of Allied Theatres of Michigan; arrangements, Charles C. Perry, retiring president of Variety Club, and Dan J. Lewis, booker for Coop.

RKO Theatres Personnel In Cincinnati Shifted

CINCINNATI—A number of changes in the RKO Theatres personnel are announced.

Gene Works, formerly in charge of the Family, becomes manager of the Gifts. He is succeeded by Arthur Piccola, formerly assistant at the Palace. James Geer, assistant manager of the Orpheum, suburban house, moves downtown in a like capacity at the Palace. Joseph Hansberry, former Lyric assistant manager, takes Geer's place at the Orpheum, while Harold Waugh, chief of service at the Palace, becomes assistant manager of the Lyric.

Reilly to Cleveland

SANDUSKY, OHIO—Don Reilly, manager of Warner's Plaza here prior to the sale of the theatre to the Seitz interests, has been named assistant manager of the Hippodrome in Cleveland, replacing Norman Wheaton, who had been with the Warner theatre department for the past seven years.

Many "Sky Devils" Dates

DETROIT—Bill Flemion, Excellent Pictures president, has booked "Sky Devils" at two major circuits—the entire Butterfield chain, and all Class A suburban houses of United Detroit Circuit.

Norris Warns of Infringement

DETROIT—Alban J. Norris, head of Michigan Film Library, has filed notice on infringements of the title of "Golgotha," a passion play film on which he says he holds national distribution rights.

New Negro House

TOLEDO, OHIO—Everett Stutz, formerly manager of the Granada for Jerry Shainbach in South Bend, Ind., has opened the Dixie here, catering to Negroes.

To Open in Westwood

CINCINNATI—Louis Wiethe's new Westwood, Westwood, early this week was all set to open on February 10.

John Scott in Charge as AA Starts in Pittsburgh

PITTSBURGH — Advertising Accessories, Inc., subsidiary of National Screen Service, is now operating from the former accessory department at the local Paramount exchange with John Scott, a newcomer here, in charge. The accessories of Paramount and RKO are being handled by this firm, AA, and it is expected that after February 15 the accessories of New Univsal will be added.

Harry Silverman of the Paramount accessory department has been retained by AA, and Miss Goldie Mandell, formerly of Paramount ad sales, has moved upstairs to the booking department as a stenographer, succeeding her sister, Mrs. Belle Mandell Rodin, resigned. Leo Wayne of Paramount ad sales was not on duty this week and Bob Clark, formerly manager of accessories at the exchange was still on the job, but it is understood he will be retained elsewhere by Paramount. Saul Steinfeld of the RKO accessory department, and all RKO ad sales material, are now with AA.

Jack Judd and Perry Nathan are local representatives for NSS.

BOWLING

PITTSBURGH—E. Mackins of Loew's, with a 194, took the $1 award last Friday evening as high individual scorer in the Filmrow Bowling League, with Republic still leading the race.

Standing of the teams:

	Won	Lost
Republic	36	15
New Universal	33	18
Columbia	31	17
Loew's	27	24
Monarch	24	27
20th-Fox	19	29

DETROIT—New scores for the Film Bowling League:

Team	Won	Lost
Republic	57	15
Film Drug	44	28
United Artists	42	30
Cooperative	35	37
Film Truck	33	39
Amusement Supply	28	44
20th Century-Fox	25	47
Monogram	23	49

Eddie Regina joined the honor roll with a 257 game, season high for the League, netting a tie with Lou Metzger for third high for three games, at 607. Others rolling 200 were: Goryl, 237; White, 220; Susami, 212; Cloud, 209; Merson, 205; Susami, 204; Rupert, 202; Alexander, 201; and Zimmer, 200.

DETROIT—Standings in the Nightingale Club bowling league:

Team	Won	Lost
National Theatre Supply	46	30
Oliver Theatre Supply	42	34
McArthur	42	34
Motiograph	43	33
Amusement Supply Co.	36	40
Brenkert Projectors	35	41
National Carbon Co.	32	44
Lorenzen Flower Shop	28	48

High rollers of the week were: Jack Lindenthal, 214; C. W. Beals, 213; Clifford White, 201 and 200; William Fouchey, 201.

CINCINNATI

AL KOLITZ, Nate Levine and Irving Sochin comprise the dinner committee for induction of officers of the Cinema Club, February 23. A dinner, cards and entertainment will follow the installation. The club's board of governors consists of Mark Cummings, Nat Kaplan, Joe McKnight, L. G. Bugie, Al Kolitz, Rudy Knoepfle, J. S. Allen and Pete Niland. Membership committee: L. J. Bugie, Ross Williams, Mark Cummings and Joe McKnight. Saul Greenberg, secretary of the Variety Club, is now an honorary member of Cinema Club and will act as legal counselor.

Big Feature Rights has arranged for the release of two Reliance reissues, "Little Miss Molly" and "Hidden Menace." Lee Goldberg, prexy, reports all six prints of "Goose Step" (Beast of Berlin) are working.

Ed Hall, Indianapolis, has opened Fine Arts Producing and Distributing Co. at 1635 Central Parkway on Filmrow and reports he is ready to book "Shadows Over Shanghai," "Cipher Bureau," "Panama Patrol," among other features released by the company.

Warner's Johnny Eifert was agreeably surprised by a group of friends on his birthday. The group included Alma and Bud Ackerman, local exhibitors.

Ralph Kinsler, Warner manager, planed to Chicago for that sales meet. Warner's central division manager, Robert Smeltzer, dropped off in Cincy prior to the conference.

Exhibitor Salyers of Falmouth, Ky., spent several days in Christ Hospital for removal of his tonsils . . . Cully Harvey, Pine, Pineville, W. Va., is much improved after a series of operations and all enthusiastic over his annual anniversary week at the theatre which begins March 3. He'll be back on the job by then.

RKO's Dorothy Dwyer is on the sick list . . . John Wood, March of Time, addressed the local RKO personnel during the Ned Depinet sales conference this week which was in charge of Herb MacIntyre. Wood proved an inspiring and interesting talker.

Helen Supplee, booking for Colonel Howe's Richland, Carrolton, Ky., visited the Row. Miss Supplee is in charge while the colonel is in Florida.

George Revelis, Washington, C. H., has completely recovered from his attack of flu . . . Mr. and Mrs. Charles Behlen are planning a Florida vacation.

Annabelle Ward, Ward Elliott circuit, is returning from New York. Her mother is entering the hospital for an operation.

Friends of genial Billy Bein, Theatre Poster Supply, will be glad to learn that Mrs. Bein, who is confined to the Jewish Hospital following a major operation, is out of danger and expected to return home in about two weeks.

CLEVELAND

ED FLANAGAN and George Young of the Roxy, Cleveland's only burlesque house, have joined the caravan headed for Florida. They expect to be gone a month or so . . . Harry Lande of Independent Film Service has sold "The Mill on the Floss" to the Scoville, Essick & Reif circuit.

Jay Dee Kay Productions, distributing "Child Marriage in Polygamy" has moved from 219 to 217 Film Bldg . . . Mrs. Morris Berkowitz, wife of the owner of the Ambassador and Ritz theatres, suffered a broken leg when she slipped on an icy pavement in front of her home . . . P. L. Tanner of Film Transit Co. was out of circulation last week. He underwent a nasal operation.

A record crowd turned out last Wednesday to see RKO's "Abe Lincoln" in spite of a last minute change of time and place. Originally set for 8:30 p. m. at the Lake, the screening had to be switched to 11:30 at the Allen because of a broken water pipe in the Lake projection room. The picture was roundly applauded.

Col Harry E. Long, Loew division manager, turned commuter last week, traveling Toledo, Akron and Canton in behalf of openings there of "GWTW." In Cleveland, the show is in its fifth week, Manager Jack Lykes of Loew's Stillman reports.

Columbia's "His Girl Friday," following a big week at the Hippodrome, won a moveover to the Allen for a second week downtown . . . Word comes from the vacationing 20th-Fox branch manager, I. J. Schmertz, that he and his family are doing a bit of unexpected shivering in Florida, but that they are not discouraged and will remain at Miami Beach for a couple of weeks.

Meyer Fine of Associated Theatres and George Lefko, local RKO branch manager, were in New York last week where Fine signed an all-product RKO contract covering the 1939-40 season. Lefko also signed up the Lefkowich circuit for an all-product deal. The two circuits operate 36 houses in the Greater Cleveland area. Last week, the Washington circuit signed on the dotted line.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

To AMPTO Headquarters For Next Allied Meet

PITTSBURGH—The next local Allied meeting will be called at the AMPTO headquarters on Filmrow. The large assembly room over the Superior M. P. Supply Co. has been used only as a directors' room and for committee meetings, with all membership and open exhibitor meetings called at various of the city's hotels.

At last week's meeting it was determined that the next such session will be held at exhibitors' headquarters. This will be convenient for all, as to participating, parking, and time-saving in addition to costs involved. Secretary Fred J. Herrington states that no date has been set for the first Filmrow membership meeting, but that luncheon and refreshments will be served an hour in advance of the business session.

Modernizing the Midway

OSBORNE, OHIO—The Midway Theatre here recently installed new projectors and new RCA sound equipment. J. C. and Frances Robertson, owners, have also installed new carpets in the Shawnee at Shawnee, Ohio.

In Old Kentucky

By "SCOTTY" DeVEAUX

W. C. DURHAM of the Majestic, Beaver Dam, has been quite successful with his Thursday night amateur contests. Cash prizes go to winners. A grand contest will be held after ten weekly contests, with each week's winners as participants.

L. W. McCaun has resigned as manager of the Lido, Providence. The Lido is a link in the Rockwood chain.

Dick Suggs, who closed his State, Clay, during the unusual cold spell, will remodel the house before reopening in about three weeks.

Lee W. Moffett, owner of the Seville, Owensboro, is wintering in Miami. He will return early in April, according to Howard Baugh, who manages the Seville for him.

J. P. Masters, city manager for the Crescent circuit in Bowling Green, has been elected president of the chamber of commerce there.

"Andy" Anderson, who operates theatres in Hartford, Eddyville, Cadiz and Hodgensville, has opened an office in Bowling Green.

Leo Keilor, president of the Columbia Amusement Co., which operates four houses in Paducah and two in Murray, is in Florida for a few weeks.

Will Pay Cash for
Used DeForest Sound Equipment
Write at Once
M. T. C., BOXOFFICE,
1701 Blvd. of the Allies, Pittsburgh, Pa.

PITTSBURGH

(Continued from page 57)

til recently a Monogram sales representative, is now a shoe distributor for a well known manufacturer . . . . Newt Williams has not been venturing far afield due to the illness of his daughter and his wife, but both are much improved at mid-week and the NTS salesman is a much happier man . . . Walt Framer, local radio commentator, was on Filmrow extolling the merits of UA's Korda production "The Lion Has Wings."

Harry Fendrick, M-G-M sales representative, celebrated a birthday anniversary last Saturday and some of his friends threw a party . . . Mrs. Peter Profili of the Vestaburg and Fredericktown theatres revealed she attended a performance of "Tobacco Road," but that three scenes were enough (or too much) for her . . . Mrs. Harry Schmitt, wife of the Imperial exhibitor, is home from a Pittsburgh hospital . . . Shirley May Brown, who is scoring a hit in Charles Gaynor's new revue "Thank Your Stars" at the Pittsburgh Playhouse, is the daughter of the Ben Browns, papa being chief projectionist for the local Warner circuit.

Monday was Harris Theatres day on Filmrow, when Don Stitt, Moody Weir, Sam DeFazio, Henry Miller and Harry Seigel made short appearances after attending a regular Monday meeting at the circuit headquarters in the William Penn Hotel and visiting William Zeilor, manager of the Alvin, who is much improved at a local hospital after being threatened with pneumonia . . . Joe Feldman of the Warner advertising department, also under the weather last week, was improved at press time.

Members of the local chapter of the Rainbow Division witnessed a special screening of Warner's "The Fighting 69th" at a dinner meeting in Hotel Roosevelt and the more than 100 in attendance were impressed by this war film . . . Jimmie Fidler, who dishes out the studio dirt, is bringing his revue to the Stanley for the week of February 23. With him will be Cecilia Parker, Edith Fellows, Olympe Bradna, Mary Healey, Peter Lind Hayes and Michael Whalen, the latter at one time being a floorwalker at a local 5 & 10.

Pittsburgh *Sun-Telegraph's* WCAE Sunday afternoon "Suntel" cash radio program has a large listening audience and with many $5 winners after two weeks on the air . . . Carnegie borough went Pittsburgh one better in the matter of taxing pin ball machines, the city now getting $25 a year, and the borough, through ordinance, asking the same amount for each and every month . . . Monarch's "Mill on the Floss," now on view at the Art Cinema, will be succeeded by the French "Port of Shadows."

Lead in New Western Series

HOLLYWOOD—Donald Barry has been handed a contract as the lead in a new Republic western series to be produced and directed by George Sherman. "Ghost Valley Raiders" is the initialer.

Harris Auditor Becomes Company Treasurer

PITTSBURGH—Having completed 37 years as auditor, George S. Harrison has retired from that position with the Harris Amusement Co. and he is taking a three-month vacation in Florida. Upon his return he will become treasurer of the company. Harrison entered the service of the company in 1903, under its founders, the late John P. Harris and Harry Davis, who died several weeks ago. George Eby, formerly with the Main & Co., has been named company auditor.

Ohio Amusement Tax Take Shows Increase in 1939

COLUMBUS—Ohio amusement tax figures show 1939 to be $46,537.73 ahead of 1938. Comparative receipts were $1,645,147.57 and $1,598,809.84. The increase was but a few thousand short of 1938's boost over '37. Excise Tax Head John Hoeffler stated much of the increase could be attributed to the World Series in Cincinnati.

COLUMBUS

VACATIONING in Florida are Ralph Reisinger, formerly of the Hollywood, and Bill Ortman of the Columbus Outdoor Advertising Co. . . . C. E. Ortt, Ritz Theatre in Newcomerstown, is visiting his family in the same sunny spot.

Erway Briner, Liberty, Lancaster, is seriously ill from infected teeth . . . C. A. MacDonald of the MacDonald circuit, is taking it easy after a siege of the flu . . . Floyd Price (Newark and Marysville exhibitor) is recuperating in an Iowa hospital following special treatment.

The Variety Club imported a stable of mechanical "race horses" for the regular Saturday night party. The "races" were all riots, Johnny Barcroft proving conclusively he was no horseman, losing his bangtail 17 times in a 30-foot stretch. We're wondering what Chief Barker Schreiber will "dream up" next by way of unusual entertainment.

Featured each week by the Civic, Wellston, is a "ham and blanket" night. To avoid criticism, we'd advise the management using the line: "Hams are of an edible variety—any reference to persons living or dead appearing on the screen, being entirely co-incidental!"

E. M. Long's father, one of the first citizens of Cadiz, has died there. Long operates the Memorial Theatre, Mt. Vernon, and his daughter, Mrs. Clark, manages the Community Theatre in Cadiz for him.

Leo Yassenoff (F&Y Theatre Division) and the Mrs. are on their way to California for a vacation . . . Costumes from "GWTW" were on display here at Lazarus . . . The RKO Palace staff was surprised to read in the trade press that Paul Whiteman is booked on the local stage for the first week in March. Tssh! Somebody's gotta be right!!

Need for Eliminations Has Declined, Says Censor

DETROIT—Following up his recent statement to BOXOFFICE that "Pictures are coming through cleaner now," Sergeant Charles W. Snyder, police film censor, disclosed that eliminations this year totaled only 3,443 feet, as against 8,915 last year. Total pictures rejected were two, as against five a year ago.

Total footage of pictures reviewed showed a slight decrease. Snyder, incidentally, personally reviews every film shown in Detroit, both English and foreign.

Feature pictures reviewed showed a slight increase, while the number of shorts increased about 15 per cent. This trend indicates a definite move to shorter films in English, attributed by Snyder to the demands of production. The number of films available, the demand for double bills and increased number of features, are factors also involved.

Foreign pictures showed a drop of nearly 20 per cent, largely attributable to war conditions, although some individual classes showed phenomenal increases. Outstanding was the jump in Chinese pictures, formerly absolutely missing, to about 35 per cent of all foreign films shown. Most of these were brought in for benefit showings, it is understood, rather than for straight theatrical release. German pictures showed a drop of about 40 per cent due to the war, largely, and a lack of supply, it is believed. One house, the Europa, is on a permanent policy of showing only German films, so that total theatrical release is fairly constant, and German films rank next to Chinese in volume.

Polish films, as expected, showed a drastic drop, as did Hungarian, Swedish, Greek and Slovak. French films scored a notable increase, partly due to their use at the Cinema Theatre in replacing Russian films, which the house dropped entirely last fall.

Mexican and Spanish films, long leaders here, took a serious drop when the Latin Theatre closed. Egyptian, Ukrainian and Finnish films showed increases. Jewish pictures showed a drastic drop, due to the use of legit productions at Littman's People's Theatre, where most of these films played.

Score of figures for the two years as given by Snyder is (all figures in feet of film, except as noted):

Item	*1939*	*1938*
Total footage reviewed	5,698,000	5,733,000
No. of features	521	495
No. of shorts	863	762
Foreign footage	1,153,000	1,363,000
No. of foreign features	98	177
Feet eliminated	3,443	8,915
Foreign films:		
Chinese	401,000	0
German	274,000	393,000
Polish	105,000	209,000
Italian	95,000	81,000
French	60,000	27,000
Mexican	47,000	242,000
Hungarian	37,000	146,000
Egyptian	36,000	11,000
Russian	28,000	78,000
Swedish	22,000	75,000
Jewish	14,000	61,000
Ukrainian	12,000	6,000
Greek	12,000	18,000
Finnish	10,000	0
Spanish	0	9,000
Slovak	0	7,000

Andrew John Mayer Heads Metro's Pitt Pep Club

PITTSBURGH—Andrew John Mayer has been named president of the local M-G-M Pep Club for 1940. Other officers were elected as follows: Ted Tolley, vice-president; Beverly Semenow, secretary; John Freinstein, treasurer.

New NTS Building

CLEVELAND—National Theatre Supply Co. will erect its own building immediately east of the Film building, work to start as soon as the weather permits.

To Rebuild in Shinnston

SHINNSTON, W. VA.—The Rex, destroyed by fire recently, will be rebuilt by Miss Lynne B. Monroe, owner-operator. The Princess is now being operated full time, playing product slated for the Rex.

Louisville Visitors

LOUISVILLE—Filmrow visitors include Price Coomer, Harlan; Mrs. Paul Saunders, Alhambra, Campbellsville, and S. V. Snooks, Griffith, LaGrange.

"Texas Stagecoach" New Title

HOLLYWOOD—"Texas Stagecoach" is the final title for the next Columbia Charles Starrett western. Its working title was "Texas Express."

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! **GET IT TODAY!!**

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 2-10-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

Connecticut Allied Supporting Neely

NEW HAVEN—In the face of opposition from Connecticut MPTO members who were invited to attend and voice their opposition, Allied Theatres of Connecticut voted its unqualified unanimous support of the Neely bill at a special luncheon-meeting at the Hotel Garde, and instructed the secretary of the organization, Lawrence C. Caplan, so to advise the Connecticut representatives in Congress.

Frank Lydon of Boston, regional vice-president of Allied; Arthur K. Howard, business agent of Independent Exhibitors, Inc. of Boston, and E. Thornton Kelly, in charge of the current membership campaign, were the guest speakers. A. M. Schuman of the Black Rock Theatre, Bridgeport, presided.

Col. H. A. Cole, national president, who was scheduled to attend, was delayed in New York. Approximately 40 theatres were represented by the 30 independent exhibitors present.

After discussion and interpretation of the provisions of the Neely bill, a show of hands was taken revealing that all but three of those present were of the opinion that more than one picture could be bought at a time under its provisions. Two hours were devoted to a discussion of the measure, the government anti-trust suits, and national Allied policies.

Among others present were Lawrence C. Caplan, executive secretary of the Fishman organization; Al Bookspan, Aaron Fishman, Jack Post, and Selig Fishman, also of Fishman Theatres; Maurice Shulman of the Webster and Rivoli, Hartford, and Plaza, Windsor; Charles Levine and L. Jacobson of the Strand Amusement houses in Bridgeport; Martin Keleher, Princess, Hartford; Joe Walsh of Colonial, Southington and Windsor Locks; Harold Tabackman of the Bostwick, Bridgeport; Max Tabackman, Rivoli, West Haven; Charles Repass, Crown, Hartford; Joseph Reed of Bantam and Washington Depot; Ralph Pasho, Gem, Naugatuck; Leo Schapiro, Guilford Theatre; Barney Calechman, Howard Theatre; George Miller, Whalley, New Haven; Adolph G. Johnson, and Al Robbins, Strand, Hamden, and Dave Cherman of the Lawrence, New Haven.

Because of lack of time, plans regarding foundation of a new, efficient operating machinery for the unit was postponed until the next special luncheon meeting scheduled for 12:30 p. m. on Tuesday, February 13 at the Hotel Garde. At that time legislative, grievance, dues, and other committees will be appointed and duties outlined. Further discussion will also be had on industry problems. Lydon and Howard are scheduled to speak.

Permit to Descoteaux

MANCHESTER, N. H.—Lucien Descoteaux, owner of the Empire and Globe, has been granted a city permit to convert the Sun Bldg. into a theatre. Practically the entire interior will be rebuilt. Opening is expected early in April, with a seating capacity of approximately 550.

"Important" Meeting By N. E. Allied

Boston—Frank Lydon, president of Independent Exhibitors, Inc., announces "important confidential plans" will be acted upon at a business meeting of the local Allied affiliate, Tuesday, February 13, at 1:45 p. m. in film district headquarters. Arthur K. Howard, business manager, has been canvassing members to assure a strong turn out.

Postal Ban and Bingo On Conn. MPTO Slate

NEW HAVEN—A report by Herman Levy on the refusal of the post office to permit placing of circulars in post boxes will be the preliminary to a discussion of the problem at a luncheon meeting of the MPTO of Connecticut at Ceriani's on February 20.

The problem has become particularly acute in the outlying towns, where exhibitors use the circular service as one of the most important methods of getting news of the programs to residents. Levy will take up the subject of the complaints received and cite the law involved.

Reports also will be given by the Bingo committee and the budget committee. The former group has been investigating the charity game competition in this territory, which has been increasingly felt by exhibitors.

Ben Rogers, Harry Segal Pool Office Facilities

BOSTON—Ben Rogers of Popular Pictures, distributing Film Alliance product, and Harry Segal of Imperial Pictures have pooled their physical distribution interests.

Rogers now is headquartering at Imperial's Melrose St. offices. William Murphy continues as local Imperial head.

Lose Two-Day Take

BOSTON—John H. Joyce, assistant manager of the Central Square and Saville theatres in East Boston, was robbed of $2,000 as he was leaving the Central, escorted by two special police officers. The money constituted two days receipts of the two Soule chain houses.

Defense Takes Time On Loew Answers

Boston—Defendants in the combination of E. M. Loew anti-trust suits early this week had not filed answers in the U. S. district court here. They were recently granted extension until February 10. Indications were the answers would be filed by that day, leaving the way clear for future proceedings which will probably include defendants' petitions calling for dismissal, bills of particulars and the right to take depositions.

Neely Bill Fight to Exchange Employes

BOSTON—The Independent Exhibitors, Inc., took the Neely bill fight directly to New England film exchange employes in an open letter to all branch managers, salesmen, bookers, shippers, rewinders, and "any other thinking men and women who are under orders to sabotage their own jobs."

"We know how many of you are 'responsible' for 'five letters' to your congressman against the Neely bill," the Allied States Ass'n unit said. "We know smart distributor employes out over the country who have received the same orders, kept their tongue in their cheek and decided not to wreck their own chances for livelihood. We think the same groups in Boston have brains enough to think through their own problems.

"Do you remember First National, Warner Bros., Fox, Independent Film, American Feature, Motion Picture Corp., United Artists, Federated Film Exchange, Producers Distributing Corp., Selznick, Goldwyn Dist., Pioneer Film, Eastern Feature Film, Franklin Film, Screenart Pictures, Pathe, F-B-O, Golden, Educational, Vitagraph, Metro Pictures, Cosmopolitan Film, Moskow Films, W. W. Hodkinson, Cert. Screen Attractions, Major Film, Progress Pictures, American Releasing, Famous Players-Lasky, Robertson Cole?

"If you don't remember them or never heard of them, ask some of the old timers how many film offices existed in Boston around 1922-1923 when the Hays' organization started, when compulsory block booking was unknown, when synopses were furnished and when cancellations kept producers on their toes.

"Count the number of exchanges in Boston today and the number of jobs available. Count the number of exchanges there used to be and figure out how many managers, salesmen, bookers, and others were needed.

"And count the number of jobs there will be when New York accountants figure out that one exchange ought to be enough for all physical distribution, and when some many-thousand-dollars-a-week executive figures out what he can get if Metro takes over Fox, Warner takes United Artists, Paramount ties up with RKO and Universal and Columbia run to cover where they can find it. We don't pretend to foretell the future, but if the government hadn't once frowned in certain directions you tell us what might have already happened.

"So if you still want to help the Big Eight become the Bigger Six, Five, Four or what have you, go out and fight the Neely bill.

"But if you want to help yourself and your family, do a little independent thinking first. How many of the good salesmen of the past ten years are doing what now?"

Harry Decker Dead

BOSTON—Harry Decker, owner of the Film Exchange Transfer Co. and considerable film district property, is dead after a lingering illness.

NEW HAVEN

HENRY PHANEUF, former operator of the Jodoin, Baltic, and latterly retired from the business, has leased and opened the Nathan Lampert, Broadbrook, which he will operate on a six-a-week policy. The house has been closed since last October when Oscar Hausner abandoned it in favor of other attractions in parts unknown. Phaneuf has installed a new heating system and removed the partition from the lobby enclosing space which Hausner had converted into living quarters.

Palace, Meriden, Palace, Hartford, and Elm Street, Worcester, are on the Loew's list for new marquees. Meriden and Hartford completed their jobs in time for the "Gone With the Wind" opening. What with previous interior renovation, the Palace, Hartford, is considerably rejuvenated and beautified . . . Plans for the new A. M. Schuman house in the Black Rock, Bridgeport section being drawn by Charles Abramowitz, now look like 850-*seats, semi-modern style, stadium type, the building to include four stores . . . Warner's new house in Bristol, to replace the theatre recently destroyed by fire, will go forward the moment Architect John Eberson has completed the still indefinite plans. Meantime, demolition of the old skeleton has been finished.*

Five Warner houses in Connecticut and two in Massachusetts will go through the n'er-to-be-forgotten experience of a "GWTW" engagement. The Capitol, New Britain, and Alhambra, Torrington, will have their brief moments in honor of the picture, and then settle back into darkness . . . Mrs. Shaw sighs for the good old days when "GWTW" was only a whisper in the breeze and she knew what Harry looked like . . . The Harry Shaws entertained the Governor and Mrs. Baldwin and their party at the Taft after the New Haven premiere. Harry supervised personally all the pre-opening midnight rehearsals of the picture at the various houses.

Michael Daly has put Joe DiLorenzo in charge of the Plainfield, after moving Eddie Sokolowsky to the managership of the Capitol, Lowell. Arthur Menard has resigned.

Bobby Hines, once at the Strand, Stamford, and more recently taking a fling at operation of the Hastings, is back at managing the Strand, with an eye to the Palace as well. Edward Peskay also has been spending considerable time in Stamford . . . Rialto, South Norwalk, calls Tuesday bargain day, with all seats 20 cents . . . Lou Wechsler again is captain of the Will Rogers Memorial Fund Drive in the territory, after efficient handling last year. Managers Ben Simon, Tim O'Toole, Tom Donaldson, Barney Pitkin, Eddie Ruff, J. Mahan, Morris Joseph, Sam Seletsky, are members of the committee. Most neighborhoods contributed last year, while downtowns took collections.

The Lou Browns of Poli publicity fame will be gone from the wind to a better place they know in Coronado Beach, Fla., after February 8 *. . . On their return, the Harry Shaws will be leaving for the coast by train . . . Nat Rubin is back in town after six weeks of "GWTW" duty in Boston. P. S. He didn't have time to see the picture . . . The Aaron Fishmans of Fairfield will join the J. B's and Abe at Miami Beach after the 23rd . . . Mrs. Dave Cherman of the Lawrence will spend a month on the sunny sands . . . Bess Earhardt's illness and trip to Florida left a lot of disappointed Ice Carnival fans in New Haven . . . George Freeman will go into a Springfield hospital for an operation next week and Nat Rubin may be shifted for relief duty . . . Morris Joseph writes he is feeling fine and enjoying Miami . . . Bob Repass, son of Charles, of the Crown, Hartford, joins the St. Louis Cardinals at St. Petersburg late this month.*

Salvatore, Maria and Joseph Adorno claim the suits are outlawed by the statute of limitations in the $269,000 damage actions brought by owners of the Middlesex and Capitol, Middletown. The judge still is considering claim for a jury trial. Groton still is "negotiating" on its grievances.

Manager George Landers reports AFL operator pickets who have paraded before the E. M. Loew's, Hartford, doors periodically for the past few years, now are apparently on strike for shorter picketing hours . . . Joseph P. Verdery of East Haddam is a new Ross Federal Checking appointee in Stamford . . . The father of Henry, Larry, and Sam Germaine is recuperating at Grace Hospital from a recent operation.

The New Haven 20th-Fox exchange emerges in fourth instead of sixth place in the recently-completed drive after an audit of all exchanges, and every member of the staff receives close to a week's salary. Albany was fifth . . . Exhibitors are admiring the "Grapes of Wrath" souvenir program which contains prints of original drawings by Thomas Hart Benton in the Museum of Modern Art . . . Proven Pictures, Hartford, puts on another run of adults only midnight shows with "Narcotic," while the Crown reveals "Mad Youth" . . . The Park City at Bridgeport, is giving away electric broilers.

Jim Mahoney and E. G. Neuman of Interstate were rare Meadow Street visitors . . . Hymie Levine spent a weekend in Boston and Portland and has new raveviews of his granddaughter . . . Mrs. John Sirica took the arm of Gov. Raymond E. Baldwin at the President's Ball in Thompsonville, since John was the local chairman . . . Men's Club of First Congregational Church, West Haven, sponsored two showings of "Golgotha."

This sheet is so popular that it does a disappearing act from Meadow Street desks as soon as it is unwrapped . . . Harry Leeds of the Loew-Poli construction department gave the circuit his o. o. last week . . . Robert Russell laid out a clever dust bowl farm scene in his corner lobby for "Grapes of Wrath" . . . "It is such work as this that endears people to a management," says a bank president's letter to Sam Badamo, in appreciation of the College staff's courtesy to him and his invalid wife . . . Morning shows of "GWTW" have been better than afternoon, generally, and evenings sold out, with second week advance better than first. New Haven grossed $21,000 the first week, and it looks like at least four stanzas.

Leo Schapiro of the Guilford Theatre delivered the most-applauded speech at a special board of aldermen hearing on an unsafe skating pond, and the Hollywood talent scouts are chasing him now . . . Ben Lourie, Sidney Swirsky, Al Parizer, and Eddie Ruff walloped the duckpins to a victory over Dick Cohen, Hymie Levine, John Ricciuti, and Sam Zipkin . . . . The Fine Arts, Westport, is progressing to new artistic and functional achievements and will be reopened about February 15 *. . . "Shop Around the Corner" spelled possibilities to Matt Saunders, who worked out a full page coop ad with merchants . . . Lou Simon got a page in the Sunday* Courant *rotogravure on "GWTW" stills and coop ads. Worcester* Telegram *gave the picture a front page review . . . Lynn Fontanne's illness brought last-minute cancellation of the Lunts' engagement at the Shubert in "Taming of the Shrew." Bob Russell was out several days nursing a cold.*

Recreational Industry Is Second in Maine

BOSTON—The recreational industry in Maine has become the second most important economical resource of that New England state, a survey shows. Income now received from tourists is second only to that from manufacturing. The amusement and recreational intake in the Pine Tree state is said to be double that received from the sale of farm products.

Approximately a million persons visited Maine last summer, according to a survey made by the Maine development commission. These visitors spent upward of $98,000,000, a 3½ per cent increase over 1938.

Industrial production during the year averaged approximately seven per cent ahead of that in 1938. This increase in industrial activity, in turn, resulted in an eight per cent gain in employment and a 12 per cent rise in industrial payrolls. The dollar volume of retail trade in 1939 was reported to be about five per cent ahead of that in 1938. The number of cases on general relief during 1939 decreased about 12 per cent.

Boston Censors Approve 39 Without Scissors

BOSTON — Thirty-nine motion pictures were passed without eliminations last week by the Massachusetts bureau of Sunday censorship, Commissioner Eugene M. McSweeney reports. They include M-G-M's "I Take This Woman," Harry Asher's "Just Like a Woman," and 20th-Fox's "Young as You Feel." Three vaudeville acts were okayed for Sunday showings after filing written statements they would eliminate "all dancing." Two routines were refused Sunday permits. Fifteen others were okayed.

BOSTON

GEORGE KRASKA, operator of the Fine Arts Theatre, and Mrs. Kraska were in New York last week, celebrating their 25th wedding anniversary . . . George Degnon of Toronto has been in Boston filling in with RKO publicity for vacationing Harry Reiners.

Ray Bruce now is managing the Capitol in Hillsboro, N. H., for Fred Sharby . . . Frank Lydon, Independent Exhibitors president operating the Hamilton in Dorchester, advertises the only hard-of-hearing devices in that Boston suburb.

Hy Passman, one-time theatre manager for the M&P Theatres Corp., is now booking for Warner . . . Arthur Morton, manager of the Scollay Square in Boston, was given a party and presents last week when fellow M&P employes learned that Morton had been secretly married some six weeks ago.

Jack Brown, formerly in the Paramount poster department, is now booking for the exchange . . . Helen Sahl, recently with Specialty Pictures, Inc., is now with the advertising agency of Hayden & Cate . . . Evelyn Fitzgerald, also recently at the film exchange, is now with Eagle Cleansers . . . Ross Cropper, local RKO head, put on a special trade screening of "Abe Lincoln in Illinois" at the Uptown last week.

Mr. and Mrs. Morey Goldstein have a new citizen at their home. It's Miss Ann Rachel Goldstein. Razz is the local M-G-M city salesman. Mrs. Goldstein was formerly with the E. M. Loew circuit . . . Lou Epstein was working with George French at the Albee in Providence last week on publicity for a Martha Raye personal appearance. There is a possibility that Miss Raye may fulfill a local stage engagement at the RKO Boston. She did a personal at the Met here about three years ago.

Leonard Kraska, Fine Arts house manager, put "Harvest" into a fifth week. Kraska built business the fourth week by going off a dignified ad slant to bring in the New York censorial angle with an "immoral or immortal" catch line.

Meyer Marcus and Maurice Schwartz of the M&P Theatres Corp. advertising department are equipped with a new mimeograph machine . . . George Rich has resigned as resident manager of the Palace in Stamford, Conn., Ed Paskay house.

Herb Elwes, local Photophone representative, has contracted with the Bangor State Hospital, in Bangor, Me., for installation of RCA sound equipment . . . Norman J. Ayers, local Warner district manager, attended the two-day sales meeting of the distributor in Chicago, February 3 and 4 . . . John Mahan was west from New Haven.

William H. McLaughlin, Harry Rosenblatt, Dr. Edward Melincoff, Joe Cantor, Harry Browning, and Al Kenney, the committee in charge, made the Past Commanders' and Ladies' Night of the Theatrical Post of the American Legion a success Monday, at the Latin Quarter . . . William Marshall of the Columbia booking office continues out of the exchange this week after being on the sick list for some three months.

James Bracken of Warners was in Boston last week . . . C. P. O'Toole of the Warner maintenance department was also in town at that time . . . Jack Shea, circuit owner, was in the district last week.

Al MacIntyre, Paramount booker, is mourning the death of his son who succumbed after pneumonia set in following a streptococcic infection. MacIntyre, himself, has been ill.

Ed Smith is now manager of the Paramount in Springfield, Western Massachusetts Theatres house . . . Bill Powell, former Paramount manager, is now covering Holyoke for Sam and Nathan Goldstein . . . Pat Long, Warner shipper, returned to his home in Cambridge last week following an operation at St. Elizabeth's Hospital.

Meyer Fox of the Columbia accessories department and Mrs. Fox, former show girl, celebrate their second wedding anniversary on February 27 . . . Tom Donaldson, former local M-G-M office manager now heading the Metro exchange in New Haven, has been elected honorary president of the Metro Pep Club in Connecticut.

Al Worrall, former Onset Theatre owner, was in the district last week . . . Irving Altschuler, Columbia home office representative, has been in town . . . Loew's Poli has rented central properties in several New England localities to house reserve-seat sales booths for "Gone With the Wind" bookings . . . The circuit rejuvenated the Palace in Hartford, even to new seats, for the "GWTW" run.

A. M. Schuman plans to begin construction of a new Bridgeport theatre within the next few months . . . William L. Caffrey has joined the local staff of H. B. Humphrey Co., advertising agency. Caffrey has formerly been with Lord & Thomas, McCann-Erickson, and Young and Rubicam.

Ethel Simes of the M&P accounting department was ill last week with a cold . . . Roy E. Heffner, Bank Night assignee in New England, returned last week from a two-month business and hunting trip in Texas and Oklahoma. Heffner spent Thursday night last week opening Christmas presents.

Walter Blanck of the Theatrical Post of the American Legion and Edith Oldfield, well known in the district, were to have been married this week . . . Bill Elliott, featured over WEEI as "The Singing Cop," has been engaged as M. C. for the Metropolitan in Providence.

Nellie McLaughlin, Imperial booker, was ill part of last week . . . Martin Mullin and Sam Pinanski were still in Florida last week . . . Herman Rifkin may return from Florida next week.

William Riseman and Alex Lercari have completed a decoration job for Warner Bros. at the Palace in South Norwalk. The local firm worked this week on the State in South Manchester and the Capitol in Ansonia, both Warner houses.

Sam Merchant, New Haven theatre operator, and Mrs. Merchant, may remain south until the latter part of March . . . Abe Berman, former UA executive and uncle of Doris Berman of the local UA office, died recently on the west coast . . . Jack Martin of Republic was home ill last week with a combined cold and stomach trouble.

Warner plans to begin construction shortly on a house to replace the Bristol in New Haven recently destroyed by fire. The situation will seat approximately 900 . . . Charles Gilman, formerly with M-G-M; Pat Lydon, once operator of the Tremont in Boston; Charles Van of the Shubert office, and J. E. Francke, veteran theatreman, are on the committee in charge of the "Old Timers and Sports Night" which the Elks are sponsoring March 2 at the Elk's Auditorium in Boston.

Tom Fermoyle, M&P booker who continued on crutches last week following a skating accident, received a faked telegram from fellow workers last week in which Sonja Henie allegedly offered "Sven" Fermoyle $1,000 to appear with her in her ice carnival in the Boston Garden.

L. A. Irwin reseated the Palace in Penacook, N. H. . . . Mike Gorfinkle, recently with the local Columbia exchange, is now operating a gasoline station in Chelsea . . . W. A. Pinault may build a theatre in Pawtucket, R. I., with the intention of leasing it.

Harry Aronson, Mark Jeffrey, Wilfred Valle, Ben Johnson, Al Kenney, and Bill McLaughlin comprised the Color Guard representing the Theatrical Post of the American Legion at the President's Birthday Ball . . . Charles Brent, New England franchise owner, screened "Wages of Sin" at the Kenmore in Boston for Charles Morse, Reggie Morse, and several managers of the Morse & Rothenberg circuit.

Seventh Week for "Wind" At Orpheum in Boston

BOSTON — "Gone With the Wind" has gone into a seventh consecutive week at Loew's Orpheum. Loew's State, which day-and-dated with the Orpheum the first five, this week continued to pick up releases held back by the extended engagement. "The Fighting 69th," dualled with "High School," was held for a second week at the Met. "Harvest" stayed a fifth week at the Fine Arts.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

HARTFORD

NOTES of a rambling reporter: Scheduled to appear on the boards of the Harris Bros.' State last Monday with his band, Benny Goodman became ill suddenly, and Ziggy Elman had to take over Benny's spot . . . WB executives have reportedly started on plans for work on the new theatre in Bristol . . . Harold Dulac has resigned from the Loew-Poli, Waterbury, service staff, and has been replaced by Charles Schoonmaker.

The bowling team of the Asylum Street E. M. Loew's has been playing quite a few matches lately . . . Tito Guizar, stage and screen star who recently appeared at the Harris Bros.' State, will send his next Spanish film to this town for its American premiere . . . Congratulations are in order for Don Dellarocco, Strand, Bridgeport, whose wife recently presented him a girl . . . William T. Powell, who has been managing the Paramount, Springfield, has been switched by Western Massachusetts Theatres, Inc., to Holyoke, where he now is city manager of the Victory and Strand.

Main stem Proven Picture Theatre has inaugurated a new policy with the showing of both foreign and domestic films at midnight performances.

Carl Sandburg, biographer of Lincoln, spoke in New Britain on February 7 . . . Junior League members gave parties at the Loew-Poli Palace for the opening of "GWTW," according to Manager Louie Cohen . . . Rose Penta, cashier of the State at Waterbury, is soon to be going up the aisle to the tune of "Here Comes the Bride."

Dorothy Gherlone, Helen Ellis and Marion Blanco worked at the special boxoffice for reserved seats for "GWTW" . . . Frank Burns, fireman, E. M. Loew's, is soon to be married . . . Flavia Sloat and Joe Gallagher, M&P Allyn, helped at the President's Birthday Ball . . . The play, "The Taming of the Shrew," which was scheduled to appear on the boards of the Bushnell last week was postponed, due to the sudden illness of Lynn Fontanne.

Treated for Burns After Clearing Viano House

BOSTON—Robert Schoonover, 55-year-old manager of the Teele Square in Somerville, calmly cleared the Viano house during a fire last week and then went to the hospital to be treated for burns.

Schoonover was knocked to the floor when a heater, located beneath the stage, exploded. Momentarily stunned, he collected himself and climbed to the stage at the moment front-row patrons began to notice smoke from the basement conflagration.

Schoonover directed the exodus of an audience of some 600, instructed an employe to telephone the fire department, and saw the blaze brought under control before allowing himself to be removed to the hospital.

The fire, confined to the furnace room, caused minor damage. All but a few patrons came back into the house to see the remainder of the picture.

Boston Howard Atheneum Is in Its 94th Season

BOSTON—This is the 94th season for the Howard Atheneum, operated at present by Al Somerby with motion pictures and burlesque. The theatre, a former church, has housed in its close-to-a-century of activity such notables as Charlotte Cushman, Maggie Kline, Clark and McCullough, and all the heavyweight boxing champs from John L. Sullivan to Jack Sharkey.

"The old theatre is known from Portland, Ore., to Portland, Me.," said the Boston *Herald* in commenting on the anniversary. "When soldiers from west of the Rockies met a doughboy from Boston on the battlefields of France in 1918, the common greeting was: 'Hello, Buddy. How are things at the Old Howard'?"

A Valentine Party Slated By Boston Friars Club

BOSTON—The Boston Friars Club was to hold Ye Olde Tyme Valentine Party, February 10, at Tom Moran's Commons Restaurant. Joe Cifre, local advertising and equipment man; Al Kane, Paramount exchange manager, and Max Melincoff, local Warner circuit executive, are in charge of arrangements.

A late supper will be followed by dancing. Some 200 are expected at the Friars' function which will be for members, wives, and friends of the unaffiliated film district fraternity. A gag radio quiz program and a pot-luck exchange of valentines are planned to hypo festivities.

Charles Repec President Of Boston Cinema Club

BOSTON — Charles Repec, local M-G-M booking manager and first president of the Boston Cinema Club, has been elected president of the Boston Metro Pep Club. Other officers elected: Jack Waldstein, vice-president; Harry Pearlswig, treasurer; Florence Scully, secretary.

Ralph Snider Is Loser In Denham Labor Case

BOSTON—The local labor relations board has decided against Ralph Snider, circuit owner, in the Denham test complaint by projectionists who alleged they were discharged for union activities. Snider is ordered to pay all back wages.

Fete George Rich

STAMFORD—Friends here feted George Rich with a testimonial dinner on the eve of his departure after more than three years at the Strand and Palace to take a position with the Skouras circuit.

Plan More Improvements

ROCHESTER, N. H.—It is reported further improvements are contemplated at the Colonial here, where extensive renovations were made not long ago.

BRIDGEPORT

FRANK TOTH, projectionist at the Colonial, is recovering from an operation for acute appendicitis after collapsing in the booth.

Morris Rosenthal, Majestic manager, landed a full page of advance pictures on "GWTW" in the Post *and the paper had been out less than two hours when managers in other cities in the state playing the film began to call asking for the mat.*

Michael Carroll, manager of the American, and his wife Marjorie, have checked off another year of married life.

Philip Carr off for Hollywood to round up some film stars for his summer theatre in Ridgefield. Negotiations have been underway with Clark Gable, Kay Francis, Roland Young, Humphrey Bogart and Frank Morgan.

Manny Kugell hosted the band of the Harry Congdon American Legion post. They paraded to the theatre, gave a brief concert in front of the house and then saw "The Fighting 69th."

The Colonial ran two shows for the benefit of the Children's Window Fund of St. Ambrose's Church.

Burton Robert Taylor of the American service staff has been elected a state camera club president.

Jack Sidney, Loew-Poli assistant, is still looking for that inheritance from Europe.

Matt Saunders of the Loew-Poli tied up with merchants for a full page of cooperative advertising in the *Post-Telegram* with "Shop Around the Corner," and the following week sold the United Illuminating Co. the idea of a three-quarter page ad in the same papers on "Little Old New York."

Sam R. Hadleman has retained Manager Ernest Grecula and the rest of the house staff at his newly acquired Colonial.

The newly remodeled Hippodrome has advanced children's admission by a nickel.

Boston "Herald" Argues For "Lion Has Wings"

BOSTON—"To oppose the showing of 'The Lion Has Wings' would be tantamount to saying that we dared not listen to Britain's arguments for fear they might convert us," the Boston *Herald* points out editorially in commenting on what it terms "the first long motion picture to be inspired by the present European conflict."

" 'The Lion Has Wings' is propaganda, of course. It was filmed to bolster the martial spirit in Britain, and its sponsors would probably not be displeased if it produced the same effect in America. But its propaganda is as recognizable to any person over 10 years of age as is one of Winston Churchill's speeches. It also contains some first-hand information about the mechanics of the present war which is of interest to Americans who want to know what is going on in the world, horrible as many of the happenings may be."

Unite in Oklahoma To Combat Neely

OKLAHOMA CITY—An active campaign of opposition to the Neely bill by the Theatre Owners of Oklahoma and other leading theatre organizations in the state is under way.

Most work is being spent in educating leaders of PTA and other groups as to the contents of the bill and its probable effects on the industry, Morris Loewenstein, head of the TOA, states. He says that in this direction a great deal of satisfactory results have been accomplished.

C. B. (Brownie) Akers is in charge of the Griffith Amusement campaign along the same lines. The circuit is fighting the bill locally and in all of its cities and towns throughout the area.

TOPA Forces Line Up Against Neely Bill

DALLAS—A full group of directors, one for each congressional district, have been selected by Theatre Owners Protective Ass'n to carry on its fight against the Neely bill. Last of the directors were selected at Lubbock in a recent meeting conducted by Judge R. B. Walker, of Lampasas, when 46 theatremen were present. W. J. Wooten, of Canyon, was one of the independents chosen.

Among the 21 directors there are 18 independent and 3 affiliated exhibitors. The Lubbock meet was the last of a series of Texas regional meets to be conducted by Judge Walker in the Neely fight.

Lift Face of Joy

WINTON, LA.—The front of the Joy here has been remodeled and the booth has been rewired.

Dunbar Hearing Will Be on Feb. 20

Dallas—The Dunbar case against Interstate circuit et al., docketed for Judge Atwell's federal court for February 8, has been reset for hearing to February 20. Dunbar, operator of the Cliff Queen in suburban Dallas, filed his case because of a minimum 25-cent price fixing agreement which, he claims, damaged his business.

'Quizz Night' Opinion Holds It Is Lottery

AUSTIN—Atty.-Gen. Gerald Mann holds that it is a lottery to conduct a "Quizz Night" at a theatre in order to induce patrons to attend, and the opinion adds one more to what has been one of the chief jobs of the attorney general—defining what is, and what is not, a lottery.

Other similar proposals upon which Mann has had to rule, include the following:

(1) A "numbers" system, in which numbers are drawn and a prize given to the person sitting in the seat with the corresponding number.

(2) A variation whereby the drawn number must correspond with the patron's automobile license number.

(3) A scheme of merchants to give numbers with purchases, followed by a drawing for the lucky number and a prize.

(3) An "Aces Quiz Night" similar to the "Quizz Night."

(5) A scheme whereby the winner is determined by matching fingerprints.

(6) A so-called "suit club" where the prize is awarded to the person completing a sentence.



As Warnerites Parleyed—

At the Warner sales meeting in Chicago are, left to right: Fred Jack, southern district sales manager, Dallas; Doak Roberts, New Orleans branch manager, and Gradwell L. Sears, Vitagraph president and Warner general sales manager. The trio in the background, in usual sequence, embraces Ted Mendelssohn, Cleveland manager; Bob Smeltzer, central district manager, and Ralph Kinsler, Cincinnati manager.

Distributors Lauded In Suit Settlement

HOUSTON—Motion picture distributors were highly praised for their fairness by Atty. Seymour Lieberman following the recent settlement in the case of Joy Amusement Co., operating the Joy Theatre, pictures and vaudeville, and owned by Tol Teeter and associates. The Joy suit was handled by the firm of Cole, Patterson & Cole in which Lieberman is associated.

In his compliments to distributors, Lieberman said:

"We sued the following parties: Interstate Circuit, Inc., Horowitz-Texas Theatres Company, Inc., Metro-Goldwyn-Mayer Distributing Corp. of Texas, RKO Radio Pictures, Inc., Republic Pictures Corporation of Texas, Loew's, Incorporated, Paramount Film Distributing Corporation, Columbia Pictures Corporation, Vitagraph, Inc., 20th Century-Fox Film Corporation.

"The suit was for $17,000.00 and attorneys' fees. The suit was settled because after the case of United States vs. Interstate was decided by the supreme court of the United States in which the supreme court held that the agreement entered into between Interstate Circuit and the producers was illegal the majority of the producers began selling to the Joy Amusement Company.

"Our client was not so much interested in money damages but mostly interested in receiving last run pictures, however, they agreed to a substantial cash settlement and in view of the fact that pictures are being received as desired, the Joy Theatre agreed to the settlement.

"I might add that the motion picture producers instead of taking advantage of any procedural technicalities in our case acted on the same high plane of fairness that undoubtedly has made the motion picture industry one of America's largest businesses. I had constantly read BOXOFFICE to see how the other cases were progressing throughout the country and noticed the numerous technical battles that were being waged, but must reiterate that our case was handled in the same fair manner as though two large corporations were dealing with one another."

Premiere "Magic Bullet" In Two Southern Cities

MEMPHIS—The first of a series of pre-release engagements for Warner's "Dr. Ehrlich's Magic Bullet" were held here on Thursday and at Charleston, W. Va., on Friday, at the Warner and Virginian theatres, respectively.

In both situations, special campaigns that included ads, giveaways, displays and letters to all in the medical and pharmaceutical profession, were used to sell the picture. Newspapers in both cities cooperated fully in publicizing the premieres.

13th Saenger Anniversary

NEW ORLEANS—The 13th anniversary of the Saenger here was observed on Feb. 5.

Variety Chairmen Report Convention Plans



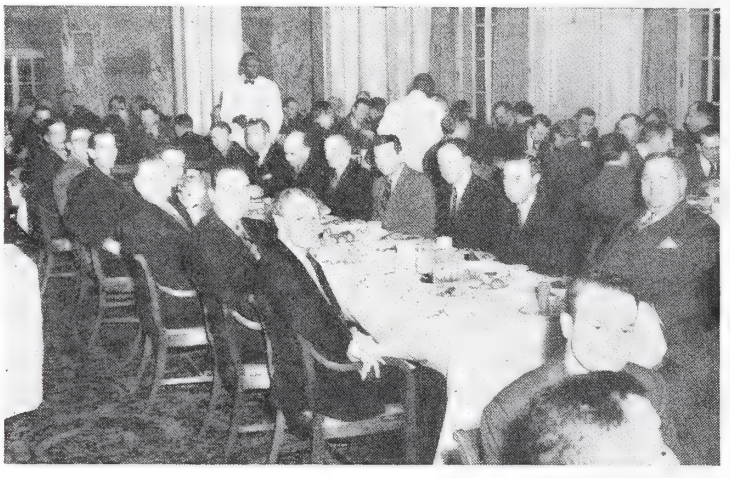
—Landau-Meister



—William Langley



—Landau-Meister



—William Langley

Top left: Committee chairmen in a Dallas huddle, with National Chief Barker John Harris (seated) on a hot convention idea for mid-April. Left to right, then: Louis Charninsky, manager of the Capitol, Rialto and Mirror; Frank Orlando Starz, Interstate circuit publicity chief; Herb Turpie, screen advertising executive; Burt King, RCA Dallas branch; B. C. Gibson, United Artists exchange, and Duke Evans, Evans Printing and Poster Co.

Top right: Chief Barkers (national and local) Harris and O'Donnell at the Freeman Memorial Clinic for underprivileged children, the Dallas Club's chief charity objective.

Lower left: Arrival of the national officials in Dallas. Left to right: George Tyson, Pittsburgh, publicity director of the Harris circuit and executive secretary of Variety Clubs; H. J. Harris, brother of John; Hal Noble, official greeter for the city of Dallas; John Harris, and O'Donnell.

Lower right: Neophytes. Fifteen new Variety members inducted at the Monday luncheon are shown at the table in the foreground. See accompanying story for names.

Variety Convention Committee Reports

DALLAS—All working plans and budgets as worked out by 23 committees under jurisdiction of the executive control committee for the national Variety convention in Dallas April 18-20, were unfolded by chairmen Monday night when John Harris, national Chief Barker of Pittsburgh, met with clubmen to lend his cooperation to the huge conclave. Final approval was expected soon after the visitor's arrival at home.

Harris' plane was late setting down at Love Field Sunday night; nevertheless about 50 members, headed by Chief Barker Bob O'Donnell, met him at the airport.

At club headquarters Harris, speaking from the heart, told the Dalias tent that it was the leader of all tents.

Monday night committeemen took the floor, explaining their plans and disclosing budgets to defray expenses of each committee. Chief Barker O'Donnell inaugurated the sessions but turned them over to Paul Short, entertainment chairman.

Asked about his reaction so far to convention plans, Chief Barker O'Donnell told BOXOFFICE, "We are trying to create the most entertaining trip ever made to a Variety convention." He expects about 600 visitors in addition to the local membership, he said.

Fifteen new members were inducted into the Dallas tent at the Monday noon luncheon by an impressive ritual conducted by National Chief Barker Harris. The new members are as follows:

A. V. Philbin, Walter Nass, Jack Chalman, Frank Hemby, James Moroney, Don Houseman, Wm. O'Donnell, Joe Estes, P. A. Warner, Louis Weber, J. A. McInaney, Douglas Rathbone, Joe Bryant, Dock Allen and Leo Smith.

Convention Outline Reveals Big Party

DALLAS—Highlights of the three-day convention of the Variety Clubs of America, starting here April 18, will be a Friday night party and a final banquet emceed by Bob Hope on Saturday night, the outline of plans for the annual affair reveals.

The outline:

THURSDAY

Morning: Special trains and auto cavalcades carrying Variety members from various parts of the country will be met by members of the Dallas Tent who will be dressed in cowboy regalia, and who will present each with a ten-gallon hat and bandana handkerchief. Also meeting the visitors will be the Hardin-Simmons Cowboy Band, the Lasso Girls (pep squad) of

Hardin-Simmons, and John A. Guthrie's Cowboy and Indian groups of Muskogee, Okla.

Afternoon: Sightseeing trip with stops at Freeman Memorial Clinic, Hope Cottage and Texas Children's Hospital—all charitable institutions supported by the local Tent.

Night: Dinner at the Adolphus Hotel for national officers and delegates and officials of the various Tents. Amateur prize fights at the Sportatorium for the other visitors.

FRIDAY

Morning: An "open" meeting.

Noon: Parade downtown.

Afternoon: Sightseeing tour.

Evening: "Twilight Fiesta" in front of the Dallas Athletic Club starting at 6 p. m. Street will be scene of rodeo featuring Cowboy Band, Lasso Girls, Indians and Cowboys. Event is open to the public.

Night: Two floors of the Dallas Athletic Club will be utilized for this entertainment. There will be Texas barbecue and games.

SATURDAY

Morning: Golf tournament to determine the national champion of Variety. Trophy to winner.

Afternoon: Sightseeing tour.

Night: Banquet in the Baker Hotel's Crystal Ballroom with Bob Hope as emcee. Among those expected to attend: Father Flanagan, founder of Boys Town, who received Variety's 1939 Humanitarian Award; Edgar Guest, the poet; Edgar Bergen, Bing Crosby, Spencer Tracy and Darryl F. Zanuck.

Name Sol Davis Variety Assistant Property Man

OKLAHOMA CITY—Sol Davis, head of the Republic Pictures offices here, has been named assistant property man for the Variety Club (Tent 22) to assist Property Man B. J. McKenna. The move was made necessary because of McKenna's frequent business trips out of town.

Davis has issued a bulletin asking members to advise him as to whether they plan to attend the national convention in Dallas, April 18-20. The information is necessary for the purpose of arranging hotel and transportation rates and accommodations.

F. R. (Buddy) Moran has been named chairman of the club's entertainment committee.

Formal opening of the club has been held up pending adoption of a charity project.

New members announced by Davis include: Walter Dolan, Warner; Cliff White jr. and Hy Martin, salesmen for Universal; John Feeney, Gem, Tulsa; Charles Rook, Rook, Cheyenne; James Allen Smith, Coca-Cola sales; Louis Barton, Stroud, and Ray Hughes, Heavener.

"Sneeze" Injury Is Better

Ardmore, Okla.—Harry Loewenstein, Griffith executive, has returned from Mineral Wells, Tex., where he went to recuperate from a wrenched vertebra which he suffered after a sneeze.

Loewenstein recently purchased the estate near here formerly owned by the motor car magnate, Tom Cooper.

Dixie Doin's

By "AL" HENDERSON

THE JOY at Mosspoint, Miss., is being redecorated and additional air conditioning equipment is being installed, according to E. C. Houck, manager.

Had a pleasant visit with Mr. and Mrs. Alex Journais, who operate theatres in Mobile, and had the pleasure of inspecting their new Roxy. Met the manager, Mason Coggswell, who was once on the legitimate stage. The Roxy has 844 seats, all on one floor, is of modernistic design, and is the second largest theatre in Mobile.

Claude McCrarey of the Majestic at Crichton, Ala., tells us he plans to paint and remodel his theatre as soon as the weather permits.

Visited Charlie Watterall and met son Charles, who is managing the Prichard at Prichard, Ala., for his father. Watterall has several theatres in Alabama and also a couple of shows on the road.

Fred McLendon, operating a circuit in Alabama with headquarters at Union Springs, made a couple of changes recently. Dozier Roberts was transferred from the Imogene at Milton, Fla., to the Luverne at Luverne, Ala., and Charlie Orr from Luverne to Milton.

Had lunch with Gene Gohlston, affable manager of the Foley at Foley, Ala. Really enjoyed the home cooked food.

Into Pensacola to see the Saenger bunch and enjoyed seeing Norman McGee and the latest addition, Maxwell (Sweet Pea) Braswell, who was recently transferred from Greenville, Miss.

Spent a few minutes with Mr. and Mrs. "Splinters" House, who operate the Roxy in suburban Pensacola and met daughter Clydis. House formerly managed this theatre for Ed Orte.

Clinton Vucovitch, operating the Belmont at Pensacola, tells us he has political ambitions. He is running for justice of the peace.

Billie Jones, formerly with Saenger at Shreveport, will manage the new Pix at Jackson, Miss., according to Van Downing, president of the operating concern. They hope to open within 30 days.

Neal Robinson, who has the Walton at Ft. Walton, Fla., says he plans to repaint and redecorate in the near future.

Roy Williams, managing the Port at Port St. Joe, Fla., for Roy Martin, suffered head concussions and an injured leg in an automobile accident recently. He adds, more happily, that Mrs. Williams is expecting a blessed event (apologies to Winchell) around the first of March.

A. N. Fortunas, who has the Dixie at Appilachicola, Fla., is repainting and remodeling his theatre.

Had a short visit with J. C. Cole and his partner, E. F. Grant, who operate the Ritz and the Nelson at Pascagoula, Miss. They are adding new rest rooms, repainting inside and out, and building a candy booth in the Nelson, their "B" house.

W. L. Mosely, operating the Ritz at

(Continued on next page)

Let us prove the difference between promise and PERFORMANCE--!

• • •

The NEW *Simplex* HIGH INTENSITY LAMP

TRADE MARK REG'D.

The MODERN lamp for Modern Photography. We will cheerfully demonstrate this lamp in YOUR OWN THEATRE, without obligation, to prove Better Projection pays. A true High Intensity Lamp with the operating economy of obsolete Low Intensity Lamps.

Write Now . . . Ask Us TO PROVE IT!

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

ATLANTA

T EDDIE WATSON, Strand, Montevallo, Ala., in town booking and expressing great surprise that he did not run into Mack Jackson, of Strand Theatre, Alexander City, Ala. . . . A. C. Bromberg, who is now in Miami, will interrupt his vacationing and fly back to Atlanta on February 14 to attend a meeting with Herbert T. Yates and James R. Grainger. He will leave immediately and fly back so that he may acquire some of that Florida tan.

It seems that the weather is still the talk of the town. However, Preston Henn, of the Henn Theatre, Murphy, N. C., was in town and he advises that it was colder in Murphy, N. C., than any other place in the United States, and that it was 21 *below zero.*

A new addition to the married contingent is that of Mr. and Mrs. Richard Wilson Howard. Mrs. Howard is the former Mary Shaw Rosser, daughter of Roy P. Rosser, prominent North Carolina exhibitor, operating theatres in Sanford and Clinton.

Filmrow visitors: Rufus Davis, Dothan, Ala.; E. D. Martin, Hugh Martin, A. E. Adams, Columbus, Ga.; Mose Lebovitz, Grand Amusement Co., Chattanooga, Tenn.; Roth E. Hook, Hook Theatres, Aliceville, Ala.; Lucille Cobb, Roxy, Fayette, Ala.; Curtis Ware, Royce Theatre, Royston, Ga.; A. L. Bishop, Dixie and Liberty, Columbus, Ga.; A. L. Cowart, Edison, Ga., and Mr. Higginbotham, Lyric Theatre, Pell City, Ala.

Clarence Angier is filling in at National Screen Service . . . Thos. H. Read, manager of the Fox Theatre, advises his Saturday morning matinees for the kiddies are a tremendous success. He has a broadcast over station WAGA and the kiddies get to see a full length feature picture and serial.

M. J. Hogan, Warner auditor, is missed while he is at home recuperating from a recent appendectomy . . . Raymond Edwards is reported much improved . . . Audrey MacKeown, formerly secretary to Wm. K. Jenkins, now is secretary to M. M. "Rae" Jett, city manager, Lucas & Jenkins suburban theatres . . . Jack Barrett, Accessory Consolidated Service, is making a trip through eastern Tennessee and Alabama.

W. B. "Billy" Pratt, manager of the Paramount Theatre, announces a change in his policy beginning February 9. He will run double-features . . . Variety Club held its monthly meeting at the Henry Grady Hotel with Tommie Read, manager of the Fox, as "King for the Day." Entertainment was furnished by two acts from Major Bowes' unit appearing at the Capitol, and by Julian Boehm, local magician . . . R. L. McCoy, Warner branch manager, is back from Chicago and a meeting for district managers, branch managers, and exploitation men.

Leon Robbins, manager of the Lincoln at Gainesville, Fla., was in town booking and completing plans for the opening of his new theatre in Valdosta, Ga. It is to be named the "Harlem," and will have a seating capacity of 400. *Plans are now to open around March* 1.

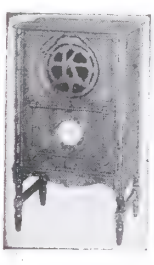
E. D. Martin, son of Roy Martin, has joined the staff of Martin circuit at the home office in Columbus, Ga. He has just graduated from the University of Georgia.

W. R. "Willie" Word, booker at Paramount is confined to his bed with the flu.

L. S. Drumm, Accessory Consolidated Service, has been strutting up and down Walton Street announcing the fact that he is the proud papa of a girl born February 1, who has been named Emily Dianne, weighs 6¼ pounds, and "is the prettiest, little baby you have ever seen."

L. A. "Luke" Stein, Jacksonville, Fla., in town booking, and getting ready to open his new theatre, to be known as the "Ribault," there . . . Horace Denning, manager of the Drive-In Theatre at Jacksonville, was in town "just to spend the night."

A. C. Cowles has resigned from his connection with Lucas & Jenkins theatres.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

Reconditioned Carolina In Lumberton Reopened

LUMBERTON, N. C.—The Carolina, dark for five weeks while undergoing a remodeling program, has been reopened under the joint management of Robeson Enterprises, Inc., of which Dr. R. S. Beam is president, and H. F. Kincey of North Carolina Theatres, Inc.

Roy L. Chapman, manager, has been associated with Kincey for a dozen years, most recently in Asheboro.

Jess Norman Weds

ENGLAND, ARK.—Jess Norman of the Best surprised his friends by announcing he was married in Little Rock, December 1, and that he had been honeymooning in Florida the past 30 days. Having recently been ill, many believed Norman merely was recuperating during his absence.

"U" Re-Signs Nan Grey

HOLLYWOOD — Universal has re-signed Actress Nan Grey.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Claims 'Wind' Infringes Copyrighted Material

BIRMINGHAM, ALA.—A petition for an injunction to restrain the Ritz from showing "Gone With the Wind" has been filed in U. S. district court by Miss Ann R. Davis of Montgomery, administrator of the estate of Miss Susan Lawrence Davis, who died last year.

The petition, which claims that copyrighted material in "An Authentic History of the Ku Klux Klan—1865-1877," written by Miss Susan Davis and published in 1924, was used without authorization in the film, asked that showing of the picture be stopped. It also asked for an accounting of proceeds and payment of profits or a "proper" amount of not less than $5,000 to be paid to the estate of Miss Susan Davis.

No date for a hearing has been set.

Three Circuits Sign for "The Lion Has Wings"

ATLANTA—Deals that cover over 200 theatres in the Atlanta, Charlotte and New Orleans territories have been achieved by UA for "The Lion Has Wings," with the signing of the Wilby, the Kincey and the Saenger circuits for the Korda production.

Conclusion of the negotiations was announced by Harry L. Gold, vice-president and eastern general sales manager for UA.

Dixie Doin's

(Continued from preceding page)

Picayune, Miss., is remodeling the house.

R. L. Railey of the Eagle at Blountstown, Fla., has installed a new marquee.

Visited A. P. Talley, city manager for Sparks at Tallahassee, Fla., and found him busy with preparations for their showing of "Gone With the Wind." Enjoyed coffee with his right-hand, Mary Lou Perkins.

Jud Lobb, who manages the Dixie at Picayune, Miss., for Slim Higginbotham, isn't himself these days, for he has become the proud papa of a boy weighing 7½ pounds. They expect to name him Don, after their good friend, Don Stafford, who is city manager at Hammond, Ia., for Higginbotham.

Seen here and there over the territory: Bob Sigler and Lloyd Royal at Hattiesburg, Miss.; Johnny Martinier at the Saenger, Biloxi, Miss.; Fred Richards and Clayton Rauschild, with Saenger at Gulfport, Miss.; Charley King, Lincoln, Mobile, Ala.; "Bud" Davis and J. B. Alderman, Martin houses at Panama City, Fla.; H. A. Everett, Magee, Magee, Miss.; Harry Hunter, Alamo, Vicksburg, Miss.

Your wandering scribe has finally reached Florida still in search of warm winds from the gulf, but up to now all he has encountered has been frost and cold weather.

DALLAS

WALLACE BLANKENSHIP, circuit operator of Levelland, stayed over through last week on this trip to Filmrow. He was in town for about eight days.

Walter Penn, the Columbia west Texas representative, was uninjured in a car accident when a heavy truck sideswiped him on the highway to Rome. Not so with his car, however, as the garage bill was about $100.

In charge of Columbia's Latin-American distribution at Mexico City, Charles Roberts passed through en route to his headquarters, paying a visit to J. B. Underwood, manager of the Dallas branch. Winchell said over the radio Sunday night that Roberts had just married a Castillian beauty in the Mexican capital.

Walter Stoeppleman, the owner and distributor of Box Office Insurance, was under weather with the flu for a week, but able to attend first night of his plan at the Palace in Plano.

C. E. Kessnich, M-G-M southern division manager, after a visit to the Dallas exchange, left for Memphis on his way home to Atlanta from where he sets out this week on a 30-day vacation. It is believed he will be joined by Thos. J. Connors, eastern sales manager, and that the scene of relaxation will be in Florida.

Will Barnes of Alvarado was here Wednesday in connection with remodeling for a new theatre, now going on, to replace the Alvarado destroyed by fire about two weeks ago. He has purchased a building across the street from the old location and which will give an added depth of 25 feet over the old house. His loss was only partially covered by insurance. However, there will be some salvage in equipment, he said. Barnes believed the new house would be ready early in March and said he would be ready to start buying needed equipment during the coming week.

Leroy Bickel, the M-G-M manager, is out of the hospital and during the week was able to be around the Dallas branch, although not sufficiently recovered to work the territory as he has been doing for years in no uncertain terms. Within a few days, however, it is believed he again will be his former active self.

Karl Hoblitzelle, president of Interstate Circuit, was highly felicitated over a Texas network last Sunday by the leading Texas educators for his cooperation in making the Texas School of the Air possible. The move provides educational programs over the air for all schools of the state.

Mart Cole, circuit operator of Rosenberg, was here to attend Variety meetings Sunday and Monday when John Harris, national chief barker, of Pittsburgh, came down to confer on the big convention plans. Mart is a member of the executive control committee for the conclave. He used daylight hours to set in pictures for his smaller towns which he handles out of his Rosenberg office. Cole's larger situations are booked by Jefferson Amusement Co.

A. S. Moore of the Rita and Texan in Greenville was making contacts on the Row Tuesday. He said his business did not fall below the profit side during the recent prolonged blizzard, adding that show business in Greenville has proven to be a rather steady affair. Sullivan & Moore is the local operating company for these houses, in partnership with East Texas Theatres, Inc.

A. V. Wade and his son, Martin Wade, of Gainesville; Ray Gerhard, of Mount Pleasant; J. C. Chatmas, of Marlin; B. R. McLendon, of Atlanta; R. A. Gill, of Carthage; H. S. Leon, of Haskell; Frank Benson, of Bowie, were among the week's Filmrow visitors.

Paul P. Scott, former Dallas exhibitor, now operating the new River Oaks in Houston, left Monday for that port after a prolonged business visit in Dallas.

R. Z. Glass, another former Dallas exhibitor, now operating the new Stude in Houston, was on the Row, making the trip this time by rail instead of his private plane. Air flights in Texas were uncertain during the late sub-freezing wave.

Picks AA Office

MEMPHIS—Headquarters for the Advertising Accessories, Inc., will be the Paramount exchange at 265 S. Front St., Bob Conway, NTS branch manager, advised. With the elimination of the Paramount and RKO poster department, Tate Baker, who was formerly ad sales manager for Paramount, was placed in charge of the new department of NTS. Bill Scruggs, who was formerly shipper and ad sales manager for RKO, will continue as shipper at RKO.

Considering Crescent Bid for Particulars

NASHVILLE, TENN.—The court having under advisement a motion that the government make its anti-trust charges against Crescent Amusement Co. and affiliates in Tennessee, Alabama, Kentucky and Mississippi more specific in certain particulars, a decision is expected in a week or ten days.

Defense attorneys have assurances that Judge Elmer D. Davis, before whom the hearings were opened February 2, will sustain at least a part of their motion. The defense contended that all charges involving purely local (not interstate) practices should be eliminated. The court is said to be in agreement with the defense at this point.

Col. Cole Visits RCA Plant in New Jersey

CAMDEN, N. J.—Col. H. A. Cole, president of the national Allied, was a recent visitor at the RCA plant.

Colonel Cole had luncheon with George K. Throckmorton, president of RCA Mfg. Co. and the following Photophone executives: E. C. Cahill, Photophone division manager; Homer B. Snook, reproducer sales manager; M. C. Batsel, chief engineer, and W. L. Jones, national service manager.

Wittington Quits

OKLAHOMA CITY—Don Wittington has resigned as manager of Variety's clubrooms in the Black Hotel here. The house committee under Otto Rhode will meet immediately to select his successor.

NOW!

Is the Best Time of Year

TO BUY

COOLING Equipment

See Us and Avoid Mistakes

HERBER BROTHERS

210 S. Harwood, Dallas, Texas

MEMPHIS

EXHIBITORS seen along the Row this past week: J. E. Sibley, New, Adamsville, Tenn.; Jack Watson, Palace, Tunica, Miss.; W. C. Jepson, Ritz, Crenshaw, Miss.; C. M. Mounger, City, Calhoun City, Miss.; K. H. Kinney, Hays, Hughes, Ark.; C. N. Eudy, Ackerman, Ackerman, Miss.; Lyle Richmond, Missouri, Senath, Mo.; J. W. Wofford, Eupora, Eupora, Miss.; Addys Brown and Jimmy Nichols, Gem, Prescott, Ark.; Mr. and Mrs. John Staples, Franklin, Piggott, Ark.; W. F. Sonneman, Fayetteville, Ark.; W. F. Ruffin, Ruffin, Covington, Tenn.; Norman Fair, Fair, Somerville, Tenn.; Charles Collier, Globe, Shaw, Miss.; "Slim" Brewer of Savoy, Clarksdale, Miss.; George Hale, Globe, Drew, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; W. O. Ringers, Gem, Leachville, Ark.; J. J. Sharum, Sharum, Walnut Ridge, Ark.

Homer Hisey, Warner branch manager, who has been fighting the flu ever since his transfer to the Memphis office, left for Chicago this past week to attend the mid-season sales meeting held by Grad Sears, with all the necessary equipment to ward off pneumonia—including the hot water bottle.

There is an unconfirmed rumor that a Mr. M. Stephens will open a theatre in Sherman, Miss. in the near future. Mr. Stephens could not be reached to find out any of the details at this time.

C. E. Peppiatt, UA branch manager in New Orleans, together with Floyd Murphy, salesman, spent several days in Memphis this past week, taking care of their local accounts. Jimmy Greig, UA salesman out of St. Louis, also was in town.

Izola Presson is back at Paramount in the accounting department, after an absence of several years . . . Austin Keough of Paramount's legal department in New York spent a couple of days in Memphis, due to all planes being grounded, during the severe weather.

T. G. Kemper, booker for the U. S. army camps in this territory, advised that effective February 11 all the troops would be leaving Ft. Robinson, Ark., and they were closing the theatre as of that date . . . M. A. Lightman jr., is back at the local office after having spent several days with their city manager in Fulton, Ky.

Mrs. W. R. Pattie of the Temple and Rex theatres, Leland, Miss., was seen on the Row this past week, but she advised this time she was not interested in booking pictures, but in seeing one "Gone With the Wind."

Harry Graham, Universal southern district manager, who has been making a swing of his southern exchanges by car, spent several days in Memphis, confined to his room at the Peabody with the flu. Jimmy Prichard, local branch manager, drove him to Nashville, where he was to meet Frank McCarthy, eastern sales manager.

Ed Doherty, booker at RKO, has returned from a booking trip to Nashville, Tenn., where he worked with Mrs. Brockett, Tony Sudekum's booker.

Anita Louise and Henry Armetta, who are making personal appearances at the Orpheum, were guests of the Variety Club luncheon on Monday, February 5, which was Ladies' Day. About 100 were present and Jimmy Prichard was "King for the Day."

Joe Jones, who is manager of the new house in Aberdeen, Miss., paid Filmrow his initial booking visit the other day.

All the exchanges are very badly handicapped with so many of the employes confined to their homes with severe colds and flu. Among those who have been so afflicted are John Tomlinson, Warner office manager; Zula Wehrum, RKO's biller; Ilene Lindsey, Universal's contract clerk—and many others.

M. A. Lightman this past week organized the "Bridge to Finland Week" and set aside the week of February 12-17 for raising funds for this cause. Lightman, together with about 50 leaders of the women's clubs, met at the Peabody, where plans were completed for this drive. All funds derived from card parties, dances and other benefit performances will be sent to Herbert Hoover, national leader of the movement.

Build Profits—Patronage with
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

ARKANSAS

WALLACE BEERY was in Hot Springs for a couple of days this week. He was en route from Los Angeles to New Orleans to attend the Mardi Gras. Beery was traveling by plane.

A new heating system has been installed at the Victory, Rogers . . . The Saenger at Hope recently installed a new screen.

M. S. McCord, secretary-treasurer of the Malco Theatres, Inc., and Mrs. McCord, North Little Rock, celebrated their 22nd wedding anniversary with an open house at their home Monday night. One hundred and fifty guests were present.

Henry Sanders, manager of the New, Roxy and Prospect theatres, Little Rock, is recuperating at his home from a recent operation.

Ernest Austin of Russellville has been named manager of the New, which opened recently at Rison.

The McCrory, McCrory, will reopen about the middle of February under the management of Clifford Nicks of Newport, it is reported.

Industry's Aid Is Sought In Fight on Fire Loss

COLUMBUS, MISS.—The cooperation of theatre owners and the film world in general will be sought in a nationwide campaign to reduce forest fire losses, according to Ed L. Kuykendall, president of the Motion Picture Theatre Owners of America and chairman of the publicity committee of the Southern States Forest Fire Commission.

Kuykendall will be assisted in the industry by Roy L. Smart of Charlotte, O. C. Lam of Rome, Ga., Mitchell Wolfson of Miami, W. B. Wilby of Atlanta, and others. It is anticipated that interest will be developed in certain films which depict forest fire damage.

Of particular interest to the South is the commission's efforts to reduce the $30,000,000 annual loss to southern states, said to be 81 per cent of the nation's total. A government agency recently attributed much of the unfavorable economic condition to this loss.

Exhibitors are invited to attend a southwide meeting at the Tutwiler Hotel in Birmingham February 23 and 24, at which definite plans will be completed for furthering the campaign.

Shipp to Warner Studio; Goldsmith to Atlanta

ATLANTA—Cameron Shipp, Warner field representative here, has been promoted to the studio publicity department. He is succeeded here by Jack Goldsmith of the home office pressbook department.

Hyland to Washington; Bill Lewis in Dallas

DALLAS—Dick Hyland, publicity representative in Dallas for Warner, has been promoted to the Washington, D. C., territory where he will serve under the direction of Bob Smeltzer, central district manager.

Bill Lewis, free-lance publicity agent, has been engaged to replace Hyland in Dallas where he will work under Fred Jack, southern district manager.

Name Bands, Stage Shows Set for Two Sparks Units

MIAMI—Name bands and stage shows are to be introduced this month at the Sunset and Florida, in Ft. Lauderdale, according to A. R. Ninninger, district manager for the Sparks chain. Among the assured bookings will be the legitimate company, headed by Edward Everett Horton, which is booked for three weeks of one-night stands throughout Sparks houses all over Florida for showings of "Springtime for Henry."

In Makeshift Theatre

CLARENDON, ARK.—J. W. Crabtree, who for a number of years operated the Paramount Theatre here which was destroyed by fire recently, has obtained a store building and will continue to operate in same, until his new theatre is completed around March 1.

Toddy Heads Producing-Distributing Setup

HOLLYWOOD—Ted Toddy, Atlanta distributor, has been named president of Dixie National Pictures, Inc., and its subsidiary company, Dixie National Exchanges, Inc.

The new independent unit has announced plans to produce a series of eight films with Negro casts, as well as two exploitation specials. Jed Buell is vice-president and executive producer. Jack Coyle and the Rev. James K. Friedrich, producers of "The Great Commandment," have been named to the board of directors, and Norman Stephenson is secretary-treasurer.

The distribution unit will maintain exchanges in New York, Chicago, Atlanta, Charlotte, Dallas and Los Angeles.

Demonstrate New Simplex Lamp in Little Rock

DALLAS—J. I. Roberts, National Theatre Supply branch manager, has selected Little Rock, Ark., for the first southwest demonstration of the new Simplex high intensity lamp during the Robb and Rowley convention.

The new lamp recently was installed in the booth of the Roxy in a side-by-side comparison with the old style low intensity lamp. Roberts reports the success of this demonstration has inaugurated a new sales policy by National to exhibit the lamp in any theatre in the Dallas territory without obligation to buy.

New 1,200-Seater Will Be Built in Bessemer, Ala.

BESSEMER, ALA.—Bessemer Theatres, Inc., will build a 1,200-seater to cost approximately $40,000 on Fourth Ave. between 18th and 19th Sts. William J. Okel of Montgomery is the architect.

Educator Dies

HENDERSON, TENN.—Prof. W. C. Montgomery, for 22 years principal of the Chester County High School, died at Jackson, Tenn., February 1, following a short illness. Montgomery established the first film theatre in a high school in the United States and at his death was manager of the show, which has been located downtown for several years.

Presley Rebuilding

HUNTSVILLE, ARK.—Carl Presley, owner of the Dixie here which recently burned, started rebuilding this past week. He advised it would be modern in every respect, and fireproof. It will be completed in early spring at an approximate cost of $6,000.

"Buddy" Moran to Pawnee

OKLAHOMA CITY—F. R. (Buddy) Moran, formerly with Republic Pictures here, has resigned to take over the Pawnee at Pawnee from Luther Groves.

Triple-Threat Bill In Victoria

Victoria, Tex.—February 2 was a memorable day in Victoria for three reasons. The new El Rancho, a Long-Griffith house, opened; it was Johnnie Long's birthday, and he is the Long in Long-Griffith; and it was ground hog day. So, the invitation read, "Ground Hog Day is Uncle Johnnie Long's birthday, and there's going to be a round-up after the opening"—and there was in the town's leading hotel.

M I A M I

FOLLOWING a brief visit at his Miami house, the Drive-In Theatre, the fore part of this month, E. M. Loew, head of the circuit bearing his name, is planing back to be here for this house's second anniversary celebration the week of February 18. He will spend two weeks on Miami Beach accompanied by George Hill, who is an associate. Also in town in the course of a swing around the southern circuit of E. M. Loew houses, is Henry Richmond, assistant general manager of this chain. He arrived on the heels of Phil Berler, general booker for the organization, who flew back to Boston after a brief visit.

Noted on the inland water way the other day was the gleaming cruiser of E. V. Richards, president of the Saenger Amusement chain, New Orleans.

Herbert Morgan, director of short subjects for M-G-M, Director Joe Newman, and Mr. and Mrs. Clyde Beatty were among guests of honor when the Ft. Lauderdale Chamber of Commerce gave a banquet celebrating the shooting of a Pete Smith short at the Beatty zoo.

The spectator totals for "Gone With the Wind" in Miami and Miami Beach where the picture is going into its fourth week's run have now passed the 130,000 *mark. Complete sellouts at every performance are announced by W. R. Lynch, general manager for Paramount Enterprises, Inc.*

BOXOFFICE'S Miami correspondent is chortling with glee over the most recently announced night club headliner: The inimitable Benny Fields, returning for the first time since 1936 to make all of us weep happily in our beer over "Melancholy Baby." He opened at the Carrousel this week.

And there's to be a doubling up of feminine stars at the Olympia as our season nears its peak. Al Weiss jr., has at his big Flagler street house, this weekend, both Hildegarde and Dixie Dunbar . . . "Tevya" moves up from the Plaza to the Cameo where the star, Maurice Schwartz, opened the run—as he did at the Plaza—with a personal appearance.

As a surprise feature of the opening of "Sidewalks of London" at the Sheridan, Tuesday, Manager George Hoover arranged to have Eddie Cohen, dramatic editor of the Miami *Daily News,* interview Charles Laughton by long distance. Their conversation was picked up by a specially installed amplifying system. The picture is being advertised as the feature which won for Vivien Leigh the role of Scarlett.

Glimpsed together at Hialeah the other day were Louis B. Mayer and Harry Brandt . . . Together in the Hialeah Club the previous day were Mr. and Mrs. Mayer and Nicholas M. Schenck. Nathan Wachsberger of Paris and Mrs. Sidney Satenstein of New York were with the Brandts at the races another day last week.

Among witnesses called by the city in the hearing Tuesday before the Florida state railway commission to testify as to why Miami should have a new union railroad passenger station and why the Florida east coast tracks and existing frame station should be removed from downtown Miami was Miami Beach City Councilman Mitchell Wolfson.

One wonders who's left on Broadway when one glances around the cabana circle at the Roney-Plaza these days. New faces to be seen this season include Mary Martin, who flew down for a pre-Hollywood vacation with Mr. and Mrs. Laurence Schwab at their Miami Beach home. For his series of broadcasts from down here, Kay Kyser has leased from Wometco, the Grove for five successive Wednesday nights. He and his unit arrived here this week.

Plans by Interstate for New House in Houston

HOUSTON—Announcement by Interstate of a new theatre, the Almeda, for the Riverside division, followed quickly the revelation that Alfred Farb, brother of A. C., operator of the Rainbow here, plans a $125,000 house in that new suburban area.

The Almeda will be erected on Almeda, between Ewing and Binz streets, at a cost of $100,000 and will seat 1,000, according to Al Lever, Interstate city manager.

J. W. Dehnert of Houston will be the supervising architect. Hester and Wise, business property brokers, handled the transaction. The Almeda is expected to open in the latter part of May and will handle subsequent run attractions.

Other Interstate suburbans are the Tower, Eastwood, North Main, Delman, Alabama, Yale and Bluebonnet, covering widely separated sections of the city. In addition, Houston has five independent suburban picture theatres.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

AUSTIN

LOCAL houses observed what might be called "home-coming week" as the Texas uncorked "The Count of Monte Cristo" again, to say nothing of "The Informer" and "Nothing Sacred." The Ritz exhibited "Too Hot to Handle." Business was good on all fronts.

C. C. "Speed" Hoover, in charge of the Interstate warehouse in Dallas, was here briefly on his way to San Antonio . . . "GWTW" opened auspiciously at the State, Thursday.

The Katharine Cornell stage play at the Paramount Monday night brought out the folding chairs. Blackstone the Magician moved into the same house Tuesday for a three-day stand along with "Brother Rat and a Baby." The magico had a hard time finding a place to keep his horse between shows.

News of the "men in grey:" Ben Meadows has taken over the popcorn machine at the Texas . . . Maurice Haber, Paramount, and Billy Hemphill, Austin, have swapped usher jobs . . . Harold Byrd has been added to the weekend house staff of the Austin.

New Policy at Capitol

ATLANTA—The Capitol has announced a new policy of offering stage shows the first four days of each week and only films the remainder of the week.

Third Week for "GWTW"

MEMPHIS—Colonel Cecil Vogel of Loew's announced that "Gone With the Wind," having broken all time records in gross revenue, would be held over for the third week. He advised that 75,000 people had seen this show here.

Cupp Heads Business Group

ARKADELPHIA, ARK.—Cecil Cupp of the Royal and Coed theatres, here, has been elected president of the Arkadelphia chamber of commerce.

J. H. Hollaway Improves

CHARLOTTE—J. H. Hollaway, local manager of National Theatre Suppy Co., who has been ill for several weeks, is reported improved.

"GWTW" Reviewing Brings Fame

Dallas—Miss Evelyn Oppenheimer, local book lecturer, claims a record in reviewing "Gone With the Wind." Since the novel's publication in 1936, Miss Oppenheimer has repeated her review of the book 113 times before gatherings throughout Texas. She adds that a copy of her talk has even been requested by the American Society of Stockholm, Sweden. According to the reviewer, her record has been acknowledged in an issue of "Reader's Digest."

Records for "Wind" In Oklahoma City

Oklahoma City—As was expected, the first week of "Gone With the Wind" at the Midwest broke all gross records, with an estimated $27,000 "take" for the three-a-day run. Reserved seat sales for the second week are moving ahead and give every indication of a third week downtown.

SANTONE

JANE WITHERS in person and on the screen at the Majestic last week was a nice draw. The feature picture, "High School," was partly filmed at the Thomas Jefferson Senior School here.

A special Negro midnight screen and stage show was offered at the Empire Saturday. Entire house was reserved for colored.

W. H. Grubbs is sporting a new and larger camera around the Aztec . . . Tol Teeters of the Joy here has been visiting in Houston . . . Projectionist Roy Cogdill back after the recent illness.

Dave Smason, one-time orchestra director at the Majestic here and also of Chicago, has acquired the Karnes Theatre, Karnes City. Purchase price was not disclosed.

Among recent visitors were John Stone, producer, and Lester Ziffren, script writer, both of 20th-Fox studios, who were here with their wives calling upon T. Guy Rogers, Jeff Hi School principal, in regards to making plans for a second Jane Withers picture to be produced here during the spring, to be titled "Sophomore." The four were en route to Los Angeles from a sojourn in Mexico City.

Independent Film Exchange & Supply Co., here, recently put two of the latest plush and leather theatre chairs on display in the store for a sample . . . E. Coleman, exploitation man for "GWTW," spending several days in the Alamo City, getting many swell tieups for the picture's local roadshowing at the Texas this week.

OKLA. CITY

PLANS have been completed by Corgan & Moore, Dallas architects, for the remodeling of the Majestic at Madill, Okla. Owned by Harry Lawrence, the house will seat 400 on one floor. Work will start in April and will take six weeks to complete.

E. A. (Pat) Patchen, assistant general manager of Standard Theatres here, has been ill all week with the flu. His laugh has been missed by the office and friends as well.

E. C. Hulsey, State, has gone to Colorado Springs, Colo., and a job at the Chief . . . C. B. (Brownie) Akers, Griffith executive, has purchased a 10-room, two-story colonial style house.

Gordon McKowen, 22, Majestic usher, who died while visiting in Santa Barbara, Calif., was buried last week in Ardmore.

Paul Townsend of the Liberty had labels printed for "Nick Carter, Detective" and pasted them on matchbooks which he distributed about town as a promotion stunt.

NEW ORLEANS

AMONG out-of-town tradesmen entertained by Leo Seicshnaydre, Republic exchange manager, during the Mardi Gras were: R. W. Tyson, State, Jackson, Miss.; J. W. Hawkins, Delhi, Delhi, La., who also owns the Hawkins, Newelton; Mrs. E. W. Clinton, New Monticello; Sam Pasqua, Pasqua, Gonzales, La.; H. W. Young, Ritz, Prentiss, Miss.; Max Connett, Connett circuit, Newton, Miss.

It looks as if part of Hollywood was transplanted to New Orleans, what with the many film stars here for the Mardi Gras . . . One of the busiest men on the Row these days is Fred Goodrow of Atlantic Films. H. T. Ford Bourgeois, his shipping clerk, is down with the flu, as is Miss Rose Carr, his secretary . . . Malcolm Johnson of 20th-Fox is passing around the cigars. It's a girl.

W. A. Prewitt has returned from a trip to the home office of American Desk Mfg. Co. . . . "Skipper" Castleberry of the Affiliated exchange is ill, and "First Mate" Crockett has taken over temporarily . . . It is reported Fine Arts will rent a portion of the vacated Grand National Bldg. on the Row for a salesroom . . . They're wondering on the Row who gave Lois Cooper of Joy Theatre, Inc., that beautiful diamond engagement ring.

Jacob Miller Dead

NEW ORLEANS—Jacob Miller, a former manager of the Lafayette, is dead in New Orleans after a short illness. Miller years ago operated the old Empire, with films and flesh. Later he took over the Dauphine. Less than three months ago he relinquished his lease and retired.

Closes Until Spring

MEMPHIS—W. F. Ruffin, who operates a chain of theatres in west Tennessee and Kentucky, advised that as of February 1, he was closing his Rex in Hickman until spring. He will continue to operate the Ritz.

Santone Council Meets

SAN ANTONIO—The San Antonio Motion Picture Council held its regular meeting here with Mrs. J. K. Beretta, chairman, who presided over the group. Among the speakers of the day was Mrs. Douglas Largen.

Heads Tobacco Fete

PRINCETON, KY.—Thomas J. Simmons, manager of the Capitol, a Crescent unit, has been re-elected president of the Tobacco Festival Corp. for 1940.

Sunday Observance May Be 'Casualty'

By MILTON GALBRAITH

TORONTO—Church leaders of Toronto and other Canadian cities were fearful that hostilities would bring a let-down in Sunday observance which is a "shut tight" matter throughout the Dominion with the exception of the Province of Quebec and the mining regions of the North Country. There has been a move in the Atlantic Provinces for Sunday shows to relieve the tension along the seaboard while there were other spots where Sunday performances were considered for war charities. Another trend has been the increase in so-called Sunday midnight shows which really start Monday morning.

All of this led up to a discussion at the West Toronto Presbytery when opposition was again declared against Sunday performances of any kind including amateur programs on the air which drew audiences to theatres without an admission being charged. The thistle in the argument was a counter-charge that the clergy could not throw stones because some of the churches were putting on film shows of a secular nature in place of the customary Sunday evening services. The retort was that religious films were not available.

Subsequent consideration has brought about the formation of the Religious Film Society of Canada to sponsor the presentation of appropriate features at religious and educational gatherings, the organization being an adjunct of the United Church of Canada generally speaking. The society's program is in the process of making and the sources of film product have not been determined. Dr. H. M. Tory, the president, is the former chairman of the National Research Council, an important organization of the Dominion government. Another official of that council, incidentally, is Major-General A. G. L. MacNaughton, now overseas as commander of the First Canadian Division. The society's vice-president is Dr. E. A. Corbett, for years an authority on adult educational projects, and the secretary is Rev. C. H. Dickinson, steward of the United Church Publishing House, Toronto. Whether or not the society will provide competition for licensed theatres is a matter for the future, but the belief is that the effectiveness of the organization will be somewhat similar to the activities of the National Film Society of Canada whose members delight in viewing pictures of limited appeal.

Premiere Across the Line Is Strong Competitor

TORONTO—The Capitol and Imperial in Sarnia, Ont., are in for some unusual opposition from the United States with the world premiere of "Young Tom Edison" scheduled for Port Huron, Mich., across the international boundary line from the Canadian town, the event being timed to coincide with the anniversary of the birth of Thomas A. Edison.

The two Sarnia houses are units of Famous Players, the managers being W. J. Fawcett and J. Bolinsky.

Amusement Tax Restoration Threat Fades in Ontario

TORONTO—While no official announcement has been made, intimation is forthcoming that the Ontario government has dropped the proposal for the re-establishment of an amusement tax as a wartime measure, although a bill had been prepared for the consideration of the legislature at its current session. The amusement tax was abolished by Premier M. F. Hepburn on June 1, 1937, because it had proved to be a nuisance tax and an expensive levy to collect, with more than 80 per cent of taxable admissions being tickets of 25 cents and under. In its peak year the province had secured revenue totaling approximately $2,000,000 from this source and it had been said that the government hoped to collect a like amount under a similar levy to offset the falling off in receipts from other fields.

Warning that the government planned to revive the amusement tax aroused action on the part of numerous organizations with resolutions of protest being adopted at formal gatherings. Organized labor, through the Dominion Trades and Labor Congress and the Toronto District Labor Council, presented petitions against the tax on the ground that it provided a burden for the wage-earning classes while the stand was taken that recreations were not a luxury during wartime. Similar protests were adopted by numerous sport governing bodies of the province and by the Hotel Association of the Province of Ontario, the latter offering the argument that an amusement tax would have a deterring effect upon the tourist trade and for the holding of conventions by large societies of the United States.

Hon. Gordon Conant, attorney-general, has introduced the corporations tax act 1940 as a bill before the legislature to provide for a substantial increase in the tax on company profits which is expected to bring an additional revenue of more than $3,000,000 and all theatre companies and film exchanges will be affected by this legislation. The tax on profits of incorporated companies has been raised from two per cent to five per cent, while provision is made for a 25 per cent surtax on insurance and financial institutions and railway subsidies. This means a tax increase of 150 per cent on companies in the film business as well as all other commercial enterprises. It also means that the film business is not singled out for an assessment which would have been the case in an amusement tax. The claim is put forth that the theatres are already taxed to the limit and a further impost would have had damaging effect, but the corporation tax is spread over all businesses.

Friends of the Industry Are Commons Aspirants

TORONTO—Hon. J. Earl Lawson, member of the federal house of Commons for South York and solicitor for motion picture interests in Toronto, is a candidate for re-election in the Dominion elections scheduled to be held March 26. Lawson was a member of the Canadian cabinet in the Meighen government.

Finley McRae of Ottawa, former member of the municipal board of control, is a candidate for one of the Ottawa seats in the Commons. He is the administrator of the estate of the late Harry Brouse of Ottawa, famous pioneer showman, the properties including two theatres.

Hon. W. D. Euler, father of the national film board act which survived a strenuous debate in Parliament one year ago, has intimated that he will retire from the Dominion cabinet before the federal elections. He is the minister of trade and commerce and became the first chairman of the national film board.

Fort Erie's Mayor Bans Slot Machines, Games

FORT ERIE, ONT.—All slot machines, lotteries and games of chance are banned in Fort Erie, Ont., under a decree issued by Mayor George A. Bown in his capacity as chairman of the local police commission. Fort Erie is the Canadian town opposite to Buffalo. Prize stunts also have been placed on the black list.

Clearance Committee's Conference Delayed

TORONTO—The special committee to deal with proposals for a reorganization of priority and clearance schedules in Canada is slated to hold an early meeting in Toronto under the chairmanship of Col. John A. Cooper, president of the Motion Picture Distributors of Canada, the conference having been delayed because of the absence in Ottawa of Colonel Cooper to attend to his duties as national film commissioner of the national film board. It is understood that the committee will first consider broad principles of protection.

The independent exhibitors are pressing for the establishment of regional conciliation boards for the different provinces, with a central appeal board at Toronto to make final decisions on intricate problems. The independents ask that the boards comprise four members, two to represent the individual owners, one for the chain organizations and one representative for the film exchanges. It is understood that Famous Players Canadian Corp. is opposed to the formation of the regional committees but would favor a central organization.

The special committee includes N. A. Taylor, vice-president of the Independent Theatres of Ontario; J. J. Fitzgibbons, vice-president, Famous Players Canadian Corp., and M. A. Milligan, general manager, Paramount Film Service, Ltd.

MONTREAL

QUITE a number of Montreal theatre proprietors have foreseen the raise in prices of materials and labor and have been re-equipping, redecorating and renewing their houses in time to take advantage of the bigger business which they expect when the profits from war orders and the wages of war workers begin to make their way around . . . Dominion Sound Equipments' sales manager, Lloyd C. Pearson, has left for the west on a visit of inspection, and will stop off at Winnipeg, Calgary, Edmonton and Vancouver.

Canadian film people are rather amused at the quaint idea which the British Ministry of Information has about films. It has appointed the head of the National Gallery, Sir Kenneth Clarke, director of the ministry's film division, on the theory, apparently, that he ought to know a lot about "pictures." Admitting lack of knowledge of films, Sir Kenneth candidly said: "I shall employ experts."

"I'm Madly Keen to Entertain the Troops," is a new song hit written by Noel Coward for Beatrice Lillie, Canadian-born comedienne, who sang it to the Canadian troops at Aldershot when she took there her London musical revue, "All Clear." The visit was planned by Captain Mert Plunkett, of the Canadian Legion war services, originator and producer of the famous Dumbells.

Canada's youngest motion picture actresses, the Dionne Quintuplets, have just played their first ice hockey game with Dr. Allan Roy Dafoe, their physician, as referee. The Quints "sat down a lot," reported the doctor.

Fine points of almost all sports now are being taught by motion pictures. The Anglers' Association of Montreal turned out in force to see trout and bass fishing films and big game hunting pictures displayed by the noted sportsman, Bob Edge. The films are in natural colors.

Preview of the British short, "The Warning," which runs 35 minutes, was educative as to the amazing organization to combat air raids which the British have completed. The picture shows many branches of the volunteer ARP, air raiders driven back by fighter planes and anti-aircraft batteries, the wreckage left by raids and the work of the co-ordinated volunteer forces in treating the injured, decontaminating and clearing the streets.

From far-away Malartic, in northern Quebec's gold mining region, Charles Magnan, of the Malartic Theatre, journeyed to Filmrow to do his spring booking . . . Albert Bey of the Cinema, Thetford Mines, called in on the distributors, who were surprised to find that he had his neck in a plaster cast. Bey broke his collarbone in a recent fall.

Tommy Trow, of the Imperial, Three Rivers, is mourning the death of his father.

Stage shows in local motion picture shows are becoming more numerous. The Francais offers vaudeville thrice daily: Tizoune, French-Canadian comedian, and his troupe, present a revue at the Mayfair, which was for many years Montreal's only burlesque house.

Through the courtesy of France Film Co., Montreal's famous French-Canadian active service unit, Le Regiment de Maisonneuve, was entertained at the barracks to a motion picture show including a Parisian "talkie" and a film of the Royal Tour of Canada.

A new autographed picture of Prime Minister Mackenzie King has taken its place alongside many other celebrities in the office of Roy Tash, ace cameraman of Associated Screen News at Montreal. A couple of weeks ago Tash was on an assignment in Ottawa "shooting" the prime minister for a newsreel story.



Hosts Canadians—

Nat Rotshtein (left) and Mrs. Rotshtein of Winnipeg, visit William Lundigan on the set of "Three Cheers for the Irish" at the Warner studio.

Early Shop Closing Laws May Benefit Theatres

TORONTO—The streets of Toronto's retail business districts have assumed a deserted appearance these evenings, except Saturday, with the putting into effect of the early closing by-laws for grocery, meat, fruit and other stores including hardware and dry cleaning establishments. With many windows darkened, the theatre fronts stand out brilliantly with their marquee illuminations.

Practically all stores now are closed after 6:30 p. m. with the exception of druggists, cigar stores and lunch counters. Several neighborhood theatres have reported slight increase in patronage due to the leisure time of store clerks, but it is yet too soon to arrive at a conclusion as to the benefit which will accrue to the cinemas because the people have not had time to form new habits.

"Wild Wind" to Paramount

HOLLYWOOD—"Reap the Wild Wind," story by Thelma Strabel, has been purchased by Paramount as a tentative starring vehicle for Claudette Colbert.

TORONTO

THE recent cold wave in Ontario, with blizzards and blocked roads, caused a worse slump in theatre business than the lax period preceding Christmas, it is admitted by M. A. Axler, supervisor of 20th Century Theatres, operating an independent group of houses across the province.

"A Girl Must Live" is approaching the all-time record of the Eglinton in North Toronto where it has concluded its sixth week. The house record is held by "The Lady Vanishes" which ran seven weeks. Manager Bob Eves is watching the calendar.

Archie Laurie, who resigned at the end of December as assistant general sales manager of Empire-Universal Films, Ltd., has returned from a rest in Florida. He has not announced his business plans.

Col. John A. Cooper has become a regular commuter between Toronto, where he is president of the Motion Picture Distributors of Canada, and Ottawa, where he is acting Dominion film commissioner.

Although he has been suffering with laryngitis, Jack Arthur, district manager of Famous Players Canadian Corp., has been busy as a producer of shows for the military theatre at Exhibition Camp. His next big show has been booked for February 16, a musical revue with a 25-piece orchestra.

As a special stunt for two musical films, "Swanee River" and "The Great Victor Herbert," Manager Sid Scott of the Capitol, Sudbury, Ont., organized a Music Festival Week as a community feature in the mining center . . . W. P. McGeachie, manager of the Algoma, Sault Ste. Marie, spread himself for the local run of "The Women." In a tie-in with the Sault Ste. Marie Star, *he had no less than 17 store advertisements in which the picture was boosted.*

Sympathy is extended to Ralph Dale of the head office booking department, Famous Players Canadian Corp., in the death of his mother . . . Tom Daley, manager of the big Imperial Theatre in downtown Toronto, has recovered from an infected foot and is attending to his managerial duties with the help of a cane.

The Tivoli, Hamilton, paid the Canadian record price of $500.00 in its Foto-Nite stunt, according to Manager C. T. Spencer. After some weeks, there is yet no taker for the prize at the Imperial, Ottawa, where Manager I. Singerman has been trying to give away $475.

The Palace, London, a Famous Players unit, started to give away silverware this week, plus a service charge. The premiums are to be offered every Monday and Tuesday night for a year.

Associated Screen News, Ltd., has released a timely winter sport short, "Skiways," which was completed in the Dufaycolor process in England, the scenes being shot in Canada. According to Frank O'Byrne, Toronto manager of ASN, the film has aroused considerable interest because of local skiing enthusiasm and be-

cause of the exploits of Finnish soldiers on skis.

Ray Tubman, manager of the Capitol, Ottawa, paid a visit to Famous Players headoffice, Toronto, making the trip both ways by the new airplane service. Another visitor was Vic Armand of Winnipeg, Western projection supervisor for the chain.

George Altman of Toronto has moved to St. John, N. B., where he has joined the Warner Bros. staff as salesman . . . Syd Taube, one of the film trade veterans, has returned to Toronto after a business trip to the west coast. He met many old friends in Winnipeg and Calgary where he was a branch manager some years ago. Syd has vending machines in several hundred theatres.

Dan Krendel, manager of the Capitol at Hamilton and recently at the Toronto Tivoli, was feted on the occasion of his birthday a few nights ago. Others having current birthdays are R. L. Downey, manager of the Beach Theatre, Toronto, Manager T. Smith of the York, Toronto, and F. J. Justin of Famous Players Canadian Corp. Manager S. Andrews of the Capitol, Guelph, has marked up another year as well.

A. E. Brown, assistant manager to George Stroud at the Palace, Hamilton, was a visitor in Toronto while Bill Trudell of the Capitol, London, was also here. W. Johnston of the Capitol, Brantford, made a trip to the Capital of Ontario, too.

Officers and members of the Toronto Church Basketball Ass'n turned out in a body for a theatre night at the Century, Danforth Ave., Toronto, when a lucky number contest was held in addition to the regular film bill.

Maurice Colbourne Lists Reasons for Stage Status

MONTREAL—Competition of the motion pictures is the greatest and the least assailable of four reasons given by Maurice Colbourne, actor-manager, for the deterioration which he found in his recent tour affected the professional stage in Canada described as "moribund." He lists the other causes as loss of the theatre habit, dilapidation of the theatre buildings, both auditorium and behind stage, and competition of the "Little Theatre."

Nova Scotia Conciliation Board Hears Plaints

HALIFAX—The Nova Scotia motion picture conciliation board held a meeting at the Lord Nelson Hotel, Halifax, to hear complaints which had arisen since the last meeting. Among those attending from Saint John were R. G. March of 20th Century-Fox, A. E. Smith of Regal Films, G. M. Hoyt of Empire-Universal and L. McKenzie of Vitagraph.

The following day, a well-attended meeting of the Allied Exhibitors of Nova Scotia was held in Halifax.

Two Adapt "Wyoming"

HOLLYWOOD—Hugo Butler and Jack Jevne are scripting Metro's "Wyoming," a Milton Bren production to star Wallace Beery.

Trying Revivals

WINNIPEG—The Playhouse, which experimented with vaudeville for some weeks, has suspended this form of entertainment and returned to a straight picture policy specializing in return engagements of old favorites. A number of stage draws are being tried in the form of amateur contests, quiz nights, and the like.

Sherman to Montreal

TORONTO—Phil Sherman of the Warner Bros. office in Toronto has gone to Montreal where he has become manager of the Montreal branch in succession to M. J. Isman who is now Montreal manager for Empire-Universal Films, Ltd.

David Romberg Will Helm New Theatre in Toronto

TORONTO—Announcement is made of the appointment of David Romberg as manager of the Colony, which was recently constructed in northwest Toronto by Morris J. Weiss, who also built the Metro a year ago. Harry L. Romberg, brother of David, is manager of the Metro.

The Colony, which has 700 seats, is modernly equipped in all details.

GN Announces Schedule

WINNIPEG—The local office of Grand National announces its intent to release 52 pictures here. Of these six will be foreign, the remainder Hollywood productions.



BARCLAY W. ARDELL
BRANCH SUPERVISOR

ALTEC
SERVICE CORPORATION
EXPANDS

NOW
ANNOUNCES
OPENING
OF

BRANCH OFFICE

IN

SEATTLE

2419 Second Avenue

To effect closer Exhibitor relations in the
Northwest and Rocky Mountain Areas

WINNIPEG

HOLDOVERS are more frequent this week with Harold Bishop holding over "The Hunchback of Notre Dame" at the Capitol, Sim Rost holding over "Eternally Yours" at the Garrick, and the Yiddish film, "A Brivele der Mamen" held for a second week at the Times.

Harold Bishop will show the long-awaited "Gone With the Wind" at the Capitol, commencing February 16. The film will be roadshowed with two performances daily and on a reserved seat policy. In connection with the coming showing a visiter to the city this week was Mr. C. J. Appel of the F-P Toronto publicity department who flew in to take care of advance work on the film.

Plugging his current film "That's Right, You're Wrong" with Bandleader Kay Kyser, Metropolitan manager, Don Gauld, arranged a series of tie-ups with both local radio stations which netted a number of programs plugging the Kyser tunes.

Proving that publicity need not be limited to the first run downtown houses, Leno Toraldo at the Tivoli, a residential section house, advertised his film, Deanna Durbin's "First Love," by staging a letter contest in which writers told of the way in which they first met theirs.

The Walker has been busy during the past weeks with the appearance here on two nights of Ruth Draper who performed in connection with the Red Cross drive now in progress. This week the house had a musical revue.

Mr. and Mrs. F. H. Kershaw are expected back next week . . . E. A. Zorn has returned from his inspection tour . . . Mrs. S. Rosenblatt, wife of the Tower manager, is in the hospital . . . J. B. Barron of Calgary is in the city.

MARITIMES

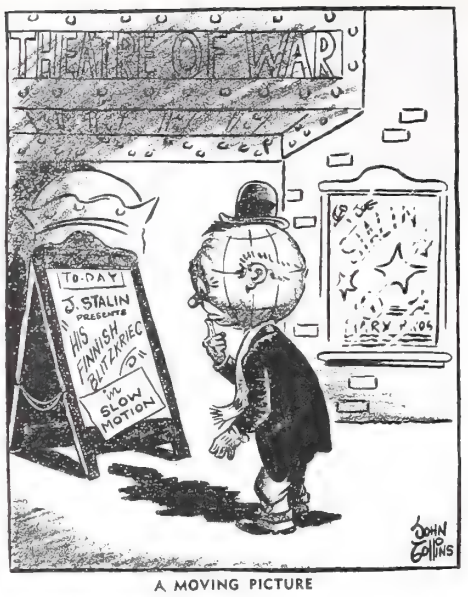
THE sing songs at the Capitol, Saint John, which are broadcast over the local radio station each Tuesday evening, have been augmented by a Musical Quiz.

Earl Nesbitt of the Star at Edmundston, who was in Montreal recently, came to Saint John from there for a couple of days and then returned to Montreal for a further visit.

Lloyd Mason, who is associated with his father, A. J. Mason, in the Capitol, Springhill, N. S., is taking a course in aviation in Fredericton, N. B.

Nancy MacDonald, stenographer at the Empire-Universal Films Saint John office, is wearing a diamond these days, and will be leaving soon. The wedding date has been set for March 2, to be followed by a honeymoon trip to Calgary.

Recent visitors to Filmrow included E. S. Finigan of the Marina, St. Andrews, N. B.; C. E. Staples of the Queen, St. Stephen, N. B., and J. E. Butler of the Imperial, Moncton, N. B.



A MOVING PICTURE

How the Montreal Gazette *views the Russo-Finnish conflict.*

Find Less Occasion To Censor Films

TORONTO—All censor boards in the Dominion have reported only 17 rejections of pictures in 1939, with one picture condemned by five different boards and several others refused by more than one censor body, as compared with 23 rejections in 1938. The number of film license refusals has declined steadily since 1932 when 101 were condemned.

Statistics also show that the demand for eliminations from films before their approval has dropped in like proportion in recent years and that censors no longer are trying to improve studio direction. Explaining in part this improved situation in Canada is the fact that Canadian film exchanges exercise judgment in not attempting to release pictures they know would be objectionable to the censors.

The chief remaining difficulty is the opposition of the Quebec censors to any pictures dealing with the divorce theme or depicting a divorced person.

Arbitration Boards Prove Value

Toronto—The continued effectiveness of the arbitration boards established in Canada in 1925, is seen in the report for the past calendar year, which shows 225 cases filed in the Dominion with 106 awards made and 74 others settled before trial. This compares with 238 cases filed in 1938 with 121 awards and 71 adjusted before board hearings.

The value of all claims last year totaled $74,887, while awards totaled $40,668, and the arbitration system has been found highly satisfactory from a business viewpoint. The film board of trade branches operate in six key cities.

Dempsey-Willard Fight Film Stirs Interest

TORONTO—Considerable trade interest has been aroused in the showing of the Dempsey vs. Willard fight film at the Casino, a downtown house in Toronto of the Allen circuit. This picture, which was offered as an extra attraction, was being shown for the first time although the ring battle took place so long ago that the actual year has been forgotten by many sport fans. It was advertised as "the most savage fight picture of all time."

The film is being released by the Warner exchange—more than 20 years after the bout.

'GWTW' Into an F-P House February 16, at Ottawa

OTTAWA—The first run of "Gone With the Wind" to be announced for a theatre of the Famous Players' chain is scheduled to open at the Regent in Ottawa on February 16, this house seating 1,182 persons. The Canadian premiere is being presented at Loew's, Toronto, which is not a unit of the big circuit.

The engagement at Toronto has already been held over for a third week.

Capadretes Fined $50 for Admitting Juveniles

MONTREAL—Fined $50 for admitting children under 16 to the Cameo, George Capadretes, proprietor, has been given until February 15 to pay.

Donate Services

MONTREAL—Stagehands are donating their services gratis the night of February 19, when the Musicians Guild of Montreal will present at the Forum a symphony concert as its contribution toward the fund-raising of the Canadian Red Cross.

VANCOUVER

THERE is a great activity in the head office of Famous Players as well as at the Orpheum, in preparation for the presentation of "Gone With the Wind," on February 16. Judging by reservations, "Wind" should run for two or three weeks.

The program for the meeting of the National Film Society at the Stanley on February 11 is composed entirely of shorts, seven in all and practically all Canadian subjects.

A locally produced short in color, "Seymour Beauty," was shown to a gathering of recreation and sports organizations in the St. Regis Hotel. Seymour Canyon is one of the beauty spots nearby and a favorite hiking objective.

Maj. Ray Castle, Oak Bay, Victoria, made his monthly visit to Filmrow . . . Ben Plottel chuckling over the fact that he had three Empire-Universal first runs in one week.

M-G-M (21) **100 Minutes** **Rel. ————**

Streamlined and star-studded, gay and glittering, this is probably the best musical yet turned out by M-G-M under the "Broadway Melody" title. Three such talented principals as Fred Astaire, Eleanor Powell and George Murphy have never before been united in one vehicle, and Leo, digging deep into his coffers to showcase their talents, is sure to realize handsome returns on his investment. It is big, spectacular and should rate accordingly at the boxoffice. Astaire, facing tougher Terpsichorean competition than ever before in films, comes off the winner with some brilliantly skillful footwork, but relinquishes the acting honors to Murphy, who also is a splendid dancer. Story, an inconsequential one, has Murphy and Astaire as a dance team bidding for big-time recognition. Norman Taurog directed.

Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan, Ian Hunter, Florence Rice, Lynn Carver.

Broadway Melody of 1940 F **Musical**

Paramount (3920) **64 Minutes** **Rel. Feb. 2, '40**

A convincing demonstration of how a sizeable bundle of worthwhile entertainment can be wrapped up without benefit of a strong cast or staggering budget. An action-laden story of the parole racket evils and the relentless hand of the G-Men in tracking it down combines with able production and direction to rate the feature an above par position in its class as a programmer. Based on a book by Headman J. Edgar Hoover, it projects a believable yarn of the work of the FBI in rounding up congenital criminals who are turned loose on society through the connivance of shyster lawyers, crooked parole boards and sob-sister society matrons. A meager thread of romance is subjugated by the cops-and-robbers theme, which circumstance is probably an asset rather than a liability. Directed by Robert Florey.

William Henry, Virginia Dale, Robert Paige, Gertrude Michael, Richard Denning, Fay Helm, Anthony Quinn.

Parole Fixer F **Melodrama**

Producers Pictures Corp. **60 Minutes** **Rel. Nov. 14, '39**

Here is an average thriller that manages to deliver the goods, though somewhat lengthily. It is another episode in the smashing of rackets cycle. The action is easily followed and may be figured out in advance. In this case, gambling is the chief concern of the story. A crusading district attorney attempts to smash a vicious clique and the ensuing trouble is augmented by a few mysterious murders. All the victims die while telephoning. But a smart newspaper woman, who is engaged to, and gets in the hair of, a detective, looks into the clues and delivers the murderer into the hands of the police. The players act all this out in fair style. Grace Bradley tops the cast. The action and thrill content are satisfactory. Sherman Scott directed.

Grace Bradley, Roland Drew, William Newell, Alex Callam, Frank Coletti, Jeanne Kelly.

The Invisible Killer F **Melodrama**

Warner Bros. (——) **101 Minutes** **Rel. Feb. 24, '40**

On many counts this attains epochal proportions—the daring, yet thoroughly scientific, informative and inoffensive manner in which it treats with syphilis and the discovery of a cure in 606; the impressive sweep of its production mounting, direction and other technical details; and, equally important, an extraordinarily splendid cast in which each performer, even to the bit players, is perfectly suited to the part. Edward G. Robinson's delineation of the German scientist is undoubtedly his crowning achievement and, withal, the picture should have wide appeal, especially among intelligent audiences. Story tells of Ehrlich's heart-breaking efforts to find a cure for the disease, and his ultimate triumph when he is exonerated of a murder charge brought by jealous colleagues. William Dieterle directed.

Edward G. Robinson, Ruth Gordon, Otto Kruger, Donald Crisp, Maria Ouspenskaya, Montagu Love, Sig Rumann.

Dr. Ehrlich's Magic Bullet A **Drama**

RKO Radio (007) **94 Minutes** **Rel. Feb. 9, '40**

For all the picture's technical praiseworthiness, doubt may be expressed as to why this somber, monotonously-toned study of British hospitals was selected as the subject for a high-budgeted, importantly-cast feature. Prognostication as to its fate as a boxoffice attraction is difficult. No gainsaying the film is masterfully produced and directed by George Stevens, whose commendable restraint was universally adopted by the cast, which individually and collectively registered performances beyond criticism. Intensive merchandising may be necessary, however, before the rank and file can be sold to accept as entertainment a photoplay devoted almost exclusively to death, disease and hospital routine. There is no comedy relief. The slight trace of romance is as thin as a suture and dissolves as quickly without adding to the story values.

Carole Lombard, Brian Aherne, Ann Shirley, Julien Mitchell, Robert Coote, Ethel Griffies, Doris Lloyd.

Vigil in the Night F **Drama**

Republic (919) **74 Minutes** **Rel. Jan. 30, '40**

This has been done time without end. It is another story of a village skinflint, the small town girl and the handsome, young newcomer who finally wins and woos her. Not to the chagrin of the feminine Shylock, however, but for her ultimate regeneration. Dragged in by way of supplying music, et al., is a variety of radio acts which do nothing to progress whatever action there is and, perhaps, add to the entertainment; it's dubious, at that. There are gags, including a return to the historic chase formula, but with a fire engine this time. Acting is in keeping with the rest of the proceedings which represent a height in the corny school of treatment not readily attained by recent Hollywood effort. Or, perhaps, it is all representative of a new technique which this reviewer failed to grasp.

Richard Cromwell, Doris Day, George Barbier, Esther Dale, Andrew Tombes, Lulubelle and Scotty, Barbara Jo Allen.

Village Barn Dance F **Musical Comedy-Drama**

Universal (——) **84 Minutes** **Rel. Feb. 9, '40**

A typical Mae West and W. C. Fields picture combined in the one, and loaded with innuendoes which are sure fire for audience reaction. The laughs most likely will be in the nature of guffaws, for the hip-swaying Miss West shoots up to the hilt with her wisecracks. Fields is back again as the quack with an Indian as his stooge. Joseph Calleia and Dick Foran are the foils, the former taking the dual part as the masked bandit and cafe owner. The scene is the west. Miss West is run out of one town when her reputation gets too "hot," then shifts to another where she is an immediate success. She promotes a fake marriage with Fields in order to land in the second town and, just when things are getting too hot, gets the masked bandit to return the loot he has garnered from stage coach holdups, thereby saving Fields' life. Lester Cowan produced; Edw. Cline directed.

Mae West, W. C. Fields, Joseph Calleia, Dick Foran, Donald Meek, Margaret Hamilton, Anne Nagel.

My Little Chickadee A **Comedy**

Monogram (3961) **53 Minutes** **Rel. Jan. 25, '40**

Jack Randall is featured in this lumbering western which has a plot almost too familiar to relate. The production is without any particular distinction. It is merely a western and has the necessary props and cliches, without variation. The performances are routine. Verbal sawdust flies when the performers bite into the wooden lines. For the record, the story offers Randall and two colleagues involved in the trouble that arises when an unsuspecting young girl is swindled out of her half interest in a saloon. They get it back for her by cheating the cheaters. There also is a stagecoach holdup, the required number of blank cartridges are discharged and Randall turns out to be an express company sleuth. Harry Webb directed.

Jack Randall, June Wilkins, Frank Yaconelli, Nelson MacDowell, Ted Adams, Glenn Strange.

Pioneer Days F **Western**

Esperia Films (SR) **99 Minutes** **Rel. ————**

The scattered Italian elements throughout the country have something to delight them in "Love in Old Naples." Devotees of foreign films might also be satisfied. It is a heatedly dramatic story of unrequited love and the dutiful attention of relatives. This is spaced out with numerous familiar songs, well performed. The backgrounds are familiar tourist meccas. What distinguishes the film is the attention to casting and the recreation of the mood and atmosphere of the early 1900's. The photography is good, particularly of Mount Vesuvius and the Bay of Naples. The film suffers from poor editing, however. The performances are skillfully done and an air of genial warmth pervades the piece.

Emma Grammatica, Vittorio De Sica, Marie Denis, Elisa Cecani.

Love in Old Naples F **Musical Drama**

SELLING ANGLES: **"The Invisible Killer"**

Grace Bradley is the only player with anything in the line of a reputation who appears in this film. The others are mere supporting players who, while they give out with what it takes, are unfortunately unknown. So then the accent is on Miss Bradley. Rig up number of harmless gambling props in the lobby with an axe nearby and decorate with appropriate reform signs. Get a handset telephone, put it in a glass case and decorate with a sign pointing out that three people have died while using it.

CATCHLINES:

She Chased Danger All Over Town . . . And Then She Finally Found It.

Smashing the Gambling Racket Proved to Be the Clue to Three Murders.

SELLING ANGLES: **"Village Barn Dance"**

The best bet here is a stress on the radio contingent which appears in the film. Lulubelle and Scotty, having appeared on the National Barn Dance program, might be worthwhile emphasizing. This could go, too, for the Kidoodlers, who have been featured over the Blue network of NBC, and for Barbara Jo Allen and her appearance on the Chase and Sanborn program. The film itself is very routine material, which creates the impression it was concocted to give the radio group a chance to perform. However, country atmosphere, including the country story idea, is feasible and ought to be plugged.

CATCHLINES:

Come on and See the Village Barn Dance . . . The Gayest Party in Town.

A Hay Ride to Hilarity . . . On the Road to Romance.

SELLING ANGLES: **"Love in Old Naples"**

Give the various songs plenty of notice in prepared publicity stories. Stress the performance of Emma Grammatica, which is the high spot of the film. She is a protege of Eleanora Duse and has quite a reputation. The songs can be plugged with the aid of local music stores. Invade spaghetti houses and pizzerias with posters. There are subtitles in English. De Sica is reputed to be the highest paid singing film player in Italy.

CATCHLINES:

His Music Became Famous—But He Lost Out in Love.

Romance, Music and Drama in Colorful Naples . . . Enacted Under the Frown of Vesuvius.

SELLING ANGLES: **"Parole Fixer"**

J. Edgar Hoover, head of the Federal Bureau of Investigation, wrote the original, "Persons in Hiding," on which this was based. In the absence of a strong cast, his name should be tagged along with the title on the marquee. Probably local crime enforcement officials, lawyers and judges can be persuaded to comment on the film's theme, and tieups should be made with libraries on Hoover's book. For throwaways, prepare legal-looking documents captioned: "You are 'out on probation' and ordered to see 'Parole Fixer' at once."

CATCHLINES:

Worse Than Murderers . . . Are Those Who Tamper With the Law . . . And Open Prison Gates to Condemned Killers.

Snatched From Authentic Government Files . . . Is This Thrilling Story of the Parole Racket . . . And the Men Who Are Stamping It Out.

SELLING ANGLES: **"Vigil in the Night"**

Carole Lombard, Brian Aherne and Anne Shirley should be awarded the marquee and advertising mention; very possibly the name of A. J. Cronin, who wrote the novel, would also be a marquee asset, as he is well-known for "The Citadel." Hold special showings for nurses and hospital staffs. Dress ushers and usherettes as internes and nurses. Using stills from the picture, make tieups with drugstores on window displays of first-aid equipment. A gag tieup might be made around a display of alarm clocks.

CATCHLINES:

The Tremendous, Absorbing Story of Two Sisters . . . And How One Paid for the Other's Fatal Mistake.

Another Inside Drama of the Medical Profession . . . By the Man Who Gave You That Smash Hit, "The Citadel."

SELLING ANGLES: **"Pioneer Days"**

The exhibitor should play up all the Jack Randall stories in the selling manual that accompanies this film. A theatre artist, or poster painter, can cook up a display of cattle brands for an interesting lobby display. Have an ironsmith twist up a few iron props to accompany it. There are buttons to be given away to Randall fans. Giveaway photos of Randall, suitably autographed, are obtainable from exchanges. There is a Dixie Cup tieup. Transfer pictures for sweaters, etc., are available for children. Montgomery Ward exploits Randall in stores and catalogues.

CATCHLINES:

An Outlaw Wildcat Hunts Killers Beyond the Law.

Jack Tracks Down Bad Men That the Law Cannot Reach.

SELLING ANGLES: **"Broadway Melody of 1940"**

Prepare a giant lobby display embracing previous "Broadway Melodies." The logical marquee names are Fred Astaire and Eleanor Powell. Ballyhoo the fact that this is the first teaming of two of filmdom's top dancers and tie up with a local dancing school to stage a miniature revue titled "Blanktown's Broadway Melody of 1940," featuring impersonation's of the film's players. The hit songs in the picture should be plugged via radio and music store tieups.

CATCHLINES:

A Streamlined Musical Sensation . . . Positively the Biggest, Most Tuneful "Broadway Melody" of 'Em All.

Those Two Sizzling Exponents of Light-Footed Gaiety . . . Fred Astaire and Eleanor Powell . . . Together for the First Time.

SELLING ANGLES: **"Dr. Ehrlich's Magic Bullet"**

The exploitation possibilities herein are enormous, if properly handled. The subject matter indicates, however, that delicacy must be used. Obtain the backing of doctors and local hospital authorities by holding a special screening for them. Discreet tieups can be made with drugstores. Before the picture's run begins, have an attendant page the audience "Calling Dr. Ehrlich." Dress ushers and usherettes as internes and nurses.

CATCHLINES:

At Last the Screen Has Dared to Bring You the Story of One of the Most Courageous Men in Medical History.

He Struggled to Benefit Mankind . . . Battering Against a Wall of Ignorance and Indifference.

SELLING ANGLES: **"My Little Chickadee"**

Hold a Mae West and W. C. Fields similarity contest. Have a man and a woman dressed as the stars riding in an open car or wagon, or parading the streets. Send out special programs with some of the gags to your complete mailing list. Window displays in hat stores featuring the new Mae West headgear is another stunt. A magician in the lobby doing card tricks should prove effective. Miss West sings "Willie of the Valley," a good radio plug chance. Pictures of Miss West and Fields should grace the lobby.

CATCHLINES:

Mae West and W. C. Fields Together for the First Time.

A Little West Can Go a Long, Long Way.

The West Found Mae West a New Problem . . . More Gags Than in Joe Miller's Joke Book.

Short Subject Reviews

Men of Muscle

RKO (Reelism) 9 *Mins.*

The curriculum at Springfield College in Massachusetts has been documented here. An adequate running comment describes the activities of the students which places emphasis on physical fitness and a knowledge of various sport activities ranging from basketball to wrestling. It depicts vividly the action these pursuits require. The camera was placed advantageously and caught spectacular scenes. The school turns out physical training instructors and, when this short gets around, there should be a long waiting list. The ending is particularly fine.

Africa Squeaks

Vitaphone (Looney Tune) 7 *Mins.*

Play this one by all means. It is composed of the stuff that shakes the rafters and fairly blows the roof off when the laughter starts to whip around. Porky goes to Africa on a safari. What occurs when he does a little exploring was cooked up by a fertile brain that injected the right touches of insane caricature and bang-up incidents to give 'em the shrieks. And there is an ending that will knock 'em right out of their seats.

Mighty Hunters

Vitaphone (Merrie Melody) 7 *Mins.*

Although handsomely drawn and colored in a new oil pigment process, this bit of Indian whimsy is average stuff about children and their escapades. Based on "Canyon Kiddies" by Swinnerton, the comic strip, the action concerns a couple of kids who meet up with a bear high on the rim of a canyon. Very suitable for the juvenile matinees.

The Old South

M-G-M (Miniature) 10 *Mins.*

This has the appearance of warmed-over turkey hash. Obviously an attempt to capitalize on interest of "that picture," the reel traces the development of the south from the time of Whitney's invention. It is sketchily done without much entertainment value.

Mechanix Illustrated No. 3

Vitaphone (Color Parade) 10 *Mins.*

Salmon fishing, silk creation and an experiment in the laboratory on "cold light," which creates spectacular electric signs, are the subjects. Interesting stuff, not too learned. Should pleasantly gap the interval between double features.

U. S. Treasury

Columbia 10 *Mins.*

Plenty of good stuff in this one to sell since audiences are interested in seeing how the government makes money. The narrative is in keeping with the subject with expected gag twists. Many good behind-the-scene shots. Worthwhile.

SHORT OF THE WEEK

You Nazty Spy

Columbia **18 Mins.**

The Three Stooges have filled a hypodermic with the makings of a shot in the arm that many will cheer. Here the trio is seen in a travesty of the three leading men of you-know-what-country. The screenplay that was cooked up for them by Felix Adler and Clyde Bruckman is not brilliant. But it is filled with gags, double talk and the ridiculous, the studied sort that keeps an audience doubled up with laughter. The satiric touches are subtle as slapstick. As the dictatorial leaders of Moronia, Larry, Moe and Curley lend their offices to a putsch, book burning, invasion and a peace conference. They finally wind up, inadvertently, in the stomachs of lions. The lions belch. It is not recommended for patrons who recently underwent appendectomies.



Dave Apollon and His Orchestra

Vitaphone (Melody Master) 10 *Mins.*

The usual night club setting against which Apollon goes through his familiar bag of tricks, dialect and what-have-you. There is a rather good-looking young cantatrice. The numbers played are out of date but tuneful. Average stuff.

The Threads of a Nation

Columbia 9 *Mins.*

The cotton industry from field to finished clothing product is covered. The color is pretty bad. The camera invades factories, dye works, laboratories and traces the historical background of the development of modern milling methods. Basil Ruysdael narrates.

Park Your Baby

Columbia (Fable Cartoon) 6 *Mins.*

Scrappy presides over the baby-checking counter of a department store. A tough mug deposits two stalwart infants with him. They proceed to raise hell. Eventually Scrappy pacifies them. Average animation, average cartoon.

Teddy, the Rough Rider

Vitaphone (Historical Featurette) 19 *Mins.*

In Technicolor and with Sidney Blackmer in the star role, this deals with the career of Theodore Roosevelt from 1895 to the days of the World War. It is told in March of Time style with all the angles that popular fancy and reception have accorded the late president. All his exploits in the political field and in battle—the Cuban incident—are rapidly run off and the point attempted seems to be chiefly that "Teddy" had the right ideas then and they are still good now. The film closes with an impassioned and dramatic plea for Americanism and democracy. Done in the expensive style of past "Historical Featurettes."

Unusual Occupations

Paramount (L9-3) 10 *Mins.*

The usual collection of persons who have developed callings or hobbies off the beaten path, makes for interesting divertisement in this reel in Cinecolor. Leading off is a modern Noah, who is prepared and waiting for the end of the world, then an enterprising young woman who turns colored straws into gadgets, fishing for fresh water pearls in the Mississippi River, a business shop devoted to decorative gourds, and, finally, a Hollywood stunt pilot who goes in for buried treasure.

Double or Nothing

Vitaphone (Broadway Brevity) 20 *Mins.*

Interesting enough entertainment that relies on the impersonation of familiar Hollywood folk by their doubles—from Mae West to Charles Laughton—with a half dozen others thrown in. It is the sort of inconsequential stuff that will hold the attention and satisfy run-of-the-mill audiences. It has songs, dances and mugging.

Information Please, No. 6

RKO 10 *Mins.*

In addition to Franklin P. Adams, Oscar Levant and John Kieran, there is also Gene Tunney on hand in this number to aid in the drollery and attempt to give information. Birds, music, poetry and, logically enough, prizefighting, are the quiz material. Done in good style, with a lot of spontaneous gags and other impromptu levity. They have their following.

Community Sing 5-4

Columbia 10 *Mins.*

Leon Belasco and Donald Grayson supply the prompting and the songs include a number of familiar Russian and gypsy airs. The punch comes with "The Volga Boatman" and "Adbul a Bul Bul Ameer," which are gagged, rewritten and funny.

The Exhibitor Has His Say

Columbia

Beware, Spooks!
We were all prepared to gape into the mouth of Joe E. Brown for another solid week and put on wry faces accordingly, but do you know, we were forced to laugh many a time throughout. The last 20 minutes were actually funny. The audience laughed unabashed. Not a single request for a refund! Week of January 25. Weather: Fair. Admission: 35-20. Metropolitan patronage—Richard C. Carton, Mayfair, Newark, N. J.

Mr. Smith Goes to Washington
Well, about all we can do is to add our words of praise for this grand picture. Certainly it is magnificently made. The fact that it was so long did not seem to make a bit of difference because the audiences were very attentive to the very end. Sun., Mon., Tues. Weather: Fine. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Star, Hay Springs, Neb.

Rio Grande
Very good western. Well worth playing. Fri., Sat. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

First National

On Your Toes
Opinion was very much divided on this. But it is our belief that the vast majority thought it was baloney. Fri., Sat. Weather: Fine. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Star, Hay Springs, Neb.

Metro-Goldwyn-Mayer

Another Thin Man
Powell did the best he could and it was good enough. The play is an alleged mystery and/or detective story. To us it was a mystery. Good to see Powell but a pity he was not given a vehicle on which to ride. Nevertheless he sustained himself and the show for over 1½ hours. Glad to see the new show displace it. Week of January 25. Admission: 35-20. Metropolitan patronage.—Richard C. Carton, Mayfair, Newark, N. J.

Babes in Arms
Excellent picture that pleased all. We need more like it. Business only average account conditions, so with high rental we were unable to show a profit. Sun., Mon., Tues. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Bad Little Angel
A good program picture that will meet the hearty approval of all church organizations. It's a good picture, too. Your audience will like it. Attendance fair. Weather: Snow. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter Buchholtz, New Haven, New Haven, Mo.

Balalaika
I disagree with some of the critics; thought it okay. Nelson Eddy as good as usual and Ilona Massey very promising if they can scrape off a little more of the foreign over-acting. Audience reaction: Liked it. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Dancing Co-Ed
No pay-dirt here much. Lana Turner very attractive, but story only suitable for college towns in my estimation. Audience reaction: Mild favorable reaction. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Ninotchka
A scintillating strip of film, this—with fun enough for all and not a little ballyhoo on national customs. Picture's title lends no aid to selling it, but we suppose they had to call it by some name. Week of January 12. Weather: Fair. Admission: 35-20. Metropolitan patronage.—Richard C. Carton, Mayfair, Newark, N. J.

Remember?
This picture fails to click somehow. Rather poor story, slow moving action and an unconvincing climax makes me wish I could forget "Remember?" A few enjoyed it, however. Attendance fair. Wed., Thurs. Weather: Very cold. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter Buchholtz, New Haven, New Haven, Mo

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Secret of Dr. Kildare, The
Of the three of this series we have seen, we regard this one as precisely the best. Just long enough and active throughout. Simple plot and imaginable humor. A real story for the people told as it might have happened. Week of January 19. Weather: Fair. Admission: 35-20. Metropolitan patronage.—Richard C. Carton, Mayfair, Newark, N. J.

Secret of Dr. Kildare, The
A grand picture with a grand cast. There wasn't a dissenting vote at any one of the three performances. This is the type of entertainment for any size town or city. Give us more pictures with Laraine Day. Fri., Sat. Weather: Stormy. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Star, Hay Springs, Neb.

Women, The
Audience reaction was varied. Some enjoyed it—some didn't. The Technicolor sequence was very fine. Attendance poor. Weather: Snow. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter Buchholtz, New Haven, New Haven, Mo.

Monogram

Stunt Pilot
We've had better business. Below par; too cold. Fri., Sat. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Paramount

Bar 20 Justice
Boyd popular here; business good. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Beau Geste
Disappointing at boxoffice. Sun., Mon., Tues. Weather: Mild. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

On Eastern Production

Your "East Coast, West Coast" editorial, in the January 20 issue of BOXOFFICE, is the first piece of informative, and reasonable writing on the topic of making movies in the east. Not only do we agree with you that it can be done, but it ought to and can be put into operation within a short time.

About the only thing left out of your editorial pertinent to eastern production is that movies were made in New York long before the Hollywood venture and investments. Several weeks ago we wrote to Mayor LaGuardia. We said that such great motion pictures as "Peacock Alley," "Wives of Men," "House of Mirrors," "Sherlock Holmes," and many another silent picture acclaimed by critics and public alike, were made right here in our city on 44th St., between 8th and 9th Avenues, by A. J. Bimberg. Too, it was long before the immediate neighborhood was labeled the Film Center. Both Famous Players and Tiffany Productions got their start here. And what about Ft. Lee?

After Mr. Bimberg sold his studio to William Randolph Hearst, the latter gentleman made "Little Old New York," with Marion Davies, in the 44th St. plant.

George Fitzmaurice, Bob Leonard, John Stahl, John Barrymore, Mae Murray, Lionel Atwill, Adolph Zukor—these are only a few of the many who began the picture business here.

The mayor turned our communication over to Glendenning Ryan, commissioner of commerce, who is taking charge of the mayor's plans for movies in the east. I don't know if Mr. Ryan has communicated with Mr. Bimberg up to the present time. Surely he could use the advice of a man who refused to go west despite the exodus of filmdom's great from our city.

Yes, we like to have you take sides with the mayor on this issue. We're for it 100 per cent.

PHILLIP I. ROSENBERG,
Secy., Jerome Theatre,
Richmond Hill, N. Y.

Disputed Passage
Grand picture. Some of the finest acting we have seen and well produced. Failed to draw for us, but we can't buck both the depression and basketball. Think this one of the best pictures of the season. Fri., Sat Weather: Cold Admission: 30-10 Rural patronage Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Gulliver's Travels
Figures very jerky in movement. Lacks the appeal of the animals and the comedy of the dwarfs in "Snow White." Audience reaction: No raves and no adverse comment. Boxoffice: Not so hot. Charging 50 per cent for this is wrong. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Honeymoon in Bali
Paramount sure delivered a slick comedy in this one. A little suggestive in spots, but clever and real enough so you don't mind too much. Audience reaction: Liked it. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Llano Kid, The
One of those irritating pictures that is hard to understand. Seems to us there are actors who can talk understandable English that are much better than those cast in this picture. Business like the picture. Fri., Sat. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Night Work
Fair comedy. Boland and Ruggles make fine team. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Rulers of the Sea
Finely produced and well acted picture of the historical type that will please those you get in. We couldn't get anybody. Neither the cast nor type of picture helps the boxoffice. Personally we liked the picture more than expected. Sun., Mon. Weather: Stormy. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

What a Life
A good little show. Plenty of everything in it. Gets the young element in. Fri., Sat. Weather: Mild. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

RKO Radio

Hunchback of Notre Dame, The
Impressive in huge cast, impressive in huge sets, impressive in huge production costs, impressive in musical scoring—but not impressive at boxoffice. Patrons seemed a little disappointed in the picture. Mon., Tues. Weather: Snow, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

That's Right, You're Wrong
Entertainment with a capital socko—the kind of show we are glad to show our patrons. RKO pulled a neat one in getting Kyser, and handled him with surprisingly good sense. Tues., Wed. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

That's Right, You're Wrong
It is no favor to the mongrels of any neighborhood to classify this as a dog of the first kennel. It spans 94 minutes, whereas it should have been made as a short subject, if at all. Kyser has been fooling the public perhaps on the radio, but he certainly gave himself up in the movies. And do you know, business was fair! Week of January 19. Weather: Fair. Admission: 35-20. Metropolitan patronage.—Richard C. Carton, Mayfair, Newark, N. J.

Republic

Calling All Marines
Very ordinary picture that was accepted by a good-sized cash night crowd without comment. Wednesday. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350.—S. L. George, Mountain Home, Mountain Home, Ida.

Night Riders
Very fine western. Good story. They hauled out some new scenery and rode around at least two different mountains. Fri., Sat. Weather:

Against Neely Bill

Writing with absolute sincerity, I wish to state that to prohibit and to prevent the trade practice known as COMPULSORY BLOCK-BOOKING as set forth in the NEELY BILL will mean just additional suffocation for the small independent exhibitor contending with opposition, as you will readily understand after reading the full contents of this letter.

Personally, I think the NEELY BILL carries very little remedy in adjusting the more important phases confronting the independent exhibitors today. Should the NEELY BILL become a law it will be just a legalized method of closing their doors.

Abolishment of COMPULSORY BLOCK-BOOKING will have a great tendency of being, without doubt, detrimental to the independent exhibitor in opposition to bigger interests, and who can survive only on first-run product.

The abolishment of this practice will afford the big timers the opportunity of first selection and choice to choose what he/they think is best suited for his/their theatres, leaving the independent exhibitor in opposition only the NEELY BILL.

Furthermore, this abolishment, will tend to limit the number of productions each year. At this convenience, the opposing buyer will not fear accumulation, or restraint of trade practices. They will consume the best, or the cream of the product, leaving the competitor little or nothing.

On the other hand, retention of BLOCK-BOOKING method by the Big "8" is a different story. This method will give the independent exhibitor a chance. The opposition is compelled to buy the entire block, or affording competition to get in on the ground floor. Violation of the Sherman Act is also feared. The NEELY BILL should be defeated.

The balance of the bill in reference to BLIND SELLING and pictures depicting suggestive sex scenes or dialog is immaterial or of no substantial consequence to most exhibitors. A grocer buying groceries must have ready sale for his product or it will remain on the shelf till he would be compelled to sell same at a loss, or consume it himself. The picture business is a little different. If a picture is bad and too high in rental, the exhibitor has the opportunity to work with the distributor for an adjustment if a loss can be proven. Even in cases where a boxoffice attraction is hit by inclement weather, you have no trouble whatsoever in obtaining consideration from most distributors to effect a repeat without extra charge. No distributor will ever refuse to work out new deals where rentals are proven too high, or pictures do not merit the prices contracted for. I think this consideration is given to all fair exhibitors.

As for pictures of a suggestive sex nature, I don't think a distributor will force the issue if you can prove the type of audience you cater to. Sexy scenes or suggestive dialogue in a picture can easily be eliminated by the exhibitor with a pair of scissors, if necessary, without doing any damage to the entertainment value of the picture, or the print. Advance information can be obtained by a number of trade papers.

The film companies may have bad tactics, but a certain amount of praise is due. And to prove I am not writing for the benefit of the Big "8," in the past seven years, I have been up against circuit opposition with a big investment for the town. I was compelled to exist with only two of the Big "8" companies (and not the biggest) including the independents—but would prefer this grief in preference to the NEELY BILL.

LEO BRUNELLE,
Mgr. Perfect Theatre,
Stambaugh, Mich.

Mild. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

20th Century-Fox

Hotel for Women
This one fooled us as we thought Fox couldn't make a good picture. Our mid-week cash night crowd thought this was great. Liked it better than "The Women." Ellison stiff and uncertain as usual, but the girls were good. Business was good on account of the amount of the prize. Wednesday. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 350. —S. L. George, Mountain Home, Mountain Home, Ida.

Pack Up Your Troubles
No so much. Jane Withers is not so popular in present stage of becoming a young lady. Audience reaction: Indifferent. Boxoffice: Below average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

United Artists

Four Feathers
Sequence a little jumpy in spots. Otherwise as good as former silent version. Audience: Seemed to go for it. Boxoffice: Okay. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Raffles
An engaging, pleasant show that pleased everyone hereabouts, but set no one raving. Business only average, which means Sam Goldwyn socks the exhibitors out of all proportion to what his pictures are actually worth. Mon., Tues. Weather: Cloudy, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Universal

Charlie McCarthy, Detective
An uninspired picture with the saving quality of having the brightest and foremost wit of the decade—Charlie McCarthy. If your patrons like him, play it and be glad to get it. Saturday. Weather: Cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

House of Fear, The
A thriller-diller. Held interest. Not bad. Wednesday. Weather: Cold. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Under-Pup, The
Gloria Jean has real ability. Beautiful voice and irresistible personality. No limit to her appeal if given right vehicles. Grand picture. Sun., Mon., Tues. Weather: Snow. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Unexpected Father
Exceptionally good. Sandy is the exhibitor's white-haired "boy." This will pull them in. Fri., Sat. Weather: Mild. Admission: 20-10. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

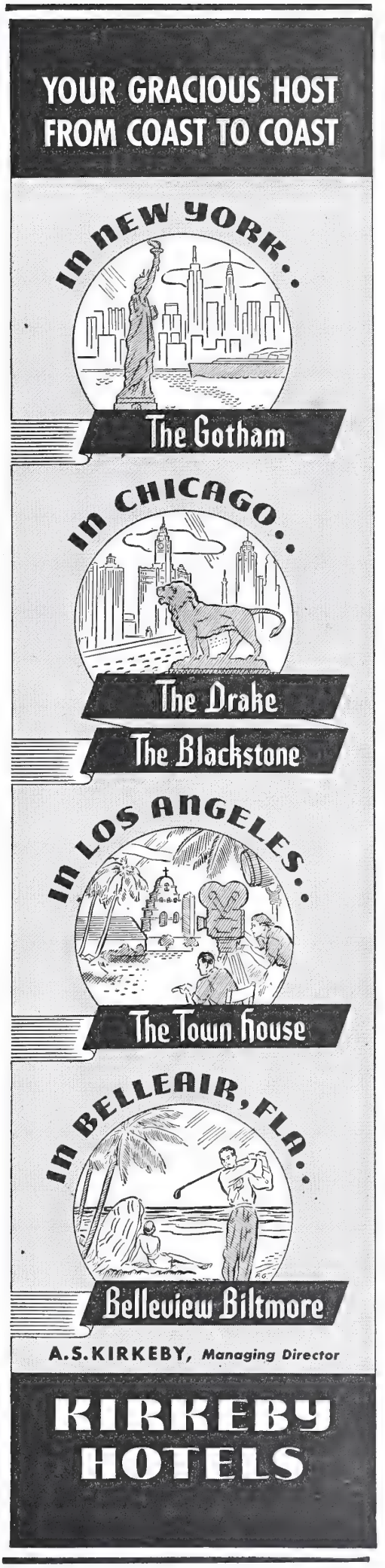
Warner Bros.

A Child Is Born
Had a large group of college girls in for the matinee, evidently morbidly curious, and practically nobody at night. See no reason at all why producers thought this worth making—it is not public entertainment. Wednesday. Weather: Snow, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Pride of the Blue Grass
This was a very fine story of Kentucky and the blue grass, but for some reason it failed to do any business. What few saw it liked the picture. Nowadays a picture must have big star names. Wed., Thurs. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200. —Ted Wilson, Rex, Carlisle, Ark.

Private Lives of Elizabeth and Essex
Only a few attended. Those who saw it thought it to be a very fine production, but will the distributors (plural, because they all do it) pray tell us why they waste talent like this and money on something 95 per cent of the movie fans do not want? Wed., Thurs. Weather: Very cold. Admission: 30-10. Small town patronage. Population: 850. Capacity: 300.—Horn & Morgan, Star, Hay Springs, Neb.

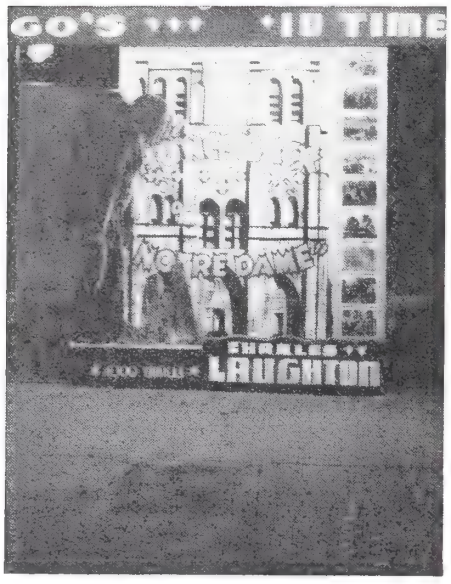




Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Display-Ballyhoo Gets "Hunchback" Interest



WENATCHEE, WASH.—A display and ballyhoo stunt worked well for RKO's "The Hunchback of Notre Dame" at the Vitaphone Theatre here. It was used for advance in the foyer and moved outside and incorporated into a special built-up front during the run. Pat Tappan, assistant to Charles Greime at the Vitaphone, describes it:

"A set piece representing the Notre Dame Cathedral was constructed in our sign shop and a cutout of the Hunchback, made from a three sheet, was mounted on the front, along with some stills from the picture. The windows of the Cathedral were cut out and white cloth placed over the openings on the back side. A back was built on to this set piece, leaving about 12 inches of space in between with the sides, top, and bottom closed in. In this enclosed space was put a portable battery radio.

"An automatic record player, a wireless phonograph oscillator, and a number of records (some of them recordings of the Notre Dame Cathedral organ and others of pipe organ music with chimes, and one a recording of the chimes from the tower of the Monastery Church at Beuron), were secured. By hooking the wireless phonograph oscillator to the automatic record player, the music, chimes, etc., from the recordings were picked up by the radio in the Cathedral and appeared to be issuing from within the Cathedral. A microphone also was hooked to the wireless phonograph oscillator and announcements were made, which were picked up by the radio in the Cathedral."

Musical Plug Send-Off

JANESVILLE, WIS.—As a salute to "The Great Victor Herbert," station WCLO here, played a quarter hour of Victor Herbert tunes the evening before the opening at the Jeffris.

Monogram Talent Hunt Draws Heavy Response

NEW YORK—The Monogram-Uncle Don talent contest, which has been running over the Mutual network, has resulted in over 2,000 applications with the contest slated to close February 29. The winners, who will be flown to Hollywood in May via United Airlines, will be cast in a Monogram feature.

Schools in the metropolitan area are displaying special posters in connection with the talent hunt which has received the board of education's approval.

NUGGETS

PARAMOUNT has completed an exploitation tieup with the Brunswick-Balke-Collender Co. on its short subject, "Bowling Skill," to enable exhibitors to capitalize on popularity of the sport.

●

A full page cooperative ad featuring the ads of various dealers, carrying copy plugging "The Shop Around the Corner" and urging readers to shop at these places following their visit to the theatre, featured Matt Saunders' campaign for the film at Loew's Poli, Bridgeport, Conn. For "Hunchback of Notre Dame," Saunders used a 15-foot cutout figure of the "Hunchback" on the marquee illuminated by a blinker light.

●

Manager Harold Johnson of the Glen, Glenwood Springs, Colo., has devised a display for the March of Time which is made up of three composition panels, neatly framed to display photos and posters. There is a half circle cut out at the top of the display in which has been set a revolving wheel made of compoboard on which is lettered "March of Time." The wheel is connected by a belt to a small motor set near the floor of the display.


I'VE SEEN THE PICTURE 4 TIMES AND I'M STILL LAUGHING

That may sound silly—But "HIS GIRL FRIDAY" has my sides aching and my lungs alone working overtime — and that goes for the audience also. It has been my duty for the past 15 years as a Theatre Manager to see countless pictures, both good and bad—but I can't recall at present any one picture that created such spontaneous and convulsive laughter, as "HIS GIRL FRIDAY" with CARY GRANT and ROSALIND RUSSELL at the HIPPODROME. I now understand why JIMMIE FIDLER said this picture is BELLS and is it so? The fastest and funniest picture in years. I urge you to see it!

BERNARD SEAMAN, Manager

"HIS GIRL FRIDAY"
Cary Grant—Rosalind Russell
On Stage — Hollywood Band Wagon
NOW — HIPPODROME

I Didn't See The Picture--But I'm Laughing!!!

Mr. Bernard Seaman, Mgr.
Hippodrome Theatre

12-26-39

Dear Bernie:

I saw your ad headed "I've seen the picture 4 times—and I'm still laughing."

I didn't see the picture—And I'm laughing anyway.

First it was my son who started to act it out for me. I laughed. Then I was interrupted by a fellow at Baltimore and Charles. I roared. I figure that a picture that makes one bunch howl, you see it ought to be good for a few laughs from you, so do see it.

I'm glad that you are holding Cary Grant and Rosalind Russell in "HIS GIRL FRIDAY" over for a second week as I certainly want to see it.

Cordially,
JOSEPH KATZ

"HIS GIRL FRIDAY"
Cary Grant—Rosalind Russell
plus ALL NEW STAGE SHOW
NOW — HIPPODROME

They All Laughed—

This gag from the fertile think tank of Bernard Seaman, manager of the Hippodrome at Baltimore for "His Girl Friday." The first a statement by Seaman, and then a reply. The ads from the Baltimore News-Post.



New Type of Dual—

A bit of double talk that excited plenty of interest in the all-comedy show at the Palace in Milwaukee. "So Good We Had to Tell You About It Twice," reads the punch line. Responsible was the advertising department of the Fox Wisconsin chain with Roy W. Staab handling the art work and Don Demien the copy.

Special Auto Float Used For "Swanee River"

HARRISONBURG, VA.—A float made up of two six-sheets and special art work built on an automobile were the mainstays of the campaign employed by Manager Jack W. Fretwell of the State, assisted by Martin Caracofe, for "Swanee River."

In addition, a public address system was attached to the float over which the leading numbers of the film were played and special announcements made at prominent places in the community.

Special letters were mailed out several days in advance to ministers and school principals in the city and county, mentioning the highlights of the picture as to musical and educational value and requesting the playdate and theatre be announced. Several theatre parties and a three-day holdover resulted. Banjo hangers and a large valance decorated the front.

Accent on Accents

BIRMINGHAM—During intermission at the Ritz for "Gone With the Wind," WBRC, the Birmingham *Post* station, interviewed "first nighters" on their reaction to the southern accents of the principal characters. No compilation of results is indicated.

Drawing Draws

CHICAGO—During the run of "The Fighting 69th" at the Chicago, Manager Roy Bruder had on display in the lobby an illustration of Joyce Kilmer's "Trees," by Ed Gentile, insured for $1,000.

In the Making

METRO

'ride and Prejudice—Greer Garson, Laurence Olivier, Mary Boland, Reginald Owen, Maureen O'Sullivan, Ann Rutherford. Director: Robert Z. Leonard. Producer: Hunt Stromberg. Original: Jane Austen. Screenplay: Jane Murfin. **(Starting)**

MONOGRAM

:on of the Navy—Jean Parker, Martin Spellman. Producer: Grant Withers. Original: Grover Jones, True Boardman. Screenplay: Ben Harrison Orkow. **(Starting)**

RKO RADIO

Bonne Chance—Ginger Rogers. Producer: George Haight. Original: Sacha Guitry. Screenplay: Allan Scott. **(Starting)**

My Favorite Wife—Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick. Director: Garson Kanin. Producer: Leo McCarey. Original: Sam and Bella Spewack. **(Completed)**

REPUBLIC

Ghost Valley Raiders—Don Barry, Lona Andre. Producer-Director: George Sherman. Screenplay: Bennett Cohen. **(Starting)**

Rancho Grande—Gene Autry, Smiley Burnette. Director: Frank McDonald. Producer: William Berke. Screenplay: Betty Burbridge, Peter Milne. **(Starting)**

Street of Forgotten Girls—Louise Platt, Donald Woods, Robert Armstrong, Wynne Gibson. Director: Phil Rosen. Producer: Robert North. Screenplay: Joseph Moncure March. **(Completed)**

20TH-FOX

Maryland—Don Ameche, Brenda Joyce, Walter Brennan, Fay Bainter. Director: Henry King. Producer: Gene Markey. **(Starting)**

UNIVERSAL

Fashions for Sale—Tom Brown, Constance Moore, Anne Nagel, Fritz Feld, Jerome Cowan. Director: Harold Schuster. Producer: Joseph Sanforth. Original: Ed Sullivan. Screenplay: Edmund L. Hartmann. **(Starting)**

If I Had My Way—Bing Crosby, Gloria Jean, El Brendel. Director: David Butler. Producer: David Butler. Screenplay: William Conselman, James Kern. **(Starting)**

The House of Seven Gables—Vincent Price, Margaret Lindsay, George Sanders, Nan Grey. Director: Joe May. Producer: Burt Kelly. Original; Nathaniel Hawthorne. Screenplay: Lester Cole. **(Completed)**

WARNER-F. N.

Torrid Zone—James Cagney, Ann Sheridan, Pat O'Brien, Jerome Cowan. Director: William Keighley. Producer: William Cagney. Original Screenplay: Jerry Wald, Richard Macaulay. **(Starting)**

"For the past two weeks I have not received my copy of BOXOFFICE. It may be that your address label is incorrect. It reads, I believe, 'Loew's Midland Theatre Bldg.' The correct address should be, '802 Midland Bldg., 1221 Baltimore.'
If my subscription has expired, please let me know and I'll send my check. I can't get along without BOXOFFICE."

—S. BERNARD JOFFEE,
Kansas City, Mo.

BOXOFFICE — The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
.... Adventure in Diamonds...Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... All Quiet on West. Front (Reissue) .....Univ
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

9 Babes in Arms.....M-G-M
10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
1013 Blondie Brings Up Baby...Col
.... Blondie on a Budget.....Col
.... Blue Bird, The 20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
4020 Call a Messenger ....Univ
420 Calling Philo Vance.....WB
.... Castle on the Hudson..WB-FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
.... Convicted Woman .....Col
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep
3936 Crashing Thru .....Mono

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
4055 Danger on Wheels.....Univ
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
.... Double Alibi .....Univ
.... Dr. Ehrlich's Magic Bullet .....WB-FN
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
010 Escape, The 20th-Fox
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
.... Eternally Yours .....UA
029 Everything Happens at Night 20th-Fox
946 Everything's on Ice.....RKO

F

6 Fast and Furious.....M-G-M
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
.... Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
010 Flying Deuces .....RKO
453 Four Wives .....FN
4032 Framed .....Univ
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
.... Goose Step .....P-D-C
421 Granny Get Your Gun.....WB
3916 ◎Great Victor Herbert...Para
926 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
4035 Hero for a Day .....Univ
3919 Heroes in Blue .....Mono
3922 Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
007 Hollywood Cavalcade..20th-Fox
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... Housekeeper's Daughter ....UA
.... Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Invisible Killer .....P-D-C
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
017 Isle of Destiny .....RKO
.... It's a Date .....Univ

J

3906 Jamaica Inn .....Para
914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

961 Kansas Terrors .....Rep
411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9031 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
4019 Little Accident .....Univ
020 Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
.... Lone Wolf Strikes .....Col
.... Lucky Texan (Reissue)....Mono

M

481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
.... Millionaire Playboy .....RKO
1032 Miracle on Main Street....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
463 On Your Toes .....FN
4030 One Hour to Live.....Univ
3911 Our Neighbors—the Carters .....Para
.... Outside the Three Mile Limit .....Col
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
418 Pride of the Blue Grass....WB
.... Primrose Path .....RKO
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
.... Real Glory, The .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
.... Riders of Destiny, reissue.Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
061 Road to Glory 20th-Fox
.... Road to Singapore.....Para
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

913 Sabotage .....Rep
952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
470 Smashing the Money Ring..FN
.... Son of the Navy .....Mono
941 South of the Border.....Rep
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
.... Three Cheers for the Irish .....WB-FN
004 Three Sons .....RKO
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
4052 Tropic Fury .....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

U

1010 U-Boat 29 .....Col

V

007 Vigil in the Night.....RKO
.... Village Barn Dance.....Rep
.... Virginia City .....WB-FN

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
3905 What a Life .....Para
918 Wolf of New York.....Rep
1 Women, The .....M-G-M

Y

032 Young as You Feel...20th-Fox
.... Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mono

Z

.... Zanzibar .....Univ

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
OCT. 7	[7] Act. Drama **1010** **U-Boat 29** (77) Conrad Veidt Valerie Hobson R—Sept. 23	[6] Comedy **6** **Fast and Furious** (73) Ann Sothern Franchot Tone R—Oct. 14	[1] O'door Dra. **3936** **Crashing Thru** (56) James Newill Jean Carmen R—Nov. 4	[6] Comedy **3905** **What a Life** (75) Betty Field Jackie Cooper R—Sept. 23	[6] Western **961** **Kansas Terrors** (57) Three Mesquiteers R—Oct. 21	[6] Musical **946** **Everything's on Ice** (65) Irene Dare Eric Linden R—Sept. 9	[6] Melodrama **010** **The Escape** (62) Kane Richmond Allan Duff R—Nov. 11		[6] Comedy **4035** **Hero for a Day** (66) A. Louise-D. Foran [29] Drama **Reissue** **All Quiet on the Western Front** (93); R—Sept. 30	[7] M'drama **WB418** **Pride of the Blue Grass** (65) Edith Fellows James McCallion R—Sept. 23	
OCT. 14		[13] Mus. Com. **9** **Babes in Arms** (97) Mickey Rooney Judy Garland R—Sept. 23		[13] Drama **3906** **Jamaica Inn** (106) Charles Laughton Maureen O'Hara R—July 8	[13] Act. Drama **913** **Sabotage** (69) Arleen Whelan Gordon Oliver R—Oct. 14	[13] Drama **004** **Three Sons** (72) Edward Ellis Virginia Vale R—Sept. 30	[13] Musical **007** ◎**Hollywood Cavalcade** (96) R—Oct. 7; Faye [13] Drama **061** **Road to Glory** (101) (Reissue)	[12] Comedy **Eternally Yours** (95) Loretta Young David Niven R—Oct. 7	[13] Drama **4052** **Tropic Fury** (63) Richard Arlen Andy Devine R—Sept. 16	[14] Musical **FN463** **On Your Toes** (94) Zorina Eddie Albert R—Oct. 14	
OCT. 21	[19] Com. Dra. **1101** ◎**Mr. Smith Goes to Washington** (125); R—Oct. 14 [16] Drama **1031** **Scandal Sheet** (67) R—Oct. 28	[20] Comedy **8** **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	[20] Western **Riders of Destiny** (54) (Reissue) John Wayne [20] Western **Reissue** **Sagebrush Trail** (55); John Wayne	[20] Drama **3907** **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			[20] Comedy **018** **Shipyard Sally** (80) R—Dec. 9 [20] Comedy **014** **Pack Up Your Troubles** (75) R—Oct. 14		[20] Western **4059** **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	[21] M'drama **FN470** **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	[24] Comedy **1011** **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown [29] Drama **1032** **Miracle on Main St.** (78); R—Jan. 27	[27] Com. Drama **10** **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	[1] Act. Drama **3816** **Danger Flight** (61) J. Trent R—Nov. 4 [25] Drama **3803** **Mutiny in the Big House** (84) R—Oct. 21; Bickford	[27] Drama **3908** **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	[27] Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	[27] Drama **012** **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	[27] Act. Drama **013** **20,000 Men a Year** (84) R—Oct. 28 [27] D'mentary **062** **First World War** (78) (Reissue) R—Nov. 17, '34	[26] Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	[27] Comedy **4019** **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	[28] Drama **WB403** **Roaring Twenties** (104) **James Cagney** **Priscilla Lane** **R—Oct. 21**	[22] M'drama **P-D-C** **Torture Ship** (57) **Lyle Talbot** **Irving Pichel** **Jacqueline Wells** **R—Dec. 23**
NOV. 4	[2] Western **1202** **Stranger From Texas** (55) Charles Starrett R—Dec. 23	[3] Com. Drama **7** **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	[31] Western **3857** **Overland Mail** (53) Jack Randall R—Nov. 18	[3] Western **3955** **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	[3] Drama **905** **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	[3] Comedy **010** **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 [3] Western **081** **Marshal of Mesa City** (61); R-Oct. 7	[3] Drama **019** **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		[3] Melodrama **4020** **Call a Messenger** (65) R—Sept. 9 Little Tough Guys [3] Drama **Reissue** **Road Back** (79) Richard Cromwell	[4] Com. Dr. **WB411** **Kid Nightingale** (58) R—Sept. 16 John Payne **Jane Wyman**	[29] Drama **P-D-C** **Goose Step** (90) **(Form. "Hitler—Beast of Berlin")** **Roland Drew** **Steffi Duna** R—Nov. 11
NOV. 11	[9] Comedy **1013** **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	[10] Drama **11** **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	[5] Act. Drama **3937** **Fighting Mad** (60) James Newill [7] Melodrama **3919** **Heroes in Blue** (61) R—Nov. 18	[10] Melodrama **3909** **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	[10] Comedy **915** **Covered Trailer** (66) Gleason Family R—Nov. 18	[10] O'door Dr. **006** **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	[10] Drama **015** ◎◎**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		[10] Act. Drama **4030** **One Hour to Live** (59); R—Sept. 16 [3] Melodrama **53** **Legion of Lost Flyers** (64); R-Dec. 16	[11] Drama **WB402** ◎**Elizabeth & Essex** (100); R—Oct. 7 **Bette Davis** **Errol Flynn**	[6] M'drama **P-D-C** **Buried Alive** (74) Beverly Roberts Robert Wilcox **R—Jan. 27**
NOV. 18		[17] Com. Drama **13** **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	[15] Mys. Drama **3923** **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	[17] Drama **3910** **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	[16] Western **848** **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	[17] Drama **005** **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	[17] Comedy **016** **Too Busy to Work** (65) Jones Family R—Nov. 4		[10] Rom. Com. **3002** **First Love** (84) R—Nov. 11 [17] Melodrama **4012** **Tower of London** R—Nov. 25	[18] Com. Dr. **WB413** **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	[14] Drama **P-D-C** **Invisible Killer** (60) Grace Bradley **Roland Drew** R—Feb. 10
NOV. 25	[23] Mys. Com. **7** **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	[24] Drama **12** **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	[25] Western **3951** **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	[24] Comedy **3911** **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	[22] Western **952** **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	[24] Musical **011** **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	[24] Com. Drama **026** **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		[24] Western **4060** **Chip of the Flying U** (55); R-Jan. 27 [24] Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	[25] Drama **FN458** **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	[30] Drama **1030** **Cafe Hostess** (63) R—Jan. 13 [1] Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	[1] Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	[5] Act. Drama **3938** **Yukon Flight** (58) James Newill R—Jan. 13	[1] Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	[29] Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	[1] Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	[1] Melodrama **021** **City of Darkness** (74); R—Nov. 25 [1] Melodrama **022** **Hornleigh on Holiday** (77) R-Feb. 3		[1] Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	[2] Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	[7] Drama **1026** **Fugitive at Large** (66) R—Aug. 5 [7] Western **1211** **Taming of the West** (54) R—Oct. 21	[8] Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	[10] Western **Reissue** **West of the Divide** (55); John Wayne [10] Western **Reissue** **Lucky Texan** (56) John Wayne	[8] Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		[8] Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	[8] Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		[8] Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	[9] C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		[15] Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	[15] O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	[15] Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	[15] Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		[15] Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		[15] Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	[16] Drama **FN481** **Mad Empress** (72) Medea Novara Lionel Atwill	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** **Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama **3916** **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama **3939** **Danger Ahead** (56) 15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1009** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63)	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. **R—Jan. 6**		26 Drama **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett **R—Jan. 6**	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (63) R. Hudson 1 Western **1212** **Pioneers of the Frontier** (58)	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **Five Little Peppers at Home** (60) Edith Fellows	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (73) Carole Lombard	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun** (56) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (..) Wallace Beery Dolores Del Rio	17 Act. Drama **3940** **Murder on the Yukon** (..) James Newill	16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe Margaret Lindsay	17 Drama **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	
FEB. 24		23 Drama **25** **Northwest Passage** (127) Spencer Tracy Robert Young	24 Western **3962** **Cheyenne Kid** (..) Jack Randall	23 Western **3923** **Knights of the Range** (..) Russell Hayden Jean Parker		23 Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (..) Will Fyffe		2 Drama **Framed** (60) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **Blondie on a Budget** (..) Penny Singleton Arthur Lake	1 Drama **23** **Strange Cargo** (..) Clark Gable Joan Crawford	2 Western **3953** **Rhythm on the Rio Grande** (..) Tex Ritter	1 Comedy **Seventeen** (..) Betty Field Jackie Cooper		1 Comedy **020** **Little Orvie** (..) Ernest Truex John Sheffield	1 O'd'r Drama **034** **Earthbound** (..) Warner Baxter	1 Melodrama **House Across the Bay** (..) Joan Bennett Geo. Raft	1 Melodrama **Double Alibi** (..) Wayne Morris Margaret Lindsay William Gargan	2 Drama **Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson Ruth Gordon R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (..).. 7 Melodrama **Outside the Three Mile Limit** (..)	8 Com. Drama **Untitled Morgan Picture** Frank Morgan Ann Rutherford	9 Melodrama **Human Monster** (..) Bela Lugosi	8 Melodrama **Adventure in Diamonds** (80) George Brent Isa Miranda R—Jan. 20		8 Drama **017** **Isle of Destiny** (..)	8 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20		8 Drama **Zanzibar** (..) Lola Lane James Craig		
MAR. 16		16 Drama **Young Tom Edison** (—) Mickey Rooney Fay Bainter	16 Melodrama **Tomboy** (..) Jackie Moran Marcia Mae Jones	15 Drama **Women Without Names** (..) Ellen Drew Robert Paige		15 Comedy **Millionaire Playboy** (..) Joe Penner Linda Hayes				16 Comedy **Three Cheers for the Irish** (..) Dennis Morgan Priscilla Lane	
MAR. 23			23 Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	22 Musical **Road to Singapore** (..) Bing Crosby Bob Hope Dorothy Lamour		22 Drama **Primrose Path** (..) Ginger Rogers Joel McCrea	22 Fantasy **The Blue Bird** (..) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (..) Brian Aherne Madeleine Carroll	22 Com. with Mus. **It's a Date** (..) Deanna Durbin Kay Francis Walter Pidgeon	23 Drama **Virginia City** (..) Errol Flynn Miriam Hopkins	

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

(S)Indicates short of the week.

(C)Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) .....Dec. 15
Glove Slingers (18) .....Nov. 24
Mooching Through Georgia (19) .....Aug. 11
Nothing But Pleasure (..) .Jan. 19, '40
Now It Can Be Sold (17).. June 2
Pest From the West (18½)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18) .....July 28

CINESCOPES

World of 1960 (Futurama) (..) .....Dec. 22

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) .....Jan. 12
Crop Chasers (8) .....Sept. 22
Dreams on Ice (6½) .....Oct. 20
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7) .....Aug. 11
Mother Goose in Swingtime (7) .....Dec. 8
Mountain Ears (7½) .....Nov. 3
Nell's Yells (7) .....June 30
The House That Jack Built (7) .....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10) .Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions) ..(9½) .....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)..Oct. 27
Morocco (10) .....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (9½).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster Songs) (11) .....Nov. 17
No. 5 (Gypsy Songs) (..)....Dec. 29
No. 6 (..) .....Feb. 2, '40
No. 8 Strauss Waltzes (11)...Apr. 21
No. 10 Songs of Romance (10) June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11) .....Sept. 1
No. 2 Charles Goodyear (10½) Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11) .....Oct. 12

MUSIC HALL VANITIES (New series)

Montmarte Madness (10½)...June 30

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7) .....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) .....Jan. 26

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6) .....June 2

SCREEN SNAPSHOTS (Series 18)

No. 11 (10) .....June 29
No. 12 (10) .....July 28

(Series 19)

No. 1 (9½) .....Sept. 22
Art of makeup.
No. 2 (10) .....Oct. 20
Training animal stars.
No. 3 (10) .....Dec. 1
No. 4 (..) .....Jan. 5
No. 5 (..) .....Feb. 9

SPORT REELS

Big Fish (10) .....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..) .....Dec. 29
Jai Alai (8½) .....Nov. 30
Jockeys Up (10½) .....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Rockin' Thru the Rockies (..) .....Jan. 5
Saved by the Belle (17).....June 30
Three Sappy People (18½)....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10) .....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS In Technicolor

A Day on Treasure Island (11) .....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9) .....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
(C)Mendelssohn's Wedding March (8) .....Nov. 4
Miracle at Lourdes (sepia) (11) .....Dec. 30
Prophets Without Honor (11) .....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..) .....Jan. 6, '40

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11) .....July 15
(C)One Mother's Family (9)...Sept. 30
Peace on Earth (9) .....Dec. 9
(C)The Bear That Couldn't Sleep (9) .....June 10
(C)The Blue Danube (7).....Dec. 16
(C)The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10) .....July 22
Captain Spanky's Showboat (11) .....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11) .....July 1
Joy Scouts (10) .....June 24
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) .....Dec. 9
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11) .....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia .....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9) .....July 1
Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Poetry of Nature (8) Sepia..June 17
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8) .....Nov. 18
Take a Cue (Sepia) (9).....Aug. 12

ROBERT BENCHLEY

How to Eat (10) .....June 10
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7) .....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8) .....Sept. 22
(C)Little Lambkin (7) .....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10) .....Nov. 10
Cuba (10) .....Jan. 5
Ecuador (10) .....Sept. 1
Peru (9) .....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10) .....Sept. 8
Frankie Masters and his Orchestra (10) .....Dec. 29
Here's Hal (10) .....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) .....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11) .....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) .....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10) .....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10) .....June 23
Public Hobby Number One (11) .....Sept. 22
Sugar Wind (10) .....Jan. 19
Touchdown Review (10) .....Dec. 22

PARAMOUNT PICTORIAL

No. 11 (10) .....June 2
Three stories about water.
No. 12 (10) .....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7) .....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7) .....Jan. 19

POPULAR SCIENCE (In Cinecolor)

No. 6 (11) .....Aug. 4
Popular Science No. J9-I (11) .....Sept. 15
Popular Science No. 3 (Cinecolor) (10) .....Dec. 15
No. J9-2 (10) .....Nov. 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) .....Nov. 24
A Desert Adventure (10)....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10)....June 9
Diamond Dust (10).....May 12
Hydro-Maniacs (10) .....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Triangle Had Its Points (7) .....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U.S.A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)..Oct. 27
William Tell (11) .....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11) .....Oct. 13
No. 2 (11) .....Nov. 17
No. L9-3 (10) .....Jan. 19

RKO Radio

DISNEY CARTOONS (In Technicolor)

(C)Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8) .....July 21

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Baby Daze (15) .....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17) .....June 2

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19) .....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 10 (20) .....May 12
Dixie—The nation's number one problem.
No. 11 (19) .....June 9
War, Peace and Propaganda.
No. 12 (22) .....July 7
The Movies March On.
No. 13 (18) .....Aug. 4
Metropolis—1939.
No. 1 (19) .....Sept. 1
Soldiers with wings.
No. 2 (19) .....Sept. 29
The Battle Fleets of England.
No. 3 (18) .....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 (17) .....Dec. 22
Crisis in the Pacific.
No. 6 (18) .....Jan. 19
The Republic of Finland.

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1
No. 5 (10) .....Dec. 29
No. 6 (11) .....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18)....July 28
Twincuplets (20) .....Jan. 26, '40

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Devil Drivers (9).....June 16
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Ice Cutters (9) .....Oct. 27
Kennel Kings (9) .....Aug. 11
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9) .....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Sagebrush Serenade (19).....June 16

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Men of Muscle (9).....Jan. 12
Nevada Unlimited (8).....Sept. 15
Pack Trip (9) .....Aug. 18
Television (9) .....May 5
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9) .....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11) .....Dec. 8

ED THORGERSEN-SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Sports Immortals (11) .....June 23
Top-Notch Tennis (10) .....

FATHER HUBBARD'S ALASKAN ADVENTURES

©Birthplace of Icebergs (11)..Aug. 4
The Aghileen Pinnacles (11)..Nov. 10

FASHIONS (In Technicolor)

Fashion Forecasts No. 4 (10)..July 7
Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Tempest Over Tunis (11)....June 9
The Evergreen Empire (11)...Oct. 13

TERRY-TOONS

A Bully Romance (7).....June 16
Africa Squawks (7) .....June 30
Barnyard Baseball (7) .....July 14
©Barnyard Egg-Citement (11) May 5
©Hook, Line and Sinker (7)..Sept. 8
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
©The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Old Fire Horse (7).....July 28
©The Orphan Duck (7).....Oct. 6
The Prize Guest (7).....June 2
The Watchdog (7) .....Oct. 20
©Two Headed Giant (7)....Aug. 11
©Wicky-Wacky Romance (7).Nov. 17

Universal

COLOR CARTOONS

Tom Thumb jr. (..) .....Mar. 4

LANTZ CARTUNES

©A Haunting We Will Go (7) Sept. 4
Andy Panda Goes Fishing (8).Jan. 22
Bird on Nellie's Hat.....June 19
Kittens Mittens (..) .....Mar. 4
©Life Begins for Andy Panda (8) .....Oct. 9
©Scrambled Eggs (9) .....Nov. 20
Silly Superstition (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7) .....Aug. 7
Stubborn Mule (7) .....July 31
©The Sleeping Princess (9)...Dec. 4
Three Little Kittens.....Feb. 12

GOING PLACES WITH GRAHAM McNAMEE

No. 64 (9) .....June 26
No. 65 (9) .....July 17
No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (..) .....Feb. 5
No. 73 (..) .....Feb. 26
No. 74 (..) .....Mar. 18
No. 75 (..) .....Apr. 8
No. 76 (..) .....Apr. 29

MENTONE PRODUCTIONS

Gals and Gallons (18).....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

Swing Sanatorium (18).....June 14
Dorothy Stone-Charles Collins.

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth. Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 63 (9) .....June 5
No. 64 (10) .....July 3
No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (..) .....Jan. 29
No. 73 (..) .....Feb. 19
No. 74 (..) .....Mar. 11
No. 75 (..) .....Apr. 1
No. 76 (..) .....Apr. 15

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

Bullets and Ballads (17½)...Feb. 14

International Revels (..).....Mar. 13

Rhythm Jamboree .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....Sept. 6

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Broadway Buckaroo (20).....June 3
Ice Frolics (20) .....Oct. 28
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 16
Wardrobe Girl (20).....June 17

THE COLOR PARADE (New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Modern Methods (9).....July 15

LOONEY TUNES CARTOONS

Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Polar Pals (7) .....June 3
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Picnic (7).....July 15
Scalp Trouble (7).....June 24
Wise Quack (7).....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Eddie DeLange and Orchestra (10) .....Aug. 12
Leith Stevens & Orch. (10) .....June 10
Rita Rio & Orch. (10).....July 1
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10).....Sept. 2
Vincent Lopez and Orch. (10) .....Sept. 30
Will Osborne & Orch. ..(10) .....July 22

MERRIE MELODIES (In Color)

Believe It or Else (7).....June 3
Curious Puppy (8) .....Dec. 30
Dangerous Dan McFoo (7) .....July 15
Detouring America (7).....Aug. 26
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7) .....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Old Glory (10) .....July 1
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7) .....Sept. 9
Snow Man's Land (7).....July 29
Thugs With Dirty Mugs (7)...May 6

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17) .....Dec. 23
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
©The Monroe Doctrine (16)..Oct. 14

SPECIALS (Tech.)

The Master's Touch (10)....Feb. 18

VITAPHONE VARIETIES

One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9
Witness Trouble (10).....July 29

NEWSREELS

TUESDAY, JANUARY 30

Movietone News, No. 41

"City of Flint" in Baltimore; Social Security payments start; release deer in Virginia woods; New York dog show; shipping fruit on coast; skating races; navy musclemen at Annapolis; girls on mechanical horses; Lew Lehr.

News of the Day, No. 239

"City of Flint;" President gets birthday cake; Canada greets new U. S. envoy; Social Security; crown king and queen of movies; basketball game; navy gym scenes; skating, wrestling.

Paramount News, No. 44

"City of Flint;" Roosevelt birthday cake; test airliner; Canada parliament closes; Cromwell arrives in Canada; blimp rescues men on frozen Chesapeake; skating; middle gymnastics; wrestling.

RKO Pathe News, No. 56

"City of Flint;" New York art exhibit; Roosevelt birthday cake; St. Paul winter sport carnival; Social Security; Annapolis gymnastics; skating.

Universal Newsreel, No. 845

"City of Flint;" test airliner; President and birthday cake; St. Paul ice carnival; art display in N. Y.; Cromwell arrives in Canada; basketball; Bear Mountain sports; navy gymnastics.

THURSDAY, FEBRUARY 1

Movietone News, No. 42

Birthday ball; earthquake in Turkey; air raid in Finland; Norse volunteers for Finn army; Chamberlain speech; English blockade; English female flyers; Churchill visits France; heavy guns on French front; one-year-old quintuplets celebrate birthday in Texas; skiing; aquaplaning in Florida.

News of the Day, No. 240

Turkish earthquake scenes; Chamberlain speech; Churchill in France; howitzers in France; India troops arrive in France; fire in bombed Finnish town; President's birthday ball; quads in Texas; aquaplaning in Miami; ice scooting on Long Island.

Paramount News, No. 45

French troops in trenches; Hore-Belisha makes farewell; Chamberlain speech; two sets of twins have babies; skiing in New Hampshire; golf in California; Baer-Galento fight-preliminary mouthwork.

RKO Pathe News, No. 57

President's birthday ball; India troops in France; spring evening fashions; General Gamelin decorates British general; pine pulp industry; California golf; French howitzers.

Universal Newsreel, No. 846

British planes take off to pursue German attackers; English train wreck due to blackout; French aviation industry; birthday ball; Ohio river ice jam; bathing suits in Florida; bury fire mascot with pomp; Golden Gloves bouts; aquaplanes in Florida.

TRUE ADVENTURES (By Floyd Gibbons)

Haunted House (11).....June 3
Lives in Peril (11).....July 7
Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle
12 Chapters .....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

Clearing House

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

WANTED—Complete Powers projectors or heads, 6A's or 6B's. Also lamps, rectifiers, or what have you. B-1216, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

FEBRUARY BARGAINS — 300 yards good used carpet; 200 veneer chairs; Powers 6B late model, sound heads; two used amplifiers; DeVry portables with 2,000 foot magazines. WESTERN THEATRE SUPPLY, Omaha, Neb.

BUY YOUR THEATRE EQUIPMENT on easy time payments at S.O.S.! Buy projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

SWAMPED WITH ORDERS from our Jubilee Sale catalog—They all ask how we do it. Hurry—write for your copy and save real cash! S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.



THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

USED EQUIPMENT

FOR SALE—Complete Pictur Fone sound with double channel amplifier. CRYSTAL THEATRE, Ligonier, Ind.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

1,200 FINE OPERA CHAIRS, USED. Reasonably priced for immediate sale. Wonderful condition. RIALTO THEATRE, Paducah, Ky.

EXCEPTIONAL BARGAIN for quick turnover—1,200 used upholstered opera chairs, $1.50 each. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

YOU CAN RESEAT NOW at prices fitting your purse! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

THEATRES WANTED

THEATRE WANTED—Within 200 miles of Chicago, 400 to 900 seats. B-1213, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE FINANCING

WILL FINANCE new theatres for responsible theatre operators and owners. R. LEVINE & COMPANY, 1235 S. Wabash, Chicago, Ill.

POSITIONS WANTED

PROJECTIONIST — Experienced; do show card lettering. References. BEHRENS, 902 N. Eighth, Sheboygan, Wis.

THEATRE MANAGER—Thoroughly experienced; will go anywhere. Box 148, Coral Gables, Fla.

PROJECTIONIST - MACHINIST-ELECTRICIAN—Capable and reliable. JOHN MARCUM, P. O. Box 65, Independence, Kas.

COMBINATION MAN — Experienced; capable as manager, operator, display artist. Now employed. B-24, BOXOFFICE, 210 S. Harwood, Dallas, Tex.

PROJECTIONIST—At liberty, account monopoly; age 37; years of experience, Indiana and Florida. Capable full charge theatre. Salary secondary to right connection; references; go anywhere. DON F. WHITE, Frankfort, Ind.

PROJECTIONIST—8 years; age 21; married. Amplifiers my delight. B-1217, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

SPACE FOR RENT

FOR RENT—All or part upper floor 148 Walton Street, Atlanta, Ga.; now divided into offices, studios and supply rooms; terms reasonable. VISUGRAPHIC FILM CORP., P. O. Box 385, Atlanta, Ga.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) — 10c a word, 4 insertions at price of 3

Kindly insert the following ad.....times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

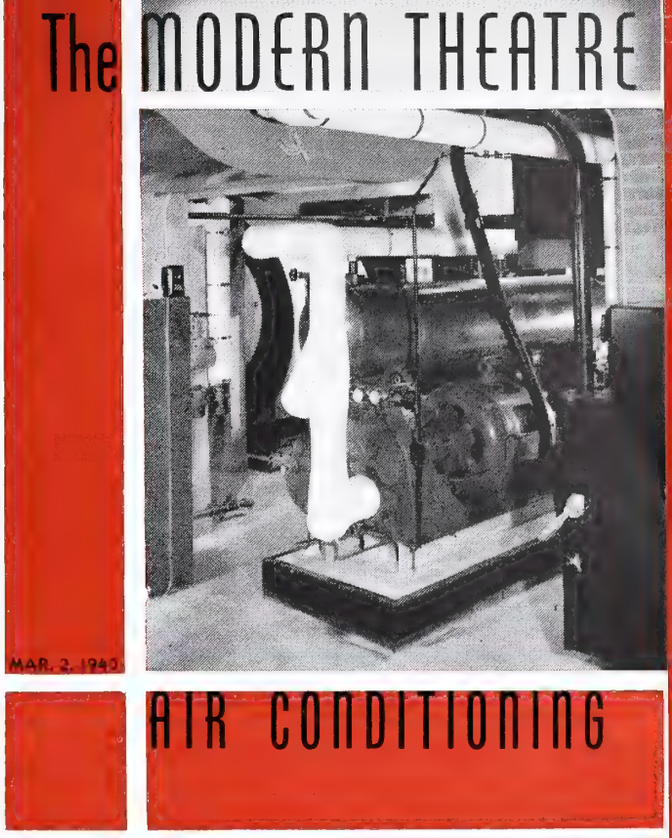
.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

AN ADVERTISEMENT TO THE ADVERTISER



HERETOFORE this space has been used quite entirely as a "house ad" for the stimulation of reader interest in forthcoming issues of The Modern Theatre section of BOXOFFICE. It has served that purpose most faithfully and so well in fact that it is no longer necessary to announce the subjects of issue in advance. Theatre owners and managers — men who plan and build theatres and purchase for maintenance — no longer need prompting. They reach for BOXOFFICE the moment it arrives — and THEY READ IT! They're accustomed to "catching" The Modern Theatre section every fourth issue throughout the year. This RESPONSIVE READING HABIT is now firmly established throughout the industry. If you doubt it, just ask any number of your local theatre owners to name their favorite tradepaper. They'll tell you it's BOXOFFICE— and why . . . So this advertisement is directed to SUPPLIERS — people who want to place themselves in position to do more business, and more profitably, with our readers. If you're of that turn of mind, let us remind you now that another fine MERCHANDISING issue is coming along — another big boost for theatre property modernization that will mean more business for Modern Theatre advertisers.

APPEARING EVERY FOURTH WEEK IN



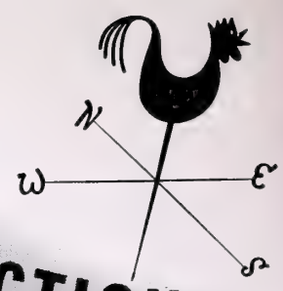
A TIMELY, NON-TECHNICAL DISCOURSE ON

Air Conditioning

for theatres is being prepared by our editors and collaborators for feature presentation

IN THE ISSUE OF MARCH 2, 1940

TREMENDOUS IN EVERY DIRECTION



John Steinbeck's

OF MICE AND MEN

SAN FRANCISCO
United Artists...Opened to biggest business in six months. Held over 2nd week!

READING...*Astor* Top U. A. opening of season. Receipts for week 70% over previous week's picture!

MIAMI BEACH
Lincoln..Record smashing engagement with 1 hour and 45 minutes' wait for all seats!

NEW YORK CITY
Watch it hit the Roxy . . . . soon!

PRODUCED BY
HAL ROACH

RELEASED THRU
UNITED ARTISTS

The Pulse of the Motion Picture Industry

BOXOFFICE

FEBRUARY 17, 1940 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

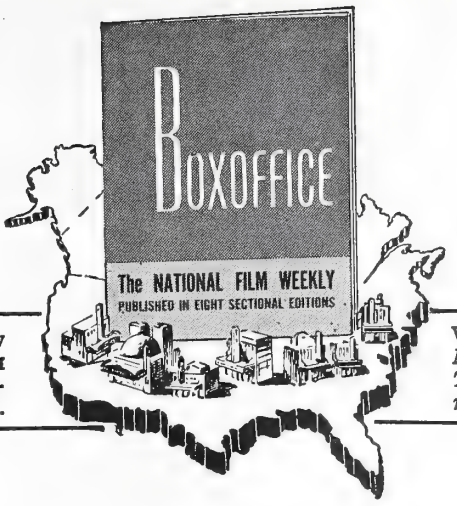
PRODUCTION INDEX

Northwest Passage



WATCH THE MOVIE SKY!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 13
February 17, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

THE PUBLIC BE DAMNED--AGAIN?

THE full story of the recent Neely bill debate before the Screen Writers' Guild in Hollywood has not been told. Not quite.

The arguments in opposition, presented by George J. Schaefer of RKO, and those for enactment, presented by Abram F. Myers of Allied, are, or should be, known by this time. But now comes a stenographic report of the question and answer period which followed to reveal several interesting and significant arguments. We deal with them today.

Schaefer made much of the point that the venturesome spirit in production must flourish. "A venturesome spirit is not only capital, but the venturesome spirit is the producer, the director, the author, the writer, the man who has a germ of an idea . . . I don't think the producer, the author and the writer should take the full load. I think the independent exhibitor and the affiliated exhibitor are part and parcel of this industry. They should support the workers of this industry in their initiative and in their experimental stage to try to bring to the public those things that we are always reaching for," he stated.

Walter Wanger, arguing the synopsis provision of the bill represented actual, or potential, federal censorship which Myers denied, demanded to know how it would affect "the creators who are anxious to go in for experimentation . . . in reference to pictures like 'Pasteur,' 'The Grapes of Wrath,' 'Of Mice and Men' or any other experimental pictures?"

It is of record that Myers believed "some of the pictures you have named, those great biographical pictures, that the submission of those pictures in advance ought to lead to wider circulation, because there ought to be a wider demand from the group, the community groups interested in this matter for the production of pictures of that kind."

It is of record, too, that Myers added, "When you mention 'The Grapes of Wrath' and 'Of Mice and Men,' I am not so sure what the result would be, because they are based on books so filthy that they would not be kept in the average American home." Finally, it is of record that Myers was hissed at this point, thereafter and immediately adding, " . . . I would say this, the average teacher and reader in a community would be prejudiced against those pictures from their title. Now sometimes you can't tell. I wouldn't be able to tell in advance just what the results would be."

This is the background. And now what this column thinks.

The job and the responsibility of making pictures inherently belong to the producer. By his ability or his lack of it, he prospers or fails and so does the exhibitor, reflecting public acceptance. The venturesome spirit of which Schaefer spoke and the living space for experimentation for which Wanger argued must be maintained at all odds. In fact, it must be encouraged. For progress, otherwise, will be circumscribed to the strangulation point unless the producer, hitting and missing alike, is permitted the latitude which allows him to step in new directions, unmarked as to precedent, uncharted as to course.

How else are departures from the routine to be achieved? What is to vary the level of production and how can that level be raised if the producer charged with the task is not to endeavor, at least, to do something new?

"The Grapes of Wrath" dramatically tells of the migratory workers' plight in California. Myers himself is in patent doubt over its outcome if its production hinged on the synopsis provision of the Neely bill. "Dr. Ehrlich's Magic Bullet" frankly and honestly traces the scientific history of the cure for syphilis. There can be very little doubt, indeed, over its fate under a similar restriction. Yet both films, in their separate ways, are outstanding and do far more credit to the industry than a score or more of the boy-gets-girl variety. Farsightedness prevailing, there will be more. Hope for it.

Already the bewildered and meek victim of pressure groups of infinite description, the industry would face a future without parallel under a condition making the exhibitor the butt of any and all groups arguing against that which they oppose and regardless of what it may represent.

This would constitute a pre-censorship far more dangerous and potentially more disastrous than the brands represented by police power and legislative authority. Most clearly would it dictate what subjects could and could not be made. Thereby ultimately would it deprive the public from determining for itself, by patronage extended or by patronage withheld, the films it will accept or reject.

Kann

TRIAL DATE MAY BE MAY 1, THEN AGAIN NO; MAJORS' LAWYERS DOUBT GOV'T WILL BE SET

Gov't Apparently Not So Sure of Its Own Case, Statement Indicates

NEW YORK—Any delay in getting the all-industry suit under way May 1 will be of the government's own doing, major counsel states, declaring in its opinion it is impossible for the department of justice to be ready on the proscribed date.

The contention of major lawyers is that trial counsel for the government will have to burrow through voluminous records to familiarize himself with the history of the case before he can begin his opening remarks. It is understood David Podell will be trial attorney for the prosecution.

Among the details Podell will have to give attention are the numerous depositions being taken at the local department's offices by Robert L. Wright, answers to the consolidated interrogatories filed by the distributors and the various complaints as they continue to reach the department.

To Use New Complaints

The government has informed distributors it will use new complaints filed after the all-industry suit. According to an agreement with the defendants, from 15 to 30 days notice before trial will be given major counsel in order to check and be prepared if, and when, such complaints are brought into the proceedings.

Again, it is pointed out, distributors are making every effort to be ready by May 1. In the event they are not, delays on questionable issues will be sought, but not as to the case as a whole. In other words, if the attorneys are not prepared to answer a certain issue, time will be asked to look into it. The government, from apparent indications, will not object to this procedure.

The government's witnesses will include independent producers and distributors as well as unaffiliated exhibitors, it is stated in an affidavit submitted to William P. Farnsworth in a request that Columbia accept a consolidated list of interrogatories in line with the other majors.

Witness Data Not Revealed

Whether these witnesses are still in the business or not has not been disclosed by the government which bluntly comes out with an announcement it will not vouch for the integrity or statements of the men it will call to the stand on its behalf.

Apparently, and based on the statements made by William P. Farnsworth, the government is not sure of its own case, its witnesses or its evidence.

States the government, "It is manifestly impossible to include within the confines of the suit, evidence as to the nature and extent of the practices in each community. The government's fundamental contention is that the business of production and distribution should be divorced from exhibition, there being under the existing industry structure discrimination in favor of controlled theatres and against unaffiliated theatres by the eight majors in licensing pictures.

"The government's case must necessarily be built on general lines and will primarily be concerned with showing how the industry developed, the extent of actual control exercised by the producers over policies of their own affiliates and theatres and the effect and control upon competition in the industry.

"In showing this effect, the practical necessities of a law suit compel the government to select what it regards as representative evidence rather than cover the entire field."

Because it is impracticable to secure all the data necessary within a specified time, the government states Atlanta, Kansas City, New York and Philadelphia were chosen as cities representative of what it has in mind.

Testimony of witnesses to be called and documents to be offered by the government will not be testified to as authentic, Farnsworth states.

"No government representative can attempt to render any statements under oath at any time as to what these persons will say on the witness stand. The government is not even going to vouch for the credibility of any witness without a final discussion of his testimony prior to his taking the stand and when he does take the stand, the government is not then bound

(Continued on page 10)

Goddard, in First Appearance, Cracks Down on Gov't Counsel

NEW YORK—In his first appearance in the case Tuesday, Judge Henry W. Goddard cracked down on the government for its refusal to divulge information which Columbia counsel claims is necessary and vital for its defense in the all-industry suit. The situation developed during a hearing on motions both by the government and the distributor for additional interrogatories.

Pleading his case, Louis D. Frohlich of Schwartz & Frohlich, Columbia attorneys, stated, "The government has been able to elicit every bit of information and I have been unable to get anything from them." Particularly, the lawyer wanted to know why, in view of the fact Columbia does not own theatres, it has been brought into the case.

"Since we do not own theatres, I want to know what we have done that is wrong, how we violated the law and I can't find out until I get all the answers to our interrogatories."

William P. Farnsworth, representing the government, answered, "We are willing to disclose the government's case, but we are not willing to prepare it for the defendants."

Frohlich then colored and said, "The government cannot come into this court and take refuge in its prestige. I am entitled to as much information from it as I would be from a private litigant." He objected to the government "setting itself up as a judge" as to what information shall be handed out.

"The government cannot say we will give you what we like. That's the part we don't like," Frohlich added.

Whereupon the judge took the matter in hand, informed both parties he could not decide the motions for another month and hinted the trial may be delayed beyond May 1.

"I haven't any doubt that Columbia is entitled to something," Judge Goddard asserted. "I can see now where we are not going to get along. I think Columbia is entitled to more than general answers." The bench stated it was in favor of interrogatories because it cuts short the actual trial and eliminates details before trial.

Farnsworth objected on the ground that, as soon as the names and addresses of the witnesses are divulged, the defendants will then begin investigating their dealings with the witnesses. He said the government would have to rely on hearsay, that the witnesses would then come into court and say "that so-and-so told me so," etc. Farnsworth insisted Columbia was entitled to the information given to the other seven major companies and, since these companies agreed to accept the government's interrogatories, he did not see why Columbia should be put into a class by itself.

The defense argument on this was that Columbia was a producer and distributor, did not own theatres and hence was not in the same position as five other majors.

When the judge held that Columbia was entitled to additional information because of this, and with the government still objecting, he stated, "The government is taking an arbitrary position." He added that if the prosecution drops this attitude, "I can't but help feel we will get somewhere."

A concentrated effort to get together was then urged by the court. The hearing was put over to March 8. In the interim both the government and Columbia attorneys will try to work out a limited number of objections. The March 8 date will give Columbia time to review the answers to be

(Continued on page 10)

COMMERCE'S REPORT SUGGESTS NO SPECIFIC FOR RELIEF; PAVES WAY FOR MORE CONFABS

9 New Suits In, 8 Out Since Jan. 1

NEW YORK—Since the first of the year, nine new anti-trust actions have been filed by independent operators against major companies. Eight individual pending suits involving alleged violation of the Sherman Act have been settled and withdrawn from the federal court calendars.

The settlement of one suit is pending and from reports two other new actions may be instituted unless the proposed plaintiffs get together with distributors and other interests.

In the list of new suits seven were instituted by one operator, E. M. Loew of Boston. The others were by Rubin Shapiro of the Admiral, Philadelphia, against Warner and the majors for $75,000 damages; and the Waldo, Waldoboro, Me., action for $250,000 against several Paramount theatre subsidiaries and major distributors. The Loew action seeks $640,000 triple damages and involves a number of open air drive-ins.

Suits disposed of by minor readjustments are as follows:

Joy Amusement Co., operating the Joy, Dallas, against Interstate and majors for $17,000,000 and attorney fees.

Indianapolis Amusement Co., Roy E. Bair, plaintiff, against majors. The plaintiff at one time operated a small circuit.

M. M. Buchanan of the Bama, Athens, Ga., sold the theatre to Tony Sudekum and at the same time withdrew his suit against the Crescent circuit and majors.

The Linden, Baltimore, against Louis

(Continued on page 14)

Children's Scale of 25c Asked for "Pinocchio"

NEW YORK—RKO's sales policy on "Pinocchio" calls for a minimum 25 cent admission for children and an increase over current scales of 10 cents for adults, plus a guarantee of the same playing time given "Snow White."

Aside from these conditions, it is understood some deals are being sought at 50 per cent, others at 40. The percentage allocation varies with situations and other factors tying in with the run.

The negative cost is reputedly placed at $3,000,000. This includes costs charged off to experimentation and portions of the film originally made, then scrapped for improved sequences.

Loew Dividend

NEW YORK—Loew's has declared a 50 cents common dividend, payable March 30 to record stockholders of March 15.

Accord, However, Seen Stymied by Justice Attitude in Suit

By EARLE A. DYER

WASHINGTON—No definite, detailed, concrete recommendations for solution of industry problems were made by the department of commerce in the report it sent to the department of justice last month.

That report, it is learned, discussed the situation only in broad terms and, apparently, was not intended to be a document on which Assistant Attorney General Thurman Arnold would take any immediate, definite action.

To considerable extent, it is believed, the report was designed to form a basis on which there could be further conversations between the department of commerce group and representatives of the industry. It was sent to the department of justice, apparently, so that Arnold could learn just what the Hopkins group was doing.

Commerce officials are hopeful that by the end of this month they can arrange for new meetings with the industry, but in unofficial circles it is suggested that their efforts to reach an agreement with the industry will be badly handicapped by the uncompromising attitude of the justice department toward the New York suit and the unabated agitation for the enactment of the Neely bill.

With hearings on the block-booking legislation tentatively scheduled for next month and the New York case due to go to trial early in May, it is not believed in Washington that the industry has either the time or the inclination to digress into more or less technical discussions with the commerce department, which apparently can have little or no effect on the two issues with which it is preoccupied.

However, it is suggested, if the Neely bill is defeated and some face-saving settlement of the anti-trust suit reached, the "big boys" will lose no time in hitting the sawdust trail to Washington, to make a real effort to develop trade practices universally satisfactory and put an end to the complaints which today have distributors fighting with their backs to the wall.

Delays "Westerner" Until 1940-41

New York—In order to insure wider distribution for "The Westerner," UA is holding over the picture as part of its 1940-41 lineup. Release has been in doubt so long, little or no attempt was made to sell it on the present schedule. Since the picture is reported to cost about $1,500,000, the company feels maximum returns can better be realized through delaying the release.

Better U. S. Takes Is Hope---Mayer

DETROIT—World War No. 2 was a blow to every studio on the coast and the only way to overcome it is to hire more capable production talent in order to make bigger and better pictures which will gross more in the domestic market, Louis B. Mayer states.

He said that the problem still facing the studios for the coming season is to trim down studio costs around the edges in months to come. "I don't mean in budget costs but in general studio overhead where hundreds of thousands of dollars can be saved. But as far as actual pictures are concerned we'll make everything we think is entertainment. We'll determine our budget, especially on top product, as we come to each picture. Naturally, if I feel that putting another $200,000 or so into a picture will make it much better, I will do so.

"So, despite the international situation, big pictures, and we'll make even more of them next year, will bring back profit in 1940-41 just as they are doing this year."

Mayer constantly referred to the present record of "Gone With the Wind," during his discussion. He pointed out the unheard of grosses of "GWTW," how it is expected now to get its production costs back within six months, and how extended playing time is being accorded it, "all because it is doing business, and still making money for every exhibitor playing the picture."

Despite definite pronouncements of pro-

(Continued on page 14)

"A Pattern for Future?" Called Trade "Dream"

DETROIT—Referring to "A Pattern for the Future?," BOXOFFICE editorial of two weeks ago, Louis B. Mayer, while here, observed a division of production effort under which majors would concentrate on major product and leave the filler, or less, product for companies designed to fill that market requirement, is a dream and the Utopia of the industry.

Because of the general pattern of "Gone With the Wind" and other forthcoming big pictures, the M-G-M production head stated future product may be expected to run two hours and beyond on the theory this, eventually, will tend to eliminate double features.

He added, however, that any plan, such as was suggested editorially, whereby distributors would be content not to grab every single theatre date might be difficult to evolve, especially if the Neely bill becomes law. Then, he said, the government might attempt to regulate to whom the companies can and cannot sell.

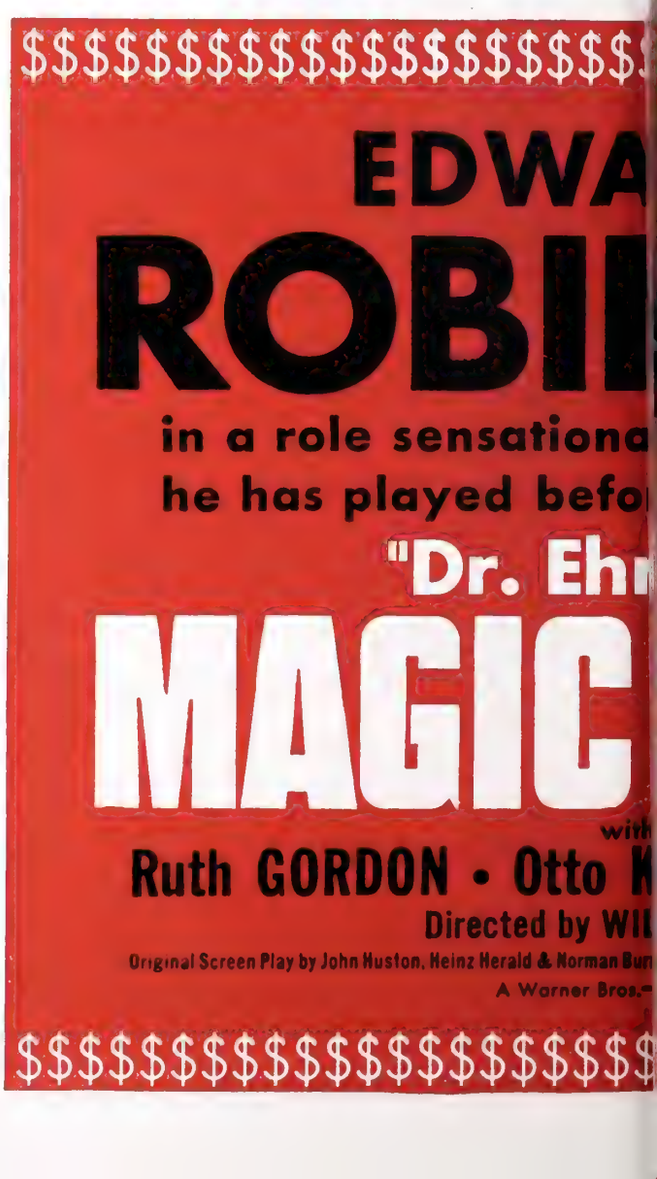
IT TOOK WARNER STUDIO
TO PROD

Now the Same Showm
Makes possible its Smas

"Brilliantly conceived, superbly produced and masterfully acted, this film should take rank as one of the finest pictures of this or any year! Exhibitors and the public alike will long remember this picture. Completely absorbing drama at its best; it should completely grip any audience from beginning to end; Edward G. Robinson gives what many will term the finest performance of his career; and it adds new laurels to the Warner Bros.' standard, as well as representing a great achievement for everybody connected with the picture. No audience can fail to be stirred and thrilled!" *Film Daily*

"Attains epochal proportions! Edward G. Robinson's delineation of the German scientist is undoubtedly his crowning achievement!" *Boxoffice*

"In the exceptional array of fine pictures which have been presented to Hollywood preview audiences during the past few weeks, 'Dr. Ehrlich's Magic Bullet' moves immediately into the farthest forerank as one of the greatest. It is a magnificent picture, completely absorbing, tense, exciting drama, with a production which is well-nigh flawless. Picture unquestionably marks the turning point in the



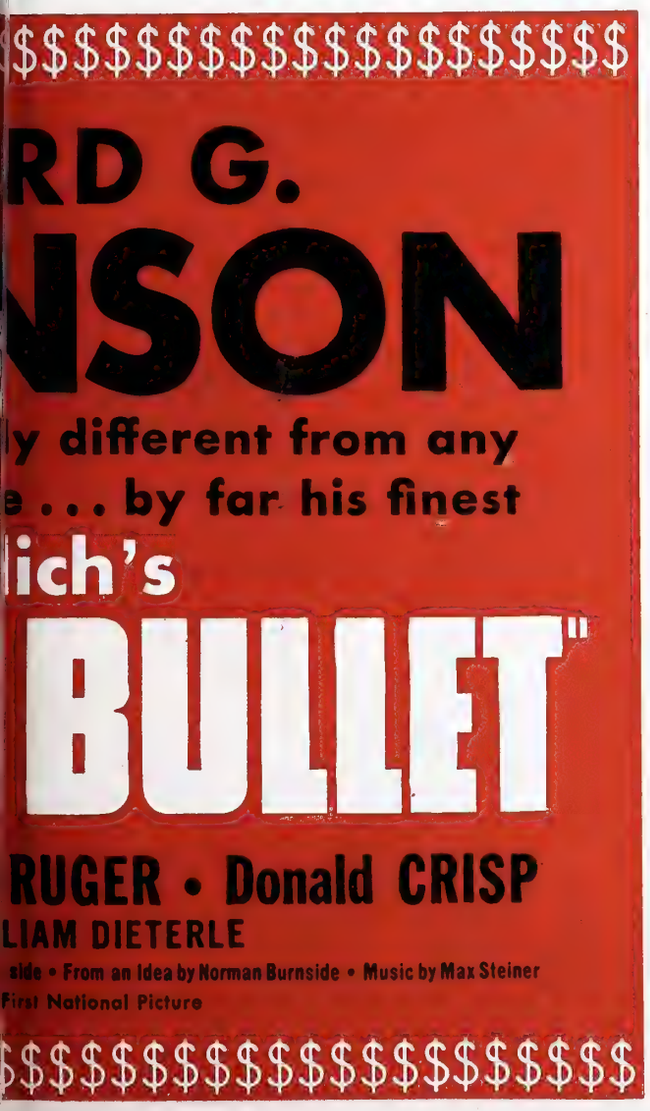
SHOWMANSHIP

UCE A "ZOLA"...

anship Brand

hing Successor!





career of Edward G. Robinson, who gives a performance so superb that it ranks with the finest in history. This is William Dieterle's finest directorial effort to date, one which must be reckoned with when the 1940 Academy awards are considered."

Hollywood Reporter

"Fine acting, superb direction, remarkable story telling and a plus quantity of inspiration. 'Dr. Ehrlich' will hold audiences spellbound!" *Daily Variety*

"One of the greatest motion pictures in the whole history of the screen! A stirring drama of vast popular appeal! It is a film every theatre should be proud to play!" *Film Bulletin*

"A motion picture with all the attributes to make it one of 1940's most auspicious screen triumphs. It is a production that places Edward G. Robinson in the niche with other truly great actors!"

Showmen's Trade Review

"There is no question that it is splendid entertainment! Everything that he has done in the past must be forgotten, so perfectly has Robinson become the scientist, Ehrlich." *Motion Picture Daily*

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

OUT of the mailbag:

> Any exhibitor feeling the Neely bill will not be advantageous to him, don't know what would be good. And one preferring to continue under the heels of the producers and distributors as has been, God help him.
>
> This writer will ask you and any exhibitor to show how the Neely bill will hurt, not generalities cloaked in the dark-like item on the other side of this paper but real honest-to-God facts. [He refers to the editorial, "Are You Ready for It?" published on January 27.]
>
> What other business sells pigs in a poke and demands as has been in the picture game? Of course, you know what side of your bread is buttered, so you now think, and as smart as you think you are, you are badly mistaken. Which would be better for you: 100 producers or 10 as now glut the business with rotten product and demands, with little or no redress whereas the Neely bill will remedy all this by throwing production open to any one wanting to produce and good productions will get the business besides putting the producers out of the exhibition end of the business.
>
> Now, I repeat. What other game is controlled in such a rotten way as this picture game? Come out clean-cut now. But dare you? I feel you won't dare. How about it? Boosting the Neely bill will help you and the business all the way around and not to stay in the same old rut, dominated and bulled as the other side of this paper advises.
>
> If the Neely bill is licked, God help the independent exhibitor and such as you. You will have to take only what is offered. Worse and worse things will be. Can you not see straight now and act as this says? Be candid.

Speaking of Candor

This tirade from Pittsburgh beats its wings against what was largely a reprint of a speech made by H. M. Richey before the ITO of West Virginia. As a preface, it was clearly pointed out, or so it seemed, that those who got any benefits from the column must direct their applause to Richey. Their raspberries, too, by the way.

At any rate, and if you don't mind our saying so, we're much more in the open than the irate writer. We're printing his remarks. He didn't even have the guts to sign his letter.

NO doubt it will come as no surprise for Abram F. Myers to learn he occupies a sort of vacuum with his peer into the future of theatre operation. In his address before the Screen Writers' Guild, he remarked at one point:

> In a few years that sacred first run revenue the major companies have been trying so desperately to protect, will no longer be worth the effort. The biggest intake will be in the residential districts and suburbs, and they will play day-and-date with downtown because it would be foolish to give protection to a house that is losing money over one that is making money. And you may be certain that these neighborhood and small town houses are going to select their product; they are not going to run whatever Hollywood sees fit to send them. They will pick and choose with the best of them. And do not think that this great change can be halted by blind opposition to the Neely bill. With or without the Neely bill it will come to pass. But, if the Neely bill is rejected in its present form or in such improved form as might be worked out with your assistance, these reforms may be imposed as a result of harsher, less elastic measures. Allied States Association has been a power for moderation in the Neely camp. I shudder to think what the next anti-block booking bill will look like if the present bill is defeated as a result of the campaign of falsehoods being waged against it.

Pulling Whose Leg?

Passing by the Neely angles and alighting fleetingly on the other, does Myers seriously believe the day will come when, in New York for instance, the Willard near Jamaica will play day-and-date with the Capitol on Broadway? Or that the former will outdistance the latter in gross, thereby persuading the Loew circuit to abandon its show window for parity with one of its neighborhood theatres?

Come, come! Hollywood writers may be taken in by this. No one beyond San Bernardino will.

Slightly Scrambled

"Abe Lincoln in Illinois" opens its New York run at the Music Hall on Washington's Birthday.

If anything, this proves motion pictures and history are only chance acquaintances.

When CHARLES LAUGHTON sings it! . . .

and VIVIEN LEIGH swings it! . . . *WOW!!*



• Your chance to get the year's greatest star discovery, Vivien Leigh . . . together for the first time with the screen's supreme character actor, Charles Laughton—in the show that's got *everything*—singing, dancing, drama, and a love story that hits straight at the heart!

Hear Laughton recite Kipling's "IF" . . . as only Laughton can!

CHARLES LAUGHTON

VIVIEN LEIGH

A Heart-Stirring Drama of Peace-Time London!

"SIDEWALKS OF LONDON"

with REX HARRISON • Screen Play by Clemence Dane • Directed by TIM WHELAN

Produced by ERICH POMMER • A Pommer-Laughton "Mayflower" Production

A Paramount Release

Goddard Cracks Down On Gov't Counsel

(Continued from page 4)

submitted by the government on March 1 to the consolidated interrogatories served by the other seven defendants. The judge declined to accept briefs until a further discussion was held with him.

When Farnsworth indicated that supplying an additional set of answers to Columbia would create "a burdensome task upon the government," Judge Goddard answered that in so important a case the defendants were entitled to what information could be secured to prepare their defense.

After informing Frohlich that "your associates are passing the buck to the court" on the question of the interrogatories, the bench privately told Farnsworth it did not approve of the arbitrary attitude on part of the government. He then again asked for cooperation from both sides, adding "do your best to get together. If you do it in that spirit maybe Columbia will take less."

Jack Cohn, vice-president of Columbia, was the second witness to be examined before trial. His brother, Harry, was the first. The hearing took place after the arguments on motions before Judge Goddard. With Robert L. Wright, assistant to the attorney general, conducting the examination, the Columbia executive was asked many questions previously put to his brother. However, the government tried to develop information as to contracts the company had with major circuits and independents in 36 key cities.

Much of the information was passed up for Abe Montague to answer as general sales manager. A brief outline on his history in the business was given by Cohn, as well as the operations of the handling of the contracts by his company.

Particularly, the government wanted to know what difficulty Columbia had experienced with "pools" and how the company sold selective first run contracts in each territory.

"Have you at any time considered the advisability of acquiring any interest in theatres?" Cohn was asked. The question was objected to and Frohlich instructed the witness not to answer. This is the same question which caused quite a bit of excitement when it was put to Harry Cohn.

Jack said he held some stock in Fox Theatres, Roxy Theatre Corp., Paramount and Loew's, "but nothing to amount to much." He said he had had these stocks for years, had put them away and would have to check with the Columbia comptroller to find out all his holdings.

Which brought a cryptic statement from Frohlich, who said, "That's part of a conspiracy." He later, in advising Cohn not to answer, declared, "That doesn't make any part of a conspiracy."

Government counsel Wednesday examined William A. Scully, general sales manager for Universal, regarding his company's ability to get first-run playing time. Scully reported no trouble, except in New Orleans where Universal now has a spot booking deal with the Orpheum. Charles R. Rogers, former Universal production head, will not be called to testify before trial. RKO executives are slated to appear next week.

Trial Date May Be Set, But Doubt Gov't Ready

(Continued from page 4)

to limit his testimony to any particular issue."

Much of the information in the hands of the government is "hearsay," the Farnsworth affidavit states. "No defendant could afford to limit its investigation to the government's characterization of the witnesses' testimony as it might appear at the trial that the government had been misinformed."

Columbia has been playing a lone hand in filing interrogatories and requests for answers, the contention of counsel being it is an independent company and the only relation it has with other companies is actually doing business with them. UA started to proceed this way in its answers, but of late has been joining with the others in filing consolidated replies. However, Edward C. Raftery of counsel for the company holds this is to facilitate matters and not an indication that UA will not act independently at the trial.

Universal, the third theatreless distributor, has more or less joined forces with counsel for M-G-M, Warner, Paramount, RKO and 20th-Fox.

The guns in the pending suits are expected to pop March 1 when the government submits its answers to the consolidated distributor interrogatories. It is then when a list of those who have relevant facts about the complaints and theatres involved are to be made known; also the independent producers who have complained to the government.

Columbia Drive Quota On a Two-Year Average

NEW YORK—The campaign quota for each Columbia branch in the Montague Fifteenth Anniversary Campaign which got under way over the weekend for 12 weeks, represents the average yearly billings of the two years from July 3, 1937 to June 30, 1939.

Based on billings, the following awards will be made to managers, salesmen, office managers and bookers of the 12 branches accomplishing the greatest improvement in billings at the conclusion of the drive:

First prize, two weeks salary; second prize, two weeks salary; third and fourth places, one and a half weeks salary; fifth and sixth places, one weeks salary; seventh and eighth places, three-quarter weeks salary; ninth and tenth places, two-thirds weeks salary; eleventh and twelfth places, one-half weeks salary.

In addition to the national awards, there will be additional awards of one weeks salary to the manager of the leading branch in each division. This award will be based on billings only during the drive. There will also be personal awards to bookers for short subjects and serial billings, as well as accessory managers.

The campaign committee comprises Rube Jackter, chairman; Max J. Weisfeldt, Louis Weinberg, Maurice Grad, George Josephs, Louis Astor and H. C. Kaufman.

AA Takes Over 21 Poster Renters

NEW YORK—With the outright purchase of 21 independent poster renters by Advertising Accessories, complete unification of the production and distribution of display materials has been achieved for the first time in the industry, according to Charles L. Casanave, AA vice-president and general manager. The deals, all of which were made on an individual basis, embrace all important cities in the country.

With this latest phase in the development of the newly formed National Screen subsidiary goes the dissolution of the National Poster Service Ass'n, comprising independent renter units that have existed in many instance for 25 years. The organization held a three-day convention at the Hotel New Yorker here, the outgrowth of which was the deal concluded by AA. Casanave declares the convention delegates, as well as their executive committee and president, Simon Libros of Philadelphia, voted "overwhelmingly" in favor of absorption into AA.

The acquisition of the poster renters provides that the "majority" of their personnel be retained, Casanave declares. As given out by the AA general manager, this is the list of renters, the areas they cover and their operators, which have been taken over:

Albany—Theatre Display Company, Harry Rabinowitz and John Bylamcyk.
Atlanta—Poster Exchange, Inc.
Buffalo—Economic Poster Exchange, J. Goldstein and F. Wyckoff.
Charlotte—Carolina Poster Exchange, Inc., F. Beddingfield.
Chicago—Photoplay Advertising Service, J. Bloom and H. Porozynski; Chicago Poster Exchange, I. Sokoloff.
Cincinnati—Theatre Poster Service, William Bein.
Cleveland—Exhibitors Poster Service, Leroy and Phil Kendis.
Dallas—Texas Poster Exchange, Dallas Poster Exchange and Allied Poster Exchange, Harry Harris.
Des Moines—National Poster Exchange, Inc., I. Sokoloff.
Detroit—Cinema Service, G. Le Veque.
Indianapolis—Movie Poster Exchange, H. T. Liebtag, Inc., H. T. Liebtag.
Kansas City — Premier Advertising Service, Charles Burns and Raymond Crandal, and Theatre Poster Exchange, Homer Blackwell.
New Orleans—Rex Poster Exchange, Inc., S. R. Reams.
New Haven—Mutual Advertising Service, H. Wenzel and J. Berliner.
New York—Progressive Poster Exchange, Inc., L. Weinzimer and H. Egert, and Exhibitors Poster Supply Co., Inc., H. Schlitt and S. Bram.
Minneapolis—Exhibitors Poster Service, Inc., J. Powers.
Oklahoma City—Clarks Poster Service, G. Clark.
Omaha—National Poster Exchange, Inc., I. Sokoloff.
Philadelphia—National Kline Poster Co., Inc., O. and S. Libros.
Pittsburgh—Independent Display Co., D. Rosenfeld.
St. Louis—Photoplay Advertising Co., Inc., J. Bloom and H. Porozynski.
Washington—D. C. Poster Exchange, Inc., R. Dial.

Ginsberg to Paramount As Aide to Freeman

HOLLYWOOD—Henry Ginsberg, long with Hal Roach and more recently vice-president and general manager of Selznick International, in about a week joins Paramount as assistant to Y. Frank Freeman.

Allied Date Not Set

BOSTON—No specific date has been set for the next regional meeting of Allied States Association.

Predicts Cycle of Films With 'Guts'

NEW YORK—An "economic revolution" stemming from "The Grapes of Wrath" and inducing the production of "pictures with guts" is taking place quietly in Hollywood, writes Sidney Skolsky in his Hollywood column appearing here in the New York *Post*. He believes the film based on the Steinbeck novel will wield "a tremendous influence in Hollywood" and continues:

"Offhand, I can think of no picture that will influence picture making as much. I am excepting those pictures which brought about technical changes, such as 'The Birth of a Nation;' the first talking picture, 'The Jazz Singer' and the first genuine Technicolor picture. 'The Grapes of Wrath,' without any innovation in the technical department, will alter the style of pictures to be produced."

It has already changed Darryl F. Zanuck's attitude, Skolsky reports. "He is looking for stories that say something; he wants to make pictures with guts. He is considering doing a picture about Stalin and is searching for another problem of the American scene to present on the screen . . . Of course, some diehards are saying, 'Let's wait and see what it does throughout the country. The people want entertainment' I have faith in the country and I believe 'The Grapes of Wrath' is entertainment," the columnist continues.

"Producers for a long time have been parading under a banner labeled 'Entertainment' and don't know what the word means. Anything that is light and silly and doesn't make an audience think is supposed to be entertainment. I have seen many pictures loaded with the surefire ingredients of entertainment that were as dull as dishwater.

"One of the few objections to 'The Grapes of Wrath' from the escapist critics is that it is a problem picture and movie audiences don't want problems. This is the bunk. Many of the hit pictures that Joan Crawford appeared in were problem pictures.

"They [in Hollywood] are going to make fewer and better pictures. Many of the established producers, who are smug in their own success and have held the movies back, are on their way out. 'The Grapes of Wrath' is an important picture that came along at the crucial time. It should help the motion picture industry as much as it will help the migratory workers."

"Grapes" Draws 150,261 to N. Y. Rivoli First 16 Days

NEW YORK—During the first 16 days of its run at the Rivoli on Broadway, "The Grapes of Wrath" is credited by 20th Century-Fox with having drawn 150,261 customers. The house seats 2,092.

Here's the way the company breaks down the daily attendance:

January 24	11,499
January 25	10,565
January 26	9,769
January 27	12,717
January 28	11,719
January 29	8,812
January 30	9,115
January 31	8,911
February 1	7,591
February 2	6,885
February 3	12,519
February 4	11,305
February 5	7,645
February 6	6,681
February 7	7,336
February 8	7,142

A Page From "Life"

SPEAKING OF PICTURES . .

. . THESE BY LIFE PROVE FACTS IN "GRAPES OF WRATH"

Martin Quigley is a trade-paper publisher who for years has belabored the U.S. cinema industry with one idea. This idea is that movies should be pure entertainment, should have no truck with social, political or economic concepts. In his *Motion Picture Herald* and *Motion Picture Daily* he has insisted that film makers are showmen, must never be teachers or reformers. Since Mr. Quigley co-authored the Hays code and supports the powerful Catholic Legion of Decency, his idea has, in the minds of many, been a ponderable factor in keeping movies trivial and unadult.

This warfare of Quigl ...ological films has broken out anew with t... beck's *The Grapes of ... Motion Picture Daily* of th... to... ological suggest... mistake... in its selection as materia...

To Author Steinbeck's and Producer Zanuck's defense rushed critics, columnists and editors who have acclaimed *The Grapes of Wrath* "a masterpiece," "a work of genius," "a great American motion picture." In the New York *Times*, Frank S. Nugent deplored Mr. Quigley's belief "that the motion picture must hide its head like an ostrich to be monarch of all it surveys." In the New York *Post*, Ernest L. Meyer feared Mr. Quigley would leave for the films only fairy tales, mysteries, thin men, gangsters, gunmen and "the two Mickeys, Rooney and Mouse." In *Boxoffice*, rival trade paper edited by Maurice ("Red") Kann, appeared the best retort: a page of stills from *The Grapes of Wrath* matched picture for picture with genuine "Okie" photographs published in LIFE, June 5, 1939.

These photographs, here republished, were taken by LIFE Photographer Horace Bristol in March 1938, when he and Author Steinbeck toured the Okie camps in search of material for a picture book and a story for LIFE. The picture book was dropped to make way for a best-selling novel called *The Grapes of Wrath*. ...ad the facts behind a great work of fic... ...arefully researched by the newscamera.

LIFE
REG. U. S. PAT. OFF.
Vol. 8, No. 8
February 19, 1940

NEW YORK—*Life*, in its current issue, devotes two pages to a documentation of the basic facts in "The Grapes of Wrath," basing its presentation on pictures it published on June 5, 1939 and their direct parallels from the film. Both sets of photographs first appeared in BOXOFFICE on February 3, 1940.

Almost entirely pictorial, the layout, nevertheless, included a brief discussion which is reproduced above in slightly reduced size. The comment:

"Martin Quigley is a trade paper publisher who for years has belabored the U. S. cinema industry with one idea. This idea is that movies should be pure entertainment, should have no truck with social, political or economic concepts. In his 'Motion Picture Herald' and 'Motion Picture Daily' he has insisted that film makers are showmen, must never be teachers or reformers. Since Mr. Quigley co-authored the Hays code and supports the powerful Catholic Legion of Decency, his idea has, in the minds of many, been a ponderable factor in keeping movies trivial and unadult.

"This warfare of Quigley vs. sociological films has broken out anew with the screening of John Steinbeck's 'The Grapes of Wrath' ('Life,' January 22). In 'Motion Picture Daily' of January 25, Mr. Quigley called the Darryl Zanuck movie 'a drab depiction . . . told against a chaotic jumble of philosophic and sociological suggestions,' 'a demagogic preachment,' 'a mistake . . . in its selection as material for the screen.'

"To Author Steinbeck's and Producer Zanuck's defense rushed critics, columnists and editors who have acclaimed 'The Grapes of Wrath' 'a masterpiece,' 'a work of genius,' 'a great American motion picture.' In the New York *Times*, Frank S. Nugent deplored Mr. Quigley's belief 'that the motion picture must hide its head like an ostrich to be monarch of all it surveys.' In the New York 'Post,' Ernest L. Meyer feared Mr. Quigley would leave for the films only fairy tales, mysteries, thin men, gangsters, gunmen and 'the two Mickeys, Rooney and Mouse.' In BOXOFFICE, rival trade paper edited by Maurice (Red) Kann, appeared the best retort: A page of stills from 'The Grapes of Wrath' matched picture for picture with genuine 'Okie' photographs published in 'Life' June 5, 1939.

"These photographs, here republished, were taken by 'Life' Photographer Horace Bristol in March 1938, when he and Author Steinbeck toured the 'Okie' camps in search of material for a picture book and a story for 'Life.' The picture book was dropped to make way for a best-selling novel called 'The Grapes of Wrath.' Never before had the facts behind a great work of fiction been so carefully researched by the newscamera."

Two More for Detroit

DETROIT—Wisper and Wetsman plan another addition to their fast-growing circuit. It is the Royal, a 2,500-seater, now under construction. Cliff Glusseman and Bud Harris also plan a new theatre in suburban Keego Harbor. Plans are for a May opening.

Critics HAIL! Walt Disney's

newest full-length feature in technicolor

Pinocchio

The most enchanting film ever brought to the screen. Will appeal to all types and ages of people. Far superior to anything Disney has ever done. Hurry over to the Center Theatre — pronto! *—Kate Cameron, News*

A compound of imagination and craftsmanship, beauty and eloquence to be found only in great works of art . . . endless succession of humorous incider . . . sure touch of comic geni Another Disney masterpiece.
—Howard Barnes, Herald-Tribu

As brilliant as was his Sno White . . . Disney's PINOCCHI is twice as inspiring . . . he h accomplished the astonishi feat of out-Disneying Disn himself.
—Rose Pelswick, Journal-Americ

AND ALL RECORDS GO TUMBLING AT NEW Y

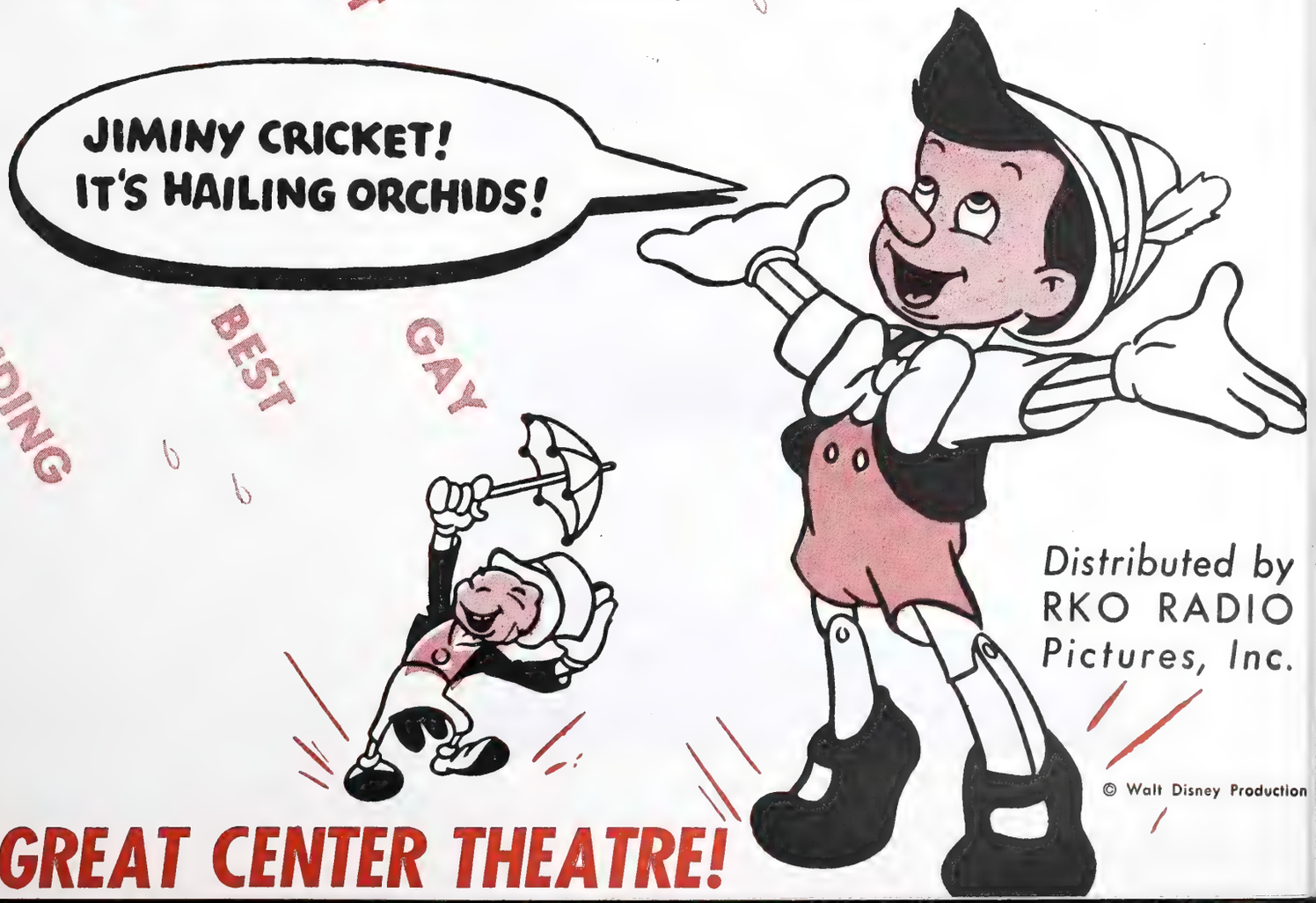
:very bit as fine as we had
)rayed it would be, if not finer
. . Superior to Snow White . . .
he best thing Disney has done.
—*Frank Nugent, Times*

Sing out the news! . . . Walt Disney has not only matched but has outdistanced Snow White. Recommended unreservedly for young and old alike. Will leave you amazed at Disney's timeless genius.
—***Wm. Boehnel, World-Telegram***

. When you go to see INOCCHIO forget all about Snow White . . . it is far superior o its predecessor. You are going to leave the theatre singing its praises. Don't miss it! Really grand and happy stuff!
—*Lee Mortimer, Mirror*

Absolutely perfect and a work of pure, unadulterated genius. Has a higher percentage of pleasure for adults than anything Disney has ever done. No excuse for not seeing it will be acceptable.
—***Archer Winsten, Post***

It is hard to think of anyone who wouldn't like to see it twice at least...A screen classic for adults as well as juvenile audiences. This twentieth century still has reason for rejoicing . . . it has Disney! —*Eileen Creelman, Sun*



Distributed by
RKO RADIO
Pictures, Inc.

© Walt Disney Production

RK'S GREAT CENTER THEATRE!

Nine New Suits In, 8 Out Since Jan. 1

(Continued from page 5)

Rome and majors, which has resulted in a change of clearance favorable to the plaintiff.

Herman Weingarten of the Surf and Cameo, Miami, withdrew his action with the sale of the houses to Wometco, a defendant with the majors.

Frank Ford of the Stadium, Evanston, Ill., closed with 20th-Fox and M-G-M and eliminated them and B&K from an anti-trust action.

The Lenrose Amusement Co. of Newark, which sought $150,000 damages, and Mobeel Enterprises of Brooklyn, asking for $75,000 in triple damages, were discontinued after some months. Major counsel states "less than $2,500 was paid in the settlements." In both cases, inability to secure product was charged.

Although a settlement appears imminent, the Harry Fried suit against the majors and Warner in connection with his three Main Line theatres in subsequent Philadelphia areas may yet come to trial. Fried has been in New York negotiating terms. It is understood arrangements had been completed for Paramount and Columbia product to be released by Warner and given to Fried, but the plaintiff is demanding "better terms."

While progress continues in the negotiations by Emil K. Ellis, attorney for Jack Fields of the Cameo, Jersey City, N. J., the filing of an anti-trust suit against the Skouras circuit and majors is in the hands of George P. Skouras. Ellis is trying to get Skouras to let the Cameo play M-G-M product not dated by Skouras' Fulton. If this is permitted, the Cameo would move up ahead of a number of Skouras' subsequent runs.

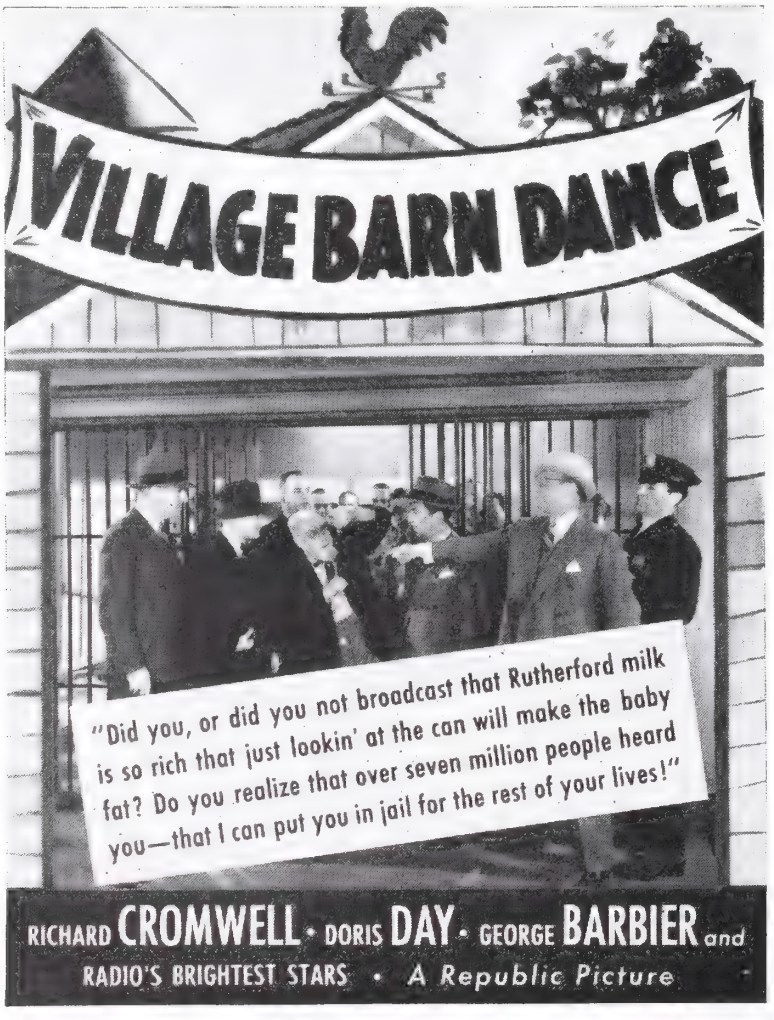
Following closely on the heels of the recent Westway, Baltimore, victory, the majors were handed another favorable order when the Philadelphia circuit court of appeals set aside a temporary injunction granted by Judge Kirkpatrick in the Landis, Vineland, N. J., anti-trust suit. The circuit court held the enjoinder was prematurely issued.

Some time ago, Judge Knight in Buffalo refused to grant the government an injunction restraining the Schines from reopening closed theatres, acquiring new ones and building others.

Oral arguments have been concluded in Nashville on the distributors' demands for a bill of particulars in the Crescent case. A decision is being awaited.

After 178 days, testimony has been completed in Boston in the Morse & Rothenberg suit which has been pending for three years. A special master will make his recommendation shortly at which time it may be decided to have the case heard by a jury.

From Beatrice, Neb., is a report Frank Hollingsworth, who recently acquired the New Pix, is contemplating an anti-trust action against Fox Midwest. He is complaining about lack of product.



Better U. S. Grosses Is the Hope–Mayer

(Continued from page 5)

duction budgets, there is always a flexible leeway on the M-G-M lot that is of more importance. This, in the opinion of Mayer, is what is primarily responsible for the many big productions his company turns out.

Thus the production head of M-G-M explained in leading up to his pronouncement here while attending the world premiere of "Young Tom Edison," that while annual budgets may be announced at M-G-M sales conventions, they are more or less only guiding figures to go by and not absolute requirements.

As for 1940-41, Mayer said that no plans have yet been studied very thoroughly but that the announced budget will be somewhere in the neighborhood of that for this season, $42,500,000. "And despite the European situation," he said, "we will spend all we announced for this year, if not more, on our pictures."

"Our main problem is to make pictures," he said. "And as long as we have the merchandise we are not afraid of whether the distribution department will get it back or not. War or no war, we feel that big pictures will always get more extended playing time. Not because we ask for it, but because the smart exhibitor, himself, will extend the playing time of product that is getting him money."

Touching briefly on the Neely bill, Mayer said that such legislation is primarily bad for the smaller exhibitors in the business and would not be as harmful to the major studios. "We'll continue to make big pictures and ones such as 'Ninotchka,' 'Northwest Passage,' 'Young Tom Edison,' and the many other big ones we have coming—and we have more big ones than all the rest put together—can get playdates under block booking or any other plan of distribution in the industry."

Mayer in talking to local reporters during his visit here, took time to scotch charges that the industry in Hollywood had a strong leftist taint and that its propaganda was aimed almost exclusively at fascism and naziism and not at communism.

"Those charges are stupid," he said. "As a matter of fact, M-G-M has made one picture aimed at communism, 'Ninotchka.' After all that has been said in that picture, there is nothing more to say on that subject."

Willard Patterson Rites Are Held in Atlanta

ATLANTA — Funeral services were held here Saturday for Willard C. Patterson, who died at Palm Springs, Calif., Monday from tuberculosis. Long in exhibition and latterly a Warner theatre executive in charge of labor, Patterson was well known.

Surviving is Mrs. Patterson, the former Anna Aiken who, for years, was publisher and editor of the *Weekly Film Review*, a publication consolidated in 1930 with BOXOFFICE.

Nat Fellman of the Warner theatre staff represented the company at the services.

Charges Hollywood Aided Left Wingers

NEW YORK—"Through an examination of bank accounts and sworn statements of former officials and organizers who had charge to some extent of the collection of funds from Hollywood, it can be established beyond any doubt that large sums of money have been collected by the Communist Party from party members, sympathizers, fellow travelers and dupes connected with the film industry."

This is Representative Martin Dies again. The chairman of the House Committee on Un-American activities comes to the fore once more in a second article in *Liberty*, this one entitled "Is Communism Invading the Movies?" His initial effort was dubbed "The Reds in Hollywood."

Dies says the party began a concentrated drive in Hollywood in 1934, when it realized the potential value of the industry from both a financial and a propaganda standpoint. The Tom Mooney case, he adds, "served as an entering wedge, to which many of the Hollywood actors and writers gave large sums of money and permitted their names to be used."

Communist Organizes Groups

A Communist Party member whom Dies nicknames "John Roe" was able "to start the organization of sympathetic Hollywood professional people into small groups . . . Through the year 1935 these groups grew to number 42 professional people from the Hollywood district. They were later divided into eight study groups, each group having a party discussion leader who discussed Communist Party theory and ways of increasing the party membership and party financial contributions from the Hollywood area."

Dies goes on to describe a party meeting in August, 1936, which Earl Browder attended. The latter is said to have "wanted to use the meeting as the basis for the collection of a $10,000 campaign fund from the Hollywood party members and sympathizers. This meeting was organized and held at a home in Hollywood. Present were some prominent actors and screen writers, the majority of whom were members of the organized groups. Incidentally, it can be established by qualified witnesses that the members of these groups brought Communist Party stamps under instructions from the Communist Party to destroy them."

In July or August, 1936, Dies continues, the Central Committee of the Communist Party sent to Los Angeles one of its principal cultural organizers who he claims has contributed often to the party's writings. "He was assigned to Los Angeles to increase both the party's revenue and its numerical strength in the Hollywood area. He replaced 'John Roe' and he took over the organization and collection of funds from Hollywood. He was under instructions not only to bring about a general strengthening of the party's organization in the Hollywood district, but also to devote special attention to the development of cultural organizations such as the Hollywood Anti-Nazi League and to trade-union problems. He was also instructed to conduct an intensive campaign among the craftsmen employed in the different studios."

After liquidation of the more loosely organized groups "the Communist Party organization in Los Angeles followed a definite policy of attempting to influence the production of pictures so as to prevent any anti-Communist pictures," Dies says. "On a number of occasions 'John Roe' discussed with leading members of the Hollywood groups what their attitude would be, and on some occasions he would obtain their assistance in stopping, or in trying to stop, such production . . . One of the purposes of the Communist groups was to endeavor to prepare the manuscripts and select the casts wherever possible. They did everything in their power to encourage the production of anti-Nazi pictures."

It is the declared belief of Dies that the Communists succeeded to "some extent" in spreading subtle propaganda through the media of certain films, "so cleverly done that it was difficult for the average man to detect." The strategy, Dies says, was the continual stressing of the weak points of the American system without giving due credit to its accomplishments and the emphasis of the "defects of our political and economic systems."

Dies urges the "responsible leaders of the great film industry to cooperate with us and to clean their house of un-American influences. Films must cease to be used as the vehicle for the dissemination of the Marxian views. While it is undoubtedly true," he concludes, "that the great majority of actors, screen writers, and producers are patriotic Americans, and that most of the motion pictures which have been produced are free of un-American propaganda, there is no occasion for the production of any motion picture the subtle effect of which is to encourage or promote Socialism or Communism."

Studio Shrug Greets New Dies Blast

Hollywood—"Take your best hold" apparently reflects Hollywood's unofficial reaction to Martin Dies' most recent threat to "expose Hollywood."

The extended press statement issued by the Texas congressman on Thursday had even less immediate effect on the film capital than did his signed articles in "Liberty" Magazine. Producers, individually and as an organization, chose to ignore the latest blast, while liberal organizations took it in stride as they proceeded apace with their plans for concerted and elaborate refutation of the Dies charges.

No More "GWTW" Dates Until End of March

NEW YORK—M-G-M sales executives say the current 200 engagements of "Gone With the Wind" in addition to another 156 bookings that are due to open within the next six weeks precludes the possibility of taking any more dates on the film until the end of March, at which time it is expected prints presently in work will be available.

Due to the high cost of Technicolor prints, said to run about $1,100 each, the number is being pegged at about 350.

Reports Attendance Is on the Way Up

NEW YORK—Theatre attendance in the last few weeks has picked up around the country with resultant optimism reflecting in company quarters, according to the Wall Street *Journal*, usually well-informed financial newspaper.

The paper reports film men "believe there is a good chance that the turn has finally come after a long period of rather indifferent attendance" and declares the unprecedented gross of "Gone With the Wind" in 27 key cities "is in part responsible." A pickup aside from this one attraction, however, also is cited.

"Another more cheerful factor is that the foreign situation is getting no worse and income, while down, is not so bad as some had feared," states the story. "Paramount, which has more theatres in the United States than any of its competitors, has suffered a smaller percentage decline in gross income than most of its rivals. Earnings for 1939 are expected to be close to the level of 1938, or around $4,000,000, equal to about $1 a common share. Paramount has under way a program of producing several films in England which, if completed without interruption, will provide a number of pictures at lower than domestic cost.

"Twentieth Century-Fox, which earned $1.20 a share on its common stock for the nine months (39 weeks) ended September 30, is unlikely to add very much net per share for the common in the December quarter. The current three months, with better business abroad and at home, should bring profits back closer to normal. 'Grapes of Wrath,' the company's latest big release, has had fine reviews and is apparently one of the big pictures of the season.

"Warner Bros. currently is doing well with its 'Fighting 69th' and it is hoped the February quarter should be somewhat better than the November period when earnings were equal to 14 cents on the common.

"Loew's reported 71 cents a share on its common stock for the quarter ended November 23, which included two of the worst war months. Allowing for slightly better foreign income since then and for 'Gone With the Wind' profits, Loew's might very well show $1 to $1.25 a share for the period ending in February."

Para. Partners Discuss Neely Offensive

MIAMI BEACH—Paramount theatre partners and home office executives, in meeting here, sought to develop means of fighting the Neely bill. General theatre problems of specific interest to the company also were on the agenda.

Present were Barney Balaban, who has been vacationing here; Austin C. Keough, Sam Dembow, Leon D. Netter, Leonard Goldensen and Monty Gowthorpe.

Boston Probes Beano

BOSTON—The City Council is investigating Beano here. The group plans more rigid regulation.

New Group in Italy Gets Film Control

ROME—Control of the Italian film industry has shifted from ENIC to ENAIPE, the National Organization for the Acquisition and Importation of Foreign Films, as a result of the law passed by the council of ministers on January 22. The present measure strongly modifies the monopoly decree of September, 1938.

The new law places the power of price-fixing and import restrictions in the hands of the council of administration of the ENAIPE subject to approval by the ministry for popular culture.

Under the law, Italian distributors are allowed to negotiate for foreign films within the quota set by the ENAIPE. Each distributor is allocated a certain number and all contracts must be approved by the new monopoly organization.

The governing body consists of a representative from the following ministries: Foreign trade and exchange; popular culture; finance; corporations; Italian Africa, and the national entertainment federation. Head of the council will be nominated by the ministry of foreign trade and culture.

Reorganization Easement Sought in New Bill

ALBANY—Easing of the restrictions for reorganizations by corporations barred from new financing or expansion under the burdens of unpaid dividends on preferred stock is sought in a bill introduced in the assembly by Harry A. Reoux, chairman of the assembly judiciary committee.

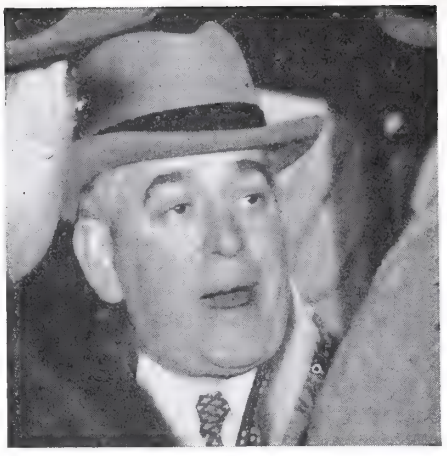
Under the measure, state courts would have the authority to approve corporate reorganizations in cases where preferred shareholders have assumed control of a company because of dividend defaults. And, unless more than a third of the stockholders filed objections in writing, reorganization in which both common and preferred stocks were concerned would be allowed.

The bill is designed to affect corporations financially sound and thus unable to reorganize in federal courts, but whose corporate structure is complicated because preferred stockholders have control and cannot relinquish that control under stock issue contracts without unanimous consent.

John J. O'Connor at Helm Of Catholic Drive Group

NEW YORK—John J. O'Connor of RKO heads the 1940 committee for the motion picture and amusement industries to aid the Annual Catholic Charity Drive. The drive is sponsored by the archbishop's committee of which Alfred E. Smith is chairman and Frank C. Walker, treasurer.

Invitations to serve on the committee have been accepted by the following: Harry D. Buckley, UA; H. M. Doherty, Warner; Austin C. Keough, Paramount; Charles L. O'Reilly, Sanitary Automatic Candy Co.; Martin Quigley, Nate J. Blumberg and William A. Scully, Universal; George C. Walsh, Netco theatres; Jack Pegler, Lord & Thomas; James R. Grainger, Republic; J. A. McConville, Columbia, and Charles B. McDonald, RKO.



—Metropolitan Photos

Brought Cheery Picture—

Ben Miggins, continental manager for 20th Century-Fox, who is now in New York. His optimistic word picture of above-average theatre business in England was welcome news to headquarters staffs.

Competitor to Ascap Comes Into Being

NEW YORK—Broadcast Music, Inc., a new organization, has entered the field of licensing music for public performance as a competitor to the American Society of Composers, Authors and Publishers, which for 25 years has been dominant in this sphere.

General cooperation of the broadcasting industry is assured by stock subscriptions and license fee pledges totaling $1,140,375, with additional forthcoming contracts making certain a minimum collection of $1,250,000.

Cash and contracts are in from 246 radio stations, or more than 90 per cent of those which participated in meetings throughout the country to gain support for the plan.

Neville Miller, president of the NAB, will head the new company, while Sydney M. Kaye, copyright authority, was elected vice-president and general counsel at a meeting here attended by: John Elmer, president of Baltimore Broadcasting Corp.; Lenox R. Lohr, president of National Broadcasting Co., Inc.; Edward Klauber, executive vice-president of Columbia Broadcasting System, Inc.; Samuel R. Rosenbaum, president of WFIL Broadcasting Co., Philadelphia; John Shepard III, president of the Yankee network, Boston, and Everett R. Revercomb, NAB auditor.

According to Miller, BMI expects to work in closest cooperation with all users of music other than radio, including motion picture producers, theatre owners, orchestras, recording companies, hotels and restaurants.

The company is now engaged in developing operating plans and will begin licensing music on April 1.

New Interboro House

NEW YORK—Plans are being drawn up for a new stadium-type house to be built in the Myrtle Ave. Navy Yard district of Brooklyn for Interboro circuit.

'39 Proves Biggest U. S. Year in Japan

NEW YORK—Wonder what Confucius would say to this?

A check shows 1939 was the best for major distributors in Japan. At the present time, over 7,000,000 yen, approximately $1,750,000, are frozen there because of the refusal of the government to grant permits for remittances. And the amount is increasing steadily because business is good.

Under an agreement made in 1939, another 3,000,000 yen, around $700,000, are stored without interest in the Yokohama Specie bank in San Francisco and cannot be delivered until 1941.

Home office executives report mixed reactions from their representatives. Some are hopeful, others downright pessimistic. With relations between the two countries at a straining point, chances for getting any of the much-needed money out appear slimmer than ever.

Latin-American Trips Keep Foreign Heads Hopping

NEW YORK—Latin-American trips are keeping the foreign managers hopping.

Columbia's vice-president in charge of foreign distribution, Joseph A. McConville, sails Friday for an extended survey. McConville recently returned from a short trip to Mexico and Cuba.

Morris Goodman of Republic expects to leave February 26 for a four-month checkup.

Due back early in March are Joe Hummel of Warner and Adolph Zukor and John W. Hicks jr. of Paramount.

Planning a trip is Phil Reisman of RKO.

Better Production Sound Claimed for New 'Mike'

NEW YORK—Better sound in production looms with the "all-purpose" cardioid microphone which was demonstrated by Western Electric engineers in the deep, hollow depths of Madison Square Garden.

Excessive reverberations and booming sounds appeared done away with by the new "multimike" for which is claimed greater flexibility and adaptability over the dynamic type. It is also claimed its versatility will be realized most fully when recording "takes" are made on location.

Western Electric engineers say it is so constructed that it dampens unwarranted noises while it picks up sound with equal sensitivity. It can be operated to pick up sound from all directions and can be further adjusted to pick up sounds from the front or back, or just from the front of the microphone only. So its sponsors assert.

Schine Building New One In Rochester Vicinity

ROCHESTER—A new house, to be known as the Lake, is being built in nearby Canandaigua by the Schine circuit. William J. MacFarlane, who now manages the circuit's Playhouse there, will also have charge of the Lake.

Coated Paper Award Goes to UA

New York—First prize in the annual competition of the Martin Cantine Co. for "outstanding skill" in the use of coated paper in tradepaper advertising during 1939 has been awarded to UA. The competition, open to all companies, covered all forms of advertising and printed announcements in which coated paper was used, and is conducted each year as "a means of advancing the art of display advertising."

Time to Think, Cut Out Badges-Walker

NEW YORK—"The picture business needs to do a lot of thinking just now," in the opinion of former Mayor James J. Walker, claiming credit for organizing the Motion Picture Theatre Owners of America years ago, out of which grew the MPTOA.

Walker was recently proposed by Harry Brandt, president of the ITOA of New York, as a logical head for one national exhibitor organization, if and when. The former mayor was asked if there were any developments toward the merging of MPTOA, Allied and several independent exhibitor organizations. He replied that he knew of none—"no one has talked to me personally about it."

Asked if he would consider the post as suggested by Brandt if such a merger eventuates, Walker declared: "I couldn't do it if it involved traveling across the country to weld the organizations together. However, if this thing is finally accomplished it would serve a useful purpose. There is a compound of jealousies that should be eliminated. The desire of men in the world to wear badges and sashes is terrible."

New York Allied Moves to Reorganize Albany Unit

NEW YORK—Allied of New York's executive committee has resolved to reorganize its Albany unit and elect officers to replace those who recently quit over disagreement on the organization's anti-Neely bill position.

Ray Pashley has been appointed vice-president *pro tem* of the Albany unit pending an election, tentatively scheduled next month. Ed Souhami, Allied counsel, Joseph Abramson of Brooklyn and Pashley will comb the Albany area in a few weeks prior to election.

The executive committee also selected Syracuse, May 23-23, as the scene for a statewide meeting, the highlight of which will be a testimonial dinner to Max Cohen, president, in commemoration of his 30th anniversary in the business.

George West on 3-Week Tour of Monogram Units

NEW YORK—George West, Monogram franchise holder, is on a three-week tour of exchanges at Chicago, St. Louis, Kansas City and Cincinnati, in which he holds an interest. He also has the Screeno franchise for the east.

Nat'l Theatres Veers Toward Decentralized Film Buying

LOS ANGELES—Although not officially announced, it is reliably reported one of the changes in policy adopted at the conclave of National Theatres divisional managers, just concluded, calls for a radical change in film-buying methods for the 500-odd theatres in the nation-wide circuit.

Henceforth the swing will be toward buying film in local distribution centers to a much greater degree than has been the practice. In the past few years NT's president, Spyros Skouras, and W. T. Powers, head buyer, have lined up seasonal product purchases from the majors through the distributors' New York offices. This custom is, largely, to be dispensed with and the responsibility or acquiring product turned over to the various divisional managers working through exchange centers in their respective territories.

Sessions Extended One Week

The NT parley wound up officially February 12. It began January 29 and the original one-week schedule was extended seven days in order to cover the ground charted for discussion. In the closing days, Charles Skouras, president of Fox West Coast, was named field marshal of the second annual Spyros Skouras Showmanship Campaign, to be conducted among NT's operating districts April 14 to July 13. The conventionites, who had visited 20th Century-Fox and Metro to survey the product outlook, paid calls upon RKO Radio to hear President George J. Schaefer and Ned E. Depinet outline that company's plans, and upon Paramount to hear a similar talk by Y. Frank Freeman. First to leave were Harry Cox of the New York office, Powers and Dave Idzal, manager of the Fox, Detroit. Divisional managers attending included:

Harold Fitzgerald, Milwaukee; E. C. Rhoden, Kansas City; Rick Ricketson, Denver; Frank Newman, Seattle, and Arch M. Bowles, San Francisco. A number of home-office executives also were on hand.

Block Booking Wins Place in Congress

WASHINGTON—Members of Congress are becoming "block booking conscious."

This was developed during recent hearings on the Navy Department appropriation bill for the fiscal year beginning July 1, next, when Representative James G. Scrugham (Dem.) of Nevada, a member of the House appropriations committee, questioned Commander F. V. Lake of the bureau of navigation, as to the conditions under which the Navy gets the pictures that are shown on its ships and at its shore stations and navy yards.

There is absolutely no block booking involved in the Navy's program, Commander Lake declared. The Navy, he said, gets the latest pictures produced, at a very reasonable price, takes the pictures of every company and secures about the same price from each.

The bureau executive urged the committee to increase the usual $85,000 appropriation for pictures to $135,000, explaining that the number of ships has been increased and a new squadron has been established which will make it necessary for the department to secure three prints of each picture, instead of two as in the past.

The increase was denied, however, because members of the committee felt that if the department got two prints for the present figure, the cost of the third print should not be so much more, but held in its report on the bill that the department should be able to meet the increased cost from the profits of the ships' stores, which complement the government's contribution for pictures by an equal amount.

Educational Petition Says Erpi Largest Creditor

NEW YORK—Erpi, with a secured claim of $211,600, is named as the largest creditor in the voluntary bankruptcy petition filed in U. S. district court by Educational Films Corp. of America, subsidiary of Educational Pictures, Inc. Other secured creditors are Jeremiah D. McGuire, $20,466, and the National City Bank, $10,000. Tax claims, now in dispute, are listed at $47,349. Assets are set forth as the trade mark "The Spice of the Program," cash on hand of $259, and 16mm and substandard rights to films, of unknown value, being distributed by eight companies.

New Jersey Allied Eyes Pending Legislation

TRENTON—Pending and anticipated New Jersey legislation affecting the industry was informally discussed by members of Allied of New Jersey at a meeting at the Stacy-Trent here. Maury Miller, vice-president, presided. Due to the severity of the snow storm, the session drew only a few members.

Brandt Sees Independent Future in Small Towns

NEW YORK—"The future of independent exhibition lies in smaller communities where there is a chance to get a run of product and where an increase in population is definite," says Harry Brandt, in explanation of his decision to expand his circuit with the construction of 11 theatres in New England.

Asked how he thought it possible to operate successfully in the situations he contemplates in view of his oft-repeated statements on alleged ills facing the average independent operator, Brandt replies:

"Most of the towns we are going into only have one house. This makes it possible for us to get the product the existing theatre does not use. Such a thing we would not be able to do in urban cities, where the product situation is bad and where overseating is already a problem."

He says six of the new units will be in operation by next fall.

Order Premature, High Court Holds

PHILADELPHIA—The third circuit court of appeals has set aside the preliminary injunction granted by District Judge William H. Kirkpatrick last November 7 to operators of the Landis, Vineland, against Stanley-Warner and the majors.

The court, consisting of John Biggs jr., Albert B. Maris and William Clark, ruled that the injunction was granted prematurely and sent the matter back to Judge Kirkpatrick for a final hearing. It did not rule on the "merits" of the case.

Judge Kirkpatrick's injunction, which forbade the defendants from carrying out contracts which assertedly were harmful to the Landis and in violation of the anti-trust laws, never really went into effect, because it was stayed by an immediate appeal to the circuit court.

The circuit court's brief opinion pointed out that an injunction represents "far reaching power," should be granted only to prevent irreparable injury, and must preserve—not change—the status quo. Judge Kirkpatrick's injunction changed the status, the court declared.

It further declared the injunction should not have been granted on the basis of evidence that was largely in the form of affidavits, with inadequate cross-examination.

Preparations were made for an early rehearing before Judge Kirkpatrick by counsel for both sides. On one side are Former Congressmen Benjamin Golder, representing the Stanley-Warner chain; Morris Wolf, representing Vitagraph, and Former Attorney General William A. Schnader, representing the other major distributors. On the other side is State Senator Harry Shapiro, representing John C. Gittone, mayor of Vineland; a group of Vineland officials, the Cumberland Holding Co., and the Landis.

The case is being watched here with intense interest, because its outcome may determine the settlement of other similar litigation, and may have an effect on the national picture.

Berkson and Mills Operate As Screencraft Pictures

NEW YORK—J. S. Berkson and B. H. Mills, former Republic franchise holders in Albany, Buffalo and Detroit who now are operating on their own as Screencraft Pictures, Inc., are on their way toward closing territorial deals. Pam-O-Pictures have purchased the lineup for upper New York. Max Shulgold, former GN manager in Pittsburgh and now on his own as Fine Arts Producing and Distributing Corporation, has closed for his territory.

Berkson is on a sales trip now and expects to close additional deals.

Canadian Pioneers Forming

TORONTO—Patterned on the New York organization the Canadian Film Pioneers Club is taking applications from individuals connected with the industry for 25 years or more.

Hollywood, That Quaint Place

New York—Sidney Skolsky reports in the New York "Post" that Harlan Thompson, Paramount producer, was experiencing Hays office trouble on a dance in "Road to Singapore." Code officials wouldn't pass it. Showing it a second time, Thompson, according to Skolsky, said:

"Talk up and tell me exactly what you object to." The Hays man answered, "I can't tell you exactly, but there must be something wrong with it, else I wouldn't want to see it three times."

Mort Singer Bullish Over New Product

NEW ORLEANS—"Producers have discovered after all this time that they can make money on good stuff, and the other kind of pictures are going by the boards."

Mort Singer speaking. In a prediction mood, he says 1940 will be the biggest year for great pictures—"they're coming in gobs." His second prognostication is that television will be a part of the country's theatres in five years. Third is that "Gone With the Wind," which his Orpheum is not playing, will do more good for the industry than any picture to date. Last, but not least, he thinks "Pinocchio" is "even better than 'Snow White'."

Singer does not think television will ever take the place of the present type of film theatre "but will serve as an adjunct. For instance, during the Mardi Gras we could show 10 minutes of a parade. But certainly we won't televise things like baseball games. Who's going to sit in a theatre for two hours to watch a game?"

About "GWTW": "Every good picture makes more theatregoers, and 'Wind' is making plenty of theatre fans for the future."

Insurance Millions In Theatre Leases

WASHINGTON—The motion picture producers may be "in the hands of the bankers," but the exhibitors of the country bid fair to go to the life insurance companies, according to figures compiled by the securities and exchange commission showing the theatre investments of the 26 largest legal reserve life insurance companies.

A statistical analysis of the investments of the 26 companies, prepared for the temporary national economic committee, currently investigating the life insurance industry, shows that the 26 companies at the end of 1938 held theatre property mortgages with an aggregate value of $38,244,000. The book value of the mortgaged properties is not disclosed, but undoubtedly runs many millions in excess of the mortgages.

Figures on Holdings

The commission also finds that, by foreclosures and in other ways, the 26 companies have acquired theatre properties with a book value of $2,826,944 and had held, but disposed of in 1938, such properties to the value of $358,750.

The $40,000,000-odd investment of the life insurance companies in theatre properties, however, is but a small percentage of their total mortgages and holdings of real estate, it is shown.

Not all of the companies own theatre properties, but among those that had such assets at the end of 1938 were the Metropolitan Life, $311,805; Prudential, $565,005; New York Life, $331,800; Mutual Life, $305,000; Penn Mutual, $638,597; Mutual Benefit, $62,650; Massachusetts Mutual, $250,200; Connecticut General, $11,506; Western & Southern, $179,480, and Guardian Life, $150,668.

The figures on the theatre holdings of the companies were compiled merely as part of the general setup of the insurance companies and are not slated to be the subject of investigation by the TNEC.



Getting Set for Montague's Drive—

In other words, the Columbia committee in charge of the sales push on behalf of the general sales manager. Left to right, M. J. Weisfeldt, short subject sales supervisor; Louis Weinberg, circuit sales; Maurice Grad, director of sales promotion; Rube Jackter, assistant sales manager and chairman; George Joseph, manager of sales accounting; Louis Astor, circuit sales, and Henry Kaufman, manager of exchange operations.

Goldwyn Re-Files Suit Against UA

NEW YORK—Samuel Goldwyn and Samuel Goldwyn, Inc. have filed a 154-page suit against UA, London Film Productions, Ltd. and Alexander Korda in federal court, seeking the termination of Goldwyn's 10-year distribution deal with UA.

The producer, in three applications for relief, seeks to enjoin UA during the action and then permanently from interfering with negotiations with other distributors for his product, an accounting of monies due under the UA contract and damages for the alleged wrongful interference with attempts to distribute "The Westerner" elsewhere.

The papers reveal the producer did have a deal under way with Paramount, although this has been persistently and variously denied by Paramount executives, and also explain the circumstances by which Goldwyn returned to UA distribution for "The Westerner."

Complaint More Specific

The new action is identical to the one dismissed in Delaware, except that the complaint is much more specific and includes Korda and London Films as defendants. Goldwyn lists 14 points on which he will rely to prove UA's interference with him. His allegations:

1—The defendants maliciously tried to drive Goldwyn out of business.

2—The defendants failed to devote their best efforts in the distribution of his pictures.

3—The defendants failed to secure the highest possible gross.

4—The defendants failed to secure the highest prices in distributing the pictures.

5—The defendants used Goldwyn's pictures to secure better prices for other producer's product.

6—The defendants offered inducements to exhibitors not to play Goldwyn's pictures.

7—At the 1939 convention the defendants prevented Goldwyn from establishing friendships with UA's salesmen.

8—The defendants did not use their best efforts in securing advertising and distribution.

9—The defendants discriminated against Goldwyn in placing ads.

10—The defendants issued false and misleading statements to the press about Goldwyn.

11—The defendants got employes of Goldwyn to leave his service.

12—The defendants withheld monies due to the producer.

13—The defendants charged publicly that the producer was a contract breaker.

14—The defendants released misleading statements to the effect that Goldwyn's artists, directors and employes were leaving him.

Goldwyn lists among some of his objections the fact that the Elton Corp. and Alexander Korda Corp. were to receive benefits under the Silverstone plan. He also objected to allowing Korda to release his own pictures in Nationalistic Spain.

The producer declared on December 18, 1939 he notified UA he was terminating

(Continued on page 18)

Says Industry Is In Nation's Debt

New York—"The film industry owes a great debt of gratitude to America," says Representative Martin Dies in the second of a series of articles in "Liberty," this one entitled "Is Communism Invading the Movies?" He goes on: "Under our political and economic systems, its producers, actors and screen writers, as well as many other employes, have made fabulous fortunes out of this industry. The least that they can do in appreciation is to use this great medium of information and entertainment for the purpose of preserving the institutions upon which our economic and political systems are built."

Dies Vows He Will Check Coast "Leak"

WASHINGTON—The alleged "leak" of a confidential committee report made by a coast investigator who has been delving into allegedly subversive activities of Hollywood for the House committee on un-American activities, which he heads, brings from Representative Martin Dies the declaration that he will have the matter thoroughly checked.

Dies charged the investigator's report had made its way to "the producers," who "have copies of it and have mimeographed it and even know who the witnesses are going to be." He said he would recommend to his committee that hearings to "expose Hollywood thoroughly" be started within 30 days and expressed the hope there would be "no pussyfooting, no back tracking, no crawling." He will ask that the hearings bar the public, he said.

'They—the film producers—are undertaking to ridicule the investigation of their industry," he said, observing he expected the committee to face its biggest fight on the coast. "The movie industry has turned heaven and earth to stop us. They've got the highest priced publicity service in the world. They've got a lot of political influence. I think they're going to start one of the darndest campaigns of ridicule you ever saw."

Concessions on Answering Interrogatories Granted

NEW YORK—The department of justice has granted permission to the majors to file answers to the government interrogatories Nos. 24-40 on February 24, and to Nos. 40-59 on March 1. Answers to the first 24 were filed Saturday. Those portions of the answers which the majors want kept confidential need not be submitted on the above mentioned dates.

The government will file its consolidated answer to the majors' 50 interrogatories on March 1.

Heads Talent Dept.

HOLLYWOOD — Ben Piazza has been signed to head the RKO studio talent department.

Korda Arrives, His Plans Not Definite

NEW YORK—Alexander Korda's "immediate" production plans are "indefinite," the UA producer declared on his arrival on the *Rex* from London, Thursday. Asked why there was uncertainty on his part as to future pictures, especially "Jungle Boy," which UA announced would be his next venture in Hollywood, Korda replied: "There is no special significance. My indecision is purely a personal factor. I may do 'Jungle Boy,' but I have not yet made up my mind."

Aside from "Thief of Bagdad" Korda has nothing in work. He said he had postponed an announced production concerning U-boat activity. The bulk of "Bagdad" will arrive here in print form in about four weeks, he said. Due to interruptions caused by the war in India it will be necessary to "fill in" some sequences for the film in Arizona. Korda's brother, Zoltan, who now is in Hollywood with Sabu will handle the necessary footage.

Production in English studios is close to normal, Korda said. Gabriel Pascal is now active and Ben Goetz is expected to get under way in about a week with a film starring Robert Montgomery for M-G-M. Film business in England is "very good," he asserted. Only in the West End of London where the hours permitting exhibition are shorter than elsewhere is there any dropping off of patronage. He described the morale of the English people as "superb," with no apparent tenseness due to the war.

Comerford Will Filed

SCRANTON, PA.—Filing of the will of the late M. E. Comerford reveals the circuit owner's estate is valued at close to $2,000,000, consisting principally of holdings in about 30 theatre companies and real estate corporations. The will, filed by Frank C. Walker, executor, bequeaths his estate to his widow, his daughter, a number of relatives and philanthropies.

Give 'GWTW' Gate Of $8,650,000

New York—A weekend tabulation at the M-G-M sales department shows an estimated $8,650,000 aggregate boxoffice gross for the 256 "Gone With the Wind" engagements currently under way. New bookings have brought the total thus far scheduled to 450 in about 380 situations since the film premiered in Atlanta, December 15.

Hundreds of patrons who had purchased reserved seats at Loew's theatres along the eastern seaboard and who were unable to use them due to the severity of the snow storm that lashed this area Thursday, are to be given exchange tickets to see the film at a later date. The decision was made by Joseph R. Vogel after his office was swamped with requests from managers, who had been besieged by snowbound patrons.



He Came for a Premiere, Too—

Flanking Terry Kilburn, who appears in "Swiss Family Robinson" and who came east for the premiere at the Music Hall, is Mrs. Gene Towne, wife of the producer. On the right is Jean McCormick, daughter of Barret, director of advertising and publicity for RKO.

Scully Gets a Verbal Workout; Then Goes to Miami for Sun

NEW YORK—William A. Scully, general sales manager for Universal, left Friday for a month's vacation in Miami, but two days prior to his departure was given a verbal workout by Robert L. Wright, assistant to the attorney general, at examination before trial in the all-industry suit. At the conclusion of the three and a half hour examination, Wright seemed wearied while Scully insisted he was a "tough Irishman that could not be downed so easily."

With Edward C. Raftery of O'Brien, Driscoll & Raftery assisting as special counsel, along with Adolph Schimmel and Charles Prutzman of the company's home office legal staff, Scully was stopped several times from answering questions. However, he made them later with objections by counsel.

Cliff Work, production head, will appear Tuesday. Ned E. Depinet, general sales manager for RKO, is slated to go on Wednesday.

Most of the interrogating concerned priority and alleged privileges granted by Universal to its first run accounts.

Scully stated subsequent runs are negotiated after first run deals are closed and that clearance in a majority of situations is handled by local branch managers. Only in cases where there is a dispute, Scully added, is he called in. Sometimes clearances are changed and then again sometimes they are not, he insisted.

"Clearance," declared the Universal sales chief, "is a matter of custom. When this is considered, the location of a theatre, its ability to pay, policy and location of other houses over which it will have clearance are taken into account." Scully insisted he does not take into consideration what clearance a theatre is given by other distributors, that Universal grants protection independently and as it will best benefit the company in rentals. He clarified run from clearance, holding that run is the availability of a picture and clearance is the priority an exhibitor is given over the next one.

There was much ado about the entire clearance situation with Raftery entering objections and the subject left in the air. The government's next line of attack was do the smaller exhibitors, the late runs, get the same break on contracts as the larger accounts? To which Scully said that in a number of instances, fifth and sixth runs have the right to selectivity, such as the Beverly and Clifton, two Harry Brandt houses on the east side.

Wright then tried to learn from Scully if he sold Universal on the same policy as M-G-M, mindful of the years he was with the latter company. Scully said there was no difference in the method of selling, but that he had difficulty trying to get the same terms "due to the fact we haven't as many good pictures as M-G-M."

Scully was then interrogated on his interest or participation in the M-G-M deal with the Loew circuit. He said he never sat in on any of the deals and that C. C. Moskowitz and Gene Picker negotiated with William F. Rodgers, E. M. Saunders and Tom Connors, western and eastern sales managers.

From Loew's the subject drifted to M-G-M and Paramount getting together on a reciprocity deal, which was objected to in view of the denial by Scully he sat in on the M-G-M-Loew discussions.

Scully said he once owned an interest in a theatre for about three months. This was back in 1920.

Wright failed to get far when he tried to ask Scully his opinion of whether a distributor should own an interest in theatres. The same objections which have obtained in the Harry and Jack Cohn cases were entered, these being that expert opinion is not part of the testimony when the issues should be decided by the court.

Universal has no franchises, it developed. According to Scully, "You sell your soul away when you make one of those." The company, however, has several agreements outstanding for more than one year. Scully said he personally negotiated deals of this kind with Warner in New England, M. Varbelow in Camden, N. J., National Thea-

(Continued on page 18-A)

When 'U' Gets 'Em, Seems They Stick

NEW YORK—With the exception of one key center, New Orleans, Universal has had no change in its first run accounts in 36 situations selected by the government, William A. Scully, general sales manager, informed Robert L. Wright, special interrogator, at examinations before trial.

In several of the towns, Scully pointed out Universal does business with independents and that the aim of the company is "to get as much money as we can for our films."

The city-by-city breakdown of Universal first run customers as outlined by Scully as prevailing during his two years with the company, are as follows:

Albany: Warner's Strand and Ritz.
Atlanta: Lucas & Jenkins (Paramount affiliate) Fox and others he says he could not remember.
Baltimore: Keith's, operated by M. B. Schanberger, an independent.
Boston: Keith's Memorial and Boston.
Brooklyn, N. Y.: RKO and Loew's for the former's Albee and latter's Metropolitan.
Buffalo: Lafayette, operated by A. C. Hayman.
Charlotte: Publix-Kincey (Paramount affiliate) Carolina, Imperial and State.
Chicago: RKO Palace.
Cincinnati: Ike Libson (RKO partner) Palace, Keith's, Lyric and others he says he could not remember.
Cleveland: RKO for the Palace, Hippodrome and Allen (RKO has a pool on with Warner).
Dallas: Interstate (Paramount affiliate) Palace, Tower and others.
Denver: Fox Intermountain, Denver and Paramount.
Des Moines: A. H. Blank, (Paramount affiliate) Des Moines, Paramount and Princess. Although Wright was under the impression a pool existed with RKO, such a pool officially wound up some months ago.
Detroit: David Idzal for the Fox. Scully said he did not know whether this house is affiliated. National Theatres operates under a plan of reorganization completed last year.
Houston: Interstate. The theatres were not mentioned.
Indianapolis: Fred Dolle and Harry Katz for the Circle and Indiana.
Kansas City: Fox Midwest Uptown and the Tower.
Los Angeles: RKO for the Hillstreet and Pantages.
Memphis: M. A. Lightman (Malco is Paramount affiliate) for Malco and Strand.
Milwaukee: Warner for the Warner.
Minneapolis: Minnesota Amusement Co. (Paramount affiliate) for the Gopher and Century. Also the Orpheum which is in a pool with RKO.
Newark: Warner for the Branford and Capitol.
New Haven: Warner and Mullin & Pinanski for the Warner, Roger Sherman and Paramount.
New Orleans: E. V. Richards of the Saenger circuit had been the Universal customer until this season when the two could not get together on the terms. Universal has no permanent first run, although RKO spot books for the Orpheum. (Saenger is a Paramount affiliate).
New York City: Rivoli. This house is owned by the Biddel Realty Co. George P. Skouras and John Wright handle the buying.
Oklahoma City: John Cooper for the Criterion, Midwest and Tower. The houses are believed pooled between Warner and Paramount, but Scully said he was only familiar with the fact that Warner was interested.
Omaha: A. H. Blank (Paramount affiliate). Scully was not asked for the theatres in this instance, but BOXOFFICE learned they are the Paramount and Omaha.
Philadelphia: Warner for the Boyd, Stanley, Stanton, Fox and Earle.
Pittsburgh: Johnny Harris and Mort A. Shea for the Alvin and Fulton.
Portland (Ore.): J. J. Parker, an independent who operates the Broadway and United Artists.
Salt Lake City: Harry David (Paramount affiliate) for the Tower and Centre.
San Francisco: Milton Arthur for the Orpheum. The exhibitor is an independent.
Seattle: Fox West Coast. No houses were asked.
St. Louis: Harry C. Arthur, an independent. No houses were asked.
St. Paul: Minnesota Amusement Co. (Paramount affiliate in a pool with RKO). No houses were asked.
Washington: RKO for Keith's.

In most instances, the Universal general sales manager gave information as to who

(Continued on page 18-A)

BROADWAY



"Most Rabid Extant"—

Which is how RKO describes Gladys Thomas. She is a fan, regards Snow White as her favorite star and, so states Rutgers Neilson, rode a bus all the way from Alexandria, Pa., in a determination to buy the first ticket for the regular run of "Pinocchio" at the Center. That's not all. Neilson says she bought it.

WRAY JOHNSTON is back on the job after a week of a severe cold . . . E. W. Aaron, assistant to William F. Rodgers at M-G-M, has set March 14 as his Florida departure date . . . Ruth Rich, secretary to Gus S. Eyssell at the Music Hall, is taking in a Miami vacation . . . William Wyler is here from Hollywood with his wife . . . John S. Harrington, manager of Monogram's print and accessories department, is on a six weeks tour of 29 exchanges that will take him as far as Seattle . . . Harry Goldberg, director of advertising and publicity for the Warner circuit, will be the principal speaker at the Philadelphia Cinema Club's annual banquet, February 20 . . . Lionel Toll is on a Florida vacation . . . F. J. A. McCarthy is back from a business trip to Nashville . . . Harold Rodner of Warner has gone to the coast to supervise the selection of stars and arrangements for filming the annual Will Rogers short subject.

George J. Schaefer is due from an extended coast visit Monday . . . Ned E. Depinet preceded him earlier in the week . . . Harry Cohn and Nate Spingold headed for Florida over the weekend . . . Jack Cohn left the same time, but in the direction of Hollywood . . . Sidney Kent is taking all the Everglades State has to offer . . . Joe Moskowitz, his coast trip on and off for months, still undetermined about his trek west . . . George Skouras is back from Florida, bearing visible evidence of exposure to the sun and strange contrast to heaps of white snow . . . Edward G. Robinson has returned to the coast to begin work in "Brother Orchid" . . . Stanley Hand, Altec's staff representative, is around again after a business trip in the mideast territory . . . Nate Blumberg, with New York snow reports handy, is figuring on stretching his Florida holiday another week.

Hortense Schorr, according to schedule, should be in Florida by this time . . . Bill Jaffe has returned after a month in those parts . . . Bill Pine dipped in and out and now is back in Hollywood. Had been in Canada in connection with the forthcoming De Miller on the Northwest mounted police . . . Rube Jackter says it's Miami for him in about two weeks now . . . Irving Dollinger, New Jersey operator, is in Havana . . . He plans to meet up somewhere along the line with a neighbor, Lee Newbury, Allied of New Jersey president, who is touring the southern cities and islands . . . William F. Rodgers went from Port Huron, where the Henry Fords helped celebrate the premiere of "Young Tom Edison" to Lake Arrowhead, where he is going to meet and loll around with Spyros Skouras. The itinerary then calls for shuttling back to the M-G-M studios and home on March 5 . . . Will Hays is due from the coast Monday . . . After two weeks confinement to the Lenox Hill Hospital where he underwent an operation for gallstones, the condition of Joseph Bernhard, Warner circuit head, was described as "a little better—he'll be here for some time." . . . Columbia is dickering for the services of a prominent Broadway stage director—initials H. S. . . . June Duprez, feminine lead in "The Thief of Bagdad," is here.

Capt. Dennis F. O'Brien returned from the coast over the weekend after checking up on the late Douglas Fairbanks' estate . . . Bill Scully says "My Little Chickadee" is going into the Roxy, but a date hasn't been set yet . . . Joe McConville is back from Mexico and Cuba . . . George W. Weeks is due back soon from a tour of Monogram exchange centers, his last as sales manager for the company. He is planning eight westerns a year for Monogram, is understood to have his financing set and may make an additional exploitation picture or two . . . Jay Eisenberg finally gets away and off on his Miami vacation Friday . . . John Stahl is planning to leave for the coast in a few days now that he has sufficiently recovered from an illness which bedded him for two weeks.

Spyros Skouras, Eddie Zabel and John Healy are remaining over on the coast. Bill Powers and Harvey Cox already have returned from the National Theatres meeting . . . Margaret Clancy, secretary to Skouras, is vacationing at Lake Placid . . . Walter Gould of UA went to Atlantic City for a rest following a short illness . . . Bob Gillham leaves the middle of the week for three weeks of fishing in Florida waters . . . Another Florida vacationist is Walter J. Hutchinson of 20th-Fox . . . Manhattan sightseer is Miriam Hopkins . . . The William Wylers to Lake Placid.

Hal Horne, Roy Disney, Ned Depinet and Bill Levy took time out Tuesday to give the Center marquee the once-over on "Pinocchio" . . . Tom Murray left Thursday for Chicago, Denver, Salt Lake City, Butte, Seattle, Portland, San Francisco and Los Angeles on a visit to Universal exchanges . . . That Packard in front of the Warner home office with the license plate E S-60 is the property of Grad Sears, if you must know, the "E" being his wife's initial.

Jimmy Roosevelt next week continues on an exhibitor contact tour, with Washington, Baltimore and Philadelphia among the first areas to be visited on behalf of "The Bat," first Roosevelt-Globe production for UA . . . Al Zimbalist, Warner Philadelphia exploiteer, spent the weekend with his folks in the Bronx . . . J. J. Milstein is on a southern holiday . . . The name of Charlie Sonin's grandson—the first by the way—is Bruce Jay Meyers. He weighed six pounds, nine ounces, when delivered at Polyclinic Hospital . . . J. Robert Rubin was in Washington last week in connection with oral arguments before the supreme court on an appeal of the "Letty Lynton" decision.

Greatest testimonial to the memory of the late Heywood Broun was the crowd that overflowed the Manhattan Opera House at the Newspaper Guild memorial meeting. It was conducted in a spirit Broun would have preferred best. There were revealing anecdotes, complimentary comments over his poker playing, and above all, praise for the writer and the man. Many film people were there. Edward G. Robinson spoke briefly about Broun, the dramatic critic, and the inspiration he furnished to all of the stage. One of Broun's earlier works, "Seeing Things at Night," was purchased by Nunnally Johnson. The best story of the evening was told by Quentin Reynolds. It seems W. R. Hearst offered Broun an

(Continued on page 18-D)



"Mr. Van" on Coast—

Otherwise, W. G. Van Schmus (center), managing director of the Radio City Music Hall in New York, pays a visit to Charles Boyer and Director Anatole Litvak on the set of "All This and Heaven, Too," at the Warner studio.

Goldwyn Re-Files Suit Against UA

(Continued from page 15)

the agreement and received a reply from Murray Silverstone refusing to allow the breach. Silverstone stated UA had not violated any agreement. Goldwyn attempted to make a separate deal for "The Westerner" and says he had better distribution terms offered him by Paramount and Warner than at UA, but the latter company threatened the other two majors with legal action and they dropped the deal. Until January 30, Goldwyn asserts he attempted to distribute the film elsewhere, but everybody was afraid so he had to come back to UA. The contract he is attempting to break is a 10-year document, entered into July 22, 1936.

Goldwyn won a point in his other federal court action at the same time, when Judge William O. Bondy denied an application of UA to dismiss the $54,559 action for monies due under the Silverstone plan. UA had claimed the action had been transferred to the Bank of America. The judge found it had been re-transferred to Goldwyn and that UA had so been notified. Goldwyn, however, must furnish UA with particulars.

GN Examination Highlights Other Court Developments

NEW YORK—Court developments of the week were highlighted with resuming of examinations of GN executives. Earle W. Hammons, president; Bruno Weyers, vice-president; John R. Munn, director; and Walter Duke, attorney, were questioned by Joseph Dannenberg, attorney for the trustee.

The questioning was routine with Dannenberg pressing his point about the value of $1,062,922, placed on Educational's trade marks and re-issue rights, when the company's assets were turned over to GN in 1938 for 1,100,000 shares of common.

The hearings resume February 29, the same date of the first creditors' meeting of Educational Pictures, before referee John E. Joyce in federal court. The creditors at that time will elect a trustee. James A. Davidson is receiver.

Suit of Edward Lynch against Warners, First National Theatres, and Joe E. Brown is on trial before federal judge Clarence Galston. Action seeks $100,000 damages for alleged plagiarism of the plaintiff's short story, "When Homer Comes Marching Home" in "The Son of a Sailor."

The appellate division of the supreme court has reserved decision on an application of the *Daily News* and Ed Sullivan to dismiss a $1,000,000 libel action of Walter Wanger and Walter Wanger Productions. Supreme court justice Felix Benvenga refused to dismiss the action and it is from that decision that the *News* is appealing. Wanger asserts Sullivan declared he produces only "B" productions.

Release Three-Reelers

NEW YORK—Convinced there is a market for three-reelers to use with outstanding features as a means for breaking down dual bills, World Pictures will release 12 featurettes during the next six months.

Which Introduces "Oral Oomph"

Hollywood—"Listen to Loretta Young when 'The Doctor Takes a Wife' is released and you will hear the finest femme voice on the screen," suggests a Columbia spokesman. "At least," he qualifies, "that is the opinion of the American Institute of Voice Teachers. They rate her tops on five counts: Enunciation, clarity, tonal quality, range and 'oral oomph'."

Where's Ann Sheridan?

Warner Would Have 1935 Tax Claim Set Aside

WASHINGTON—Warner is seeking to have the tax appeals board set aside an Internal Revenue Bureau claim of $313,908 for additional income taxes for 1935. Involved is a method of appraising the cost of supervising and operating theatres either owned or leased by subsidiary companies.

Warner claims the cost to the parent company totaled $2,738,294 for the fiscal year ended Aug. 31, 1935 and, therefore, deducted the amount from taxable income. The bureau, however, disallowed the deduction and assessed additional taxes.

M. P. Associates Studying Unemployment Insurance

NEW YORK—Directors of Motion Picture Associates will immediately begin the study of various forms of unemployment insurance to benefit members, it was said by Jack Ellis, president, during a luncheon meeting at the Hotel Astor for installation of officers.

Morris Sanders, who lost the presidency race to Ellis, said the organization is contemplating establishment of a permanent home for less fortunate members, as well as permanent club rooms for future meetings.

"Table" Lewis' Plan for Exploiteers Department

NEW YORK—The plan originating with Cliff Lewis, Paramount's coast publicity head, to set up a permanent, nationwide department of local exploiteers has been "tabled" for the present, Robert Gillham, director of advertising and publicity declares. Lewis was here recently to discuss the matter with Gillham, who states the idea may be given further consideration later.

NT Heads Due

NEW YORK—Spyros Skouras, Ed Zabel and John Healy are due from the coast in a few days after attending a series of National Theatres divisional and district managers' meetings. William T. Powers and Harry Cox, the former film buyer and the latter treasurer, returned last week.

ITOA Meeting "Routine"

NEW YORK—A regular ITOA meeting held at the Hotel Astor was said by a spokesman to be "routine."

Film Alliance Now Plans 6, U. S.-Made

NEW YORK — Nat Wachsberger, executive vice-president of Film Alliance of the United States, is due in Paris momentarily to sign French producers and players to make films in Hollywood. The plan may be extended to embrace British talent as well, while French contracts are to be limited to those personalities speaking English.

Six pictures are planned by this company in which Harry Brandt, circuit operator, is a principal. The first is slated to get under way April 1 for distribution through Film Alliance of which Norman Elson is sales manager. Present offices in the RKO Bldg. are to be enlarged, it is promised.

The proposed product is to be combined with the company's current program of British and French releases of which there are 25 and of which nine are now in actual release. Indicating the plan may be extended to embrace regulation Hollywood talent, Wachsberger, prior to his departure on the *Clipper* from Baltimore, declared production will not be limited to personalities imported.

Would "Strike" for Right To Pick Juvenile Show

NEW YORK—The Schools Motion Picture Committee—"a good friend to the industry"—hints it may "go on strike to get attention" for "at least one theatre in each neighborhood of greater Manhattan to show a weekend program selected from current offerings with some thought given to the children's needs."

The organization asks, "Must parents be willing to accept indefinitely the standardized programs which under present practices of booking are all that we can get for our children except in the independently owned theatres?" The statement goes on to say that "chain theatre managers are unable to rearrange features, with the result that after five years of work the SMPC finds itself able to recommend fewer programs than at its inception."

Death of Mike Wilkes Is Shock to UA Home Office

NEW YORK—UA home office executives expressed shock over the sudden death of Mike Wilkes, Canadian exploitation representative since 1932, of a heart attack while on a train traveling between Toronto and Montreal Wednesday evening. He was 55 and is survived by one son, Dustin.

The body was removed at Kingston, Ont., and, after a brief Toronto service, was sent to Buffalo for interment.

BUFFALO—Funeral services were held for Mike Wilkes at the Elkins Funeral Home Friday. Haskell Masters, Canadian general manager for UA, and various Toronto and Montreal exchangemen attended.

When 'U' Gets 'Em, Seems They Stick

(Continued from page 16)

from his company negotiated deals with the circuits and individuals. In practically all cases, the customers have been the same for the past two years. But in a number of situations where there are selective contracts, other customers are on the books.

In Los Angeles, for instance, Scully pointed out the company sells a number of pictures away from RKO because it refuses to hold up releases. In Baltimore, the company has a selective contract with Schanberger. When the exhibitor makes his eliminations, negotiations are started with other independents for the rejections. In Boston and Chicago, Universal has selective pacts and rejections are sold to others.

In no instance, Scully stated, has he discussed with Paramount home office executives any deals in work, or consummated, with its partners. In the case of Warners, National Theatres and RKO, home office meetings have been held, usually prior to the making of an agreement.

Unable to give information beyond his tenure of office, Scully's examination was terminated and will be continued, on the matter of distribution contracts, with F. J. A. McCarthy, eastern sales manager, for the three years previous. For a moment it appeared James R. Grainger, Scully's predecessor, would be called, but this was tabooed because of McCarthy's familiarity with operations of the company during that time. He has been out of town and will not be available for another week or more.

Scully Gets a Verbal Workout; Then Goes to Miami for Sun

(Continued from page 16)

tres and M&P. Brooklyn was never regarded as a key city, according to Raftery. In the same category are Baltimore, Newark, St. Paul and Houston.

Among the pictures Universal has sold separately on individual contracts during Scully's two years there are: "Dark Rapture," "The Mikado," "Green Hell" and two other Harry Edington's which are not to be made.

Minimum admissions are not taken into account in selling first runs, Scully said, although he believed the prices to be charged are incorporated in contracts. "The ownership of a theatre is not a factor with us. If the exhibitor parts his hair in the middle or wears a red tie, it's all the same to us," he added. Affiliation doesn't bother Scully either. "We sell to those from whom we can get the most money for Universal."

Scully entered the business in 1917 as a salesman in New Haven for Famous Players Lasky. The company had been making about 104 features a year then. He left in 1918 and a year later joined American Feature Film Co., which had the Metro franchise, as manager in the same city. Metro was making about 36 films a year.

In those years, "we sold clearance and protection, too," Scully said. In New Haven from 18 to 22 theatres were sold from 1917 to 1919. First run had 30 days' clearance over second run and "we never made an attempt to control admission prices in those years."

Scully held the post with American Feature until 1920 when Metro bought up the franchise. He continued as New Haven manager until 1924 and in those years 36 to 43 films were released a year. In 1924, he was made M-G-M manager in St. Louis and a year later transferred back to New Haven where he stayed there until October, 1928. From 1925 to 1928 the company made from 40 to 48 a year and the method of selling was unchanged, he testified.

In 1928, Scully was appointed New Jersey branch manager for M-G-M and two years later eastern district manager with Charlotte, Washington, New York, New Haven and Boston under his supervision. While supervisor he not only devoted his time to major accounts but also "the $10 accounts," he said.

Now that he is with Universal there is not much of a change in selling methods, Scully went on to say. "As the run decreases pictures become available to a larger number of subsequent exhibitors," Scully said. In other words, he pointed out, there is usually one first run in a town, several second runs and a larger number of third and fourth runs, but in some situations there may not be as many fourth and fifth runs as there are second and third runs. "Generally speaking, however, pictures become available to more subsequent runs as the protection decreases."

Nate J. Blumberg, Universal president, is in Florida and will not be called until he returns. He is expected to give considerable information as to how RKO theatres operate. A. Montague is in Florida, vacationing also, and has temporarily been given leave to appear at a later date.

With Work appearing Tuesday, Wright is expected to elicit considerable information as to the RKO circuit setup on the coast of which Work was western district manager before assuming his present duties.

Philly Exchange Employes Union Opposes Neely Bill

PHILADELPHIA—William Porter, film exchange employes union president, has named a committee to contact congressmen to express opposition to the Neely bill. The action followed a meeting addressed by Robert Lynch, Metro branch head. Porter pointed out that the union as a whole did not take any stand on the bill.

The committee consists of Mrs. May Smith, Clark Film, chairman; Mollie Cohen, Metro, and Henrietta Weinberg, Peerless.

Porter also named Ben Harris, Masterpiece, chairman of the entertainment committee; Jim McWilliam, Clark, chairman of the auditing committee, and Charles Smith, Clark, chairman of the steward committee.

Still Favors Arbitration

DETROIT—Ray Branch, president of Allied Theatres of Michigan, on the Neely bill: "I am naturally in favor of local arbitration. I would not definitely say it should be included in the Neely bill. We are trying to work toward the same end along other lines. The provision to identify pictures always has been desirable."

Triple Screenings for Best Results in Visual Study

ALBANY—Triple screenings of a visual education subject afford students the most comprehensive results, the first of a series of conferences by the state education department was advised here. The trio of runs on the same subject is to produce (1) a general outline, (2) particular points for emphasis and (3) a connection of the entire topic.

The department is expanding its activities in teaching through visual and radio aids.

Upholds Ban on Film

NEW YORK — Supreme Court Justice Aaron J. Levy has vacated a stay restraining the state censor board from prohibiting showing of "Life on the Hortobagy." The court held the film, which shows the birth of a horse, was neither a newsreel nor a documentary.

Wallis in New York

NEW YORK—Hal B. Wallis, executive producer for Warner, is here from Hollywood. A looksee at the new plays is the purpose.

Washington Rogers Zone Group Meets Monday

WASHINGTON—Sam Wheeler, zone chairman of the Will Rogers national theatre week drive, has called a meeting for Monday to discuss plans for participation in this area. He has named the following to assist him:

Fred Beiersdorf, Sam Galanty, Rudolph Berger, B. Bernard Kreisler, Harry Brown, R. J. Folliard, E. Fontaine, Sam Flax, Fred Rohrs, John J. Payette, Carter Barron, Hardie Meakin, Sidney Lust, Ben Pitts, Morton Thalheimer, Sam Bendheim jr., Lou Rome, Frank Durkee, Hunter Perry, Wm. S. Wilder, I. Rappaport, L. Gaertner, Frank Hornig, William Hicks, Col. David McCoach jr., Chas. Stofberg, Chas. Hurley.

Einfeld Delays

NEW YORK—Slated to leave for Hollywood again during the week, S. Charles Einfeld, Warner director of advertising and publicity, has delayed his departure for another week.

Schaefer Returns

NEW YORK—George J. Schaefer, president of RKO, is due from Hollywood, Monday.

PHILADELPHIA

TWO old houses came into the news last week. The Chestnut St. Opera House, which started its existence as a German ice cream parlor back in civil war days, and subsequently became a playhouse and motion picture theatre, was turned over to the hands of demolition crews by the University of Pennsylvania, the owner. The site will become a parking lot . . . The huge Mastbaum, closed since 1935, opened for a day to accommodate the youth concert of the Philadelphia orchestra.

Clearfield Theatre patrons piled out the other day to watch a fire across the street . . . Sam Lefko, RKO, was downed by acute appendicitis while passing through Pottsville . . . Florence Averell, Metro, who made an air trip to Hollywood with Censor Edna R. Carroll, writes she's having a wonderful time getting photographed with all the stars. But the trip was so rough, she's coming back by train . . . Helen Alter is filling in while she's away. Incidentally, Helen marked a birthday same day Lincoln did, and is sporting a new watch . . . Iz Borowsky, Rex, almost had his theatre remodeling job to do over again when a stolen car ran up the pavement. Luckily, a firebox was in the way.

Lester Wurtele, Columbia, says he's up to his neck in the new Abe Montague campaign . . . Harry Goldberg, Warner, in town for an ad meeting . . . Lou Krouse, Local 207 head, went off to Florida . . . Jimmy Dormond, Warner advertising expert, is trying to sniffle away a cold. Al Zimbalist is in the same boat . . . Shifts in the Warner circuit move Stan Benford from Palace to Colonial, Joe Battersby from Center to Palace, Roland Haynes from Colonial to Keystone.

The Monogrammers are building an elaborate window display for Bela Lugosi's "Human Monster" . . . Terry Kilburn, young member of the "Swiss Family Robinson," dropped in town to be interviewed by the film manhandlers . . . Eric Rhodes, young star-on-the-way, will make a personal appearance at the Fays . . . It's a daughter for Mel Koff, Darby . . . Morris Wax's Royal, Atlantic City, is closed down for the winter . . . Lewen Pizor, UMPTO chief, hied himself off to Florida, and missed Philadelphia's worst blizzard in five years . . . George P. Aarons, UMPTO secretary, is having a busy time attacking the Neely bill. He debated Sid Samuelson, Allied, in Reading, spoke before the Germantown Community Forum, is now scheduled before the Women's Clubs of Delaware county.

Sally Fisher, Allied, has moved from the Stephen Girard to the Parkway, her first step toward the Social Register . . . Murray Beier and Harold Dietz got the cooperation of the censor board on the Louis-Godoy fight film, and were able to get the film on the street the day after the fight. The censors came down specially on Saturday morning and opened the office to review the film . . . 20th-Fox has held three screenings of "Grapes of Wrath" to win doubtful exhibitors. One screening was specially for Al Boyd, another for William Goldman.

Earle Sweigert, Paramount head, gets his troubles in bundles. He came back from New York with an attack of the grippe—and had his car stolen in a garage holdup. The car was later found with gears stripped, tires slashed . . . Henry Goldberg, Paramount's traveling auditor, still in town on a checkup he started before Christmas . . . Ann Kraftsow, Paramount accounting department, is just back from Florida with a report she made good use of her fur coat . . . Ulrik Smith is an enthusiastic Finnish relief worker . . . Joe Flood, Herb Pearlman and Bill Sharpe have moved over to Advertising Accessories with the shift of the Paramount accessories business . . . Same for J. J. Bruckner and Nick Lalli of RKO . . . Universal is expected to follow suit soon . . . Columbia reports it's undecided.

Kathleen Dougherty, Republic, marked off a birthday on the 12th; Harry S. Brown, Washington Monogram manager, on the 14th; Lou Krouse, operators' local head, combined both birthday and wedding anniversary on the 13th . . . Showmen's Club has organized a "charity committee," which will try to build up a fund for helping persons in the industry who need it, thus eliminating the need for special drives. Meyer Adelman, New Jersey Messenger, is chairman . . . Moe Verbin, *Record*, was elected to fill a vacancy on the board of directors . . . The club is negotiating for new quarters at the Broadwood.

Elmer Hirth, formerly of Comerford, is now doing bookings for William Goldman . . . Musicians' Union officials report the sudden illness of Joe Bernhard has halted negotiations on settlement of the local contract dispute.

Blizzard Curbs Shows

BOSTON—The worst blizzard here in 50 years halted film business Thursday. Deliveries were not only impossible in hundreds of cases, but the stranded theatre staffs crippled operations. The Boston theatres were used as barracks by thousands of stranded commuters, plenty of them theatregoers.

New Bingo Bill Is Posed by Turshen

ALBANY—A constitutional amendment permitting Bingo under charitable and religious auspices is proposed in a concurrent resolution sponsored by Assemblyman Max M. Turshen of Brooklyn. He previously had introduced a bill seeking to legalize Bingo under the auspices of charitable, religious, fraternal, educational, veterans, volunteer firemen and granges organized five years prior to the filling of an application for a license with the secretary of state.

The Turshen ratification resolution follows the method which a number of authorities have declared to be the only way of legalizing Bingo. That is, by amending the section of the state constitution which prohibits lotteries and sale of lottery tickets. It would insert in Section 9, Article 1, the clause "and Bingo games under religious and charitable auspices," following the exception to the lottery prohibition written in by the Dunnigan parimutuel amendment approved last fall. As in the case of mutuels, the legislature would have to pass an enabling act on Bingo before being effective.

Two other measures, by Assemblyman Aaron F. Goldstein of Brooklyn and Sen. John T. McCall of New York, also attempt to legalize Bingo by fiat of statute.

If the present legislature were to concur in the Turshen amendment and the new one elected for 1941 were to approve an identical amendment, a referendum thereon could be held in November, 1941. This would make 1942 the earliest date at which Bingo might be legalized constitutionally.

Expect Milgram Suit

PHILADELPHIA—Dave Milgram is expected to file suit this week in the clearance dispute involving his Walton Theatre and Stanley-Warner's Bromley.

Aylesworth Subs at Ross

NEW YORK—Thomas Aylesworth is temporarily taking over the duties as director of advertising and publicity for Ross Federal in place of Donovan Hall, resigned.

ROCHESTER

JAY GOLDEN, manager at the RKO Palace, was the principal speaker at a meeting of the "Adventures in Business" group of the Central YMCA Monday night . . . Schine Theatres here are sponsoring a motion picture news broadcast over WSAY . . . Pictures of the Louis-Godoy fight were rushed here, shown at the Temple and Capitol the next day after the bout . . . Too ill to travel for the Police Ball on Valentine's Day, Ben Bernie had as pinch-hitter Richard Himber and his orchestra.

"The Fighting 69th" played three weeks here, one week at the RKO Palace, where boxoffice returns were big, and two weeks at the Regent . . . Vernon Gray of the RKO publicity department in Buffalo, was a visitor. He's working on "Swiss Family Robinson" and "Pinocchio" . . . Story of the preparation back of every successful motion picture was told at a public lecture at Hobart College in Geneva last week by William Benfield Pressey, professor of English at Dartmouth College. Pressey is known at Dartmouth as "Professor of Hollywood." He spent six months in Hollywood as technical advisor.

Playing its third week at Loew's Rochester, "Gone With the Wind" has broken all boxoffice records. For the three weeks, the picture, according to Manager Lester Pollock, has taken in $110,000. Previous record holder was "The Cockeyed World" which, eight years ago, took in $26,000 at Loew's for one week . . . One of the most popular short films shown here in a long time is the latest "Information Please."

WASHINGTON

I SCHMERTZ, 20th-Fox's Cleveland branch manager, visited the Row en route to Florida . . . Ray Olinger, formerly associated with Ross Federal, paid a visit to the Metro exchange . . . Jake Milstein, well known along the Row, also was a visitor.

Metro Items: Rudy Berger will spend his vacation in Miami . . . Frank Scully journeyed to Boston to visit with his mother, who is ailing . . . Harry Cohen, together with Mrs. Cohen and daughter, will trek to Miami for a fortnight . . . Mrs. Esther Blendman has been checked off the sick list . . . Carlton Duffus is doing his best to shake the flu.

Warner theatre news: Harry Anger and his family have been confined to their home with illness . . . Chas. McGowan of the contract department visited Staunton and Hagerstown to arrange for the opening of "GWTW" . . . Claude Land, manager of the Kennedy, became the proud daddy of a girl . . . Eddie Duchin and his band will headline the stage show next week.

Helen Schultz, Paramount contract clerk, will vacation for three weeks amidst the palms and orange blossoms . . . Dick Doyle is representing Paramount as salesman in the Virginia territory . . . Jack Fruchtman is back on the job . . . B. F. Southern, State, Clarksville, has recovered from a severe siege of illness.

The house in Amelia was forced to close due to the effects of the severe storm that swept Virginia . . . Sam Mellitts of Dentonia, Sam Eisenstein of Annapolis, and Leon Zeller of Baltimore visited along the Row . . . It is reported that a new colored house is to be built on Carey St., Richmond, and also that Lichtman theatres plan to build in the same neighborhood.

Twentieth-Fox reports: Mrs. Sam Wheeler and daughter, Joan, are enjoying the sunny clime of Miami . . . The exchange finished in first place in the short subject drive and second place in the feature drive, the success of which will reward each employe with two weeks salary, with added bonus to the manager, salesmen and bookers . . . Ian Sichelman, son of Ira, celebrates his first birthday today . . . Mary Hughes and Edith Silverberg have been confined to their homes with the grippe . . . Sara Young advises that she received her early training in the motion picture field while serving as secretary to Captain Holland, who produced and directed silent films in a New England studio.

Mount Pleasant Reopened

SCHENECTADY—The former Mount Pleasant, closed several months for remodeling and redecorating, has been opened as the Metro. R. Brodkin, operator of a house in New York, is the new lessee.

Closes Out Competition

WARRENSBURG, N. Y.—Jerry LaRocque of the Shadowland meets the competition of high school basketball games by closing the night the cagesters perform.

Kallett Annexing Three Resort Town Theatres

ALBANY—The Kallett circuit, whose central point is Oneida, will extend operations into the southern Catskill Mountain region by taking over the Rivoli, South Fallsburgh; the Strand, Loch Sheldrake, and the Lyceum, Woodridge. All three are Sullivan county resorts. The change in South Fallsburgh and Loch Sheldrake will not become effective until Labor Day, according to a Filmrow report. Jack Kaplan is the present operator in these two spots. The Rivoli runs the year around, although its playing time is reduced during the winter months. The Strand is a summer situation. Sid Cohen is the exhibitor in Woodridge.

Kallett circuit operated theatres, on lease, in three summer resorts last year.

REVIEW FLASHES

BAKER'S WIFE, THE (Independent)—Were it not for brief spasms of what certain audience elements might term indelicacy, this superb French production might slide very comfortably into that "best" category of timeless Gallic wit. As a compound of comedy, drama, morality and passion it manifests an earthy, realistic pattern of rural French life that should make it a "must see" on the list of every mature theatregoer. The English titles by John Erskine are a delight in themselves.

EAST SIDE KIDS (Mono)—This sociological slum reform story is routine and its performers are too affected. Cast features the "East Side Kids," and they are no Dead Enders. Bob Hill directed.

MAN FROM DAKOTA, THE (M-G-M)—Civil war melodrama which should prove welcome entertainment for Wallace Beery fans and those who are satisfied with suspenseful actions without being too analytical of story consistencies, acting and direction. Edward Chodorov produced; Leslie Fenton directed.

SEVENTEEN (Para)—From seven to 70, all ages and all audiences probably will acclaim this one of the warmest, most poignantly human comedies of the season. Booth Tarkington's famous story of adolescence has been skilfully modernized, retaining withal the irresistible appeal that has made it virtually a modern classic. Jackie Cooper wins new laurels in this title role. Stuart Walker produced; Louis King directed.

WOMEN WITHOUT NAMES (Para)—Formulized yarn of the falsely accused man and woman imprisoned for a murder they did not commit. The heroics to which the dauntless lass resorts to establish their innocence, fails to elevate the picture above the status of a low bracket program supporter. Eugene Zukor produced; Robert Florey directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

BALTIMORE

ROBERT ASHCROFT, manager of the Apollo, is sick with the flu. In Bob's absence, Eddie Wyatt will take care of the house and Lee Goldsmith, assistant at the Apollo, will take over at the Preston . . . Yes, it's wedding bells for bumblebee Nathan Cantor, Astor . . . Bill Breimann manager, Ambassador, is under the doctor's care and is watching his diet . . . Deepest sympathy goes to Elwood Lavin, assistant manager of the Patterson, on the death of his father . . . Barry Goldman, of Regent, on his last visit to Washington reportedly had words with a certain brunette in the Monogram exchange . . . Latest to leave for a mid-season vacation in Florida are Gus Nolte, his father, and Bill Hicks of the Hampden.

The offices of the MPTO of Md. and 101 Local Operators Union are undergoing extensive improvements . . . Tailspin Ernie Woods has just finished recording the narrative for film which he made for the telephone company called "Laying a Telephone Cable Across the Bay." Narrative was done by Raymond Tompkins, local news commentator . . . Every afternoon that Leo McGreevey, manager of the Cameo, is off you will find him in the park behind his baby's carriage . . . Miss Marie Presstman, member of the state censor board, spoke on "Films Today" at a luncheon of the Women's City Club.

Joe Fields, Rivoli, has one of the most palacial homes in town. Now it has a swimming pool and a western bar that has everything from soup to slot machines . . . Wilbur Brizendine, Rialto, after a workout on the ice hockey arena, turns down the radiators in his office . . . Ask Harold Grott, Met, how he got the waves in his hair.

Ezra Stone, who is the current attraction at the Hippodrome, visited all of the crippled patients at Kernan's Hospital and took the hospital by storm . . . I. M. Rappaport, Hippodrome, had a coast-to-coast broadcast of the Aldrich family direct from the stage at 8 p. m. last Tuesday night. Bernard Seaman, manager, handled the broadcast . . . A real contrast between the past and the present occurred when Harry Meyerberg of the Lexway showed "Birth of a Nation" at advanced prices while directly across the street at Loew's Century "GWTW" was in its third week. Just around the corner at the Maryland, Lillian Gish appeared on the stage . . . Deepest sympathy goes to Howard Cooling, Maryland censor inspector, whose mother died in Barton.

The Globe goes in for stage shows . . . Rodney Collier, manager of Warner's Stanley, invited members of the Press post of the American Legion to see "The Fighting 69th," now in its second week.

Takes in Films

CHICAGO—Effective with the February 23 issue, *Radio Guide*, national radio weekly, will include a section devoted to films. The name will be changed to *Movie and Radio Guide*.

Adapts "Country Lawyer"

HOLLYWOOD—Edward T. Lowe will adapt "The Country Lawyer" for Producer Stuart Walker at Paramount.

ALBANY

ARTHUR J. NEWMAN, Republic manager, was in New York attending a two-day sales meeting. Incidentally, the local exchange ranked about first in the contract and playdate drive, with two weeks remaining . . . Dan Houlihan, 20th Century-Fox booker; Frank Williams, Benton circuit booker, and Seth Field, Schine circuit statistician, left by automobile for Miami a few hours before snow blanketed the Albany area . . . Nick Goggan, operator of Town Hall, Cazenovia, has been one of the exhibitors vacationing in Florida. Christopher J. Buckley, operator of two theatres (only one has been open since last spring) in Bennington, Vt., is or will be taking sunbaths in Miami. Buckley was Albany's largest theatre operator before Si Fabian took over the string. Grand Amateur Night, which Larry Cowen has nursed into a big business getter, now has a radio sponsor, Rockwood Candy.

Bill Kraemer, Schine booker, visited Filmrow exchanges. Ditto, Ollie Mallory of the Starr, Corinth; Jerry LaRocque of Shadowland, Warrensburg; Leonard Rosenthal of the State, Troy; Sid Dwore, operator of two houses in Schenectady; George Thornton of Orpheum, Saugerties . . . Si Fabian here for first visit since returning from Miami, where Division Manager Lou Golding is now resting . . . Reported that Johnny Babbitt, formerly with Paramount, goes to RKO as assistant booker . . . Henrietta Schoonbeck, at one time on staff of 20th Century-Fox, is now stenographer to Booker Al Marchetti at Universal.

Edward J. Purcell, with Albany branch of Ross Federal Service, has recovered from an illness which confined him to a hospital . . . Emma Decker, secretary to Ralph Unks, manager of same office, will be married to Fred Spath, Hudson garage proprietor, February 25. After a honeymoon, couple will live in Hudson, Miss Decker's home town. Girls in 20th Century-Fox, where Miss Decker worked before joining Ross Service, gave her a shower and an electrical equipment gift at Kenmore Hotel. Edward A. Golden, Monogram general sales manager, expected here about March 18 in connection with the playdate drive . . . Warner's Ritz ballyhooed "The Invisible Man Returns" by having a man tramp the streets with an outfit that gave the illusion his head was a spring water bottle. Usher Jack Haas wore the rig.

Knickerbocker Press *storied that Paramount's "The Great Victor Herbert" had been chosen winner of* BOXOFFICE *Blue Ribbon Award for January. Incidentally, Walter Connolly, who had the title role, won many friends here as a character actor with Proctor Players at Harmanus Bleecker Hall in early* 1920's. *His wife, Nedda Harrigan (daughter of the famous Ned Harrigan of Harrigan & Hart), was a member of the company. So were Minna Gombell, now a comedienne in pictures but then a leading lady, and Pierre Watkin, also a current film player.*

A local paper revealed the Hays office had ordered deletion of two lines in Mae West-W. C. Fields' picture, "My Little Chickadee," before it was screened at Warner's Strand. By a coincidence, it was another Universal film, "Destry," on which excisions were made at direction of the Hays organization, during a run at Strand two months ago . . . "Gone With the Wind" was held over for another seven days at Bleecker Hall, giving it a consecutive run of three weeks in Albany—most unusual. In Troy, the engagement was extended four days.

Says New York Has Its Own "Grapes"

ALBANY—For the second time within a week, "Grapes of Wrath" was projected into the headlines here when George A. Hall of New York, secretary of the State Child Labor Committee, told the Monarch Club that sections of rural New York have counterparts of John Steinbeck's characters, like the Joad family, hiring out for $150 a summer.

Hall, who has served 34 years in his position, showed Monarch Club members about 50 pictures of conditions on upstate "plantations" where bean and pea crops are harvested. He estimated 25,000 workers, many of them small children, are recruited every winter by padrones (bosses) in the slums of such upstate cities as Buffalo, Rochester, Syracuse and Utica, for family-unit summer labor. Most of them, Hall said, are Polish or Italian; the seasonal wage of the four-family group is $150. He declared that children as young as six, seven and eight do back-breaking work in the fields. The families are ill-clad and ill-fed, and the conditions under which they work will "open the eyes" of city observers when the privately-financed Child Labor Committee presents its report to the legislature, according to Hall.

He exhibited pictures showing children packed into trucks which take turns at "60 miles an hour." Hall explained a bill in the legislature aims to lessen this hazard by limiting the number riding in trucks and providing seats for at least one third of the load. Hall described the plantation camps, the padrones' duties and "company" stores.

Investigating one group of 764 laborers, Hall declared 45 per cent were found to be less than 16 years of age, 29 per cent less than 14, and 17 per cent less than 12. He said the committee estimates "somewhere between one-half and one-third of the 25,000 are less than 16."

New Corporations

ALBANY—Exclusive Pictures Corp., New York, has been formed with Murray M. Sumner, Irving Markowitz and Samuel Spyer as incorporators. Another new corporation is Justine Theatres Corp., to conduct a theatrical business in the Bronx. Incorporators are David L. Minkoff, Paul P. Weiss, Andrew Kreiss and Albert L. Schwarz.

Co-Op After Members

DETROIT—Increasing capitalization to $60,000, Cooperative Theatres of Michigan is after additional members.

RICHMOND

REPORTS of two colored theatres to be built on West Cary, one by the Lichtman circuit, the other by Herbert Green, former house manager of the Carillon and a native of Petersburg . . . Charlie Denmead, manager of the theatre in West Point, has made several trips here in search of electrical equipment for his house . . . Ben Pitts, well-known Virginia exhibitor and one of Fredericksburg's leading citizens, has been named to a chamber of commerce committee, which will take an active part in approving or opposing bills of interest to that locality.

The 11th annual Theatrical Ball held Valentine's night at Tantilla Garden, was a big success . . . Floyd Stawls and Bill Attmore are due back from Florida . . . Dave Peterson, Altec engineer from Washington, has been here relieving Mervin Ullman who is sick . . . Col. Peter Saunders, chairman of the board of censorship, has been confined to his bed . . . The Louis-Godoy fight pictures opened here at the National . . . Robert Brooks, operator at the Henrico, is the proud daddy of a new girl . . . Walter Hastings is now a member of the service staff at the Colonial.

Elizabeth Quisenberry, cashier at the State, is sick. Kathleen Benson is substituting . . . Nick Haefele, Baltimore manager for National Theatre Supply, was in town . . . The State bowling team took three games from the Park boys and jumped to first place in the standings for the first half . . . Jerry Murphy, salesman for 20th Century-Fox, was in town. Also Bob Folliard, manager of RKO's Washington office . . . Mrs. Peace, cashier at the Venus, is back at work after being out sick for a week . . . Sam Bendheim jr., general manager of Neighborhood Theatres, was out ill several days . . . Allen Sparrow, Loew's manager, and Charlie Yerby, his assistant, are planning vacations after "Gone With the Wind" . . . Zulie Carter, cashier at the National, is still ill.

BROADWAY

(Continued from page 17)

attractive contract and a fat bonus for signing. Broun went to his friend, Arthur Brisbane, for advice. On Brisbane's desk was a picture of Brisbane's father, a noted liberal in his day. After considerable discussion, Broun commented on the photo. "Your father has a nice head," Broun told Brisbane. Brisbane was quiet for a minute and said, "he never would have worked for Hearst." "There's my answer," Broun replied quickly.

418,632 See Scenics

RICHMOND—Pictures illustrative of the historic, scenic, and recreational features of Virginia were shown during 1939 to 418,632 persons in 44 states and the District of Columbia, N. Clarence Smith, chairman of the Virginia conservation commission, has announced.

Handle Handy Industrials

ALBANY—Albany and Buffalo exchanges of Harry Berkson, Monogram franchise holder, are now distributing Jam Handy industrials for General Motors-Chevrolet.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

South Americans Pick 'Wuthering Heights'

"Wuthering Heights" has been chosen by the motion picture critics of South America as the best English-language film produced in 1939, according to the information received by Producer Samuel Goldwyn. Official notification came from Charles De Cruz, editor of "Heraldo de Cinematografista," a Buenos Aires trade paper.

Labor Parleys Again Grab the Spotlight

The never-ending struggle between labor and producers, after an armistice of nearly three months, has again manifested itself as the film colony's most significant current problem with the beginning of conferences between the producers, the IATSE and other American Federation of Labor crafts, the outcome of which will importantly affect some 15,000 screen workers.

Producers are endeavoring to demonstrate that the 10 per cent wage increase granted last October should be rescinded, and have amassed a quantity of figures pertaining to income and expenditures to prove their point, as claimed by E. J. Mannix, that such a wage boost will prove "ruinous." The conference was agreed upon last December when the unions, at that time, overrode Mannix's protests. Representing the producers in the negotiations is Y. Frank Freeman, while William Bioff, IATSE representative, is sitting in for the laborites.

Writing finis to one of the most bitter inter-union wars ever fought in Hollywood, the Screen Playwrights, Inc., petitioned for and received producer permission to dissolve their contract, leaving the field in the undisputed control of the Screen Writers Guild. John Lee Mahin, SP president, explained in his request that the SP's membership had dwindled to only 26 and declared it "obviously makes no sense" to keep going. The agreement still had five years to run and had stood in the way of the signing of an official producer-SWG pact. The SWG, meanwhile, held a routine board meeting. It is standing by pending the return of ballots mailed to its membership asking for opinions on the Neely bill, and on the results of which the groups' official stand will be taken.

The Screen Actors Guild is awaiting word from producers as to when parleys are to be resumed concerning reclassification of extras and adjustments in their wage scales. Directorate is also set to consider the report turned over to it by private investigators retained to probe charges of favoritism in the operation of Central Casting, on which conferences with producers will be sought.

Other labor developments:

The Screen Office Employes Guild, with membership now past the 1,300 mark, has appointed a committee to draft a constitution and, thereafter, to open negotiations with producers for a contract.

Jurisdictional dispute between the Scenic Artists Ass'n and the Motion Picture Painters Local 644 over studio scenic artists was discussed at a National Labor Relations Board conference. Painters are challenging the SAA's claim to control over the craft, with indications an election will be ordered by the NLRB.

Other Problems Fade as Time Nears for Awarding "Oscars"

Announcement of official nominations for achievements in the eight major divisions of the 12th annual Academy Awards selections has relegated labor strife, the war abroad and the myriad other industry problems to the hinterlands for the balance of the month. Seized upon as a prime topic for conjecture is the identity of the possible winner in each classification, with ballots for final selections already mailed out to some 12,000 eligible voters.

Following are the nominations, from each division of which one winner will be named at the Awards Banquet February 29:

Outstanding picture—"Dark Victory," Warner Bros.; "Gone With the Wind," Selznick International; "Goodbye, Mr. Chips," M-G-M (England); "Love Affair," RKO Radio; "Mr. Smith Goes to Washington," Columbia; "Ninotchka," M-G-M; "Of Mice and Men," Hal Roach; "Stagecoach," Walter Wanger; "Wizard of Oz," M-G-M, and "Wuthering Heights," Samuel Goldwyn.

Best performance by an actor—Robert Donat in "Goodbye, Mr. Chips," Clark Gable in "Gone With the Wind," Laurence Olivier in "Wuthering Heights," Mickey Rooney in "Babes in Arms," M-G-M, and James Stewart in "Mr. Smith Goes to Washington."

Best performance by an actress—Bette Davis in "Dark Victory," Irene Dunne in "Love Affair," Greta Garbo in "Ninotchka," Greer Garson in "Goodbye, Mr. Chips," and Vivien Leigh in "Gone With the Wind."

Best performance by an actor in a supporting role—Brian Aherne in "Juarez," Warner Bros.; Harry Carey in "Mr. Smith Goes to Washington," Columbia; Brian Donlevy in "Beau Geste," Paramount; Thomas Mitchell in "Stagecoach," Walter Wanger; Claude Rains in "Mr. Smith Goes to Washington."

Best performance by an actress in a supporting role—Olivia de Havilland in "Gone With the Wind," Geraldine Fitzgerald in "Wuthering Heights," Hattie McDaniel in "Gone With the Wind," Edna May Oliver in "Drums Along the Mohawk," 20th Century-Fox; and Maria Ouspenskaya in "Love Affair."

Best direction—Victor Fleming, for "Gone With the Wind," Sam Wood for "Goodbye, Mr. Chips," Frank Capra for "Mr. Smith Goes to Washington," John Ford for "Stagecoach," and William Wyler for "Wuthering Heights."

Best screenplay—"Gone With the Wind," Sidney Howard; "Goodbye, Mr. Chips," R. C. Sherriff, Claudine West, Eric Maschwitz; "Mr. Smith Goes to Washington," Sidney Buchman; "Ninotchka," Charles Brackett, Billy Wilder, Walter Reisch; "Wuthering Heights," Charles MacArthur, Ben Hecht.

Best original motion picture story—"Bachelor Mother," Felix Jackson; "Love Affair," Mildred Cram, Leo McCarey; "Mr. Smith Goes to Washington," Lewis R. Foster; "Ninotchka," Melchior Lengyel; "Young Mr. Lincoln," Lamar Trotti.

Balloting will be tabulated by Price, Waterhouse & Co. The banquet committee headed by Mervyn LeRoy is accepting reservations for the affair, to be held in the Cocoanut Grove of the Ambassador Hotel.

RKO Signs Colman

Ronald Colman has been signed by RKO Radio to appear opposite Ginger Rogers in "Good Luck," a story by Sacha Guitry, which George Haight will produce. Allan Scott is doing the screen play.

Rally Hollywood Citizenry to Fling Back Dies Aspersions

Slow to get under way, but gaining proportions resembling those of a snowball rolling downhill, is Hollywood's resentment to the blast directed against the film colony by Rep. Martin Dies in the first of a *Liberty* Magazine series titled "The Reds in Hollywood." First direct refutation of Dies' charges came from the Hollywood League for Democratic Action and appeared exclusively in BOXOFFICE. This was followed by a statement issued by Samuel Goldwyn announcing he had asked Dies to retract his declaration, in the magazine article, that Goldwyn was present at a roundtable discussion at which Dies declared producers were almost unanimous in the belief that Fascism and Nazism, not Communism, are the real menaces.

Now liberal and conservative elements alike are marshaling their forces to convince Dies that he "ain't seen nothin' yet" in a campaign of rebuttal directed against the Congressman from Texas.

Having duly read and absorbed the contents of Dies' first article, members of the Screen Writers, Screen Actors and Screen Directors Guilds called a meeting of their inter-talent council for February 15 to suggest and discuss possible plans of action. If and when a suitable scheme is evolved by this group, a report will be presented to the board of directors of each Guild, with joint action along agreed-to lines expected shortly thereafter. Dies had declared in his initial article he had been informed "some of the actors and screen writers leaned very much to the left," but that producers were powerless to cope with the situation "because they were under contract with these actors and writers."

Act as "Community Group"

Action as a "community group" representing "Hollywood at its best" will be undertaken at a mass meeting sponsored by the Hollywood League for Democratic Action and scheduled for February 21 at Philharmonic auditorium. Spokesmen declare it is their intention to "make it clear to Mr. Dies" that his charges are ridiculous and that, particularly, "Fury," "Juarez" and "Blockade," which the Congressman indicted as examples of "subtle Communistic influence" are the type of pictures they want to see in the future. Most liberal organizations in the film colony, including the Motion Picture Artists Committee, the Motion Picture Democratic Committee and the Associated Film Audiences, are cooperating with the HLDA in planning the event. Dorothy Parker and Donald Ogden Stewart will be the chief speakers and Mayor Fletcher Bowron of Los Angeles, and Lieut.-Gov. Ellis Patterson have been invited to attend.

This "emergency" session has, for the time being, sidetracked other liberal activity in the film colony. The HLDA immediately postponed the general membership meeting which had been called for February 13, as well as plans for routine meetings by the MPDC and other groups.

To date no other comments have been elicited either in support of, or opposition to, Dies and his magazine series. Samuel Goldwyn has apparently received no answer to his telegram to the Congressman, which the producer prefaced by a statement to the press declaring he feels Dies "has done a very fine job in bringing all un-American activities to light in this country" and opined "it would be a mistake to permit him to have gained any false impression from the very brief talk we had during his visit here." Goldwyn declared he owed it "not only to myself but to this industry to make certain that no inadvertent misapprehension" should go unchallenged. In his wire the producer contended that he participated in no round-table discussions with the Congressman, but, on the contrary, met him only once—very briefly—at a luncheon given by Joseph Schenck. Goldwyn declared the conversation at that time consisted of "I am pleased to meet you, Mr. Dies—I think you are doing a fine job in fighting un-American activities," and no more.

Dies on Hollywood

NEW YORK—"Through an examination of bank accounts and sworn statements of former officials and organizers who had charge to some extent of the collection of funds from Hollywood, it can be established beyond any doubt that large sums of money have been collected by the Communist Party from party members, sympathizers, fellow travelers and dupes connected with the film industry."

This is Representative Martin Dies again. The chairman of the House Committee on Un-American activities comes to the fore once more in a second article in *Liberty*, this one entitled "Is Communism Invading the Movies?" His initial effort was dubbed "The Reds in Hollywood."

Began Drive in 1934

Dies says the party began a concentrated drive in Hollywood in 1934, when it realized the potential value of the industry from both a financial and a propaganda standpoint. The Tom Mooney case, he adds, "served as an entering wedge, to which many of the Hollywood actors and writers gave large sums of money and permitted their names to be used."

A Communist Party member whom Dies nicknames "John Roe" was able "to start the organization of sympathetic Hollywood professional people into small groups . . . Through the year 1935 these groups grew to number 42 professional people from the Hollywood district. They were later divided into eight study groups, each group having a party discussion leader who discussed Communist Party theory and ways of increasing the party membership and party financial contributions from the Hollywood area."

Dies goes on to describe a party meeting in August, 1936, which Earl Browder attended. The latter is said to have "wanted to use the meeting as the basis for the collection of a $10,000 campaign fund from the Hollywood party members and sympathizers. This meeting was organized and held at a home in Hollywood. Present were some prominent actors and screen writers, the majority of whom were members of the organized groups. Incidentally, it can be established by qualified witnesses that the members of these groups bought Communist Party stamps under instructions from the Communist Party to destroy them."

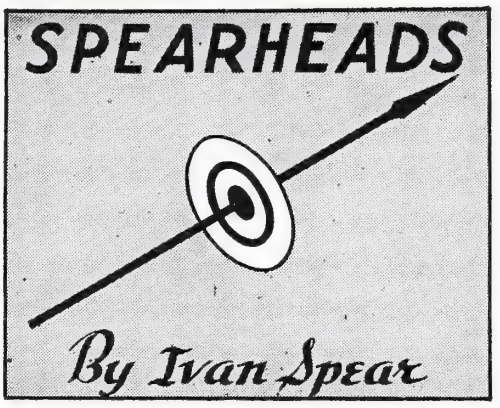
In July or August, 1936, Dies continues, the Central Committee of the Communist Party sent to Los Angeles one of its principal cultural organizers who, he claims, has contributed often to the party's writings. "He was assigned to Los Angeles to increase both the party's revenue and its numerical strength in the Hollywood area. He replaced 'John Roe' and he took over the organization and collection of funds from Hollywood. He was under instructions not only to bring about a general strengthening of the party's organization in the Hollywood district, but also to devote special attention to the development of cultural organizations such as the Hollywood Anti-Nazi League and to trade-union problems. He was also instructed to conduct an intensive campaign among the craftsmen in the different studios.

After liquidation of the more loosely organized groups "the Communist Party organization in Los Angeles followed a definite policy of attempting to influence the production of pictures so as to prevent any anti-Communist pictures," Dies says. "On a number of occasions 'John Roe' discussed with leading members of the Hollywood groups what their attitude would be, and on some occasions he would obtain their assistance in stopping, or in trying to stop, such production . . . One of the purposes of the Communist groups was to endeavor to prepare the manuscripts and select the casts wherever possible. They did everything in their power to encourage the production of anti-Nazi pictures."

Spread "Propaganda" in Films

It is the declared belief of Dies that the Communists succeeded to "some extent" in spreading subtle propaganda through the media of certain films, "so cleverly done that it was difficult for the average man to detect." The strategy, Dies says, was the continual stressing of the weak points of the American system without giving due credit to its accomplishments and the emphasis of the "defects of our political and economic systems."

Dies urges the "responsible leaders of the great film industry to cooperate with us and to clean their house of un-American influences. Films must cease to be used as the vehicle for the dissemination of the Marxian views. While it is undoubtedly true," he concludes, "that the great majority of actors, screen writers, and producers are patriotic Americans, and that most of the motion pictures which have been produced are free of un-American propaganda, there is no occasion for the production of any motion picture the subtle effect of which is to encourage or promote Socialism or Communism."



ANNOUNCEMENT of the nominations for the annual Academy Awards is again the signal for starting Hollywood's legion of Monday morning quarterbacks on a long end run of criticisms, questions, heckling and prognostications. From now until the night of the Oscar banquet the railbirds who insist on carrying the ball at all times—even though it usually develops into an eight-ball—will have a field day.

Loudest of the "'tain't fair" bleats which are echoing and re-echoing through the cinema city hills concentrates on "Gone With the Wind" and the prominent place that picture and those who are connected with its making—both staff and cast—have won on the nominations lists.

A quick gander reveals that "GWTW" and its people appear as nominees in 11 out of 13 possible classifications, the closest contender being "Mr. Smith Goes to Washington," which places with 10 out of 14 possible nominations.

A ballot so dominated by "GWTW," the hecklers contend, is as one-sided as a Joe Louis fight. So many established precedents and records have been and are being shattered by the David O. Selznick picture, they argue, that placing it in competition with even the best of a normal annual crop of Hollywood product is definitely on the unfair side. To bolster their obvious, albeit fallacious, observations, they point to the undeniable facts that the picturization of Margaret Mitchell's best-seller cost more money than any film ever produced, that it was accorded more superlative and widespread critical acclaim, and that, if present patronage is criterion, it will do more business.

But there is one more fact, equally undeniable, and of which the critics of Academy procedure seem to have lost all sight. The Academy of Motion Picture Arts and Sciences was organized on and is dedicated to encouraging and recognizing just exactly those cinematic achievements of which "GWTW" is such a magnificent demonstration—the making of better and more popular motion pictures.

If one producer, through exercising extraordinary daring, vision and ability, contrives to make a picture which so overshadows contemporary effort that placing it in competition is indicted as "unfair," he is certainly richly deserving of all of the kudos that established Academy operations in the selection of awards can bestow upon him—even though his landslide victory partially excludes those whose accomplishments and product would be Oscar material under more normal competitive conditions.

→

What with "Stanley and Livingstone" and "Northwest Passage," Spencer Tracy will probably go down in history as the walkingest actor of all times.

→

They're calling them the Warden Brothers now.

→

Paramount had no sooner announced it would premiere "The Biscuit Eater" in Albany, Ga., than a tornado came along and virtually wiped out the town. It might work if the studio, in the interest of world peace, announced a premiere for Berlin.

→

Dorothy Lamour has been named a member of the National Federation of Music Clubs of America "because of her deep interest in the work of the Federation in furthering the cause of good music in films."

Dottie could very easily demonstrate her sincere interest in this worthy cause—through the simple expedient of not singing.

→

Boris Morros announces his next picture will be "Lysistrata," the Greek comedy, which is hardly a change of pace inasmuch as his first production effort, "The Flying Deuces," was Greek to most of the critics—and, judging by the grosses, the customers. At least the comedy, if any, will be an innovation.

→

Paramount will make "Reap the Wild Wind," with Claudette Colbert penciled in for the femme lead. David Selznick and Metro seem to be doing a lot of reaping on a wind that is definitely wild as concerns revenue.

Redskins, Rooney and Risible

Leo, who contributed three of the eight features for the week's preview parade, would have batted 1,000 per cent if he hadn't ignobly fanned out his last time at bat. As is, the Culver City film factory must be credited with two home runs, either one of which could qualify as the week's best.

Metro's "Northwest Passage" can, with no hesitation, be accorded a position as one of the most gripping and spectacular adventure films ever made and without question the best of its type to come from that studio since "Mutiny on the Bounty." The stirring—although perhaps a bit bloody—saga of Rogers' Rangers, that pre-Revolutionary band of pioneers, was transferred to the screen with terrific entertainment impact in a cunningly contrived screenplay by Laurence Stallings and Talbot Jennings, who based their work on the first half of Kenneth Roberts' best-selling novel. Few pictures have been accorded more lavish and impressive production treatment than that given this by Hunt Stromberg, who saw to it that in every technical detail it approaches perfection. Too, the Technicolor in which it was filmed greatly enhances its attraction. King Vidor directed with a sure hand and the cast, from Spencer Tracy down, is magnificent.

The same studio should have another solid boxoffice hit in "Young Tom Edison," a deft blend of humor and heart-tugs which allows Mickey Rooney a free hand to deliver the type of performance in which he is so adept. Bradbury Foote, Dore Schary and Hugo Butler did a masterful job of correlating the material concerning Edison's adolescence into a literate and entertaining screenplay, a script that purportedly is biographically factual. The production mounting by John W. Considine jr., with Orville O. Dull as associate, is likewise excellent, and Norman Taurog contributed faultless direction.

* * *

Two of filmdom's favorite comediennes returned to the screen after too-long absences and in both instances the results were top-side entertainment.

Universal has a surefire success in "My Little Chickadee," in which, for the first time, the comedy talents of Mae West and W. C. Fields are combined. Miss West and Fields, receiving credit for the script, packed it with laugh-getting situations, with curvaceous Mae delivering a standout performance in her best hip-swaying fashion. Edward Cline's direction successfully keeps proceedings as well under control as possible, under the circumstances, and Lester Cowan merits accolades as the producer.

A more subdued and appealing Martha Raye, plus a highly original and gag-laden story idea, make a topnotch bundle of entertainment out of Paramount's "The Farmer's Daughter." The wide-mouthed comedienne dominates the proceedings, hitting high spots of hilarity with clownish gags, delivering two songs in first-rate style and in general demonstrating that, with proper handling, she still has plenty of what it takes to draw them in at the boxoffice. Lewis R. Foster based his high-stepping script on a story by Delmar Daves, Producer William C. Thomas accorded it adequate production mounting and James Hogan imparted spirited direction.

* * *

On the action front appeared a pair of very worth-while programmers in RKO Radio's "The Marines Fly High" and Columbia's "Outside the Three Mile Limit."

The first-named is another saga of the marines-have-landed variety, its locale a Central American republic and its motivation a bandit uprising. Directorial credits were shared by the late George Nicholls jr. and Ben Stoloff, the picture coming from the Robert Sisk production unit.

Gambling on the high seas, murder and

(Continued on page 23)

Trend to Out-of-Town Premieres Is Firm

Rolling again, and in earnest, is the out-of-town premiere bandwagon, with three forthcoming pictures already scheduled to make their bows in various locations throughout the country during the next three months. The cycle, which had such a tremendous vogue in 1939, was paced in its 1940 revival by the Port Huron, Mich., premiere of Metro's "Young Tom Edison" on February 10.

Next to get the signal will be M-G-M's "Northwest Passage," which will make its bow in Boise, Idaho, February 20, at two theatres. The Idaho city was selected because of the cooperation lent by its citizens to the studio company which filmed a large portion of the Kenneth Roberts best-seller on location at Payette Lakes, resort near Boise. Gov. C. A. Bottolfsen of Idaho will be guest of honor at the premiere, which will be attended by members of the cast whose working schedules permit them to make the trip.

Warner will introduce "Virginia City" at twin world premieres in Virginia City and Reno, Nev., March 16, with the program to include a civic banquet, parades, showings of the picture at four theatres and a climactic grand ball. The entire affair is being planned on a similar scale to the Warner "Dodge City" junket last year. Gov. E. P. Carville of Nevada and Gov. Henry H. Blood of Utah will participate in the celebration and the studio has chartered an 18-car train to carry 250 stars, executives and members of the press from Hollywood to Reno for the event.

Going still further away, Paramount will unveil "The Biscuit Eater" in Albany, Ga., April 10, according to plans now being worked out by Robert Gillham, advertising-publicity chief, and the studio staff. Screen celebrities, as well as members of the Tailwaggers organization, civic notables and newspapermen from southeastern states. Jack Moss, who produced, and Stuart Heisler, who directed—largely on location near Albany—will head the Hollywood contingent. Adolph C. Gortatowsky, Georgia exhibitor, is chairman of the arrangements committee, and is being assisted by Y. Frank Freeman jr., of the studio production department, and Jack Dailey, of the advertising staff.

Metro selected Port Huron as the premiere site for "Young Tom Edison" because that town was the birthplace of the famous inventor. Some 20,000 residents of Michigan turned out to see the film in three theatres. In the vanguard of attending celebrities were Edsel Ford, Harvey Firestone jr., Father Flanagan, John W. Considine jr., Louis B. Mayer, William Rodgers, Howard Dietz, Mickey Rooney, executives of the Edison Co. and General Electric, and 30 persons who knew Edison during his Port Huron days.

Titled "Dr. Kildare's Girl"

Metro's current "Dr. Kildare" film, featuring Lew Ayres, has been titled "Dr. Kildare's Girl." Harold Bucquet directs.

Cinémarks

LeRoy Prinz, Paramount dance director, and Mrs. Prinz have pulled out for Central America on an extended vacation. Prinz intends to study primitive dancing and singing in Trinidad, Yucatan and the ancient Maya territory . . . William Boyd and his wife, Grace Bradley, have returned from a month's trip through the east and south. They attended the President's birthday ball in Washington.

*

Allan Jones has been delegated by Kansas State Teachers College to judge its annual beauty contest and personally present an award to the winner when he appears in Pittsburg, Kas., on concert tour March 6 . . . William Abbott has been re-elected president of the Paramount Square Club, studio Masonic organization. Kenneth Alburg is first vice-president; Howard Davis, second vice-president; Roy Moyer, third vice-president, and Harry Grote, secretary-treasurer. The club will hold its annual winter dance February 26.

*

Having completed his latest assignment for Samuel Goldwyn, Director William Wyler has trained out for New York, where he will vacation for several weeks . . . Members of the board of education of Los Angeles, and high school principals, attended a screening of 11 Warner historical featurettes at the Burbank plant. The educators are considering the possibility of using them in their history courses.

Producer-Director Edward H. Griffith is motoring through California seeking locations for his next Paramount assignment . . . Edwin L. Marin, Metro director, is recovering from a stomach ailment at the Santa Monica hospital.

*

Flora Robson, having completed a Warner acting assignment, has gone to New York for a stage engagement . . . Warner officially opened its "roofed ocean" sound stage at a luncheon party during which two "ships" to be used in "The Sea Hawk" were christened by Brenda Marshall. Errol Flynn presided over the ceremonies.

*

Entertainment details for the Screen Actors Guild's "Gambol of the Stars," annual ball to be held February 22, are being worked out by George Murphy, master of ceremonies. He has set Eddie Cantor, Jack Benny, Frank Morgan, Vera Vague, Dorothy Stone and Charles Collins, Mary Healy, Stan Laurel and Oliver Hardy and a number of other Thespics for turns, with still more to be added. A self-appointed "bouncers' committee" includes James Gleason, Humphrey Bogart, James Cagney, Bela Lugosi, Boris Karloff, Edgar Kennedy, Brian Donlevy and Ernest Truex.

*

Alan Hale has returned to the Warner lot after a vacation in San Francisco.

Producers Pictures Course May Follow Pathe Chart

Fate of Ben Judell's Producers Pictures Corp. as an independent production unit hinges upon developments arising following the return of Robert S. Benjamin, Pathe Film Corp. attorney, from New York. Benjamin, heading a committee of PPC creditors, has been conferring with eastern Pathe executives concerning the situation and will call a meeting of the creditors' committee when he checks back to the coast in about a week.

Pathe, PPC's largest creditor, holds liens for laboratory work and negative costs on seven films turned out by the company. Benjamin has given his assurance that every effort will be made to keep PPC in operation.

Spokesmen declare a new flow of cash is looked for if and when "Goose Step," anti-Nazi film turned out by Judell's unit, is passed for release in England. Censors thus far have not okayed it.

Suspension Ends

Olivia de Havilland, under suspension at Warner for nearly two months, has had the ban lifted and has been assigned a topline in "Flight No. 8," an air stewardess story which Bryan Foy will produce with Edmund Grainger as associate.

Ginsberg to Paramount As Freeman's Aide

Henry Ginsberg will move to Paramount within two weeks as assistant to Y. Frank Freeman, vice-president in charge of studio operations, and will aid in handling executive matters in connection with the plant. Ginsberg had, for the past several years, been vice-president and general manager of Selznick International, leaving that position last December.

Henry Duffy has been appointed assistant to Producer Kenneth Macgowan at 20th Century-Fox, in addition to his present duties as story advisor. Duffy, former stage producer, was added to the Westwood studio staff about a year ago.

Role for Preston Foster in "North West Mounted"

Paramount has selected Preston Foster for the lead opposite Madeleine Carroll in C. B. DeMille's "North West Mounted Police." Foster replaces Joel McCrea, who withdrew after his characterization proved too similar to that of Gary Cooper, in the starring role.

Metro Paces Upswing In Picture Making

Metro, rollicking along with 11 films in production—busiest spell for Leo in more than a year—is setting the pace for other studios planning picture-making upswings during the remaining winter months, and again confounding the dopesters who had predicted a midseason slump throughout the industry. The Culver City plant, further, will increase its present speed when, early in March, the top-budgeted "Boom Town" gets the go-signal with a quadruple threat cast in Clark Gable, Claudette Colbert, Spencer Tracy and Hedy Lamarr.

Following closely in M-G-M's footsteps will be the Warner lot in Burbank, which will gun four high-budgeters during the balance of this month and in March. Included are "January Heights," "Brother Orchid" and "The House on the Hill."

Paramount also has four in line for production in the immediate future, topped by C. B. DeMille's "North West Mounted Police." Republic, with 20 features still to be made on its 1939-40 quota, will plunge into a determined drive by charting three Gene Autry westerns to be made in rapid succession.

Columbia moves into line as a contender for rush-season honors when "Arizona," its high-cost western, goes into work about March 15. The Clarence Budington Kelland story was shelved last September as a result of the war scare, after an elaborate location site was constructed for it in Arizona. Wesley Ruggles will produce and direct with Jean Arthur in the lead.

Director Zolton Korda and Sabu, Indian child star, have arrived from London to begin preparations for producing "Jungle Boy" for United Artists. Producer Alexander Korda is now en route from England. Shooting space will be lined up upon his arrival.

Expected arrivals in the near future are Gracie Fields, English star, and Director Monty Banks, who will check in at 20th Century-Fox to confer with Robert Kane, the company's English production chieftain, concerning "Molly, Bless Her," Miss Fields' next London-made picture.

Independent Activity Hums: 6 by Roach for UA

Continued activity marks the independent production scene, which got off to a good start at the first of the year and has not yet slackened perceptibly.

Lining up plans for the 1940-41 season as a United Artists producer, in conferences with Murray Silverstone, UA chieftain, Hal Roach has disclosed he will turn out six pictures on an estimated budget of around $7,000,000. Roach has two more —"Turnabout" and "Captain Caution"— to manufacture for UA during the current season. The 1940-41 slate will include "Roadshow," a comedy, and "Nomads of the North," outdoor yarn which Hal Roach jr. will supervise.

RKO Radio, adding further to its lineup of outside product, has closed a release with Jerry Brandt and Charles Ford on the three "Scattergood Baines" films they will make for the 1940-41 slate. Initialer in the series, which will star Guy Kibbee, will go into work about June 1.

Second in a series of westerns to be produced by Golden West Productions of Phoenix, Ariz., is being slated for an early start following conferences here between Charles W. Goetz, president, and his associate, Ted Richmond. No release has been set, although indications are it may go to Monogram, which distributed GW's first, "The Gentleman From Arizona."

Following receipt of word from New York that the bankrupt Grand National has reported $60,000 in assets, against which are claims amounting to some $30,000, Loyd Wright, attorney for local creditors of the old GN company, is pressing his battle to obtain an assignment on the GN studio here. Wright represents creditors whose claims total nearly $200,000 against the old organization before it merged with Educational.

Metro Paying $100,000 to Boys Town on Sequel

In conjunction with its planned sequel to "Boys Town," M-G-M is preparing to turn over $100,000 to Monsignor E. J. Flanagan, head of Boys Town institution in Nebraska, to pay off the debt incurred through construction of a new home. The studio will utilize the same technicians and artists who created the initialer, including Producer John W. Considine jr., with Director Norman Taurog and Spencer Tracy and Mickey Rooney in the toplines. James Kevin McGuinness is developing the story.

Assigned Cagney Yarn

Lou Edelman has been assigned production reins on Warner's "Story of John Paul Jones," next starring vehicle for James Cagney after the actor completes "Torrid Zone."

SPEARHEADS

(Continued from page 21)

counterfeiting combine to account for one of the most meritorious Jack Holt vehicles yet manufactured by Producer Larry Darmour and one that should register solidly with he-man audiences. Albert DeMond's script, from a story by Eric Taylor, has a convincing ring, having been based partially on actual occurrences, and Lewis D. Collins' direction is patterned nicely in the action tempo. As usual, Darmour made his budget stretch to the limit.

* * *

In the cellar: Metro's "The Man From Dakota." While this melodrama of the Civil War should be welcomed by confirmed Wallace Beery fans and those not too particular about such technicalities as story consistency, acting and directorial excellence, the vehicle is so weak in these departments that for general audiences it cannot rise above the average-program class. Production by Edward Chodorov is up to Leo's standard, but the script by Laurence Stallings, based upon a book by MacKinlay Kantor, is superficial in the extreme; its greatest asset a sizable chunk of suspenseful action. Leslie Fenton directed.

Wurtzel's Lineup of "B's" Cut in Half

A number of changes have been made in the executive and production departments at 20th Century-Fox, aimed particularly at that division within the Westwood studio which turns out so-called program product under Sol M. Wurtzel's guidance.

Wurtzel himself, who heretofore has actively supervised 26 pictures annually, will handle only 13 in the future, which films will be given considerably larger budgets than in the past. R. L. Hough has been transferred from the front office to function as his aide. Joining Darryl Zanuck's staff as a production assistant is Fred Kohlmar, until recently a Columbia associate producer. He will also aid in handling acting and writing talent. Other changes have found Royer Hastings checking out of the designing department and Nick Kaltenstadler being placed in charge of the landscaping unit.

Several promotions and changes were announced by Cliff Work at Universal. Milton Schwarzwald has been placed in charge of the studio's exploitation and musical films and Jack Gross has taken over supervision of "idea pictures." Don Brown, Work's executive secretary, will be Gross' assistant and Greg Dowling, secretary to David Garber, operations manager, moves into Brown's spot. Elmer Grether takes over Dowling's position on a move-over from the property department. Marshall Grant has been boosted from story editor to associate producer; his assistant, Leonard Cripps, becomes story chief.

To return to his private law practice, Mendel Silberberg has resigned as assistant to President Harry Cohn at Columbia after an association of three years. Also checking off the lot was Joan Perry, featured player, who had been under contract for six years. Sam Bischoff, signed as a producer recently, will report for duty in two weeks. Currently he is recuperating from an illness at Palm Springs.

Cliff Reid has been given "A" status as an RKO Radio producer and has been assigned a number of high-budget vehicles for production in addition to his quota of program pictures. Syd Fogel, assistant director, has been named assistant to Darrell Silvera, head of RKO Radio's property department.

Hal Roach has named Hugh Huber executive vice-president of the company, filling the vacancy left by the resignation of Frank Ross. Huber has been assistant secretary and treasurer for seven years.

J. F. T. O'Connor has joined James Roosevelt's Globe Productions staff as legal advisor to the new United Artists unit.

Pat O'Brien Will Portray Knute Rockne for WB

Title role in Warner's "The Life of Knute Rockne" has been awarded to Pat O'Brien. William K. Howard will direct as his first contract assignment from a script by Robert Buckner.

Hollywood Personnelities

Barnstomers

—Metro

JEANETTE MACDONALD opens concert tour in Dallas, Texas, following a "preview" in El Paso. Stopovers are planned in 35 cities and the tour will cover 10,000 miles.

—Paramount

RUSSELL HAYDEN acts as grand marshal in parade opening annual rodeo in Phoenix, Arizona. He also made a personal appearance in conjunction with a showing of "Knights of the Range," a Harry Sherman western in which he is featured.

Cleffers

—Academy

FRANK TOURS scoring "And So Goodbye."

—Columbia

MORRIS STOLOFF scoring "Too Many Husbands."

—Metro

FRANZ WAXMAN to do score for "Boom Town."

—Paramount

LOUIS LIPSTONE completes scoring of background music for "Those Were the Days." VICTOR YOUNG conducted recording orchestra and MAX TERR directed 26-voice ensemble.

—Hal Roach

WERNER HEYMANN scoring "1,000,000 B. C."

—20th Century-Fox

MACK GORDON writes "Secrets in the Moonlight" for use as a song number in "Star Dust."

—Warner

MOE JEROME and JACK SCHOLL compose "Mi Caballero," to be sung by Ann Sheridan in "Torrid Zone."

Meggers

—Goldberg-Port

ARTHUR DAVID HILTON to "Darktown Strutter's Ball," all-colored musical.

—Paramount

EDWARD H. GRIFFITH to produce and direct "There's Always Juliet," the John Van Druten stage success. Fred MacMurray and Madeleine Carroll will co-star and Virginia Van Upp has been set to script.

—Edward Small

ALFRED WERKER to "South of Pago Pago."

—20th Century-Fox

D. ROSS LEDERMAN directing second unit of "Lillian Russell."

ARCHIE MAYO borrowed from Samuel Goldwyn for a one-picture commitment.

IRVING PICHEL to "The Great Commandment," re-make of the feature purchased from Cathedral Pictures. Pichel also directed the original version, which starred John Beal.

—Universal

FORD BEEBE and RAY TAYLOR set to co-direct "Winners of the West," forthcoming serial, which Henry MacRae will produce.

—Warner

RAOUL WALSH to "The Patent Leather Kid."

Options

—Metro

BRADBURY FOOTE joins writing staff, working under Producer John Considine jr.

MAY MCAVOY, former silent screen star, given term contract.

MARGUERITE ROBERTS, writer, held for another year.

—Paramount

EDDIE BRACKEN, Broadway comedian, signs term contract.

FLORENCE ENRIGHT given contract as dramatic coach.

RING LARDNER JR. and IAN HUNTER join writing staff in Anthony Veiller's production unit.

—Republic

CLAIRE CARLETON, English stage actress, given term pact.

MAURICE GERAGHTY joins staff as story supervisor on westerns.

—20th Century-Fox

GEORGE MONTGOMERY, actor, held for another term.

JOHN PAYNE given long-term acting ticket. His first assignment will be "Maryland."

—Warner

JOHN GARFIELD, currently on New York stage, given new contract.

Scripters

—Franklin-Blank Productions

ETHEL LA BLANCHE to "The Drunkard." Harold B. Franklin will produce.

—Metro

JOE FIELDS teamed with JONATHAN LATIMER on "Nick Carter in Panama."

ALBERT MANNHEIMER to "Dulcy," the comedy by Marc Connelly and George S. Kaufman, in which Ann Sothern has been assigned the title role. Edgar Selwyn will produce.

DARWIN TEILHET to "Hell on Wheels," a trucking story, which Irving Asher will produce.

—Paramount

BELLAMY PARTRIDGE to "Country Lawyer," the biography which he wrote, and which tells the story of his father, an upstate New York attorney.

JACQUES THERY to "Arise My Love," Claudette Colbert starrer.

—RKO Radio

FRANK FENTON and LYNN ROOT to "Millionaires in Prison."

DALTON TRUMBO to "Child of Divorce."

—Republic

BRADFORD ROPES to "Down by the Old Mill Stream," forthcoming Gene Autry starrer.

—Hal Roach

RIAN JAMES to "Turnabout," from the Thorne Smith novel.

—Charles R. Rogers

MYLES CONNOLLY to "Senate Page Boys," an original by Albert Benham and Jeanne Spencer.

—20th Century-Fox

LOUIS BROMFIELD completes "Salvation Army."

HAROLD BUCHMAN to "Marriage in Transit."

KENNETH EARL teamed with ERNEST PASCAL on "Rip Van Winkle."

CURTIS KENYON developing an original around the life of France's world war premier, Georges Clemenceau, for production by Kenneth Macgowan.

—Warner

ROBERT BLEES to "The Constant Nymph," which will co-star George Brent and Merle Oberon.

DELMAR DAVES to an untitled story for Producer Henry Blanke.

GUY ENDORE to "The Sea Wolf," which will star Edward G. Robinson.

ABEM FINKEL and DELMAR DAVES to "Stuff of Heroes."

BERTRAM MILHAUSER and ROBERT KENT teamed on "River's End," a James Oliver Curwood novel.

RICHARD SHERMAN to "One Sunday Afternoon," from the play by James Hagen.

CHARLES TEDFORD to "The Songs of America," historical short subject.

Story Buys

—Loew-Lewin Productions

"Night Music," new play by Clifford Odets.

—Metro

"Combat Car," by Lawrence Kimble, to serve as a Wallace Beery vehicle. It deals with cavalry mechanization. J. Walter Ruben will produce.

—Monogram

"Lighthouse," by John Reinhardt, as a vehicle for Boris Karloff.

—Harry Sherman

"Pirates on Horseback," by Ethel La-Blanche, as a "Hopalong Cassidy" western.

—Warner

An untitled original dealing with the life of Samuel Colt, inventor of the Colt revolver, by Michael Simmons. The author has been signed to script.

Technically

—Metro

CLYDE DEVINNA, cameraman, assigned five aides in photographing scenes in Death Valley for "Twenty-Mule Team." His assistants include ELLSWORTH FREDERICKS, HAL BALDWINS, KYMIE MEAD, MAT KLUZNICK and BERT EASON.

RAY JUNE to photograph "One Was Beautiful."

GEORGE SEITZ takes camera crew to New York to pick up shots for use in "Andy Hardy Meets a Debutante."

LEONARD SMITH photographing special exteriors at Chico for "Waterloo Bridge."

RICHARD THORPE takes production staff

to Death Valley for three weeks of location work on "Twenty-Mule Team."

PAUL VOGEL photographing "The New Pupil," an Our Gang two-reeler.

—Monogram

EDWARD FINNEY, ROBERT TANSEY and AL HERMAN scouting locations around Tucson for "The Cowboy and the Kid," forthcoming Tex Ritter western.

—Boris Morros

BORIS LEVEN signed as art director for "Lysistrata."

—Paramount

DOANE HARRISON to edit "The Night of January 16th."

CHARLES HISSERICH to mix sound on "A Night at Earl Carroll's."

EUGENE MERRITT to mix sound on the forthcoming "Henry Aldrich" comedy.

GEORGE A. PRINGLE signed as technical advisor on "North West Mounted Police." Pringle was a sergeant in the law enforcement body for 12 years.

HAROLD SCHWARTZ set as business manager on forthcoming "Henry Aldrich" feature.

FRED UTZ joins designing staff. He is a mechanical engineer.

—Edward Small

ERLE C. KENTON, production assistant, and CURTIS MICK, locations manager, pull out for Hawaii and American Samoa hunting exteriors for "South of Pago Pago."

—20th Century-Fox

WIARD B. IHNEN, art director, given new term contract.

—Universal

MILTON KRASNER, cameraman, given contract.

—Warner

ERNEST HALLER to handle cameras on "All This and Heaven, Too."

JAMES WONG HOWE photographing "Torrid Zone."

Law's Conspiracy Probe In Temporary Set-Back

The continued illness of his partner, Harold J. Collins, has prevented Albert J. Law, special department of justice deputy, from making any further headway pertaining to Uncle Sam's criminal conspiracy suit against Fox West Coast and nine major distributors. Collins has been out of action for two weeks battling an attack of pneumonia at St. Luke's Hospital in Pasadena, while Law himself only recently was discharged from the Good Samaritan after a siege of influenza.

Law and Collins have, for several weeks past, been preparing a bill of particulars as requested by the defendants in the conspiracy action. The pending suit was stricken from the district court calendar some time ago because of congestion and, to date, a new time for the trial has not been set.

Next Hardy Set

Next in M-G-M's "Hardy Family" series will be "Andy Hardy Meets a Debutante." George Seitz again presides over the directorial position.

Rest the Eyes With Vocal Credits

Lengthy screen credits which customarily preface all motion pictures will be pruned out considerably in Paramount's "Buck Benny Rides Again," Producer-Director Mark Sandrich having developed an innovation whereby Don Wilson will announce the names of the star and featured players as the film begins.

George Schaefer Ends Three-Week Stay

After three weeks in Hollywood, during which he consummated a number of story purchases, talent deals and other studio transactions, President George Schaefer of RKO Radio has returned to his New York offices, where he is expected to spend at least a month before returning to the coast. He was preceded east by Ned Depinet, distribution head, who came to the coast with Schaefer for conferences with Harry Edington, recently placed in charge of the studio's production activities.

Murray Silverstone, United Artists' operations chief; Charles Schwartz, corporation counsel; Lynn Farnol, exploitation director, and Harry Gold, vice-president and eastern sales manager, checked in from New York. They will spend two weeks conferring with the company's various production units pertaining to release plans, forthcoming product and other business items.

Herbert Yates, Republic board chairman, was accompanied on his westward trip to the North Hollywood studio by James Grainger, chief of sales. They are mapping plans for a sales parley covering the western territory, to be held at the studio beginning February 19.

Louis B. Mayer and Howard Strickling have returned to Metro after two weeks in the east, during which they attended the "Young Tom Edison" premiere in Port Huron, Mich. Accompanying them were Mickey Rooney, who starred in the picture, and William F. Rodgers, company sales head, who will spend some time here in conference with studio executives. Also checking in at the Culver City plant was William J. Fadiman, eastern story editor, who is huddling with Kenneth MacKenna, in charge of story operations.

James Roosevelt, head of Globe Productions, will travel to Philadelphia to deliver a Washington's Birthday address February 22 and to spend a few days visiting exchangemen and exhibitors in that city, Baltimore and Washington, D. C.

Heading east also was Roy Disney, vice-president of Disney Productions, who is working on plans for the general release of "Pinocchio," Disney's second feature-length cartoon, which RKO Radio is distributing.

Harry Sherman, producer of the "Hopalong Cassidy" westerns for Paramount, is back on the job after spending a month in the east.

Academy Council Extends Technological Arena

The Academy Research Council has expanded its activities to include investigations of problems relating to laboratory processing, photography, cine-technology, sound recording and optics. Decision was reached at a council meeting presided over by Darryl F. Zanuck, group chairman. Basic committees have been appointed in each of these fields, with chairmen including John Nickolaus, laboratory; John Arnold, photography; Grover Laube, cine-technical; Loren Ryder, sound, and B. F. Miller, optical.

Automatic Tempo Machine Developed at Warner's

Warner's sound department, under supervision of Major Nathan Levinson, has developed an automatic tempo machine which, it is claimed, greatly facilitates the scoring of films. The device eliminates the system of cueing with sheets of music, supplanting that with audible tempo records.

Develop Faster, Better Film Camera Lens

Paramount's studio engineering department has developed a new type of motion picture camera lens which, it claims, almost doubles speed and greatly improves photographic quality. The improvement was made by increasing definition, resolving power and photographic brilliance, and reducing the reflective properties of each lens surface.

Nat'l Educational Ass'n Honors Wesley Ruggles

Producer-Director Wesley Ruggles has been made a member of the motion picture advisory board of the National Educational Ass'n in recognition of his "outstanding achievement in film production and direction" and for "his adherence to educational ideals."

Ruggles was informed of the honor by Dr. William Lewin, chairman of the motion picture committee, department of secondary education.

Additional Office Space Acquired by Monogram

With Paul Malvern moving in his production unit from his old headquarters, Monogram has been forced to acquire additional office space at Talisman studios. Malvern will produce four "Tailspin Tommy" aviation melodramas and "Queen of the Yukon," a Jack London story, for Monogram during the 1939-40 season.

Second Kyser Starrer On RKO's Schedule

RKO Radio has added a second musical feature starring Kay Kyser, orchestra leader, to its summer production schedule. The new film will be a sequel to "That's Right, You're Wrong," in which Kyser made his screen debut. David Butler, who produced and directed the initialer, will repeat.

PCCITO Hope of Conciliation Setup on Coast Step Nearer

LOS ANGELES—One of the prime objectives of the Pacific Coast Conference of Independent Theatre Owners—establishment of conciliation boards throughout the entire coast territory—has moved a step closer to realization as a result of the recent meeting of the PCCITO's board of trustees. Machinery has been set in motion to organize such boards in three coastal sections. The policy already is in effect in the Southern California area, where it was engineered by the ITO of Southern California and Arizona.

The task is to be handled for Oregon by Bob White and Wes Johnson; for northern California by Rotus Harvey and Ben Levin, and in Washington, Idaho and Alaska by L. O. Lukan and William Ripley. Trustees also will present a report to their respective memberships on other developments at the conference here, including approval of guaranteed film runs under certain conditions, as well as opposition to producer-distributor action forcing the purchase of advertising matter from a single source.

The latter resolution read as follows:

"Be it resolved that the PCCITO places itself on record as opposing any action by the producers or distributors of motion picture films that will act in restraint of a free and unrestricted purchase by exhibitors of any and all advertising matter from any source; or the use of such copyrights as are held by the producers or distributors in any way so as to restrict the rights of the exhibitor to enjoy fully the benefits to be derived thereunder."

Principle of administration adopted in approving guaranteed runs comprised two qualifications: That the exhibitor does not permit his theatre to become obsolete, and that if the said run is not obtained through fraud or misrepresentation.

Bob Poole, executive director of the ITO of Southern California and Arizona, was placed in charge of arrangements for the PCCITO's first annual convention May 8-9-10. Hugh Bruen, Jack Berman, Rotus Harvey and Ben Levin have been appointed to the program committee. Affair will be staged at the Ambassador Hotel here.

PORTLAND

EDDIE CALLAHAN, in booking for his Strand at Seaside, revealed everything is set for construction to start March 1 on the new 650-seat Class A house he is planning to build. The site is the corner of Broadway and Columbia in Seaside . . . T. J. Cleary, 20th Century-Fox home office auditor, moved on to Salt Lake City after finishing his stint here . . . "Gone With the Wind," its run extended a second time, moved into its fourth week Thursday at the Broadway. A transfer to the Mayfair may follow.

Johnny Harvey, assistant manager and booker at Universal, has the fond mamas in his hair, since his picture appeared in the local papers giving Phil Carlin jr., prodigy organist, a sendoff for a Hollywood tryout. If he were interested, which he is not, he could open a juvenile casting office with the precocious offspring whose parents have called up to give him a sales talk . . . Frank B. Chenowith, who recently took over active management of the Peoples at Oak Ridge, called on the exchanges last week . . . Death has claimed the mother of Mrs. Eddie Hudson.

The pears enjoyed by the staff of 20th-Fox were the contribution of H. L. Percy, White Salmon exhibitor . . . Dude Smith, Tillamook exhibitor, is busy refurbishing his busy Coast hostelry . . . The new Liberty in Salem opened last week. It's operated by Bruce Keller and Ed Randall.

The Portland Paramount staff is toeing the mark for a flying start on the new western division sales contest scheduled for April and May. Charles M. Reagan, western division sales manager, on his annual trip to the coast, and District Manager George A. Smith revealed the plans at a meeting last week of the Portland and Seattle sales personnel. Attending from Seattle were Branch Manager Morrie Segel, Dwight Spracher, Glenn Haviland and Bob Estill . . . George de Waide, Paramount salesman, received little sympathy for a stiff neck from J. L. Barber of the Laurelhurst. Barber had just been down a couple days with lumbago.

The Roxy appears to be the victim of a vendetta or a campaign of petty thievery. Theft of advertising posters was followed by a raid on the nickels in a vending machine . . . Lou Amacher of M-G-M, local chairman of the Will Rogers memorial drive, called Portland branch managers into a huddle to map a program . . . Jack Flannery, National Screen Service branch manager, was a visitor from Seattle.

Operatives' reports from eastern Oregon indicate that plans are complete and the contract let for the Buckmillers' third house, the Eltrym, soon to be erected in Baker. The name was chosen in honor of the late Mrs. Myrtle Buckmiller . . . George Mitchely is handling the Louis-Godoy fight pictures, to be shown at the Mayfair . . . Here last week, booking, were Fred Clift, John Day; Avery Combs, Camas, Wash.; Dick Fisk, Bandon; the Whiteside brothers, Corvallis; Tracy Poorman, Woodburn; Al Adolph, Salem; Oscar Phelps, Hillsboro; Austin Dodge, Myrtle Point; George Roy, Eugene, and Mr. and Mrs. Moore, Hermiston.

Portland's many Alec Templeton fans got a break when the blind English pianist was substituted for Walter Geiseking in a scheduled concert series date . . . Tom Dewey of New York stood 'em in the aisles for his nationally broadcasted Lincoln Day address in the Civic Auditorium. (Harry Murray, veteran retired trouper and vaudevillian, professional model and department store Santa Claus, was an interested radio listener and confided that "that kid who is running for president" did a nice job with his lines).



Visits "Our Town" Set—

W. G. Van Schmus (fifth from left), managing director of New York's Radio City Music Hall, pays a visit to the set of "Our Town," which Sol Lesser is producing as his first United Artists release. Here's the lineup, left to right: Director Sam Wood, Lesser, Thomas Mitchell, Beulah Bondi, Van Schmus, Stuart Erwin, Martha Scott, William Holden, Guy Kibbee and Fay Bainter.

Ewing and Seale Assigned To Fox-Evergreen Posts

SEATTLE—Joe Rosenfield, general manager in Spokane for the Fox-Evergreen theatres, announces that James "Jimmy" Ewing has been placed in charge of the Orpheum there. Buck Seale has been moved from the Orpheum to the Liberty, replacing Ernie Rose who resigned.

Ewing was formerly salesman for Universal and until recently owned his own theatres in Bonners Ferry and Newport.

Hanson Drafting Plans For New Lynwood Unit

LYNWOOD, CAL.—Plans are being drawn up by Al Hanson for construction of a new 1,000-seat theatre, to be operated in conjunction with his Vogue and Lynwood. Hanson also is an operating partner in the Tower, Compton, and owns the Wilshire in Santa Monica.

SEATTLE

AT LAST the much needed rain arrived. For the past month the weather has been balmy, which did not do the flu epidemic much good. A number of schools throughout the state were closed and people warned not to congregate. Although this did not affect the shows a great deal, it might have been worse . . . With the Orpheum Theatre running smoothly with its quiz broadcast and prizes every Monday evening, the Venetian has started "Spell-O-Win" featuring Professor Whiz . . . Bill Parker, publicity ace for Metro in this territory, has been assigned to handle the world premiere of "Northwest Passage." Bill is now in Boise, Ida., making arrangements for the personal appearance of Spencer Tracy and other stars, and getting the governor and the mayor set for their little say-so. The picture was filmed at Payette Lake and the residents of Idaho consider it "their film.

Anne Selfridge was the first prize winner in the Seattle Star-*Liberty "Be a Girl Reporter" contest. The contest was tied up with "His Girl Friday." The winner received one week's work on the* Star *as a reporter for a salary of* $50. *The first assignment Anne got was to interview J. von Herberg, owner of the Liberty, who stated "there is one thing he cannot understand in his business. That is why movies must 'go on sale' at the same price regardless of merit." Von startled the trade last month with a "bargain sale' on two features . . . Betty Saffle and Don Condon are telling their friends along Filmrow of their engagement. Betty is the daughter of Maurice Saffle, local branch manager of Metro, while Don is the son of Dean Herbert Condon of the University of Washington. Don is in the booking department of the Sterling Theatres. The couple plan to be united in about six months.*

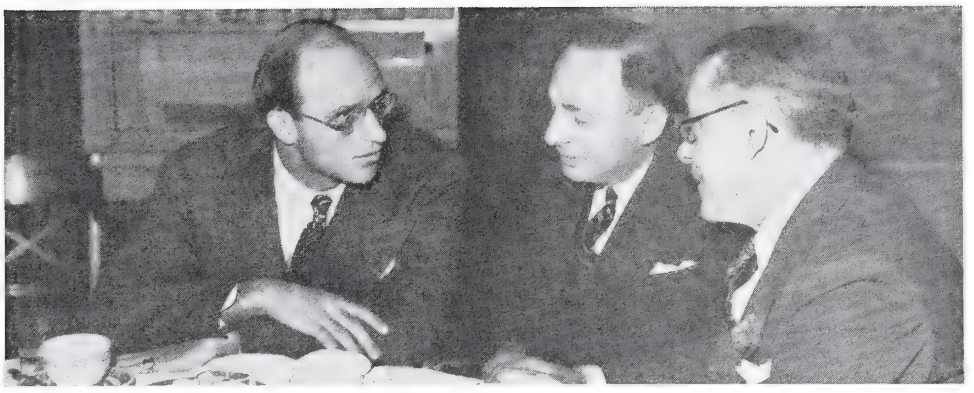
Joe Danz is a little puzzled and he has a dress on his hands. The dress belonging to a patron got lost in the theatre (it was wrapped up and brand new, smart aleck). Joe hunted high and low and could not find the package. The lady left, weeping over her loss. A couple of days later, from out of nowhere, the package pops up and Joe discovers that the gal forgot to leave her name and address . . . Charles Comfort of the Seattle *Star,* writing under the name of Leighton Early, is to be complimented on his editorial, "Don't Sell Short the Short Subjects." Made the showgoing public stop and think, that the one reelers jammed in between two features had to be produced, and are darn good entertainment . . . Ben Roscoe being given a special write-up and being classed as a super press agent. He must be, for the article was two-column, 14 inches with a nice piece of art.

R. T. Cadman, formerly on the local Universal sales staff and working the Spokane territory, writes that he is now with Universal working out of Omaha . . . Paul and Margaret Bangasser are now honeymooning in Sun Valley. She is the daughter of J. T. Sheffield . . . Sylvia O'Neal and Al Bloom drove to Portland to meet Jimmy O'Neal, who is returning home from a two-month stay in San Francisco. Jimmy and Sylvia drove back, leaving Al in Portland to wind up some business . . . Mr. and Mrs. John Danz, and Mr. and Mrs. Joe Danz have gone to Portland to attend the party given to announce the engagement of their niece, Ardienne Fisher.

Betty Sundstrum, secretary in the office of General Film, was smacked by an auto on her way home, but escaped serious injury. In her excitement she forgot to get names of witnesses, but with the aid of a newspaper advertisement she now has them . . . Lew Maren is here from Hollywood doing special exploitation for RKO Radio. Eddie Lamb is the local branch manager . . . Tiny Burnett, former orchestra leader with the Orpheum, has gone to Bremerton to open up a Smoke Shop and sporting goods store . . . Don Hoidale and Tom Dempsey off for the east. They will drive back in a new car . . . Birthdays came thick around the Sterling theatres. Murray Peck, manager of the Rivoli, and Morris Bronston of the Florence celebrated the same day, while Jerry Ross of the Palomar was a day ahead. The staff at the Rivoli presented Peck with a cake, handing it up to him over the footlights while he was doing his m. c. chore for the vaudeville.

Junior and Dorothy Mercy have returned from their trip to New York. They made the round trip by plane. Senior Mercy also back from the same trip, but stopping over in Los Angeles for a few days . . . Eva Lukan off to San Francisco with her hubby, L. O. Lukan, who will attend the meeting of the Independent Theatre Owners, Pacific Coast Conference. In Portland they were joined by their son-in-law and daughter, Bill and Mrs. Cunningham. From Portland the Lukans were accompanied south by Mrs. Robert Fundenberg, mother of Evelyn Oxtoby, and Margo and Janet Lee Cunningham . . . Continuing last week's episode about Al Baker, it was a daughter, so congratulations are in order.

Dennis von Herberg was in bed with a severe cold the past week at home on Bainbridge Island . . . Frankie Peacock up and about after her spell with the flu . . . Ben Fish, western division manager for United Artists, and Pete Higgins to Portland and back. Ben intends to remain in this territory for some time . . . Harriet Lamb is recovering very nicely following another operation.



On Goodwill Tour—

In Seattle James Roosevelt, visiting with northwest showmen, chats with John Danz and Frank Newman, veterans of more than 25 years in the theatre field. Roosevelt is seizing every possible opportunity to fly to various sections of the country, personally contacting theatremen and exchangemen in behalf of a better understanding of common problems between producer and distributor. Roosevelt is the youngest producer on United Artists' imposing roster of film impresarios.

Transfer Jerry Meyers to Seattle Winter Garden

SEATTLE—Jerry Meyers, for the past few years manager of the suburban theatres, the Granada and Portola, has been transferred to the Winter Garden in Seattle downtown. Frank Jenkins has moved from the Colonial to Meyers' spot with Harry Lester taking over the Colonial. All houses are in the Sterling Theatres group owned by John Danz. Switches were made by William Forman, general manager.

Metro to Make Cartoon Of "Romeo and Juliet"

HOLLYWOOD—Even screen cartoons are falling in line with the Shakespearean trend.

For, not to be outdone by stage productions of the Bard's famed works, M-G-M's cartoon department will soon offer the first "cartoonization" of the world's most famous love story, "Romeo and Juliet."

Rudolf Ising will produce.

New Lamont House

LAMONT, CAL. — Bivins-Darling Amusement Co. is building a new theatre here, aimed for July 1 opening. It will be a 500-seater.

Co-Direct Universal Serial

HOLLYWOOD—Ford Beebe and Ray Taylor will co-direct "Winners of the West," forthcoming Universal serial, which Henry MacRae will produce.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

CHINATOWN'S celebrations of their New Year combined with the worst Ash Wednesday business in over a decade made the past week a sorry one with regard to the cinema boxoffice. The Chinese started drawing crowds around Wednesday and swung into high on the weekend with three full days of program designated as the second annual Rice Bowl Party. Thousands deserted the theatres to wander about Chinatown, touring the streets, shops, temples, tongs, and bazaars. Over $50,000 was gathered in to aid the Chinese civilian refugees.

Bill Coovert celebrated his first anniversary as manager of the El Camino in San Bruno with the biggest birthday party the peninsula has seen. Every patron to enter his house on the night of the anniversary was given a piece of the huge cake set in the lobby. One thousand pieces were eked out of the mammoth bit of pastry and it was a gala evening indeed. Also, we have it direct from the stork that the Cooverts will be passing out cigars in April. Congratulations, Bill.

A new record in local newsreel reporting occurred when Telenews Theatre filmed the controversy over the local traffic problem and had the short on the screen within 24 hours after the bombshell hit the papers. Fifty thousand San Francisco motorists face actual arrest as a result of Judge Ames' decision to issue warrants to traffic offenders who have failed to appear after receiving tickets. The Telenews short had Ames present his side along with Judge Kaufman, who opposes the movement as useless, Chief of Police Quinn and the Examiners' traffic expert, Dick Pearce.

Ramblings on the Row: Ty Winkle has taken over the Piedmont in Piedmont from Charlie Michaels, who will devote all of his time to the Powell . . . Leo Abrams, Universal short subject salesman, is in town for a visit . . . The Majestic in Benecia reopens March 1. The house was damaged by fire late in December. James Lemos still occupies the manager's office . . . Al Oxtoby has switched from Universal to Warner, where he will be the city salesman. Bud Macdonald moves up from city to out-of-town salesman . . . Warner's annual dinner-dance will be held at the Bal Tabarin on the 17th . . . Wm. V. Oliver, president of the French Saxon China Co., has been in town visiting Pacific Premium, the west coast (and the largest) distributor of his blue plates.

The seven downtown first-run houses signed an agreement with the AFL this week giving doormen and cashiers a five cent per hour boost in salary. The old agreement was terminated last November and conferences have been held frequently since then. The new pact runs for two years . . . Jack Erickson and Floyd Bernard, 20th-Fox salesmen, have left town for a three-week swing . . . Ballyhoo has been started for "Grapes of Wrath," which goes into the Fox on the 29th . . . Ed Golden, Monogram sales manager on a tour of the nation, drops into our town on the 29th for a three-day stay . . . Paramount has been entertaining Charles Reagan, western district manager, and George Smith, divisional sales manager . . . The Egyptian is enjoying good crowds with its exclusive showing of "The Living Dead," the pre-Hitler German picture handled by Coast Pictures.

Dan McLean, always drumming up new ideas to sell seats at his Embassy, has had "Gordon the Great" on the stage for a two-a-day, with a special matinee for women only. Gordon, mental wizard, answers all questions from the audience . . . "Port of Shadows" ended a three-week run at the Clay and moved out in favor of "Harvest" . . . The Diamond and Rivoli, East Bay houses of the Golden State chain, began Book Nights this week as an experiment . . . Two Hollywood favorites, Ray Noble and Garwood Van, brought their orchestras to town for hotel engagements. Noble occupies the bandstand at the Palace and Van is ensconced at the St. Francis . . . "Of Mice and Men" concluded a three-week stay at the United Artists and "The Lion Has Wings" moved in . . . Ed Beck, M-G-M exploiteer, has been absent from his desk for the past three weeks. He is really gone with the wind.

Rene Poirier is building a house in Brisbane and will open in about 60 days . . . Ralph Abbott of the Jamison-Handy Corp., has been in town spotting his Jam-Handy shorts to local exhibitors . . . Visitors on the Row have been scare this week, but we did manage to see Mr. and Mrs. George Page, Ritz, Calistoga; Charlie Muehlman, Roxie, Sacramento, and Robert Cuzan, Crystal, Salinas.

FWC Chain to Single Bill "Grapes" and "Passage"

LOS ANGELES—Both "The Grapes of Wrath" and "Northwest Passage" are to be single-billed throughout the entire Fox West Coast circuit, executives have decided. Both films will be allotted heavier advertising budgets for newspaper, radio and billboard exploitation.

"Northwest Passage" will be the ninth picture in three years to be single-billed in its day-date run at FWC's State and Chinese theatres, beginning February 21. "The Grapes of Wrath" moves into the two houses the following week.

Rates for Students

LOS ANGELES—To stimulate student interest, Bruce Fowler, manager of the Four Star, set aside three days of the roadshow run of "Abe Lincoln in Illinois" as "Abe Lincoln Days." One day students of Los Angeles High School viewed the film at special rates, with similar showings on following days for John Burroughs and Fairfax High School students.

Buy Cliff Odets Play

HOLLYWOOD — Loew-Lewin Productions, recently formed independent company, has purchased "Night Music," new play by Cliff Odets.

Gurney Opens Own Agency

HOLLYWOOD—Noel Gurney, with the Myron Selznick Agency for 12 years, has resigned to open his own agency.

SALT LAKE

SAM GARDNER, M-G-M branch manager, is planning another trip into Montana after recently having completed a very successful sales tour in that region.

Bill Seib and his sales staff booker returned from the San Francisco regional convention recently, all enthused for the new season and its activities.

The management of the Utah has received a beautiful "Seeburg Symphanola" music machine for display in the lobby through the courtesy of distributors. Also a modernistic metal desk has been put in the lobby to publicize "Joe and Ethel Turp Call on the President."

Miss Naomi Fowler, charming 17-year-old senior of the Salt Lake City West High School, was voted as the Salt Lake Exchange Club's choice to represent Utah at the Hollywood premiere showing of "Seventeen," based on the Booth Tarkington novel. She will be chaperoned by Miss Becky Almond, the only woman member of the local Exchange Club.

Wayne Morris and Jeffrey Lynn, Warner stars, passed through Salt Lake City, making brief stopovers en route to New York City.

H. C. Fuller, RKO branch manager, is on an extended trip into Montana after having returned from Idaho. He is traveling with Art Baron, salesman . . . Giff Davison is working in Idaho and Al Mabey has returned from southern Utah and will leave for Nevada immediately.

DENVER

AL HOFFMAN, United Artists salesman, is one of the four such in the United States that has sold his prospects 100 per cent, and is now spending his time helping out the other salesmen in the Denver territory.

"Gone With the Wind" closed a strong third week at the Orpheum, but had dipped some under the first two, which were about equal. The film stays a fourth stanza, and according to all claims, has broken all existing records here both as to money and as to number of people seeing a film at one house. "Of Mice and Men" finished a strong first week as roadshow at the Broadway and is staying for a second. All first runs were above average.

The local Monogram exchange is on top in the March for Playdates drive being conducted over the nation. Lon T. Fidler is hoping he can keep up the fine results until the close, and thus cop his share of the money. C. F. Rose, salesman, left on a sales trip through Montana.

Another Major Bowes unit is playing the Denver this week, and is doing its share toward boosting the gross.

Prints of the Louis-Godoy fight are boosting the take at the Victory and other spots through the territory.

Scoff at One-Sided Sales Impost Cost

SANTA FE, N. M.—Exhibitors here scoff at the idea that a state sales tax on film rentals can apply solely to distributors. They view the statement to that effect by G. S. Carter, state sales tax director, as a "smoke screen" to confuse the issue. Just returned from conferences in Hollywood, Carter indicated that New Mexico's reach for new revenue probably would include a film footage impost.

"Inevitably, any tax applied to distributors will be passed on to exhibitors," a local theatre man declared. "And we would find it difficult to pass this, in turn, to the public." He challenged Carter's statement that a two per cent sales tax on rentals would yield "important money," contending that the small number of theatres in the state and the total annual film rentals would not produce any more than enough to defray the expense of collection and extra clerical work.

Ferry Sells Granada to Alhambra Amusement

ALHAMBRA, CAL.—C. A. Ferry has sold his Granada to the Alhambra Amusement Co., subsidiary of Principal Pictures, which in turn is affiliated with Fox West Coast. The Granada is a 544-seat house.

Bromfield Story to Metro

HOLLYWOOD—M-G-M has acquired motion picture rights to Louis Bromfield's "A Night in Bombay," published serially in *Cosmopolitan* under the title "Bombay Nights."

REVIEW FLASHES

MAN FROM DAKOTA, THE (M-G-M)—Civil war melodrama which should prove welcome entertainment for Wallace Beery fans and those who are satisfied with suspenseful actions without being too analytical of story consistencies, acting and direction. Edward Chodorov produced; Leslie Fenton directed.

SEVENTEEN (Para)—From seven to 70, all ages and all audiences probably will acclaim this one of the warmest, most poignantly human comedies of the season. Booth Tarkington's famous story of adolescence has been skilfully modernized, retaining withal the irresistible appeal that has made it virtually a modern classic. Jackie Cooper wins new laurels in the title role. Stuart Walker produced; Louis King directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

LOS ANGELES

HARRY ARTHUR has returned to his St. Louis headquarters after conferring here with his brother, Milt, head of Cabart Theatres . . . Mrs. Jenne Dodge came in from Ventura to arrange details of her plan to build a new theatre there. She already operates the Mission in that city.

John Ash, Metro's traveling auditor, checked in on one of his periodic visits to the local exchange . . . Also using the Metro office as a parking station is Rose Klein, of the company's homeoffice, here on her first trip to California.

Monday Sonday, operator of the Kiva, finally snagged himself a lucky day—his horse, Brother Nibs, galloped in to win a race at Santa Anita the other day. It was the nag's first win.

Ed Blumenthal, Monogram franchise holder in Dallas, has returned to his headquarters after spending some time here and in San Francisco talking things over with the Monogram personnel . . . Max Carlin and Irving Sinker will open a bowling alley next week, located close to their Alvarado Theatre.

Charles Reagan, Paramount's western division sales head, has checked in to begin a tour of the company's western exchanges . . . Art Bailey, Warner booker, has been pruned from the staff after 13 years of service with the local branch. Tommy Charack, formerly a Warner exchangeman in Minneapolis, succeeds him.

Harold Robb and Ed Rowley, heads of the Robb-Rowley circuit of Dallas, have pulled in for a look at current and forthcoming product. Planning to stay about ten days, they are headquartering at the Ambassador Hotel . . . Spyros Skouras, president of National Theatres, is spending several days at Arrowhead Springs in company with his brother Charles, head of NT's western subsidiary, Fox West Coast. The NT chieftain returns to New York shortly.

W. J. Heineman, Universal's western sales manager, has planed to San Francisco after spending a few days at the local office . . . Frank Plumlee, booker for the R. E. Griffith circuit of Safford, Ariz., in on business . . . Harry Dodge of Altec Service, is now a grandfather. His first grandchild was born on Lincoln's birthday.

C. A. Ferri has sold his Granada in Alhambra to the Jimmy Edwards circuit . . . Al Painter, former manager of the Hollywood Roller-Bowl, visiting Filmrow acquaintances . . . Suit for divorce has been filed by Bill Kohler, of Astor Pictures, against Betty Kohler . . . H. M. Bessey, Altec's secretary-treasurer, is expected in from Seattle around February 25. He'll spend a week here, then head for New York, with stopovers at the St. Louis and Chicago branches.

Marco Wolfe has trained out for St. Louis headquarters after parleying for a week here with Milt Arthur, head of Cabart Theatres . . . Out-of-town visitors include Carl Buermele, Detroit showman, and Morgan Walsh, San Francisco exhibitor.

Frances Ramirez, secretary at Azteca Pictures, is bedded with the flu and has deserted her post for a few days . . . Majestic Pictures has booked "The Eagle," Rudolph Valentino's last starring picture, into the Cinema . . . Mike Newman, Columbia exploiteer, is doing some ballyhooing down San Diego way.

Bill Smith has booked "Stella del Mare," Italian musical which his Jewel Productions is distributing, into the Grand for a minimum run of one week, opening March 29. Smith pulls out March 1 for Chicago and New York to handle openings of the picture in those cities. Booking deals have already been set . . . Fine Arts has opened temporary exchange headquarters at 1908 S. Vermont with W. C. Riter in charge. Riter has been a familiar figure along the Row for 18 years.

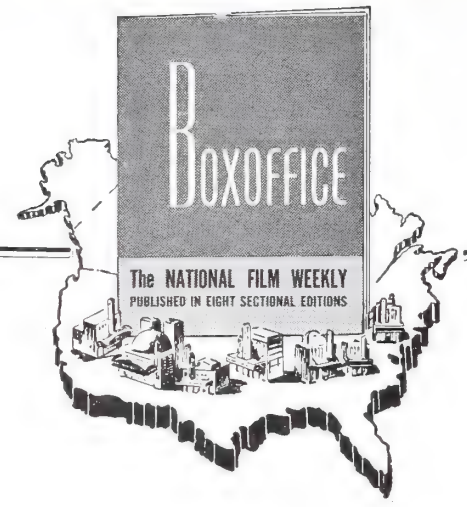
Harry Stern, coast sales manager for Film Alliance Distributors, has closed a deal wherein the Drive-In Theatre chain, headed by Seth Perkins and Chet Black, will book his product in their houses. Stern also reports that "Topedoed," a Film Alliance release, is being held over in Fox West Coast's San Diego and Long Beach theatres . . . Sam Nathanson of Coast Pictures has planed to New York. He will be in the east on business for several weeks . . . Salesmen, bookers and secretaries at M-G-M have precipitated a boom market in liniments. They held an ice-skating party at Pan-Pacific Auditorium, February 16.

Clayton Lynch of M-G-M has been appointed zone chairman for the annual Will Rogers Memorial Fund drive, to be staged during the week of April 19. Lynch held a preliminary "pep" meeting attended by Jack Dillon of 20th Century-Fox; W. E. Calloway, Warner; Carroll Peacock, Paramount; Eddie Cooke, Universal; E. A. MacLean, United Artists; Red Jacobs, RKO Radio; Wayne Ball, Columbia, and Francis Bateman, Republic. National Screen Service has volunteered to prepare an all-star short subject for free distribution to exhibitors . . . Fred Siegel, operator of the Palomar in Oceanside, is having the house reseated by the National Theatre Supply Co. Theatre is a 640-seater.

Frank Shindler, RKO Radio office manager, and his bride, the former Leslie Mahana of Beverly Hills, are honeymooning in San Francisco following their marriage here.

Sam Clark, Warner's new western district exploiteer, has reported from his old headquarters in Chicago. He takes over the berth previously held by the late Ned Holmes . . . H. W. Cook came in from Death Valley for bookings. He operates theatres in Beatty, Nevada; Death Valley Junction and Furnace Creek.

After holding a series of meetings with the local staff, Leo Abrams, short subjects sales manager for Universal, has trained out for San Francisco . . . Bookers included Irving Carlin, Carlin-Sinker circuit, and Harold Glass of the Gordon Theatre.



The *Most Complete* Trade Paper Service in the Industry

***Covering Every Phase of the Motion Picture Business*— Every Place in the Industry!**

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

•

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

16MM COMPETITION INTO DISTRIBUTOR LAPS; INDIANA EXHIBITORS PRESENTING EVIDENCE

Showmen Appealing to Majors to Prevent Further Inroads

INDIANAPOLIS—The fight to eliminate 16mm projection of major and independent product has been taken directly to the distributors by the Associated Theatre Owners of Indiana in a letter addressed to the top industry executives.

"Conservatively" estimating that narrow-gauge films were projected commercially in 150 towns last summer by itinerant showmen, the Association points out that 429 established film theatres were operating then in the state of Indiana. It calculates the screenings drew from 500 to 1,500 people per show.

ATOI charges that the screenings are in direct competition to established theatres and that many films are being supplied by major and independent distributors and producers.

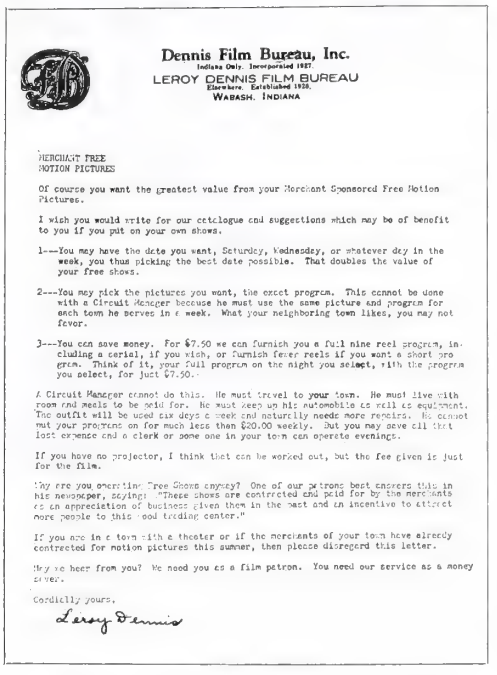
The appeal was sent to the following:

Harry Cohn, Columbia; Nicholas M. Schenck, Loew's, Inc.; Barney Balaban, Paramount; Leo Spitz (George J. Schaefer), RKO Radio; Sidney R. Kent, 20th Century-Fox; N. J. Blumberg, Universal; H. M. Warner, Warner Bros.; Murray Silverstone, United Artists, and W. Ray Johnston, Monogram. Republic is said to have been omitted because company officials recently advised ATOI the firm was no longer making available features for 16mm reduction.

The letter follows (Capitals and other emphasis are in text of the letter):



Reproduction of an advertisement distributed in the Indiana territory on 16mm films.



Dennis Film Bureau, Inc.
Indiana Only. Incorporated 1927
LEROY DENNIS FILM BUREAU
Elsewhere. Established 1920.
WABASH, INDIANA

MERCHANT FREE
MOTION PICTURES

Of course you want the greatest value from your Merchant Sponsored Free Motion Pictures.

I wish you would write for our catalogue and suggestions which may be of benefit to you if you put on your own shows.

1---You may have the date you want, Saturday, Wednesday, or whatever day in the week, you thus picking the best date possible. That doubles the value of your free shows.

2---You may pick the pictures you want, the exact program. This cannot be done with a Circuit Manager because he must use the same picture and program for each town he serves in a week. What your neighboring town likes, you may not favor.

3---You can save money. For $7.50 we can furnish you a full nine reel program, including a serial, if you wish, or furnish fewer reels if you want a short program. Think of it, your full program on the night you select, with the program you select, for just $7.50.

A Circuit Manager cannot do this. He must travel to your town. He must live with room and meals to be paid for. He must keep up his automobile as well as equipment. The outfit will be used six days a week and naturally needs more repairs. He cannot put your program on for much less than $20.00 weekly. But you may save all that last expense and a clerk or some one in your town can operate evenings.

If you have no projector, I think that can be worked out, but the fee given is just for the film.

Why are you operating Free Shows anyway? One of our patrons best answers this in his newspaper, saying: "These shows are contracted and paid for by the merchants as an appreciation of business given them in the past and an incentive to attract more people to this good trading center."

If you are in a town with a theater or if the merchants of your town have already contracted for motion pictures this summer, then please disregard this letter.

May we hear from you? We need you as a film patron. You need our service as a money saver.

Cordially yours,
Leroy Dennis

Photostatic copy of a sales letter on 16mm films as presented to major distributors by ATO of Indiana.

"During the 1939 Summer season Indiana theatre owners, with thousands of dollars invested in their buildings and equipment, as well as years of hard work in building their business, were beset with a most unfair type of competition, that of the 16 MM circuit operator.

"This competition was best described in an article appearing in the FILM DAILY of Wednesday, May 24th, 1939, a reprint of which is enclosed herewith. The fact that one, LeRoy Dennis of Wabash, Indiana, is mentioned in this article as operating eighteen circuits, each circuit serving six towns each, with a weekly show, is no reflection on Mr. Dennis personally, as there were dozens of other operators in Indiana.

"There were some 429 legitimate theatres in operation in the State of Indiana last summer and it is conservatively estimated that 16 MM movies screened by itinerant showmen were shown weekly in approximately 150 towns. The attendance at these showings ran from 500 to 1,500 people. Some of the showings took place in towns where there were already legitimate theatres established and others where there were not.

"These screenings were in direct competition to legitimate theatres as 90% of them were held within 8 to 12 miles of an established theatre. This year the itinerant showmen are ready to break into big business from all indications. Several weeks ago merchants throughout the State of Indiana received a letter and handbill on R.K.O.'s 'RIDING ON AIR' and Columbia's 'THE CALLING OF DAN MATTHEWS,' photostatic copies of which are enclosed.

"You will note upon reading the Dennis

Produce Ads Promising Major Company Fare On Narrow Gauge

Film Bureau letter that they are operating much in the same manner as your local exchanges. We refer you to Sections 1 and 2 of Mr. Dennis' letter. Also of considerable interest to you, as a Producer, should be Paragraph 3 in which Mr. Dennis offers to supply a full length feature and short subjects for a ninety minute show for the small sum of $7.50 or approximately what the average established theatre would pay for a one reel short subject.

"Also, please note in Mr. Dennis' letter that he suggests to the merchants if they have no projector, he can supply them one.

"The fact that the handbills which were sent out only referred to Columbia and R.K.O. pictures is of no special significance, as Mr. Dennis is thoroly capable of supplying feature releases on 16 MM film of the product of a number of other major companies also.

"The problem of 16 MM competition has been discussed many times by the Indiana exhibitors and we fully appreciate that its menace is enlarging year by year. It is our sincere hope that you, as a Producer, will not continue to ignore the evidence set forth and allow this situation to get beyond control.

"We would appreciate hearing from you on the matter."



Another sample of the kind of advertising circulated for 16mm films in the Indiana territory and forwarded by Associated Theatre Owners of Indiana to major distributors.

Neely Bill Aired in Milwaukee Via Columns of the "Journal"

MILWAUKEE—Responding to a letter in the Milwaukee *Journal* from Mrs. V. W. Hume, better films chairman of the Luther Burbank PTA, in support of the Neely bill, Benjamin J. Miller, film attorney, declared that "theoretically" the measure may be a good one, but "practically" it is unworkable.

In defending her stand, Mrs. Hume asserted that "block booking is enforced against the 15,000 independently operated theatres in the United States and not against the 2,500 producer-operated theatres."

BOXOFFICE, below and side by side, reprints in full the opinions of both Mrs. Hume and Mr. Miller on the Neely bill as they appeared in the *Journal*.

Says Mrs. Hume:

"I was interested in the *Journal's* account (January 24) of a debate at the Atwater school PTA meeting between Mr. Peck, principal of the Siefert school, and Mr. Miller, Milwaukee attorney for movie interests. I believe that Mr. Miller is mistaken when he says that the movies give the people what they want. Because of the practice known as block booking, we have very little choice in the kind of pictures which are shown. What is block booking? Suppose Mr. Theatre Owner wants to show a certain picture. In order to get this picture he has to agree to take a number of other pictures. Some of these pictures may be undesirable. But Mr. Theatre Owner is obliged to take the other pictures in this 'book.'

"Let me add that block booking is enforced against the 15,000 independently operated theatres in the United States and not against the 2,500 producer operated theatres. This is in itself an unfair trade practice and is one of the complaints held against the eight leading film corporations in the anti-trust charges brought by the United States department of justice in July, 1938. This case is of such magnitude that it will be some time before it reaches court.

"Various welfare, religious and educational organizations have been trying for years to do away with block booking. The Neely Bill (S-280) to prohibit 'compulsory block booking and blind selling' of motion picture films passed the United States senate in July, 1939. It has yet to pass the house. This is the third bill which has been reported favorably by the committee on interstate commerce. In June, 1938, Senator Neely claimed that this bill had 'bogged down' in the committee because of a lobby opposing the bill. However, it has continued to survive through the efforts of organizations such as the National Congress of Parents and Teachers and a great many others.

"The primary purpose of this bill is to establish community freedom in the selection of motion picture films. When that is passed it will be the problem of the local residents to enforce demands for better pictures.

"Mr. Miller also inferred that the public preferred the sexy, trashy movie to the really fine pictures. Dr. Fred Eastman, associate editor of the *Christian Century*, says: 'The fact that every one of the ten best paying pictures last year was on the approved list of practically every group which appraises pictures is convincing evidence that the public supports voluntarily the better pictures.' I think that answers Mr. Miller.

"I realize that the *Journal* gets a lot of advertising from the motion picture industry and would be loath to bite the hand that feeds it, but I would like to see a newspaper that has the courage to tell the public the truth about the motion picture industry and its various trade practices. I would like to see the Milwaukee *Journal* print movie reviews that aren't mostly advertisements. I must say your reviews are much better than any others in newspapers I've seen. But there is still a tendency to please the movie advertisers. I'd like to see you give a good movie rating occasionally, too. (In regard to suitability for children and adolescents.) I don't see why you don't print more about the Neely Bill, too."

Says Mr. Miller:

"I have read the letter of Mrs. V. W. Hume in Sunday's *Journal* in which she takes me to task for what I said in a discussion with the principal of Siefert school at Atwater school on motion pictures. The discussion lasted two hours. Mrs. Hume obtained her information from an article which took less than two minutes to read. Yet Mrs. Hume assumes sufficient knowledge of the entire proceedings to vent her feelings.

"Principal Peck delivered an intelligent and studied discourse. What I said was simply this: Although Mr. Peck might be correct theoretically, from a practical standpoint the problem was entirely different and the motion picture business had to be operated in a practical way.

"Theoretically it would be a great thing if all taxes in Milwaukee were reduced 50 per cent. However, if it meant that our police and fire departments would be curtailed, our educational system seriously impaired, our courts rendered ineffective, our parks and streets neglected, then the reduction of taxes would become a detriment and prove impractical.

"Theoretically no one can deny that the Neely Bill has merit. But if the practical result would be that motion pictures became inferior, that the exhibitor could not be supplied with sufficient product to keep his theatre open regularly, that the cost of film rentals would be materially increased, that theatre admissions would jump so that only a few people could afford to attend the movies, that hundreds of thousands of working people and businessmen depending upon the motion picture business, directly and indirectly, would be materially harmed, then the Neely Bill would prove to be a detriment and would be impractical.

"Of course, I know that Mrs. Hume and the welfare, religious and educational institutions she refers to never give any thought to this. Believe it or not, there are two sides to the question. It has been my unfortunate experience that people outside of the film business know little about the Neely Bill, yet they appear anxious to argue the merits of it.

"The fact remains that approximately 85,000,000 people attend a movie every week. These people are its chief boosters. Those who seldom attend are its severest critics.

"I was particularly surprised to read that your movie critic is influenced by the fact that the *Journal* receives advertising and, therefore, comments favorably on pictures. I have always felt that movie critics get a lot of pleasure in making the public believe that the really good pictures are bad.

"Mrs. Hume's statement that the ten best paying pictures of last year were on the approved list of every group which appraises pictures is 40 per cent incorrect. Four of the pictures did not receive the approval of the Legion of Decency.

"The motion picture business is far from perfect. There are many problems that must and will be solved. This can be accomplished only by the people who know the business from the inside."

"Primary Purpose" Of Neely Bill

Milwaukee—"The primary purpose of this (Neely) bill is to establish community freedom in the selection of motion picture films. When that is passed, it will be the problem of the local residents to enforce demands for better pictures."

This is the kernel of the anti-block booking bill as seen through the eyes of Mrs. V. W. Hume, better films chairman of the Luther Burbank PTA, who gave public expression to her view through the columns of the Milwaukee "Journal." Benjamin J. Miller, local film attorney, also in a letter to the "Journal," declared that while the bill "theoretically" may be sound, it is "practically" unworkable.

Photoplay Indorsers Pick "10 Best" at Ft. Wayne

FORT WAYNE, IND.—The local chapter of the Indiana Indorsers of Photoplays recently announced their choice for the ten best motion pictures of '39: "Goodbye, Mr. Chips," "Mr. Smith Goes to Washington," "Young Mr. Lincoln," "They Shall Have Music," "Stanley and Livingstone," "The Women," "The Old Maid," "Union Pacific," "Ninotchka," and "Babes in Arms."

The above ten were chosen from 35 outstanding films of the year. The selection was made at a luncheon meeting at the home of Mrs. E. D. Campbell, in Fort Wayne.

Catcalls as Costello Confiscates Print

CHICAGO—Lieut. Harry M. Costello, Chicago police censor, made page one of the dailies again this week.

This time it was for stopping the showing in a private hall at 3310 South Morgan of a 16mm print, "The Invasion of Poland by Hitler." He confiscated the print.

However, before that occurred, Costello and the several policemen with him were subjected to boos, catcalls and threats. There were 500 persons of Polish descent in the hall and each had paid 25 cents to see the three-reel film. The performance was sponsored by the Polish-American Citizens' League.

The police arrested Boles Patzkoski on a charge of showing an uncensored film. He posted $1,000 bond.

Patzkoski charged the raid was unfair, saying that the 16mm film used is the type used in homes and clubs and had already been shown three times without police interference. Said Costello in answer:

"The raid was made solely because the organization had no police permit to show the film.

"I myself tried to warn Patzkoski. I telephoned the hall to tell him there was a violation. I was told he wouldn't come to the phone. There was nothing for me to do but go to the hall with police."

Chicago Council Report Lists Two for Family

CHICAGO—Most pictures in the current report of the Chicago Better Films Council are listed for mature audiences. Only two—"Main Street Lawyer," Republic, and "Swanee River," 20th Century-Fox—are listed for family consumption.

The mature list includes: "The Big Guy," and "Green Hell," Universal; "The Housekeeper's Daughter" and "Raffles," UA; "A Child Is Born" and "We Are Not Alone," Warner; "Remember the Night," Paramount; "Mexican Spitfire," RKO; and "The End of the Day," French.

Moline Council, Exhibs In License Fee Talks

MOLINE, ILL.—Local exhibitors and the city council are in a huddle over the proposal of Alderman Harry Roman to increase the present $50 annual theatre license now applying to the town's four houses.

Roman's proposal would hike the fee to $150 for theatres with 500 seats or less, with a rate of 20 cents per seat applying to additional capacity.

Aurora Civic Groups Buy Radio Time for "Baby"

AURORA, ILL.—Local civic organizations, such as the Parent-Teacher Ass'n, purchased time on WMRO here to advertise the merits of "Birth of a Baby," Eddie Grossman, operator of the theatre reports.

Promotions in Wholesale By Warner in Chicago

CHICAGO—Several promotions have been made in the Warner circuit here.

George Finley, chief of service, Avalon, becomes senior chief of service; James Fennell, Capitol chief, becomes senior chief; John T. Mahon, Highland chief, moves over to the post of senior chief at the Stratford, while the post of junior chief at the Stratford goes to Stephen Stanis, chief at the Jeffery. Martin Frain, Stratford chief, to junior chief, Avalon. James R. Chevalier, chief of the Cosmo, to Capitol junior chief. Nicholas Polales, Symphony chief, to Highland chief. Nelzo Cassano, Grove chief, to Cosmo chief.

William Chevalier, Capitol assistant chief, to Jeffery chief. John Melehes, Ogden doorman, to Symphony chief. John Falco, Grove doorman, becomes chief at the Grove. Hugh Ward, assistant chief, Stratford, to chief doorman, Grove. James Collopy, assistant chief, Rhodes, becomes chief at the Rhodes. Richard Fahey, assistant chief, Stratford, to chief doorman, Ogden. James Hajost, doorman-usher, Stratford, to doorman, Stratford. James Holmquist, doorman-usher, Jeffery, to doorman, Rhodes. William Creswell, doorman-usher, Avalon, to doorman, Jeffery. Clayton Kelly, assistant chief, Highland, to doorman, Avalon. And George Danek, usher; Stratford, to Highland doorman.

"Wind" Grows Stronger Each Week in Chicago

CHICAGO—With the second week's gross ahead of the opening week, it appeared the third week of "Gone With the Wind" at the Oriental and Woods here may exceed the second stanza. The first week was slightly under $65,000, while the second week hit almost $67,000. There appears no sign of abatement yet.

Yates and Grainger Head Sales Meet

CHICAGO—Herbert J. Yates and James R. Grainger headed the midwest regional sales meeting of Republic franchise holders here at the Drake Hotel.

Those attending included: Irving Mandel, Chicago, Milwaukee and Indianapolis franchise holder; Harry Lorch, Chicago branch manager; J. M. Frackman, Milwaukee; L. W. Marriott, Indianapolis; Robert Withers, Kansas City franchise holder; E. J. Tilton and H. M. Warren, Des Moines and Omaha franchise holders; Carl Reese, Omaha; Nat Steinberg and Barney Rosenthal, St. Louis franchise holders; Sam Seplowin, Detroit; Gilbert Nathanson, Minneapolis franchise holder.





At the Warner Parley in Chicago—

Lower photo shows Gradwell L. Sears, Vitagraph president and Warner general sales manager, addressing the mid-season sales conference in the Windy City. At the left is Roy Haines, eastern and Canadian sales head; at the right, Carl Leserman, assistant general sales manager. The single-column shot reveals S. Charles Einfeld, left, director of advertising and publicity, in a huddle with Mort Blumenstock, director of advertising and publicity in the east.

INDIANAPOLIS

ASSOCIATED Theatre Owners of Indiana, Inc., announces that Maurice Reinking, operator of the Idaho and Swan in Terre Haute, has become an active member, also A. B. Thompson of the Park and Ritz in North Vernon.

The Associated Theatre Owners of Indiana has been invited to send a delegation to the Independent Theatre Owners of Ohio convention to be held February 28-29 *at Columbus . . . The annual summer meeting of ATOI will be held June* 10, 11 *and* 12 *at the Spink-Wawasee Hotel, Lake Wawasee, Indiana. In conjunction with this meeting will be featured the third annual golf tournament.*

Seen along the Row: Dick Vlastos, Fowler; Roy Harrold, Rushville; Jack Van Borssum, Terre Haute; Karl Gast, Akron; Bob Hudson, Richmond; Mannie Marcus, Fort Wayne; Wm. Studebaker, Logansport; Sam Neall, Kokomo; D. D. Lee, Cayuga; Harmon Allison, Mooresville; Joe Schilling, Connersville; A. McCarty, Pendleton; Abe Kaufman, Terre Haute; Nick Paikos, Tipton; Dick Neall, Edinburg; Harold Reckley, Greencastle.

Al Ackerman, operator of the Tacoma, gave away pictures of film stars to his first 500 *customers last Friday night . . . Jim Kennedy at the Ritz is at it again. His ushers are to have new uniforms soon. Jim changes every six weeks . . . Earl Cunningham at the Fountain Square will show "Barricade" because of so many requests for the film.*

Tom Devine has booked Little Jack Little and orchestra for next Sunday at his new Music Hall . . . Dick Powell, local favorite and Hollywood star, headlining this week's stage show at the Lyric, was given a royal Hoosier welcome. Many of his friends turned out to greet him at the station and a luncheon was given at the Variety Club with many local showmen in attendance . . . "GWTW" is in its third week at Loew's and doing sell-out business.

As part of the nation-wide drive of the motion picture industry to raise $500,000 *to aid Finnish civilians, Hoosier theatres have set aside February* 17 *and* 18 *as "Help Finland Days."*

Sonja Henie's "Hollywood Ice Revue" which opened on Tuesday, February 6 at the new State Fair Ground's coliseum was well received by Indianapolis fans. Among first nighters of the show world were Marc J. Wolf and wife, general manager of Theatrical Managers, Inc.; Joe Neger, office manager at Fox, and wife; Kurt Butler of Columbia and wife; I. R. Holycross and Mr. and Mrs. Harry Van Noy, Paramount Theatre, Anderson; Alex Manta, Indiana-Illinois Theatres, Chicago; Don R. Rossiter, ATOI secretary; Earl Penrod, Bank Night distributor and wife; Danny Penrod and Dean Hall of BOXOFFICE.

Theatrical Managers, Inc., operating approximately 20 *theatres in Indiana, has recently added a new theatre corporation to their list, that of Y and W Management Corp. V. U. Young is agent; the company has* 1,000 *shares without par value; is incorporated to operate theatres and other amusement enterprises; Incorporators: Marc J. Wolf, Robert R. Young and V. U. Young.*

Fort Wayne is scheduled to have a new suburban house to be erected in the near future by Frank Holland, former theatre operator in Ohio . . . RKO has been working with a short force due to the illness of Roy Churchill, manager, who has the flu, and Jerry Weiss, student booker, who also has been ill . . . Mrs. Annette Kuebler, operator of the Astra and Tivoli, in Jasper, will be confined in a Louisville hospital for a few weeks yet. Mrs. Kuebler is recuperating after a major operation two weeks ago.

C. E. Blake of the Louisville Savoy is on the sick list. He is in a Chicago hospital . . . Paramount exchange was visited this week by Allen Usher, district manager . . . S. B. Rees, operator of the Gem in Plymouth, formally opened the new Rees there last week . . . George A. Shauer, connected with the Premier, Lake and Memorial, in Valparaiso, with his brother Justin Shauer, died here last week. Shauer was president and treasurer of the Premier Theatres, Inc., and had been in the business with his brother and father for many years in Valparaiso.

Start on Drive-In Just Outside Indianapolis

INDIANAPOLIS—Construction is underway on the new drive-in being built on State Road 67, just outside the city limits, by Phil Smith. An RCA sound system, with 75-watt amplifier racks, has been purchased for the ozoner, according to W. H. Trunick, salesman.

Trunick also reports the sales of a sound system for the new Lido in Michigan City, to be opened around June 1 by Maurice Rubin, and another sound system for the new Fowler in Fowler, Ind.

500-Car Capacity House For Broad Ripple Park

INDIANAPOLIS—A new open-air, drive-in motion picture theatre with a capacity of 500 automobiles will be built in Broad Ripple park this spring. The theatre will occupy a ten-acre site east of the park swimming pool, and approximately $60,000 will be expended in construction.

Oscar Baur of Terre Haute, president of the Terre Haute Brewing Co., is owner of Broad Ripple park which covers 62 acres. The architectural firm of Graham and Knowlton of Indianapolis is architect and engineer for the proposed theatre.

Donald Graham, a member of the architectural firm, said contracts for the theatre are expected to be let within a few days and work started immediately, with completion aimed for April 1. The theatre will be enclosed.

Renovate in Roann, Ind.

ROANN, IND.—The Eagles here has been renovated. New seats, carpeting and lighting have been installed.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

MILWAUKEE

THE marquee of Fox's Strand here is being prettied up with a fresh coat of paint . . . Discharge of three income tax liens totaling $15,620, for the years 1920, 1921 and 1923, against the Majestic Theatre Co. here, has been filed by Otto A. La Budde, collector of internal revenue. The theatre has since been converted into a store building.

Fox's Orpheum in Green Bay has installed a new screen and special projector lenses for the showing of "Gone With the Wind" . . . Stanley Lambert, manager of the Rialto, Racine, reported the burglary last week of cash and candy from a lobby candy machine.

Feature of a Marinette Dollar Day promotion in Marinette was a free show at the Fox. Admission could be gained by clipping a newspaper coupon . . . Robert Guiterman staged Varsity Night at his Capitol in Manitowoc. Gold footballs were presented to the local high school champions on the stage by several Green Bay Packer stars.

With hundreds of farmers in Madison attending Farm and Home Week in that city, the Capitol presented the National Barn Dance on the stage as a special program tying in with the occasion . . . Elroy Luedtke recently staged a Popeye Birthday party for kids at Standard's Orpheum in Kenosha. Besides three extra Popeye cartoons, kids received a free candy birthday party souvenir.

With the showing of "Gone With the Wind at the Rex, Sheboygan, the Tipo Bar there offered on different days free a Scarlett O'Hara cocktail, a Rhett Butler cocktail, a Mississippi mule, a southern beauty, a Dixie whisky, an Alabama fizz, a Kentucky river and a Charleston, in addition to toasted cheese sandwiches.

The General Theatre Co. of Oshkosh has been dissolved. Charles Lowe was president and Mrs. Ida Lowe, secretary . . . "Gone With the Wind," originally slated to open at the Capitol in Manitowoc, February 17, *has been postponed until February* 24 *because it has been impossible for distributor to keep up print commitments with present bookings.*

The Isle Theatre Co. has filed articles of incorporation at Rice Lake with Marie Alnes, Rose Hiemenz and Marion McCuskey as incorporators . . . Mid-West Drive-In Theatres, Inc., Boston, Mass., has been granted a permit for the erection of a $30,000 theatre just west of Milwaukee.

CHICAGO

HARRY SHERMAN, producer of Paramount westerns, was through here on Monday. He stopped off long enough to screen his latest for Paramount salesmen, "Light of Western Stars."

Marty Weiser, publicist who will work on the west coast with Sam Clark in Henry Herbel's western district, left this week.

Tom Gilliam was home this week with the flu . . . Tom Flannery of Whiteway Sign Service has returned from Miami Beach. While there he met, among others, Mort Goldberg, Henry Schoenstadt, Jack Miller, Simon Simansky and Aaron Jones.

Mun Delano, Columbia office manager and booker, is back at the exchange after being away for nearly two months due to illness.

Al Saxelin, Monogram shipper who had been in the industry more than 25 years, died this week . . . Another back-room death was that of a veteran inspectress, Marie Downey of Columbia.

Alan Dinehart of the cast of "Thanks for My Wife" at the Selwyn, appeared this week on Hal Tate's "Movie Tattler" radio show.

Clyde Eckhardt, 20th-Fox branch manager, screened "Grapes of Wrath" for many exhibitors on Monday. It opens March 1 at the Chicago.

En route to the west coast on the Santa Fe Chief over the weekend were Sabu and his brother, Shaik; and the following UA executives: Murray Silverstone, Zoltan Korda, and Charles Schwartz, the latter a UA attorney. Arriving from the west was Zasu Pitts.

Jack Blum and Guy C. Packard of Photoplay Advertising were in New York attending the National Poster Ass'n meeting.

To Bob Haley, publicist for the RKO Palace, goes credit for using the first quips locally in film advertising on "Confucius Say." He used some of the gags to advertise the second week of "My Little Chickadee."

Irving Tombach has gone to Kansas City to handle the advance campaign there on the Mayer-Burstyn film, "Louise," starring Grace Moore . . . Roy Bruder and his wife of the Chicago plan to go to Florida the end of this month . . . Van Nomikos, who is vice-president of Allied of Illinois, was to go to Washington this weekend on Allied business.

Health Officers Close Schools in Anderson

ANDERSON, IND.—City health officers have ordered all local public schools closed for a week because of the prevalence of influenza. Sixteen teachers and approximately 2,000 have been absent because of illness.

Share Proceeds With Fund for Finland

Milwaukee—Twenty-seven local theatres, members of the ITPA of Wisconsin, will share ticket proceeds with the Finnish Relief Fund for two weeks. C. O. Wanvig, local drive chairman, says he expects the ticket sales to add more than $6,000 to the fund, which already exceeds $27,000 here.

The relief tickets are being sold from February 26 to March 11 at factories and business offices as well as at theatre boxoffices. Participating houses include the Oriental, Tower, Abby, Alamo, Aragon, Atlas, Burleigh, Climax, Colonial, Comet, Fern, Franklin, Grand, Greendale, Hollywood, Liberty, Lyric, Mozart, Murray, Park, Peerless, Rainbow, Roosevelt, Roxy, Tosa and Violet.

Earl Bell Elected V. P. Of ATOI's District 3

INDIANAPOLIS—Earl Bell of the Howard has been elected vice-president of District No. 3 of the Associated Theatre Owners of Indiana to succeed Carl Niesse, general manager of the Olson Theatre Enterprises.

The board meeting taking the above action was attended by the following: Roy E. Harrold, Rushville; Oscar Fine, Evansville; Walter F. Easley, Greensburg; Joe Schilling, Connersville; H. Lisle Krieghbaum, Rochester; Trueman Rembusch, Franklin; Alex Manta, Chicago; Ernest L. Miller, Joseph F. Smith, A. C. Zaring, Harry Markun, Isaac Holycross, Earl Bell and Don R. Rossiter, all of Indianapolis.

Next regular meeting will be held at association office on March 5.

Gubernatorial Candidate May Be Industry Friend

SPRINGFIELD, ILL.—Should Harry B. Hershey, Taylorville, chairman of the Democratic state central committee, who was selected at a slate making meeting here as the Democratic candidate for governor of Illinois, succeeding Governor Horner, be elected, the theatre operators of Illinois will probably find him sympathetic to their cause.

Hershey, as a member of the firm of Hershey and Bliss, is attorney for the Frisina Amusement Co. with several theatres in Springfield and others in various central Illinois cities.

WB Houses Take Part

CHICAGO—Local Warner houses over the weekend participated in the Herbert Hoover Finnish Relief Fund drive. Girls, in Finnish costume, stood in the lobbies with collection baskets. No solicitations were made.

Directors Re-elected

LAPORTE, IND.—Directors of the LaPorte Theatre Co. have been re-elected. They are Dr. R. B. Jones, A. Sommerfield, Mrs. Eva Steinberg, H. A. Lindgren, J. C. Richter, J. Levine and Isadore E. Levine.

SPR'GFIELD

SAMUEL N. BONANSINGA, business manager of the theatrical stage employes union, has been elected president of the Springfield Federation of Labor without opposition.

Gus Kerasotes, president of the Kerasotes theatres, recently was a patient at St. John's Hospital, for a health check-up.

Tanner's Roseland at Pana was scheduled to open February 14.

George Kerasotes, general manager of Kerasotes Theatres, who was married February 3 to Miss Marjorie Bae Birnbaum, is honeymooning with his bride in Florida and Havana, Cuba.

Tony Serra jr., operator at the Tivoli, was married February 3 at St. Joseph's Church to Miss Clara Sanders.

Two theatre cashiers, Miss Mary Innicotti, of the Roxy, and Ada Ioca, of the Tivoli, are having their tonsils out.

Bill Martin, maintenance man at the Roxy, again is rushing spring. He has bought a new trailer, closed up his apartment and moved into the trailer.

John Giachetto, son of Dominic Giachetto, treasurer of the Frisina chain, is recovering from a sprained ankle, received playing soccer at college.

The Orpheum is doing such big business these days that it was necessary to install another boxoffice—to take care of reservations for George White's Scandals, February 16; "Gone With the Wind" starting February 18, and for the personal appearance of Jeanette MacDonald at the theatre March 20.

An Extension for Altec

MUNCIE, IND.—Theatrical Managers, Inc., have added the Strand here to the 14 theatres that have renewed contracts for Altec service.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

Eden Would Bring Picketing Suit

ST. LOUIS—The Eden Theatre Co., operator of the Fox, a 5,000-seat de luxer, has filed a petition in the circuit court asking permission to bring a suit for $75,000 damages against James A. McKeown and William Brandt, secretary of the Central Trades and Labor Union, as co-receivers for Local No. 143, operators' union.

The petition avers the company has suffered a loss of at least $75,000 in business and good will because of the union's picketing and boycotting of the theatre.

The Eden Theatre Co. has a contract with the Fanchon & Marco Service Corp. to manage the theatre and to negotiate for the employment of all the theatre's workers and that Fanchon & Marco exercises control over all the employes.

Last October 5, the petition continues, the union notified the Fox that two members of the union employed by the theatre had lost their working privilege and should be replaced by two other union members. The theatre refused to replace the projectionists and, as a result, the petition charges that the co-receivers "entered into an unlawful combination" with officers and members of the union to "damage the theatre by picketing, boycotting and false and damaging statements."

It also alleged that the union's receivers hold funds of the union in excess of $100,000 and it is from these monies that the Eden company seeks to collect the $75,000.

Co-receiver McKeown said: "There is nothing I can say. Everything we have done has been open and above board."

Fanchon & Marco recently filed a $200,000 damage suit against the officers and members of the union alleging loss of business due to the picketing of their theatres.

Ted Nicholas to Marry Deletha Hill Sunday

INDIANAPOLIS—Ted Nicholas, manager for Orrin Tucker and his orchestra and former manager of the Lyric here, will be married Sunday in Cincinnati to Miss Deletha Hill.

The ceremony will be read at the home of Mr. and Mrs. Royal Nicholas, with Mrs. William Kiley as matron of honor and Mr. Kiley as best man. A reception will follow.

Palace Date for "Abe" Reported in Chicago

CHICAGO—It is understood RKO's "Abe Lincoln in Illinois" is penciled in for the RKO Palace at regular run starting March 29 or April 5, with the stage play, now current at the Grand Opera House, due to leave Easter week.

Sage Joins Anderson

MORRIS, ILL.—Jack Sage, formerly manager of the Uptown, Marceline, Mo., for the Griffith-Dickinson circuit, has resigned to become associated with the home office of the Anderson circuit here.

ST. LOUIS

FIFTY-FIVE St. Louis theatres set aside February 17 and 18 as "Help Finland" days in cooperation with the Finnish Relief Fund. Special exhibits were shown, while girls from the International Institute, Washington University sorority girls, and Girl Scouts in Finnish costumes, received contributions in the lobbies.

The Variety Club party February 10 at which Ray Colvin and Al Meyer were the hosts, proved highly successful. There was music and dancing and a number of prizes were given away. At a special meeting February 9 in the club headquarters at the Roosevelt Hotel, there was an induction of new members.

Admission prices for operatic presentations at the Municipal Auditorium have been substantially reduced and the number of low-priced seats greatly increased. New scale ranges from $1 to $4 . . . The 24th season of Lutheran noonday Lenten services is now in progress at the American. The half-hour services begin at 12:30 o'clock Mondays through Fridays.

The film version of "The Grapes of Wrath" opens at Fanchon & Marco's Fox on March 1 . . . "Gone With the Wind" has been averaging well in excess of $50,000 per week at Loew's. It's now in its third week, with tickets on sale for the fourth still in demand . . . Alano Dass, young mind reader, opened a week's engagement at the St. Louis Theatre, February 16.

Burton Holmes opens his 1940 Travelogue season in the Opera House of the Municipal Auditorium, February 19. It will feature "Heroic, Friendly Finland" . . . Julien Bryan, free-lance cameraman and lecturer, will show motion pictures of the siege of Warsaw at the Opera House, February 21.

Figure skating champs from the United States, Canada and Europe will participate in the Ice Follies of 1940 at the Arena for six nights opening on February 27 . . . An elaborate half-hour quiz show will be aired by KWK direct from the stage of the Fox every Thursday at 8 p. m. Switzer Candy Co. will bankroll the stunt, designed to plug a new product "Switzer's Licorice Twist." Opening show is on February 22.

Chicago Amusement Club Opens New Clubrooms

CHICAGO—The Amusement Club of Chicago hosted over 100 members, their wives and friends at the formal opening of the group's new club rooms in the Stevens Hotel last week. A buffet dinner was served at midnight and boxes of favors were distributed.

Conducts Rooney Contest

ELKHART, IND.—Rex Williams, city manager for Indiana-Illinois Theatres here, conducted a contest to select a youngster with a "Mickey Rooney Personality." The lucky youngster, Billy Miller, was awarded a free trip to the premiere of "Young Tom Edison," in Port Huron. Williams accompanied him.

Judge Rules Brady Must Stand Trial

ST. LOUIS—State Rep. Edward M. "Putty Nose" Brady must go to trial March 4 on a charge that he conspired to extort $10,000 from certain theatre owners in 1936 about the time the annual wage scale agreement of the Moving Picture Operators union was up for consideration, Circuit Judge Thomas J. Rowe having overruled Brady's motion that the indictment against him be quashed.

Brady was indicted jointly with John P. Nick, international vice-president of the IATSE, who was acquitted of the charge a few weeks ago after Judge Rowe ruled that the state's evidence against Nick was not sufficient to convict.

Nick is under another indictment in which he and Clyde A. Weston, former business manager of the operators' union, are charged with extortion in 1937 when the wage scale agreement came up again for renewal.

Nick to Seek Rehearing Of Union "Ouster" Case

ST. LOUIS—Counsel for John P. Nick, international vice-president of the IATSE, has announced a rehearing will be sought in the case in which the St. Louis court of appeals recently sustained the ruling of Circuit Judge Ernest F. Oakley ousting Nick and Clyde A. Weston, business manager of Local No. 143, operators' union, from control over the affairs of the organization.

Basis for the rehearing will be that the temporary receivers have exceeded authority vested in them through the order of Judge Oakley, by calling strikes and maintaining pickets.

Valentine Parties Held By Warner-Saxe Houses

MILWAUKEE—Valentine parties were in order February 10 at 11 local Warner-Saxe theatres and in three more of the circuit's houses here February 11 with five valentines given free to every girl and boy.

Houses staging the parties included the Garfield, National, Milwaukee, Uptown, Egyptian, Savoy, Juneau, Princess, Modjeska, Lake, Parkway, Tivoli, Granada and Mirth. Similar parties were staged by the Tower, Oriental and Times theatres.

The Grand at Wausau, in connection with its Valentine party February 10, gave special prizes for the best home-made comic valentines in addition to a valentine lollypop to all attending.

Bankruptcy Petition

ST. LOUIS—An involuntary bankruptcy petition has been filed in the United States district court here against the Greenman Theatres, Inc., which formerly operated several neighborhood and suburban theatres in this vicinity. The petitioning creditors and their claims are: Morris L. Rosenblum Co., $1,791; August Reineri & Sons, $100, and William Houser, Inc., $781.

Indiana Employment Continues to Gain

INDIANAPOLIS—Employment and payroll advances in Indiana manufacturing plants were recorded for the fifth consecutive month as reports for mid-December were tabulated. The seven non-manufacturing groups studied also showed larger totals, as the Christmas influence caused retail trade to make its greatest percentage gains in recent years. In the retail field, employment gained 15.0 per cent with payrolls 13.1 per cent over November.

This data is collected monthly from a representative group of Indiana employers by the employment service section of the U. S. bureau of labor statistics.

Weekly factory payrolls at the mid-December period averaged $8,349,381, an increase of 4.2 per cent over November, and 29.5 per cent over December, 1938.

The estimated number of wage earners employed in Indiana manufacturing industries in mid-December was 299,620, or approximately 5,600 more than the number working in mid-November. This is an increase of 1.9 per cent.

The seasonal index of Indiana manufacturing employment, based on totals from 1930 to 1935, inclusive, shows a loss of 0.3 per cent, which is considered normal for the November-December period. A further study reveals that the average loss in manufacturing employment from November to December for the four years was 1.9 per cent.

The period from July to December, 1939, was one of pronounced improvement in manufacturing lines. Estimates showed that nearly 45,000 more wage earners were employed in Indiana factories in December than in July, an increase of 17.6 per cent. The normal seasonal trend accounts for an increase of 0.9 per cent, or approximately 2,300 wage earners, over this five-month period. From July to December, factory payrolls advanced 33.3 per cent, more than $2,085,000 in the weekly total.

Factory employment and payrolls throughout 1939 showed pronounced gains over 1938. The average number of manufacturing wage earners employed in 1939 was 268,000. This is 13.7 per cent above the average for 1938. However, the 1939 average factory employment was 14.0 per cent below the 1937 average.

In 1939, factory pay rolls were 27.6 per cent above the 1938 level but 13.3 per cent below the 1937 figure. The 1939 weekly average of factory payrolls was almost $1,500,000 greater than the 1938 average.

The gain in manufacturing employment and most of the increase in payrolls from mid-November to mid-December was attributable to expansion in the automobile bodies and parts industry. Plants in this industry were employing nearly 5,900 more wage earners in December than in November. Their weekly payrolls advanced approximately $250,000. These increases compare with gains of 5,600 in all manufacturing employment and $336,000 in weekly manufacturing payrolls. Although there was a general expansion in the automobile industry, most of the increase resulted from the opening of plants which had been affected by labor disputes in November.

Gains in retail trade were sufficient to increase the totals of employment and payrolls in mid-December for the seven groups of non-manufacturing firms for which it is possible to give estimated totals. Indiana retail establishments employed an estimated 124,000 wage earners in mid-December. This total exceeded any month during the period for which corresponding data is available, that is, since January, 1935. There was a net gain of more than 16,000 in the number of wage earners employed in Indiana retail establishments from mid-November to mid-December. General merchandising establishments alone increased employment approximately 11,800, or 52.1 per cent.

Indiana factory workers received an average of $27.87 per week for the period reported in December. This was the highest weekly wage recorded for 1939 and an increase of 2.3 per cent above the November average.

BOWLING

CHICAGO—National Screen has finally jumped into first place in the Film Bowling League, having won one game from the Film Carriers, while Republic was forfeiting three to Paramount. Photoplay took two from Warners, while 20th Century-Fox whitewashed Universal.

Abe Fischer of 20th-Fox set a new league high for individual series with 651.

The standings:

	Won	Lost
National Screen	36	24
Republic	35	25
Photoplay	33	27
Film Carriers	33	27
Paramount	29	31
20th Century-Fox	27	33
Universal	24	36
Warner Bros.	23	37

Lottery Charge Dismissed By Jury in Indianapolis

INDIANAPOLIS—A jury in municipal court here exonerated Orvin J. Moore, manager of the Ohio, and James Kenny, usher, of charges of operating a lottery via "Bank Roll" after deliberating 30 minutes.

Chenoa Ritz Reopens

CHENOA, ILL.—Elmer Larson has reopened the Ritz, which was recently gutted by fire. The theatre has been entirely remodeled and modernized with new rest rooms, a new cooling system and other improvements.

Handle Contributions for Finns

CHICAGO—Sophia Schoenstadt and Evelyn Elisberg are handling contributions from the film industry for the Finnish Relief Fund.

Show Fight Film

CHICAGO—The Joe Louis-Arturo Godoy fight film was shown this week at the Palace and Chicago.

Importation of Stars Is Hit by Columnist

MILWAUKEE — Howard "Buck" Herzog, film critic of the *Sentinel*, in his column recently took a rap at producers importing foreign stars. The rap:

"A lot of concrete evidence seems to be piling up that there is something wrong either with American girls or the brains of cinema land. Maybe the moguls of Hollywood have been spending so much time on foreign shores, they've failed to take cognizance of what the good old United States has to offer in the way of feminine pulchritude. For the figures undeniably prove that the younger crop of motion picture stars is dominated heavily by foreign invaders.

"Saw an excellent film the other night titled 'The Light That Failed,' in which a foreign importation by the name of Muriel Angelus makes her American debut opposite Ronald Colman. She's getting the usual Hollywood buildup, such as being heralded as 'a new, striking beauty,' et cetera. We could waltz you down to the corner of Third and Wisconsin and signal out four out of five gals who have more beauty than Miss Angelus.

"Histrionic ability though, is another matter. However, it's the contention of this department that if any American beauty were given a chance to play opposite Ronald Colman, she too would emerge as a new star.

"Hollywood ought to revive that slogan, 'Buy American,' to read 'Hire American.' We think the paying public even would like it better."

An Interest Is Manifested In Book Review Sessions

CHICAGO—Numerous exhibitors have inquired about book review sessions following the first-week success of the plan at the Warner Beverly Theatre here which was handled by Ted Turrell, manager, and Larry Stein, Warner zone publicity head.

The initial session was attended by over 400 women. It started at 1 o'clock, an hour before the regular matinee. The book review session is free to women patrons buying admissions for the regular matinee.

Mrs. Florence Bourke Ellis, prominent Chicago book reviewer, conducted the first session. Such meetings will be held at the Beverly regularly every other Tuesday afternoon.

Turrell circularizes his neighborhood, runs a trailer on the screen, has a lobby display and contacts all women's clubs about the book reviews.

Rites for Yockey

ST. LOUIS—Funeral services were held here February 10 for John Yockey, who operated a theatre at 6919 South Broadway some years ago. He resided in St. Louis for more than 70 years and was 89 years old.

Lantz Feature Cartoon In Fall of Next Year

CHICAGO—"Aladdin and His Wonderful Lamp," the feature cartoon which Walter Lantz has announced for production, will run about 60 minutes, he told reporters while here recently. He plans to have it ready for distribution the fall of 1941, with the story content to be completed some time within the next six months.

Lantz said that he has completed three of his new "Andy Panda" series for Universal, with three more to go. He is producing 13 shorts altogether for Universal this year. His new distributing medium will be announced within a few days, he said.

"Life With Father" Opens At Blackstone Feb. 19

CHICAGO—Oscar Serlin's production of Clarence Day's "Life With Father" opens on the stage of the Blackstone here Monday night, February 19. Lillian Gish, silent star, plays the lead.

Serlin formerly was on the publicity staff of B&K here, and was also connected with Paramount's publicity department for some time on the west coast.

New Seating Job

CHICAGO—Howard Harris of International Seat Co. has installed new seats in the Eagle, Eddie Zorn's new house at Pontiac. It is a 500-seat house.

Madison Revivals

MADISON, WIS. — The Madison is presenting a program of revivals each Monday and Tuesday with a scale of 15 cents at all shows.

Chicago March Releases

WEEK OF MARCH 3

3914—All Women Have Secrets (Para)—70.
15—Nick Carter, Master Detective (M-G-M)—58.
026—Barricade (20th-Fox)—69.
453—Four Wives (FN)—96.
1101—Mr. Smith Goes to Washington (Col)—130.
4022—Framed (Univ)—60.
4060—Chip of the Flying U (Univ)—55.
.....—Under Western Stars (Rep)—65 reissue.
.....—Hidden Enemy (Mono)—63.
.....—Monastery (Mono)—60 reissue.
.....—Thunder Mountain (Sup)—60.
.....—Exile Express (FA)—70 reissue.
.....—Cipher Bureau (FA)—70 reissue.

WEEK OF MARCH 10

3916—Great Victor Herbert (Para)—90.
11—Remember? (M-G-M)—82.
012—Cisco Kid and the Lady (20th-Fox)—72.
411—Kid Nightingale (WB)—56.
4011—Charlie McCarthy, Detective (Univ)—77.
945—Escape to Paradise (RKO)—61.
918—Wolf of New York (Rep)—68.
.....—Secret Four (Mono)—78.
.....—Human Monster (Mono)—70.
.....—Wild Brian Kent (Sup)—62 reissue.
.....—Long Shot (FA)—69 reissue.
.....—Shadows Over Shanghai (FA)—65 reissue.

WEEK OF MARCH 17

3912—Night of Nights (Para)—84.
13—Another Thin Man (M-G-M)—101.
022—Inspector Hornleigh on Holiday (20th-Fox)—75.
406—Brother Rat and a Baby (WB)—88.
496—Man From Monterey (WB)—60 reissue.
1007—Amazing Mr. Williams (Col)—83.
4021—Oh, Johnny, How You Can Love (Univ)—64.
.....—Gunga Din (RKO)—117 reissue.
.....—Vivacious Lady (RKO)—90 reissue.
.....—Oh! Susannah (Rep)—64 reissue.
.....—Mill on the Floss (Mono)—75.
.....—Pioneer Days (Mono)—51.
.....—Secret Valley (Sup)—63 reissue.
.....—Panama Patrol (FA)—69 reissue.
.....—Frontier Scout (FA)—61 reissue.

WEEK OF MARCH 24

3915—Gulliver's Travels (Para)—75.
017—Swanee River (20th-Fox)—86.
470—Smashing the Money Ring (FN)—55.
.....—Intermezzo (UA)—69.
4054—Man From Montreal (Univ)—59.
015—Hunchback of Notre Dame (RKO)—114.
919—Village Barn Dance (Rep)—72.
.....—East Side Kids (Mono)—62.
.....—Danger Ahead (Mono)—60.
.....—Phantom Ranger (Sup)—59.

WEEK OF MARCH 31

3919—Remember the Night (Para)—93.
029—Everything Happens at Night (20th-Fox)—76.
458—We Are Not Alone (FN)—109.
.....—Raffles (UA)—71.
1211—Taming of the West (Col)—55.
4041—Green Hell (Univ)—84.
016—Mexican Spitfire (RKO)—67.
964—Pioneers of the West (Rep)—57.
.....—Rhythm of the Rio Grande (Mono)—57.
.....—Just Like a Woman (Mono)—73.
.....—Children of the Wild (FA)—57.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Now, Nothing But "A" Houses

Lincoln—Warner Bros. and those other film companies who have joined with them in announcing nothing but "A" features for the coming season, will be glad to know there's an exhibitor here ready for 'em. In the past year, J. H. Cooper has modernized two of his three theatre properties here—the Nebraska and the Lincoln. He is now planning to fix up the Stuart.

In which case, he'll have nothing but "A" houses.

Ask Exchanges' Aid In Admission War

MINNEAPOLIS—Competing Gateway district exhibitors have requested local exchanges to discontinue servicing the Stockholm as long as that theatre puts out two-for-one tickets with the consequent effect of reducing its dime admission scale to a nickel for double features. The theatre also has cash gift nights.

It is claimed, that with the exception of M-G-M, all the exchanges are servicing the Stockholm. The opposition hopes that it can induce the other branches to quit selling the theatre.

Opposition exhibitors charge that prospective patrons stand near the theatre boxoffice with the two-for-one tickets and induce customers to use them so that they can attend the show free or for a nickel.

Some of the exhibitors are fearful that the Stockholm situation will give the Benzes an additional prop in a contemplated fight to obtain pictures for double featuring at the 1,800-seat Palace, which it is proposed to reopen at a dime admission. The exchanges have been insisting that the theatre charge a minimum of 15 cents in order to obtain product. The de luxe house is on the edge of the loop only a few blocks distant from the smaller and less pretentious Gateway theatres.

$100,000 to Boys Town as Metro Plans a Sequel

OMAHA—Ready to produce a sequel to "Boys Town," Metro-Goldwyn-Mayer is preparing to turn over $100,000 to Father E. J. Flanagan, head of Boys Town, Neb., to pay off the mortgage incurred in construction of a new building there.

In making the new picture, Metro will utilize the same technicians and artists who created the initialer.

Seek "Peaceful" Solution Of Film Product Problem

MINNEAPOLIS—The Benz brothers, who have obtained a 60-day option on the 4,000-seat Minnesota, will try to effect a "peaceful" solution of the problem of obtaining major film product for the house which they operated for the owners recently during a 25-week period.

Serious Drift of K. C. Theatre Trade Away From First Runs

KANSAS CITY—The problem of the drift of business away from downtown centers is one not peculiar to Kansas City. Other cities have felt it to some extent. But here it has grown steadily more serious in the past ten years because there has been little, if any, attempt to solve it.

The problem has seriously affected downtown first runs, particularly at their evening shows.

A well defined program is just getting under way to rejuvenate the downtown area and make it the center of attraction for the city—for both business and entertainment. Sponsored by the Chamber of Commerce and including as active participants key figures in the downtown world, the movement has set up both immediate and long time objectives, and expects to begin their realization at once.

Because it promises to alleviate a situation that eventually may jeopardize the existence of first runs, which bear the brunt of film rentals in Kansas City, the movement has attracted the attention of the motion picture business here. Downtown first run managers are members of the key advisory committee of the movement, and are pressing the importance of their position and needs on the program as it develops.

Would Solve Parking Problem

Briefly summarized, objectives of the movement are these:

1. Solution of the parking problem.
2. Creation of traffic arteries to the southeast, southwest and northeast, with auxiliary consideration of streetcar and bus traffic.
3. Elimination of slum areas that encircle the downtown and replacing them with modern housing projects.
4. A cleanup and modernization drive to remove the accumulated grime of a decade and to modernize buildings. A block system of supervision has been proposed with a supervisor for each block in the area. A committee of architects and engineers would serve as advisors.
5. Downtown comfort stations, prohibition of excessive noise, elimination of smoke, improvement of sidewalks and curbs, removal of overhead signs, and improvement of lighting in the district.
6. A campaign to attract people to downtown Kansas City, both from Kansas City and from surrounding territories.

Of these objectives the solution of the problems of parking and traffic are of the most immediate importance to downtown theatres. The difficulty of getting into the area is one of the things that steadily has driven the film trade from first runs to suburban theatres. Combined with the 25-mile speed limit, it has made the trip downtown in the evening a disagreeable task to many seeking entertainment. With trafficways, built to permit fairly high speeds, moviegoers could get to the downtown sector from almost any point in the city in a very short time. If, after they got into the area, there was plenty of easily accessible parking space, the downtown businesses, including theatres, could attract crowds. At present any sizeable crowd makes it almost impossible to find a parking place, and makes it extremely difficult not only to get downtown but to get out again.

Inadequate trafficways and parking are the primary barriers to drawing people downtown, and the other points in the program, such as cleanup and modernization, the campaign to "sell" downtown Kansas City, etc., would be effective only if those two problems were solved.

Perhaps the project of second importance to downtown theatres is the proposal for slum clearance and modern housing, which, of necessity, is a long range objective. But if the slums could be eliminated, and close-in districts be rebuilt with modern living facilities, the difference to first run and other downtown theatres would be enormous. Achievement of this objective would not necessarily mean the attraction of business away from outlying theatres; it would mean utilization of what now are "blighted areas" for the city's future growth.

The drift away from downtown first runs began with the decline of vaudeville and the development of modern sound and projection equipment. For ten years there has been nothing to stop that drift. It can be seen in the reversal of matinee and evening business in downtown first runs. Formerly the bulk of business was done at evening shows at their higher admission prices. Today it is done on matinees. This does not mean that enough more are coming in the afternoon to make up the difference. The difference hasn't been made up.

The suburban theatre, with its comfortable seats, fine projection and sound equipment, air conditioning, and attractive surroundings offers the same show as the downtown first run, which gets as much as 250 per cent more than the suburban in admission price. About the only thing the downtown first run has to offer—except, possibly, for larger and more ornate surroundings—is 27 days quicker view of pictures.

KMTA Directors' Meeting Set for Early in March

KANSAS CITY—Tentatively set for the first part of March is a directors' meeting of the Kansas-Missouri Theatre Ass'n. Several industry matters, including the Neely bill, will be taken up at the session, according to Frank Cassil of St. Joseph, Mo., head of the organization. One matter that may be discussed is the annual convention, which, however, is expected to be held later this year than usual, possibly in September, due to the absence of legislative sessions on either side of the Kansas-Missouri state line.

Gets Ginger Rogers Starrer

HOLLYWOOD—"Kitty Foyle," next Ginger Rogers starrer for RKO, will be adapted by Robert Ardrey.

Use of "Memorial" Halls Contested

By B. O. TELLER

KANSAS CITY—An incident in Kansas City, Kas., last week is of wide interest to exhibitors of that state since it brings up court decisions affecting the use of "memorial auditoriums" in the state.

Radio station KMBC (Kansas City, Mo.) arranged to stage its Saturday night "Brush Creek Follies," a radio feature that has also been popular on the stage of Ivanhoe Temple for some time, at Memorial Hall in Kansas City, Kas. The Theatre Owners Ass'n of Kansas City, Kas., called the attention of the three trustees that govern the Memorial Hall to the court opinions holding that the hall cannot be used by private concerns. KMBC charges admission to the stage presentations of the "Follies."

Court decisions covering use of such buildings should interest Kansas exhibitors, since they may sometime face a situation similar to those reflected in those decisions.

In the case of Darby vs. Otterman, the Kansas supreme court held that "a taxpayer of Kansas City can maintain an action to enjoin the city officers and trustees of the Soldiers and Sailors Memorial building of Kansas City, erected under the provisions of sections 73-401 to 73-410, of the Revised Statutes, from leasing any part of such building to a private corporation, where taxes must be levied for the upkeep of the building, for janitor services in it, for repairs to it, and for heat and light for it." In the same case the court held that "a city has no power to lease to a private corporation any part of a building erected under the provisions of Sections 73-401 to 73-410 of the Revised Statutes."

In the case of State of Kansas vs. City of Independence, the court said: "The trustees of a military memorial building have no power to lease the whole or any part of the building."

An opinion of more direct interest to exhibitors was that issued in the case of State of Kansas vs. City of Hiawatha: "A city is without authority to conduct moving-picture and road shows for profit in a military memorial auditorium erected at public expense to commemorate the valorous achievements of American soldiers, in pursuance of the authority granted by the legislature in Chapter 256 of the Laws of 1921 . . . In the act named there is no express authority given to cities to engage in a commercial enterprise such as the moving-picture business, and nothing in the powers granted by the legislature warrants the implication that cities may use the memorial buildings to carry on private business for profit."

In the case of Electric Theatre (Kansas City, Kas.) vs. Darby, et al., the court held that "The Soldiers and Sailors Memorial Building of Kansas City may not be leased to private persons for exhibition of motion pictures, and a taxpayer of the city may enjoin such leasing."

In Dickinson vs. City of Hiawatha, the court stated that "Chapter 252 of the Laws of 1929 does not authorize the trustees of a memorial building . . . to lease the building for the purpose of carrying on a purely commercial enterprise."

The position of the court is that a taxpayer as such cannot maintain an action against the official trustees of such a building, but that one with an interest (who can show injury), such as an exhibitor, may do so. In Rodenbeck vs. Darby the court held that "An individual taxpayer cannot maintain an action against the official trustees having the management and control of a public building to question the validity of a contract leasing the auditorium thereof for weekly athletic contests at which an admission charge is made, when the auditorium is not sought or required for some public use, where the plaintiff cannot show that he has a special interest in the subject matter of the action, and where he fails to show that his tax burdens would be increased as a result of the contract."

In other words, someone in the amusement business, with which an affair calling for a paid admission was in competition, could maintain such an action if the affair were held in such a memorial building.

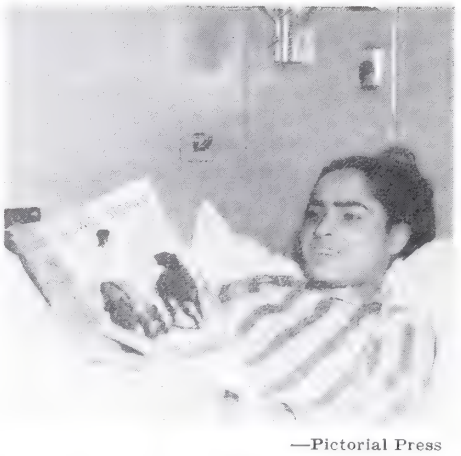
Frank Hollingsworth Suit Slated for Docket Soon

LINCOLN—Slated for early appearance on the federal court docket here is Frank Hollingsworth's suit, charging anti-trust activities to Fox Midwest Theatres in Beatrice, Neb., which will bring to a head a long battle of opposition in Nebraska's only major six-day show town.

Hollingsworth's legal battery is E. F. Nye, former Omaha film board of trade attorney, and Paul Good, who handled the William Youngclaus case against the producers and distributors over protection, which Youngclaus won with a $25,000 settlement.

"Gloves" to Krumgold

HOLLYWOOD—Paramount has assigned Sigmund Krumgold to score "Golden Gloves."



—Pictorial Press

"Jungle Boy" Bound—

Sabu, star of Alexander Korda's "Thief of Bagdad," peruses a page of "Jungle Boy" aboard a westbound train in the Kansas City union station on his way to Hollywood to begin work in the picture of that title. With him were Zolton Korda, director, and his wife.

Film Shortage Fear Fed by Extensions

MINNEAPOLIS — Danger of a product shortage later in the season for independent neighborhood houses in the Twin City area continues to loom large in exhibitors' minds with the extension of the "Gone With the Wind" run and the piling up of other holdovers.

Last week there were only three new releases, excluding those at the double feature Aster with its admission scale of 15 cents to 5 p. m. and 25 cents thereafter. These were "Fighting 69th," "Eternally Yours" and "Return of Dr. X." The latter played the 25 cent Gopher. Independent neighborhood exhibitors claim they can't follow the Aster or Gopher successfully.

The current week brought no improvement, but, instead, an aggravation of the situation, with only two newcomers, not counting the Aster. "The Fighting 69th" moved over to the Century for an extension of its loop first-run and "Gone With the Wind" and "Destry Rides Again" went into its third week at the Orpheum and World, respectively. The two new first-runs were "Swanee River" and "Charlie McCarthy, Detective," the latter at the Aster.

J. J. Friedl Denies Report New Lease Considered

MINNEAPOLIS—Rumors in local film circles that Minnesota Amusement has arranged to lease a new $100,000 neighborhood theatre of 1,200 seats to be built in St. Paul, are denied by John J. Friedl, the circuit's general manager.

"I know nothing about this," said Friedl. "I hadn't heard anything about it."

Friedl says that there are no plans whatsoever for expansion of the chain at this time.

"We're just trying to keep what we've got, and have our hands full doing that," he asserted.

Pending the outcome of the federal government's suit against major distributors, it has been understood that there'd be no further theatre acquisitions by distributor-owned circuits.

Refutes Claim Benzes Have Purchased Minny House

MINNEAPOLIS—Bill Elson, lessee of the Seventh Street, denies a report published in a trade paper that the Benzes, owners of the Palace here and other theatre properties, have purchased the house. Elson asserts there hasn't been a bid from the Benzes for the theatre. If any deal is made for the house the owners, RKO, are required to give him a six-months vacating notice, he said.

Twedt Improving Lido

MANLY, IA.—H. S. "Doc" Twedt of the Lido here is installing new sound, enlarging his projection booth and office, and recarpeting his house.

A New Writer to Metro

HOLLYWOOD—Robert Phoeren has joined Metro's scripting department.

Kansas City Barkers Will Fete Officers

KANSAS CITY—The No. 1 social event of Variety Club's spring season will be held March 1 at the Hotel Muehlebach when officers for 1940 are given an inaugural dinner dance and floor show. Little Jack Little, topnotch entertainer, will head the entertainment numbers. In addition there will be a dance band.

In charge of the affair is Jerry Zigmond, manager of the Newman, as general chairman of the committee. On the committee with him are Don Woods of WB, Doug Desch of Monogram, Barney Joffee of the Tower and Jim McConnell of KMBC. Ticket sales are being handled by Sam Abend of Film Delivery, Charley Shafer of Fox Midwest, Don Woods, Doug Desch, and Roy Miller, Universal.

Welworth Chain Mgrs. Rely on Showmanship

MINNEAPOLIS—Managers of the theatres comprising Eddie Ruben's Welworth circuit, at the annual convention here, agreed that, while present conditions for the show business in this territory are "extremely adverse," they could "lick the tough times" by working extra hard and demonstrating the utmost possible in showmanship.

At the one-day session, plans were mapped out for an Eddie Ruben testimonial drive. Ruben was host at a dinner in the Hotel Nicollet Minnesota Terrace.

Those present included Ted Bolnick, LaCrosse, Wis.; Joe Floyd, Sioux Falls, S. D.; Harold Bartlet, Langdon, N. D.; Art Ableson, Devils Lake, N. D.; Eddie Swanson, Red Wing, Minn.; Carl Engstrom, New Ulm, Minn.; Emery Eckberg, South St. Paul, Minn., and John Cliplef and Clayton Severson, Montevideo, Minn.

Maquoketa Remodeling Increases Seating

MAQUOKETA, IA.—The seating capacity of the Pastime has been increased from 475 to 700 as a result of construction of a 30 by 40-foot addition to the building.

The stage also was enlarged and the theatre refurnished, with offices and lounge rooms added in the basement. B. R. Peake, operator of the Pastime for 20 years, estimates cost of the remodeling project at $22,000.

Cooking Schools Offered By Four Minny Nabes

MINNEAPOLIS—Four local independent neighborhood houses—the Edina, Nile, Camden and Falls—have been conducting cooking schools this week and will continue them for three additional weeks. Jeannette Campbell, graduate home economist, is in charge of the sessions. They start at 1 p. m. and are held one day a week.

K A Y C E E

ON THE ROW: Oscar Johnson, who operates the theatres in Falls City, Neb.; A. Anderson, Commercial Club, Kincaid, Kas.; Curly Wilson, Beyer, Excelsior Springs, Mo., whose business didn't feel the subzero weather as much as some exhibitors' did; George Nescher, Rio, Valley Falls, Kas.; O. L. Christian, Blue Mound, Blue Mound, Kas.; Frank Weary and Paul Taylor, Farris, Richmond, Mo.; Mr. and Mrs. George Summers, Royal, Unionville, Mo.; M. S. Heath, Plaza, Liberty, Mo.; Charles Brooks, Ritz, Marshfield, Mo.; John L. Whiting, Lido, Downs, Kas.; Mrs. Glen Moskau, Regal, St. Joseph, Mo.; Mr. and Mrs. Joe Ghosen, Sedalia, Mo.; C. S. Laird, Madison, Madison, Kas.; A. E. Jarboe, Ritz, Cameron, Mo.; F. L. Lowe, Lowe, Sterling, Kas.

In case we didn't mention it before, a revision at Columbia puts Zack Beiser behind a desk, which insignias his post as office manager; gives Gene Snitz city accounts and Harold Hellman the country booking, with each doing his own shorts (film shorts). Zack is handling circuits . . . Doug Pratt, h. o. rep, still is in town.

J. W. Davis, who operates the Davis at Higginsville, Mo., is still severely ill in Research Hospital here. While he is reported improving, visitors still were barred the first of the week.

The wedding of Marie Campbell, secretary to Ben Marcus at Columbia, and Kenneth McLatchey will take place June 1.

Johnny Scott was in Wichita, Kas., last week on business.

Oklahoma Theatre Supply (in private life, L. J. Kimbriel) has sold new RCA sound equipment to the Plaza (A. J. Simmons and Warren Weber), Howard, Kas.

Don Davis reports the sale of RCA sound to Jim Thompson's Sequoah, Tahlequah, Okla., and the Glen Thompson's Thompson, Walters, Okla. Other RCA sales include Robert Heald's Pix, Johnstown, Colo.; J. E. Michael's Strand, Leon, Ia.

Hazeljoy Ralph of Commonwealth spent another weekend in home town, Newton, Kas.

Joe Rogatnick is the new district booker at Universal. He will take over the job that Virginia Gaylord, secretary to District Manager Pete Dana, has been hand-

(Continued on page 43)

Intervener in Fight For Building Permit

MINNEAPOLIS—The fight to compel the city council to issue a permit to Irving Gillman, local independent, et al., to build and operate a new neighborhood theatre has taken a new turn with the intervention by W. H. Donahue, non-theatreman, asking the district court for an order requiring the issuance of the license to him at the same location.

Asserting that he also owns property in the vicinity of Gillman and the latter's associates, Donahue claims that any license granted should be to him because he filed an application ahead of Gillman.

Hearing by the court to determine if the intervener should be permitted was scheduled for last Tuesday, but delayed because counsel for Donahue was engaged in other litigation.

After the court acts on the intervener it is expected to set a date for trial of the Gillman or Donahue mandamus action. The city council has been ordered to issue the permit or show valid reason why it should not be granted.

It's estimated that the proposed construction of from six to a dozen new neighborhood theatres here hinges upon the outcome of the present suit. The council now is on record to refuse to permit any additional theatre construction here. Its position is that the city already is considerably overseated.

18,000 See 'Fighting 69th' First Three Days in K. C.

KANSAS CITY—Over 18,000 saw "The Fighting 69th" at the Orpheum here the first three days of its engagement. This is a new house record for the year.

He Uses Cold Wave

FT. DODGE, IA.—During the recent cold wave when business was at a low point, Francis Damon closed temporarily while he had the boxoffice of his Park here rebuilt and a new porcelain front installed.

Cabot to "Susan and God"

HOLLYWOOD—Bruce Cabot has been added to the cast of "Susan and God," his first role for Metro since his role as the heavy in "The Bad Man of Brimstone."

YOUR CUSTOMERS CAN'T BE FOOLED

They Demand Quality Popcorn Products

—We Handle the Best on the Market at Reasonable Prices—

— SPECIAL DURING FEBRUARY —

1,000 Popcorn Boxes, $3.50 with any order of popcorn or seasoning.

—Also Sacks, Boxes, and Salt—

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

DES MOINES

ABOARD the Los Angeles Limited for Hollywood with a fistfull of notes gathered in DM—Here's hoping Boss Ben Shlyen doesn't fire his DM correspondent for gadding . . . We were back in town just long enough to see a screening of the "Magic Bullet," a pic so good that the operator got interested and forgot to change reels . . . Next to Jackie Blank's white boots which she bought in Kaycee, the photographer's hard fall on the step in the screening room was the sensation of the evening (Dear Stan Mayer: May we conduct a one-woman campaign for a ramp in the Little Fox instead of those steps which have tripped almost everyone on the Row at some time or other?)

Monroe Rubinger took BOXOFFICE *& Co. and Art Anderson out to the opening of Dave Fidler's Club* 100 *after the screening . . . and then talked only of* 606 *and his beautiful baby contests . . . We didn't see Joes Smith and Ancher but heard that Ancher is furious with us because the* BOXOFFICE *build-up given his approaching nuptials with the Joisey gal gives his stock with local dames an awful let-down . . . Effie Judd brought that new Olds back from Michigan just to bust it up on a DM street car . . . Walt (Dimples) Lohman dimpled a fender to match his face . . . He had a nice birthday party (don't worry, Opie, we're not saying which birthday) for Opie Judd and gave her a nail-paring outfit.*

Harry Holdsberg and Elmer Tilton enjoyed a nice stay in the same hospital . . . and nearly drove the nurses wild sending notes to each other . . . Saw Harry and Bill Toney in at Michaels chatting busily at each other, but we were seeing that Mitzi didn't spill her milk and shine her galoshes with the napkin so couldn't be very friendly.

Sam Clark, who used to do the flacking for Warner in the DM territory before Monroe Rubinger, now is doing the same in Los Angeles . . . Jimmy Winn, former Vitagraph branch manager in Kaycee, now has the chores of Rud Lohrenz, who took Sam's place in Chi . . . Bernice Bateman and Phyllis Cunningham are the missing faces at Warner . . . Phyllis's can be found up at Central States, however . . . Pat Russell's has reappeared at Vitagraph . . . Mr. Curtis can't be found in the Paramount poster room any more because he's replacing Hal Robinson at Warner . . . Hal's working in the billing department now.

W. J. Heineman, western division sales manager from Universal's N. Y. office, was in DM last week . . . wonder if Jere Spandau told him that May is the month he's gonna make Esther queen of the Spandau household? . . . RKO's Titian-mustached Carl Rigrod will be tickled pink (what an awful color combination) when he hears that BOXOFFICE and what he dubbed her "poison typewriter" are on their way to the opposite coast from him and his little old N. Y. where Iowa's mush'n milk is called "Indian Pudding" and where we discovered that the name of that French pastry we're so CRAZY about is "Napoleon!"

Pete Dana, Harry Gottlieb, and Tri-States' DD were at the station when we took off for Paramount's "Seventeen" party with DM's 17-year-old, saucy Pann Merryman, in tow (we missed Paramount's Ray Copeland) . . . We had a time recognizing Ted Emerson, who met us in Omaha, because the last time we saw him, he was hiding behind the sideburns, etc., of "Golden Spike" days . . . he dropped us at the hotel with instructions to be ready when Don Shane of the Orpheum picked us up in the morning (we were) . . . Don is quiet, better-looking than Tyrone Power, as absent-minded as BOXOFFICE, *and likes DM's Don Allen, too.*

All Hades and a brass band broke out when Omaha's 17-year-old showed up at the station . . . Evert Cummings had his pitcher took with nine of Tarkington's wide-eyed immortals who got off the Los Angeles Limited just for that . . . Robert Moriarty, Paramount publicity man, and Don English, the photographer, worked fast and yelled loud until everybody was back on the train . . . Don forgot the lovely Seventeens and spent all his time tapping on the train window at the sweet little girl who went to Hollywood for the "Starmaker" premiere . . . Paramount presented her with a fitted bag which Don had shopped for at Sak's in NY before he left . . . ain't that sweet?

Emil Franke is trying to do some fast juggling to get dates on "Abe Lincoln" and "Dr. Ehrlich" separated at his RKO Orpheum. Not only are they both biographies, booked consecutively, but he's afraid the public will be labeling Ruth Gordon a bigamist. She plays the wife in both pictures . . . Frank's ad on the Louis-Godoy fight pictures bounced Sunday, when the film failed to show. Emil kept his place in heaven secure by plastering a big sign out in front warning customers that the fight pictures would not be shown until Monday . . . but lost his halo when the film finally showed up at the Des Moines Theatre.

"Ecstasy's" long run here caused plenty of talk and "Gone With the Wind's" third week is making some Filmrow prophets eat their prophesies. Now "Birth of a Nation" gets a second week over at the State . . . Several departments at the *R&T* viewed the Northwestern Bell's promotion film Wednesday . . . Marna Stansell, the Osceola, Ia., girl who went to Hollywood on a short-term contract and is now on Broadway in Earl Carroll's "Vanities," is quoted in the *Register* as saying: "I saw enough to know I would not be so keen on the movies as a career. Somehow, the movies didn't appeal to me nearly as much as the radio and the legitimate theatre" . . . Margaret Lindsay and her mother, Mrs. Jane Kies, have been vacationing in Dubuque and telling old friends about Margaret's latest film: Universal's "The House of Seven Gables."

Harry Hiersteiner lost his overcoat at that Filmrow meeting in the 20th Century-Fox offices Saturday. Harry left his coat, scarf and gloves in the front office while the gang went into the back room. When he returned, his apparel was gone and a worn overcoat was left in its place. Harry reported his loss to the police and returned to his family to ponder over the evils of this sinful world . . . Cuthbert Smith, who digressed from his foreign film showings Sunday to present Pianist Moriz Rosenthal at Hoyt Sherman auditorium, says: "Yes, but look what happened to me. I lost my shirt!"

A belated note on the Garden fire here is the news that the projection machine operator, Tom Warner, who leaped from the second floor window with his clothes in flames, might have been burned more severely but for Evelyn Brodmarkle, one of the 15 patrons in the theatre at the time. She wrapped her fur coat around him and smothered the burning clothes.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

AFTER ten or 12 years as a Vitagraph peddler, Harry Herman is giving it all up to be an exhib at the Fireman's Hall Theatre in New Hampton. His lease begins May 15, and in the meantime he'll spend a few months visiting his folks in N. Y. He leaves March 1 . . . Gilly Wells is taking over Harry's Iowa territory.

Everybody clamors for more news of the popular Barney Brotman of the Paradise in Moline, and while he's not in our state, we hear sooooo many things about him . . . he's head of the Rock Island chapter of B'Nai B'Rith, active in the quad-cities management, head of the Charity Bazaar, and ping-pong player (but Art Anderson says he bets he can take him).

Dayton Frederick, who has a circuit out of Ollie, Ia., has a heck of a swell nickname. It's "Dump"—and all because he's built that way.

J. D. Peck (who's been working on the railroad) is in Chicago this week, and for the benefit of folks back in Van Cleave, Ia., it's a strictly business trip.

We hear rumblings and rumors of a fight to the death coming up this summer between various Iowa circuit operators . . . we hope nobody gets hurt.

KAYCEE

(Continued on page 41)

ling. He was transferred here from Minneapolis.

It must be very, very close to Spring. Dominic Donnici of the Palace, downtown subsequent, was on Filmrow early this week. He hasn't been around since last fall, and his appearance is a guarantee that the weather is mild. His son, Louis, does the booking.

Karl Scherer, assistant treasurer of RCA, Camden, is visiting the local offices of the company.

Harry Johnson has installed new RCA sound in the Prospect, Kaycee suburban.

Three or four weeks ago we called attention in this column to the fact that Tum's "Pot O' Gold" giveaway over NBC was substantially the same sort of lottery as Bank Night, which the federal authorities finally squelched. From Washington, February 8, came news that the federal communications commission had turned over to the justice department complaints and information regarding the program. There hasn't been much said about the program among theatremen, but just ask them what it does to their business on Tuesday nights.

Charley Crawford of 20th-Fox is on the Criterion pistol team which opened its season February 15 . . . There's a possibility that they may form a rifle team on Filmrow.

Somebody's been kidding W. G. McKinney, booker at Griffith-Dickinson Theatres. They sent him a bottle of coke wrapped in blue ribbons with a sprig of forget-me-nots. Mac has gotten a lot of kidding out of it. We don't know what Stan Goldberg has gotten out of it—yet.

Charley Decker, booker at 20th-Fox, had a birthday on Valentine's day. He's at least 18. The boys sang him "Happy Birthday to You!"

Joe Redmond of the Esquire has been out with chicken pox. Maybe it is an advance for "Grapes of Wrath" . . . Frank Ritter of the Uptown was home sick this week.

On the Row: Nick Kotsis, Holden, Holden, Mo.; T. A. Spurgeon, Modern, Stanberry, Mo.; John Courter, Courter, Gallatin, Mo.

Advertising Accessories Takes Over Premier

KANSAS CITY—The Premier Advertising Co., operated here by Charles Burns and Ray Crandall, has been purchased by Advertising Accessories, Inc., National Screen subsidiary, which last month took over Independent Poster Exchange. Homer Blackwell is in charge here for Advertising Accessories.

Assign Raoul Walsh

HOLLYWOOD — Raoul Walsh will direct "The Patent Leather Kid" for Warner.

W. A. Steffes May Remain Hospitalized Six Weeks

MINNEAPOLIS — Latest advices from Washington are that W. A. Steffes, Northwest Allied president and national Allied States' director, will be confined to the Providence Hospital for six weeks more. He is being treated for a heart attack suffered during the Allied directors' meeting. His indisposition is delaying a planned Northwest Allied convention to take a stand against percentage pictures and in favor of various proposed trade practice reforms.

Reports Business Outlook Brighter in Dakotas

MINNEAPOLIS—Back from an inspection trip through North and South Dakota, John J. Friedl, general manager of the Minnesota Amusement, reports improving theatre business in the two states due to the fact that roads have been kept open.

Business generally throughout the circuit is about on a par with that of last year, he says.

In the two Dakotas there is a need for more moisture to make for a better crop outlet, according to Friedl.

Mrs. Mons Thompson Dies

LINCOLN—Mrs. Mons Thompson, whose husband owns and manages the St. Paul, Neb., theatre, died this week in McDermott Hospital. The Thompsons were well known in show business circles.

LINCOLN

PAT O'SHEA, former projectionist and stagehand, has gone into the 16mm field for himself. Reports business is good . . . Row was saddened this week with the death of Bill Taylor, who had been 40 years a stage manager at the various local theatres and was at the time of his death occupied at the Stuart. He had a stroke . . . J. H. Cooper, with Joe Philipson, came in for further conferences on Lincoln situation matters this week.

The body of Ed Holder, vet animal trainer with all the major circuses in his day, who died a couple of weeks ago, was sent to Chicago and buried in Showmen's League cemetery, with Mike Barnes, of Barnes & Carruthers booking office, paying the bill . . . Joe Reichman, the orchestra leader, said Paramount has him lined up for a couple of musical shorts when the band lands in Hollywood May 1 . . . Bob Livingston is suffering, but more because of the poor business than the flu which hangs to him . . . Howard Federer is elated because of the very good sale of Eva LeGallienne tickets.

Norvell, the astrologer, slated for the Lincoln a week, gave in to flu and had to be taken to a local hospital on the day he was to open, forcing cancellation of the entire week . . . About half of Lincoln, if queries mean anything, will be going to Omaha for the Sonja Henie and her 6-day ice show appearance, starting February 22 . . . The Jack Randall-Louise

(Continued on page 18-C)

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

MINNEAPOLIS

GILBERT NATHANSON, Republic head, back from a Chicago sales conference . . . Moe Levy, 20th-Fox district manager, set "Grapes of Wrath" into Omaha and Des Moines, March 1, on a pre-release as a single bill in double feature houses. It comes into the State here March 8. Screening for critics is scheduled this week . . . Fred Larkin, manager of the Paramount, St. Cloud, was so enthusiastic over "Gulliver's Travels," he sent a letter to John J. Friedl, Minnesota Amusement Co. general manager, expressing his praise, and the latter forwarded it to the Paramount exchange.

Out-of-town exhibitors visiting Filmrow included: Jack Heywood, New Richmond, Wis.; Jack De Marce, Benson, Minn.; "Doc" Reynolds, Princeton, Minn.; Lyle Webster, Chippewa Falls and Rice Lake, Wis.; Henry Anderson, Arcadia, Wis.; Joe Redmond, Waconia, Minn.; Porter Ashley, Lakefield, Minn.; Al Inman, Fairfax, Minn.; Don Anderson, Pine Island, Minn., and Don Buckley, Redwood Falls, Minn.

Tommy Charack off in his flashy auto to his new post as Warner Los Angeles city salesman. Good luck, old boy . . . W. H. Workman, M-G-M branch manager, may spend his winter vacation in Puerto Rico instead of Florida, his usual haven . . . "Hy" Chapman, Columbia branch manager, visited northern Minnesota accounts . . . Irving Gillman to close his Crystal, Gateway grind house, for improvements . . . Daughter of Sol Torador, local independent exhibitor, off to California and expects to receive a screen test.

Irving Marks, Columbia salesman, a daddy for the second time. It's a girl again—this time a nine-pounder. Going after the Eddie Cantor record, Irving? Eh, what? . . . Morrie Abrams, M-G-M exploiteer, in Sioux Falls, S. D., to work on "Gone With the Wind." His daughter, Lois Goldberg, here from Seattle for a visit . . . Joe Rognatnick, Universal home office student booker, after four months here, off for Kansas City to assume a similar post.

Pat Halloran, Universal salesman, hanging around Minneapolis—for a very good reason which may be public information by the time this appears in print. 'Tis said he was awaiting an impending visit of the stork to his menage . . . United Artists here hitting fast pace in the Jack Goldhar drive . . . Lyceum, legitimate road-show house, running Swedish dialogue films on weekends. Last Saturday and Sunday, it had a dual bill.

"Nickey" Goldhammer, RKO district manager, reports March of Time's "Republic of Finland" release . . . Monogram going great guns in the Charlie Weiner testimonial drive. The quota of city dates already has been practically achieved, he says. Charlie spent much of this week in northern Minnesota plugging away . . . Francis Carlson and Rosalie Peck added to the National Screen office staff.

RKO in first place in the Film Bowling League for the fourth successive week since its organization . . . Mickey Coen, M-G-M salesman, vacationing in Kansas City and other points south . . . Earl Perkins still in the lead in the Grad Sears drive. The office leads in its district . . . "Nickey" Goldhammer, RKO district manager, back from a visit to his Omaha and Des Moines offices . . . Rud Lohrenz, Warner district manager, a weekend visitor.

Sidney Basin has acquired the De Luxe, St. Paul, from George Ostrand . . . An ear ailment had C. K. Olson, Warner branch manager, confined to his home for several days . . . Bill Volk, independent circuit operator, to join his brother and partner, Sidney, in Florida . . . Many of the film crowd attended one of the three Maurice Evans' performances of "Hamlet" at the Lyceum. The show drew capacity business.

Everett Seibel, Harry Hirsch, Harry Katz, W. A. Steffes and Bill Sears were among the theatre bunch that Cedric Adams, *Star-Journal* columnist, suggested to help put over the planned municipal summer carnival. He called them "live wires" . . . Merle Potter, *Times-Tribune* film critic, devoted his entire column last Monday to his trip to Michigan to attend the "Young Tom Edison" premiere.

W. H. Workman, M-G-M branch manager, confined to his home by illness . . . Sim E. Heller has added the Star, Bovey, Minn., and Calumet, Calumet, Minn., to his chain of theatres, increasing it to six, including one each at Coleraine and Nashwauk and two at Grand Rapids, Minn. . . . Work will start late this month on the new 1,000-seater which Abe Engler will build at Hopkins, Minneapolis suburb . . . Reports are that Paramount now is accepting applications from Twin City independent exhibitors for "Gulliver's Travels" on a straight rental basis. It had been demanding percentage in the face of the independents' stand against such terms . . . Merle Potter, Times-Tribune *film editor, is in Hollywood in his annual search for material for his gossip and feature columns.*

To Remodel in Spring

CHEROKEE, IA.—A $12,000 remodeling program on the American here is planned by Dale R. Goldie in the spring. Front of the house will be rebuilt and the lobby enlarged. He will also redecorate the interior and install a new sound system.

Fire at Mound City, Kas.

MOUND CITY, KAS.—Fire did $3,000 damage to the Aladdin here February 6. The house was insured.

Palmquist Buys Theatre

RUSHFORD, MINN.—Roy Palmquist, former Universal film salesman, will take over the Royal here from O. K. Quarve in February.

Gets "Torpedoed" SR Rights

MINNEAPOLIS—Irving Gillman, Esquire owner, has acquired state rights to "Torpedoed."

Buy Story for Karloff

HOLLYWOOD—Monogram has purchased "Lighthouse," a story by John Reinhardt, as a vehicle for Boris Karloff.

OMAHA

NEWS FLASH: Joe Jacobs' wedding will be some time during the next two weeks, before March 1. Jacobs says thanks to all his friends for the nice presents and dandy stag party. A good time was had by all! . . . Joe Rosenberg, veteran film peddler for various Omaha exchanges in the past, has gone to California.

Bill Foley, formerly salesman for RKO and Columbia, has moved to Milwaukee where he will peddle RKO product . . . Al Hill, formerly with RKO and Universal, has gone to Sioux Falls, S. D., where he will work in the RKO office under Sherm Fitch, formerly in the Omaha exchange . . . Good luck to Rosenberg, Foley and Hill!

Lou Ireland, Logan, Ia., was on Filmrow for the first time in some weeks . . . Other visitors included Mr. and Mrs. Fred Schuler, Humboldt, Neb., and Mr. and Mrs. J. V. Frank, Harvard, Neb. Mrs. Frank collects elephants, we are told, and now has over 3,000 of them, both large and small. Alice Neal, Warner booker, also is an elephant collector.

Frank Van Husan is reseating the Joyo at Havelock, Neb., for C. C. Fraser . . . Elmer Sedin, RKO home office representative (auditor to you), is here . . . Keith Wilson, World-Herald *critic, went to Port Huron, Mich., for a premiere, making No. 11 for Keith. Jake Rachman filled in while Wilson was gone.*

A flock of birthdays and we put all the congrats in one big bouquet for the following: Bill Wink, Warner; Bill Miskell, Orpheum manager; Jess Brown, Warner; Joe Rosenberg, now on his way west; Ruby Anderson, Columbia; Olin Addison, Ridgeway, Ia. . . . And wedding anniversaries as follows: Bill Ruthhart, Metro booker, first; Jack Kolbo, Omaha assistant manager, second anniversary.

A special mention for George McCool, United Artists booker, who shared a birthday with Lincoln . . . Joe Smith, RKO salesman, in the hospital with flu . . . Lincoln and McCool also shared their birthday with Charlie Lorenz, Metro shipper and film exchange employes union prexy.

Earl Kerr, Iowa circuit owner, is going in with L. O. "Bob" Ringler on the Lake Theatre at Storm Lake, Ia. It's a second-run house . . . Carl Reese, Republic boss, wants a plug for Republic in this column. "Say anything, just so you mention Autry," says Carl . . . Toby Stewart, Mayfair, Shenandoah, Ia., in town.

Bad weather breaks have been playing ned with Nebraska and western Iowa exhibitors, they report. There's a snowstorm every Saturday night and the roads are bad the rest of the week . . . Herbert Hoover drew 4,000 persons here and didn't help the local exhibitors any . . . Sonja Henie revue set for week starting February 22 to give the exhibitors more worries.

Joe Jacobs, Columbia boss, says Omaha's chances in the Montague drive just starting look very good. Jacobs gave him-

(Continued on next page)

Statistician's Forecast Cheering to Northwest

MINNEAPOLIS — Theatre interests are pleased at the forecast of H. O. Timberlake, Minneapolis Federal Reserve Bank statistician, of Northwest business and agricultural gains for the ensuing year. All lines of industry, including showhouses, will benefit, Timberlake believes.

Timberlake points out a number of recent developments which will stimulate Northwest business volume. In a territory that is predominantly agricultural, there's an increasing demand for most of its farm products in consequence of improved consumers' incomes, higher wool prices because of increased costs of importing supplies due to the war, foreign demand for portions of the impending surplus of pork and pork products, larger livestock inventories than in other recent years, ample feed supplies for conditioning its current livestock supplies and larger carloadings, particularly grain and livestock, in the first quarter.

It is predicted that the carloadings increase will show a 28 per cent gain over those of a year ago. No other section of the country will show such an increase, Timberlake asserts.

Named Alexander Agent

KANSAS CITY—R. H. "Olie" Oleson, formerly of the Commonwealth circuit, Washington, Mo., has been appointed representative for Alexander Film Co. by E. L. Harris, district manager. Oleson will cover eastern Missouri.

LINCOLN

(Continued from page 18-A)

Stanley marriage in Hollywood makes a Louella Parsons out of Alvin Hendricks, who met 'em in Omaha one day last summer when their divorce was hardly cold, and said they were going to re-hitch.

Vincent DiFiore now is living alone and liking it. The rattle of the poker chips far into the night disturbed his slumber where he used to live . . . Wally Johnson's plight is horrible: His theatre is snowed in and his skating pond snowed under . . . Gag, going the rounds, probably started by Russ Egner, is one guy's asking another if he got "that" straightened out, when answered by a "what?" gets: "Hunchback of Notre Dame" for the kicker . . . Idle thought: Why don't Omaha Filmrow lads buy football tickets now instead of September 1?

Mrs. George O. Monroe, who is as much a fixture on Theatrerow as the theatres, has been absent lately, staying at the bedside of her husband . . . Frank Kimball, who owns the Varsity, is promising some newsy happenings about it soon . . . Bob Huffman and his wife celebrated their 10th wedding anniversary last week.

Last Tuesday night, on KFOR, Barney Oldfield, movie gabber, did his 600th broadcast for the same sponsor, the Lincoln Theatres Corp.

OMAHA

(Continued from preceding page)

self a well-earned pat on the back by remarking that the Omaha exchange has signed more contracts to date during the current season than any year previous. "Now just mention that 'His Girl Friday' is doing a great business in the Omaha territory and my week will be complete," says Jacobs.

Dick Kehrberg, Sheldon, Ia., was on Filmrow and looking very prosperous . . . Other visitors included Bob Huffman and Howard Federer, both of Lincoln; Bowman twins from McClelland, Ia.; Mort Troxell, from DeWitt, Wilber and points west . . . Mr. and Mrs. Charlie Goodrich, Stromsberg, Neb.

When the Paramount shutters after "GWTW" closes, Don Allen and Jack Kolbo will move back to the Omaha and Don Shane to the Orpheum . . . There's talk of making Golden Spike Days an annual affair after the success last spring on the "Union Pacific" premiere. Evert Cummings, Tri-States chief here, is on the special citizens' committee doing the deciding.

Selected as Best Cartoon

HOLLYWOOD—At a meeting of the California State Congress of Parent-Teacher Associations, Metro's "Peace on Earth" was selected as the outstanding short subject of the year. The Congress represents 280,000 California members.

Pace Operating Capitol

HARTLEY, IA.—Harry Pace of Audubon, Ia., has taken possession of the Capitol here. C. E. Werden operated the theatre for the past nine months.

Withers Back From Chi Meet With Enthusiasm

KANSAS CITY—Robert F. Withers, Republic branch manager, who returned this week from his company's midwest division meeting in Chicago, is very enthusiastic about immediate releases. The lineup for the next three months includes "Dark Command," story of Quantrell; "In Old Missouri," "Forgotten Girls," "Pioneers of the West," "Women in War," "Rancho Grande," "Doctors Don't Tell," "Man From Rio," "Lady From New Orleans," "Grandpa Goes to Town," "Gangs of Chicago" and "Ghost Town Raiders."

'Dark Command' Premiere Considered for Kaycee

ATLANTA—During Republic's recent district sales meeting here Kansas City was considered as the probable site for the world premiere of "The Dark Command," the company's high budget picture. John Wayne and Claire Trevor are starred in the production, which was directed by Raoul Walsh. Adaptation was from R. V. Burnett's popular novel.

Stage Artist to Metro

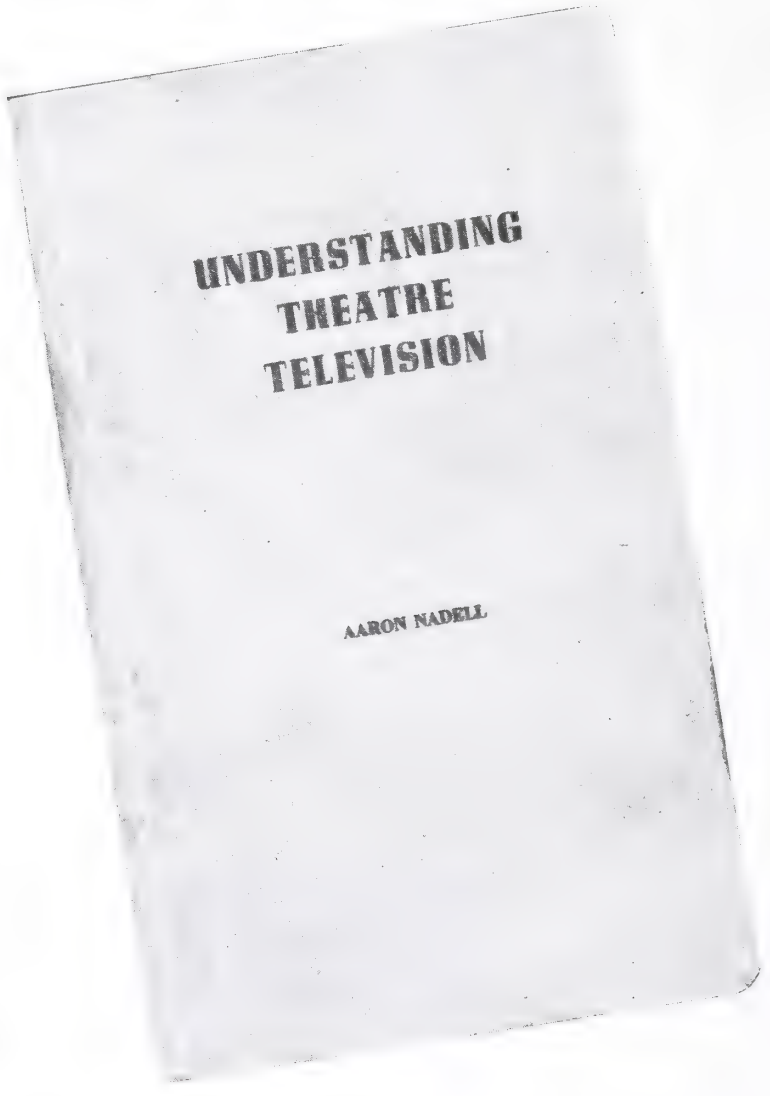
NEW YORK — George Lessey, a member of the cast of "The Man Who Came to Dinner," has signed a contract with Metro and will leave for the coast in about two weeks. He has appeared in numerous Broadway productions.

New Pact to Garfield

HOLLYWOOD—John Garfield has been given a new contract by Warner.



ARE YOU READY?



EXCLUSIVELY
DEVOTED TO
THEATRE
TELEVISION

DON'T BE CAUGHT UNPREPARED (AS SO MANY WERE CAUGHT BY SOUND) WHEN COMPLETELY NEW APPARATUS comes into YOUR theatre. Do you understand synchronizing impulse circuits?—cathode ray tubes?—mechanical scanning?—projecting THIRTY frames a second from standard film running at standard speed?—complete theatre television installations? KNOW what it is all about. Twenty thousand word book of television facts, written in YOUR language by Aaron Nadell, author of "Projecting Sound Pictures," etc., etc., explains theatre television—what the equipment is—how it works—what makes it work.

Sixty-Nine Pages, Illustrated and Indexed
Only $1.00. Order Your Copy Today!

Send Check or Money Order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Pot O' Gold Counter Plan Is Abandoned

CLEVELAND—The Pot O' Gold theatre plan has been a boxoffice flop, Cleveland exhibitors told P. J. Wood, secretary of the Independent Theatre Owners of Ohio, at a general meeting of the Cleveland Motion Picture Exhibitors Ass'n held Tuesday, February 13.

Wood attended the meeting of Cleveland exhibitors to find out what results have been obtained after a four weeks trial at 54 theatres in the Cleveland area, and to enlist the Cleveland theatres in a state organization campaign to buck the Pot O' Gold radio program.

However, instead of lining up the Cleveland theatres in his state campaign, after hearing how the plan failed to elicit anything but boos, Wood plans to call off the whole thing and to refund to the approximately 100 theatre owners the assessments they have paid into the state organization.

Another argument in favor of discontinuing any further effort to promote a theatre Pot O' Gold was the statement of a rumor that the radio show will be off the air within a few weeks.

The state of the proposed three per cent tax on film rentals was another subject of organization discussion. Secretary Wood reported that the taxpayers suit filed in Columbus to collect this tax, retroactive to January 1935, will come up for hearing before the court of appeals in April of this year.

Wood announced February 28-29 as the dates for the annual ITO convention to be held this year at the Neil House, and in view of the important issues facing the industry, asked for a large turnout from Cleveland.

Ray Branch Cautions On Pot O' Gold

DETROIT—Comment on the Pot O' Gold programs that have aroused national interest in the industry was guarded in a statement to BOXOFFICE this week by Ray Branch of Hastings, president of Allied Theatres of Michigan. Said Branch:

"I am somewhat afraid that if you start on activity to combat it, you will increase publicity for it, and it will spread. Radio operators will be able to say that it must be popular, because it is arousing theatre opposition.

"I don't think that the idea of tying up an award with the theatre ticket, as in Ohio, in defense, is good, because there is a possibility that this is a lottery.

"I think the best course is to ignore it. Combating it is just giving the idea a great buildup, and the first thing, radio will start attacking the theatre.

"I don't know that you can call the program a lottery. The language of the act is very broad, and they have some defense there.

"I am speaking personally, for not all our members are in agreement with me on this. Although I understand that, under a state law, Michigan stations could be stopped from picking up the programs, there is nothing to stop listeners from tuning in to an out-state station."

A Trip Convinced The Solons

Detroit—Louis B. Mayer in commenting on the Neely bill, recalled the visit to the M-G-M lot last year of several congressmen. He intimated that had more congressmen and senators found the time to visit the Hollywood film plants that the Neely bill would not be so dangerously near passage.

"These lawmakers told me," he said, "that they were flabbergasted to learn of the vast industry behind the exhibition of motion pictures. They told me that they had not read the Neely bill but would do so immediately. They did read it later, and after they had, I received letters from them telling me that since reading the bill they were opposed to it."

Co-op's Suggested Amendments On Neely Bill Held Good

DETROIT—Commenting on proposals for amendment to the Neely bill, offered by Cooperative Theatres of Michigan, Ray Branch of Hastings, president of Allied Theatres, said:

"I am naturally in favor of local arbitration, which Michigan Allied itself approved in October at Kalamazoo.

"I would not definitely say it should be included in the Neely bill. We are trying to work toward the same end along other lines."

Referring to other amendments proposed by Coop, Branch said. "Most companies are not forcing shorts, newsreels, and reissues now anyway. You don't have score charges from most or all companies now.

"The provision to identify pictures always has been desirable.

"Warner and M-G-M, at least, now have voluntarily adopted a 10 to 20 per cent cancellation clause, based upon average film rental paid. Increasing the percentage is apt to increase it to the point where it is unreasonable. I think the clause we now have, which was voluntarily submitted by various distributors, is practical.

"I can't speak on forced selective playing time, because I'm not personally a victim of it."

Jaffurs Brothers Acquire The Star in Glassport

PITTSBURGH—James Jaffurs and his brother John have acquired the Star, Glassport, from Mrs. Stella Gorris, widow of the veteran exhibitor, Peter Gorris. A long-term lease was taken from Mrs. Gorris who had operated the house since the death of her husband. James Jaffrus is identified in exhibition at Wilmerding where he operates the Wilmer.

Cyril Hume Reticketed

HOLLYWOOD—Cyril Hume, Metro scripter, has been given a new writing ticket.

Capitalization Boost Opens Co-op Roster

DETROIT—Addition of new members to Cooperative Theatres of Michigan has been made possible by an increase in capitalization, Fred DeLodder, president, told BOXOFFICE. Capitalization of the company, which is a Michigan corporation, has been increased from $50,000 to $60,000.

"We had a number of applications for membership," DeLodder said, "but we were unable to take in any more members, because we had no unissued stock. So we increased the capitalization in order to be able to act on new applications. The minimum amount of stock which one member must have is one share, at $100."

Cooperative now centers the booking activities of a number of the principal independent circuits, as well as independent single theatre owners and upstate operators, with around 100 member houses.

Report Horwitz Resigns As Ohio ITO Officer

CLEVELAND—It is reliably reported along Filmrow that M. B. Horwitz, for 25 years an active leader in all exhibitor organization affairs, has resigned as treasurer and member of the board of the Independent Theatre Owners of Ohio. He has held this elective post since 1934.

While Horwitz would neither affirm nor deny the report, it is understood that he differed with other board members on organization matters.

Bert Stearn Testimonial Drive Is Gratifying

CLEVELAND—A. M. Goodman, United Artists branch manager, says that the results, to date, of the Bert Stearn testimonial drive are most complimentary to the UA district manager, and expects the Cleveland office to be considerably ahead of its quota when the drive ends today.

Exhibitors in this territory, Goodman states, have cooperated with new contracts and dates during the drive period and it is understood that Stearn's other offices are making equally complimentary showings.

Columbia Drive Starts

CLEVELAND—The Columbia sales and billing drive, dedicated to honor Abe Montague's 15 years with the company, got under way on February 17 and will continue until May 10. Columbia Branch Manager Lester Zucker and his sales force are out to establish a record.

Ahead in Scottsville

SCOTTSVILLE, KY.—C. M. Caldwell expects to have his new theatre here ready for opening by April 1. The house, being constructed on the site of his Lyric Theatre which was destroyed by fire the latter part of December, will be larger than its predecessor.

Editorial Hits Neely Bill as "Dangerous"

PITTSBURGH—"Study reveals that the Neely bill is but one more wholly impractical and highly dangerous attempt to extend the unnecessary government regulation to business," states the Pittsburgh *Post-Gazette*, a Paul Block newspaper.

It is, the newspaper charges, "fundamentally unsound, and, if passed, it will have the most serious effect on the quality, the quantity and the price of motion picture entertainment."

Describing block booking as "a method of offering films to exhibitors at wholesale prices," the editorial declares that if "distributors are forced to sell, and the exhibitors to buy only one picture at a time, the cost of renting films will inevitably rise and just as inevitably be passed on to the patron."

The argument that block booking forces exhibitors "to take all or none of a company's productions, whether good or bad," is attacked as a "convenient excuse" frequently used by exhibitors to sidestep criticism by patrons of particular pictures. In amplifying its point, the editorial quotes statistics on the wide variance in the number of bookings by exhibitors of certain pictures.

". . . the most popular pictures of each of six major producing companies were rented a total of more than 66,000 times in a recent season, while the least popular pictures of the same companies were leased only 18,000 times in the same season. In short, the exhibitor does not have to take a bad picture to get a good one," the editorial emphasizes.

Also viewed as "undesirable" is the blind buying portion of the Neely bill which would "force the producer to tie up the whole cost of the picture" because "no accurate synopsis would be possible until the film was actually completed."

"None but the very largest producing companies would be able to make this huge cash investment," the editorial observes. "Even they would be forced to produce fewer pictures each year. The smaller companies, which are now able to turn over their capital rapidly enough to keep several pictures going at various stages of production, would be driven out of business and the strictest sort of monopoly would result."

Award Ascap Judgment On Infringement Charge

DETROIT—Judgment was rendered by District Judge Edward J. Moibet in federal court here against Clifford White, owner of the Beechwood Theatre and the Pinegrove Cafe, for copyright infringement, in favor of Ascap, according to S. S. Grosner, attorney for Ascap.

Grosner said that the violation was based upon an alleged rendition of "Shoeshine Boy," without license from Ascap, who acted in their usual capacity as copyright holders. Judgment was for $250, costs, and attorney's fees.

Skirball Host at Weslin Opening in Massillon

MASSILLON, OHIO—The formal opening last Thursday of the Weslin Theatre, built by W. N. Skirball and associates, was a gala event. Alden O. Brinham is manager.

Many journeyed down from Cleveland for the event including "Duke" Clark, Paramount branch manager; Lester Zucker, Columbia branch manager; L. H. Walters, manager of the National Theatre Supply Co.; Eddie Berman, 20th Century-Fox; "Buck" Stoner, M-G-M; George Rosenbaum, Universal; Jim Mullins, RCA; Howard Feigley, Toledo; Harry Reinhart, Canton; Drew Eberson, son of Architect George Eberson who prepared the plans, and Guy Johnson, Steubenville.

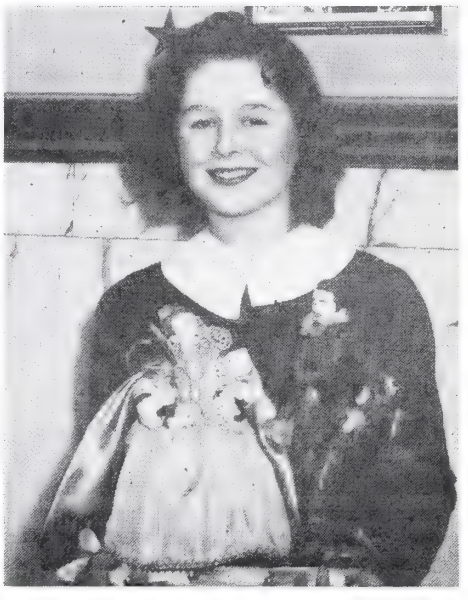
After an inspection of the house, the guests were wined and dined by Skirball.

Louis-Godoy Fight Pictures Busy in Pittsburgh Area

PITTSBURGH—Fifteen prints of the Louis-Godoy fight are in service here. Irving Dietz and George Josack, distributors of fight films in this territory, who have a line of accessories for the film, say upwards of 20 prints will be necessary. The picture opened last Sunday at the downtown Ritz.

Rivoli, Ebensburg, Pa., Is Damaged by a Fire

EBENSBURG, PA.—The Rivoli, one of the nine R. Allison houses, and the municipal fire hall were damaged by fire which caused a $50,000 loss. The theatre was built in 1915 by the late D. E. Park, Pittsburgh steel mogul.



Candy Girl Sculptress—

Shelagh O'Grady, 19-year-old candy girl of the Ramona in Detroit, is holding two of her clay creations, representing Bette Davis and Errol Flynn as they appeared in "The Private Lives of Elizabeth and Essex." The models were on display in the lobby of the theatre during the run of the film.

Cleveland MPEA to Fight Curfew Law

CLEVELAND—The Cleveland M. P. Exhibitors Ass'n will fight the curfew ordinance introduced before the city council by Councilman R. J. Taylor, chairman of the council's safety committee, at the request of B. Chamberlin, assistant safety director, and Capt. Arthur Roth, head of the police department juvenile bureau.

The ordinance makes it illegal for:

1. Unaccompanied children under 10 to enter theatres after 7 p. m.

2. Unaccompanied children under 17 to enter theatres after 10:30 p. m.

3. Unaccompanied males under 21 and females under 19 to be in amusement places between 2 a. m. and 6 a. m.

4. All unaccompanied children under 17 to be at amusement places between 8 a. m. and 1:00 p. m. unless it is vacation time or a holiday.

The ordinance also makes it unlawful for adults to purchase admissions for minors in violation of its provisions.

Violation is considered a misdemeanor punishable by a $100 minimum fine or 30 days in jail or both.

Wisper & Wetsman Will Build Suburban Deluxer

DETROIT—Wisper & Wetsman are bidding for the title of Detroit's fastest growing circuit, with disclosure of plans for still another new house. This will be a 2,500-seater, to be erected at the Seven Mile and Meyers roads, in the northwest section.

Charles N. Agree is architect for the structure, and work is slated to start at once. The new house will be named the Royal.

Giesseman and Harris Plan Theatre at Keege Harbor

DETROIT—Still another new house is planned for the remoter suburbs—this time at Keege Harbor, 25 miles north, an important resort area, it was disclosed this week. House will be 600 to 800 seats, and is slated to open about May, with construction already under way.

The owners of the new house are Cliff Giesseman, who used to be manager of the Michigan, UDT's ace house, and is now with Altec Service, and Bud Harris, who has been chief projectionist of UDT for many years.

New Toledo Building Will Include 1,000-Seat House

TOLEDO, OHIO—A new office building including a theatre, will be built in the downtown section.

Plans for the structure, prepared by Jokel Coy Thal, are of the stadium style and will provide approximately 1,000 seats. Lease for the house has not been consummated.

Mayer Philosophizes At Detroit Fete

DETROIT—A declaration that the motion picture industry was one of the most difficult for the banking fraternity to operate, and a reaffirmation of faith in the staff of M-G-M as the industry's top-notchers, was voiced by Louis B. Mayer on the occasion of a luncheon tendered him and many of this city's leading industrialists at the Book Cadillac Hotel here the day preceding the premiere of "Young Tom Edison" at Port Huron.

Beside the Metro production chief's address, a few words of tribute to the Metroites was paid by Edsel Ford, and a word of greeting to the assembled exhibitors was voiced by the general sales manager, William F. Rodgers.

At the speakers' table were Father Flanagan of Boys Town; Harry Kelly, secretary of state; John Smith, president of the Detroit city council; K. T. Keller, president of the Chrysler Motor Co.; Lawrence Fisher, vice-president of General Motors; Louis Weil, publisher of the Port Huron *Times-Herald;* B. F. Morris and Arthur Walsh, vice-president, Thomas A. Edison, Corp.; Rev. Harold Markey, who gave the invocation; Alfred O. Tate, former secretary to Edison; Charles Sorensen and Fred Black, Ford Motor Co.; Ed Beatty and Edmund Shields, Butterfield Theatres; E. M. Saunders, Howard Dietz, William R. Ferguson, John W. Considine jr., and Frank Downey of M-G-M. Jack Flynn, Metro's district manager, was toastmaster.

Among those attending the luncheon were:

Ray Branch, Allied Theatres; Al and Sam Ackerman; W. H. Anderson; Emil Beck, Cooperative; Hyman Bloom, United Detroit; G. W. Berger, Butterfield; Andrew Bzovi; James Busic, United Detroit; Sam Barrett, Cooperative; Harold Brown, United Detroit; Howard Beck, Cooperative; Robert Bernstein, M-G-M; Herb Brown; G. L. Becker, W. G. Bishop, Floyd W. Chrysler, Harold Sandelman, Warren Slee, John Dembeck, John Morgan, Harold Marshall, Louis Orlove, J. E. Watson, Howard Strickling, Barrett Kiesling, all of M-G-M; Jack Hurford, Fox Theatre; Ben Cohn, Senate Theatre; Claude A. Dock, Dox Theatre; Don Dunn, Earl Hudson, Clark Field, Gil Green, L. H. Gardner, Don Kuhn, Frank Perry, Frank Upton, N. Dow Thompson, Robert Salter, R. H. Shepherd, Cassins Smith, Asher Shaw, United Detroit Theatres; Jeff Williams, East Detroit; Henry Zapp, A. L. Dowzer, Frank Howard, all of Cooperative Theatres; Robert Misch, A. W. Koskie, Butterfield Theatres; Al Ruttenberg, Al Ruppert; Art Robinson, Madison; R. G. Peltier, Mount Clemens; Charles Perry, Adams; E. J. Purcell, Dave Newman, Frank Orsatti, operators' union; Tom Moule, Jam Handy; Harry Lush, I. J. Milton and Julius London; Dan Lewis and Frank Wetsman, Wisper and Wetsman Theatres; Charles Snyder, police film censor; Alex Slendak; Walter R. Stebbins, Fred Sturgess; Alex Schreiber; Walter Shafer, Wayne; Jack Saxe, Monogram; James Stoia; John Howard, Paramount; William Kimmel; Ed Kirchner, Family; Joseph Kollar, police censor; Harry Holboth; Tom Ealand, and various civic and industrial representatives.





When "Edison" Returned to Port Huron—

Above, a scene of the crowd at the Port Huron, Mich., station to greet the ancient train as it pulled in from Detroit with stage and civic dignitaries for the premiere of "Young Tom Edison." Below, Edsel Ford, left, Mickey Rooney, Henry Ford, Louis B. Mayer and J. E. Flynn at Greenfield Village, Dearborn, Mich., where the automobile magnate enacted the role of host.

Leo Roars at Port Huron Premiere

By GENE RICH

PORT HURON, MICH.—Michigan industrialists, and many from across the Canadian border, too, had a lot of praise for the film industry after seeing the thousands that M-G-M's publicity department drew here and all along the line of the special train from Detroit for the world premiere of "Young Tom Edison."

Barrett Kiesling, M-G-M's goodwill ambassador from the studios most of the year to the newspaper critics, was in charge of all plans for the premiere here. Helping him was Warren Slee, Detroit exploiteer; Bill Bishop, Chicago and formerly Detroit exploiteer; Harold Marshall, Indianapolis; J. E. Watson, Cincinnati, and Louis Orlove, Milwaukee. Norman Kaphan of the New York office did all the official photography, and he took in all several hundred pictures. The whole crew did credit to itself for the excellent job done.

The three Butterfield houses where the film premiered—the Desmond, Family and Majestic—seated about 3,600 persons, and every seat was taken . . . Ollie Brooks, Butterfield Theatres executive, didn't shave for two days while here, but couldn't keep it up. However, Jim Helsdon, city manager for Butterfield, had a swell crop of sideburns and mustache.

John Cassin, former operator in the booth of the Family and who still holds his union card, is mayor of Port Huron now. He was pretty busy during the two-day "Edison Days' Celebration" welcoming all the visiting dignitaries.

The Metro group, especially Rooney and Mayer, completely won over the two Fords, Henry and Edsel. Ford opened Clinton Inn, an historic tavern at Greenfield Village, especially to serve luncheon for the Metroites. It was set for noon, but so fascinated by Rooney was Henry Ford, that it didn't start till 2 o'clock.

After the exhibitor luncheon in Detroit, Friday, Mayer was corralled by a doting mother who had him audition her ten-year-old son, Frederick Musser.

We'll bet that the barber shops of Port

(Continued on next page)

Leo Roars at Port Huron Premiere

(Continued from preceding page)

Huron were plenty busy on Monday shaving off all that excess foliage the men grew for the celebration.

Rooney appeared indefatigable. He was rushed for autographs throughout his three-day stay in Michigan, and was on the go morning, noon and night, without ever apparently getting tired of it all. And he always came up with a fresh idea for each newspaper photographer who wanted "just a little different" picture.

Rooney's remark that since he has appeared in "Young Tom Edison" he never turns on an electric light without thinking of the greatness of the inventor, was good for quotation by practically every scribe here.

All along the line of the special train from Detroit to Port Huron there were literally thousands. At villages, such as historic Smith's Creek, now with a 254 population, Fraser, 600; and New Haven, 774, there were thousands at each stop from the surrounding countryside. And even at every crossroad there were clumps of hundreds of watchers.

Warren Slee, Detroit exploiteer for M-G-M, had a five-day beard growth, but shaved it off a day or two before the premiere; figuring maybe the home office and west contingents might not recognize him.

Harold Marshall, Indianapolis, was the official getter-upper the morning of the special train-ride. He was romping over the hotel from floor to floor banging on the newspaper folks' doors.

The Ford photographic crew—both still and motion pictures—was out to film the event . . . Jack Lieb and Everett Ryan of M-G-M News of the Day, Chicago, took the events, too.

The crush of the crowd at the Port Huron station was so bad that even Police Censor Charlie Snyder of Detroit had trouble crashing through the police lines.

Once, during the trip up from Detroit, the 1850 engine lost a 5/8-inch nut from its drive shaft. The special was stopped, and a similar nut taken off the new modern engine pulling the train, put on the little old-timer and the trip was continued.

We liked Police Censor Charlie Snyder's Americanism remark about Port Huron luncheon where state troopers were on duty: "We can be thankful we ate under the protection of state troopers today and not the hounding of storm troopers."

Typical premiere events included stowing away of a 15-year-old high school lass at one junction "just to get a glimpse of Mickey;" appearance of a young 26-year-old nurse at Port Huron in an ambulance, due to a broken back, who also wanted to see Rooney.

Bill Potts, M-G-M checking supervisor in Chicago, formerly in Detroit, and J. E. Watson, Cincinnati exploiteer, got caught in the mob at Port Huron station with four typewriters for press headquarters. With them was Wilma Conlon, red-headed press-room stenographer who helped throughout the three-day events. They could not get a taxi. So they commandeered a local resident's car, slapped on a special-car sticker and still could only go at a snail's pace through the thousands. They finally arrived, though, at the headquarters, the Harrington Hotel, and crowds there seeing the special car, parted, hoping for Mickey Rooney who had not yet arrived. The resultant moan of despair when they learned it was only a press car, echoed up and down the main street for fully 30 seconds.

Ed Beatty, Butterfield president, was host to the visitors in the presidential suite of the hotel. And plenty of refreshments, and not the kind Michigan's puritanical governor, Luren Dickinson, likes either, flowed everywhere throughout the day, press headquarters, at all the town pumps, etc. And that etcetera takes in a lot of territory.

Everyone, of course, liked the picture. But we heard one wag remark, after seeing the added scene of Thomas A. Edison's portrait being reversed by Spencer Tracy and the off-stage comment on the film about the forthcoming "Edison the Man": "Gee, that's a swell 7,500-foot trailer for 'Edison the Man'."

Several Detroit exhibitors drove up for the evening premiere, while all of the M-G-M Detroit office sales staff was also on hand. Ed Hartley, National Theatre Supply sound department head, New York, was another visitor here.

Port Huron was gayly bedecked in holiday bunting, with large paintings of Rooney and Edison on every sidewalk light . . . The traditional arc-lights, so reminiscent of Hollywood premieres, were of course present.

Ted Fio Rito and his orchestra played for a half hour preceding the premiere in the Desmond, where all the visitors attended the showing.

Special cachets carrying data concerning the trip of the Edison Train and with special stamps were available to stamp collectors as the train left Detroit. They were post-marked both from Detroit and Port Huron, before going to their addresses.

Aboard the special train, printed copies of a message from Henry Ford was handed to every guest on Western Union blanks, as used during the days of Edison . . . Similarly, at the Port Huron luncheon every guest received a copy of the telegram sent by Charles Edison, secretary of the navy, and son of the inventor, and received at the luncheon by B. D. Barnett, vice-president of Western Union. These were also on old-style telegraph blanks.

Special editions of newspapers, the Detroit *Free-Press* and the Port Huron *Times-Herald*, were placed aboard the train . . . Both contained reprints of the same papers from the days of Edison.

The 50,000-watt electric bulb dedicated by Mrs. Mina Edison Hughes in honor of the inventor, is said to be the largest electric light bulb in the world now.

Tallow Rails to See a Star

Port Huron, Mich.—Contending their only objective was to see Mickey Rooney, three men pleaded guilty in circuit court here to charges of placing tallow on 300 feet of track 20 miles south of here to slow down the M-G-M premiere train of ancient vintage carrying notables to the "Young Tom Edison" debut.

Railway officials said the train rolled over the tallow-covered stretch of rails at ten miles per hour.



At Mayer Luncheon—

A group of United Detroit Theatres men at the luncheon given in Detroit for Louis B. Mayer on the eve of the "Young Tom Edison" premiere at Port Huron. Clockwise, starting at the left, around the table they are: Hyman Blum, Varsity Theatre; Don Dunn, Alger; Clark Field, Cinderella; Don Kuhn, State; Earl Hudson, L. H. Gardner, UDT home office; Harold Brown, booker, and Frank Upton, Riviera.

Says Heavy Metro Campaign Due

DETROIT—Howard Dietz, M-G-M advertising and publicity head, here for the premiere of "Young Tom Edison," said that due to the numerous big productions coming from the studios, the company will attempt to concentrate equally as hard on all pictures forthcoming.

He said that the momentum started on "Young Tom Edison" will be continued when Spencer Tracy in "Edison the Man" is ready, and that the film probably will be world-premiered with equal fanfare somewhere in the east appropriate to the occasion.

A quarter-of-a-million-dollar campaign will be used on "Northwest Passage," ready for release late this month.

PITTSBURGH

IKE BROWARSKY is vacationing in Florida . . . The Stanley gets Clyde McCoy the week of March 1 . . . Emmaline Fineberg, formerly with GN and just returned from a holiday in Florida, was a Filmrow visitor . . . Mrs Edna Carroll, chairman of the state censor board, is visiting in Hollywood as the guest of the Producers Ass'n . . . "Jim Alexander Rides Again" is the slogan of the Republic sales and booking drive, the event celebrating his 20th anniversary as an independent distributor . . . Art Morrone has invested in a new Buick eight . . . Melvin Barrett, formerly of the local Paramount ad sales department and more recently at the company's Cleveland branch exchange, has been discharged due to the AA merger. He is now representing the Paulson Cleaning & Dying Co. here . . . Harry Kalmine, vacationing in Mexico, has been elected a director of the Jewish Social Service Bureau.

Hans V. Kaltenborn, CBS commentator, witnessed "GWTW" from a seat on the balcony steps at the Warner . . . Chuck Kiefer, the old medicine man, is seen around the celluloid colony after being absent for a long time . . . Mrs. Jules Lapidus and Mrs. Art Levy were "Queens for the Day" at a Valentine Party in the Variety Club . . . Leo Wayne of Paramount ad sales until AA took over, was on duty at the M-G-M accessory department this week . . . The Harry Browarskys are building a new home on Squirrel Hill Ave. . . . Pittsburgh city councilmen were presented with honorary memberships in the Variety Club at the regular Monday dinner presided over by I. Elmer Ecker . . . A reel of Republic's "Money to Burn" was destroyed by fire at a DuBois theatre . . . Joe (TGG) Gins has had his hands full with a sick wife and daughter, but both are now reported much better.

Double Feature: Mannie Steinberg, Herron Avenue exhibitor, became the father of twin daughters early Sunday morning. Born five minutes apart, the twins weighed approximately five and six pounds, respectively. The Steinbergs have another daughter 12 years of age and a son 9 . . . John Perry, Belle Vernon exhibitor, and Mrs. Perry departed at mid-week for a month's vacation in Havana . . . February 29 is the new opening date for 20th-Fox's "Grapes of Wrath" at the Alvin . . . I. T. Sweeney and Eddie Moreels have resigned sales duties with Monarch Pictures. Moreels has turned attention to a "sweeter" job, that of selling candy, and Sweeney temporarily is representing Business Promotions Service.

H. G. Wilt, Ligonier exhibitor for 23 years, and Mrs. Wilt, who recently retired from the business but who are anxious to get back in stride, were Filmrow visitors this week . . . A. & S. Steinberg, Inc., announce they are the exclusive local distributor for U. S. Air Conditioning Corp., and that James J. Meyers is no longer associated with the Steinbergs . . . Irving Dietz attended the Joe Louis vs. Arturo Godoy fight and has returned to distribute the pictures of this "split decision" battle . . . Mrs. John H. Harris and son, John H. jr., are vacationing in Hollywood.

Harry Roney has assumed his duties as manager of the new Gerard, West View. Appointed to this post while the house was under construction, the former Columbia booker had been kept busy at Point Pleasant, W. Va., for the Alpine circuit, operators of the new West View house, and had been unable to make the shift until now . . . John E. Andrews, 96, commander-in-chief of the Grand Army of Republic, visiting here for several days, isn't going to see "GWTW" because "the war's over and what's the use getting mad all over again." He furnished good newspaper copy.

F. T. Murray, manager of exchange operations for New Universal, was here looking over the modernized exchange . . . Robert Ripley appeared at Carnegie Hall Wednesday evening to show "Believe-It-Or-Not' movies, proceeds going toward the Finnish Relief Fund . . . M. A. Rosenberg, president of the AMPTO of W. Pa., and regional vice-president of national Allied, hopes to attend the annual convention of the ITO of Ohio at the Neil House, Columbus, February 28-29 . . . George "B" Josack, local representative for Quality Premiums, reports new dinnerware deals for the Mischler, Altoona, and the Triangle, East Liberty. A number of other contracts are pending for spring and sum-

(Continued on page 53)

Profit Pictures For You!

RAYMOND MASSEY

The Abe Lincoln of the Screen

in

"BLACK LIMELIGHT"

A Strange and Fascinating Story with Sustained Power, this Dramatic Psychological Murder Mystery Presents the Great Dramatic Star in His Mightiest Role.

"JUST LIKE A WOMAN"

With

GERTRUDE MICHAEL and JOHN LODGE

The Weaker Sex Wins in a Battle of Wits with Frothy Romance, Adventure, Intrigue, Mystery, Sparkling Comedy and Melodramatic Action.

Booked By Warner Bros. And Other Leading Circuits and Independents

LOUIS KRIEGER

W. Pa. & W. Va. Distributor

1022 FORBES STREET ATlantic 6039

PITTSBURGH

Available For DeLuxe Theatres: "HARVEST," Best Foreign Film of 1939

CLEVELAND

JOHN VALUSKA is the new owner of the Auditorium Theatre at Mingo Junction. He bought the house from the estate of Ken Boothman who succumbed last week to a heart attack. He did not, however, take over Boothman's West Virginia theatre interests . . . Willard L. Hart of the Rialto, Akron, is ill with pneumonia at the Akron City Hospital.

Ben Elkins is now operating the Clark here. Former operator was R. C. Wahl . . . Ralph Rose closed the Penn Square last week. The Penn Square was the only local house devoted entirely to foreign pictures. Inability to secure a steady flow of acceptable fare is given as the reason for the closing.

Manny Pearlstein, head of the local Warner theatre advertising and publicity department, and Mrs. Pearlstein are planning a California vacation in March . . . And Jane Meisel, Pearlstein's secretary, anticipating his departure, took time out last week to divorce herself from her appendix and is now resting at St. Luke's Hospital.

Nat Charnas, Toledo exhibitor, was around the film exchanges during the past week . . . Lew Pollock's Universal press book, which was sent to every exhibitor in the land, created something of a furore here. The manner in which it presents pictures completed, released, and in production elicited praise by the boys who are looking for helpful press books.

F. J. Sipher, president of the Whitehouse Amusement Co., is again operating the Empress at Whitehouse. This is the theatre formerly operated by Fred Schram . . . The Grand Central, Cleveland, closed last week. M. Fazio was the last lessee . . . The Arion, recently opened by Eldred B. Cooper, also is closed.

A. M. Goodman, UA branch manager, is chairman of the Variety Post Benefit midnight show, which will take place at the Circle Theatre, March 15 to raise money to send underprivileged boys to summer camp. Assisting Goodman are Howard Roth, Dick Deutsch and LeRoy Kendis. Tickets at 50 cents each may be had from any member of the Variety Post.

New faces in the local National Theatre Supply Company's office are Miss Julia Frank, secretary to Manager L. H. Walters, and Miss Grace Postle, cashier . . . Jack Greenbaum, local sales representative for Hollywood Amusement, has placed the game, "Lucky," in the Knickerbocker, Jewel and Rialto of this city within the past two weeks.

Frank Porozynski, owner of the Garfield and New Victory, left last Monday and by this time knows just what damage the cold spell did to his grapefruit farm . . . Berlo Vending Machine Company has moved its offices into 203 Film Bldg.

Irving Shenker, son of Max Shenker, local representative for Berlo Vending Machine, and associated with his father, has announced his engagement to Miss Annette Newman of this city. The wedding will take place some time in June . . . Another engagement of interest to local film folks involves Sidney Garfinkle, sales representative for Quality Premiums, and Miss Evalyn Goldstein, cashier at the Mt. Pleasant theatre. They plan to do something about it early in May.

Two weddings took place in local film circles recently. Sam Gerace, manager of the Rialto, was married last Monday to Miss Julia Gibac of this city. And the previous week, Miss Thelma Hirsch of the Associated Theatres secretarial force, was married to David Lasher.

Joe Kauffman, local Universal branch manager, says—and has the contracts to prove it—that his office has sold better than 90 per cent of all possibilities this season, for which he attributes due credit to Joe Krenitz, George Rosenbaum and Jim Frew, all three of whom are officially listed among Universal's Ten Best salesmen in the country.

Out-of-towners during the past week were few, due to inclement weather, but among those spotted along the Row were Ray Wallace of Alliance; Harry Reinhart of Canton; John Huebner of Marion; Leo Jones of Upper Sandusky; Ernest Lefton of Akron; J. O. Guthrie of New London.

George Kendis and John Himmelein have secured for Ohio and Kentucky distribution "The Mystic Circle Murder," produced by Mrs. Harry Houdini and directed by Fanchon Royer . . . Jack Lawrence has resigned from the RKO sales force. His successor is Joe Lefko . . . Lee Chapman and Big Feature Rights have parted company. Chapman is considering the independent distribution field as his next venture.

Arnold Nathanson has been added to the Warner theatre publicity staff where he is assistant to Dave Bachner, who, in turn, is assistant to Manny Pearlstein . . . Nathanson was promoted from the ad sales department where he is succeeded by Tony Laurie.

John W. Mattey of the Ritz Theatre, Huron, one of the town's most eligible bachelors, was married last Saturday . . . John Rundell, manager of the Kaufman and Paramount theatres in Montpelier, is on the sick list.

Jack Lawrence has resigned as RKO salesman. Branch Manager George Lefko has appointed Joe Lefko (no relation) as his successor . . . Helen Katzell of the Columbia typing force, is back after a two-week absence . . . Lee Chapman is no longer with Big Feature Rights Exchanges, Inc. He is flirting with the idea of becoming an independent distributor on his own.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

Gene Autry Western Sets New Records in Cleveland

CLEVELAND — Nat L. Lefton, Republic franchise owner, reports that Gene Autry in "South of the Border" established all-time records at four local theatres last week. The theatres which reported SRO business during the engagement are the Lyceum, Olympia, Garden and Lorain-Fulton, all first-run subsequent houses.

At the Olympia, Jimmy Shrake exploited the picture with a singing troubadour, who in cowboy clothes and a sombrero walked up and down the aisles singing "South of the Border." A P. A. system on the marquee played Autry records. Also 2,500 Gene Autry fan photos were distributed.

A. E. Ptak, owner of the Lyceum, put out on the street a cowboy riding a horse, who visited all the neighborhood schools before each school session, with the result that he had the biggest Sunday in the history of the house.

Harry Henderson gave out 2,000 Gene Autry fan photos at the Lorain-Fulton and planted "South of the Border" cocktails at all neighborhood bars in addition to window cards and heralds.

All four houses boosted their regular advertising newspaper space and secured, from Republic, special lobby displays.

Louis Krieger Offering Two New Feature Films

PITTSBURGH—Louis Krieger, who has presented "Dead Men Tell No Tales" and "North Sea Patrol" in this area, is offering "Black Limelight," starring Raymond Massey, and "Just Like a Woman," featuring Gertrude Michael and John Lodge. Both are Alliance films and were directed by Paul L. Stein.

Krieger has set a number of deals for two short subjects, "The Warning," a documentary subject, and "The Birth of the Movies." Also available is the French production "Harvest," voted by the New York critics as the best foreign film of 1939.

Republic Leases Pitt Grand National Space

PITTSBURGH—Republic has signed a long-term lease for the quarters formerly occupied by Grand National and will utilize the space for storage, inspection and shipping departments, says James H. Alexander, Republic manager. This action will remove the last film shipping quarters from Forbes St., Pittsburgh's Filmrow until a decade ago.

Republic's sales and booking office will not be moved.

Work Progresses on NTS Quarters in Cleveland

CLEVELAND—Work is progressing on the new National Theatre Supply building at 2114 Payne Ave. The new NTS home will occupy 50 feet by 130 feet. The added space will provide room for the increased permanent stock of sound and general theatre equipment to be maintained.

PITTSBURGH

(Continued from page 51)

mer opening dates. Milton J. Engel, brother of the late Lou Engel who formerly handled Quality Premiums here, is now with this company at Philadelphia.

Betty Jean McCord, who was the local winner of the *Post-Gazette's* "Miss Seventeen" contest and who is now in Hollywood in connection with the premiere of the Paramount picture of that name, is the daughter of Thomas T. McCord, supervising principal of Blawnox public schools. She was accompanied on the trip by Anna Jane Phillips of the *Post-Gazette* editorial staff . . . Giving it cinema appeal, Earl Carroll's show at the Nixon opening February 19 is now known as "Hollywood Vanities." Francis Lederer will be seen on the same stage the following week as leading man to Katharine Cornell in "No Time for Comedy."

Bob Lynch, Warner salesman, is back on the job after a long layoff due to a fractured ankle . . . Dorothy Hafferty, RKO stenographer, has resigned and moved to Washington, D. C. She has been succeeded by Nancy Kimball . . . C. J. Latta, Warner circuit executive and chief barker of the Variety Club, is back on the job after a siege of the flu . . . Universal's District Manager Dave Miller was a recent visitor looking over the remodeled exchange quarters . . . Bob Higgins was in with a new Mae West story . . . Doc Herman reports that Westinghouse has a new 16mm outfit which will be demonstrated at Syria Mosque.

Floyd Bender and Olivette Webster are setting the date . . . Al Weiss is vacationing in Florida . . . Due to the illness of Lew Hepinger, Clarion exhibitor, the vacation trip to Mexico City has been set back to around the first of March. Hepinger will be accompanied by his assistants, Rodger Lidstone and Clifford J. Brenton, and the Parkers Landing exhibitor Jim Madden. They will travel in style, too, Lew having purchased a new Buick for the trip . . . M. Schmalzbach, 20th-Fox auditor, is around again . . . Art Levy is all set for the opening gun on Columbia's Abe Montague drive.

Monogram in Cleveland Handling Regal Films

CLEVELAND—Regal films are now being distributed through Monogram Pictures. Manny Manishore, who formerly distributed through Harry Lande's Independent Film Service, made the arrangement with Monogram soon after his arrival in town Monday with prints of the Louis-Godoy pictures, now playing the RKO circuit.

Manishore also is handling the Dempsey-Willard reel, now playing at the Princess Paramount, Toledo, the scene of the battle 20 years ago. A cavalcade of the ring is shown in conjunction with this reel.

Coburn in "Edison, the Man"

HOLLYWOOD—Charles Coburn, who has just completed a leading role in "Florian," will remain at the Metro studios for another picture. He is cast with Spencer Tracy in "Edison, the Man," which Clarence Brown is directing.

LOUISVILLE

THERE are reports a new theatre is in the making here . . . Tony Cassenilla, co-owner of the Virginia Amusement Co. with Lawrence Davis, was in town the other day . . . W. E. Carroll, Falls City Theatre Equipment Co. executive, said he found the crying towels out all over the state on a recent business trip. Too much cold weather seemed to be the tear stimulant.

"The Fighting 69th" was held over here for a third week, playing the same dates as "GWTW" . . . Carroll Hannah, who managed Fourth Avenue Amusement's Brown Theatre for the last few years, has gone to Florida to enter the hotel business. Edward S. Huber has taken over temporarily at the Brown.

Ed Campbell, Louisville manager for Williston, took a party to Indianapolis to see Sonja Henie and her traveling ice rink show . . . The Drury Lane, which was reopened recently as a burlesque show, seems to be doing very well. "Zorina," star of the current cast, did a lot for the publicity by taking a dip in the ice-filled Ohio River while several thousands held their breath and looked on.

The Parkland, Louisville neighborhood house, has been improved. New front trimmings, etc. . . . A. A. Daugherty, film critic for the Louisville Times, *was in Port Huron, Mich., for the premiere of "Young Tom Edison."*

L. F. Steuerle of the Broadway and Mrs. Steuerle; Henry F. Reiss of the Ideal, Oak and Park theatres, and Charles Krebs of the Fourth Avenue Amusement Co., took in the Mardi Gras at New Orleans. Reiss went on to Miami for a few days. Reiss has a new idea on monthly programs at his Ideal. Instead of passing them out at the door, he flashes the announcement on the screen and has the customers call for them at the boxoffice.

New seats were installed early this month in the Columbia at Paducah, Ky., one of four operated there by Leo F. Keiler. During the installation, the Columbia's scheduled pictures were shown at the Orpheum, where one of the new seats was placed in the lobby as a promotion stunt.

Exhibitors Poster Service Is Taken Over by AA

CLEVELAND — Exhibitors Poster Service Co., in business here continuously for the past 27 years, has sold out its interests to Advertising Accessories, Inc. Philip Kendis, president of Exhibitors Poster Service Co., states that the deal becomes effective on February 19.

Because of limited space in the National Screen Service building, Nat Barach, manager, is maintaining the present Exhibitor Poster Service location in the Film Bldg., with LeRoy Kendis, son of Philip Kendis in charge of the branch. Present plans call for the retention of the Exhibitors Poster Service personnel.

Philip Kendis, who has been in the poster rental business ever since the early days of the motion picture industry, is retiring.

SEE LOUIS MAULED!

The Champ Is Extended All the Way

Ring's Biggest 15-Round of Action to an Uproaring Split Decision!

JOE LOUIS

VS.

ARTURO GODOY

[Closest Boxoffice Bet Since Schmeling KOed Louis]

—Now Booking—

IRVING DIETZ GEO. "B" JOSACK

1701 BLVD. OF THE ALLIES ATlantic 4874

PITTSBURGH

DETROIT

DAVE FLAYER of the Amo incorporated his new Loyal Theatre Co. for $50,000, with himself as sole named stockholder . . . Cully Buermele, Co-op general manager, vacationing in parts unknown, has decided to stay away till March 1, friends report.

Shrine Circus calling local showfolks—Bill Carlson, ex-chief barker of Variety, is "barking" up there daily; Frank Lorenzen, the theatrical florist, is usher every day; Fred Schader, former Fox exploiteer, and Mac Krim, circuit owner, were among those in Tuesday's crowds.

Sol Krim has left for Florida . . . Ray Schreiber, owner of the Colonial, with his associate, William Graham, and Sol Berns, booker, was away on a week's trip to New York to buy shows.

Paul Sander, Berni Miller and Bob Wilson of the Chicago office of American Guild of Variety Artists, were in town looking over the theatre situation . . . Lloyd Hammond, independent producer, was a victim of indigestion . . . Polly Pollard, Republic booker, and prexy of the Film Bowling League, was stopped from bowling for a couple of weeks by a torn ligament in his right hand.

The two Robinsons—Harold and Arthur—were lunching together Thursday, with Bill Flemion of Excellent as the innocent bystander . . . Jack Hurford of the Fox is taking bets it's twins in May . . . David M. Idzal, managing director of the Fox, returns from a three-week trip to California.

Theatrical Post Notes: George V. Clancy, musicians official, recovered from recent illness . . . Ruben Rosenfield on sick list . . . Max Kolin, Post Commander, has a new Chevrolet . . . Jack Ferentz, musicians business agent, went ice fishing with a can of peas for bait.

Sam Brown, circuit owner, has moved among the elite, out in Palmer Woods, while his dad stays on Boston Blvd. . . . Alex Schreiber, breaking bread at Greenfield's at 2:00 a. m., thinks the Loop should do a good night business.

Paramount doings: John W. Brown, now at Indianapolis, writes back how easy it is to get a meal there and how he likes the town . . . Bea Mattingly, John Howard's secretary, has always lived in Detroit, except three years in California . . . Jack Ryder, salesman, still window shopping for a new car and coat.

Joe Tracy, who used to book for Warner, is manager of Jack Broder's new Time . . . Jim West, of Burriss Studios, got a letter from his wife in the Great Southwest.

Charlie Garner is distributing the DeMille production, "King of Kings," in the territory . . . Robert Bernstein and Theodore David are new M-G-M student salesmen here.

Metroites were out frolicking at a sleigh-ride Thursday . . . Charlie Collins presented his Star Dust Revue at the Variety Club Saturday night.

Lew Wisper, we hear, is at the Miami-Biltmore, Floridifying . . . Anne O'Donnell and Bill Flemion, Excellent's bosses, are off on a business trip to New York.

G. E. Leveque, of Cinema Service, has returned from New York where he attended the national Poster Ass'n meet . . . Ben Zimner, UA, sporting a newly ornamented nose, said a razor did it . . . W. R. Stebbins, Film Building manager, had an important date in Ann Arbor Saturday.

William G. (Bill) Bishop, M-G-M district publicity chief, arrived Monday, to run the press rooms in Detroit, barely had a spare moment but managed to renew his Detroit acquaintances . . . Warren Slee, Detroit's M-G-M exploiteer, slipped off to Port Huron Wednesday. Mrs. Slee was a pressroom visitor Thursday.

A. D. Dickerson has been kept busy resurfacing screens lately . . . George McArthur has a second son, George jr., entering Lawrence Institute of Technology.

WOLVERINE DOINGS:

Mitchell Leisen of Menominee is director of Paramount's "Remember the Night," his 13th film . . . Floyd Chrysler, M-G-M state salesman, is readying his craft, the "Waunetta," for the lakes.

Ollie Brooks, Butterfield head booker, was up in Port Huron for a week in advance of the Edison premiere.

Interlochen Music Camp, up near Traverse City, is slated to be the locale of a Paramount feature, probably using the camp name as title—to be filmed next summer.

A. Milo DeHaven, manager of the Woodward Grand and Belmont in Highland Park, is keeping a complete file of exploitation and reviews from BOXOFFICE, going "way back when" . . . Mrs. De Haven is leaving for Rochester, Minn., for an operation. He will join her later.

Harry Lush, of Plymouth and Northville, was a visitor to John Howard of Paramount and Sam Seplowin of Republic—they claim he's a permanent fixture there.

Fred Willett has opened the new Rudyard at Rudyard, near the Soo, and the first house in the town . . . D. A. Kooker has the "biggest little circuit" in Michigan—four theatres, at Bruces Crossing, Ewen, Sidnaw and Trout Creek—total seats, 710.

E. V. Smith, RCA representative, is back from a trip up near the Straits . . . Mrs. Elizabeth Moon of Charlevoix, is in Florida.

Harold Schuckert has his new Cass City Theatre, at the town of the same name, ready for opening February 28. The old one burned last fall.

CINCINNATI

THE stork was generous to filmites the past week. Mrs. Andrew Niedenthal, wife of the operator of the Belvedere, Mt. Adams, presented him with a boy. The future exhibitor is a grandson of Mrs. Charlie Niedenthal, operator of the Evanston here. Jimmy Russell, proprietor of the Russell, Alderson, W. Va., also is the proud parent of a boy.

Warner's Ruth Reynolds is on the sick list, as is Metro's Katherine Marsh . . . Mrs. John Walter, Huntington, W. Va., has purchased the Park there from James Rodgers . . . Abe Hyman's Keith-Albee, Huntington, did a record business on "The Hunchback of Notre Dame." The house, which seats approximately 3,000, held the feature six days.

Curtis Childers is getting along nicely with his new theatre in Jackson, Ohio, a 480-seater which he expects to have ready by May 1 . . . George Delos has taken over the Strand, Portsmouth. He also operates the Garden.

Lou Wiethe's opening of his new Westwood with an invitational preview of "Abe Lincoln in Illinois," was the event of the week. A representative gathering of exhibitors and film folk attended . . . Reservations for the Cinema Club's first annual installation dinner, a stag affair, are in the hands of RKO's Al Kolitz. Two dollars and fifty cents entitles one to cocktails, a dinner and a review to be staged by Col. Arthur Frudenfeld. Judge Handley will be toastmaster. The place is the Variety Club, the date, February 23.

Gene Custer is reopening the Princess, Lewisburg, W. Va., for Saturday-Sunday operation. Mrs. L. P. Dysard, widow of the former owner, will be cashier . . . Columbia is setting its sails for the A. Montague "15th Anniversary Campaign," February 17 to May 10 . . . Bill Onie's testimonial jubilee, "March for Monogram," is in full swing. Onie, incidentally, is taking a short rest at Hot Springs.

Charley Schroeder, local Warner sales accessory manager, is spending quite a bit of time in the booking department these days . . . Mr. and Mrs. E. L. Kiesling, Kiesling & Newboldt circuit, spent several days here booking and shipping. While here they were dinner guests of Warner's Mr. and Mrs. Johnny Eifert . . . "Grapes of Wrath" opens at the RKO Palace on Washington's birthday for an extended run at increased prices with a 60-cent top.

Metro's "Red" Devanney came in for a two-column spread in the *Enquirer*, apropos a request from the studio for a large bear tame enough to work without a leash. Devanney's nearness to Cincinnati's zoological gardens brought the request, which is not unusual when wild animals are needed on location in Hollywood . . . Columbus and Dayton scribes were guests of Metro at the preview of "Young Tom Edison" at Port Huron, Mich. Cincinnati writers were unable to make the journey.

Industry in Boston Has a Big Heart

BOSTON—The motion picture division of the Boston Community Fund Campaign went over the top this year, subscribing 4 per cent above its quota. The annual Boston charity broke all records by amassing a grand total of $4,647,652.06.

Boston film men serving on the committee included Martin J. Mullin, Joe Brennan, Edward A. Cuddy, Harry McDonald, A. G. Munro, H. M. Addison, Lou Richmond, Al Somerby, Frank McManus, Maurice Corkery, Harry Wasserman, Hy Fine, Sam Soule, Frank Lydon, Ed Canter, Edward Lovett, George Kraska, Lew Talbot, Lou Krasnow, Walter McGee, Howard Burkhardt.

Frederick Randolph Greenway, Maurice Streletsky, George Friary, Tom Wall, Ralph Ripley, George Sweeney, Nate Levin, George Heeley, Joe Marquis, M. F. Huban, Ben Rosenberg, Harold Friary, Frank Solomont, Joe Callahan, Clarence Lofgren, Phil DePetro, Bernard Phillips, Jack Goodwin, Ab Pinanski, Harry Goldstein, Al Lourie.

John Carroll, Joe Sullivan, Lew Newman, Art Morton, Sam Feinstein, Joe Lourie, John Buckley, Max Nayor, Ab Eilenberg, E. O. Ramsdell, George Hackett, Ben Domingo, Tony Zinn, Ken Russell, Al Lauder, Chet Ellis, Stanley Sumner, Maurice Wolf, John Dervin.

Dave Ambuter, Harry Rogovin, the late Harry Decker, Jack Byrne, Maurice Master, Steve Broidy, Frank Wolf, Al Kane, Cyril McGerigle, Ed Morey, Edward Callahan, Joseph Carroll, Jim Murphy, Norman Ayers, Lawrence Hacking, Ken Douglass, John Loftus, and H. J. McKinney.

Reorganization Petition Filed by DiMaura, Inc.

MILFORD, CONN.—Thomas DiMaura, Inc., owner of the new 550-car Milford Drive-In Theatre, leased and operated for the first time last season by Drive-In Theatre of Milford, Inc., has filed a petition for reorganization under chapter 10 of the National Bankruptcy Act. The U. S. district court has passed an order continuing the debtor in possession of its assets and control of its business, which is to prevail until further order of the court.

Time for the filing of claims by creditors, stockholders and other parties in interest was limited to Feb. 23, 1940. Claims are to be filed with the debtor corporation at 164 Stuart St., Boston. The corporation has until March 1, 1940 to submit its plan of reorganization.

Comden's Enlarged House Will Reopen Feb. 22

WESTPORT, CONN.—George Comden's remodeled 714-seat Fine Arts will be reopened on Washington's Birthday, according to present expectations. The house has been enlarged from its former 499 seats, the front and exterior rebuilt in Colonial style, and the house re-equipped.

Confucius Say, "Blank Night"

Boston—The Boston "Traveler" last week wrote of the solution of a theatre manager who had been momentarily baffled by a problem that arose when his local newspapers declined to accept any further Bank Night ads. The film prexy got around the detail by adding one line to the regular theatre space. It was, "Confucius say, 'Blank Night Tonight.'"

Pressing Problems on Conn. MPTO Agenda

NEW HAVEN—Connecticut MPTO meets at 12:30 p. m., Tuesday at Ceriani's Cafe Mellone, for discussion of several statewide industry problems which have become acute this season. Arthur H. Lockwood will preside.

Report of the Bingo committee on the prevalence and competition of Bingo games in the territory will be given, and a plan proposed for testing the constitutionality of the law passed during the last legislative session, permitting only religious, civic and fraternal organizations to run the games. Popularity of the games throughout Connecticut has been constant and exhibitors have felt the steady drain of patronage, it is reported. The budget committee will also give its first report of the year.

Executive Secretary Herman Levy will present the problem of the prohibition against exhibitors placing circulars in house mail boxes, and the federal statute and postal department regulations which govern. The complaints received on this score, especially from outlying districts, where theatre programs have been distributed house-to-house, has prompted an exhaustive study of the situation.

Discussion will also be had on developments in theatre liability insurance providing economies by flat rate per seat rather than per admission rates.

Rochester Colonial Is Opened by Interstate

ROCHESTER, N. H.—The Interstate's Colonial has been reopened here following an extensive alteration program.

Improvements include moving of entrance from Arrow street to South Main street; installation of a large marquee; more conveniently located ticket office, and redecorated inner lobby.

The companion house, the Scenic, underwent a very expensive remodeling a year ago that converted it into one of the finest film theatres in the state. William Stanton is manager of both houses.

Two Plan Houses

NEW HAVEN—Two theatres, but a few blocks apart, are planned for Bridgeport by Lou Anger and A. H. Blank.

Reinstatement Order Will Be Contested

By BRAD ANGIER

BOSTON—Ralph Snider, New England circuit owner, will appeal to superior court the finding against the Dedham Theatre Corp. by the labor relations commission in which the latter ordered two projectionists, allegedly discharged for union activities, reinstated and given all back pay less any amount earned by them from the time of their dismissals to the time offers of reinstatement are made.

The procedure will be to petition for a review of the decision by the superior court, with a view toward determining if errors of law were committed and if the findings were substantiated by evidence. If an adverse decision is given here, the circuit owner will probably appeal to the state supreme court.

Snider, vacationing in Florida, is not expected to return to Boston before the end of this month. He could not be reached for comment. A circuit representative, however, told this publication that of Snider's some dozen houses, all but two are union situations.

500,000 Legionnaires May Attend Boston Conclave

BOSTON—It is estimated some 500,000 legionnaires will be in Boston in September for the five-day convention of the American Legion. Theatres hope to cash in on the affair toward which the City of Boston has contributed $25,000 and Massachusetts has given $50,000.

William H. McLaughlin, commander of the Theatrical Post of the American Legion, has appointed James Sheeran of the Department of Public Safety chairman of the film district convention committee. Serving under Sheeran are Kenneth Forkey, Patrick F. Healey, William Basch and William Cotty.

Investigation of Beano Is Underway in Boston

BOSTON — A Boston investigation of Beano is under way. Theodore F. Lyons, chairman of the City Council committee on ordinances, is in charge of the probe.

The group plans to draft an ordinance establishing more rigid regulations for Beano, providing for the enforcement of orders from Mayor Maurice Tobin's office, and establishing heavier license fees.

E. M. Loew Reply on Anti-Trust Suit

Boston—Blanket denials of anti-trust law violations constitute the answer filed by the E. M. Loew attorneys in U. S. district court here. The way is now clear for proceedings that will probably include petitions calling for dismissal, bills of particulars and the right to take depositions.

NEW HAVEN

METRO PEP CLUB elected an advisory committee consisting of Morton Katz, Ethel Philips, and Frank Mullen at its second meeting of the year. Members decided to meet the first Monday in each month for big doings . . . Lou Anger of Bridgeport and East Hartford was an infrequent Filmrow visitor . . . Abraham Germaine, father of film men Henry, Sam and Larry, is reported improving after his recent operation at Grace Hospital and will undergo a second operation this week . . . Henry Germaine is in charge at Paramount in the absence of Eddie Ruff, who is off on a southern cruise . . . Adolph G. Johnson is back at the job after a trip to Detroit where he visited the Clark Coulter office.

Congratulations to Jim Memery, artist of the Loew-Poli division office, who is father of seven-pound James Parker, born at New Haven Hospital . . . Mrs. Abe Fishman is on her way to join the several Fishmans sojourning at Miami Beach . . . Jack Post, Al Bookspan, and Lawrence Caplan of the Fishman organization busier than ever these days . . . John Mahan back from a Chicago meeting for Warner district, branch and exploitation managers . . . Evelyn Mott is the new member of the Warner secretarial staff . . . Elliott Kronish of the Poli staff is an apt French pupil at New London these days . . . Harry Shaw has a special citation and Bob Russell a quarter-master citation in the Quigley awards . . . Elwood Russell, son of Bob, Poli manager, is trying out on his clarinet in the Stokowski auditions.

Al Herman of Universal home office is a frequent visitor during the absence of Morris Joseph, who is recuperating in Florida . . . Emmett Cashman, RKO home office representative, will spend a little time at the local branch . . . Ben Simon is anxiously awaiting announcement of the date of the 20th-Fox convention, which he will precede with a vacation on the coast and a visit to his family . . . The Politeers will line up at Monday's bowling match as follows: John Mongillo, Garles Gaudino, Marciello Fasano, Shipwreck Kelly, H. Bobinski, A. Finn, H. Norman vs. F. Manente, J. DeLise, S. Jaffe, M. Blevins, J. Santillo, A. DeFrank, and E. Planz. Pretty Florine Bower will be score keeper and mascot.

Local take for the first week of "GWTW" is estimated at $21,000; *with another* $19,000 *piled on for the second week. Third week tickets going strong as soon as announced, according to Sam Badamo of the College.*

Warner exchange is still leading the district in the current drive . . . Norman Moray, head of Warner short subjects department, stopped in to chat about the marvels of "Teddy the Rough Rider" on his way to Boston and chide exhibs on their failure to plug shorts . . . Most courageous, significant, powerful picture yet, was the consensus of the screening room audience which saw "The Grapes of Wrath" last week . . . Bob Russell made the Loew-Down for his unusual sports shop window display on "Everything Happens at Night."

In the field: Leo Ricci was absent from the Capitol, Meriden, because of the grippe . . . Nick Del Rosso, self-styled crack bowler of Meadow Street, challenges Ben Lourie, who claims the same distinction.

Bob Portle of the Plaza, Worcester, is another flu case, and Joe Amsted of the Elm Street, Worcester has the grippe.

Trial by Jury Granted Adornos in Suit

MIDDLETOWN, CONN.—Judge Edwin S. Dickenson of the superior court has granted the defendants' claim for jury trials in the $269,000 "conspiracy" suits of Franklyn Arrigoni, Middlesex Theatre, Inc., and S&S Corp. against Salvatore, Maria and Joseph Adorno. It is expected trial will be reached some time in March.

The plaintiffs are owners of the Capitol and Middlesex Theatres, Middletown, and Salvatore Adorno is owner of the Palace and former general manager of all three theatres. Conspiracy is charged against Adorno, his wife and son, and misuse of his position during his general managership in 1932. The defendants deny the allegations and claim that the statute of limitations applies in these cases.

Capitol Is Taking Over Library Night Handout

BOSTON—Capitol Theatre Supply Co. is taking over the New England distribution of Library Night, a new book handout for theatres. The giveaway features an eight-volume set of the New American Encyclopedia. These books have been revised up to September of last year, and contain many of the details of the present war. There is also an accompanying five-volume set of Webster's New American Dictionary.

The volumes, all in gold embossed bindings, are printed in Clinton, Mass. Capitol is recommending a deal whereby theatre patrons bear a part of the tariff for the books, according to Kenneth R. Douglass.

Search for Premium Deals Continues in New Haven

NEW HAVEN—Exhibitors in the territory continue their search for new premium deals. Capitol, Bridgeport, has bought Metro's tablewear from Harold Rubin. Other Metro deals have been purchased by the Parkway, Bridgeport, beautywear; Lido, Waterbury, dinnerware, and Cannon, New Haven, mixing bowls.

The trend toward encyclopedia giveaways, in which the patron pays 15 or 25 cents for each volume, continued with Stuart, Lakeville and Glastonbury theatres signing up for Dick Cohen's new Standard American Encyclopedia deal. Johnson & Robbins have put the Farber series into the Strand, Hamden.

The Parkway, Bridgeport, has started free radios and other merchandise gifts.

Roach Signs Rian James

HOLLYWOOD—Hal Roach has signed Rian James to adapt "Turnabout" from the Thorne Smith novel.

HARTFORD

ABOUT TOWN: Wallace J. Cooper, assistant manager at the Loew-Poli, has been switched to the Palace to help Lou Cohen, manager, for the duration of the running of "GWTW." While Wally is at the Palace, his duties at the other Loew house in town are being accomplished by student assistant, Russell G. Grant . . . Mrs. M. Oakley Christoph, film columnist, Hartford *Courant*, was in New York City last week . . . Harry F. Shaw, Loew's division manager, was in town last Monday . . . In town for the opening of "GWTW" was Lou Brown, Loew publicity man from New Haven.

School reporters for the Bridgeport Post *were the guests of Manager Matt L. Saunders, Loew-Poli, Bridgeport, at a showing of "High School" and "Little Old New York" last week.*

A special cartoon and comedy show, suggested by nearby Parent-Teacher organizations, was presented at Maurice Shulman's Webster last Saturday morning . . . Bessie Proffitt's revue opened a three-night stand at the main stem Daly last Thursday evening.

Victor Morrelli, manager of the Bristol at Bristol, is now assisting Manager Rich, Cameo, also in that city. Warner is planning to rebuild the Bristol, which was destroyed in a fire some weeks ago . . . Filmrow visitors: Elliot Kronish and Bob Rubin of Loew's New Haven office . . . It's free dinnerware to the ladies at the Barnum in Bridgeport nowadays.

Thomas J. Vaughan, Loew-Poli house policeman, has purchased a new car . . . Under the leadership of Oscar Cappuccio, the E. M. Loew's bowling team played a match with the bowling team of the Crown Theatre on Tuesday . . . Sick: Maurice Kindall and Eric Vogeller, Lyric. Maurice has been ill with the grippe, while Eric has an arm infection . . . Governor Baldwin was given a public reception on the stage of the Bradley, Putnam, last week, after having inspected a state trade school in that town.

Asylum St. doings: Peter Boniato is a new member of the service staff at the E. M. Loew's . . . Hillmer Robinson, assistant manager, same house, was in New London on Thursday . . . Jimmy Lombardo and Joe Gallagher, M&P Allyn, are doormen at intervals . . . Basketball season has ended for the year, as far as the E. M. Loew's is concerned. The basketball team of that house, under the able captainship of Harold Rosenberg, usher, ended its season with four games won and two games lost.

Paul Binstock, Lyric manager, was in New York City on Monday . . . The old Jacques Theatre in Waterbury came into the public spotlight again, as former Mayor Hayes last week advertised it for sale.

Maxie Ford's Revue appeared on the boards of the Lyric Theatre last Friday night . . . A Cooking School, sponsored by a prominent department store here in town, is soon to make its debut at the same house, according to present plans.

Holdovers: "The Fighting 69th" went into a second week at the WB Strand . . . Ditto for "GWTW" at the Palace.

BOSTON

ARTHUR SHARBY is taking advantage of the Lenten slack to remodel his situation in Richford, Vt. . . . James Kennedy, giveaway man, was in New York last week . . . Ditto for Joe Schmuck . . . Al Herman of Universal was on the road . . . Phil Berler, E. M. Loew booker, has returned from the south.

David Crownfield, internationally famous illuminating engineer and member of the Illuminating Engineer Society, died in Cambridge last week at the age of 74.

Terry Turner, RKO exploitation man, was in town . . . William Scully, Universal executive, was here . . . Julius Meyer, brother-in-law of Louis Mayer, was in from West Springfield.

Drs. George Whipple, William Murphy, and George Minot are being contacted by Warner Bros., which seeks permission to film the three Boston scientists' lives. The trio has specialized in the study of anemia.

Ethel Simes of the M&P accounting department was out for several days last week with a bad cold . . . W. A. Badger, N. H. film man, is dead as an aftermath of an automobile accident.

Dominic Tutturo, Millbury exhibitor, was in . . . Lou Richmond of the E. M. Loew circuit has been in Florida . . . D. J. Sullivan, formerly at the Plymouth in Worcester, is dead at the age of 46.

Lynn Central Labor Union recently voted to take a stand against the Neely bill . . . Charles Goldreyer, former operator of the Rialto in Salem, is now with the Filmland Press in New York City . . . Harry Asher of Producers Distributing was in New York on business . . . Mary Grey of the E. M. Loew home office has been in New York.

Benjamin Rosenthal, manager of the Strand in Gloucester, has signed with Sam Davidson for a china deal. Rosenthal is using the giveaway with a 35 *cent admission.*

Harry Asher screened "Mercy Plane," starring Jimmy Dunn . . . Mr. and Mrs. Maurice Green, Malden theatre folk, and Joe Cohen, booker for Maurice Pouzzner, left here last Friday, en route to Florida, by automobile.

Dave Ambuter of the Ambuter Film Laboratories had a wrestling film at the Sportsman's Show. He put out the celluloid under his Crown Film setup . . . E. M. Loew, back from a cruise, planned to leave this week for Florida . . . Fred and Arthur Sharby were down from northern New England . . . Joe Mathieu was in the district.

Thomas J. Moran, Brookline building commissioner, has opposed the proposed erection of two billboards on Harvard Street in the Boston suburb . . . Archie Silverman, operator of the Strand in Providence, will be feted by a large Boston contingent at his forthcoming dinner at the Biltmore in the Rhode Island city . . .

(Continued on page 59)

"Wind" to Conclude in Boston After 8 Weeks

BOSTON—"Gone With the Wind" was to have concluded its eighth and final week at Loew's Orpheum this week. The film ran day and date for five at both Loew's State and Orpheum, breaking all Boston records.

To Open Two Houses

BOSTON—Tex Safrene will open Horticultural Hall in Manchester-by-the-Sea and the Oceanside Hotel Theatre in Magnolia about June 17, it is now planned. Safrene has operated the summer spots for the past few years.

New Type Night Club May Develop for Hartford

HARTFORD—A new type of night spot, similar in some respects to the new and highly successful "danceterias" in New York City and other places, is reportedly contemplated for Hartford. According to present news told this publication, Capitol Casino will reopen at 900 Wethersfield Ave., with two bands and varied entertainment.

Complete details are lacking, but indications are that if the deal goes through, theatremen in this area will have to watch out for still another form of entertainment which will try to draw patrons away from theatre boxoffices.

OUR GOODWILL GIFT TO YOU

LIBRARY NIGHT

8 VOLUME SET New American Encyclopedia

Get This Boxoffice-Builder EXCLUSIVE In Your Vicinity

5 VOLUME SET Webster's New American Dictionary

DE-LUXE GOLD EMBOSSED BINDING

COMPLETE LIBRARY IN THIS SET
Everything You Want to Know
HEALTH POLITICS SCIENCE
INVENTIONS ENTERTAINMENT
ILLUSTRATIONS LATEST WAR NEWS
NEW YORK WORLD'S FAIR ART
HISTORY SPORT



CAPITOL THEATRE SUPPLY COMPANY
A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS
28-30 PIEDMONT STREET • BOSTON, MASS.

"Vigil in the Night" Is Clipped by Hub Censor

BOSTON—Wrestling scenes were clipped from 20th-Fox, Loew's, and Paramount newsreels last week by the department of public safety, and eliminations were made in RKO's "Vigil in the Night." Dialogue cuts in the latter film, now at Keith's Memorial, included "But the fact remains . . .," to and including ". . . . in my spare time" and "I haven't told you . . .," to and including ". . . where I spent the night."

"Dr. Ehrlich's Magic Bullet" was among the 43 other motion pictures passed without eliminations.

On the vaudeville side of the ledger, 14 acts were granted Sunday licenses. Ted Adaire & Co. were refused permits for Lord's Day performances in the Bay State. Six other routines were ordered to eliminate the word "hell," all dancing, and all objectionable and suggestive actions.

"Birth of a Nation" Denied Showing in Springfield

SPRINGFIELD, MASS.—Massachusetts censorship here last week halted plans to present D. W. Griffith's famed motion picture, "The Birth of a Nation" at this city's Women's Club Auditorium. The picture was shown at the Avery, in Hartford, following the Springfield censorship. After the Hartford showing, the film was presented on the screen of the YWCA Auditorium in New Britain.

Title of Short Changed

BOSTON—"Fighting Bear" is no more. It's now "Fishing Bear." Eugene McSweeney, Massachusetts commissioner of public safety, last week approved the change in title of the new M-G-M short.

"Pot O' Gold" Program Has Imitators in Hub

BOSTON—The "Pot O' Gold" radio handout has its local imitators.

The Radio Telephone Club came into being in Boston last week on a Monday to Friday schedule over WCOP. The program is sponsored cooperatively by a number of concerns. Names of prize winners are chosen at random from the Boston telephone directory. Daily passwords are given out over WCOP, and anyone telephoned who can furnish this pass word is given extra money.

Woman Awarded $900 in Fall at Poli-Palace

NEW HAVEN—Katherine Falso of Hartford was awarded $900 damages against Poli-New England Theatres in her suit for injuries allegedly sustained in a fall at the Poli-Palace in Hartford. The superior court found there was an element of hazard in a descending aisle, since the patron was likely to glance up at the screen while walking to a seat. He indicated that better lighting and escorting of patron by an usher with a flashlight were called for in this case.

PORTLAND

THE CAMEO, Woodfords, operated by the Leon P. Gormans, created a lot of goodwill among students of Westbrook Junior College by allowing them a certain cut on all tickets sold by the group for "The Ski Chase," featuring Hannes Schneider. The picture was shown under the auspices of the college alumnae.

Rumor has it that the Deering, which was closed January 28, is to be reopened soon. It is believed Charles Ganellas' partner, a shoe man from Lowell, Mass., will take over operation of the little theatre.

John Russell's young daughter, Jean, is convalescing from an appendectomy performed at the Maine Eye and Ear Infirmary about ten days ago. She was released from the hospital February 8. Russell is a projectionist at the State.

"Gone With the Wind" opened day and date at three spots in Maine February 8: At the Empire, Portland, a Ralph Snider house; Opera House, Bangor, an M&P theatre, and at the Auburn, Auburn, a Maine-N. H. unit.

The Ritz, Lewiston, operated by Leon P. Gorman of Portland, opened last week . . . Mr. and Mrs. Harry Botwick, of the State, motored to Boston February 5 just for the fun of it . . . Local projectionists are wondering what has become of the licenses they were supposed to have received some time back.

Local 458 of MPMO held a banquet at the Eastland Hotel, February 11. Wives, sweethearts and girl friends were guests of honor. The committee on arrangements consisted of Harry Boynton and Erwin Robbins.

To give "The Fighting 69th" a good sendoff, the State held a special prevue for commanders and the executive staffs of the American Legion Posts of Portland, South Portland, Peaks Island and Westbrook.

BRIDGEPORT

DOT PEDDLE of the Loew-Poli staff is back from Boston where she enacted the role of God-mother to a relative's baby . . . The Hippodrome has resumed its matinees on Tuesdays and Thursdays.

Kay Roscka of the Loew-Poli staff is ill and Mary Prescott has been added to the usher corps . . . Industrial activity here now is paralleling that of World War days . . . The Loew-Poli has added Jack Arnold as usher and relief doorman.

Morris Rosenthal, Majestic manager; Fred H. Russell, *Post-Telegram* film editor, and Miss Ann Freehan were the judges in a "Gone With the Wind" review contest . . . Edgar Lynch isn't feeling so well, according to reports from Worcester . . . Lawrence Langner is expected to operate the Westport Country Playhouse himself next summer.

Says Boston Garden Made Only $32,000 in 1939

BOSTON—Walter Brown, MPTOA member who is general manager of the Boston Garden, told a City Council committee last week that although gate receipts at the Garden last year approximated two million dollars, the net at the end of 1939 was but $32,000.

The Garden lost over $500,000 between 1928, when it was opened in the then new Boston and Maine Railroad Terminal, and 1934 when its management merged with that of the Boston Arena, Brown said.

Housing such attractions as hockey games, circuses, rodeos, and ice festivals, the Garden has been a prime theatre competitor since its establishment.

Brown was appearing before the committee in opposition to a proposed increase in license fees for events at the Garden.

Maybe Boston Is Still "Cradle of Culture"

BOSTON—Reports to the contrary, perhaps Boston is still the "Cradle of Culture." So believes Jack Goodwin.

The managing director of the Metropolitan Theatre has been informed by Dr. I. Q., currently conducting his series of quiz broadcasts from the stage of the 4,332-seat house, that the official tabulations of right and wrong answers during the first four Hub shows reveal that Boston audiences are leading in the percentage of correct answers as compared with results in other cities.

VanDoren Signs Equipment Deal for Waterbury Unit

WATERBURY, CONN.—Frederick VanDoren, operator of the Hamilton, who is constructing the new 600-seat modern Tower in the west end section of Waterbury, has signed with Modern Theatre Equipment Corp. for painting and decorating, lighting, seating, carpeting and booth equipment. The work will be done under the personal supervision of Lou Phillips. The one-floor house will be finished in April.

Seven Loew-Poli Managers Study "Grapes" Selling

NEW HAVEN—Managers of the seven Loew-Poli A houses which will soon play "Grapes of Wrath," met Wednesday at the division office for a special exploitation conference on the picture, with Harry Shaw, division manager; W. C. Wilbert, 20th-Fox home office representative on exploitation, and Ben Simon, 20th-Fox New Haven manager, presiding.

"Fighting 69th" Pleases

HARTFORD—Raymond J. Kelly, national commander of the American Legion, witnessed a private showing of "The Fighting 69th" at the WB Strand here and declared the film to be, "the greatest war film that will ever be released to the American public."

BOSTON

(Continued from page 57)

Nat Levin, recently with Trailer-Made, is now at Monogram.

John Cannuda, Indian Orchard exhibitor, has been seeking remodeling estimates for his Massachusetts situation . . . Arthur K. Howard and Frank Lydon planned to attend the Allied Theatre Owners of Connecticut confab Tuesday at the Hotel Garde in New Haven . . . Phil Sheridan, formerly of Monogram, now is handling the Montreal branch of Warner Bros.

Frank Faille, manager of the Paramount in North Adams, found a used-car giveaway a strong draw at the Goldstein Bros. house . . . Dave Garceau, operator of the Community in Fort Kent and a member of the board of directors in the Maine municipality, was in Boston . . . Rose Fasano, exhibitor in Fitchburg and Lowell, was in the Hub . . . Harry Kirchgessner, National Screen Service manager in this territory, flew to New York.

Harry Germaine, premium man; Harry Olshan, Columbia salesman; and Al Fecke of the Republic sales staff have been made a committee of three to follow up on the progress of sick members of the Motion Picture Salesmen's Club . . . Joe Anstead, manager of the Elm St. in Worcester, decked out his cashiers in Scarlett O'Hara outfits to exploit "Gone With the Wind."

Jack Granara, RKO publicist, spotted a "Vigil in the Night" contest in the Boston *Traveler* whereby prizes were offered for the identification of former Carole Lombard films. Contestants were also obliged to write a 50-word letter stating whether they preferred Miss Lombard in comedy or straight dramatic roles.

Harry Segal was in Boston . . . Marcel Mekelburg, local head of the new Fine Arts distribution setup, was in New York on business . . . Aaron Fishman of the Community in Fairfield is planning a Florida trip . . . Dr. J. B. Fishman, also of the Connecticut circuit, is already south.

Robert Hines has returned to the Strand in Stamford, Ed Peskay house in Connecticut . . . Irving Isaacs, circuit owner, has his wrist in bandages . . . Christine Antognoni of the Harry Asher office was out ill part of last week . . . Richard B. Rubin, operator of the State in Saugus, was in the district last Friday for the first time since his stay at the Beth Israel . . . The father of Henry Germaine of Paramount in Connecticut recently underwent an operation.

A new Warner house is going up in Bristol, Conn., to replace a fire loss . . . Loew's Poli is putting in new marquees at the Elm St. in Worcester, and at the Meriden and Palace in Hartford . . . Jim Dempsey, manager of the Paramount in Lynn, has been supervising the wrecking of an adjoining structure which is being torn down to make way for a parking space.

Ed Peskay will try legit productions combined with films in Stamford, Conn. "Kiss the Boys Goodbye" will be the first play to hit the boards, it is planned . . . Harry Goldstein is in charge of entertainment for the April 7 dinner-dance of the Motion Picture Salesmen's Club, to be held at the Coconut Grove.

Walter Murphy, former local Loew's treasurer, now manager for the Graphic Theatre circuit, was in from Brandon, Vt. . . . Frank Borrelli has formed the F. B. Theatre Enterprises to handle theatre equipment and to put on 16mm and 35mm portable shows. Borrelli may be contacted at 96 Porter St. in Somerville.

Mel Morrison, manager of the Strand in Dover, N. H., for the M&P Theatres Corp., has worked the Pot O' Gold idea into a straight theatre draw by handing out passes at random via WHEB announcements.

Michael Daly interests have been negotiating to take over the Crown Theatre in Lowell from Mrs. Rose Fasano . . . Also the subject of proposed deals is the Strand in Beverly, operated by the Ganetakos brothers . . . Mary Brady this week became secretary to Steve Broidy, local Monogram sales manager and member of the Monogram board of directors.

Roy E. Heffner of Specialty Pictures, Inc., was in New York last week . . . George Kraska of the Fine Arts Theatre has returned from the Metropolis . . . Arthur Martel, for years organist at the Metropolitan, is now doing a Hammond organ stand at Bob Berger's adjoining the de luxe house.

A fire at the Shubert last Thursday caused minor damage in the downtown house . . . Les Abbott, Motiograph executive, was at the Capitol Theatre Supply offices last week . . . Martha Raye did a personal at the Paramount in Springfield last week.

Thomas Meehan, RKO divisional manager here prior to Charles Koerner and Harry McDonald, now is putting on a quiz program over WTAG . . . George Kraska has closed "Harvest" out of the Fine Arts Theatre after a five-weeks and two-day run.

No Date Set for Allied's Next Eastern Regional

BOSTON—No date has been set for the next eastern regional meeting of the Allied States Ass'n, according to Frank Lydon, eastern regional vice-president. Developments are being awaited before another confab is set. Events may take such a turn at any time, Lydon admitted, that a conference may be precipitated on short notice.

Hadelman Will Enlarge Shelton, Conn. House

SHELTON, CONN.—Morris Hadelman will begin remodeling of his Shelton about April. A new modern front will be constructed and the house will be enlarged in an L-shape from the present 500 seats to 880. The post office building next door was acquired for this purpose.

Teamed on "Winkle"

HOLLYWOOD—Kenneth Earl and Ernest Pascal are collaborating on the script of 20th-Fox's "Rip Van Winkle."

NEW HAMPSHIRE

PATRONS at the evening show at the Olympia in Portsmouth, February 4, were unaware of a $50,000 blaze which swept a business block next door. A large fire wall separated the film house from the blazing structure, so it was unnecessary to disturb the audience.

Ansel Sanborn, Carroll county exhibitor, was a recent spectator at the "Ice Follies" in Boston, accompanied by Mrs. Sanborn . . . Mrs. Harriet Webster, wife of Elihu Webster, manager of the City Opera House, died in Rochester.

Manager Ralph E. Morris has announced that the Colonial in Laconia will show "Gone With the Wind" during the week of February 25. Previously, it had been understood that no New Hampshire city north of Concord would get the film this season.

Peter M. Gagne apparently wasn't busy enough as operator of the Somersworth, as well as collector of internal revenue, so now he has been named chairman of the Somersworth school board.

Arthur Howard Speaker at Civic League Film Forum

BOSTON—At the Massachusetts Civic League film forum last Wednesday at the Town Room in Boston, Arthur K. Howard, business manager of the Independent Exhibitors, Inc., was one of the speakers.

Talking on the subject "Movies, the Modern Miracle—a Menace or a Muse" were Mrs. Howard S. Shephard of the Worcester Better Films Council, Mrs. Elliott B. Williams of the Massachusetts State Federation of Women's Clubs, and Dr. George E. Gardner of the Judge Baker Guidance Center.

First Child on Television New Haven Youngster

NEW HAVEN—First child ever to appear on television was five-year-old Patty Ann Cooke of West Haven, member of the cast of College Theatre Kiddie Kapers on WELI. Freda Swirsky, who accompanies and coaches the radio show, accompanied the complete NBC television show Saturday night. Patty's picture has been sent on to Hollywood by scouts.

Take Over Modern

BOSTON—Larry Lasky and Irving Shapiro, circuit owners, have taken over the Modern Theatre in Marlboro from Ross Frisco. Frisco, operator of the Latin Quarter, film district night club, has for years been a vaudeville booker in this territory.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Georgian Motif for the Strand in Pawtucket

BOSTON—Modernized Georgian is the new motif of the Strand in Pawtucket, M&P Rhode Island house. William Riseman and Alex Lercari, Boston theatre decorators, combined shades of fawn with gold and Queen Anne blue in the lobby of the house.

The foyer has been covered with rich damasks in red, gold and accents of burgundy. Georgian patterns in rust and gold are used in the damask covering of the auditorium. The house remained open during the job.

Poli Theatres, Inc., Seeks Assessment Reduction

BRIDGEPORT — The Poli New England Theatres, Inc., has petitioned the local board of relief for a reduction of $233,460 in the assessed valuation of their property here. Included are the Loew-Poli, Majestic, Lyric, Globe and the site of the old Plaza with a total assessed value of $2,204,815.

Television Show

BOSTON—A Farnsworth television show was held here last week, Tuesday through Thursday, at the Jordan Marsh Co. A special show was put on one morning for pupils of the Horace Mann School for the Deaf, emphasizing the lip-reading potentialities of the innovation. Public turnout was heavy.

Prize to Goldstein

BOSTON—Harry Goldstein, manager of the Morton in Dorchester, won the $50 first prize in the joint M-G-M—M&P exploitation contest for "On Borrowed Time." Ralph Tully, manager of the Central in Biddeford, Me., ran a close second.

Sponsor Talent Search

DANBURY, CONN.—The Palace will present a weekly Wednesday Radio Talent Search under the auspices of the Associated Sound Co. of Danbury. The program will be rebroadcast on WICC, Fridays.

Feb. 20 Date Set

BOSTON—The next meeting of the Independent Exhibitors, Inc., originally scheduled for February 13, will be held at 20 Shawmut St. headquarters on February 20.

The 1,001 Nights Abridged

Worcester, Mass.—The world's champion motion picture fan, in all probability, is 14-year-old Victor Wassell. When found after a two weeks absence, police said the youngster admitted to spending one week in one theatre, and the other week in another. They said that he slept in the theatres at night, eating borrowed candy, intermingled with a supply of water.

Poesy Plugs Party

BOSTON—The film district turned out last week Saturday for the Boston Friar's Club valentine party at The Commons, and Max Melincoff, local district manager for Warner Theatres, turned on fountain pen and poetic instincts. Wrote Melincoff, with more reportorial craft than poetry:

"Listen, you guys
With ants in your pants,
You've been yelling for a party,
Now here's your chance!

"It's a Valentine Party
For Friends, Sweethearts and Wives.
Bring 'em along for the
Time of their lives!

"A program's been arranged
That's gonna be fine,
And the fun will commence
Exactly at nine.

"You'll see Old Time Movies
Of yars and yars ago,
With a piano player and drummer
Who know how to play the show.

"Then there's a prize Question Bee
Like you hear on the radio,
And we'll have a chance to learn
Just how much you know.

"And after that there's dancing
With Art Rubin and Crew,
He'll teach you the La Conga
And other dances, too.

"There'll be plenty of food
And you can eat all you're able,
A variety of delicious eats
Will be served at a buffet table.

$3.00 a couple is dirt cheap;
To that you will agree.
So, come on, boys, let's get together,
For one big Jamboree!

Loew's Opens Meriden Poli for "GWTW" Run

MERIDEN, CONN. — Loew's, Inc. have opened the 1,022-seat Poli for the holdover of "Gone With the Wind." The house has been dark for the past two years, Loew's operating the Loew-Poli Palace continuously. After completion of the holdover, the theatre will be closed again. Nat Rubin, Poli, New Haven assistant, will assist Joe Samartaro during the holdover.

Breaks House Records

BRIDGEPORT—All house records were shattered at the Warner by "The Fighting 69th," with Sunday being the biggest individual day in the theatre's history.

Resumed Thursday Openings

HARTFORD—Loew-Poli here has gone back to a Thursday opening day for new films, after having observed Fridays for the same event for quite some time. Management said that the move was for "an indefinite time."

Bradbury Foote to Metro

HOLLYWOOD—Bradbury Foote has joined Metro's writing department. He will work under Producer John Considine jr.

High Requiem Mass Held For Late Harry Decker

BOSTON — Harry Decker was buried Saturday at 9:00 a. m. with a solemn high mass of requiem at St. Agnes' Church in Arlington Center.

Decker, 53 years old, was in the Boston film limelight for 35 years. He owned the Film Exchange Transfer Co., was a member of the Boston Friar's Club, and was the oldest member of the National Film Carriers Ass'n.

He is survived by his widow, a daughter, and a son, the latter a student at Boston College High.

Shoe Production Up

BOSTON—Theatremen were heartened by the report that New England shoe production showed a 4 per cent increase in 1939. A minor chord was struck, however, by the fact that national production was up 7 per cent over 1938. On the other hand, Massachusetts led all shoe cities in 1939 by producing 80,124,164 pairs, more than 8,000,000 above the figure of New York, second city on the list.

Levine Forms Firm

BOSTON—The Northeastern Film Co. has been formed here by Sam Levine, formerly of Grand National. Levine announces he has New England distribution right to "Special Inspector," "Murder in the News" and "Death Goes North." Offices are opposite National Screen Service on Melrose St.

John E. Hoban

CLAREMONT, N. H.—John E. Hoban, 72, who operated a film theatre in Barre, Vt., for many years until his retirement in 1923, died February 5 in Claremont General Hospital.

Cerio Suffers Fall

BRIDGEPORT—Albert Cerio, scenic artist at the Lyric, sustained a rupture when he fell from a ladder back stage. An emergency operation was necessary to save his life.

Big Take by Ice Follies

NEW HAVEN—Biggest engagement in the amusement field in this state was the Ice Follies at the 4,500-seat Arena last week, which is reported to have taken $55,000 in eight evenings and two matinees. The Follies featured Roy Shipstad, Bess Ehrhardt and others.

LaGuardia Advises What Hub Missed

Boston—Film men sympathized when Mayor LaGuardia gave solace to Mayor Tobin of Boston at the recent Clover Club dinner. "Mayor Tobin," said LaGuardia, "you don't know what you missed by not having a World's Fair in Boston. If you think you're broke now, just try one."

High-Speed Pictures

BOSTON—Photographic equipment enabling the taking of high-speed pictures at one-millionth of a second, were put on public exhibition for the first time last week. The mechanisms were invented by Dr. Harold D. Edgerton of the Massachusetts Institute of Technology where the display was housed. By the "stop motion" technique, pictures may be taken of bullets in motion, bubbles bursting, glass breaking, and so forth.

The principle of Dr. Edgerton's mechanism is along the lines of a flash bulb that may be used innumerable times. Edgerton invented a bulb that throws four times as much light as the noon-day sun, and synchronized it so he could take pictures at one-millionth of a second with an ordinary camera.

The bulb is filled with xenon and crypton gases. Charges of electricity explode the mixture, giving spasmodic flashes of brilliant light. Inside the bulb is another 50-watt filament which throws a continuous light for camera focusing. Work for motion picture adaptation has been going on for the past few years.

Cinema Club Members Boost the Roll to 55

BOSTON—The Boston Cinema Club, taking on seven new members, has increased its enrollment to approximately 55 bookers and office managers. The film fraternity now takes in all of the larger distributors, with the exception of Paramount.

The new members are Sam Richmond of the Lockwood and Gordon circuit; Julian Rifkin of the Rifkin circuit, and Eli Leavitt, Leo Griffin, Robert Levine, Edward Feltman, and William Kummins of Warner.

Big Real Estate Load

BOSTON—Local theatre owners were interested in the statement by Ray Wenzlick, real estate counsel, to insurance companies and banks in 138 cities, that Boston's real estate tax load per family is $297.50, the second highest in the country. The national average, Wenzlick said, is $121.30.

Apply for Licenses

PORTLAND—Projectionists at local theatres have filed applications for licenses with the state insurance department in compliance with the new law passed by the last legislature.

Not All Are Hurt

HARTFORD — Congressman James A. Shanley of New Haven enjoyed the film, "Mr. Smith Goes to Washington," and did not take the exception to it that some legislators in the nation's capitol are reported to have taken.

Maurice Shulman, owner and operator of the local Webster, Rivoli, and Plaza (Windsor) theatres, was in Washington and heard praise for the picture, which now is playing at his houses, from the Nutmeg State congressman. "I thought it was a very entertaining film . . . splendidly done," declared Shanley.

'Ambiguity' in 'Wind' Advertising Rapped

NEW HAVEN—Protest against the "ambiguity" of current "Gone With the Wind" advertising will be sent at once to William Rodgers, general sales manager of Loew's, Inc., as a result of a unanimous vote taken at the special Allied Theatres of Connecticut meeting at the Hotel Garde Tuesday. The letter will point out "false impressions created in the minds of patrons regarding the form and admission prices of the feature when it arrives at subsequent run houses." Exhibitors state they have learned from their patrons that the newspaper advertising lines, "See it in its entirety, exactly the same as at Atlanta and Broadway premieres" have led patrons to believe the film will be cut for second run presentation.

The statement, "This production will not be shown anywhere except at advanced prices—at least until 1941," has also been misinterpreted to mean that the picture may never be shown at lower than current prices, operators report. Prevalence of these impressions resulted in discussion and decision to protest, and Lawrence C. Caplan, executive secretary, was ordered to forward the protest at once.

Joseph F. Reed, operator of Bryan Memorial Theatre, Washington Depot, and Bantam, Bantam, was appointed chairman of the new grievance committee, to serve with William Hoyt, of the Capitol, East Haven, and Jack Schwartz, of the West End, Bridgeport, in hearing and attempting to conciliate grievances. It was decided that the services of the grievance committee should be extended to members and non-members alike, at least for the present, and that exhibitors should be so notified.

Frank Lydon, regional vice-president of Allied, and guest speaker of the afternoon, stressed the necessity of harmony and support within the organization and constant cooperation with the national body as a whole. Arthur K. Howard, business agent of Independent Exhibitors, Inc. of Boston, with whom the Connecticut group is affiliated, spoke on the various advantages and services attendant upon membership in the organization. E. Thornton Kelly, in his final report, stated that 90 per cent of Connecticut independent exhibitors had become members of Allied in the recent membership campaign conducted by him. With Kelly's transfer to Philadelphia as eastern Allied field representative, appointment of a new field man in Connecticut will be considered at the next meeting.

President A. M. Schuman announced the following members to serve on a newly-formed legislative committee: A. L. Pickus, of the Stratford, Stratford; Leo Bonoff, of the Madison and Saybrook; Harry L. Lavietes of the Pequot, New Haven; Martin H. Keleher, of the Princess, Hartford; Ralph Pasho, of the Gem, Naugatuck, and Lawrence C. Caplan, executive secretary.

Membership and finance committees will also be appointed at the next meeting of the unit, scheduled for Tuesday, February 27, at the Hotel Garde. Attendance at the meeting of many exhibitors never before active in independent organization, was reported.

He Had an Answer

PORTLAND—Even at the tender age of ten they seem know all about cupid and his dart. Witness the fact that a certain little shaver on Harry Botwick's "Recess Time" program the other morning started a wave of titters with his answer to this one:

"In what game is the word 'love' used in keeping score?"

The little fellow shifted his feet, blushed to the roots of his hair, finally stammered:

"Postoffice."

Patent Office Anniversary Body Adds George Barnes

BOSTON—George L. Barnes, vice-president of the Heywood-Wakefield Co., is serving on the committee in charge of the forthcoming Boston commemoration of the 150th anniversary of the founding of the U. S. patent office.

A feature of the gathering of New England scientists and industrialists February 20, at the Copley Plaza, will be the presentation of awards to various eminent living New England inventors and technicians who in the past 25 years have made outstanding contributions to American life. Those to be so honored are being selected by a national board presided over by Dr. Karl T. Compton, head of the Massachusetts Institute of Technology.

Bushell Reelects Officers And Its Four Trustees

HARTFORD, CONN.—The Bushell Theatre Co. has re-elected its officers for the ensuing year and four trustees for five-year terms. The officers: Charles F. T. Seaverns, president; Howell Cheney, vice-president; Hartford National Bank & Trust Co., treasurer; Alec G. Stronach, secretary. Trustees: Mrs. Robert W. Huntington, Charles A. Goodwin, Clement Scott and Robbins B. Stoeckel. A fifth trustee, James H. Brewster, was reappointed by Mayor Spellacy and the Hartford board of aldermen for a term of five years.

Joseph Callahan Is Feted; A Trade Member 30 Years

BOSTON—Joseph Callahan, manager of the Harvard in Cambridge for the past two decades, was feted last week at the Hotel Somerset in honor of his 30th anniversary in the motion picture business. F. W. McManus, M&P Theatres Corp. district manager, headed the committee in charge.

Health Fails Stone

HILLSBOROUGH, N. H.—Announcement is made of the resignation of O. Stone as manager of the Capitol, due to poor health. Raymond Bruce has been named as his successor.

Reconstruct in Lisbon

LISBON, N. H.—The Lisbon has been undergoing reconstruction since its disastrous fire of December 1.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 2-17-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

Independent Staffs Urge Against Bill

BIRMINGHAM—Independent theatres outside of film exchange cities will be hard hit if the Neely bill is enacted, a petition circulated among independent theatre employes for forwarding to the Alabama delegation in Congress declares. It contends that many independent houses will have to close if the bill becomes law.

Letters also are being secured protesting the bill from local civic clubs, American Legion posts and other organizations, and will be forwarded to the Alabama delegation.

The text of the petition as signed by employes of Waters Theatre Company, of which N. H. Waters is president, follows:

"We, the undersigned employes of local independent theatres in the Birmingham district, realizing the importance and significance of the Neely block booking-blind selling bill, known as S-280, which will come up in the House very shortly, wish to make known our thoughts and desires in connection with it.

"This bill will not harm in any way the large exhibitors who maintain offices in each exchange city; but the small independents like our employers will either have to make a trip to the exchange center to buy each and every picture, or it will be necessary for the distributing company to send their salesmen into the territory, which naturally will create a large expense. This, of course, will be passed on to the exhibitor, meaning that a great many of the smaller theatres will out of necessity have to close as they will not be able to pay the additional cost of pictures that will be brought about through the enactment of the Neely bill.

"We, therefore, implore you to use your influence in attempting to defeat this bill when it is presented on the floor of the House, feeling sure that if you will make an investigation you will find that it will force out of business a great many small town exhibitors throughout the south."

Arkansas Fire Marshal Makes Rules Stringent

LITTLE ROCK, ARK.—State Fire Marshal Guy E. Williams announced recently that strict adherence to the rule governing fire prevention in theatres will be required. He stated that during the past it had been impossible to inspect all theatres. An assistant has been added to his department, however, and all houses are now being inspected.

No new film theatres will be allowed to operate until they have been approved. During a period of ten days recently seven theatres burned.

Add in Hot Springs

HOT SPRINGS, ARK.—Malco Theatres, Inc., has taken over the State here from J. G. Blaschke, who built the house over 25 years ago. The property will be renovated. C. H. DuVall will manage.

Says Neely Would Open Theatres To Many Film "Welfare" Units

DALLAS—The moral and economic arguments posed by proponents of the Neely bill are dressed down in a feature article by Dale Miller, associate editor of the *Texas Weekly*.

In the first instance, he argues, enactment of the bill would open up avenues of action for many "welfare groups . . . particularly in small communities" who "would exert relentless pressure on each exhibitor to accept only such pictures as they decided were suitable for the general public to see."

"Censorship in most forms is repugnant," Miller continues "but in the case of self-esteemed paragons of public virtue prescribing what we may vicariously enjoy and what we may not, it is especially so.

"The crusade for legislative action to remedy this situation (moral) began years ago, before the motion picture industry adopted its rigid production code and proceeded to censor itself into innocuousness, but the circumstance that the conditions to which the reformers object have already been corrected, has done nothing to mitigate their zeal or discourage their efforts."

Cites Cancellation Privilege

He observes that "so-called sex pictures are produced by obscure independent companies and always sold singly" and that present trade practices "do not compel any exhibitor to play any picture" because they permit "him to cut-back a percentage of the pictures for which he contracts."

Turning to the economic aspects of the bill, Miller chides that segment of the trade which believes "elimination of block booking will permit them (exhibitors) to select only pictures which will procure the best patronage and thus produce the most revenue."

"Few big industries," he declares, "would operate efficiently without the extent of their markets being determined at least partially by advance contracts. And the motion picture industry in particular, because of the variety of its products and the heterogeneity of its customers, needs to obtain a reasonably accurate estimate of its market before investing manifold millions of dollars in production and distribution.

" . . . The necessity of selling each picture independently of any other would incur tremendous additional expenses, which would be passed on to theatre-goers in higher admissions prices or be absorbed by the industry in depreciating the quality of its products—either of which would result in lower boxoffice receipts and less income to all branches of the industry, to say nothing of the effect on the entertainment of the public."

" . . . what the bill prescribes to eliminate blind selling, is non-sensical beyond debate," in Miller's opinion. "A producer must either prepare a synopsis in advance—and then knowingly violate the law and risk imprisonment by producing the best picture of which he is capable, or ignore every new idea and inspiration that may occur to him or his staff—or he must prepare it after the film is completed. In the latter case, distribution and exhibition of the film must be delayed at a critical time while the expensive and tedious process of providing the synopsis and selling the show is laboriously undergone, with resultant inconvenience to the industry and the public, and sacrifice of the film's timeliness.

"All this is deemed necessary to permit exhibitors, who don't care, and moralists, whose business it is none of, to protect the public from the objectionable portrayals which no longer appear on the screen."

Miller's "essential objection" to the Neely bill is that it is "restrictive" and "meddlesome" legislation.

"With regard to the motion picture industry, neither its organization nor its operation is perfect, and perhaps such trade practices as block booking and blind selling are not the best that could be devised. But they are the product of years of growth, years of experiment, years of trial and error, and what changes need to be made should be brought about by the normal interplay of economic forces and not by peremptory decree of government," is Miller's basic idea.

"Less Offensive Than Funny-Papers"

Dallas—"The organized motion picture industry has already made the movies less offensive morally than even the funny-papers," says Dale Miller, associate editor of "The Texas Weekly," in an article deprecating the moralist angle of the Neely bill.

If the bill is enacted, he foresees a field day in the operation of theatres for "welfare groups" and "various exemplars of public morality," and plenty of trouble for exhibitors, especially those in small towns.

"What We Would See Under Neely Bill"

Dallas—Dale Miller, associate editor of "The Texas Weekly," hitting the Neely bill as "restrictive" and "meddlesome" legislation, speculates on the kind of pictures "we would see if block booking and blind selling were abolished," and comes up with this:

" . . . if each picture had to be sold independently, the incentive to gamble on artistic or expensive productions would certainly be reduced. Films would tend to become stereotyped, to adhere to prosaic patterns, and would be produced more frugally and less inspiringly, with an eye on their marketability and not on their worth. Hollywood would labor and bring forth its mouse.

"A great medium . . . would be pulled as if by a magnet toward a common denominator of Shirley Temple and a travelogue through birdland."

Texas Theatre Owners' Head Answers Allied White Book

DALLAS—A "complete survey" of Texas reveals the preponderant exhibitor opinion as opposed to enactment of the Neely bill, according to Judge R. L. Walker of Lampasas, Tex., president of the Texas Theatre Owners. He says that of 744 theatres contacted he has secured 728 theatres opposing the bill and only 16 in favor of it.

Springboarding from an article in BOXOFFICE for January 27, Judge Walker's extended answer to Allied's White Book follows:

Exhibitors in No-Man's Land

BOXOFFICE, in its issue of January 27, in big headlines, says: "Distributors Blast Away; Myers Counter-Attacks" and makes comparison of the two articles from the standpoint of the distributors and Myers, leading 32 organizations having no interest in the theatre business. BOXOFFICE clearly overlooks the fact that the main party at interest, the exhibitor, is not given a hearing in this blasting and counter-attacking.

I appreciate the fact distributors are doing all they can to protect their business and, to the extent of their fight against the Neely Bill, helping we small exhibitors. I have had lots of arguments in the past with the distributors over buying and booking but have never felt because I disagreed with them at times on sales policies the industry should be destroyed because someone else in it besides me happened to be making money. I deeply appreciate the fact that the producers and distributors, through their efforts in building one of the greatest industries we have, in doing so have made it possible for me to make more than fair returns on my small investment, and realize without their efforts I would not be in business.

I further resent the fact that a self-appointed "Moses" with a following of "32 organizations" without a dollar invested in our industry have taken it upon themselves the task of trying to legislate the small exhibitors out of business. I have, as president of the Texas Theatre Owners, made a complete survey of Texas and out of 744 theatres contacted have secured the names signed to a petition of 728 theatres opposing the Bill, and only 16 who are in favor of the Bill. The people who have signed these petitions are exhibitors making their living out of the business and are not "butchers, bakers and candlestick-makers" or "general counsel" or "32 organizations" with no interest in our business.

I would apppreciate very much the space to briefly answer each point quoted in your article from the statements made by Myers out of the "White Book."

Exhibitors Free to Act

In his first statement from the White Book he says: "Under the Bill the distributors and exhibitors will be free, as they are now, to negotiate and agree upon the rentals paid for films." If the statement is true, WHY THE NEED OF THE BILL?

If we are "free to negotiate and trade" where does the "beneficial legislation" come in. It is merely a camouflage and jumble of words hiding a desire to place our business under government regulations and, in my opinion, furnish jobs for self-appointed "dictators" we exhibitors will have to pay for. It is absolutely untrue that the Bill will leave us as free to negotiate as we now are. And he admits that in the next sentence when he says, "But if the distributor sets so high a figure for pictures less the whole block, as compared with the aggregate price of the block, he will violate the act." He knows that under the law the distributor can not and will not offer two or more pictures for sale at one time.

Exhibitors Can Buy as Many Pictures as Desired

In the "White Book" he says: "The bill expressly confers on the exhibitor the right to buy as many pictures at one time as he may desire." I deny that this is true or that the Bill gives this right because no exhibitor can buy more pictures than can be offered him and the distributors are placed under heavy penalty for offering more than one picture at a time, and no matter how much an exhibitor may want to buy ten pictures or more and get a reduction in price, he cannot do so. The bill requires the distributor to only offer him one at a time, and every salesman is going to sell pictures "one at a time" and make a separate contract for each picture because if he does otherwise, the exhibitor or government checker that will be around checking contracts can prosecute him, and he will not take the chance. We may have the "White Book" and "general counsel" right to buy, but if no one has the right to sell what are we going to do about it?

Who can say the distributor is charging too high a rental for a single picture in comparison to block buying when the Bill prohibits the distributor from offering a block buy? The arguments of the general counsel in the "White Book" really deserves a place in a good comic short. Every exhibitor knows he can not buy pictures singly and keep his playing time covered, and when the law prohibits the distributor from selling more than one at a time you know you cannot buy any other way.

Price Control

I deny that the Bill is in any way "identical in principle with the Clayton Act." The bill prohibits the distributor from offering a block of pictures at a lower rate per picture than he can sell them for one at a time and the Clayton Act places no such restriction on this business or any other business. If the Clayton Act does, why the necessity for this bill?

There is no other class of business in the world where the wholesaler can not offer to the retail merchant a better bargain if he takes a number of articles than if he buys only one. Merchants all over the country have opened up their own wholesale stores for the sole and only purpose of buying at wholesale prices instead of the jobbers price. The argument is as foolish as to say I must buy apples one at a time and put each in a separate sack. However, you cannot expect a logical argument on the buying of pictures from one who has never bought a picture.

Increased Cost

The statement "There is no reason why the bill should add one penny to the cost of distribution" is too weak to require answer, but is in line with most of the general counsel's argument in favor of the bill.

The general counsel admits this for he says "Moreover, any incidental increase in cost would be more than offset by the increased revenues, etc." And, "with greatly increased boxoffice receipts, exhibitors could stand a MODERATE INCREASE IN FILM RENTALS WITHOUT ADVANCING ADMISSIONS." I do not have to tell you this class of argument comes from one who is a past master at juggling words and covering up the real purpose back of his bill.

Listen exhibitors, to what he says: "A moderate increase in film rentals." In my opinion, this "moderate increase" will cover a "moderate" salary for one or more to supervise, check and run our business for us.

Synopsis Clause

This is another juggling of words by the general counsel (general contortionist). I have a copy of the bill before me as passed by the Senate and it says: "An accurate synopsis of the contents of the film," and "such synopsis shall be made a part of the lease and shall include a general outline of the story, description of the principal characters, a statement describing the manner of treatment of dialogue concerning any scenes depicting vice, crime, or suggestive of sexual passion." What is that? The general counsel presents a wonderful argument, but he gets everything right except his facts and his deductions.

I believe if every part of the bill was good, this section would ruin the exhibitors.

The bill itself says what the synopsis means and what its purpose is. Here is what it says: "It is the purpose of this section to make available to the exhibitor sufficient information concerning the type and contents of the film and the manner of treatment of questionable subject matter to enable him to determine whether he wishes to select the film for exhibition and later to determine whether the film is fairly described by the synopsis." So the producers must give a complete synopsis. If he does not he will be fined. Who has the right to say he has complied? Some one friendly to him? No. Therefore he will have to, for self protection, give a full, complete description. If he takes a chance and leaves out something or makes a slight change he is at the mercy of the exhibitor or any federal checker, and subject to the fine. And Mr. Exhibitor, you will be subject to it because any person who knowingly transports or causes to be transported any picture which is leased or intended to be leased, is subject to the penalty.

The producer and distributor will not dare to offer you any picture until it has been completed and a correct synopsis can be given. The result to you, Mr. Exhibitor, is you will have to contract for each picture after it is made and you will have to go to the exchange to do this because no distributor will send salesmen to your town, 10, 12 or 15 times a year. If you make the necessary trips to buy these pictures the expense of buying will put you out of business, and if you do not the distributor will put you out of business refusing to send a salesman to you. I submit to you exhibitors who run four or five pictures a week you know you cannot keep your playing time covered by this kind of buying. But Myers says, "Don't worry fellows, we are not going to cut your throat right now, the bill will not become effective for 12 months after its enactment, thus giving the producers ample time in which to conform to the new order." I take it he means it will give the producers and distributors time to readjust and close out our accounts and that we exhibitors will have 12 months time in which to dispose of our business and get into some other kind. It looks to me like our self appointed "Moses" wants to get us out into the "Red Sea" and then turn the water loose on us.

Sales Costs

My only answer to this argument is that whatever increases the cost of production and distribution will have to be paid by the exhibitor. If there are "necessary reforms needed in Hollywood" they should show Congress just what these reforms are and what the remedy will be without making the exhibitor, and especially the small exhibitor, pay the bill. I cannot see the logic in ruining the exhibitors' business because someone is wrong at Hollywood.

Moral Angle

It is ever the cry of the "political demagogues," when sensible and sane argument will not answer their purpose, to set up the cry "monopoly" and "protect public decency." And it is this cry of our self appointed "Moses" that has brought in against us the misinformed and misguided associations he has signed up in his "White Book." As an editorial in one of Texas daily papers

(Continued on page 68)



On to Texas—

Chief Barker Bob O'Donnell of the Dallas Variety Club whooping it up to make the annual national Variety convention there the tops in such affairs. And if you doubt that Bob can ride, you should have been behind the curtain in the studio when this shot was made.

RKO's Bookers in Dallas Drive Hard for Depinet

DALLAS—Bookers of RKO are in spirited contest now to put Dallas in first place in the Ned Depinet Drive which started January 27 and ends May 10.

R. E. Helms, office manager, promoted the rivalry among Clarence Wilson, head booker, who will do his stuff April 14 to 20, "Lin" Harrington, who will shoot the works, April 21 to 27, and Jack Walton who will swing into action from April 28 to May 4.

The three cannot solicit dates from exhibitors whose territory is ordinarily handled by either of the other two.

WAS GODOY ROBBED?

50 Hard-Boiled Theatre Executives, Film-Buyers, Press Agents and What-Have-You . . . Sat in a Screening Room and Cheered Their Heads Off—at the

JOE LOUIS vs. ARTURO GODOY

FIGHT PICTURES!

The President of a Big Circuit Says—

"The Best Fight Pictures in 20 Years! They are not only Thrilling and Sensational—They are Entertaining—and I'll venture to say they will Break Box Office Records!"

An Independent Theatre Owner Says—

"Fight Pictures heretofore have always appealed to the men-folks—But here is a 'Natural' — Fight Pictures that Every Member of the Family will Enjoy."

A Famous Press Agent Says—

"Was Godoy Robbed? Did Louis Really Win the Fight? Here's an Opportunity for Every Showman to Cash-In on This Tremendous Exploitation Stunt! It's Cash in the Box Office.—Sell It!"

NATIONAL SCREEN in Dallas has the Trailers and Good, Too.

And when the Screening was over—EVERY IMPORTANT CIRCUIT in the Southwest BOOKED THEM—and are Selling Them up to the Hilt!

Here's YOUR opportunity to Cash in on the Greatest Fight Pictures in History.

FAST ACTION---DON'T DELAY

WIRE — PHONE — WRITE FOR DATES

— to —

TEXAS-OKLAHOMA COUPON DISTRIBUTING CO.

FOREST NINE

312½ S. Harwood | Phone 2-6691 | DALLAS, TEXAS

Consider Having City Regulate Admissions

NEW ORLEANS—Plans looking toward the regulation of theatre admissions by the city council—much the same as barbering and taxi prices are regulated—are being discussed by local independents.

The exhibitors contend the need for this control has been brought about through the tendency of the United chain to exhibit occasionally a major first-run feature at their Lafayette, Strand, or Rio, houses that customarily charge five and ten cents for duals without upping the admission. The independents argue that in order to make a profit they are compelled to charge 20 cents for the same film at a later showing.

Louis-Godoy Fight Film Offered by Forest Nine

DALLAS—The Louis-Godoy fight pictures are being distributed in this territory by Forest Nine, through the Texas-Oklahoma Coupon Distributing Co., Inc., which he heads. The company headquarters at 312½ S. Harwood.

The reels, showing the 15 rounds, were screened for the trade here Monday in the 20th-Fox screening room, and were acclaimed by those present as "the best fight pictures made."

Adapts "Child of Divorce"

HOLLYWOOD—Dalton Trumbo is adapting "Child of Divorce" for RKO.

Fraud Alleged in Helena Cash Night Operation

HELENA, ARK.—John Oxford, manager of the Paramount here for Richards-Lightman, is being held under $500 bond in connection with alleged fraud in the operation of Cash Night at the theatre. He is specifically charged with embezzlement and obtaining money under false pretenses.

Deputy John L. Anderson, who made an investigation and the arrest, following a series of complaints, said Oxford had removed a number of names of registered patrons to lessen the chances of the awards being paid out.

M. A. Lightman has placed Roy Hale, veteran projectionist, in charge of the Paramount and the Pastime, other R-L house here.

Engles Sells Share

BATESVILLE, ARK.—Jake Engles, owner of the Melba, has sold an interest in the house to Commonwealth Theatres Corp., Kansas City, Mo. The new firm took over management of the house last Monday. William Headstream will serve as resident manager.

Change at Gibsland

GIBSLAND, LA.—E. A. Goldberg, a former owner of Goldberg's Film Delivery System, New Orleans, is now owner and manager of the Gibsland Theatre.

Announcing

The Opening of our Scenic Studios in

MEMPHIS — ATLANTA — BIRMINGHAM

"Complete Stage Equipment"

MEMPHIS SCENIC STUDIOS

H. R. MITCHELL, Mgr.
397½ S. Second St. — Memphis, Tenn.

ATLANTA SCENIC STUDIOS

OSCAR J. HOWELL, Mgr.
161 Walton St., N. W. — Atlanta, Ga.

BIRMINGHAM SCENIC STUDIOS

R. T. CLAYTON, Mgr.
Title Guarantee Bldg. — Birmingham, Ala.

We specialize in stage equipment. Let us furnish you sketches, samples and prices before you buy. Everything fully guaranteed and serviced. WRITE, WIRE or CALL our nearest office for details.

HUBERT MITCHELL INDUSTRIES

Home Office and Studios
Hartselle, Ala.

MEMPHIS

EXHIBITORS along the Row this past week: John Shannon, Shannon, Portageville, Mo.; Jack Watson, Palace, Tunica, Miss.; Gordon Lee Hutchins, Corning, Corning, Ark.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; S. J. Azar, Lincoln, Greenville, Miss.; M. B. Hasty, Joy, Dardanelle, Ark.; Leonard Shea, Shelby, Shelby, Miss.; Charles Collier, Globe, Shaw, Miss.; George Hale and C. H. Collier, Globe, Drew, Miss.; B. F. Jackson, Ruleville, Ruleville, Miss.; Joe Jones, Ritz, Aberdeen, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; C. M. Mounger, City, Calhoun City, Miss.

Joe McCorkle is the new manager of the State in Henderson, Tenn. . . . M. Stephens, who recently opened the Sherman, Sherman, Miss., was on the Row on his initial booking trip . . . William Onie, Monogram's branch manager in Cincinnati, en route to Hot Springs on a belated vacation, stopped off in Memphis and spent several hours with Bill Osburne, Monogram's local branch manager.

O. W. McCutheon, who operates the Ritz and Roxy at Blytheville, Ark. was a recent visitor . . . Bo Clark, who operates the Rialto and Majestic theatres in El Dorado, Ark., and who is having the Arkansas premiere on "Gone With the Wind," reports advance reservations have exceeded his greatest expectations.

It is good to see Jimmy Augustine of the Normal, Memphis, out again after a bout with the flu . . . W. H. Caver jr. of the Von, Booneville, Miss., was in booking . . . Ed Williamson, booker at 20th Century-Fox, is busy these days getting moved into his new home.

Jack Marshall, city manager for Crescent in Dyersburg, Tenn., was in booking . . . A. D. Garrett of the Joy at Hampton, Ark., in conjunction with "Farmer's Day" held by local merchants, gave a free show to the farmers and their families . . . Filmrow is interested in learning who sent Herman Chrisman, Columbia's office manager, a "singing" birthday greeting via Western Union signed "Scarlett O'Hara."

J. W. Wofford of the Eupora at Eupora, Miss., was on the Row booking this week after vacationing the last two weeks in Texas . . . H. R. Mitchell, who operates the Linden at Linden, Tenn., has opened the Memphis Scenic Studio at 397½ S. Second St. He and his brother Eric will handle stage equipment for theatres and schools. Their headquarters and manufacturing plant is located at Hartselle, Ala. They are also opening studios in Birmingham, Atlanta and Nashville.

Floyd Schaffer of American Desk Mfg. Co. is off on a three-week business trip into the St. Louis territory . . . Bob Conway, branch manager for National Screen, has added Miss Margaret Darley and Nelle Renshaw to his personnel since the affiliation with Advertising Accessories, Inc.

Bernard Woolner, who will open Memphis' first drive-in theatre in the spring, is busy getting construction under way and product lined up.

Dixie Doin's.... By "Al" Henderson

F P. ALIG jr. has sold his Flagler at Bunnell, Fla., to L. E. Lamboley, who has taken charge and will be the boss from now on.

Had a short visit with Ellin Creek, who came from Jacksonville ten years ago to operate the Casino and the Ritz at Ybor City, Fla., and that man sure knows his cigars if those hand-made babies he gave us are a sample. Thanks, Mr. Creek.

Called by to say hello to Henry Glover of Republic at Tampa, but found him gone to Miami with "Chief" Bromberg, but was shown much courtesy by J. E. Thrift, the booker who advised us that Ray Corrigan of Three Mesquiteers fame had been in town and was to make personal appearances in the state with his troupe. Another recent visitor to Tampa was Max Terhune, also a Mesquiteer.

The Hazel for colored at Plant City, Fla., has ceased operations.

The Sparks circuit is remodeling the Capitol at Plant City, Fla., at an estimated cost of $10,000. They will install all new equipment in the booth, new seats and a new marquee.

The Scenic at Lake Wales, Fla., owned by Jimmie Raulerson, has installed new RCA equipment and new seats. Report has it that he is about to remodel and open his Belmont at Tampa in the near future.

Called on B. E. Gore at Tampa who operates the Broadway at Ybor City and recently opened the Rialto in Tampa proper. He recently installed new seats in his house. Had the pleasure of meeting Mrs. Gore who was most hospitable.

Charlie Morrison, an oldtimer, managing the Ritz at Sanford, Fla., plays a mean game of tennis, but says he isn't old enough to play golf yet. I think he is bragging somewhat as I find golf tough enough. Must be the celery he eats.

Called around to take a peek at George Wilby's drive-in theatre at Jacksonville, which is managed by H. F. Denning, formerly of Atlanta, who says business is gradually increasing. It is known as the Jax Drive-In.

Stopped to see friend Chapin, city manager for Sparks at Lakeland, Fla., and it almost turned out to be a peddler's convention with Bud Boudreaux, publicity man for the circuit working on the "Wind;" Clinton Bolton advance man working West Florida on "Pinocchio;" Arch McIntyre who is a past commander of the American Legion but now working the territory for RCA who tells us that the Legion state convention will be held in Tampa this year and your correspondent sat in. Did the bull fly? You guess.

Watts H. Bracey, formerly assistant manager of the Empire for Sparks at Daytona, has accepted a position with Saenger and has gone to the Rex at Shreveport, La.

Found something unusual the other day when we called around to see W. B. Small, city manager for Sparks at New Smyrna, Fla., and was shown over the house, which is one of the cleanest and most immaculate we have ever been in and the unusual thing was a Bible placed in the ladies' lounge. Our hat is off to Mr. Small as this is the only instance we recall where this spiritual touch was shown in a theatre.

Mrs. D. L. Morrison, who looks after her Reliance at Clermont, Fla., must hold some sort of record as she has been absent from the boxoffice only two nights in the 16 and one half years that she has been there.

W. P. Neel, assistant manager for Sparks at Tallahassee, also does the publicity for the two houses there and says he is worn out with getting things ready for their showing of the "Wind" and he managed to get the cooperation of practically every merchant in the town. He formerly owned a theatre at Homewood, Ala., which is a suburb of Birmingham.

Earl Fain is busy rebuilding his Valerie at Inverness, Fla., which was destroyed by fire in December. This will be a completely new house with all new equipment, seats, rugs, drapes and marquee. D. M. Wimbish is the manager.

Sparks new house at Winter Park, Fla., soon will be open and ready for business. This house is conservatively modern and will be called the Colony. Supervision will be under Vernon Hunter, city manager at Orlando, Fla., who is one of the oldtimers in the Florida territory, having been in the business all over the state. Thanks for the hospitality, Vern.

Visited the following here and there in Florida: Leonard Bennett of the Ritz at Ocala; Kay Porter, Temple, Perry and enjoyed the coffee; Ralph Weir, Arcade, Williston, who plays tennis for exercise; T. C. Laird, who is Earl Fain's assistant, Leesburg; Fred Mullin, Haines City; C. M. Biggers, Winter Garden, Winter Garden; R. A. Yockey, Casino, Jacksonville; Paul Smith, operating a Negro house at Deland; R. L. Bang, Kingston, Daytona; Gordon Cooper, Lyric, Dunnellen; J. M. McKinney, owner of the Princess, Cross City; W. R. Lynch, Paramount, Miami, and many, many more of the boys.

Henry Weeks, assistant to W. Howard Smith, operator of the Dixie at Brooksville, Fla., tells your roaming correspondent that Mrs. Weeks is about to present him with an heir or heiress in the early part of March. Our best wishes.

Your correspondent came to Florida looking for sunshine and believe us, we found it and it was really appreciated after the cold and ice of the past few weeks farther north in Dixie. Had a pleasant, if short visit in Miami, and it took all the well-known will power to leave that heaven on earth and head north. We must turn our proboscis northward in a few days, but we'll be seeing you and until then, so long.

In "Angel From Texas"

HOLLYWOOD—Jane Wyman and Ronald Reagan, who were married recently, have been assigned roles in Warner's "An Angel From Texas." Film goes into production in a month when the couple returns from their honeymoon.

It IS a Sensation-!

—this new Simplex TRADE MARK REG'D.

HIGH INTENSITY LAMP

When you see it in your OWN THEATRE beside your Low Intensity lamp, it will be like comparing SUNLIGHT to MOONLIGHT.

Lower First Cost — Lower Operating Cost!

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

DALLAS

JUDGE ROY L. WALKER of Lampasas, and president of Theatre Owners Protective Ass'n, spent Monday in Dallas continuing his activities in opposition to the Neely bill. He appears in fine shape now, although he had some sort of attack in Ft. Worth a few weeks ago which he said was nothing more than indigestion.

Harry Connors, operating the Strand at Frankston, and incidentally making a success there where others failed, was on the Row, Tuesday, booking ahead.

Wallace Walthall spent the weekend in Oklahoma City on deals involving National Screen trailers and accessories.

On a tour of the central part of the country, Floyd Garver, president of Garver Electric Co., Union City, Ind., spent a few days in Texas this week calling on distributors. He visited Oklahoma City, which with Dallas, was the western boundary of his trip.

Tom B. Reed, Oklahoma City insurance man, was on the Row visiting with friends because of his close association with this business. He handles insurance for Griffith Amusement Co. there and for the Griffith employes.

S. G. Fry of Tyler, operating six theatres in that part of the state, with two there, spent about a week in Dallas catching up on his bookings. Incidentally he does the entire booking job by himself, however Mrs. Fry, as secretary, lightens the burden from the executive angle.

G. H. Mercer of the Grove at Shreveport dropped over to hobnob with friends on Filmrow. Ordinarily his film business is done at New Orleans. Mercer, by the way, was formerly associated with L. N.

(Continued on page 70)

Acquitted Man Seeking Damages for Arrest

OKLAHOMA CITY—Damages totaling $20,000 are being asked in a suit filed in district court here last week against Paul Townsend, manager of the Liberty and Standard theatres. The suit was filed by Woodrow Wilson Claiborne, who alleged Townsend was responsible for his "false imprisonment" on charges of robbing the Liberty on Dec. 13, 1937.

Townsend was robbed of $60 by a man who beat him over the head and face with a pistol, then escaped from the second-floor office by the fire escape.

Claiborne was charged with the robbery after his arrest July 17, 1939, when he was found in the Warner at about 1 a. m. He was acquitted of the charge Sept. 13, 1939, by a district court jury.

Covington Is Acquitted By County Court Jury

ALPINE, TEX.—H. G. Covington, manager of the Granada here, was acquitted by a county court jury of a lottery violation charge in connection with the theatre stimulator game, "Hollywood."

While Judge R. B. Slight failed to recommend any action to the jury, the jury immediately ordered a verdict of not guilty.

The Granada is one of the O. K. circuit operated by Oscar Korn of Dallas.

On Required List

AUSTIN—American history professors at the University of Texas are making "Gone With the Wind" required "reading" for class discussion. The picture has been grossing so heavily a one-week holdover is assured.

Judge Walker Has an Answer for Allied

(Continued from page 64)

says, "The Neely Bill is a bungling and misguided attempt on the part of some selfish minority to meddle disastrously with a great industry. It will cure none of the evils it purports to prescribe for."

Our Moses is like a cat—always hits on his feet. In his "moral angle" he says it is needed to clean up pictures—yet following, under "censorship," he says "there is no provision in the bill that even remotely suggests censorship. His "moral angle" is slipped in for the benefit of the few who have an insane desire to regulate and dictate the amusements of the people regardless of whether it is right or wrong or will help or ruin an industry, and thus the censorship article is to appease the great multitude who prefer to select their own way of amusement. Public opinion controls the pictures and what goes in them—the big producers realize this and do not make the sex pictures once made and placed in our blocks. Today every person familiar with our business knows the sexy pictures are made and sold singly. We do not have to play them and never have; we do not have to play any indecent pictures and never have. Lots of exhibitors have run these in the hope of making extra money and when some of his patrons objected to that class of picture, he, to clear his skirts, used as an excuse "I had to buy in block and play it or not get any pictures." He knew it was not true and now, if this Neely Bill becomes a law, he will really reap what he has sown. Every honest exhibitor will tell you this is true, we have used block booking as an alibi lots of times to cover our own errors.

Back before Myers and his bunch "busted" up Arbitration and Film Boards it was no trouble to trade out and not play pictures we did not want to play—and an exhibitor who is on the job can do it today. This action on their part costs us lots of money and this thing they are promoting now will finish us.

Community Choice

What a joke! Any exhibitor who can read a synopsis and then tell whether it will please everyone and be a boxoffice hit is wasting his talent running a motion picture theatre. He is needed in the production end of the business because the best directors in the business spend lots of money trying to do this and oft'time fail. If Myers, with his wonderful knowledge of the show business, can do this, there is a place in Hollywood that will pay him many times what he can possibly get out of promoting the Neely Bill.

Listen exhibitors, at what he says: "The exhibitor and his customers will cooperate in the selection of pictures." That statement should condemn his entire article and all of his argument for the bill. This "community choice in the selection of pictures" is the insidious propaganda they have been feeding to the uninformed clubs for the past several years and made these clubs believe you and I, Mr. Exhibitor, with the help of our patrons, can instruct the directors at Hollywood how to make pictures.

The only idea the proponent of this measure has is to tear up a business they have no interest in, other than as a racket, and to "embarrass and meddle with a great industry," for some ulterior or hidden motive kept from the general public.

Cancellation

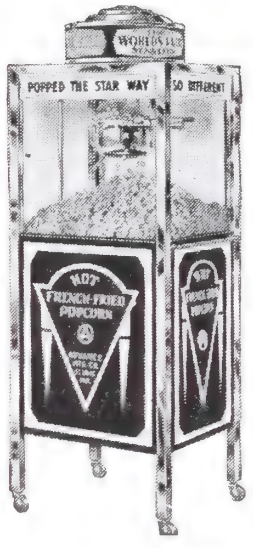
Whether we have a cancellation privilege or not has nothing to do with this bill, but the fact that the distributor and MPTOA got together on a proposed cancellation agreement which would have given us 20 per cent cancellation right, and the United States Attorney refused to approve and said he would prosecute anyone acting under it, marks out to us plainly what will happen if this bill goes over. EVERY AGREEMENT we make will be checked by United States District Attorney or some Board and we will have a constant flow of government checkers going through our books year by year looking for something, they know not what, but just looking for something to prosecute somebody. It may be the distributor and it may be you, Mr. Exhibitor, because their job depends on filing suits and stirring up trouble. It is but the beginning of government run pictures and you know that we little fellows in a small community will be the first to go out in favor of some self appointed "Moses" who will run our business.

I have made money under the present system of buying and selling pictures and prefer to continue along the same line, dealing with distributors and producers who have made it possible for me to have my business, rather than to be supervised, checked and taxed out of business.

Block Booking and Blind Selling

The editor I have already referred to, says: "Block stupidity and blind indifference to the rights of others." And that, Mr. Exhibitor, is all this Neely Bill and the cry of its supporters mean. Every exhibitor knows when he makes a

(Continued on page 70)



A New Machine Will HELP Your Popcorn Sales.

$96.00 and up

Trade in Your Old Machine.

ADVANCE POPCORN MACHINE

HERBER BROTHERS

210 S. HARWOOD DALLAS, TEXAS

ATLANTA

TOMMY READ, manager of the Fox Theatre, has nursed a secret for many years, but it has at last been brought out into the open. His middle name is "Hagerman."

Katharine Cornell and Francis Lederer in town to play two days at the Erlanger Theatre.

W. B. "Billy" Pratt, manager of the Paramount Theatre, advises he has a big stage show booked for March 1, "Night at the Moulin Rouge."

Mrs. Elizabeth Helmer, Paramount Pictures, has just purchased a new home.

Howard Wallace, Sack Amusement Co., is on a trip through Mississippi and Florida.

A familiar face on Filmrow this week was that of Ike Katz, Paramount Premium Co., Washington, D. C.

John Jenkins of Million Dollar Productions has just returned from a trip to Hollywood, Cal. He is leaving immediately for Texas.

Mrs. L. H. Brown, Washington, D. C.; Mrs. C. A. Matthews and son, Michael, Charlotte, N. C., are visiting J. U. McCormick of Amity Pictures.

Deepest sympathy is extended to William Specht in the loss of his brother Fred.

Arthur Lucas, chairman of the "Heart of Variety" committee of the Variety Club, received a $1,000 *check from Roy M. Avey, of Loew's, Inc., from the "Gone With the Wind" premiere fund to be devoted to the charitable efforts of the club.*

Fred M. Jack, southern district manager, Warner Bros., in town for one of his run-in business visits.

John M. Goldsmith, new publicity representative for the southern district of Warner Bros., is now in Charlotte, N. C.

D. B. Dukehart, Dukehart Printing Co., has just returned from a trip to Jacksonville, Fla., where he is putting on motor boat races.

Visugraphic Film Corp. has ready for release a 1,000*-foot film of the Albany tornado which will run for ten minutes. It is now available for booking in other towns.*

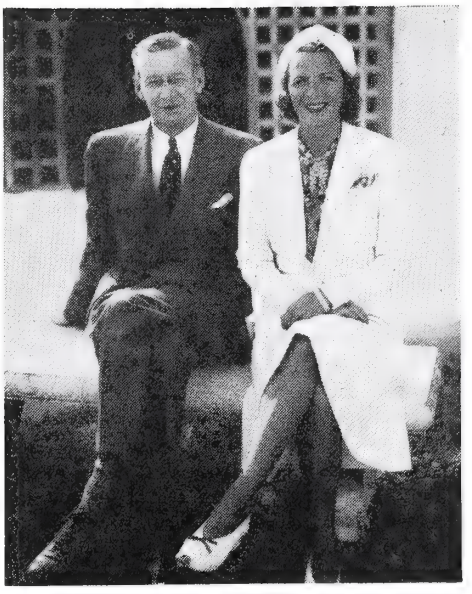
Arthur Lucas and Wm. K. Jenkins are now visiting in Miami.

Variety Club, Tent No. 21, *Atlanta, has ready for publication a special bulletin that will be sent out monthly to each of the members, which was made possible by the generosity of Sid Reams.*

Operation of the theatres in Albany, Ga., will be resumed just as soon as they are able to get the power. The American Red Cross is very anxious for them to resume operation so as to improve the frame of mind of the people.

Filmrow Visitors: Paul Engler, Famous, Birmingham, Ala.; O. C. Lam, Rome, Ga.; John E. Gaither, Heflin, Heflin, Ala.; Col.

(Continued on page 70-A)



—Moffett Studio

Vacationists—

Mr. and Mrs. Robert Mochrie, he is RKO's district manager in Atlanta, are guests at Miami Beach.

H. P. "Dusty" Rhodes Joins Georgia Theatre Service

ATLANTA—H. P. "Dusty" Rhodes has assumed his new duties as booking manager for Georgia Theatre Service Corp., headed by Arthur Lucas and William K. Jenkins.

Rhodes comes to his present post from a job as office manager for Republic Pictures Corp. in Charlotte, N. C.

The Theatre Service Corp., operates houses in Atlanta, Athens, Augusta, Barnesville, Buford, Brunswick, Columbus, Elberton, Gainesville, Macon, Moultrie, Savannah and Waycross, Ga.

Bromfield Completes Chore

HOLLYWOOD—George Bromfield has completed his script of "Salvation Army" for 20th-Fox.

NEW ORLEANS

ANTICIPATION of news worthy events on the occasion of the second primary for governor, which occurs February 20, is bringing a flock of newsreel cameramen here. James Noe, defeated candidate, has reportedly organized a strong guard to protect the polls, both here and in other cities outstate, and Governor Long is said to have ordered mobilization of the state militia, in expectation of a factional clash.

William "Bill" Thomas, salesman for Atlantic Films, has left for a five week business trip into Alabama and Mississippi . . . Henry Roberts of Monogram is down with the flu.

Joy Houck, Manager Reed of the Rex Poster Service, and William Cobb flew to New York . . . Visitors to the Row included J. O. Gaudet, Magic, Port Allen, La.; Stanley Taylor, Crosby, Crosby, Miss.

Speculation is rife on the Row as to who gave Miss Lois Cooper of Joy Theatre, Inc., that engagement ring . . . Both the Orpheum and Liberty are showing the Godoy vs. Louis fight pictures to outstanding business.

John W. Batt, father of Harry Batt, well known in amusement circles, is dead at the age of 65.

Pending a greater supply of labor, the Piety Theatre, destroyed by fire recently, will not be rebuilt. However, it is reported, the Happyland, nearby, will be renovated and opened. The house has been closed several years.

Harold Wilkes, a former manager for RKO in New Orleans, but now of Atlanta, was a business caller in New Orleans this week . . . Fred Jack of Dallas was a carnival visitor.

"BROKEN ALL EXISTING RECORDS"

Emory Theatre, Atlanta—It's Sensational

MR. ABERCOMBIE Manager of Emory Theatre, Says: "DESPITE SNOW, SLEET AND FREEZING WEATHER BROKE ALL EXISTING RECORDS, AND WAS HELD OVER AND DOUBLED MY PLAYING TIME."



WIRE TODAY

NEW SOUND
NEW PRINTS
SPECIAL ADS
PUBLICITY
NEW ACCESSORIES
TRAILERS
ENLARGEMENTS
VALANCES
PRESS BOOKS
ROAD SHOW MATERIAL
NOW READY!

Exclusive Distributors in All Southern States

DIXIE FILM EXCHANGE

145 WALTON STREET ATLANTA, GA.

Judge Walker Has an Answer for Allied

(Continued from page 68)

contract with one of the big companies for a block of pictures what he is going to get. He knows from his books just what average he can pay for that company's block of pictures and come out with a profit at the end of the year. He knows there will be boxoffice attractions, program pictures, some westerns and some pictures he would rather not play. He further knows that he can pay for these pictures that he does not want to play, which are always allocated at a low price, and oft'times in the end of the season, he can trade out for pictures in the new contract. This has been a current practice for years, and before Myers, with his suit stopped arbitration and the film board of trade, was a very common practice. The exhibitor knows he can not run outstanding pictures every day any more than the baker can sell cake every day instead of bread. Our business is different from any other business in that we only have "one line" and that is pictures. When we buy a block of pictures we are getting the line we have to have for our business. When a merchant orders a barrel of apples he knows there will be some good, some bad, and some medium; but that the profit on the good will make up for the loss on the bad. There is no business that does not have to depend upon his wholesaler's reputation for a block order, and every line of business must depend upon producers and the wholesalers, as we do.

This word juggler says, "If selling a number of pictures at a time constitutes wholesaling, then wholesaling WILL BE LAWFUL, and will continue under the bill." What does he mean? First he says "one conducting a wholesale business does not require, etc." then infers we are not buying wholesale, but if we are we will continue to. He makes a trail like a snake crossing the road; you never know which way he is going.

Competition

I do not know just what he is driving at here. There are from two to three theatres in all towns of over 5,000, and towns less with one show usually run four or five pictures a week —and you will see we little fellows usually have a chance to run ALL THE BIG PICTURES. I will admit it is terrible for the "aged and infirm and juveniles" to have to travel all over my town looking for my show but if they will just go three or four blocks from home to the square and look around, they will be able to see my lights.

Again he says, "The fact is that the distributors now sell and lease pictures singly and in groups less than the entire block whenever it is to their advantage to do so," and yet he wants the Neely Bill to make them do this, as he says, because they refuse to. "Oh, that mine enemy write a book!" We are fortunate that this "Moses" of the industry wrote his "White Book" because in following his reasoning we meet him coming back at every turn.

This reference to single shot selling of road shows by him is the strongest argument we can offer against single picture buying because it can easily be seen that under it we cannot keep out playing time covered and buy that way.

Mr. Exhibitor, do you want to buy the boxoffice attractions each year, one at a time—make a contract for each one and then pick out one by one your program or mid-week pictures and one by one the Saturday pictures, and under this kind of buying try to keep your playing time filled? I do not.

Sharing the Profits

Now this is fine, but the trouble with the proponents of the bill is that they want to chisel in some way and "share the profits" without making any investment, regardless of how many small theatre owners they ruin.

Every exhibitor in the business has made money if he uses his head for anything more than a hatrack. A system that has, through the efforts of producers and distributors, brought the exhibitors from the nickel and dime "hole in the wall" on a side street to the modern show of today; that has permitted me in my town of 2,700 to give my people the same pictures with the same conveniences in every way, the same sound equipment used in the big cities, often permitting me to run boxoffice attractions ahead of the big town and give all this to my patrons at half the price that is charged in the big city, IS NOT WRONG. It may have its weak spots but it has made money for us and we certainly are against this legislation and "all legislation" that can in no way benefit the public and on the other hand, ruin us.

No, Mr. General Counsel, "not a single suggestion for the improvement of the measure has been offered," because the Neely Bill is a "bungling and misguided attempt of some selfish minority to meddle disastrously with a great industry." The only remedy that can possibly be offered for it is to kill it every time it sticks up it's slimy head.

Ninety per cent of the theatre owners in Texas feel they are fully competent to do their own buying and booking without the help of a government board. You and your lawsuits put us on the spot when you took out arbitration and the Film Board and we certainly do not want you to finish the job with this Neely Bill which you yourself can not explain.

I appeal to all exhibitors to wake up and help end this racket that can have but one end if the bill is passed—the closing of the small town shows and government run theatres in all small communities.

Respectfully,
ROY L. WALKER,
President, Theatre Owners Protective Ass'n.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

Cole Explains Moral Side of Neely Bill

DALLAS—"I did make the statement that block booking did not force immoral or obscene films on the exhibitor, as the word immoral is customarily used, but it does force many objectionable pictures," Col. H. A. Cole, national Allied president, declared this week on his return from the east. In reference to the Neely bill debate he had with Felix Jenkins, 20th Century-Fox attorney, recently at Montclair, N. J., Cole added that "the moral issue is a part, but not the only issue involved in the bill."

Cole said the Montclair PTA invited him to talk on the affirmative side of the bill against Jenkins who already was "booked" to speak before the group. It was merely an impromptu affair and only the high points of the bill were touched, he said.

Cole's trip east was in connection with a new changeable letter sign in which W. W. Hays and A. W. Lilly of Greenville and himself are interested, and also on Allied business. He attended a national director's meeting in Washington where he was re-elected president. Cole said he conferred with department of justice representatives while in the capital.

Frank Merritt Acquires Site in Birmingham

BIRMINGHAM, ALA.—Purchase of the building at 2014 Second Ave., north, by Frank V. Merritt, theatre operator, for $65,000 has been announced.

The purchased property, with a front of 25 feet on Second Ave., adjoins the Royal, owned by Mrs. Marvin Wise, sister of Mr. Merritt.

DALLAS

(Continued from page 68)

Crim at Kilgore and through that connection moved to Shreveport.

Wallace Walthall, manager of National Screen Service, has been busy with the consolidation of film advertising accessories of several companies under the National banner and with the transfer of Trailer-Made Service to the National Screen exchange, which, he says, is now being made.

Horace Falls, the assistant general manager of Griffith Amusement Co., Oklahoma City, with Mrs. Falls, has been spending a few days in Mineral Wells.

Among other visitors was C. W. Niece, Crystal, at Hubbard.

After an extended run with the flu, S. L. Oakley, manager of the Dallas office of Jefferson Amusement Co., is back on the job. He said this was the first time he has been off his feet since taking his Dallas assignment several years ago.

Leslie Wilkes, well-known Texas film man, is back in town after working for RKO in the St. Louis territory and a sojourn up into the New England states, then down the Atlantic seaboard into Dallas.

R. P. Condron, operating the Star at Forney, said he was the only Texas exhibitor who made money during the recent 13 straight days of near zero weather with ice. He closed the house tight during that time and went visiting in the Rio Grande Valley.

Hollis Boren of Memphis drove in Monday and did business both with equipment houses and exchanges.

J. F. Willingham, M-G-M manager in Memphis, paid Filmrow a visit this week primarily to confer with C. V. Jones of the R&R Circuit on bookings for the Little Rock area. Willingham is a former Dallas film man and old timers will recall him as booker and salesman when all film companies were doing business on Commerce street.

V. A. "Buddy" Walker, a partner with L. M. Threet in the new theatre almost ready to open at College Station, was on the Row this week in connection with that enterprise. He hails from Norman, Okla., where he attended OU several years ago. He has previously operated theatres in east Texas.

Leroy Bickel, Dallas branch manager for M-G-M, is steadily improving after hospital confinement, dictating letters from his desk at the Dallas exchange and soon will be out in the territory calling on Texas exhibitors.

L. B. Brown, Regal and Ritz at Gatesville, and a good fisherman, visited Dallas, Monday. He said there has been no excitement in his town, but that you never can tell.

Mrs. Earl Jones, Brownfield, successfully operating the "3 R circuit there"—the

(Continued on page 70-D)

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

ATLANTA

(Continued from page 69)

Thos. E. Orr, Albertville, Ala.; Mack Jackson, Alexander City, Ala.; Mrs. Violet Edwards, Monticello, Ga.; J. S. Tankersly jr., Ellijay, Ga.; W. R. "Bill" Griffin, Strand, Cullman, Ala.; L. J. Brown jr., Dixie, Jackson, Ga.; Mrs. Willingham Wood, Strand, Washington, Ga.; R. D. Page, Maury, Mt. Pleasant, Tenn.; L. C. Worthington, Brighton, Brighton, Ala.; Nat Williams, Thomasville, Ga.; Carl Hutton, Jefferson City, Tenn.; Frank Dowler and son Bill, from Chattanooga and Knoxville, Tenn.

Willis Davis, L. & J. Theatres, made a 20-minute talk on the "Welcome South Brother" program over WSB along the lines as to what the Variety Club was doing, on behalf of Wm. K. Jenkins, chief barker.

Evidently the Albany tornado will not result in cancellation of the world premiere of "The Biscuit Eater," planned for early April. The Albany, where the premiere will be held, has opened under emergency conditions and will stage a relief within the next two weeks.

Jimmy Harrison, Wilby-Kincey Theatres, back from Miami and exhibiting a Florida tan.

S. Hackman, of the Dixie Film Exchange, has just closed a deal for the famous all-colored cast picture "Keep Punching," with Henry Armstrong, for key runs in the colored situations.

John J. Mangham, Monogram Southern, on a visit to Miami where he will join W. Ray Johnston, president of Monogram, and Eddie Golden, sales manager.

Art Barry, city manager of Lucas & Jenkins Theatres, Macon, Ga., in town on one of his very rare visits.

Milton C. Moore, Riverside, Jacksonville, Fla., and Mrs. Moore in town for a few days.

Southern Publishers View Columbia Short on Cotton

ATLANTA—"Threads of a Nation," a Columbia single reeler that presents the importance of cotton in everyday life, was screened Sunday, February 4, before the Southern Newspaper Publishers Ass'n, that convened at the Biltmore Hotel.

The film, in natural color, was produced by B. K. Blake, with the commentary provided by Basil Ruysdael, radio announcer.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

Albany, Ga., Sticks To Premiere Plans

ALBANY, GA.—The tornado which last week left a trail of death and destruction here and in western Georgia, will not keep Albany from going through with the world premiere of Paramount's "The Biscuit Eater."

This is the word dispatched to Robert M. Gillham, Paramount advertising and publicity head, by Adolph Gortatowsky, local theatre operator. Gillham and "Pete" Freeman visited here recently working out tentative plans for the premiere to be held on or about April 10.

Broadcast for "Biscuit" Premiere Nearly Ready

ALBANY, GA.—Arrangements are said to be nearing completion for a nationwide broadcast in connection with the premiere of Paramount's "The Biscuit Eater" here in late March or early April.

James O'Shaughnessy

NEW ORLEANS—James "Pat" O'Shaughnessy, personally known to many producers and stars of note, is dead at the age of 56 years. At the time of his death he was vice-president and general manager of the Hotel Roosevelt.

CHARLOTTE

MUCH improved is the condition of J. H. Holliday, National Theatre Supply manager, after his return home from the hospital where he battled a two-week illness . . . It is revealed that Larence Terrell, Paramount exchange cashier, and Miss Emlene Church of Atlanta have been married since early January.

Oscar Morgan, southern division manager, paid the local Paramount branch a short visit . . . Hal Rosser of Sanford was a Filmrow visitor . . . RKO screened "Swiss Family Robinson" for the trade . . . Sympathy is extended to Bob Simril of National Screen on the death of his mother in Jacksonville.

Wade Yandle has switched his ad sales job at Paramount for a booking desk there . . . W. W. Sharpe of New York was a National Screen visitor . . . "Gone With the Wind" blew strongly into the Imperial after playing two weeks at the Carolina . . . Staging here last week was Edward Everett Horton in "Springtime for Henry." Constance Bennett appears March 27 at the Carolina in "Easy Virtue."

Ross Howard Upped

OKLAHOMA CITY—Ross Howard has been named new ad sales manager at the 20th Century-Fox exchange here. He succeeds Don Wahl, recently promoted to ad sales manager of the 20th-Fox exchange at Memphis.

HAVE YOU SEEN

The New International

CHALLENGER CHAIR

Low in first cost — Low upkeep cost

All steel upholstered back — 20 coil spring seat. Regardless of what chair you consider buying look at our samples and get our new low prices first.

"Everything for the theatre except film"

WIL-KIN

150 Walton St., ATLANTA
Phone WALnut 4613

THEATRE SUPPLY, INC.

321 S. Church, CHARLOTTE
Phone 8620

SANTONE

WALLACE BEERY, piloting his own plane, was an overnight visitor here at Stinson Field last Tuesday week. He was en route from New Orleans to the west coast . . . Benjamin Hill, exploiteer, was also a recent visitor in the Alamo City . . . Interstate has booked two special Paramount pictures for showing here shortly—"The Light That Failed" and "Remember the Night."

"Uncle Henry" Bergman, Texas Theatre manager, renewed acquaintances backstage at the Majestic here with Collins and Peterson, double emcees for the Jane Withers show last week. The pair talked over old times when they trouped together on the "big time" with Bergman and Clark . . . Benno Kusenberger, the projectionist, turned in an 84 to qualify for the pro-amateur Texas Open.

The main draw at the Majestic this week is Blackstone, the magician, with "Everything Happens at Night" on the silver screen . . . Plans are afoot here to bring Paul Muni from Hollywood in April to portray the role of Juarez for the opening ceremonies of "La Villita."

Lawrence Tibbett, baritone, broke an all-time encore record when he recently appeared at the Municipal Auditorium; he was called back 14 times, thus setting a new record here on the legit stage . . . Among the acts being held over at the Joy, include the Truex Twins, "Lolita," and Syd Winters, dancing comedian. Sidney is one of the oldest actors on the burlesque-tabloid stage today, and still going strong.

The body of M. M. Feildman, 62, prominent midwestern theatre operator, who died in an ambulance while being rushed to a San Antonio Hospital from Karnes City for medical treatment, was sent to Chicago for burial. He was owner of the Langley Theatre in Chicago and show house investor for 20 years. Feildman had been visiting his niece, Mrs. Eugene Roth, whose husband is president and general manager of Radio Station KONO here.

The Aztec team won their second straight game in the newly-formed Theatre Basketball League last Monday night a week ago by defeating the Texas Theatre cagers, 23 to 20, at the Woodlawn Lake gym. On Wednesday night, the Majestic defeated the Empire by a score of 29 to 19. Gauntley led the winners with 12 points while Ehlers rang up the same for the losers. The State having a bye that week.

Recent visitors included: At Azteca Film office, Jack Pickens jr., Rialto, New Braunfels; at Independent Film Supply Co., a Mrs. Goodwin of Goodwin's Tentshow, now touring the south Texas territory.

During Jane Withers recent stage appearance at the Majestic, the young starlet gave away a Scottie puppy to the local lassie who looked the most like the impish little film actress. The dog was from the Nickerson Kennels here . . . Among the honorary titles and commissions given Jane when she was in town were: Two keys to the city; a deputy sheriff of Bexar County; membership in the famous Jefferson High School Lasso Girls squad, and she was also made a "Good Egg" in the local Boys Club.

With the resignation of I. W. Martin as warehouse manager for Interstate here, a Mr. Rittenhouse, formerly of Chicago, succeeds him in that capacity.

"GWTW" is packing them in at the Texas, matinees and nights. From all indications, the picture will be held a second week in order to accommodate the many who have not as yet seen the production.

R. W. Barron of the Independent Film Exchange and Supply Co., now has on display a sample of the keen theatre wall lighting fixtures. These lamps are made by Tommy Whales of the Cascade in Boerne, and retail at a nominal sum.

Carl Milentz of Houston is in town and plans to construct an all-Negro theatre building in the 600 block on East Commerce Street here. Cost price and seating capacity has not as yet been learned. Ground is expected to be broken most any day now.



An Annual Miami Celebration—

When employes of Paramount Enterprises, Inc., foregathered at the Columbus Hotel in Miami for their annual buffet supper at which yearly bonuses are awarded, the cameraman caught Austin Moon of the Colony, youngest manager of the circuit, exchanging greetings with Mrs. Walter Early, wife of the veteran theatreman of the area. Early, manager of the Roxy, is seen standing at the opposite end of the table.
Standing behind the center table from left to right are George Hoover, manager of the Sheridan; W. R. Lynch, general manager of the organization and host, and Charles McCue, publisher of the Paramount Theatre News. *On Mrs. Early's left is Rollin K. Stonebrook, manager of the Paramount. The other two managers at the table are Daniel Boone, just beyond Stonebrook, and Al Weiss jr., manager of the Olympia, on the right side of the table.*

OKLA. CITY

MORRIS LOEWENSTEIN, operator of the Majestic, secretary of the MPTOA, president Theatre Owners of Oklahoma, etc., will have another title during the last two weeks of February. He's been called to county court jury duty.

Rosalee McKenna, billing stenographer at the Republic exchange here, has gone to Kansas City for a new job with an insurance company there. Erma Cantrell, formerly in the Griffith office as a stenographer, has been added to the office staff of Republic here to take Miss McKenna's place.

Pauline Johnson, secretary to Standard Theatres Manager Walter B. Shuttee, is ill with the flu . . . Charles Mohler has been named new manager of the State at Pawhuska, Okla., replacing Roy Wellman. The State is a Southwestern house.

John Brown, manager of the Mozack, Springfield, Mo., Southwestern house, has undergone a major operation and is convalescing . . . W. P. Moran of Southwestern Theatres here has been named chairman of the entertainment committee of the Variety club, Tent 22, Oklahoma City.

"Gone With the Wind" really set some kind or another of a record here, pulling some $45,000 or better in its two weeks downtown run at the Midwest. It now is in its third week at the suburban deluxe Tower . . . "His Girl Friday," at the State, also held for three weeks.

Jarrell Rhea has been named manager of the Elk at Elk City, Okla. . . . Josephine Foster, inspectress at the 20th-Fox exchange, is ill with pneumonia.

Jack Smith Leases Odeon

SHAWNEE, OKLA.—Jack Smith, former partner in the State at Pawhuska, has leased the Odeon here from A. B. Momand.

Polishes "School Days"

HOLLYWOOD—Idwal Jones is polishing "Tom Brown's School Days" for Producers Gene Towne and Graham Baker.

HOUSTON

KATHARINE CORNELL, appearing here in "No Time for Comedy" at the Music Hall, again refused an offer of screen work, this time by Rouben Mamoulian, who flew here from Hollywood to contact her. She listened courteously, refused gently, like this, "I feel there is a definite place for me on the stage; I cannot feel that way about the screen."

Joe McDonald, manager of the Tower, an Interstate suburban, says no short reel within months equals "Drunk Driving" for interesting industries of this section. Many business men have seen the film and send their employes to see it . . . A special children's matinee February 24 at the Tower will feature George Washington's birthday, both on the screen and on the stage.

Russell Rindy, manager of the Eastwood, another Interstate suburban, is back at his post after eight days, but minus his tonsils . . . Ellis Ford, Alabama manager, is battling the flu, and Weldon "Blondie" Parsons, publicity director for Interstate suburbans, is back at his desk after a 10-day siege with flu . . . Bill Bell, Majestic publicity director, is back at work after a six-week illness.

The ticket sales record at the State says "Gone With the Wind" will hold a third stanza. City dignitaries still are remembering opening night . . . Students gave their blessings to an eight-act vodvil bill for a weekend stand at the Stude Theatre, operated by Bob Glass . . . Ray Jones is holding "The Fighting 69th" for a second amusement-dollar battle.

Bids are due this week on Interstate's new suburban house (see last week's issue for details), making it eight in the suburbs for the chain . . . "Mr. Smith" is doing right well for himself here. A. C. Driver held the film an extra day at the Delman (unusual for a neighborhood) and Ray Hay of the North Main made it a couple of holdovers for the Frank Capra opus.

The Kirby goes to a three-change-weekly policy for the next few months . . . Edna W. Saunders, local theatrical promoter, is peeling the bankroll deeply. Already set is the San Carlo Opera Co. and the road version of "On Borrowed Time" . . . Other fleshy news concerns Interstate's plans to put George White's "Scandals" in the Music Hall, to be followed with Edward Everett Horton in "Springtime for Henry" and Katharine Hepburn in "Philadelphia Story" . . . After they plug up the trapdoors and dust out the apparitions, left by Blackstone, a Major Bows unit takes over the Metropolitan stage.

Eddie Bremer, manager of the Kirby and an active Rotarian, recently covered the club tables with literature against the Neely bill. The Houston *Post*, morning newspaper, ran a strong editorial condemning the bill.

Rites for M. E. Jones

AUSTIN—Funeral services for Milton Emmett Jones, 40, engineer at the Capitol, were held Monday morning.



To the Skies—

Manager Austin Moon of the Colony at Miami Beach heralds his theatre's current bill and star by means of a captive blimp, let aloft above the house.

Griffiths Buy Vincent's Theatre at Hominey

HOMINEY, OKLA.—Griffith has purchased the Pettit here from Fred Vincent. Griffith already operates the Ritz here. Coy McCullough, manager of the Ritz, will also have charge of the Pettit.

Circuit Will Build Anew At Bartlesville

OKLAHOMA CITY—A new de luxe theatre will be constructed at Bartlesville, Okla., to replace the Odeon, recently destroyed by fire, the Griffith chain announced. Corgan and Moore are to be the architects.

Circuit officials also have announced that Lew Chatham, who has been with Griffith-Dickinson Theatres at Kansas City, will take over direction of the Bartlesville houses immediately. The houses were purchased last month from the Berryman brothers.

Griffith Unit in Seminole

SEMINOLE, OKLA.—Griffith has opened its new Seminole here, with Foster Lyman, city manager, in charge.

Art Films and Foreign Product to Get Trial

BIRMINGHAM, ALA.—A "Finer Films Forum" will be inaugurated here by the Strand February 22 with the showing of "The Moonlight Sonata," starring Jan Paderewski. A. B. Covey, manager, said preliminary plans call for a five-week showing of these pictures which, because of their nature, have only a limited appeal. Whether the plan is then continued will depend on the response.

Mayo to 20th-Fox for One

HOLLYWOOD—Twentieth-Fox has borrowed Director Archie Mayo from Samuel Goldwyn for a one-picture commitment.

ARKANSAS

CARL PRESLEY, owner of the Dixie, Huntsville, which was destroyed by fire recently, announces that he has started construction of a new house and plans to spend about $6,000 in the new establishment. The plans call for completion of the new theatre in the early spring.

Curby A. Smith, father of Curby A. Smith jr., manager of the Rialto, Morrilton, died recently at the family home, Little Rock. He is survived by his widow, Mrs. Myrtle V. Smith and three daughters.

"Gone With the Wind" will be shown at the Pulaski, Little Rock, Sunday, February 25 . . . Little Rock's "Miss Seventeen," Carolyn Monrotus, winner in the contest sponsored by the Robb & Rowley theatres and Paramount Pictures, left Friday morning for Kansas City, where she joined 17 other girls from 17 cities, all bound for Hollywood.

Miss Darace McMurry and Howard L. Dean were married Sunday, January 28, at the home of the bride's sister at Camden. Dean, formerly of Houston, Tex., is Arkansas representative for Paramount Pictures. He is a graduate of Southern Methodist University.

Ruth Jane Mixon is the new secretary to W. R. Lee of Batesville, who owns the Gem in Heber Springs and the Lee in Mountain View.

AUSTIN

SICK LIST: Bill Hellums, skipper of the Capitol; Ferd Sebastian, engineer at the Paramount; Burton Denman, Capitol usher. It must be the weather . . . Charles Mladenka, Varsity usher, spent the weekend in Houston.

All local Interstate houses are promoting the sale of Theatre Coupon Books ($1 and $2.50) with a neat Valentine trailer . . . Felix McGivney, film critic of The Daily Texan, *told how he does it in a speech entitled "How to Evaluate a Motion Picture" before the Newman Club.*

Ruby Lewis, amusements editor of the *American-Statesman*, wrote two reviews of "GWTW." The second, a bigger rave than the first, followed her second glimpsing of the epic . . . Boyd Sinclair, former assistant manager of the Capitol, is now with the Texas Student Publications, Inc.

They still come back: During the past week the Texas has played "The Buccaneer," "Swing High, Swing Low," and "The Scoundrel" to capacity houses.

Adapts Claudette's Next

HOLLYWOOD—"Arise, My Love," next Claudette Colbert starrer for Paramount, will be adapted by Jacques Thery.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

"The Birth of a Nation" Clicking Despite Cold

ATLANTA—"The Birth of a Nation," which opened at the Emory on Sunday, January 28, was held over twice to record-breaking boxoffice business in spite of the very bad weather in Atlanta.

Many deals are now pending for the picture throughout the southeastern states which is being released by the Dixie Film Exchange of Atlanta.

DALLAS

(Continued from page 70)

Rialto, Rio and Ritz—was booking Monday on the Row . . . Van Chamberlain of Freer, Mirando City and Benavides was a visitor on the Row—and had a definite plan as to his spring campaign.

Van Roberts of Tyler, one of the up-and-coming young publicists of the Interstate Circuit, was in town for a day, checking up with his advertising correspondents in Dallas.

Lauretta Neal, one of the former glamour girls of National Screen Service, and now the featured vocalist with Carol Lofner's Band, was seen on the Row swapping stories with her former girl friends.

Wally Nass of National Screen has found time to be a star in local basketball, and is proudly sporting a gold basket ball (miniature) on his watch fob as the outstanding guard of the League. He was selected as All-Star guard out of the entire personnel of the teams from Austin, Houston, Dallas and Oklahoma City. Mebbe Wally isn't so good, but he's taller than his opponents—measuring six feet three inches ringside!

Louise Burton is the latest bride at National Screen Service. She married W. L. Morning last Saturday.

"Marie" Harper, the pride of National Screen's switchboard, is back on the job after a serious illness. And is everybody happy? Capn! Yessuh!

Paul Short has his calendar filled. His main job at National Screen always keeps him busy. With the addition of the small accessories from Paramount, RKO and Universal, he had to double his energetic efforts—and on top of that, he is the "main spring" of the Variety Clubs national convention in April. Since Paul is the kind of a lad that will not neglect ANY job or ANY part of it, he's a busy boy!

Ed Brady Sr. Scores as Golfer

SAN BENITO, TEX.—Ed Brady sr., city manager for Texas-Consolidated Theatres here, made a nice showing in the playoff of the Texas open golf tournament held recently in the Alamo City. His son, Ed jr., withdrew before the final day.

Community in Comfort Closed

COMFORT, TEX.—The Community is closed and its former skipper, William Rau, has returned to San Antonio to reside.

Sound System Ad Libs

ADA, OKLA.—Patrons of a local theatre sat tensely in their seats as the crucial moment of the feature picture arrived one night last week. The hero's mother was lying at the point of death. The hero, grief-stricken, was wringing his hands.

Suddenly from the screen boomed a deep voice:

"Calling car No. 2. Calling car No. 2. Go to the corner of Main and Mississippi and investigate a collision. That is all. KNHC, Ada police, signing off."

On the screen, a nurse came from the sick room, put her finger to her lips, and said "Sh-h-h."

Operator Fremont Williams explained that one of the tubes in the theatre's ampifier acted as a detector tube in picking up the police short wave broadcast.

Indignation in Houston Over Lunt Broadside

HOUSTON — Indignation over Alfred Lunt's broadside at Houston in an interview in Portland, Ore., has been pretty outspoken among theatre fans here where the Lunts in April, 1939, played to four packed houses and made themselves favorites.

Lunt, in an interview at the coast city, said the leading Houston hotel was "full of drunks" when Lunt and Fontanne played here New Year's Eve and they had to go to "a place at the edge of town" because the hotel would not take their "nice mannered little dog—a lady dachshund named Elsa."

The actor evidently forgot, local critics point out, that the Rice Hotel downtown also refused Elsa in 1939, and the Lunts knew the rule; also they did not make allowances for the date (New Year's Eve), when they noted a drunk or so; and third, say the critics, the place on the edge of town is the elite Plaza, a place where the Lunts were very happy in 1939 and which most guests prefer to the downtown commercial hotels.

Hubert Roussel wrote in the *Post:*

"To cut it short, if you would like my analysis of Mr. Lunt's remarks, they mean he is just sore because Houston didn't go to see his show ('Taming of the Shrew' played on New Year's Eve). It is a poor way to recruit an audience next time."

Hudgens Sells

PERKINS, OKLA.—Charles Hudgens has sold his Lyric here, a 300-seat house, to W. J. Morton, who also operates theatres at Jay, Disney and Oilton.

Dunbar Hearing Date February 26

Dallas—Through error in transmitting news to BOXOFFICE the date of hearing of the Dunbar damage suit against Interstate Circuit et al. as given in issue of February 10, was incorrect.

The Dunbar case is docketed to be heard before Judge W. H. Atwell's federal court in Dallas on February 26.

Atlanta Funeral Rites For Willard Patterson

ATLANTA—Theatrical figures from all parts of the southeast attended funeral services here this week for Willard C. Patterson, for many years prominent in the theatre field in this territory.

Onetime southeastern district manager for the Paramount-Publix theatres, Patterson more recently had been an executive of the Warner chain with headquarters in New York. A native of Georgia, he started in the theatre field here, at one time being treasurer of the old Forsyth Theatre, working with the late Hugh Cardoza. He later formed an association with Sig Samuels and managed the Metropolitan before joining Publix.

Death came to Patterson in Palm Springs, Calif., after a long illness. He is survived by his wife, Anna Aiken Patterson, for 16 years editor and publisher of the *Weekly Film Review* here before its consolidation with BOXOFFICE in 1930.

"Dark Command" Release Plans Top Sales Meet

ATLANTA—Highlighting the district sales meeting for Republic franchise holders was distribution plans for the company's high budget picture "The Dark Command," which stars John Wayne and Claire Trevor and is directed by Raoul Walsh.

Present at the confab were Herbert Yates, chairman of the board; James R. Grainger, vice-president and general sales manager; Arthur C. Bromberg, president of Republic Pictures of the Southeast; Carl Floyd, Atlanta; "Cy" Dillon, Charlotte; W. L. Snelson, Memphis; Henry Glover, Tampa; L. V. Seichsnaydre, New Orleans, and Perry Spencer, director of publicity.

Kansas City, Mo., was considered as a probable site for the world premiere of "The Dark Command" with Atlanta, New Orleans, Miami, Charlotte and Memphis to follow.

Dixie Plans Dallas Unit

ATLANTA—Expansion plans for the Dixie Film Exchange includes the opening of offices in Dallas as well as other spots soon. Dixie will release a series of eight all-colored cast pictures to be produced by Jed Buell who made "Harlem on the Prairie."

NTS Announces Sales

OKLAHOMA CITY—The National Theatre Supply Co. offices here have announced the following sales for last week: New projectors to Harry Holt for his Arcadia at Maud, Okla. Complete new carpeting to Crawford Spearman for his Bronco at Edmond, Okla. New sound to Ralph Talbot for his Ritz at Tulsa.

To Rebuild Cozy

STROUD, OKLA.—Mayor Louis Barton will rebuild the Cozy, destroyed by fire a few days ago. The house was built about four months ago.

Smason Operating the Karnes

KARNES CITY, TEX.—The Karnes is now under the direction of David Smason, former Chicago showman.

Sask. MPEA Averts Hike in Licenses

REGINA, SASK. — Success greeted the prompt efforts of the executive of the Saskatchewan Motion Picture Exhibitors Ass'n to forestall any reported effort to increase the tax against motion picture theatres of the province through changing the manner of taxation. The executive was assured by Hon. E. M. Culliton, provincial secretary, there would be no changes at the current sittings of the legislature.

Rumors that the government was planning to change the present method of licensing theatres from a flat rate per house to one based on the number of seats brought about the executive's hurried move. W. P. Mahon, Prince Albert, headed the group of theatremen.

Beaver House in London Canadian Soldiers' Club

TORONTO—The formal opening of Beaver House in London, England, by Their Majesties King George and Queen Elizabeth as a club for Canadian soldiers overseas was announced at the annual meeting of the Toronto branch of the Canadian Red Cross Society. Supervisor of Beaver House is H. J. Sweatman, manager of the Community at Kapuskasing, Ont., who proceeded to England two months ago to take charge of organization plans. Sweatman served in a similar capacity for the Canadian Expeditionary Force in the first Great War.

Among those elected to the executive of the Toronto Red Cross were Col. John A. Cooper, president of the Motion Picture Distributors of Canada and also national film commissioner of the Dominion government; Mrs. N. L. Nathanson, wife of the president of Famous Players Canadian Corp., and Mrs. J. Earl Lawson, wife of the member of Parliament for South York and corporation counsel for several Canadian film companies.

Officials Aid Legion's Fund Raising Action

MONTREAL—Helping the Canadian Legion campaign to raise funds for war services, Hon. Norman Rogers, minister of defense and Hon. Charles G. Power, postmaster-general, appeared personally in a motion picture short now being shown in theatres throughout Canada. The film, entitled "Help Plan His Tomorrow, Today," was produced by Associated Screen News in its Montreal studios, and shows a cross section of the youth of Canada enlisting and training for overseas. It gives glimpses of educational and recreational facilities, indicating how the money will be used.

Both English and French versions were made, Rogers speaking in the English one and Power in the French. Theatre owners are cooperating in showing the picture throughout the campaign.

"Pago Pago" to Werker

HOLLYWOOD—Alfred Werker will direct "Pago Pago" for Edward Small.

Dog Days Reach Saskatoon

Saskatoon—When a special performance for children of "Gulliver's Travels" was given at the Capitol here, the ushers had to battle with 40 dogs accompanying the children. The dogs could scarcely be kept out and hung around waiting for their youthful proprietors. A dog pound or park might be useful near a theatre.

British Wage Increase Swings on Tax Cut

LONDON, ENG.—The chances of a wage increase for film employe groups hinges largely upon the success of the Cinematograph Exhibitors Ass'n in securing a reduction or elimination of the entertainment tax, it becomes apparent here.

While expressing sympathy with the desires of employes, the CEA told a committee that its members would be unable to pass the additional cost on to the public unless they could secure a remission of the entertainment impost. The employe committee asked an increase of 12½ per cent, directing the request to the London CEA branch.

National aspects of the subject are being considered, with the possibility of approaches to the government on the tax matter.

Coincidentally, employes of transport firms are demanding an increase of 15 per cent in wages, and a CEA committee is studying that subject with hopes for a compromise agreement.

Act to Facilitate Trade With Mother Country

TORONTO—Designed to facilitate trade with Great Britain and to stimulate the sale of British products in the Dominion, the Canadian Importers Ass'n has recommended to the federal government that customs duties on items imported from the United Kingdom be removed as a war-time measure. This was decided at a meeting of the association in Toronto.

The provision was made that the exemption from tariff charges be applied on products of a class or kind not produced in Canada and included under this classification are British film features of which approximately 40 are brought from the Mother Country in a year. The suggestion will come before the government following the general elections on March 26.

Would Curtail Holidays

SASKATCHEWAN—Requests of the Retail Merchants Association to the city council for changes in the present civic holidays have Regina theatremen alert. The merchants would have the present year-round Wednesday half-holidays eliminated in October, November and December and the Saturday night closing cut to July and August only instead of including June.

Film Pioneers Club Outlines Policies

TORONTO — Following a preliminary luncheon at the Royal York Hotel when a committee was named for the organization of the Canadian Film Pioneers Club, a meeting was held to discuss the constitution and policies of the club with Chairman Clair Hague presiding, the conference being held in the Film Exchange Bldg. in conjunction with a screening of "My Little Chickadee."

Applications for membership have been received from many parts of the Dominion, the restriction being that prospective members must have been identified with the film business for at least 25 years. To date two oldtimers with a record of 39 years have been listed, these being Clair Hague, Universal representative in Canada, and Ben Cronk, manager of the display department for the big chain and formerly supervisor with the Allens. The long-distance champion, however, is Charlie Stephenson, manager of the Century, Kitchener, Ont., who started at the Bijou in Toronto back in 1897 when the ultra attraction was Queen Victoria's Jubilee. Incidentally, Clair Hague started with the Fontaine-Manley Carnival Shows at Sarnia when pictures were presented in a tent.

Among the film distributors in the organizing committee are H. M. Masters, general manager, United Artists Corp.; Louis Rosenfeld, Columbia Pictures of Canada; J. P. O'Loghlin, 20th Century-Fox Corp.; L. M. Devaney, RKO Distributing Corp. of Canada; O. Hanson, Empire-Universal, and Clair Hague.

The theatre veterans on the provisional committee include Charlie Stephenson of Kitchener; Fred Pursel, Lyric, Simcoe, Ont.; Jake Smith, Revue and Tecumseh theatres, Toronto; Ben Cronk, Famous Players art department; Herb Allen of the Allen circuit; Sam Sternberg of B&F Theatres, and the following: Ed Wells, secretary of the Canadian Film Boards of Trade; Syd Taube of Canadian Automatic Confections, and Ray Lewis.

A number of the Canadian veterans are already members of the Pioneers Club in the states, these including Hague; J. J. Fitzgibbons, vice-president of Famous Players; Louis Rosenfeld and Jules and J. J. Allen who made their theatre start in Calgary, later putting Brantford, Ont., on the map as an early cinema center.

16mm Films Are Adopted By the Canadian Army

TORONTO—The Canadian Army has adopted the 16mm film for screen entertainment purposes both in Europe and Canada because of the compactness of the projection machines and the reels. As a result, a sudden demand has been made for a supply of the latest prints through the Canadian Legion War Services, a co-operative body which is looking after recreational features.

Features which have not yet played the theatres are being provided in 16mm size because of the rush.

TORONTO

L. S. HODDETT has been appointed manager of the Community, Kapuskasing, Ont., in the absence of H. J. Sweatman, who has become manager of Beaver House of London, England, the recreational center for Canadian troops. Sweatman was appointed to this position for the duration of the war.

With "Gone With the Wind" playing an extended run at Loew's, features which would ordinarily play that theatre under the M-G-M franchise have been transferred to the Uptown, ace Toronto house of the Famous Players chain. "Balalaika" was held over at the Uptown and is being followed there by "I Take This Woman," according to announcement by Manager Fred Trebilcock.

Al Sedgwick, manager of the Belsize, Toronto, has retired as president of the Mount Pleasant Business Men's Ass'n but continues as a committee chairman. Annual reports showed a highly successful year under the direction of Sedgwick.

George Oulahan, formerly with Empire-Universal, has become Ontario branch manager of Sterling Film Distributors, Ltd., Toronto, handling 16mm product . . . Intimation is forthcoming that, because of the war, there will be no national managers' conference this year of Famous Players Canadian Corp. Regional meetings will probably be held during the coming summer.

"Blue Bird" looms as the special attraction among Canadian theatres for Easter Week, following the restricting observance of Lent. A number of theatres are understood to be making a strenuous bid for the production.

The house record for the Eglinton, Toronto, has been broken with the lengthy run of "A Girl Must Live" which has already occupied a period of seven weeks, compared with six and one-half weeks for "The Lady Vanishes" last year, and Manager Bob Eves is all smiles.

Manager Bill Trudell featured London's annual winter fair in the lobby and foyer of the Capitol during the past week, the exhibits including automobile, wallpaper, washing machine, radio, motorcycle, furniture, motor boat and other displays, with prize-winning coupons being distributed from a booth. Film attractions during the week included "The Amazing Mr. Williams," "The Roaring Twenties" and the documentary feature, "The Warning." Trudell secured cooperative pages in the local newspapers.

Harvey Hunt, booker at Famous Players head office, is the latest to have a siege of sickness but is now back at his desk—giving the managers what they want in the way of features.

Sam Firestone, owner of the Esquire and Aster theatres, Toronto, actually declared that he was waiting until the weather became warmer before he takes his annual trip to Florida. Jake Smith, veteran proprietor of the Revue and Tecumseh theatres, Toronto, will team up with him for the trip, it is expected. Sam Ulster, owner of the Embassy, has also developed a severe case of Florida Fever and plans to leave shortly.

A. W. Perry has recovered from his illness and is back at his post as general manager of Empire-Universal Films, Ltd. This company booked the Joe Louis-Arturo Godoy fight film for Canada, which proved to be one of the most colorful pictures of this type.

Abe Rappaport, owner of the Hollywood, Campbellford, was missing from Toronto film offices for several weeks and it was ascertained that he had been snowbound . . . Wedding bells rang the other day for Joe Merino of the Pickford, Toronto.

Howard Hager, one of the Hagers of Hagersville, was a business caller at a number of the exchanges in Toronto. An exhibitor who had not been seen in some time was M. T. Craig of the Majestic, Dresden, and the Palace at Ridgetown. R. T. Stewart, veteran head of the Lyric, Hamilton, appeared on the scene during a stormy stretch and helped the film salesmen from getting lonely.

C. B. Howard of Sherbrooke has been appointed a member of the Canadian Senate which means he will adorn the Upper Chamber for life. He is in the theatre business, along with other interests. He treasures a fountain pen which he loaned to the British Monarchs during the Royal Tour last spring, the official gold-mounted pens having been left devoid of ink.

J. Frank Willis was appointed official Canadian observer with the March of Time unit which has been preparing a release on Canada's war effort to be ready late in March.

The Ontario government is seeking cooperation of theatres in encouraging tourist trade from the United States this year, particularly in view of the fact that there will be no amusement tax to bother the visitors.

After a two-week run of "Of Mice and Men," Manager Lloyd Mills of the Elgin, Ottawa, temporarily changed the policy of the house to double bills starting with "Blondie Brings Up Baby" and "Those High Grey Walls."

Moise Oysher, featured in the Jewish musical film, "Overture to Glory," which has been having a special run at the College Playhouse, Toronto, is a well-known Canadian cantor.

Manager Vern Hudson of the Avalon, Ottawa, still finds it impossible to give away $500 in cash, this is the Foto-Nite prize which has been dangling for a number of weeks. For the last prize stunt night Hudson added four acts of vaudeville.

Typical of war days are the features and shorts which have been playing Ottawa. Simultaneously the Imperial had "Double Crime in the Maginot Line;" the Regent offered "The Warning," British propaganda film, and the Elgin added the March of Time release, "Republic of Finland." Incidentally, Manager Bob Maynard of the Cartier cancelled his screen program for one whole evening to play a vaudeville show.

The Bedford Park Businessmen's Ass'n filled the Bedford in north Toronto for a midnight show, supervised by Manager W. G. Hunt, when more than 200 prizes, donated by local merchants, were distributed among lucky ticket holders.

A crowded meeting of the Toronto Amateur Movie Club witnessed the screening of a film of the scuttling of the *Graf Spee* which had been secured through T. E. Bowman, an official of the Ontario government. Several scenic shorts were also shown.

MONTREAL

LENT has laid its heavy hand on the atres of Quebec province, few of which escape its depressing influence on attendance. Lenten fare, nevertheless, is attractive. "Gone With the Wind" is announced for Loew's at increased prices, following "The Light That Failed." The Palace has "His Girl Friday;" the Capitol, "Destry Rides Again;" the Princess, "British Intelligence," and the Orpheum, "Slightly Honorable"—its second week.

The consul for France and the British trade commissioner were amongst invited guests who attended a preview of "France Is Ready" at His Majesty's—A Mexican film, "The Wave," was shown in Y. M. H. A. Auditorium, and a Yiddish film, "Mirele Efros," at the Mount Royal Theatre.

Whereas only a dozen cinemas were open in the French capital a few weeks ago, it is reported here that Paris now has 85 motion picture theatres open, as well as 45 cabarets and music halls.

Hoyland Bettinger, industrialist, who abandoned manufacturing to follow his hobby of color cinematography, exhibited here a color film of Mayan Life in Guatemala and another taken in Quebec province showing Gaspe seabirds and wild flowers.

Larry Stephens, manager of the Snowdon Theatre of the United Amusement chain, was host to members of Snowdon Businessmen's Ass'n at a midnight oyster party in the theatre.

Theatre interest is attached to the recent wedding of Winifred Gertrude Driscoll to Reginald H. Balfour. The bride is a daughter of George F. Driscoll, many years manager of His Majesty's Theatre, and later vice-president and managing director of Trans-Canada Theatres, Ltd., which purchased the interests of the late Ambrose Small.

W. J. Singleton, general sales manager of Associated Screen News, has returned from a business trip to New York.

VANCOUVER

W S. WESTERN is making improvements to the sound equipment in his theatre, the Oliver, at Williams Lake, B. C.

According to gossip, Wells, B. C., is to have a new theatre and Levi Graham, operating the Strand at Prince George, is mentioned as the probable owner, though an unnamed man in Quesnel is also mentioned.

F. G. E. Stevens is back from his holiday in California and is again in the Lux private office with his partner Bill Brown . . . Arthur Grayburn, manager of Independent Booking and Buying circuit, is away on a well-earned vacation.

Ralph Calladine, Columbia and Plaza theatres, Victoria, left with his wife for a motor trip through Washington, Oregon and California.

Owen Bird of the Paramount staff was a devotee of table tennis in the old country and so enthused Filmrow over that sport, that the F. R. Board of Trade persuaded the landlord to turn the old projection room into a recreation room, with emphasis on the above game. A table tennis club has been formed and will hold its first meeting this week.

Changes in the staff of Universal Empire have led to Fred Stone taking over the salesman's desk and Don Findlay that of booker.

Violet Bedford, who for a period was the sole occupant of the Grand National office, has succeeded Mrs. Knowles as secretary to Charles Ramage, M-G-M manager.

License Administrator Joins Ranks in Sask.

REGINA SASK.—A member of the Saskatchewan government and the minister under whose jurisdiction lies operation and licensing of theatres of the province, Hon. E. M. Culliton, provincial secretary, has been appointed a second lieutenant in the Royal Canadian Army Service Corps, according to an announcement of Brigadier C. B. Russell, D. S. O., officer commanding military district No. 12.

Culliton is attached to the second railhead supply detachment. He enlisted November 15 but promised his confreres in the government he would not leave for active service until after the current sittings of the Saskatchewan legislature. He is the third member of the legislature to join in active service.

Rex Theatres, Ltd. Forms London, Ont., Company

LONDON, ONT.—Rex Theatres, Ltd., has been incorporated as a London company to operate theatres in Ontario. A lease already has been signed for the Rex on the Hamilton road here.

Men not previously in the theatrical business are reported to be taking a leading part in organizing the new company, but origin of the capital is being kept secret until formal announcement has been made. The only names used so far are those of a lawyer and his staff, listed as provisional directors.

30th Ontario House To Premier Corp.

LONDON, ONT.—The Premier Operating Corp. has taken over its 30th theatre in Ontario with the announcement by Albert Glazer, supervising engineer of the company, that it will commence to operate the Maitland in Ingersoll, 18 miles east of London.

Premier recently started erection of the Strand at Tillsonburg, and since has added to its chain theatres at Simcoe, Delhi and Aylmer. All those places are small southwestern Ontario towns.

Albert Simpson, who has been manager of the Hollywood, Toronto, will be the resident manager at Ingersoll. Installation of an air conditioning and cooling system and other improvements are being planned.

"Wind" Strong in Third Week at Toronto Loew's

TORONTO—"Gone With the Wind" now is in its third week at Loew's for its Canadian premiere at advanced prices and the gross for the second week equalled the take for the first six days, indicating continued capacity houses.

Three other cities of eastern Canada have been lined up for engagements under the reserved seat policy, the feature having opened at the Regent, Ottawa, on February 16 and being currently readied for Loew's, Montreal, and the Capitol, Hamilton, Ont. All but Toronto Loew's are Famous Players units and it is expected that chain houses in London, Windsor, Quebec City, Kingston, Halifax and St. John will be among those which will play the picture this year.

Distinguished Audience Sees "Louise" Showing

TORONTO—In the presence of a distinguished audience in the Eaton Auditorium, the French operatic feature, "Louise," and a program of French documentary shorts showing France at war were presented for their first Toronto run under the auspices of L'Alliance Francaise de Toronto, the proceeds being turned over to the French Red Cross Society.

The patrons included His Honor the Lieut.-Governor of Ontario and Mrs. Albert Matthews; Comte Robert de Dampierre, French Minister to Canada; President H. J. Cody of the University of Toronto and Mrs. Cody; Mr. Justice H. Chevrier of the Supreme Court; Chairman Norman Sommerville of the Canadian Red Cross and many other citizens of note.

Adamson With GN

VANCOUVER—Willard Adamson is the new western manager of Grand National, a post he has taken, following his dual position as booker for Universal and salesman for Empire.

SASK'WAN

MANAGER CHARLES BAHRYNOWSKI of the Metropolitan, Regina, was summoned east to his home at Port Arthur, Ont., where his mother was near death last week.

Theatres throughout Canada playing "Judge Hardy and Son" got good free advertising through the tieup by the Imperial Life Assurance Co. who ran a large 500-line ad on the opening day in each city the picture played, referring to the companionship between fathers and sons and their appreciation of life insurance. Local theatres got mention in the tie-in.

Because many American films show people enjoying cocktails in swanky bars —or enough of them have that Canadians just take such scenes for granted—it has apparently given a few of the more outspoken hotel men the opportunity they wanted to attack the liquor laws in most Canadian provinces, as driving away U. S. tourist trade. In most Canadian provinces liquors are prohibited sale in hotels. Only in Quebec is this not true.

Though the drama was being played publicly in another hall later in the week, a special performance of "Penny Wise" was staged in the Grand, motion picture house, for benefit of units of the Canadian army in training at Regina. The affair was staged through cooperation of Manager Otis Bowes.

H. A. Bercovich, manager of the Rex, Regina, has gone to Winnipeg on business . . . Management of the Roxy, Saskatoon, grabbed some good word-of-mouth publicity and newspaper space when Magistrate J. T. Leger, as French consul, and military authorities attended a special showing of "France Is Ready."

William Joseph Hatton, 62, a resident of Saskatoon for more than 30 years, died following a long illness. He was operator at the Roxy and before that was long employed with the old Empire.

Among the first subscriptions announced for the first Canadian war loan—which was oversubscribed within a few days following an intensive motion picture, newspaper and radio campaign—were the Dionne Quintuplets. Their guardians invested $20,000 of their money in bonds.

It was 30 below zero in Saskatoon when the Tivoli played Deanna Durbin in "First Love" but crowds came just the same. Which prompted the management to use additional newspaper space to boast the cold couldn't keep crowds away.

Ruth Draper Nets $18,000 For Canadian Red Cross

REGINA, SASK.—George Garette, manager for Ruth Draper, announced that the well-known impersonator had netted $18,000 for the Canadian Red Cross in her cross-Canada tour. She went on tour as a gesture in aid of the war service society, taking only expenses and no salary. She was supported at each stopping point by local Red Cross units.

Laurie Launches a Brokerage Firm

TORONTO—After an association of 30 years with the film exhibition and exchange business in the Dominion, A. J. "Archie" Laurie has organized his own enterprise, Laurie Theatres, Ltd., with offices in the Film Exchange Bldg., following his resignation as assistant general sales manager of Empire-Universal Films, with which company he had been identified since its inception six years ago.

Laurie made his start as manager of the Vitascope, Montreal, in 1910 after which he managed the Canada, Moulin Rouge and Midway theatres in that city, then joining N. L. Nathanson in Paramount Theatres, Toronto, the forerunner of Famous Players Canadian Corp. He was with the Strand, Ottawa; Alhambra, Toronto; Regent, Oshawa; Algoma, Sault Ste. Marie; Lyric, Kitchener, and Pantages, Toronto, after which he became identified with film distribution joining L. Ernest Ouimet in Specialty Film Import, pioneer Canadian distributor for Pathe, and going to Regal Films when the latter acquired the Ouimet interests. For a period, Laurie was Montreal branch manager for Canadian Educational Films which was absorbed by Empire.

Laurie Theatres will engage in theatre brokerage and as a film booking and general service bureau with one department devoted to the handling of premiums. Laurie recently spent several weeks in Florida for a rest and toured a number of American cities to arrange for the handling of various agencies.

Ski Sport a Film Subject

MONTREAL—A locally made motion picture is being presented at the Princess this week where the Canadian Pacific Railways' "Ski-Time in the Laurentians," is being shown. The film was produced by the Associated Screen News and directed by John R. McDougall.

CALGARY

CLAIRE APPEL, who made an airplane trip of the Dominion from Halifax to Vancouver to arrange exploitation for "GWTW" at Canadian key cities, struck snow clouds after leaving Winnipeg and the plane detoured to Edmonton. He arrived in Calgary traveling by bus, causing a delay of one day. On his return from the coast, Appel picked up his daughter, Mrs. Nat Taylor, and her young son, who accompanied him on his return flight east. Mrs. Taylor is the wife of the local RKO manager.

Maurice Colbourne, who gave the theatre in Canada such a blast in the N. Y. Times, would have been envious of the near-capacity house drawn by Ruth Draper. A one-woman show with no sets, props or supporting cast, this American actress got an enthusiastic reception at $2 top, the same scale that brought a thin house to Colbourne here, two weeks earlier.

J. B. Baron of the Grand went to Winnipeg to complete arrangements for renovating and equipping the Walker in the Manitoba capital, which he has leased from the Peg city council.

Bunny Goldin of the Kinema is on leave of absence. He is spending a week in Winnipeg, and Jack Cooperband comes from his house in British Columbia to pinch-hit at the westend suburban house.

Two days delay in arrival of reserved seat tickets from Toronto whetted the appetite of fans for the premiere of "Gone With the Wind."

Troops Entertained

TORONTO—One of the gala events of the season for troops in training at Exhibition Camp here was the entertainment in the Music Hall organized by Jack Arthur, district manager of Famous Players and an outstanding Canadian producer for many years. The program, under the title of "House of Variety," was heard over the coast-to-coast network of the Canadian Broadcasting Corp. and was featured by this method in barracks across the Dominion.

WINNIPEG

THE METROPOLITAN is to present "The Democratic Way," a film which originally was made to be presented to King George VI on his visit here last year. The film goes back to the year 1914 and includes shots of holders of war medals and veterans on parade. Don Gauld has effected a tieup with the Independent Order of Daughters of the Empire which will net him visits from various veterans' organizations in the city.

Harold Bishop reports a strong advance seat sale at the Capitol for his showing next week of "Gone With the Wind."

Formulation of some definite policy at the Playhouse seems still to be in the making. While the house has been showing oldtimers for the past few weeks, this week's feature is a first run, "School for Husbands." Quizz shows and contests are rounding out the bill.

"Balalaika," at the Capitol, was tied up by Harold Bishop through the medium of letters to the Women's Music Club and advertisements in Fred M. Gee's popular Celebrity Series program in which Nelson Eddy, star of the film, is soon to make a personal appearance.

F. H. Kershaw and Mrs. Kershaw have returned from their holiday trip . . . Dave Copelan, Columbia general manager, is a visitor here . . . J. B. Barron of Calgary, who recently negotiated a lease for the reopening of the Walker, is in Winnipeg.

H. Sabblut has been honorably discharged from His Majesty's forces and now is with Grand National in Winnipeg . . . H. A. Bercovich of the Rex, Regina, is in the city.

Troop Pictures Hypo Newsreel Interest

REGINA, SASK.—Newsreels have become mighty vital to all theatres in Saskatchewan within the past two months. The more recent issues have shown plenty of pictures of the Canadian troops "somewhere in Great Britain" and, as almost every hamlet, town and city now has units well sprinkled with their men, audiences hopefully throng every showing in the chance of seeing father, son or boy friend "over there."

Added interest on the part of everyone is whipped up by the weekly radio broadcasts from Britain through cooperation of the British Broadcasting Company and Canadian Broadcasting Corp. Many theatres, even in the cities that previously got along well without newsreels, have had to add them now. The major theatres, as a result, have taken to using airmail in getting prints as fast as possible. Almost any time someone recognizes the pictured personality or group shown it means a line or two in the local paper when some proud parent or friend phones the editor.

VICTORIA

ALAN BROWN, director, and Richard Maedler and William C. Zubiller, cameraman, all representatives of "March of Time" spent a few days here filming the part that Victoria is playing in Canada's war effort from the standpoint of naval, military and air organizations.

"The Great Victor Herbert" and the March of Time special, "Can Stalin Help Hitler," was held over for three days at the Capitol.

"Assassin of Youth" which showed at the Plaza, and featured the pitfalls of Marihuana cigarettes, received the hearty endorsement of women's clubs and educational groups in Victoria, many of which attended the picture in groups.

The "Ballet Russe de Monte Carlo" was met with great enthusiasm when it played at the Royal Victoria (F-P) Theatre. The fact that Ian Gibson, one of the main dancers was a local boy until joining the group caused much interest and gained considerable publicity in local newspapers.

"British Intelligence," which showed at the Dominion, was a topical picture for Victoria, due to the large number of soldiers, sailors, and members of the air force which are stationed in and around the city.

"Torpedo Raider" was held over at the Plaza due to the large crowds that were demanding to see the picture which showed British cruisers fighting with a German battleship in South American waters. The picture had a particular appeal to the British and Canadian sailors in the city.

Ruth Draper in her character sketches was well received at the Royal Victoria. After completing her show, Ruth Draper turned over the proceeds to the Red Cross Society.

M-G-M (25) 115 Minutes Rel. Feb. 23, '40

This easily earns a place as one of the most engrossing and glorious adventure photoplays ever filmed, certainly the greatest to come from the lair of Leo since "Mutiny on the Bounty." An adaptation of the first half of Kenneth Roberts' best-selling novel of the same name and having to do with the pre-Revolutionary War campaigns of Rogers' Rangers, it tells, with a terrific entertainment impact, a stirring, albeit somewhat bloody, saga of the fortitude, bravery and hardships of the early colonists. Few features have been more lavishly and impressively produced with every technical detail—all enhanced through Technicolor—approaching perfection. The color work reaches heights of gorgeous beauty in the outdoor sequences. Of parallel magnificence is the cast, with Spencer Tracy as the hardy Major Rogers. King Vidor directed.

Spencer Tracy, Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton, Robert Barrat, Isabel Jewell.

Northwest Passage F Historical Drama

M-G-M (28) 82 Minutes Rel. Mar. 16, '40

Young Tom Edison as portrayed by Master Mickey Rooney was quite a fella, even though the good folks of Port Huron, Mich., where he spent his boyhood and which community furnishes the locale for this picture, called him addle-pated. And so the film version of his adolescence, which purports to be more or less biographically factual, should score solidly as a boxoffice hit with universal appeal. The feature is masterfully written, produced and directed, with John Considine jr. and Norman Taurog entitled to respective bows for the latter two chores. It abounds in the type of humorous situations in which Rooney has proven himself extraordinarily adept and further incorporates sufficient heart-tugs to more than satisfy those who like to shed a tear over their celluloid entertainment.

Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler, Eugene Pallette, Victor Kilian, Bobbie Jordan.

Young Tom Edison F Biographical Com.-Drama

Paramount (——) 60 Minutes Rel. ——

A more subdued and appealing Martha Raye, plus a story loaded with gags and original touches, should make this sure-fire stuff and a money-maker in most situations. It has bright lines, a host of competent supporting players and a back-stage plot that veers away from the formula by using a farmyard barn as the locale for the theatre. Martha performs with restraint throughout, depending less on clownish antics for her gags, and delivers two songs in first-rate style. Charlie Ruggles, stage impresario, rents a barn from Martha's father for conversion into a summer theatre. Romance springs up between the farmer's daughter and Richard Denning, leading man in the show. When Gertrude Michael, the star, walks out in a temperamental huff, Martha steps in and scores an immediate hit. James Hogan directed.

Martha Raye, Charlie Ruggles, Gertrude Michael, Richard Denning, William Frawley, Jack Norton, Benny Baker.

The Farmer's Daughter F Comedy

United Artists (——) 63 Minutes Rel. Feb. 16, '40

The exhibitor should be guided by recent past performances of Laurel and Hardy pictures and their reception before he undertakes to show this one. The two comedians are cast in a story that suits their talents well enough but which also spaces their high comic moments too far apart. There are two such sequences which will probably leave the audience well satisfied. At first the pair are a couple of tramps seeking work. Later they become street cleaners. While resting from the ardors of this pursuit, they inadvertently catch a bank robber. The banker, out of gratitude, agrees to sponsor their neglected education and sends them to Oxford. In England, they have a time with hazing, the dean and the student body. Alfred Goulding directed.

Stan Laurel, Oliver Hardy, Forrester Harvey, Wilfred Lucas, Forbes Murray.

A Chump at Oxford F Comedy

Columbia (1033) 63 Minutes Rel. Dec. 28, '39

The surge and resurge of life in Hell's Kitchen, particularly along police racketeer lines, is the story in this one. It is well done. The dramatic content is knit snugly. Performances and continuity run smoothly. In its minor category, this should fit the bill. Harry Carey is cast as a police officer, the neighborhood type, whose son returns from a two-year stretch in the jug. Carey seeks to guide Bruce Cabot, who plays the offspring, along the straight and narrow. Cabot has other ideas. He uses his father's job-getting influence to aid a gang pull a highly remunerative robbery. He follows this up with two brutal murders. In the climax, Carey hunts Cabot down and kills him. The thread of logical development is only slightly strained. Charles Barton directed.

Harry Carey, Wynne Gibson, Bruce Cabot, Jacqueline Wells, Glenn Ford.

My Son Is Guilty F Drama

M-G-M (22) 66 Minutes Rel. Jan. 26, '40

The British have variated the long-lost-heir-who-suddenly-comes-into-millions story, added music, Lupino Lane, a blonde, and an assortment of comic nobility and blended them into a pleasant and eye-filling show. There are many laughs. The high point of the film is the exhibition of the recently popular dance. The comedy is delivered mostly in cockney. That is a moot point. Sometimes it is so fast that it is unintelligible. But there are pantomimic comic situations that hit home. Lane is a Lambeth nobody until he is found by the executors of his grandfather's will. He turns out to be the Lord of Barham. Then his girl feels she doesn't fit in—the boy-loses-girl twist. The executors of the will stage a dance. Lane is confronted by his Lambeth cronies. They do the Lambeth Walk. Everything ends happily.

Lupino Lane, Sally Gray, Seymour Hicks, Norah Howard, Enid Stamp-Taylor.

Lambeth Walk F Musical Comedy

Columbia (——) 64 Minutes Rel. Mar. 7, '40

Gambling on the high seas, murder and counterfeiting, blended into rugged action melodrama, account for one of the best Jack Holt starrers turned out by Producer Larry Darmour to date, and one that should fare proportionately in the program niche for which it was made. The story deals partially with actual occurrences off the California coast, which made headlines when authorities put a gaming ship out of business, and consequently has a convincing ring to it. Holt registers solidly in a typical he-man role, portraying a member of the U. S. treasury department who ingratiates himself with the gangsters in an effort to trace a gang of queer-money manufacturers. The chain of events leads to a punchy climax in Central American jungles. Lewis D. Collins directed.

Jack Holt, Harry Carey, Sig Rumann, Eduardo Ciannelli, Donald Briggs, Irene Ware, Dick Purcell.

Outside the 3-Mile Limit F Melodrama

Columbia (1204) 56 Minutes Rel. Mar. 5, '40

Charles Starrett is the man on the white horse in this western. Not for one minute will he deceive the audience as to his purpose and status when this run-of-the-mill western gets going. It is just average stuff about rustling and the secret operations of the Cattlemen's Association. The required amount of blank cartridges is discharged, there is more than enough riding and chase, and the real crooks are apprehended just after they make their getaway. The humorous touches fit the vehicle. The Sons of the Pioneers sing well enough when they are not engaged in cattle herding. Lorna Gray provides the feminine interest. Plug uglies go about their sordid business in the approved manner. The settings are getting to be too familiar. This is very evident when the action centers around the buildings of the cattletown locations.

Charles Starrett, Lorna Gray, Bob Nolan, Dick Curtis, Kenneth MacDonald.

Bullets for Rustlers F Western

World Pictures (SR) 62 Minutes Rel. ——

The first World War and its effect on the lives of two soldiers and a girl they both love is the theme here. It has been done before—and better. Judging from information in the dialogue, it is at least three years old and was produced in England. The unfolding of the story hangs heavily on the sound track. Two sergeants are in love with the same girl. They volunteer for a rescue party during an attack. One comes back and marries the girl. The other is wounded and lost, the first sergeant later refusing to identify him when he is in a hospital. The wounded soldier becomes a guide on the battlefields and, at the conclusion, meets up with his rival. He intends to kill him, but thinks better of it. It is familiar in all respects.

Paul Cavanagh, Marcelle Chantal, Garry Marsh, Olga Lindo, Alastair Sim, Evelyn Roberts.

Lost on the Western Front F Melodrama

SELLING ANGLES: **"Outside the Three-Mile Limit"**

Jack Holt continues to exert a strong pull in the action field and, consequently, should receive a lion's share of the exploitation. "Life" Magazine and most newspapers carried considerable copy on the gambling-boat battle in California last year. Try to obtain copies of them to blow up for lobby displays. Obtain police cooperation in setting up a layout of confiscated gambling equipment. As throwaways, attach dice to small cards reading: "Don't gamble on entertainment—come to the Blank Theatre."

CATCHLINES:

Excitement A-Plenty . . . With Murder and Counterfeiting on the High Seas . . . And Two-Fisted Jack Holt in the Thick of It All.

A Three-Mile Limit on Gambling . . . But No Limit to the Thrills and Action in Jack Holt's Best Picture.

SELLING ANGLES: **"Bullets for Rustlers"**

The pressbook obtainable with this feature has all types of prepared press stories about Starrett and his various accomplishments. There also are various give-aways for the juvenile audience. The Sons of the Pioneers are heard in recorded and "live" appearances over a few hundred widely scattered radio stations. This should be worked in locally. The exhibitor would do well to interest the cookery expert on the local paper for space on a recipe that proves to be the evidence that saves Starrett from hanging. It concerns rabbit a la cactus.

CATCHLINES:

Guns Roar and Horses Gallop As Charles Starrett Rounds Up a Gang of Cattle Rustlers.

They Thought Him to Be a Crook . . . But He Played the Old Game of Cheating Cheaters.

SELLING ANGLES: **"Lost on the Western Front"**

The exhibitor should concentrate his selling efforts on the first day sale. Appropriate wartime props such as rifles, machine guns and helmets are the things for lobby decoration. Paul Cavanagh is the only player in the film who is at all known in this country. The action scenes are fairly well done. The chief attraction in publicity copy for the press is the comparison of present day events. Another angle is the effect of war on normal people.

CATCHLINES:

He Was a Hero on the Battlefield, But Lost Out in Love.

Years Later He Sought to Recapture Romance, But Common Sense Intervened.

SELLING ANGLES: **"A Chump at Oxford"**

Plaster the town with advertising that bears a caricature of these two comedians. They have a considerable and loyal following that should take to this production. They are easily impersonated and street ballyhoo along such lines should create quite a bit of the right kind of patronage. What has sufficed to bring the two players to the attention of the audience in the past should do the trick again. Tie in with pipe stores and tobacconists who sell calabash pipes. Laurel smokes one in the film for comic effect.

CATCHLINES:

Laurel and Hardy Go to College . . . They Graduate From the Gutter to Oxford.

Here Is Laurel and Hardy Comedy That Spans the Ocean . . . They Go to Oxford, of All Places!

SELLING ANGLES: **"My Son Is Guilty"**

Harry Carey's stature as a player of the first order is constantly increasing. He adds to that stature in this film. Play his appearance up. Cabot is cast in a role that he has given polish until it fits like a glove. Miss Wells has possibilities. Wynne Gibson is seen in her familiar guise as a gangster's moll, or widow, as the case is here. Outside of Carey and Miss Wells the rest of the cast, for the most part, should make a good rogue's gallery for the lobby. The police radio twist of the story has exploitable possibilities.

CATCHLINES:

Hell's Kitchen, Where the Weather Is Fine But the Lid Is Liable to Blow Off Any Time.

He Tried to Lead His Son Along the Straight and Narrow, But Failed.

SELLING ANGLES: **"Lambeth Walk"**

A potent factor in putting this one across with the public would seem to be a revival of the tune and the dance. It's a good thing to attempt. Lupino Lane is quite a comic. Sally Gray is an eye-appealing English beauty. Place her enlarged photo in the lobby and have the audience venture to guess who she is. Her blonde beauty is typically English and also typically American. Emphasize the comic content. The film has good possibilities.

CATCHLINES:

From Lambeth Obscurity to Barham Nobility . . . That Was His Fate, Fortune and Happiness.

He Danced and Sang From Lambeth to His Ancestral Castle—With His Girl on His Arm.

SELLING ANGLES: **"Northwest Passage"**

This filmization of Kenneth Roberts' best-selling novel is rich in exploitation tieups from the historical angle. Have history classes see it at a special matinee showing, and write essays concerning the French-Indian War period for small prizes. Make over theatre front and lobby to resemble a stockade, dressing attendants in buckskins and coonskin caps. Trace the route covered by Rogers and his Rangers on a large map used as a lobby center-piece. Make bookstore tieups on Roberts' novel.

CATCHLINES:

The Screen's Greatest Outdoor Triumph . . . The Story of Men Who Wrested an Empire From the Indians and the Wilderness.

Adventure Supreme . . . It Will Leave You Spellbound at the Indomitable Courage of Those Who Built the Foundation of Our Nation.

SELLING ANGLES: **"Young Tom Edison"**

Mickey Rooney is, of course, the name to sell. Launch a search, with the cooperation of local newspapers, for early models of some of Edison's inventions—old phonographs with cylindrical, rather than disc, records, for example—and line them up in a lobby display. It should be easy to effect a tieup with the power and light company on the development of incandescent lamps. Stage an essay contest among school children on the topic, "What was Edison's greatest invention?"

CATCHLINES:

The Thrillingly Human Story of the Early Years of One of America's Great Men.

The Story of Thomas Alva Edison . . . Who Could Not Escape His Destiny As the Marvel Man of Invention.

SELLING ANGLES: **"The Farmer's Daughter"**

Give the title credits to Martha Raye. Capture a farm atmosphere in the lobby by dressing attendants in overalls and straw hats. Tie up with food markets on sales of "right-off-the-farm" vegetables and fruits. Obtain the use of a farm tractor from a dealer and have it run about the streets placarded with picture and theatre billing, and driven by a girl resembling Miss Raye as closely as possible. Print throwsheets in folder form, the cover imprinted: "Have you heard the one about the 'Farmer's Daughter'?" then data on the film.

CATCHLINES:

They Didn't Think the Farmer's Daughter Was Worth Shucks . . . Until She Stopped the Show Colder Than a Traveling Salesman in Greenland.

Bring on Your Traveling Salesmen . . . We've Got the Farmer's Daughter . . . Who Pitches Hay With a Hey-Hey.

Foreign Language Features

I Condottieri

(Esperia Films) F 89 *Min.*

Historical Drama. The historical beginnings of a united Italy are the basis of this Italian production. It is set in the time of the Borgias and Medicis and relies on intrigue of a Machiavellian nature for its drama. But in another sense, it offers Luis Trenker—he calls himself Luigi in the credits—as an early prototype of Il Duce. It seems certain that he was selected for his resemblance. Many of his mannerisms leave little to the imagination. Contained in this story are battles on a grand scale and a great deal of authentic, early Florentine background. The Italian army was pressed into service for the crowd scenes. It is creditably performed, but the editing is haphazard. It seems strictly for the audience that knows the country and speaks the language.

Luis Trenker, Loris Gizzi, Carla Sveva, Ethel Maggi, Laura Nucci, Sandra Dani.

Last Desire

(Transatlantic Films) A 80 *Min.*

Drama. With the realistic treatment that the French accord their films, this production is superlatively performed, but familiar drama. Raimu and Jacqueline Delubac, two of the finest artists in France, enact a version of Liam O'Flaherty's novel, "Mr. Gilhooley," which the distributor has subtitled "A story of guilt and passion." That it is, familiarly enough. It is the old story of the love of an old man for a young woman. Picked up on the streets, she goes to live with Raimu. She later tells him that she will try to love him, but that her heart belongs to a former love who has disappeared. In between her fits of attempted unfaithfulness and the opposing temperament of the old man she gradually sets the stage for her murder.

Raimu, Jacqueline Delubac, Pierre Brasseur, Tramel, Alice Tissot.

SOS Mediterranean

(Vedis Films) F 81 *Min.*

Drama. A good story of human values is offered in this French production. But the handling might have been better. As an offering for the right type of house it is suitable and should do fairly well. The scenario, with that dash of "being different," tells of the combined efforts of three nations, through their naval officers, to run down a smuggler of a highly poisonous gas barred from regular transportation channels by international treaty. The setting is the Mediterranean and is wholly maritime. Shore locations are Tangiers and Toulon. The chief point is the friendship and cooperation of a French captain and German and English lieutenants. Reliable elements of suspense and camaraderie are worked in as they aid a trapped vessel.

Pierre Fresnay, Rolf Wanka, Kim Peacock, Nadine Vogel, Jean-Claude DeBully.

They Wanted Peace

(Amkino) A 73 *Min.*

Historical Drama. Joe Stalin must have smiled warmly on this latest Soviet film to play here. Not only does it concern himself, Lenin, the Kerensky government and its eventual overthrow but it also has as characters in a romantic thread a couple of Georgian soldiers. Stalin is a Georgian. Here he is presented as the editor of "Pravda" and consort of Lenin during the dark days when the Bolsheviks were preparing to oust the Kerensky adherents and French and German influences. The print is grainy, but it serves well enough in the telling of the story. It is done in the typical Russian style, plenty of extras, battle scenes and concentration on the human element in the ranks. Stalin and Lenin are capably played by actors. The romance lifts it above the usual standard. Russophobes should like it.

F. Bagashvili, Tamara Makarova, A. Smirnova, K. Miuffko, M. Gelovani.

Ultimatum

(J. H. Hoffberg Prod.) A 73 *Min.*

Drama. Here is a spy story, built around the event that precipitated the last war. It packs moving drama and sympathy for its protagonists. They are really decent people, in this French film made the victims of the Austro-Serbian incident. The action is slow moving but has the engrossing qualities of a game of chess played by experts. The Danube River separates Austrian and Serbian cities. They have enjoyed peace. When the ultimatum is issued personal feelings are forgotten and the military order takes over, ruthlessly breaking human ties. This is told through the events that befall a young officer and his wife. There is a real human note in the role and performance of Eric Von Stroheim as a commandant. Directed by Robert Wiene.

Eric Von Stroheim, Dita Parlo, Bernard Lancret, Abel Jacquin, Georges Rollin.

Life on the Hortobagy

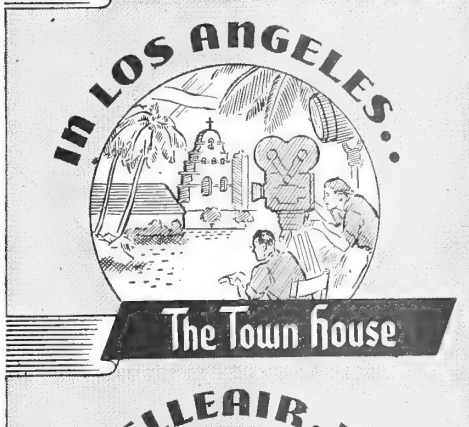
(Eureka Prod.) A 78 *Min.*

Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary is depicted in this film. Supplementing the documentary narrative is a story of romance between a young couple held by custom. It is acted, feebly, by natives. The language is Hungarian. There are English titles. The approach to the subject is realistic and has the unabashed frankness of barnyard virility and clinical aspects of animal husbandry. Included in the documentation are scenes of mating and the birth of a foal. The continuity depicts activity on the plain from dawn to dusk. The filming was done with emphasis on the earthy quality of the people and their way of living. Taken as a real life episode it has many honest virtues and presents them in that way. But there will be different schools of thought on just what portions of it can be shown.

YOUR GRACIOUS HOST FROM COAST TO COAST









A.S. KIRKEBY, *Managing Director*

KIRKEBY HOTELS

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Coast Guard
Fine Friday-Saturday action show to slightly better than average business. This has a good story. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 340. —Arthur E. Phifield, Park, So. Berwick, Me.

Fugitive at Large
This doesn't chase them out nor does it drag them in. I'll bet after you've seen it that you won't remember it for 24 hours. Will do on the bottom of a double bill. Wed., Thurs. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Golden Boy
Very good picture to less than average business. Think title scared them away. All comments good. Needs to be sold in order to do business. Sun., Mon. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 340.—Arthur E. Phifield, Park, So. Berwick, Me.

Hidden Power
A long way from the pictures Jack Holt used to make. Very boring and uninteresting. A good one to skip. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300. —Allan Banks, Vogue, Remsen, Ia.

First National

Four Wives
Top entertainment, top business. Pleased 100 per cent. Could find no fault in direction, acting, photography or sound, so it must be a swell show. Sun., Mon., Tues. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.— Allan Banks, Vogue, Remsen, Ia.

On Your Toes
Didn't please 50 per cent. A good one to pass up. Business about 60 per cent normal. Sun., Mon., Tues. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Return of Dr. X
A horror type picture, very well done. Scared a lot of kids and some grownups. Not very well liked. Too gruesome for general trade. Business slightly below normal. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Metro-Goldwyn-Mayer

Babes in Arms
The picture itself was very good. Some patrons couldn't swallow the fact that Mr. Rooney could produce a show of such lavishness for $287.50. Everyone loves Judy Garland in this neighborhood, so the picture fared well, although my competition had "GWTW." Sun., Mon., Tues. Weather: Cold. Admission: 25-10. Neighborhood patronage. Population: 330,000. Capacity: 579.—Lewis A. Williams, Granada, Denver, Colo.

San Francisco
Picked this reissue up and considering zero weather and snow did exceptionally well. Pleased 100 per cent. Mon., Tues. Admission: 25-10. General patronage. Population: 900. Capacity: 250. —R. W. Graff, Graff, Onaga, Kas.

Wizard of Oz
Very good photography but failed to draw. Pleased all the children but very few adults. Wed., Thurs. Weather: Cold. Admission: 25-10. General patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Paramount

Beau Geste
Plenty of action and drama. Pleased our patronage 100 per cent. Sun., Mon. Weather: Cold. Admission: 25-10. General patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Bulldog Drummond's Secret Police
This series is fine for small situations. Plenty of action and suspense. Fri., Sat. Weather: Cold. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Disputed Passage
Did not do business. Evidently the title lacks pulling power. Based on the story by the same name this is a fine picture and those who come in will like it. Sun., Mon., Tues. Weather: Cold. Admission: 25-10. Rural patronage. Population: 700. —W. D. Rasmussen, Tivoli, LeRoy, Minn.

Llano Kid, The
Very much below the border stuff. Heavy Spanish accent, lacking in action, will not please the western fans but will appeal to some of the ladies. Just a filler on a week date. Doubled it with "Hidden Power," another weak sister. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Our Neighbors—The Carters
A family type picture slightly on the sticky side, but will please most patrons. Ok for week days but not strong enough for Sunday. Wed., Thurs. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

What a Life
Very ordinary. This picture needs another feature with it or a liberal buildup with shorts. The audience sits through it without any signs of enjoyment. There is very little comedy and the picture is only mediocre. Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

RKO Radio

Bachelor Mother
Ginger Rogers at her best. Plenty of comedy. Snow and cold cut down attendance but pleased all who saw it. Fri., Sat. Admission: 25-10. General patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Fighting Gringo
Fair. George O'Brien is good draw here. Admission: 20-10. Neighborhood patronage. Population: 175,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

In Name Only
Nice show but a little slow. Pleased about 50 per cent. Not the type for our small town patronage. Thurs., Fri. Weather: Cold. Admission: 25-10. General patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Star of Midnight
Found this reissue to be OK in every way. Average Sunday-Monday business. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 340.—Arthur E. Phifield, Park, So. Berwick, Me.

Republic

Covered Trailer, The
Quite a bit on the slapstick comedy side. Will keep the audience laughing and will perhaps please better than some of the heavier pictures. Not sensational at the boxoffice by a heck of a way. Wed., Thurs. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

In Old Caliente
Roy Rogers does not seem to draw so well as Gene Autry, but is forging ahead rapidly. This picture well received. Our old friend Windy Hayes, now Gabby Hayes, drew a lot of laughs. A better picture than most programmers from the majors. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.— Allan Banks, Vogue, Remsen, Ia.

In Old Monterey
Top western entertainment. Gene Autry is good, but don't forget Smiley Burnette, he adds the fun that makes the picture. If this series improves I'm darned if I don't try one on Sunday soon. Business above average. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

20th Century-Fox

Barricade
This was some more of that stuff they call film. That was all. It's 72 minutes of time to pass away in the dark. Had to call the cop to wake up the four people I showed this to besides the popcorn boy and the doorman. Tuesday. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

City of Chance
This is a very unusual picture. I don't believe this angle of gambling has ever been played before. C. Aubrey Smith did a great piece of acting. The picture was slow and too short. Thurs., Fri. Weather: Bad. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Tex., Bishop, Tex.

Pack Up Your Troubles
A fairly entertaining picture with a none-too-plausible story. The Ritz Bros. are crazy in this picture, but not quite as bad as usual. Attendance fair. Wed., Thurs. Weather: Extremely cold. Admission: 25-10. Small town patronage. Population: 800. Capacity: 150.—Walter Buchholtz, New Haven, New Haven, Mo.

Rains Came, The
From the attendance reports our patrons didn't care much what happened when the rains came. As a matter of fact, we'll report the business on this as a complete washout. Thurs., Fri., Sat. Weather: Warm. Admission: 25-10. Neighborhood patronage. Population: 330,000. Capacity: 579.—Lewis A. Williams, Granada, Denver, Colo.

Stanley and Livingstone
A very good show which we were proud to run. Spencer Tracy excellent as usual. Good crowds despite a basketball tournament on same nights. Admission: 35-10. Rural patronage. Population: 600. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

United Artists

Prison Without Bars
Low allocation on this film but still lost. English films are no go here and this one worse than any English picture shown. Sat., Sun. Weather: Good. Admission: 25-10. General patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Real Glory, The
Our patrons thought there was too much of Gary Cooper in this one, although he usually fares pretty well here. Business above average. Sun.-Wed. Weather: Cold. Admission: 25-10. Neighborhood patronage. Population: 330,000. Capacity: 579.—Lewis A. Williams, Granada, Denver, Colo.

Universal

Big Guy, The
Convincing melodrama with prison background. Jackie Cooper very good. Pleased nearly everybody but draw was slightly below average. A good Saturday show which we played on Sunday. Sun., Mon., Tues. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300. —Allan Banks, Vogue, Remsen, Ia.

Hawaiian Nights
Good little program picture. Pleased the younger people very much with no kicks from the rest of an average crowd. Fri., Sat. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 340.—Arthur E. Phifield, Park, So. Berwick, Me.

Road Back, The
A reissue, a sequel to "All Quiet." A positive flop at the boxoffice. No more reissues, if you please. Wed., Thurs. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Warner Bros.

Old Maid, The
An excellent show with "Queen" Bette Davis marvelous as usual. Miriam Hopkins very good also. Sat., Sun. Weather: Cold. Admission: 35-10. Rural patronage. Population: 600. Capacity: 250 —H. M. Weydahl, Killdeer, Killdeer, N. D.

Roaring Twenties
Any time this guy Cagney is in a show it is boxoffice in this town. The people here think Cagney is it. He carries that punch and action the public wants to see. Give this picture all you can, as it will get the money. Sun., Mon. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Short Subject Reviews

Drums of Fu Manchu

(15 Part Serial)

Republic 1*st Chapter* 30 *Mins.*

That slick boxoffice attraction hailing from the Orient makes another appearance. Here he is out to dominate Asia. To gain this end, Dr. Fu Manchu uses all his wily tricks, weird scientific devices, a pack of murdering dacoits and an interesting assortment of lethal devices. Eventual world domination is his aim. The first installment shows excellent promise. From the opening sequence to the fadeout there is no lack of deadly purpose, thrills or vivid action. The characterizations are fitting. It is easy to venture the guess that, when the drums on the sound track roll their tune, the audience will make notes on their theatre-going calendar to come and hear them for the duration of the serial. The cast offers Henry Brandon in the title role; William Royle as Nayland Smith; Gloria Franklin, Olaf Hytten, Luana Walters and George Cleveland, all minor players who acquit themselves ably.

Men and Dust

Garrison Film 16½ *Mins.*

At the junction of Kansas, Missouri and Oklahoma there is an area which is mined for lead and zinc. The section recently made the headlines when it was revealed a large number of the workers contracted silicosis in the mines and lead poisoning in the mills. Briefly, living conditions of these people are almost unbelievable. In some of the towns, there is no running water and it is delivered in trucks. By no means is this film a pleasant subject. As a documentary, it will realize its greatest value by casting the spotlight on another blot on the domestic scene. As a subject for theatres, exhibitors can guide themselves accordingly from experiences with their patrons if screen material of this type has proven acceptable. Photography by Sheldon Dick is often graphic and eloquent. The narration, divided among four voices, would be more effective if it were handled by one individual.

The Heckler

Columbia 17½ *Mins.*

Charley Chase loud mouthedly makes his appearance at a baseball game and tells off the players, umpires and spectators. He gets on their collective nerves with his constant inane gags, movements and actions. At length, he is framed into ruining a game, which he does not. Good, substantial comedy that will go over easily.

Edgar Runs Again

20*th Century-Fox* (Terry-Toons) 7 *Mins.*

A fair-to-middling cartoon about a race horse that once was a champ. The horse meets up with a kindly junk dealer. Following a number of assorted incidents, the horse returns to the track and wins the big race.

SHORT OF THE WEEK

Following the Hounds

(Ed Thorgersen's Sports Review in Technicolor)

20th Century-Fox **10 Mins.**

For the average theatregoer, following the hounds in a fox hunt is restricted to a few. But, nevertheless, it is a tingling outdoor sport. Ed Thorgersen, wisely enough, brings the subject to the screen in gorgeous Technicolor. What follows is a series of vitalizing scenes; each in itself a beautiful portrait of the hunt. Opening sequences deal with the training of a jumper and most of the riding shots show the horses taking the difficult jumps. The photography is tops with attractive closeups of the horses and inspiring landscapes.



The Louis-Godoy Fight

20*th Century Sporting Club* 28 *Mins.*

The advance publicity for these films of the recent match has been adequately laid down by the radio broadcast. The magnet to draw the fans will consist of comparing what actually happened to what the fight narrator said. They'll find plenty to disagree with. The 15 rounds have been condensed as a glance at the running time will indicate. They are photographed and presented in much the same high standard of the past few years. There is plenty of stimulation for the lagging boxoffice in this sort of offering.

Vacation Diary

RKO Pathe (Reelism) 9½ *Mins.*

A smart departure from the usual cut and dried travel short. A cruise to Bermuda is the angle. Two office cuties make the trip, have a good deal of fun and share it with the audience. They ride bicycles, flirt on the beach, make a date with a couple of beach romeos, go swimming, sailing and dancing, not in that order, but in good continuity. In between there is sandwiched Bermuda, its sights and places of interest. It's clever, right up to the minute and deserves a little extra exploitation effort.

Harvest Time

(Terry-Toons in Technicolor)

20*th Century-Fox* 7 *Mins.*

Bright and cheery animation characterizes this delightful cartoon which is aided no little by an able musical score. The subject shows the countryside during the autumn and the happy bugs going about their tasks. There is also a grasshopper who is a gay idler. He redeems himself, however, when he rescues the dancing butterfly from the spider.

Nothing But Pleasure

Columbia 17½ *Mins.*

Buster Keaton and his wife go to Detroit after selling their car and buy a new one. He figures there's a saving somewhere. En route home they get into a number of typical Keaton difficulties which are emphasized with the style of slam-bang, bone-breaking comedy usually associated with this droll fellow. It has its moments.

NEWSREELS

TUESDAY, FEBRUARY 6

Movietone News, No. 43: Fire in Japan; Turkish president directs earthquake relief; warfare in Finland; U. S. Finns sail for homeland; New Orleans Mardi Gras; Farley picks Chicago convention site; Supreme Court Justice has birthday; Senator Taft fishing; Finn athletes arrive here; LaGuardia urges water economy; New York track meet; ice skating; Patty Berg golf.

News of the Day, No. 241: Fire in Japan; war in Finland; New Orleans Mardi Gras; Chicago picked as convention city; water shortage; news photographers on exhibition; Patty Berg golf; Millrose games at Garden; Finn athletes; wolf tamer in Canada.

Paramount News, No. 46: Finn runners arrive; Garden running matches; Walter Johnson runs for Congress; Senator Taft fishing; Chicago gets Democratic convention; New York water shortage; fire in Japan; news photo exhibit; New Orleans Mardi Gras.

RKO Pathe News, No. 58: Finns leave for homeland fighting; Finns arrive to raise money; Taft goes fishing; German crew detained in California; Barrymore on Broadway; Millrose meet at Garden.

Universal Newsreel, No. 847: Chicago gets convention; Finn athlete-money raisers arrive; N. Y. water shortage; Supreme Court, birthdays, anniversary, induction; groundhogs; New Orleans celebration; Taft plays golf; Dewey in New England; St. Paul ski meet; Garden track meet.

THURSDAY, FEBRUARY 8

Movietone News, No. 44: Jap flyers raid China city; reindeer roundup in Lapland; rare, twin Arab colts in California; Coast Guard at Cape Cod; Virginia college girls frolic in snow; Dutch Prince looks over defenses; Murphy inducted into Supreme Court; Sultan of Morocco with French general; Lew Lehr; Silver Skates; youngsters boxing; ski jumping; girl jockeys New England dog sledding; diving in Miami pool.

News of the Day, No. 242: British ship mined, sunk; Japs bomb Lanchow; Coast Guard at Cape Cod; new lace fashions, dog styles; Silver Skates; ski jumping; youngsters box; expert diving in Florida.

Paramount News, No. 47: Girl jockeys in Mexico; Silver Skates; celebration in Texas; Tampa; children at opera; Pelley on trial; Finnish war; Florida honeymoon gag.

RKO Pathe News, No. 59: Silver Skates; lay keel of battleship in Norfolk; swimming in Florida; Arizona copper mine; youngsters boxing; new rubber pontoons for airplanes; girl jockeys in Mexico.

Universal Newsreel, No. 848: Lay keel of battleship; Coast Guard studies ocean weather; New Orleans Mardi Gras; fishing boats in Boston; Florida island as honeymoon paradise; model boat races in Chicago; Gasparilla fete in Tampa; New England dog sled teams; girl jockeys; diving stars at Coral Gables; Silver Skates.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

American Legion Night as "69th" Debuts in Albany

ALBANY—An extended and diversified campaign for "The Fighting 69th" paid dividends in smash business at Warner's Strand.

Exploitation, arranged by District Manager Charles A. Smakwitz, Publicity Director J. E. Curley and House Manager Andrew Roy, started while Jimmy Cagney and Pat O'Brien were heading to New York for the opening at the Strand there. It reached a peak in a local Wednesday premiere designated American Legion night. For this, the Warner management had as guests Lieut. Gov. Charles Poletti, Atty. Gen. John J. Bennett, a former state commander of the Legion, and ranking officers of National Guard and adjutant general's office. They broadcast from the lobby, over WABY. Legion officials, in Albany for an annual dinner and meeting, also attended.

The crack Fort Cralo Legion band from Rensselaer paraded through one of the main streets to the theatre and gave a concert in the lobby as well as in the auditorium. Patronage at subsequent performances was particularly good, the week's gross being one of the best the Strand hung up in recent months. A preview for representatives of all veterans' organizations was held in the Warner Theatres zone office.

Legion Corps Parades for Film in Louisville

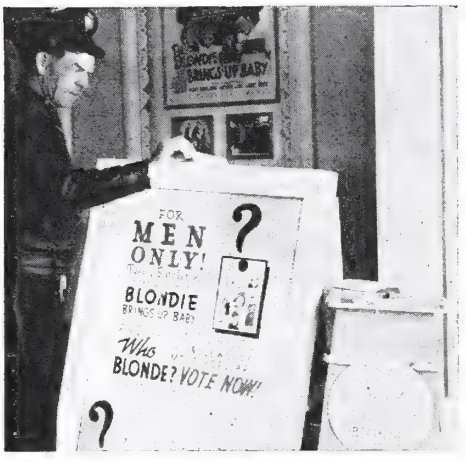
LOUISVILLE—The management of the Mary Anderson brought the local American Legion drum and bugle corps out in full dress here for the opening of "The Fighting 69th." The outfit paraded in front of the theatre and then rendered some patriotic numbers from the stage.

Special School Matinee Held for "Hunchback"

HENDERSON, KY.—A special Tuesday matinee for the county consolidated schools in the surrounding towns was promoted by Manager Leon Pickle of the Kentucky for "Hunchback of Notre Dame." The show was held the third day of the attraction, starting at noon, the usual opening time being at 1:45.

In advance of the showing Pickle wrote various English and literature teachers advising them the show would be held only in the event the attendance warranted it. Also 100 Photoplay Guides were mailed to the teachers in order to acquaint them with the film. Many expressed their appreciation on receiving the booklets and asked to be sent literature on other outstanding attractions, offering to cooperate on other early matinees.

Pickle believes the goodwill between teachers and students was worth as much as the increase of business.



Blond Contest—

When "Blondie Brings Up Baby" was set into the United Artists in Los Angeles, Dave Martin, manager, and Earl Jones, his assistant, held a male blond popularity contest. The doorman, Bill Crowell, won in a walk when the public reached the boiling point. Even the cops on the beat voted, per the above.

Paramount Air Selling Program Under Way

NEW YORK—The program of advance air exploitation set up by Robert M. Gillham, director of Paramount advertising and publicity, for pictures on the spring schedule is in full swing.

The air selling began when Ronald Colman and Ida Lupino appeared on a national broadcast of the Good News program as a plug for "The Light That Failed." Charles Laughton and Elsa Lanchester appeared on the Lux program Monday in scenes from "Sidewalks of London." Jackie Cooper and Betty Field, co-stars in "Seventeen," appeared on the Vox Pop program Thursday. Betty Field appears again Sunday on the Pursuit of Happiness show.

Bing Crosby will start introduction on February 22 of songs from "Road to Singapore," in which he appears with Bob Hope and Dorothy Lamour. Two broadcasts on this film will follow, one by Crosby on March 15 and the other on the Bob Hope show March 19.

Other films to be accorded the air selling treatment:

"Dr. Cyclops," "The Biscuit Eater," "Typhoon," "Palms of Paradise," "Buck Benny Rides Again," "Those Were the Days" (formerly titled "At Good Old Siwash"), and "Untamed."

Admits Promoted Students Free

HOUSTON—The River Oaks, neighborhood house operated by Interstate here, is offering free admissions to local high and grade school students promoted during the present term. Students merely present report cards at the boxoffice. Offer is good for one week.

NUGGETS

POCKET BOOK, INC., publishers of popular priced paper editions, has arranged with Warner to publish a special edition of Paul DeKruif's "Microbe Hunters" under the title of "Dr. Ehrlich's Magic Bullet."

●

With snow on the ground and the temperature 18 above, Manager Jack W. Fretwell, manager of the State, Harrisonburg, Va., hired a man in white linen suit and straw hat for a special street stunt in his campaign on "Ninotchka." The man carried a sign with the following copy: "Don't laugh at me, wait till you see Garbo in 'Ninotchka.'"

●

For "The Cat and the Canary," Manager Phil Manis of the Model, Philadelphia, almost scared people into the theatre. He had a replica of a coffin built which was placed in the lobby a week in advance, and the day the picture opened, the coffin was moved to the front of the house.

●

Manager F. Kenny of the Cosmo, Chicago, has started the "Shadow Club" in conjunction with the showing of the serial. A file of 500 children is kept on hand and checked for regular attendance. A box of Cracker Jack is given to the children if they attend five consecutive serials and each week names of ten members are drawn on the stage and awarded passes.

●

Lou Schaefer of the Paramount in New Haven distributed 20,000 heralds house to house on "Geronimo," planted 300 one-sheets, broadcast on WBRY and WELI, and gave the schools 300 study guides.

●

Pictures taken of passersby were used by Loew-Poli Hartford houses to sell "Little Old New York." The pictures were mounted on a board in front of the house. Each person who identified himself received a guest ticket to the show.

●

In Victoria, B. C., the Capitol arranged a special lobby display of two nine-foot high silhouette figures of "The Thin Man" and 14 window displays ranging from tie-ups on men's and ladies' clothing to a special display in the pet shop windows featuring wire-haired terriers. During the showing of "Another Thin Man" the silhouette figures were placed outside the theatre.

Nautical Display

NEW HAVEN—Charlie Gaudino, student assistant at the Loew-Poli, concocted a lobby display of antique boats, wheels, anchors, bells, etc., for "Little Old New York."

"WIND" SCORES SURGING SUMS ACROSS NATION

BOSTON

Fenway—**Geronimo!** (Para); **Night of Nights** (Para) 60
Memorial—**Green Hell** (Univ); **Charlie McCarthy, Detective** (Univ) 85
Metropolitan—**Fighting 69th** (FN); **High School** (20th-Fox), 2nd wk. 115
Orpheum—**Gone With the Wind** (M-G-M), 7th wk. 185
Paramount—Same as Fenway 65
State—**Shop Around the Corner** (M-G-M); **Congo Maisie** (M-G-M) 125

CHICAGO

Apollo—**Slightly Honorable** (UA) 75
Chicago—**The Fighting 69th** (FN), 2nd wk., moved to Roosevelt for 3rd loop wk., plus stage show 120
Garrick—**The Earl of Chicago** (M-G-M), held 2nd wk. 125
Oriental—**Gone With the Wind** (M-G-M), held 3rd wk. 300
Palace—**My Little Chickadee** (Univ), held 2nd wk. 110
Roosevelt—**Invisible Stripes** (WB) 95
State-Lake—**Blondie Brings Up Baby** (Col), plus stage show 100
United Artists—**Judge Hardy and Son** (M-G-M), 2nd wk. 100
World-Playhouse—**The Mad Empress** (FN)... 80

CINCINNATI

Albee—**Remember the Night** (Para) 120
Capitol—**Gone With the Wind** (M-G-M), 7th wk., held 120
Keith's—**His Girl Friday** (Col), 2nd wk. 130
Lyric—**Geronimo!** (Para) 110
Palace—**I Take This Woman** (M-G-M), held.... 130
Shubert—**Congo Maisie** (M-G-M), plus stage show 110

CLEVELAND

Allen—**His Girl Friday** (Col), 2nd wk. 125
Hippodrome—**The Fighting 69th** (FN) 145
Palace—**Brother Rat and a Baby** (WB). Stage: Johnny (Scat) Davis, Beverly Roberts and vaudeville 95
State—**The Shop Around the Corner** (M-G-M).. 85
Stillman—**Gone With the Wind** (M-G-M), 2nd wk. 700

DALLAS

Capitol—**British Intelligence** (WB), 1st half... 80
Capitol—**Mexican Spitfire** (RKO), 2nd half... 85
Majestic—**Destry Rides Again** (Univ) 125
Melba—**Gone With the Wind** (M-G-M)..... 800
Palace—**Four Wives** (FN) 100
Rialto—**Earl of Chicago** (M-G-M), 1st half.... 125
Rialto—**Henry Goes Arizona** (M-G-M), 2nd half. 110

DENVER

Aladdin—**His Girl Friday** (Col), after a wk. at the Denver 100
Broadway—**Destry Rides Again** (Univ), after a wk. at each the Denver, Aladdin and Rialto. 90
Denham—**Remember the Night** (Para), 3 days following a wk., and **The Light That Failed** (Para), 4 days to start run 120
Denver—**The Fighting 69th** (FN) 130
Orpheum—**Gone With the Wind** (M-G-M), 2nd wk. 400
Paramount—**The Amazing Mr. Williams** (Col); **Oh, Johnny, How You Can Love** (Univ)..... 130
Rialto—**The Fatal Hour** (M-G-M); **Gentleman From Arizona** (Mono) 100

DETROIT

Adams—**The Blue Bird** (20th-Fox), roadshow.. 140
Cinema—**Ecstasy** (SR), revival, 2nd wk. 150
Fox—**The Hunchback of Notre Dame** (RKO), 2nd wk. 150
Michigan—**Remember the Night** (Para); **Raffles** (UA) 125
Palms-State—**The Fighting 69th** (FN), after 1 wk. at the Michigan; **Death of a Champion** (Para) 125
United Artists—**Gone With the Wind** (M-G-M), roadshow, 2nd wk. 300
Wilson—Same as United Artists 200

INDIANAPOLIS

Alamo—**Days of Jesse James** (Rep); **Fatal Hour** (Mono) 90
Apollo—**The Fighting 69th** (FN); **Man Who Wouldn't Talk** (20th-Fox), moveover from Indiana 90
Circle—**The Invisible Man Returns** (Univ); **Charlie McCarthy, Detective** (Univ)..... 90
Indiana—**The Light That Failed** (Para); **Oh, Johnny, How You Can Love** (Univ)..... 80
Loew's—**Gone With the Wind** (M-G-M), 2nd wk. 700
Lyric—**My Son Is Guilty** (Col), plus Tommy Dorsey and band 100

KANSAS CITY

Esquire—**Little Old New York** (20th-Fox), held. 120
Midland—**Gone With the Wind** (M-G-M), 2nd wk. 400

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Dallas 800
Cleveland, Indianapolis, New Haven 700
Pittsburgh 500
Oklahoma City 425
Denver, Kansas City, Portland.... 400
Minneapolis 350
Philadelphia 340
Chicago, Detroit 300
Milwaukee, Philadelphia 250
New Orleans, New York, Salt Lake City, Seattle, Detroit.... 200
Boston 185
GRAPES OF WRATH—New York City 260
FIGHTING 69TH—New York City..... 200

EXTENDED RUNS

Harvest, 20th wk., New York City.

Gone With the Wind, 9th wk., New York City; 7th wk., Boston, Cincinnati; 3rd wk., Chicago, Omaha, Philadelphia, Seattle.

Fighting 69th, 3rd wk., Chicago.

Newman—**Remember the Night** (Para)..... 120
Orpheum—**Fighting 69th** (FN); **Mexican Spitfire** (RKO), holdover 75
Tower—**Days of Jesse James** (Rep). Stage: Kidoodlers 100
Uptown—Same as Esquire 125

LOS ANGELES

Chinese—**I Take This Woman** (M-G-M); **Henry Goes Arizona** (M-G-M) 115
Downtown—**Fighting 69th** (FN); **Calling Philo Vance** (WB), 2nd wk. 110
Four Star—**Abe Lincoln in Illinois** (RKO), roadshow 100
Hillstreet—**His Girl Friday** (Col); **The Big Guy** (Univ), 2nd wk. 150
Hollywood—Same as Downtown 110
Pantages—Same as Hillstreet 150
Paramount—**Remember the Night** (Para), plus stage show 100
State—Same as Chinese 140

MILWAUKEE

Palace—**Gone With the Wind** (M-G-M), 2nd wk. 250
Riverside—**Mutiny in the Big House** (Mono), plus stage show 100
Strand—**Swanee River** (20th-Fox); **Geronimo!** (Para), 2nd wk. 90
Warner—**The Fighting 69th** (FN); **Mexican Spitfire** (RKO), 2nd wk. 100
Wisconsin—**The Shop Around the Corner** (M-G-M); **He Married His Wife** (20th-Fox).. 110

MINNEAPOLIS

Aster—**Legion of the Lawless** (RKO); **Escape to Paradise** (RKO) 90
Century—**Eternally Yours** (UA) 80
Esquire—**Mlle. Ma Mere** (French) 80
Gopher—**Return of Dr. X** (FN) 100
Orpheum—**Gone With the Wind** (M-G-M).... 350
State—**The Fighting 69th** (FN) 150
World—**Destry Rides Again** (Univ), 2nd wk... 90

NEW HAVEN

Bijou—**The Shop Around the Corner** (M-G-M); **Nick Carter, Master Detective** (M-G-M), 2nd wk. 100
College—**Gone With the Wind** (M-G-M), 2nd wk. 700
Loew-Poli—**Little Old New York** (20th-Fox); **Meet Dr. Christian** (RKO), 6 days..... 75
Paramount—**Remember the Night** (Para); **Law of the Pampas** (Para) 125
Roger Sherman—**The Fighting 69th** (FN); **Call-Philo Vance** (WB) 120

NEW ORLEANS

Center—**The Big Guy** (Univ) 90
Globe—**The Real Glory** (UA) 100
Liberty—**Fighting 69th** (FN), 2nd run..... 90
Orpheum—**Green Hell** (Univ) 125
Saenger—**Remember the Night** (Para)..... 150
State—**Gone With the Wind** (M-G-M), 2nd wk.. 200
Strand—**South of the Border** (Rep)..... 100
Tudor—**Swanee River** (20th-Fox), 2nd run.... 95

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 8th roadshow wk., held 200
Capitol—**Gone With the Wind** (M-G-M), 8th wk., held 190
Criterion—**Judge Hardy and Son** (M-G-M), 3rd wk. 150
Globe—**Lone Wolf Strikes** (Col) 90
Hollywood—**Blue Bird** (20th-Fox), 3rd roadshow wk. 60
Paramount—**Remember the Night** (Para), 3rd wk., plus stage show 95
Radio City Music Hall—**Shop Around the Corner** (M-G-M), 2nd wk., plus stage show.. 90
Rivoli—**Grapes of Wrath** (20th-Fox), 2nd wk., held 260
Roxy—**Little Old New York** (20th-Fox), plus stage show 120
Strand—**Fighting 69th** (FN), 2nd wk. plus stage show, held 200

OKLAHOMA CITY

Criterion—**Swanee River** (20th-Fox) 95
Liberty—**Flying Deuces** (RKO); **Two Thoroughbreds** (RKO) 95
Midwest—**Gone With the Wind** (M-G-M), 2nd wk. 425
Plaza—**Charlie McCarthy, Detective** (Univ), moveover 110
State—**His Girl Friday** (Col), 3rd wk. 90
Tower—**Shop Around the Corner** (M-G-M), moveover 85

OMAHA

Brandeis—**Green Hell** (Univ); **Private Detective** (FN) 100
Omaha—**Invisible Stripes** (WB); **Our Neighbors, the Carters** (Para) 90
Orpheum—**Little Old New York** (20th-Fox); **Man Who Wouldn't Talk** (Para)..... 100
Paramount—**Gone With the Wind** (M-G-M), 3rd wk. 100

PHILADELPHIA

Aldine—**The Light That Failed** (Para)..... 100
Boyd—**Gone With the Wind** (M-G-M), 3rd wk.. 250
Earle—Same as Boyd (house record)..... 340
Fox—**Fighting 69th** (FN), 2nd wk. 160
Karlton—**Music in My Heart** (20th-Fox)..... 85
Keith's—**Raffles** (UA) 95
Stanley—**His Girl Friday** (Col), 2nd wk. 105
Stanton—**The Invisible Man Returns** (Univ)... 140

PITTSBURGH

Alvin—**He Married His Wife** (20th-Fox)..... 95
Barry—**Jeepers Creepers** (Rep); **Miracle on Main Street** (Col) 110
Fulton—**Invisible Man Returns** (Univ)..... 90
Penn—**The Great Victor Herbert** (Para)..... 100
Senator—**My Son Is Guilty** (Col); **Legion of Lost Flyers** (Univ) (3 days) 60
Stanley—**Brother Rat and a Baby** (WB); Johnny Davis, 3 Stooges, Cliff Edwards, Gloria Dickson, Alexander D'Arcy, Brewster Twins 115
Ritz—**Hunchback of Notre Dame** (RKO), 2nd d. t. wk. ..... No Avg. Established
Warner—**Gone With the Wind** (M-G-M), roadshow engagement 500

PORTLAND, ORE.

Broadway—**Gone With the Wind** (M-G-M), roadshow, 2nd wk. 400
Liberty—**He Married His Wife** (20th-Fox); **Allegheny Uprising** (RKO) 100
Mayfair—**Invisible Stripes** (WB); **Call a Messenger** (Univ) 100
Orpheum—**Wolf of New York** (Rep); **Miracle on Main Street** (Col), plus Gene Austin & Trocadero Revels on stage 115
Paramount—**His Girl Friday** (Col); **Night of Nights** (Para) 140
United Artists—**Fighting 69th** (FN); **Oh, Johnny, How You Can Love** (Univ), 2nd wk., moved to Mayfair 120

SALT LAKE CITY

Centre—**The Light That Failed** (Para) 110
Paramount—**Gone With the Wind** (M-G-M), 2nd wk. 200
Roxy—**I Stand Accused** (Para), plus stage show 115
Studio—**Balalaika** (M-G-M), 3rd wk. 125
Utah—**Joe and Ethel Turp Call on the President** (M-G-M); **Intermezzo** (UA) 125

SEATTLE

Blue Mouse—**Shop Around the Corner** (M-G-M); **Man Who Wouldn't Talk** (20th-Fox), 2nd wk.. 90
Fifth Avenue—**Gone With the Wind** (M-G-M), 3rd wk. 200
Liberty—**His Girl Friday** (Col), 2nd wk. 100
Music Box—**Of Mice and Men** (UA), 2nd wk.... 90
Orpheum—**The Light That Failed** (Para); **The Flying Deuces** (RKO) 100
Palomar—**The Fighting 69th** (FN), 2nd wk., plus stage show 100
Paramount—**I Take This Woman** (M-G-M); **City of Chance** (20th-Fox) 90

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Amazing Mr. Williams, The..7..(86).....Nov. 23
Mystery Comedy. The solution of crimes constantly detours a detective from marching his sweetheart to the altar. Melvyn Douglas, Joan Blondell. Director: Alexander Hall.

Beware, Spooks!..1011..(65) .....Oct. 24
Comedy. A demoted officer trails his man to a Spook House concession. Joe E. Brown, Mary Carlisle. Director: Edward Sedgwick.

Blondie Brings Up Baby..1013..(69).....Nov. 9
Comedy. Baby Dumpling, by getting lost, leads Blondie and Dagwood to a financier who ultimately sponsors Dagwood's building scheme. Penny Singleton, Arthur Lake, Larry Simms. Producer: Frank R. Strayer.

Cafe Hostess..1030..(63) .....Nov. 30
Drama. The unrevealed mother of a night club hostess saves daughter's fiance from a jealous rival. Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson. Director: Sidney Salkow.

Convicted Woman..1034..(66) .....Jan. 31
Drama. An innocent girl, imprisoned, exposes the maladministration prevailing, through a newspaperman. Rochelle Hudson, Frieda Inescort, June Lang, Glenn Ford. Director: Nick Grinde.

Devil Is an Empress, The..(73).....Dec. 1
Drama. (In French). Portrays imperial intrigue during the reign of Catherine II, the rebellion of Poland, and the love of an Austrian Baron for the children of a former love. Francoise Rosay, Conrad Veidt.

Five Little Peppers at Home..1020..(60)....Feb. 8
Comedy. A mine cave-in reveals the rich copper vein for which all had been searching. Edith Fellows, Clarence Kolb. Director: Charles Barton.

Fugitive at Large..1026..(66) .....Dec. 7
Drama. A gangster, resembling a construction engineer, frames the latter in a payroll robbery, sending him to prison. Jack Holt, Patricia Ellis. Director: Lewis D. Collins.

Hidden Power..1025..(60) .....Sept. 7
Mystery Drama. Accidental discovery of a new explosive fails, despite all opposition, to veer a scientist from his research for a life-saving serum. Jack Holt, Gertrude Michael, Dickie Moore. Director: Lewis D. Collins.

His Girl Friday..1003..(92) .....Jan. 18
Comedy Drama. A star girl reporter uncovers important factors that win a condemned man a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

Lone Wolf Strikes, The..1019..(65).....Jan. 26
Mystery Drama. The Lone Wolf emerges from retirement to pursue a gang who have stolen a friend's pearl necklace. Warren William, Joan Perry, Eric Blore, Robert Wilcox, Astrid Allwyn. Director: Sidney Salkow.

◎Mr. Smith Goes to Washington..1101 (125) .....Oct. 19
Comedy Drama. The unwitting puppet of a political gang is put wise by his secretary in Congress and proceeds to mend matters. Jean Arthur, James Stewart, Claude Rains, Edward Arnold. Director: Frank Capra.

Music in My Heart..1018..(70) .....Jan. 10
Musical. A romance blooms when a young man, about to be deported, comes into the life of a girl just as she is about to marry a wealthy publisher. Tony Martin, Rita Hayworth, Alan Mowbray, Eric Blore, Andre Kostelanetz. Director: Joseph Santley.

My Son Is Guilty..33..(63) .....Dec. 28
Drama. An ex-convict gets a job in the police broadcasting station, but uses the job as a screen to carry on his gangster activities. Bruce Cabot, Jacqueline Wells, Harry Carey. Director: Charles Barton.

Pioneers of the Frontier..1212..(58).....Feb. 1
Western. The hero and his girl confound the gang trying to steal her property and dominate the settlers. Bill Elliott, Linda Winters. Director: Sam Nelson.

Scandal Sheet..1031..(67) .....Oct. 16
Drama. The publisher of a tabloid is trapped by his own addiction to the sensational and goes to jail, unable to print the exonerating truth. Otto Kruger, Ona Munson. Director: Nick Grinde.

Stranger From Texas..1202..(55).....Nov. 2
Western. A feud between two ranchmen, stealing cattle from each other, is settled by the newcomer. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Taming of the West..1211..(54).....Dec. 7
Western. Law and order come to a prairie town. Bill Elliott, Iris Meredith. Director: Norman Deming.

Two Fisted Rangers..1203..(61) .....Jan. 4
Western. The Sons of the Pioneers are planted as saloon entertainers to get evidence for the solution of two murders. Charles Starrett, Iris Meredith, Kenneth MacDonald. Director: Joseph H. Lewis.

U-Boat 29..1010..(77) .....Oct. 7
Action Drama. Tables are turned on a U-Boat commander endeavoring to secure British naval information. Conrad Veidt, Valeria Hobson. Director: Michael Powell.

First National

Fighting 69th, The..451..(85) .....Jan. 27
Drama. A story of redemption on the battlefields of the World War. James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn. Director: William Keighley.

Four Wives..453..(110) .....Dec. 25
Drama. The "Four Daughters" become four wives, and the story depicts the family matters that concern each. Claude Rains, Jeffrey Lynn, Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page. Director: Michael Curtiz.

Mad Empress, The..481..(72) .....Dec. 16
Drama. The story of the sword-wrought and short-lived Mexican Empire from the standpoint of the tragically destined emperor and empress. Medea Novara, Lionel Atwill, Conrad Nagel. Director: Miguel C. Torres.

On Your Toes..463..(94) .....Oct. 14
Musical. A wealthy girl backs a ballet show, unaware it was stolen from its original owner. Vera Zorina, Eddie Albert, Alan Hale, Gloria Dickson. Director: Ray Enright.

Private Detective..471..(55) .....Dec. 9
Comedy Melodrama. Sleuths and an amateur uncover a crooked lawyer's skullduggery activities. Dick Foran, Jane Wyman, Maxie Rosenbloom. Director: Noel Smith.

Return of Dr. X, The..464..(62).....Dec. 2
Mystery Drama. A supposed formula for synthetic blood returns the executed doctor to life, only to develop a mania for killing. Humphrey Bogart, Rosemary Lane, Wayne Morris. Director: Vincent Sherman.

Smashing the Money Ring..470..(56).....Oct. 21
Melodrama. A G-man enters prison to track the leader of a counterfeit ring. Ronald Reagan, Margot Stevenson, Eddie Foy jr. Director: Terry Morse.

We Are Not Alone..458..(111) .....Nov. 25
Drama. Circumstances bring a brief happiness to a small town British doctor and pave a road to tragedy. Paul Muni, Jane Bryan, Raymond Severn. Director: Edmund Goulding.

Metro-Goldwyn-Mayer

Another Thin Man..13..(102) .....Nov. 17
Mystery Comedy. Junior joins Mr. and Mrs. Thin Man, and mysteries pile up when the wife's financial adviser is slain. William Powell, Myrna Loy. Director: W. S. Van Dyke, II.

At the Circus..8..(85) .....Oct. 20
Comedy. Profits from a show staged by pals saves a disinherited playboy's circus. Marx Bros., Florence Rice, Kenny Baker. Director: Eddie Buzzell.

Babes in Arms..9..(97) .....Oct. 13
Musical Comedy. Vaudevillians' children help parental finances by putting on a show of their own. Mickey Rooney, Judy Garland. Director: Busby Berkeley.

Bad Little Angel..10..(77) .....Oct. 27
Comedy Drama. A runaway orphan tries to overcome the "jinx" she believes she holds for anyone kind enough to adopt her. Virginia Weidler, Gene Reynolds, Ian Hunter. Director: William Thiele.

Balalaika..17..(102) .....Dec. 29
Drama with Music. A cossack officer falls in love with a cafe singer, unaware that she is on the side of the revolutionists. Nelson Eddy, Ilona Massey, Charlie Ruggles, Frank Morgan, C. Aubrey Smith. Director: Reinhold Schunzel.

Broadway Melody of 1940..21..(100).....Feb. 9
Musical. A dancing team makes a bid for big time recognition. Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan. Director: Norman Taurog.

Congo Maisie..19..(70) .....Jan. 19
Comedy Drama. A girl and a young doctor, each escaping from something, are stranded and find romance and rehabilitation in the Congos. Ann Sothern, John Carroll, Rita Johnson. Director: H. C. Potter.

Earl of Chicago..18..(85) .....Jan. 5
Comedy Melodrama. A Chicago gangster inherits an English estate and goes to England to live, taking his lawyer along with him. Tragedy ensues when the latter tries to settle an old score with the gangster. Robert Montgomery, Edward Arnold, Reginald Owen, Gladys Blake. Director: Richard Thorpe.

Fast and Furious..6..(73) .....Oct. 6
Comedy. A vacationing couple turn amateur sleuths when their friend is accused of murder. Franchot Tone, Ann Sothern. Director: Busby Berkeley.

Henry Goes Arizona..2..(67) .....Dec. 8
Comedy. Inheriting his murdered brother's ranch, the heir arrives in time to save an innocent man and expose the guilty one. Frank Morgan, George Murphy, Ann Morriss. Director: Edwin L. Marin.

I Take This Woman..26..(97) .....Feb. 2
Romantic Drama. A clinic doctor saves a girl from suicide and marries her although knowing she is still in love with another. Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. Director: W. S. Van Dyke.

Joe and Ethel Turp Call on the President 14..(69) .....Dec. 1
Comedy Drama. A young couple see the president in behalf of a mailman dismissed from the service. Ann Sothern, William Gargan, Lewis Stone, Walter Brennan. Director: Robert Sinclair.

Judge Hardy and Son..16..(90) .....Dec. 22
Comedy. In which the irrepressible Andy tries to earn money for dates, but forgets his personal financial troubles when a crisis strikes the family. Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden. Director: George B. Seitz.

Lambeth Walk..22..(66) .....Jan. 26
Comedy. A Cockney inherits a title and nearly loses his girl friend while submitting to an "improvement" program. Lupino Lane, Sally Gray. Director: Albert de Courville.

Man From Dakota..24..(..) .....Feb. 16
Drama. An escaping prisoner of war sacrifices his life that his co-refugee and a girl may escape. Wallace Beery, Dolores Del Rio, John Howard. Director: Leslie Fenton.

Nick Carter, Master Detective..15..(60)..Dec. 15
Drama. The super sleuth salvages stolen airplane plans from foreign agents. Walter Pidgeon, Rita Johnson, Henry Hull, Donald Meek. Director: Jacques Tourner.

Ninotchka..7..(110) .....Nov. 3
Comedy Drama. A Russian woman commissar, on a mission into France, falls in love. Greta Garbo, Melvyn Douglas, Ina Claire. Director: Ernst Lubitsch.

Remember?..11..(81) .....Nov. 10
Farce Comedy. A girl marries her fiance's friend. When a rift occurs, the ex-fiance patches things up for the married couple. Robert Taylor, Greer Garson, Lew Ayres. Director: Norman Z. McLeod.

Secret of Dr. Kildare..12..(85).....Nov. 24
Drama. An assignment to cure a neurotic society girl takes the young doctor from his re-

search lab. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Shop Around the Corner..20..(100).....Jan. 12
Drama. A young man falls in love with an anonymous correspondent, and when they arrange to meet, learns she works in the same shop with him. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Director: Ernst Lubitsch.

Monogram

Chasing Trouble..3917..(64) .....Jan. 30
Comedy Drama. A delivery boy cupid, who is an amateur graphologist, gets in and out of various exciting situations, including a spy ring and a murder. Frankie Darro, Marjorie Reynolds. Director: Howard Bretherton.

Crashing Thru..3936..(56) .....Oct. 1
Outdoor Drama. A brother and sister seek gold to pay off their dead father's indebtedness. James Newill, Warren Hull, Jean Carmen. Director: Elmer Clifton.

Danger Ahead..3939..(56) .....Jan. 10
Action Drama. A robber gang's tieup with a trucking concern is exposed. James Newill, Dorothea Kent. Director: Ralph Staub.

Danger Flight..3816..(61) .....Nov. 1
Action Drama. An air pilot, in a sky battle, saves the payroll from gangsters. John Trent, Marjorie Reynolds, Milburn Stone, Tommie Baker. Director: Howard Bretherton.

East Side Kids..3924..(62) .....Feb. 10
Melodrama. Slum-raised children thwart a gang of counterfeiters. Vince Barnett, Dennis Moore. Director: Bob Hill.

Fatal Hour, The (Formerly Mr. Wong at Headquarters)..3909..(65) .....Jan. 15
Melodrama. Several murders and a profusion of clues give a smart girl reporter the opportunity to match wits with a group of slippery knaves. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Fighting Mad..3937..(60) .....Nov. 5
Action Drama. Renfrew rescues the kidnapped witness to a robbery and the two capture the crooks. James Newill, Sally Blane, Benny Rubin, Milburn Stone. Director: Sam Newfield.

Gentleman From Arizona..3912..(73).....Dec. 25
Drama. After the race horse, owned by his girl's father, is poisoned, the hero rides his own horse to victory in the sweepstakes, wins the girl and a job as foreman on her father's ranch. J. Farrell MacDonald, Joan Barclay, John King. Director: Earl Haley.

Heroes in Blue..3919..(61).....Nov. 7
Drama. A father and son save a younger member of the family from a gangster's frameup. Dick Purcell, Charles Quigley, Bernadene Hayes. Director: William Watson.

Hidden Enemy..3922..(63) .....Jan. 20
Melodrama. Newspaperman loses his job protecting a girl he thinks a spy. All is cleared when it develops she works with the G-Men. Warren Hull, Kay Linaker. Director: Howard Bretherton.

Lucky Texan, The..Reissue..(56).....Dec. 10
Western. "Lucky" returns to the West from college, in time to save a prospector and his daughter from two villians. John Wayne, George Hayes, Barbara Sheldon. Director: R. N. Bradbury.

Mutiny in the Big House..3803..(84).....Oct. 25
Drama. A prison chaplain's protege saves his benefactor's life in a prison break. Charles Bickford, Barton MacLane, Dennis Moore. Director: William Nigh.

Overland Mail..3857..(53) .....Oct. 31
Western. A pony express rider is assigned by the government to uncover a counterfeit gang. Jack Randall, Vince Barnett, Jean Joyce, Tristram Coffin. Director: Robert Hill.

Phantom Strikes, The..3923..(58).....Nov. 15
Mystery Drama. Scotland Yard attempts to thwart the predicted murder of a shady criminal lawyer. Wilfrid Lawson, Sonnie Hale, Alexander Knox, Louise Henry. Director: Walter Forde.

Pioneer Days..3961..(53) .....Jan. 25
Western. Apprehension of express agent killers also leads to restoration of a stolen saloon to the heroine. Jack Randall, June Wilkins. Director: Harry Webb.

Riders of Destiny..reissue..(54).....Oct. 20
Western. A secret service man foils a gang that would wrest the ranchers' land by withholding water rights. John Wayne, Cecilia Parker. Director: R. N. Bradbury.

Roll, Wagons, Roll..3951..(53) .....Nov. 25
Western. An officer leads his army against a gang smuggling rifles to the Indians. Tex Ritter, Nelson McDowell, Muriel Evans, Reed Howes. Director: Al Herman.

Secret Four, The (Formerly Four Just Men) 3924..(79) .....Jan. 15
War Melodrama. An English-produced picture. Four men uncover a conspiracy to destroy Great Britain. Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee. Director: Walter Ford.

West of the Divide..Reissue..(55).....Dec. 10
Western. A cowboy tracks down his father's murderer and brings to justice a gang of cattle rustlers. John Wayne, George Hayes, Virginia Brown. Director: R. N. Bradbury.

Westbound Stage..3952..(56) .....Dec. 15
Outdoor Musical. Tex captures the gang responsible for his brother's death. Tex Ritter, Muriel Evans, Reed Howes. Director: Spencer Bennett.

Yukon Flight..3938..(58) .....Dec. 5
Action Drama. A plane crash exposes the theft of gold shipments. James Newill, Louise Stanley, Dave O'Brien, Karl Hackett. Director: Ralph Staub.

Paramount

All Women Have Secrets..3914..(70).....Dec. 15
Drama. Problems that stem from student marriages. Virginia Dale, Joseph Allen jr., Jean Cagney, Peter Hayes. Director: Kurt Neumann.

Cat and the Canary, The..3909..(71).....Nov. 10
Melodrama. Murder intrudes at a gathering of prospective heirs to hear the will of an eccentric millionaire. Bob Hope, Paulette Goddard. Director: Elliott Nugent.

Disputed Passage..3908..(87) .....Oct. 27
Drama. Love veers a doctor's agnosticism to a more warm outlook. Dorothy Lamour, Akim Tamiroff, John Howard. Director: Frank Borzage.

Emergency Squad..3917..(58) .....Jan. 5
Action Drama. A girl reporter solves the mysterious accidents in a municipal tunnel project. William Henry, Louise Campbell, Richard Denning. Director: Edward Dmytryk.

Geronimo!..3918..(90) .....Jan. 12
Outdoor Drama. Historical version of the marauding Apache chief who terrorized the Southwest for many years after the Civil War, and his ultimate capture by the army. Preston Foster, Ellen Drew. Director: Paul H. Sloane.

Great Victor Herbert, The..3916..(92)...Dec. 29
Drama. Story of the life of the composer, bringing to the screen his famous, semi-classical melodies. Allan Jones, Mary Martin, Walter Connolly. Director: Andrew L. Stone.

Gulliver's Travels..3915..(74) .....Dec. 22
Technicolor Cartoon. Feature-length, fantasy cartoon, adapted from the Jonathan Swift classic. Singing Voices: Jessica Dragonette, Lanny Ross. Director: Dave Fleischer.

Jamaica Inn..3906..(106) .....Oct. 13
Costume Melodrama. A respected country squire turns out to be the power behind a crew of bandits. Charles Laughton, Maureen O'Hara, Elsa Lanchester, Leslie Banks. Director: Alfred Hitchcock.

Law of the Pampas..3955..(72).....Nov. 3
Western. A plot to murder a wealthy native is exposed by Hopalong while on a mission to South America. William Boyd, Russell Hayden, Steffi Duna. Director: Nate Watt.

Light That Failed, The..3921..(97).....Feb. 9
Drama. An artist, back from war in Egypt, struggles for fame and love, achieving the former as he goes blind. Ronald Colman, Walter Huston, Ida Lupino. Director: William A. Wellman.

Llano Kid..3913..(69) .....Dec. 8
Western with Music. Starting to impersonate the missing heir of a Mexican land-baron, the deceiver turns on his partner-in-crime. Tito Guizar, Alan Mowbray, Gale Sondergaard. Director: E. D. Venturini.

Night of Nights, The..3912..(87).....Dec. 1
Drama. A heartbroken playwright triumphs in a play of his own, when he meets his daughter after 20 years. A fatal heart attack follows his triumph. Pat O'Brien, Olympe Bradna, Roland Young. Director: Lewis Milestone.

Our Neighbors—the Carters..3911..(85)....Nov. 24
Comedy Drama. A small town family struggles for survival against cut-throat competition. Fay Bainter, Frank Craven, Mary Thomas. Director: Ralph Murphy.

Parole Fixer..3920..(64) .....Feb. 2
Melodrama. FBI work in rounding up criminals who are loosed by shyster lawyers and crooked parole boards. William Henry, Virginia Dale, Robert Paige. Director: Robert Florey.

Remember the Night..3919..(86).....Jan. 19
Drama. The assistant district attorney prosecutes the girl he loves who happens to be a jewel thief. Barbara Stanwyck, Fred MacMurray. Director: Mitchell Leisen.

Rulers of the Sea..3910..(96).....Nov. 17
Historical Drama. The victory of steam over sail in navigation. Douglas Fairbanks jr., Will Fyffe, Margaret Lockwood. Director: Frank Lloyd.

Santa Fe Marshal..3956..(68) .....Jan. 26
Western. The leader of a robber gang is exposed by a marshal who conceals his identity as a medicine show participant. William Boyd, Russell Hayden, Marjorie Rambeau. Director: Lesley Selander.

Sidewalks of London..3922..(84).....Feb. 16
Drama. The lives of London's "buskers," sidewalk entertainers. Charles Laughton, Vivien Leigh. Director: Tim Whelan.

Television Spy..3907..(58) .....Oct. 20
Drama. Romance via television blooms amid foreign intrigue. William Henry, Judith Barrett. Director: Edward Dmytryk.

What a Life..3905..(75).....Oct. 6
Comedy. Adolescent problems of school and dates pile high on Henry. Jackie Cooper, Betty Field. Director: Theodore Reed.

Republic

Covered Trailer..915..(66) .....Nov. 10
Comedy. Considered lost at sea, the Gleasons are arrested for forgery when they reach their vacation spot. James, Lucile and Russell Gleason, Harry Davenport. Director: Gus Meins.

Cowboys From Texas..962..(57).....Nov. 29
Western. Land office racketeers are outwitted and cleaned up. Bob Livingston, Raymond Hatton, Duncan Renaldo, Betty Compson. Director: George Sherman.

Days of Jesse James..953..(61).....Dec. 20
Western. Further adventures of Jesse James, and how a peace officer aids a railroad detective in cleaning up a frontier town. Roy Rogers, George Hayes, Pauline Moore. Director: Joseph Kane.

Heroes of the Saddle..963..(56) .....Jan. 10
Western. The three mesquiteers rescue the daughter of their pal who was killed, and other inmates from a mis-run orphanage. Robert Livingston, Raymond Hatton, Duncan Renaldo. Director: William Witney.

Jeepers Creepers..(69) .....Oct. 27
Drama with Music. A coal baron's materialism is circumvented by the simplicity and honesty of the natives. Roy Rogers, Weaver Bros. and Elviry. Director: Frank McDonald.

Kansas Terrors..961..(57) .....Oct. 6
Western. Kansas cowpunchers, accompanying a cattle shipment to the Caribbeans, get in the midst of a conflict between oppressed peons and an island overlord. Robert Livingston, Raymond Hatton, Duncan Renaldo, Jacqueline Wells. Director: George Sherman.

Main Street Lawyer..905..(71).....Nov. 3
Drama. A district attorney's apparent aberration from duty becomes understood. Edward Ellis, Anita Louise, Robert Baldwin, Harold Huber. Director: Dudley Murphy.

Money to Burn..917..(66) .....Jan. 4
Comedy. Pa Higgins as an advertising agency employe and Ma with a contest mania. Ma gets Pa fired so she can enter a contest promoted by his agency. James Gleason, Lucile Gleason, [illegible] Gleason. Director: Gus Meins.

Rovin' Tumbleweeds..848..(64) .....Nov. 16
Western. A flood control bill is blocked until the opposition's own land faces a threat. Gene Autry, Smiley Burnette, Mary Carlisle. Director: George Sherman.

Sabotage..913..(69) .....Oct. 13
Action Drama. The aid of a group of aged veterans helps prove a young mechanic innocent of charges of sabotage in an airplane factory. Arleen Whelan, Gordon Oliver, Charley Grapewin, Lucien Littlefield. Director: Harold Young.

Saga of Death Valley..952..(58).....Nov. 22
Western with Music. A villain seeks to control a valley's water supply. Roy Rogers, George Hayes, Donald Barry, Frank M. Thomas. Director: Joe Kane.

South of the Border..941..(70).....Dec. 15
Western. Federal agents quell an uprising in Mexico. Gene Autry, Smiley Burnette, Mary Lee. Director: George Sherman.

Thou Shalt Not Kill..916..(64).....Dec. 27
Drama. An innocent lad awaits the death penalty, while a priest, unable to violate the sanctity of the confessional, uses his influence to get the real killer to confess. Charles Bickford, Owen Davis jr., Doris Day, Paul Guilfoyle. Director: John H. Auer.

Village Barn Dance..919..(74).....Jan. 30
Musical Comedy Drama. The small-town girl is won by the handsome newcomer who also succeeds in regenerating the village skinflint.

Richard Cromwell, Doris Day. Director: Frank MacDonald.

Wolf of New York, The..918..(69) ..... **Jan. 26**
Melodrama. A criminal lawyer becomes D. A. when a person he befriended is executed, though innocent. As D. A. he rounds up the guilty ones. Edmund Lowe, Rose Hobart, James Stephenson. Director: William McGann.

RKO Radio

Allegheny Uprising..006..(81) ..... **Nov. 10**
Outdoor Drama. The colonial government's fight to suppress illegal trading in rum and weapons with the Indians. Claire Trevor, John Wayne, George Sanders, Brian Donlevy. Director: William A. Seiter.

Escape to Paradise..945..(60) ..... **Dec. 22**
Drama with Music. A highly imaginative South American youngster aids in furthering a romance between a tourist and the daughter of a ranchero. Bobby Breen, Kent Taylor, Marcia Shelton. Director: Erle Kenton.

Everything's on Ice..946..(65) ..... **Oct. 6**
Musical. A six-year-old shows her talent on ice. Irene Dare, Roscoe Karns, Edgar Kennedy. Director: Erle C. Kenton.

Flying Deuces..010..(65) ..... **Nov. 3**
Comedy. Two foreign legionnaires inadvertently become heroes when they try to desert. Stan Laurel, Oliver Hardy, Jean Parker. Director: A. Edward Sutherland.

Hunchback of Notre Dame, The..015..(114) **Dec. 29**
Drama. Medieval horror melodrama of the gypsy girl who is saved from a Paris mob by the Hunchback. Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara. Director: William Dieterle.

Legion of the Lawless..082..(59) ..... **Jan. 5**
Western. A western lawyer rides into a frontier settlement in time to prevent a crooked element from gaining control of the town and selling out to the railroad. George O'Brien, Virginia Vale, Norman Willis. Director: David Howard.

Marines Fly High..018..(68) ..... **Feb. 2**
Action Drama. Marines, trapped in a Central American village, are rescued by one of their number. Richard Dix, Chester Morris, Lucille Ball, Steffi Duna. Director: Ben Stoloff.

Mexican Spitfire..016..(67) ..... **Jan. 12**
Comedy. A hilarious mixup occurs when a friend impersonates a visiting English lord to help save a contract for the spitfire's husband. Lupe Velez, Leon Errol, Donald Woods. Director: Leslie Goodwins.

Married and in Love..014..(60) ..... **Jan. 19**
Drama. A professor, married to a plain wife, meets his old college love and is forced to decide between the two women. Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson. Director: John Farrow.

Marshal of Mesa City, The..081..(61) ..... **Nov. 3**
Western. A marshal ends the domination of a crooked sheriff over a frontier town. George O'Brien, Virginia Vale. Director: David Howard.

Meet Dr. Christian..005..(63) ..... **Nov. 17**
Drama. Saving the mayor's daughter wins a small town doctor his long-sought hospital. Jean Hersholt, Dorothy Lovett, Paul Harvey. Director: Bernard Vorhaus.

Pinnochio..091..(80) ..... **Feb. 23**
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Reno..008..(73) ..... **Dec. 1**
Drama. How a young lawyer put Reno on the map. Richard Dix, Gail Patrick. Director: John Farrow.

Saint's Double Trouble, The..021..(67) .... **Jan. 26**
Melodrama. The Saint rounds up his double who had taken to diamond smuggling, embellished with murder. George Sanders, Helene Whitney, Bela Lugosi. Director: Jack Hively.

Sued for Libel..012..(65) ..... **Oct. 27**
Drama. False advice, broadcast, brings on a libel suit, until further research uncovers enough unpleasant facts to cause withdrawal of the suit. Kent Taylor, Linda Hayes, Lillian Bond. Director: Leslie Goodwins.

Swiss Family Robinson..019..(93) ..... **Feb. 16**
Adventure Drama. A family wrecked on an uninhabited island find peace thereon and decline to leave when the opportunity to do so appears. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

That's Right, You're Wrong..011..(90) .... **Nov. 24**
Musical. There's a razz for the film capital in this story of the band coming to make a picture. Kay Kyser, Adolphe Menjou, May Robson, Lucille Ball, Edward Everett Horton. Director: David Butler.

Three Sons..004..(72) ..... **Oct. 13**
Drama. A department store owner's dreams for his sons are changed by real life. Edward Ellis, J. Edward Bromberg, Virginia Vale, Robert Stanton. Director: Jack Hively.

Vigil in the Night..007..(94) ..... **Feb. 9**
Drama. A study of British hospitals, with a story of one sister paying for the other's fatal mistake. Carole Lombard, Brian Aherne, Ann Shirley. Director: George Stevens.

20th Century-Fox

Barricade..026..(71) ..... **Dec. 8**
Melodrama. A girl and a newspaperman battle death when caught in the U. S. consulate during the invasion of China.

Charlie Chan in the City of Darkness 021..(74) ..... **Dec. 1**
Mystery Melodrama. Murder during a Paris blackout engages Chan's attention. Sidney Toler, Lynn Bari, Harold Huber. Director: Herbert I. Leeds.

Cisco Kid and the Lady, The..012..(74) ... **Dec. 29**
Outdoor Drama. O. Henry's mythical caballero and badman, saves a baby and a gold mine. Cesar Romero, Marjorie Weaver, Robert Barrat. Director: Herbert I. Leeds.

City of Chance..027..(56) ..... **Jan. 12**
Drama. A Texas girl, star reporter on a metropolitan newspaper, is assigned to expose a gambling establishment, only to learn the owner is her girlhood sweetheart. Lynn Bari, C. Aubrey Smith, Donald Woods. Director: Ricardo Cortez.

Day-Time Wife..020..(72) ..... **Nov. 24**
Comedy Drama. Suspecting a love affair between her husband and his secretary, a wife turns the tables by taking a job as some other man's secretary. Tyrone Power, Linda Darnell, Warren William. Director: Gregory Ratoff.

Drums Along the Mohawk..015..(103) .. **Nov. 10**
Historical Drama. Mohawk Valley pioneers wrest homes from the wilderness during the Revolution. Claudette Colbert, Henry Fonda. Director: John Ford.

Escape, The..010..(60) ..... **Oct. 6**
Drama. A doctor traces the path to crime followed by a group of tenement kids he brought into the world. Edward Norris, June Gale, Frank Reichter, Amanda Duff, Henry Armetta, Kane Richmond. Director: Ricardo Cortez.

Everything Happens at Night..029..(77) .. **Dec. 22**
Comedy Drama. Intrigue and romance take to skiis in this story of a political refugee in Switzerland hounded by two American reporters who make love to his daughter. Sonja Henie, Ray Milland, Robert Cummings. Director: Irving Cummings.

First World War..Reissue..062..(78) ..... **Oct. 27**
Documentary. A symposium of chronological events of the World War. Bonny Powell, Russell Shields, Lou Lehr, Louis de Rochemont.

He Married His Wife..023..(83) ..... **Jan. 19**
Drama. A divorced husband tries to marry his ex-wife off to a former admirer to save himself alimony, but realizes he still loves his wife and marries her himself. Joel McCrea, Nancy Kelly, Roland Young. Director: Roy Del Ruth.

Heaven With a Barbed Wire Fence..019 (62) ..... **Nov. 3**
Drama. A ranch owner en route to Arizona and a Spanish refugee meet and marry to escape arrest. Jean Rogers, Raymond Walburn, Glenn Ford. Director: Ricardo Cortez.

High School..028..(74) ..... **Jan. 26**
Comedy. The cocky daughter of a wealthy rancher is reformed by her schoolmates. Jane Withers, Joe Brown jr. Director: George Nicholls jr.

Hollywood Cavalcade..007..(70) ..... **Oct. 13**
Musical. The development of motion pictures from custard pie days to sound. Alice Faye, Don Ameche, J. Edward Bromberg. Director: Irving Cummings.

Honeymoon's Over, The..024..(70) ..... **Dec. 15**
Comedy Drama. Tribulations of newlyweds who do not choose friends wisely. Stuart Erwin, Marjorie Weaver. Director: Eugene Forde.

Inspector Hornleigh on a Holiday..022..(77) **Dec. 1**
Comedy Melodrama. Inspector Hornleigh and his aide investigate an insurance racket involving the disappearance of corpses from a London hospital. Gordon Harker, Alastair Sim, Linden Travers. Director: Walter Forde.

Little Old New York..031..(100) ..... **Feb. 9**
Historical Melodrama. The daughter of his backer keeps her father interested in Robert Fulton's invention of the steamboat. When it is a success a lover's tangle is straightened out. Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce. Director: Henry King.

Man Who Wouldn't Talk..1030..(74) ..... **Feb. 2**
Drama. A man avenges his unjust court martial by the murder of a noted financier who framed an espionage charge against him. Lloyd Nolan, Jean Rogers. Director: David Burton.

Pack Up Your Troubles..014..(75) ..... **Oct. 20**
Comedy. Mule guardians in the U. S. cavalry wind up as heroes. Ritz Bros., Jane Withers. Director: H. Bruce Humberstone.

Road to Glory..061..(101)..Reissue ..... **Oct. 13**
War Drama. A captain loves a nurse who loves a lieutenant in the captain's army. Fredric March, Warner Baxter, June Lang, Lionel Barrymore. Director: Howard Hawks.

Shipyard Sally..018..(80) ..... **Oct. 20**
Comedy. A pub owner's daughter comes to be a fighting champion for the working class of England. Gracie Fields, Sydney Howard. Director: Monty Banks.

Swanee River..017..(84) ..... **Jan. 5**
Musical Drama. Based on the life of Stephen Foster; introduces his songs and shows in sequence how each was conceived and written. Don Ameche, Andrea Leeds, Al Jolson. Director: Sidney Lanfield.

Too Busy to Work..016..(65) ..... **Nov. 17**
Comedy. Pa Jones neglects his drug store to carry out his duties as Mayor; his wife neglects housework for the local stage. Jed Prouty, Spring Byington, Joan Davis. Director: Otto Brower.

20,000 Men a Year..013..(84) ..... **Oct. 27**
Action Drama. A reckless, old-time pilot starts training collegians to fly. Randolph Scott, Preston Foster, Margaret Lindsay. Director: Alfred E. Green.

Young as You Feel..032..(58) ..... **Feb. 16**
Comedy. Pa Jones tries retiring but finds it hard to enjoy himself and is glad to get back his drug store. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason. Director: Malcolm St. Clair.

United Artists

A Chump at Oxford..(63) ..... **Feb. 16**
Comedy. Two street cleaners are rewarded for apprehending a bank robber by being sent to college from where they are glad to get back to their jobs. Laurel and Hardy. Director: Alfred Goulding.

Eternally Yours..(95) ..... **Oct. 12**
Comedy. A bishop's daughter runs away with a magician on the eve of her marriage to a man she doesn't love. Loretta Young, David Niven. C. Aubrey Smith. Director: Tay Garnett.

Housekeeper's Daughter..(80) ..... **Oct. 26**
Comedy. The daughter of a housekeeper is helped out of involvement in a murder by the son of the household. Joan Bennett, Adolphe Menjou, John Hubbard, Peggy Wood. Director: Hal Roach.

Lion Has Wings, The..(76) ..... **Jan. 19**
Propaganda. The British raid on the Kiel canal highlights this depiction of the Royal Air Force's war activities. Merle Oberon, Ralph Richardson. Directors: Michael Powell, Brian Desmond Hurst, Adrian Brunel.

Of Mice and Men..(104) ..... **Jan. 12**
Drama. A social study focused on a dim-witted Samson, who occasions grief for the one friend who understands him. Burgess Meredith, Betty Field, Lon Chaney jr., Charles Bickford. Director: Lewis Milestone.

Raffles (71) ..... **Dec. 29**
Comedy Melodrama. The story of a man who couldn't resist stealing jewels and who gloried in outwitting the police. David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape. Director: Sam Wood.

Rebecca..(..) .....
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Slightly Honorable (formerly Send Another Coffin)..(83) ..... **Dec. 22**
Melodrama. A lawyer starts a one-man crusade against a racketeering highway bill, and clears up the case when he solves the murder of a big politician. Pat O'Brien, Ruth Terry, Claire Dodd, Edward Arnold. Director: Tay Garnett.

Universal

Big Guy, The..4016..(78) ..... **Nov. 24**
Melodrama. A warden has self-incriminating evidence that will save an innocent boy from execution. Victor McLaglen, Jackie Cooper. Director: Arthur Lubin.

Call a Messenger..4020..(65) ..... **Nov. 3**
Comedy Drama. The leader of a boys' gang picks a job in preference to reform school, and his friends follow. Billy Halop, Mary Carlisle, "Little Tough Guys." Director: Arthur Lubin.

Charlie McCarthy, Detective..(77) ..... **Dec. 22**
Comedy. Bergen and McCarthy are invited to

entertain guests at the home of a millionaire publisher, but find themselves with a murder mystery on their hands. Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Robert Cummings, Constance Moore. Director: Frank Tuttle.

Chip of the Flying U..4060..(55).....Nov. 24
Western. A foreign agent's cache of explosives is uncovered on a ranch. John Mack Brown, Bob Baker, Fuzzy Knight, Doris Weston. Director: Ralph Staub.

Danger on Wheels..4055..(60) .....Feb. 2
Action Drama. A racing driver wins the girl when he proves the value of her father's new motor on the track. Richard Arlen, Andy Devine, Peggy Moran. Director: Christy Cabanne.

Destry Rides Again..4002....(94).....Dec. 29
Action Drama. A saloon entertainer sacrifices her life to help the man representing the law. Marlene Dietrich, James Stewart, Brian Donlevy. Director: George Marshall.

First Love..3002..(84) .....Nov. 10
Comedy with Music. With the help of servants, a modern Cinderella is dressed for a ball where she meets Prince Charming. Deanna Durbin, Helen Parrish, Robert Stack, Eugene Pallette. Director: Henry Koster.

Green Hell..(87) .....Jan. 26
Drama. The thrilling experiences of an expedition party along the Amazon which faces hostile natives. Douglas Fairbanks jr., Joan Bennett, John Howard, Alan Hale. Director: James Whale.

Hero for a Day..4035..(66) .....Oct. 6
Comedy. A demonstration by an old grad that college spirit is more than just football. Anita Louise, Charley Grapewin, Dick Foran. Director: Harold Young.

Honeymoon Deferred..4038..(59) .....Feb. 16
Comedy Drama. An insurance detective solves the mysterious death of the head of his company. Edmund Lowe, Margaret Lindsay, Elisabeth Risdon. Director: Lew Landers.

Invisible Man Returns, The..(81).....Jan. 12
Mystery Melodrama. A fantastic tale of an innocent man, sentenced to hang, who is rendered invisible by a doctor and escapes prison to seek the real murderer. Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton. Director: Joe May.

Laugh It Off..4026..(63) .....Dec. 1
Musical. A show by a group of down-and-out showgirls saves a gambling friend's night club, ruined by a raid. Constance Moore, Johnny Downs, Cecil Cunningham, Edgar Kennedy. Director: Albert S. Rogell.

Legion of Lost Flyers..4053..(64).....Nov. 3
Melodrama. Blamed for an air crash, the aviator tracks down the villain and forces him to confess. Richard Arlen, Andy Devine, Ann Nagel, William Lundigan. Director: Christy Cabanne.

Little Accident..4019..(65) .....Oct. 27
Comedy. Baby Sandy wins a contest and "adopts" herself some new parents. Hugh Herbert, Baby Sandy, Florence Rice. Director: Charles Lamont.

Man From Montreal..4054..(60) .....Dec. 8
Action Drama. Hi-jackers frame a fur trapper but the Mounties save the day. Richard Arlen, Andy Devine, Kay Sutton. Director: Christy Cabanne.

Missing Evidence..4028..(64) .....Dec. 15
Melodrama. A counterfeit ring dealing in lottery tickets is smashed. Preston Foster, Irene Hervey, Chick Chandler. Director: Phil Rosen.

My Little Chickadee..(84) .....Feb. 9
Comedy. A series of evictions from towns out west ends for the heroine when she gets the bandits to return the loot gathered in coach holdups. Mae West, W. C. Fields, Joseph Calleia. Director: Edward Cline.

Oh, Johnny, How You Can Love..4021..(63).Jan. 5
Drama. A romance that started on a highway is continued after the young couple escape captivity by bandits. Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek. Director: Charles Lamont.

Oklahoma Frontier..4059..(58) .....Oct. 20
Western. Accused of murder, the hero escapes and with the aid of his sweetheart finds the real killer. John Mack Brown, Bob Baker, Anne Gwynne. Director: Ford Beebe.

One Hour to Live..4030..(59) .....Nov. 10
Action Drama. An inspector tracking a big-shot gangster finds the police commissioner involved. Charles Bickford, Doris Nolan, John Litel. Director: Harold Schuster.

Tower of London..4012..(94).....Nov. 17
Melodrama. The scheming brother of a usurper is kept from the throne when the exiled king is aided to effect a restoration. Basil Rathbone, Boris Karloff, John Sutton, Barbara O'Neill. Director: Rowland V. Lee.

Tropic Fury..4052..(63) .....Oct. 13
Drama. A native revolt on a rubber plantation breaks the yoke of slavery a dictator has put on them. Richard Arlen, Andy Devine, Beverly Roberts. Director: Christy Cabanne.

West of Carson City (formerly Galloping Kid)
4061..(55) .....Jan. 19
Western. Law and order are restored to a western town after a crooked gambler and his gang are captured. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran. Director: Ray Taylor.

Witness Vanishes, The..4027..(66) .....Sept. 22
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Warner Bros.

British Intelligence..416..(60) .....Jan. 20
Melodrama. A spy story climaxed by bombs and an air raid. Margaret Lindsay, Boris Karloff. Director: William Clemens.

Brother Rat and a Baby..406..(87).....Jan. 13
Comedy. A pal only succeeds in muddling the chances his friend has of heading the college football team. Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris. Director: Ray Enright.

Calling Philo Vance..420..(62) .....Feb. 3
Mystery Drama. The stealing of airplane plans by foreign agents is uncovered. James Stephenson, Margot Stevenson. Director: William Clemens.

Castle on the Hudson..(77) .....Feb. 17
Melodrama. A gangster doesn't let down a warden who believes in the honor system. John Garfield, Ann Sheridan, Burgess Meredith, Pat O'Brien. Director: Anatole Litvak.

Dead End Kids on Dress Parade..413..(62).Nov. 18
Comedy Drama. The Dead End Kids at Military school. Billy Halop, Bobby Jordan, Leo Gorcey, John Litel. Director: William Clemens.

Granny Get Your Gun..421..(60).....Feb. 10
Comedy Drama. A pioneer tracks down the guilty gambler when her grand-daughter is hauled into court on a murder charge. May Robson, Harry Davenport, Margot Stevenson. Director: George Amy.

Invisible Stripes..408..(75) .....Dec. 30
Melodrama. An ex-convict tries to make things easier for his younger brother, but gets shot when he double crosses his gang to save the boy from prison. George Raft, Jane Bryan, Humphrey Bogart, William Holden. Director: Lloyd Bacon.

Kid Nightingale..411..(58) .....Nov. 4
Comedy Drama. A prizefighter launches his musical career after winning the championship. John Payne, Jane Wyman, Walter Catlett. Director: George Amy.

Pride of the Bluegrass..418..(65).....Oct. 7
Melodrama. A blind horse is taught to jump by signals and emerges a winner. Edith Fellows, James McCallion. Director: William McGann.

◎Private Lives of Elizabeth and Essex
402..(100) .....Nov. 11
Drama. A characterization of England's most famous queen. Bette Davis, Errol Flynn, Olivia de Havilland. Director: Michael Curtiz.

Roaring Twenties..403..(104).....Oct. 28
Drama. The hectic period between the end of the World War and the collapse of the financial bubble in 1929. James Cagney, Priscilla Lane. Director: Raoul Walsh.

State Rights

Bad Boy..(66) .....Gateway
Melodrama. A small town boy becomes a big time racketeer only to meet the fate of all racketeers. Johnny Downs, Rosalind Keith, Helen MacKellar. Director: Herbert Mayer. 1-40

Black Eyes..(72) .....Alliance
Drama. A waiter rears his daughter to believe that he is a business man, so she can be brought up in luxury. Mary Maguire, Otto Kruger, Walter Rilla, John Wood. Director: Herbert Brenon. 1-40

Bombs Over London..(78).....Film Alliance
Melodrama. Wireless-controlled planes raid London while the enemy is in the midst of a false peace conference. Charles Farrell, Fritz Kortner, Margaret Vyner. Directors: Roger Macdougal and Alexander MacKendrick. 10-39

Buried Alive..(62) .....Nov. 6..P-D-C
Melodrama. A hoax execution of an innocent man makes the guilty man confess. Beverly Roberts, Robert Wilcox, Peter Lynn. Director: Victor Halperin. 11-39

Challenge, The..(65).....Film Alliance
Outdoor Drama. A mountain-climbing race between an English and an Italian party. Robert Douglas, Luis Trenker, Joan Gardner. Director: Milton Rosmer. 10-39

Death Rides the Range..(58).....Colony
Western. Investigating an expedition that is masking espionage activities, Maynard and his pals also clean up a range war and save a helium supply. Ken Maynard, Fay McKenzie. Director: Sam Newfield. 2-40

Demon Barber of Fleet St...(66).....Select
Melodrama. Flashback tale of a waterfront barber who lured customers from English ships and murdered them for their belongings. Tod Slaughter, Bruce Seton, Stella Rho. Director: George King. 10-39

First Film Concert, The..(52).....World..Nov. 1
Mixed Concert. A series of recitals on the music of the masters. Alfred Cortot, Gregor Piatigorsky. 12-39

Flaming Lead..(57) .....Colony
Western. Aid comes to a girl ranch owner who is combating rustlers. Ken Maynard, Eleanor Stewart. Director: Sam Newfield. 12-39

Goose Step..(90).....Oct. 15..P-D-C
Drama. A brave German organizes anti-Nazi forces. Roland Drew, Steffi Duna. Director: Sherman Scott. 12-39

Headleys at Home, The..(60).....Standard
Comedy Drama. A hired impersonator turns out to be a bank robber, embarrassing friend wife to no end. Grant Mitchell, Evelyn Venable, Benny Rubin, Vince Barnett. Director: Chris Beute. 11-39

Hell's Angels..reissue..(100) .....Astor
Action Drama. Air battles in the World War intersperse the romance. Ben Lyon, James Hall, Jean Harlow. 2-40

I Met a Murderer..(80).....York
Drama. A young farmer murders his nagging wife and becomes a hunted man. James Mason, Pamela Kellino. Director: Roy Kellino. 10-39

Ireland's Border Line..(65).....Regal
Comedy. An itinerant encounters a man and woman crook somewhere between northern and southern Ireland. Jimmy O'Dea, Myrette Morven. Director: Harry O'Donovan. 12-39

Invisible Killer, The..(61) .....Nov. 14..P-D-C
Drama. The town's leading reformer faces a murder charge. Grace Bradley, Roland Drew, Alex Callam, Frank Coletti. Director: Sherman Scott. 12-39

Keep Punching..(81)..M-C Pictures.....Dec. 15
All-Negro Drama. A lad seeking a fighting career in the big city, meets an old friend. The "friend" tries to poison his drink but someone else gets the drink and the lad wins. Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee. Director: John Clein. 1-40

Mercy Plane..(..) .....P-D-C
Drama. The pilot who was to fly the "Mercy Plane" which was stolen, sends out a false S. O. S. to trap the man suspected of stealing planes and selling them to a foreign government. James Dunn, Frances Gifford, William Pawley. Director: Richard Harlan. 1-40

Mesquite Buckaroo..(59) .....Metropolitan
Western. A bronc-riding cowboy escapes kidnapers and reaches the rodeo in time to win. Bob Steele, Carolyn Curtis, Frank LaRue. 11-39

Mill on the Floss, The..(80).....Standard
Drama. Tragedy follows the antagonism between two families. Geraldine Fitzgerald, Frank Lawton. Director: Tim Whelan. 12-39

Mystic Circle Murder..(69).....Merit
Melodrama. A newspaperman saves his girl from a phoney medium about to rob her. Betty Compson, Robert Fiske. 11-39

North Sea Patrol..(65) .....Alliance Films
Drama. The Royal Navy waylays a band of spys through the commander of a destroyer. Geoffrey Toone, Judy Kelly, Clifford Evans. 2-40

One Dark Night..(Negro)..(81).....Sack
Comedy with Music. The lazy head of a family leaves after a dispute, but discovers a mine out west and returns to establish himself in a night club. Manton Moreland, Betty Treadville. Director: Leo C. Popkin. 1-40

One Night in Paris..(74) .....Alliance
British Mystery Drama. A French producer is murdered on the opening night of his play. The murder is solved before the play closes. John Lodge, Judy Kelly, Hugh Williams. Director: Walter Summers. 1-40

Pocomania..(65) .....Dec. 1..Lenwal
All-Negro Drama. Filmed on the island of Jamaica, the plot deals with a jealous girl, who uses voodooism to gain control of land left to her sister by their father. Sisterly love reunites the two. Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington. Director: Arthur Leonard. 1-40

Port of Hate..(57) .....Metropolitan
Melodrama. Two discoverers of a pearl bed pro-

tect the secret from raiders. Polly Ann Young, Kenneth Harlan. Director: Harry S. Webb. 9-39

Return of the Frog..(70) ..... **Select**
Melodrama. The Frog and his henchmen return to terrorize London. Gordon Harker, Hartley Power, Rene Ray. Director: Maurice Elvey. 10-39

Riders of the Sage..(53) ..... **Metropolitan**
Western. A range war, with the sheep men trying to rout the cattle men. Bob Steele, Claire Rochelle, Ralph Hoopes. 1-40

Second Bureau..(60) ..... **Film Alliance**
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Songs and Saddles..(67) ..... **Alexander**
Western. A cowboy hides his friend, a ranch owner, and then rounds up the gang who believe their attempt to kill the rancher was successful. Gene Austin, Lynne Berkley. Director: Harry Fraser. 1-40

Spies of the Air..(78) ..... **Alliance**
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight Shooter..(54) ..... **Principal**
Western. Concealed bonds are recovered for the heroine. Tim McCoy, Julie Sheldon. Director: Sam Newfield. 1-40

Straight to Heaven..(56) ..... **Domino**
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Taku..(48) ..... **Norman Dawn**
Nature Drama. The gold-mining country of Alaska as seen through the eyes of an old prospector. Amateur cast. Director: Norman Dawn. 10-39

Timberland Terror..(75) ..... **Hoffberg**
Melodrama. A lifeguard saves the heroine and her father's timber business. Shirley Ann Richards, Frank Leighton. Director: Ken G. Hall.

Torpedoed!..(66) ..... **Film Alliance**
Melodrama. British naval diplomats quell a Latin revolution when a ship is attacked. H. B. Warner, Robert Douglas, Richard Cromwell. 10-39

Torture Ship..(57) ..... **Oct. 22 P-D-C**
Melodrama. Criminals aboard ship mutiny in fear of becoming scientific experiments. Irving Pichel, Jacqueline Wells, Lyle Talbot. Director: Victor Halperin. 11-39

Treachery on the High Seas..(68) ..... **Times**
Melodrama. Jewel thieves are after a ruby necklace on a trans-Atlantic liner. Ben Lyon, Bebe Daniels. 10-39

Trigger Fingers..(55) ..... **Victory**
Western. A G-man tracks down the rustlers. Tim McCoy, Ben Corbett, Joyce Bryant.

When Germany Surrendered..(70) ..... **A. L. Rule**
Documentary. An appeal for peace. Scenes of the battlefronts and submarine warfare of the World War. 11-39

Why This War..(70) ..... **Jewel**
Documentary indicting the war-makers. Compiled by Samuel Cummins. 11-39

Foreign Dialogue

A Brivele Der Mamen (A Letter to Mother)..(106) ..... **Sphinx**
Drama. Disintegration of a family of Jews, who, one by one, leave Poland for America. Lucy Gehrman, Alexander Stein, Max Bozyk. Producer: Greenfilm, Warsaw. 10-39

A People Eternal..(65) ..... **Six Star**
Drama. Mystical interpretation of the Messiah's plea for salvation. English subtitles. Conrad Veidt, Peggy Ashcroft, Basil Gill. Director: Maurice Elvey. 12-39

Affair Laffont, The..(90) ..... **Trans-Atlantic**
Drama. A married woman shoots her sister whose illegitimate child she has raised, when a blackmailing father arrives and the mother is about to tell all. Corinne Luchaire. Director: Leonid Moguy. 11-39

Betrayal..(80) ..... **World**
Historical Drama. The love of Catherine the Great for the treacherous Count Orloff. Annie Vernay, Pierre Richard-Willm. Director: Fedor Ozep. 10-39

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Citadel of Silence, The..(French) (91) ..... **Film Alliance**
Drama. A Polish patriot marries a Russian prison commandant to be near her imprisoned lover and later to inspire mutiny. Annabella, Pierre Renoir. Director: Marcel L'Herbier. 2-40

End of a Day, The..(94) ..... **Juno Films**
Drama. Actors at the twilight of their careers. Victor Francen, Louis Jouvet, Michel Simon. Director: Julien Duvivier. 10-39

Entente Cordiale..(French)..(90) ..... **Concord**
Drama. The alliance between two traditional enemies, England and France, that came at the turn of the century. Victor Francen, Gaby Morlay. Director: Marcel L'Herbier. 1-40

Golden Key, The..(70)..(Russian) Amkino ..... **Dec. 25**
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Hatred..(..) ..... **World**
Drama. A story of the sea. (In French, with English titles). Harry Baur.

Katia..(French)..(78) ..... **Mayer-Burstyn**
Drama. A marriage of love for Alexander II of Russia nearly alters his country's course, when assassination ends all. Danielle Darrieux, John Loder. Director: Maurice Tourneur. 2-40

L'Alibi..(82)..(Foreign Dialogue) ..... **Columbia**
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Spanish) ..... **UA**
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Life of Tchaikowsky, The (Es War Eine Rauschende Ballnacht)..(93) ..... **UFA-Carl Froelich..Nov. 1939**
Music Drama. The composer's struggle for recognition. English sub-titles. Zarah Leander, Aribert Wascher, Hans Stowe. 12-39

Light Ahead, The..(108) ..... **Carmel**
Drama. Romance spurs a blind girl and a crippled bath attendant to combat the smugness and superstition of the townsfolk. Isidore Casher, Helen Beverly. Director: Edgar Ulmer 10-39

Louise..(French)..(72) ..... **Mayer-Burstyn**
Music Drama. In the period of 1900 a girl runs off to Paris with a composer. The opera integrates the story. Grace Moore, Georges Thill. 2-40

Love in Old Naples..(Italian)..(99) ..... **Esperia**
Musical Drama. A story of unrequited love and the dutiful attention of relatives. Emma Grammatica, Vittorio De Sica. 2-40

Mademoiselle Ma Mere..(78) ..... **J. H. Hoffberg**
Farce Comedy. Annulment follows the marriage of a young woman and an elderly man when she runs off with her stepson. Danielle Darrieux, Marcel Simon. Director: Henri Decoin. 10-39

Marseillaise..(79) ..... **World..Nov. 3**
Historical Drama. Early days of the French Republic. Pierre Renoir, Lise Delamare, Louis Jouvet. Director: Jean Renoir. 12-39

Mirele Efros..(87) ..... **Credo**
Drama. A daughter-in-law versus mother-in-law ends at the bar mitzvah of a grandson. Berta Gersten, Michael Rosenberg, Ruth Elbaum. Director: Josef Berne. 11-39

On His Own..(96) ..... **Amkino**
Drama. A screen biography of Maxim Gorki as his adult life begins. Alexi Lyarsky. Director: Mark Donskoi. 10-39

Port of Shadows..(68) ..... **Film Alliance**
Drama. Romance of an army deserter and girl escaping her foster-father ends in tragedy when the former is killed by a gangster. Jean Gabin, Michele Morgan. Director: Michael Carne. 11-39

Rasputin..(93) ..... **Concord**
Drama. The influential monk's notorious activities. Harry Baur. Director: Marcel L'Herbier. 11-39

Scipione L'Africano..(155) ..... **Esperia**
Historical Drama. The conquest of Carthage by the Romans. Isa Miranda and Italian cast. Director: Carmine Gallone. 10-39

Shors..(Russian)..(92) ..... **Amkino**
Historical Drama. The idealism that spurred the conquest of the Ukraine in 1917-19. Director: Alexander Dovzhenko. 2-40

Tevya..(Yiddish)..(93) ..... **Maymon**
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

That They May Live (J'Accuse) (78) ..... **Mayer-Burstyn**
Drama. Fantasy of dead comrades aiding a war veteran to fight for peace. Victor Francen. Director: Abel Gance. 12-39

We Two..(Swedish)..(89) ..... **Scandinavian**
Drama. A husband becomes involved in a flirtation with his friend's wife, but when his wife has a baby, happiness wipes clean the slate. Sture Lagerwall, Signe Hasso. 1-40

In The Making

METRO

One Was Beautiful—Jean Muir, Robert Cummings, Laraine Day, Billie Burke. Director: Robert Sinclair. Producer: Frederic Stephani. **(Starting)**

MONOGRAM

Midnight Limited—John King, Marjorie Reynolds, Edward Keane, George Cleveland. Director: Howard Bretherton. Producer: T. R. Williams. Original Screenplay: C. B. Williams, Harrison Carter. **(Starting)**

REPUBLIC

Rancho Grande—Gene Autry, Smiley Burnette, June Storey, Dick Hogan, Rex Lease. Director: Frank McDonald. Producer: William Berke. Screenplay: Betty Burbridge, Peter Milne. **(Completed)**

RKO RADIO

The Saint Takes Over—George Sanders, Wendy Barrie, Paul Guilfoyle, Roland Drew. Director: Jack Hively. Producer: Howard Benedict. Original: Leslie Charteris. **(Starting)**

20TH-FOX

Viva Cisco Kid—Cesar Romero, Jean Rogers, Chris-Pin Martin, Minor Watson. Director: Norman Foster. Producer: John Stone. **(Completed)**

UNIVERSAL

La Conga Nights—Hugh Herbert. Director: Lew Landers. Producer: Ken Goldsmith. Screenplay: Paul Gerard Smith. **(Starting)**

WARNER-FN

An Angel From Texas—Eddie Albert, Wayne Morris, Rosemary Lane, Jane Wyman, Ronald Reagan, Ruth Terry. Director: Ray Enright. Producer: Robert Fellows. Screenplay: Wally Klein, Bertram Milhauser, Fred Niblo jr. **(Starting)**

Saturday's Children—John Garfield, Claude Rains, Anne Shirley, Frank McHugh. Director: William Keighley. Producer: Henry Blanke. Screenplay: Julius and Philip Epstein. **(Completed)**

Clearing House

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

WANTED—Complete Powers projectors or heads, 6A's or 6B's. Also lamps, rectifiers, or what have you. B-1216, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

EXCELLENT USED EQUIPMENT—Two blowers 15 to 30,000 CFM. Pair Powers 6B with sound, excellent condition. Generator and pair reflectors with bulbs. Prices are right. WESTERN THEATRE SUPPLY CO., Omaha, Neb.

BOX OFFICE SIGN—With changeable clock, 11x14; 60c postpaid. C. F. BLUMENTHAL, 2909 Newkirk, Brooklyn, N. Y.

BUY YOUR THEATRE EQUIPMENT on easy time payments at S.O.S.! Buy projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

SWAMPED WITH ORDERS from our Jubilee Sale catalog—They all ask how we do it. Hurry—write for your copy and save real cash! S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

TWO REBUILT SIMPLEX PROJECTORS—Lamps and rectifiers, RCA sound heads, $725.00. Free trial; write for information. VIRGIL CASE, 4619 S. Ashland Ave., Chicago.

FOR SALE—Theatre equipment; two Simplex projectors; amplifier, chairs, other fixtures. Write Lock Box 7, Onaway, Mich.

PORTABLE METAL BOOTH in sections; cost $125.00, sacrifice $48.00. TIVOLI THEATRE, LeRoy, Minn.

FOR SALE—Complete theatre equipment, including high grade sound; in theatre now operating. Will sell for balance due, or theatre can be leased; also equipment. Address H. P. M., 808 S. Main St., Lima, Ohio.

FULL BOOTH EQUIPMENT—Simplex projectors, Brenkert lamps, rectifiers, sound, rewind, cabinet, screen. Reasonable price. We will install. C. J. BROWN, 841 Beech St., Detroit.

TWO SIMPLEX ACME PROJECTORS—Arc lamps, 2,000 foot magazines, RCA sound, extra supplies bargain. WALLACE, 411 West 45th St., New York City.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

YOU CAN RESEAT NOW at prices fitting your purse! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

HELP WANTED

WANTED—Experienced operators to book circuit of town in their neighboring towns. We rent 16mm Victor machines and films weekly to responsible parties with proper references. If you are hustler and reliable, you can have a business of your own the year around. MERTZ AMUSEMENTS, Virginia, Ill.

RELIABLE MEN to handle games in each film exchange. Commission only. Must be acquainted with owners and managers. Write brief summary of past employment reference. STANLEY GAMES, INC., 127 North Fifth St., Philadelphia, Pa.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES WANTED

THEATRE WANTED—Within 200 miles of Chicago, 400 to 900 seats. B-1213, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE FINANCING

WILL FINANCE new theatres for responsible theatre operators and owners. R. LEVINE & COMPANY, 1235 S. Wabash, Chicago, Ill.

POSITIONS WANTED

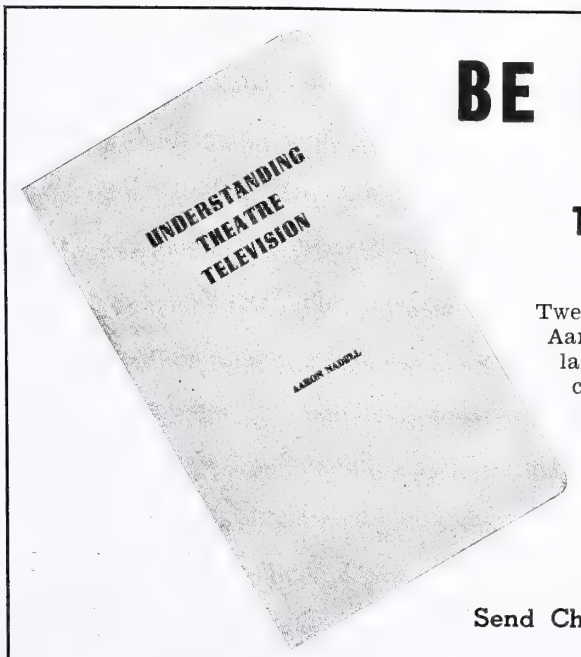
PROJECTIONIST — Experienced; do show card lettering. References. BEHRENS, 902 N. Eighth, Sheboygan, Wis.

MANAGER OR PUBLICITY MAN—Really must have something on the ball in order to stay 9 years in one spot for Warner Bros. Plenty references; hustler; reliable; produce results; can and will take orders; will go anywhere. FRED REETHS, 704 Broughton Drive, Sheboygan, Wis.

THEATRE MANAGER—Thoroughly experienced; highly recommended. Will manage your theatre, salary or percentage; go anywhere. Box 148, Coral Gables, Fla.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.



BE PREPARED!

"UNDERSTANDING THEATRE TELEVISION"

ONLY $1.00

Twenty thousand word book by Aaron Nadell explains in simple language: synchronizing impulse circuits—cathode ray tubes—mechanical scanning—projecting 30 frames a second from standard film running at standard speed—complete theatre television installations. Illustrated and indexed, 69 pages—ONLY $1.00

Send Check or Money Order to

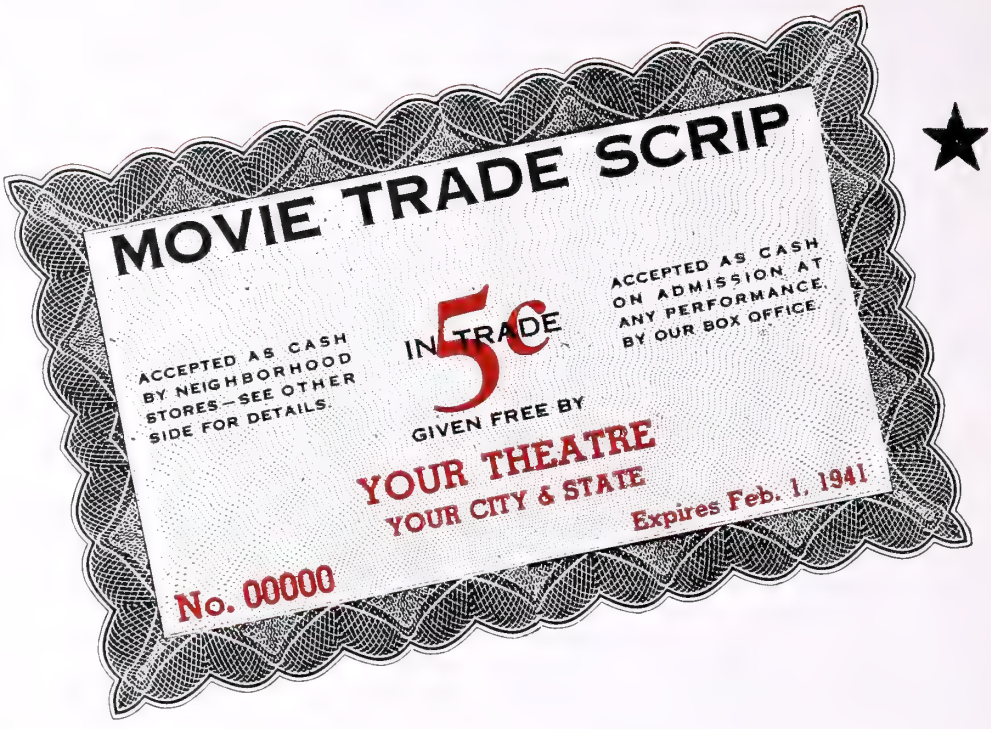
ASSOCIATED PUBLICATIONS

4804 E. 9th St. Kansas City, Mo.

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

DON'T PLAY TO EMPTY SEATS

when



★

Is GUARANTEED to Fill Them

Movie Trade Scrip has been approved by Showmen of national reputation and is licensed on an exclusive basis only . . . and . . . is FULLY GUARANTEED to produce results to your satisfaction or YOUR MONEY BACK.

Write at once for full details

MOVIE TRADE SCRIP CORPORATION

(Kirk & Haysler Enterprises, Inc.)

Kansas City, Missouri

★ *Available Only to Exhibitors in Areas Not Yet Licensed*

The Pulse of the Motion Picture Industry

BOXOFFICE

In Two Sections — Section One
FEBRUARY 24, 1940
Application for Second Class Matter is pending at Postoffice at Kansas City, Mo.
NATIONAL EDITION

A Gold Mine of Practical Information

Barometer

Section Two of This Issue

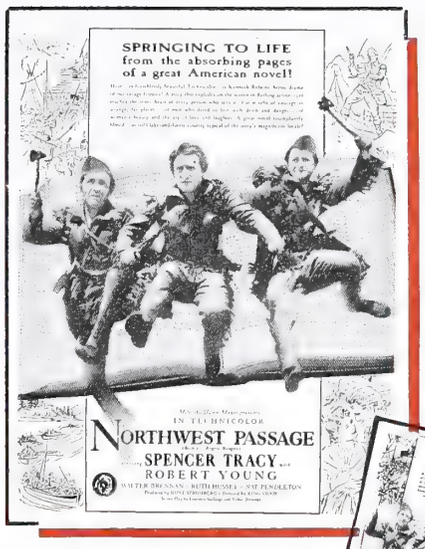
Northwest Passage



THE SHOT HEARD 'ROUND THE WORLD!











Miniature Reproductions of

THE BIG MAGAZINE AND NEWSPAPER CAMPAIGN!

SATURDAY EVENING POST • COLLIER'S
LIBERTY • AMERICAN • COSMOPOLITAN
DETROIT FREE PRESS • AMERICAN BOY
RED BOOK • TIME • AMERICAN WEEKLY
(NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 21 Big City Newspapers: Albany Times-Union, Atlanta Journal, Baltimore American, Boston Sunday Advertiser, Buffalo Courier Express, Chicago Herald-American, Cleveland Plain Dealer, Detroit Times, Houston Post, Los Angeles Examiner, Milwaukee Sentinel, Minneapolis Star-Journal, Nashville Tennessean, New York Journal-American, Pittsburgh Sun-Telegraph, Portland Oregonian, San Antonio Light, San Francisco Examiner, Seattle Post-Intelligencer, Syracuse Herald-American, Washington, D. C., Times Herald).

N. Y. SUNDAY NEWS MAGAZINE
N. Y. SUNDAY MIRROR MAGAZINE
BOYS' LIFE • OPEN ROAD FOR BOYS
THIS WEEK *(NATIONAL SUNDAY NEWSPAPER SUPPLEMENT Appearing in these 25 Big City Newspapers:* Atlanta Constitution, Baltimore Sun, Birmingham News & Age Herald, Boston Herald, Chicago Daily News, Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News, Detroit News, Indianapolis Star, Los Angeles Times, Memphis Commercial Appeal, Milwaukee Journal, Minneapolis Tribune, New Orleans Item-Tribune, New York Herald Tribune, Omaha World-Herald, Philadelphia Record, Pittsburgh Press, Portland (Oregon) Journal, St. Louis Globe-Democrat, San Francisco Chronicle, Seattle Times, Spokane Spokesman-Review, Washington Star).

NATIONALLY ADVERTISED!
NATIONALLY PUBLICIZED!

The important Technicolor Production of The Year's Best Selling Novel by Kenneth Roberts starring the Incomparable...

Spencer Tracy

PRODUCED BY HUNT STROMBERG
DIRECTED BY KING VIDOR

mgm

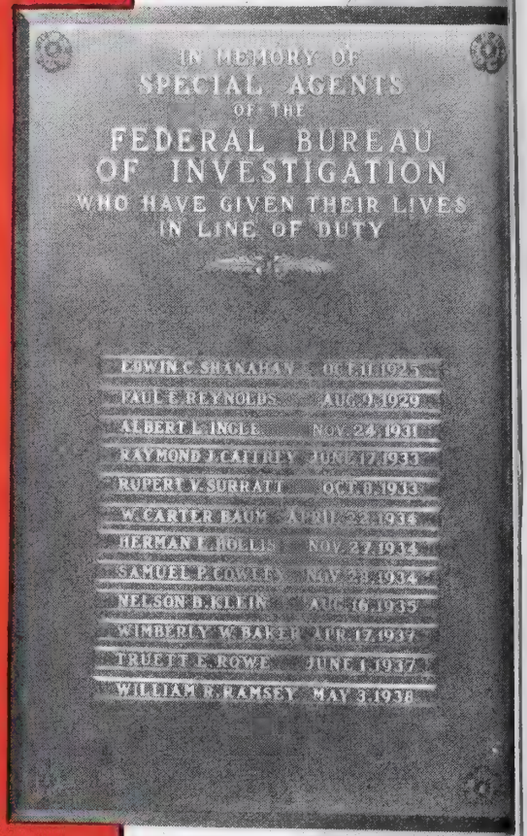
PRE-SOLD BY *EVERY* DAY'S HEADLINES!

TIMELIEST SHORT EVER MADE !

Inside The

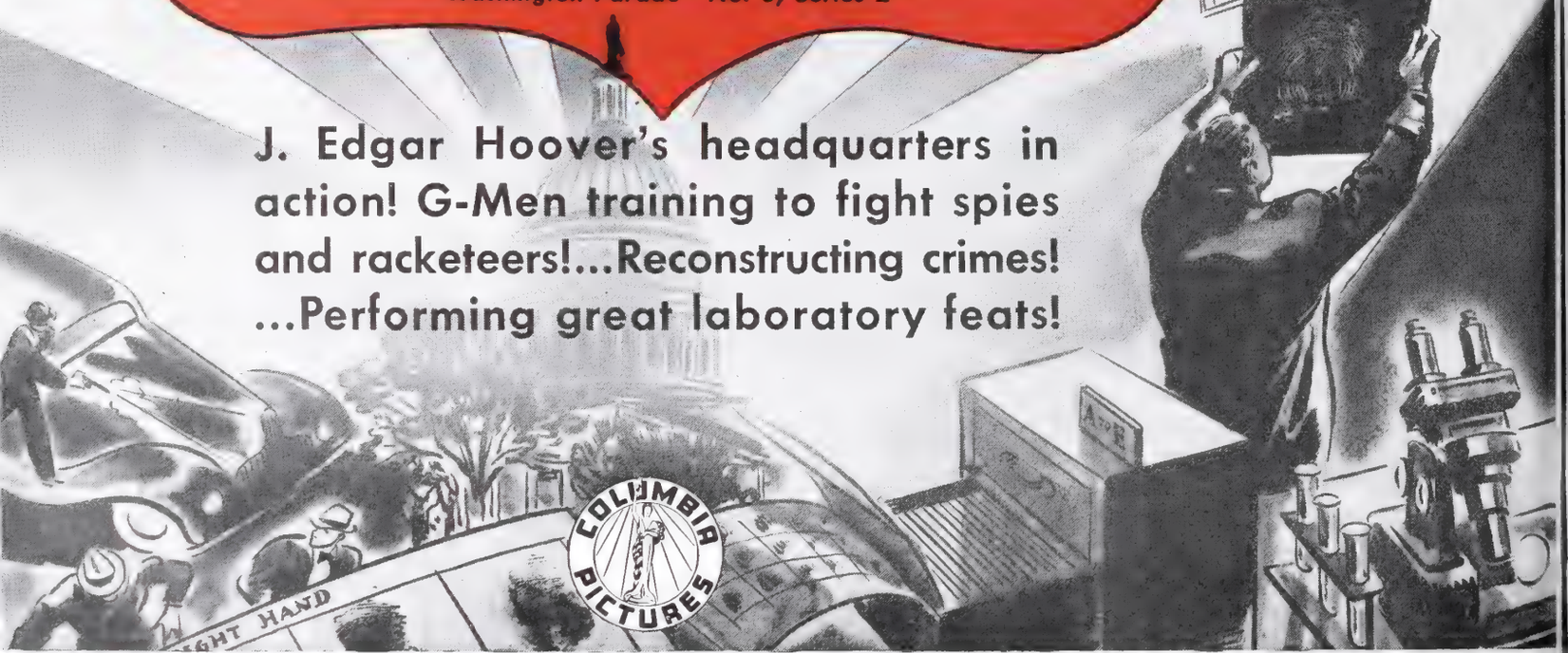
FEDERAL BUREAU OF INVESTIGATION

"Washington Parade" No. 3, Series 2



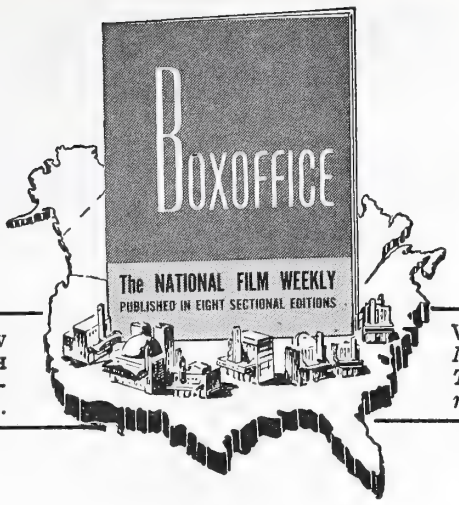
A COLUMBIA SHORT-SUBJECT PRESENTATION

J. Edgar Hoover's headquarters in action! G-Men training to fight spies and racketeers!...Reconstructing crimes! ...Performing great laboratory feats!



A REEL MADE FOR MARQUEE BILLING! BOOK IT *NOW!*

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 14
February 24, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

MR. DIES: TIN HORN CRUSADER

MARTIN DIES, that Great American who pillories individuals and industries on hearsay in strictest conformity with the un-American way, finally turns to Hollywood. As planned.

Heading his army of words, with flanking movements to come, is a series of articles in "Liberty." In several down and more to go, the congressman from Texas indulges in matters sundry. Most of them funnel through to a fancy rearrangement of accepted geography by way of emphasizing Hollywood is now a suburb of Moscow, thereby upsetting matters considerably and taking a perfectly awful chance with the Los Angeles Chamber of Commerce.

Having so done, via the glittering generality route over which Dies travels back and forth without detour, the congressman from Texas still has available that handy and hardy perennial about Moscow gold. To the amusement he provides, it would add a final ludicrous touch to suggest the Mayers, the Zanucks, the Selznicks and the Goldwyns are drawing their funds from Stalin, Molotoff and Dimitroff and not Aldrich, Gibson and Giannini. Why not? Facts don't cut any ice anyway. Not with Dies.

He is a devout follower of that very old trick wherein you call your opponents names, present a case circumspectly conditioned by logic and reason and very shy indeed on common sense and fair play, then hide behind official immunity. It's a shabby technique at best. At worst, the language best describing it runs afoul of the postal laws.

For instance. Dies was tendered a luncheon by producers in Hollywood. "I noticed the left wing actors and screen writers were conspicuously absent," he writes. Who are, or were, they? What proof any or all are, or were, left wingers? Names and proof are significantly absent. Significantly present, however, is the flat assumption radical actors and writers are factually existent. Where is that fundamental in the American system which assumes a person innocent until proven otherwise?

Because producers present allegedly told him—Samuel Goldwyn formally denies he did—they thought the great danger was Fascism and Nazism, Dies "left the conference with a strong impression Hollywood had been completely duped by the Communists." How and why? Only Dies knows.

After wading through the dubious morass of vague suppositions, the un-American congressman from Texas labels forty-two or forty-three studio personalities as Communists, fellow travelers or sympathizers. In not one instance does this tin horn, political crusader, armed with a congressional lance, mention a name. Thereby does he at once make suspect all the men and women employed in Hollywood, convert into complete fools their employing producers and falsify an entire industry in the court of public opinion.

Turning specific, he states, "I was also convinced that the Communist influence was responsible for the subtle and very effective propaganda which appeared in such films as 'Juarez,' 'Blockade' and 'Fury'." Again Dies fails to explain how or why.

The Legion of Decency gave "Juarez" its highest rating. The "New York American," a Hearst newspaper, found it "a memorable portrait of a humbly-born leader who modeled himself on Abraham Lincoln and whose sole object was the freedom of his people."

The Legion of Decency did not exclude "Blockade" from its list, but placed it in a special classification, reading "many people will regard this picture as containing foreign political propaganda in favor of one side in the present unfortunate struggle in Spain." The "New York Journal-American" thought it "a dramatized preachment against warfare."

The Legion of Decency catalogued "Fury" in Class A. Again, the "Journal American" viewed it as "a breathless, turbulent document, devoid of weasel words or shadow-boxing motion and striking straight and hard at the malignant menace which it assails."

Dies says they contained Communistic propaganda. The Church and Hearst do not; in fact, there is much, if not complete, praise. But by Dies' reasoning, it is feasible to conclude both the Church and Hearst are Communists, fellow travelers or sympathizers, which is an extraordinary theory to pose. Yet it fits neatly and logically into the illogical type of Dies' reasoning, makes the man absurd in his approach and his loosely contrived presentation in "Liberty" completely ridiculous.

If the congressman from Texas has anything un-American to expose, let him reveal it. A handful of radicals, if so proven, cannot wreck this industry. Veiled innuendoes can hurt it. Meanwhile and interesting to observe is Dorothy Thompson's comment: " . . . the Dies committee might easily develop into a political police, into our own little Gestapo . . . Honest radicals have an honest function. There is plenty rotten in Denmark and, if everybody who gets indignant about it is gagged, how are the complacent to be awakened?"

This makes it increasingly difficult for Dies. Now on his hands are the conservative "New York Herald-Tribune" and the conservative newspapers which publish the conservative Thompson column. They comprise a witch hunt right up his alley and give Hollywood plenty of company.

Kann

ATLAS, ACTING FOR RKO, REVIVES EFFORTS TO BUY K-A-O CONTROL FROM MEEHAN GROUP

Both Sides Reputedly Far From Accord; Cash Is Seen As Spur to RKO

NEW YORK—Atlas interests, proponents of the RKO reorganization plan, are understood to have approached M. J. Meehan and his associates in a revived effort to secure control of KAO.

Numerous talks are said to have been held, but both sides are reputedly far apart in trying to work out a formula for transferring the stock. One report has it Atlas has offered a block of new RKO stock for Meehan's KAO holdings. Another report is that Meehan has asked $100 per share, plus dividends in arrears which amount to approximately $20 a share on the preferred.

RKO owns 99 per cent of the KAO common. Of the 64,304 outstanding preferred, Meehan is said to control approximately 30,000 shares while RKO holds 21,674. The preferred has been selling on the market for about $95.

One, if not the prime, reason for RKO's desire to secure control of KAO is to have made available several millions in cash which then could be furnished to RKO for production and other purposes. Under the RKO reorganization plan, the new company can issue additional stock, approximately $3,000,000 worth, which would have certain preferential rights over the present stock.

$3,000,000 in Reserve

While RKO has the right to issue shares to a total of $3,000,000, it is stated the reserve in KAO amounts to that much or more. This would become available in cash for whatever purpose the RKO parent company determined.

KAO pays $7 a year on the preferred and has met this for a number of years. Recently, the company declared an additional $3 to $4 on the back dividends, but even at that it is stated the reserve which would benefit RKO, if control switched, is enormous.

KAO controls all RKO theatres but the Proctor and western circuit. It also has an interest in RKO's Cleveland and Cincinnati houses. The RKO Midwest and RKO Proctor corporations are controlled by RKO and are subject to bond indentures. This means that profits are not available to stockholders because of bond restrictions.

According to some RKO interests, negotiating for acquiring KAO control has been "on and off for the past five years." However, now that RKO is out of bankruptcy and a provision in the reorganization plan is made for a deal with KAO, some insiders believe the time is ripe for Atlas to again endeavor to close the much-discussed deal.

Malcolm Kingsberg, vice-president and vice-chairman of KAO, is in Miami on a three-week vacation. He is an important factor in the Meehan setup. Whether his return will mean an immediate resumption of the talks is not known, but, in any event, there are a few RKO insiders who believe it may not be long before control of KAO falls into RKO hands. At what terms no one will prophesy.

For the first time since the circuit built the Grand Opera House on 23rd St. and 8th Ave., here, RKO has a deal on to acquire six independent theatres in the new Bronx development bordering Park Chester. The half dozen units are now operated by the estate of Sam D. Cocalis and the move is designed, naturally, to build up the RKO circuit in the metropolitan territory.

Several units have been dropped in the midwest in the past few years and the Cocalis deal is the first important acquisition negotiation in some time. William A. Scully, general sales manager for Universal, and co-trustee for the Cocalis estate, is now vacationing in Miami. He will not be back for another month.

Decentralization on National Theatres "Futures" List

NEW YORK—Although discussed at the coast divisional managers' meeting, nothing concrete is expected to develop for some time on the plan to decentralize film buying for National Theatres, it is learned.

Because of the length of time each major deal takes, it is held inadvisable to switch the policy immediately. However, in special instances field division heads handle the buying. But these cases are few and far between the important national deals set up by Spyros P. Skouras, William T. Powers and J. J. Sullivan who are assisted by Edward Zabel, Milton Hossfeld, Aubrey Schenck and Irving Barry.

Skouras is due from the coast Monday. Zabel has been vacationing there after the divisional meetings and is also due shortly. While on the coast, Skouras has been to Arrowhead and there discussed the M-G-M and Paramount deals with executies of both companies.

Within the next few weeks negotiations are expected to get under way on major product deals with the exception of M-G-M and Columbia whose franchises do not expire this season.

The second annual Spyros Skouras Showmanship Campaign, with Charles Skouras replacing Arch M. Bowles as field marshal, starts April 14 and winds up July 13. Cash awards will be distributed to leading divisions whose quotas are exceeded.

Slight Case of Drama

NEW YORK—Will H. Hays can slip on icy stairs in the Chicago railroad depot and on his arrival in New York kid about it.

Seated on a hand-baggage truck being towed under the power of a red cap, Hays was spotted in this comfortable position long before the "Finn," as Hays called the red cap, got to the ramp.

"What's the matter with your foot?" a reporter asked Hays, who had alighted from the truck. "Did you slip on the code?"

"No, it wasn't that bad," Hays retorted with a broad smile.

He then explained what happened and the reporter urged him to ride the balance of the way on the truck. During the short ride, Hays explained how slippery the Chicago streets were the day before.

At the exit gate, Hays disembarked and managed without a cane. The interview then began. "What did you do on the coast?" was the normal question.

"The producers' association held its annual meeting at which time Y. Frank Freeman was elected president."

"What else happened?"

"There were reports of all departments, a review of the work done in the past year and a general checking up."

"How about the foreign situation? Wasn't that discussed?"

"Yes, we reviewed that."

Hays then said the annual meeting of the MPPDA will be held in New York on March 25.

"That's the meeting where you elect officers."

"That's the nominal way to put it," Hays said.

Class B Players Win Separate Charter

HOLLYWOOD—The Screen Actors Guild directorate has voted to grant a separate charter to Class B players, giving them the right to collect their own dues and to conduct their own bargaining negotiations.

Nolan Already Functions Under New RKO Title

HOLLYWOOD—J. J. Nolan's pace at RKO continues without apparent change under his new designation as vice-president in charge of the studio. George J. Schaefer so named him prior to his departure for New York.

Nolan's duties at RKO compare with Cliff Work's at Universal and include business administration and a check on studio activities, but not actual production.

MAJORS SWAMP GOV'T ON INTERROGATORIES; REPLIES TELL LITTLE NOT ALREADY KNOWN

L. B. Mayer Holds Columbia Voting Trust Certificates, Answer Shows

New York—Believed to be hitherto undivulged, Louis B. Mayer, vice-president in charge of M-G-M production, holds in his name 422 voting trust certificates of Columbia. Along with the revelation Frank Capra holds 15 and David L. Loew 18, the information is imparted in the company's partial reply to the interrogatories in the all-industry suit.

The Columbia answer also makes it known William G. McAdoo, one-time secretary of the treasury, holds 192 shares of common.

UA Did $9,180,735 in '36-37; Playdates Ran to 1,132,726

NEW YORK—UA grossed $9,180,735 from 19 pictures released during the 1936-37 season, the company states in an answer to the government's interrogatories in the all-industry suit. The number of exhibitions given these films totaled 1,132,726. The figures are exclusively for the domestic market.

Top grosser for the season was "A Star Is Born," David O. Selznick picture which garnered $1,374,348. It had 10,807 dates, which leads all other releases for the period. Next picture in point of money was "Dodsworth," which brought in $938,441 on 8,730 playdates. However, it is noted "Last of the Mohicans" tallied 10,016 dates, but grossed $694,718. "Garden of Allah," another Selznick film, took third honors in the money division with $870,502. The number of bookings was 8,635. Fourth top grosser was "Come and Get It" with $837,823 and 9,306 playdates.

"Dreaming Lips" and "Thief Meets Thief," two foreign importations, ended at the bottom of the list on the money side. The former grossed $88,497 on 4,025 bookings, while the latter wound up with $95,068 on 4,391 dates.

The list of pictures, number of exhibitions for each and the final gross for each during the season follow:

Feature	*Exhibitions*	*Grosses*
A Star Is Born	10,807	$1,374,348
Dodsworth	8,730	938,441
Garden of Allah	8,635	870,502
Come and Get It	9,306	837,823
History Is Made at Night	8,926	743,925
Last of the Mohicans	10,016	694,718
Beloved Enemy	8,056	692,338
Woman Chases Man	8,158	548,253
Desperado	8,598	536,761
You Only Live Once	8,866	516,967
Rembrandt	5,708	342,256
Elephant Boy	7,448	237,985
Men Are Not Gods	5,012	190,868
Man Who Could Work Miracles	4,763	148,800
Accused	4,958	112,042
Fire Over England	2,886	107,466
Love From a Stranger	3,437	104,767
Thief Meets Thief	4,391	95,068
Dreaming Lips	4,025	88,497
Total 19	1,132,726	$9,180,735

Podell in L. A. Working On All-Industry Suit

LOS ANGELES—David Podell is here from New York in connection with the all-industry suit. This is the second trip he has made in recent months, the exact nature of the visit being secretive. Albert J. Law, who has been handling the government's contempt proceedings against FWC, is ill. Hence, there is nothing further to report on this case.

Farnsworth Works Week On Industry Suit Answers

WASHINGTON—William P. Farnsworth, special counsel retained by the government in the all-industry suit and liaison between the department of justice here and in New York, spent the week here with Paul Williams and his staff working on the partial list of answers to interrogatories submitted by UA, Columbia, Warner and RKO. He is due back in New York, Monday.

Saves Compilation Work; UA First With Full-Line Answers to Queries

NEW YORK—Although swamped with answers by majors to the first 24 interrogatories, the department of justice is not likely to find much information that it did not have heretofore, it is stated in distributor circles.

Most of the first 24 queries deal with organizational setups and stock arrangements, plus some questions regarding financial matters and subsidiary companies. A large portion of this is public record, and the majors' answers simply saved the department the bother of having to compile it for themselves. Some of the information has never before been divulged.

Of the answering companies, UA was the only one to respond immediately to the entire group and not take advantage of the two-week delay granted by the government. UA declares it was incorporated in 1919 and has outstanding 20,000 shares of no par stock, the authorized issue being 32,000 shares. There is no fixed indebtedness or current loans. The stock is divided with 4,000 shares each held by Mary Pickford, the late Douglas Fairbanks' Elton Corp., Charles Chaplin, Samuel Goldwyn, and Alexander Korda.

Gross income, derived exclusively from distribution in 1935 was $10,554,521. In 1936 it was $9,707,990. In 1937 it was $12,909,149, and in 1938, $11,746,988. UA refuses to divulge its net profits or losses, declaring the company is a private corporation and its figures wholly confidential.

Only One Outside

UA has an interest in only one outside company, Walter Wanger Productions. It owns 12,500 shares of the 15,000 issued of the $6 cumulative preferred stock, none of the 1,200 class "A" and all of the 1,200 class "B."

The company omitted answers to questions 25-39 because they deal with production. UA claims it does not produce.

Columbia, answering for Columbia Pictures of California, Columbia Pictures of Louisiana, and Screen Gems, omits answers to questions 6 and 14 of the interrogatories, which it answers separately, as confidential. These questions deal with gross incomes from 1935-38, total amount of current loans, and names of creditors to whom Columbia owes in excess of $10,000, together with dates of each loan and the terms.

Columbia's stock is $2.75 convertible preferred with an authorized and outstanding 75,000 shares, plus 1,000,000 shares of common authorized and 367,161 outstanding. Rights of the stock, dividends, voting, liquidation, subscription, conversion and redemption are listed. Total fixed in-

(Continued on page 13)

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

COMPANION piece for the dissertation on Page 5.

"Dies [Martin, the Texas congressman] claims that Hollywood is very anxious to fight Fascism and the Nazi threat and mentions this in motion pictures, but does nothing about Communism. Mr. Dies should have his committee inform him about a picture called 'Ninotchka' which kids the pants off Russia and Communism.

"Martin Dies also states the Communist influence was responsible for the propaganda which appeared in the picture, 'Fury.' The picture, 'Fury,' was produced by Joseph Mankiewicz, who is in charge of the Finnish Relief Fund here and is staging a giant benefit at Grauman's Chinese Theatre next Saturday night [February 17 was the date] the proceeds to go to Finland. Finland is, now fighting Communistic Russia, Mr. Dies"—Sidney Skolsky in his Hollywood column, appearing in New York in the "Evening Post."

Zanuck Moves In

Last week in about this very spot, you may remember exception was taken to a point of view voiced by Abram F. Myers on first runs versus neighborhood runs and the comparative future of both. This space thought it remote that outlying theatres ever would outdistance the downtown key runs, and said so. Here is an interesting followup, Jack Moffitt of the "Kansas City Star" reporting on Darryl F. Zanuck's approach:

"More and more, logic points to the suburban house as the first run theatre and the downtown house as the second run. Except in New York, where there is a large transient population, the downtown theatre is fighting a desperate fight. The de luxe money is in the de luxe neighborhoods and there's no reason pictures should not play their opening engagements there. But there's even more reason to put first run theatres in industrial neighborhoods. There, the working man and his family can see the show and be home in bed in time to get a good night's rest. They don't need to spend money on carfare, parking lots or gasoline. Of course, they do this now with second or third run pictures, but it is first run pictures that are news and that make enthusiasm for movies. I'd like to see films presented in a chain of key neighborhood houses simultaneously all over the city. In this way, newspaper reviews and publicity, with their institutional benefits to the movies, would be current and vital to an audience vastly in excess of the one that now is induced to go downtown."

Of Superior Vintage

Julien Bryan, photographer of documentary films, was in Warsaw when German blitzkrieg smashed its way through Poland. Dispassionately and in as detached a mood as apparently it was possible under the circumstances, he recorded the story of a modern city beleaguered and besieged under lightning war conditions, circa 1939. Some of the footage now has been assembled by Frederic Ullman for RKO Pathe in a ten-minute short, simply titled "Siege."

It is an unusual subject. Unusual in dramatic force. Unusual in the cold horror and hot resentment it creates against war—anybody's war in anybody's land. One of the best of its kind and among the genuinely outstanding short subjects these eyes yet have seen.

It's Dangerous

Perennial is the reported invention of a device to deluge theatres with odors that further emphasize the mood of the celluoid staggering on the screen. Berne in Switzerland recently demonstrated such an arrangement, credited with as many as 4,000 odors. Example: A rose on the screen. Rose fragrance pumped into the theatre through ducts.

In the early days of sound-on-discs, a pretty swell catalogue of mistakes was recorded; those stories are too old and too familiar to go into here and, of course, they represented one reason why the sound later went on the film.

Now, however, the odor menace appears to be present again. The possibilities are as unlimited as the great outdoors and nature in the raw, if you get what we mean and we think you do. As a first protest against any contemplated onslaught of the nostrils, these lines, we ask you to observe, are official. This department will fight any such scheme to the death.

Heads the Class

Hitherto unrecorded note in connection with the naming of Sam Dembow to the executive ranks of the Paramount theatre department.

He represents the only appointment from the outside made by Barney Balaban in his almost-four year tenure of office as president.

it's a Hap-Hap-Happy Day at LOEW'S ... they're playing 3 BIG PARAMOUNT PICTURES!

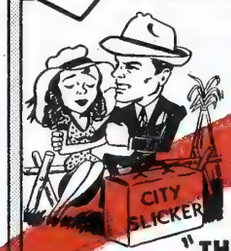


Today's a Hap-Hap-Happy Day at LOEW'S!

All over town movie fans will be shouting the good news that this week's Loew's entertainment is the town's tops! There's fun for everyone at the Loew's Theatre just around your corner!

FIRST N. Y. SHOWING

LOEW'S STATE TIMES SQ. TODAY



OH! WHAT A GAL! SHE WEARS A GINGHAM GOWN AND PITCHES HEY! HEY! WITH THE CITY SLICKERS!

"THE FARMER'S DAUGHTER"

See Paramount's new fun panic with

MARTHA RAYE · CHARLES RUGGLES · GERTRUDE MICHAEL



IN Person

The popular movie, musical comedy and radio star!

JOHN BOLES

FRANK GABY 'A GIFT O' GAB'

CIRO RIMAC AND HIS PAN-AMERICAN REVUE

CHARLEY BOY-JUANITA & CONCHITA

FRANK CONVILLE & SUNNY DALE

THREE CARDS

PARADISE
VALENCIA
LEXINGTON
ZIEGFELD
OLYMPIA
72nd ST.
83rd ST.
175th ST.
WESTCHESTER
NEW ROCHELLE
MT. VERNON
WH. PLAINS
YONKERS



Come and enjoy Paramount's laughable, lovable, lyrical epic of Lilliput land! Hear the 8 song hits headed by "Faithful Forever" and "Bluebirds in the Moonlight"!

FULL-LENGTH FEATURE CARTOON IN TECHNICOLOR

GULLIVER'S TRAVELS

A PARAMOUNT PICTURE • PRODUCED BY MAX FLEISCHER

PLUS

Can you imagine a lug who'd leave his bride flat on her wedding night?



MELVYN DOUGLAS as the little groom who wasn't there

Joan BLONDELL as the blushing bride who tore her hair



'The AMAZING MR. WILLIAMS'

METROPOLITAN FULTON ST. BROOKLYN — 3rd WEEK! 'GONE WITH THE WIND'

MANHATTAN
COMMODORE
DELANCEY
NWOOD
6th ST.
PHEUM



NELSON EDDY AND M-G-M'S LOVELY NEW STAR OF SONG **ILONA MASSEY**

"BALALAIKA" with FRANK MORGAN

plus

VICTOR McLAGLEN · JACKIE COOPER in 'The BIG GUY'



MANHATTAN
SHERIDAN
QUEENS
TRIBORO
BROOKLYN
KINGS
PITKIN

OKLYN
PINE
FORD
AY
IS.
ST.
ES
O
L
R
ROOKSIDE

ALLAN JONES · MARY MARTIN · WALTER CONNOLLY

in a glowing, glorious love story of Victor Herbert's own Broadway, told to his unforgettable music!

VICTOR HERBERT MELODIES
"Sweet Mystery of Life"
"Kiss Me Again"
"Kiss in the Dark"
"Falling in Love with Someone"
and many others

PARAMOUNT'S

"THE GREAT VICTOR HERBERT"



PLUS



ALL NEW ROMANTIC ADVENTURES

'The SECRET OF DR. KILDARE'

Lew AYRES · Lionel BARRYMORE · Helen GILBERT

BRONX
BOULEVARD
BURLAND
BURNSIDE
FAIRMOUNT
GRAND
NATIONAL
167th ST.

P.S. It's a Hap-Hap-Happy Day at the NEW YORK PARAMOUNT too, for they're plowing through snow-drifts on the sidewalks of New York to pile in to see the "SIDEWALKS OF LONDON" starring CHARLES LAUGHTON and VIVIEN LEIGH with REX HARRISON Screen play by Clemence Dane • Directed by TIM WHELAN • Produced by ERICH POMMER • A Pommer-Laughton "May-flower" Production • A Paramount Release

Confusion on "Wind" Ads Confuses M-G-M

NEW YORK—M-G-M spokesmen say they are nonplussed over the attitude apparently gaining strength in independent exhibitor quarters tending to take issue with the "misleading and confusing" advertising on "Gone With the Wind."

A purported consensus among members of Allied Theatres of Connecticut that two paragraphs of standard ads created an "ambiguous" impression among theatregoers is met by Howard Dietz, director of advertising and publicity, with the remark: "I don't know how these rumors got about."

His reference was to the Connecticut group's "confusion" over the ad line: "This production will not be shown anywhere except at advanced prices—at least until 1941." In a letter to William F. Rodgers, M-G-M's general manager, the Allied unit asks: "Will you kindly advise us whether the present prices of $1.10 in the evening and 75 cents at matinees will be maintained in subsequent runs and in small towns until 1941?"

A second misleading line, the independents say, is: "See it in its entirety, exactly the same as Atlanta and Broadway premieres." The letter protests that "this part of the advertisement seems to create the impression in the minds of our patrons that the picture will be cut before it is shown in subsequent runs and small towns" and asks for clarification on the point "in order to safeguard patronage of the picture."

BOXOFFICE communicated with Rodgers by long distance telephone on the coast, explained the situation and was told: "It is not now or never has been the intention of either the producer or distributor to cut 'Gone With the Wind,' nor has it been the intention to in any way modify the admission prices under which it is being presented."

Dietz added to this with the declaration, "I am sure that, if David O. Selznick thought there was any intention of cutting 'Wind,' he would tear his heart out." He added the M-G-M ads purposely stress the fact the picture was the same as in Atlanta and New York "because of our very desire to assure the public that there was no difference between the film they were being told to see at their local theatre and the one they heard so much about."

Nicholas Schenck Back to Miami After Day in N. Y.

MIAMI—Nicholas M. Schenck has returned from a one-day business visit to New York. His wife has recovered from a recent illness. C. C. Moskowitz is due from New York, April 6. He will spend a three-week vacation at Hollywood.

Rubin in Bermuda

NEW YORK—J. Robert Rubin, M-G-M counsel, is vacationing in Bermuda. His last official business act was to appear before the supreme court in Washington for arguments on appeal in the "Letty Lynton" decision.

Short, Short Story

NEW YORK—A short, short story *(reading time about two minutes and 28 seconds)*.

Last summer Harry Cohn and Frank Capra went out to the World's Fair to see General Motors Futurama, but it was too crowded. So they went around the side entrance.

"I'm Cohn of Columbia Pictures," said Harry introducing himself to the man at the door.

"And I'm Capra," said the bushy-eyed director. "You know 'Mr. Deeds Goes to Town.'"

"Sorry," answered the guy at the door. "I'm only an assistant to the General and you can't get in."

Undaunted by the experience of his brother and then star producer, Jack Cohn visited Flushing Meadows to get a peek at the G. M. show. The line was long and Cohn fared no better.

So the executives got together and decided if the exhibit was so popular it should make an interesting novelty one-reeler. Ben Blake was hired to shoot the reel under specific instructions to eliminate all commercial angles.

The story should have a happy ending because all the Columbia executives now had a good excuse which would admit them to the exhibit without waiting in line. Eventually, Columbia released "World of 1960." ("Futurama") a one-reeler in black and white. It even looked as if it had a good chance to gross a profit.

And now the usual fly-in-the-ointment as the epilogue. The news comes along that Jam Handy Pictures in Detroit have made a Technicolor one-reeler on the same subject and will be giving it away to exhibitors gratis in March.

"What can we do about it? Nothing," a Columbia executive answered shaking his head sadly. "It's up to the exhibitor. If he wants to use advertising on his screen, that is his business. Or he can buy our short which is strictly entertainment and ignore the commercial aspects."

Frozen Funds Are Icing 'Gone With Wind' Abroad

HOLLYWOOD—Although "Gone With the Wind" has played, or is showing, in some 150 situations in the United States with 275 other bookings scheduled, the reason the film has not been shown in Europe and some other countries is because of a provision in the Loew contract with David O. Selznick, the producer, prohibiting its exhibition in countries where monetary restrictions exist.

Arthur M. Loew's presence here, after a visit with his son at Tucson, Ariz., is reported to concern conferences with Selznick on a modification of the clause. Sam Eckman, managing director for Loew's in the United Kingdom, is understood to have lined up an early date for the picture provided the restriction clause can be adjusted to the satisfaction of all concerned.

Word from England has it newspapers and fan magazines there have been demanding the picture be shown, but the cause for the delay is not generally known.

Televising on Large Screen Seen Likely

PHILADELPHIA — A new development in television, which may make possible projection on a large screen, was demonstrated to reporters by the Philco Radio and Television Corp.

The new feature was shown at a receiver in the home of William H. Grimditch, corporation vice-president, a week after a similar demonstration for Federal Communications Commissioners. It is a 605-line image on the screen. The number of lines determines the clarity and detail of the picture, just as the number of dots on an engraving determines the difference between newspaper and magazine reproduction. Previous television systems used 441 lines; hence when the image was blown up on a screen, the blank spaces between the lines were visible. With 605 lines, enlargement may be accomplished without much loss of detail, the Philco men say.

The new system reduces the number of frames—or complete images—from 30 per second to 24, the same as in moving pictures.

Another important improvement is a built-in vertical loop antenna, which looks much like the kind used in airplanes. The new antenna eliminates the need for costly outside antenna, makes possible vertical instead of horizontal wave transmission and markedly reduces interference from automobile spark-plugs, physicians' diathermy machines and other sources, which is one of television's most vexing problems.

"To the public, these advances will mean better television receivers at lower cost," Grimditch said. "Although these achievements are important steps forward toward making television as reliable as present-day radio, one big problem yet to be solved is a better, simpler, stronger and more reliable synchronizing system to prevent picture slippage, before television becomes practical."

Philco men are pleading with the FCC to hold up the commercialization of television broadcasting and the "freezing" of standards for sets for six months or so, until the problem of synchronization is satisfactorily met.

They estimate that with a little more research, present prices of television sets can be reduced 15 to 25 per cent.

Schine Circuit Officers Are Continued in Posts

GLOVERSVILLE—J. Myer Schine, president; Louis W. Schine, treasurer, and John A. May, comptroller have been continued in those posts for another year at the annual elections held here. The board also remains unchanged. Myer Schine is sojourning at his winter home in Miami. Upon his return, Louis will head for the gulf waters.

Marvin Schenck to Hot Springs

NEW YORK—Marvin Schenck, assistant to C. C. Moskowitz, has left for Hot Springs, Ark. for a three-week vacation.

JUMPING GROSSES EVERYWHERE!

WHEELING, W. VA.
Opening gross "My Little Chickadee" surpasses all previous record holders including "My Man Godfrey" "Magnificent Obsession" & "Showboat"!

"A fantastic burlesque of the Westerns . . . delightfully absurd!"—*Chicago Daily News*

CHICAGO
"My Little Chickadee" gives the Palace its two greatest weeks this season!

"Fields and West run riot in 'My Little Chickadee'!"
—*Washington Times Herald*

WASHINGTON
"Chickadee" held over at Keith's... heading for third smashing week!

"Gusty, lusty humor..."
—*Motion Picture Daily*

"A box office natural!"
—*Hollywood Reporter*

"... Clean-up business at the box office!"
—*Showmen's Trade Review*

ROCHESTER
A smash week at the Palace and holding over for 2nd week!

"A lusty comedy of high order...a film that makes you chuckle with joy?"
—*Washington Post*

"Mae West, blonde and curvacious . . . Fields uproariously funny!"
—*Chicago Times*

MIAMI
(Telegram From Lincoln Theatre)
"MY LITTLE CHICKADEE" SETS NEW HIGH THIS SEASON!"
—Sonny Shepherd

"A hefty package of lusty humor that will click for surprising grosses...!"
—*Variety*

JOHNSTOWN, PA.
"Chickadee" opening at State Theatre beats "Destry Rides Again" and "First Love!"

INDIANAPOLIS
"My Little Chickadee" tops "Destry Rides Again" at the Indiana Theatre by better than 25%!

"Audiences laughed . . . so loudly and long as to drown out whole sequences of dialogue!"
—*Motion Picture Herald*

TROY
"Chickadee" almost double "Destry" business at Proctor's!

"Box office power! . . . West-Fields combination can't miss!"
—*Daily Variety*

SEATTLE
Paramount Theatre turns them away with "My Little Chickadee" hitting new highs!

SPRINGFIELD, Ill.
Roxy Theatre reports "My Little Chickadee" beats both "Destry" and "First Love!"

"Laugh-packed comedy rates as box office natural!"
—*Film Daily*

HARTFORD
"Chickadee" tops every Universal picture ever played at Loew's Theatre!

CORRAL THOSE PROFIT DATES from UNIVERSAL!

"... Sure fire for audience reaction!"
—*Boxoffice*

Majors Will Supply Answers To Interrogatories March 1

NEW YORK—All of the major company answers to the government interrogatories will be in on March 1, following an agreement reached with the department of justice. While UA and Columbia were the first to file, as companies not owning or operating theatres, the other distributors filed whatever general information they had in regard to corporate matters and, by the end of the week, will submit all data relating to production and exhibition.

The government asked that instead of withholding whatever information was available until all of the data was in hand, that it be filed when ready so that the department of justice could immediately get to work. As a result, the government is inclined to delay beyond March 1 its answers to the distributors' consolidated quiz.

From all indications, the government is attempting to correlate all its information to prevent delay of the trial start on May 1. It is planned to start the proceedings piecemeal, with either Paul Williams or David Podell opening the case with material ready at the time.

As far back as December 23, BOXOFFICE indicated exclusively the interrogatories may hold up the actual trial. This is becoming more and more evident as the May 1 date nears. Yet, the government is leaving no stone unturned in an effort to begin on time. Judge Henry W. Goddard has stated he is prepared to start May 1, but he also has indicated the differences between counsel for the prosecution and defense must be ironed out as to the issues involved, if there is to be no procrastination.

Rites Held in New York For Wilton A. Barrett

NEW YORK—Funeral services were held here Wednesday for Wilton A. Barrett, executive secretary of the National Board of Review, who died at the Columbia-Presbyterian Medical Center of a heart attack. Burial was at Greenlawn Cemetery, Brooklyn. He was 54.

James Shelley Hamilton, who has been secretary of the committee on exceptional photoplays since 1930, has been named to the higher post.

Barrett joined the staff of the board shortly after its organization by the Peoples Institute in 1909. He was made executive secretary in 1923. In 1932 he helped organize a junior film review group, composed of boys and girls.

He leaves a widow, Mrs. Frances W. Cahoone Barrett, and a daughter, Mrs. Rivard Smith.

Denis-Roosevelt Reels To World Through UA

NEW YORK—United Artists has acquired world distribution rights, except in the United States and Canada, for the new film made from the footage shot by Armand Denis and Leila Roosevelt on their recent trip through India, China, Nepal and Africa.

O'B., D. and R. Now on Universal Defense

New York—With the appointment of O'Brien, Driscoll & Raftery as trial counsel for Universal, this is the only legal firm handling two distributors in the all-industry suit. Already representing UA on annual retainer, Edward C. Raftery was called in when William A. Scully, general sales manager for Universal, was examined before trial. He also acted for the company when Cliff Work, production head, answered the many questions Tuesday put by Robert L. Wright, assistant to the attorney general.

Stockholder's Action Seeking $1,000,000

NEW YORK — A stockholder's action against Consolidated Film Industries, Inc., Setay Company, Republic Pictures and 20 officers and directors, seeking recovery of approximately $1,000,000 allegedly lost through waste and mismanagement, has been filed in supreme court by Beatrice Tunick. She is holder of ten shares of Consolidated common.

No complaint is on file, but the defendant's answer reveals Consolidated's total annual sales in 1931 were $8,829,085, with accounts receivable, $2,611,990. In 1932, sales were $8,372,612 and accounts receivable, $2,550,758. In 1937, sales were $9,635,961 and accounts receivable, $4,-521,352 and in 1938, sales were $8,797,876 and accounts receivable were, $4,255,186. The defendant's answer consists of a denial of all charges and request for a dismissal.

Officers and directors named in the action are J. W. Aller, R. W. Altschuter, C. J. Bigelow, J. P. Case, J. W. Coffman, E. E. Dearstyne, Walter Phelps Stevens, J. D. Eagan, Benjamin Goetz, Harry M. Goetz, Meyer H. Lavenstein, N. K. Loder, G. W. Yates, James Eben MacPherson, J. E. McMahon, R. I. Poucher, E. H. Siefert, M. J. Siegel, Herbert J. Yates, and Herbert J. Yates jr.

B&K Singles One; Allied Drops Duals in 11 Units

CHICAGO — Support for the gathering single-feature movement appeared here with the announcement by Allied of Illinois that 11 of its west side members will run single features this weekend and as long thereafter as competing chain units continue to do so. The decision trailed announcement by Balaban & Katz that it would single-feature "Mr. Smith Goes to Washington" at the Central Park and Berwyn in the southwest section.

H. M. Warner Due Soon to Testify

NEW YORK—Harry M. Warner is due from the coast about the middle of next month, Joseph Hazen, home office executive, stated on his return from the studios where he spent a few days on a general checkup. He said he had not been to Hollywood for several years and there was no particular significance to his visit.

Warner is slated to appear in the federal building the week of March 11 for examination before trial in the all-industry suit. His trip east is for that purpose.

Selection of outside counsel to represent the company as trial lawyer in the government suit has not been made by Warner. He has discussed the matter and one or two names have been proposed. However, a decision is expected to be made during his eastern visit.

Frederick H. Wood of Cravath, de Gersdorff, Swaine & Wood, who acted for the company in the St. Louis case several years ago, has been mentioned. He has already been retained by the Schines in the government anti-trust suit filed against the circuit. Inasmuch as there is not expected to be any conflict by two trials being held concurrently, it is still likely Wood may be called in on the big suit.

RCA Stockholder's Suit Asks $270,000,000

NEW YORK—J. Webster Manning, holder of 1,000 shares of common of RCA, has filed a stockholder's suit in federal court on behalf of himself and others similarly situated, against RCA, Westinghouse Electric and Manufacturing Co. and General Electric seeking a recovery of approximately $270,000,000. Officers and directors of the companies also are named in the action.

The suit is based on two causes of action, the first seeking $260,000,000 on an agreement whereby RCA allegedly turned over 6,500,000 shares of common worth $40 a share to Westinghouse and General Electric in return for radio rights, which, it is claimed, were worthless.

The second claims that, knowing RKO was about to go into bankruptcy in 1931, the directors of RCA, nevertheless, lent $11,600,000 to RKO in a ten-year six per cent debenture issue, which was placed in an unsecured secondary position and subject to a prior issue of $6,000,000 secured by all RKO's assets. Approximately $10,-000,000 is claimed to have been lost in this deal. An accounting by the directors, and a return to RCA of all securities and monies is sought.

Kirsch to Set Allied Meeting March 1

WASHINGTON—Allied has selected Chicago as the scene of its annual convention. The date will be set about March 1 when Jack Kirsch, president of Allied of Illinois, returns from a winter vacation in Florida.

Majors Swamp Gov't On Interrogatories

(Continued from page 7)

debtedness is $1,250,000, plus interest. There are 25 common stockholders, 22 voting trusts for common and 20 preferred stockholders listed. Queries numbered 9-13, 15-18 and 20-24, finds the answer but a single word, "none."

These deal with companies in which Columbia might have an interest, financial or otherwise. As of August 31, 1939, four individuals and companies held an interest in Columbia. They are Celebrity Productions, 100 shares of preferred; Frank Capra, 15 shares of voting trust certificates; David L. Loew, 18 shares of voting trust certificates; and Louis B. Mayer, 422 shares of voting trust certificates. Some of the stockholders are Harry and Jack Cohn, with Attilio H. Giannini, as voting trustees, 358,591 shares; Harry Cohn, 1,632 and Jack Cohn, 555 shares additionally for themselves. William McAdoo holds 192 shares.

Warner's answer was for itself, Warner Bros. Circuit Management Corp., Vitaphone and Vitagraph. The company was incorporated in Delaware, April 3, 1923. There are 11 directors and 20 officers listed. Authorized capital stock is 7,603,107 shares, of which 103,107 is preferred no par value, and 7,500,000 is common at $5 par. The outstanding stock consists of all the preferred and 3,801,344 of common, less 100,254 shares of common in the treasury. Rights of the stock are listed, as are 31 exchanges, managers, and their duties. Questions 5-8 are deemed confidential, and answers to 9 and 13 are "None."

Brulatour Holds WB Stock

Questions 19-24 get the answer "none," except 22, which declares the only outside film company holding Warner stock, is J. E. Brulatour, Inc., owning 50 shares of common.

RKO answered for RKO Radio Pictures, RKO Orpheum, KAO, Pathe News, the Van Beuren Corp., RKO Proctor, and RKO Midwest.

RKO Radio Pictures was incorporated July 7, 1921, in Delaware under the name of R-C Pictures Corp. In 1930 its name was changed to the present title. The company lists 12 officers and seven directors. Authorized stock is 213,975 shares of no par value. The outstanding stock is 212,272 shares.

Fixed indebtedness as of September 1, 1939, is $4,163,869, secured by an open mortgage of five per cent to the extent of $3,200,000 on the California studios and $963,899 on the Pathe studio. No current loans are outstanding, but RKO Orpheum is a creditor for $17,510,582.

Gross income from production and distribution in 1935 was $25,127,480 and the profits, $589,246. In 1936, the gross was $27,730,353 with a profit of $893,580. In 1937 the gross was $29,242,298 but the company lost $236,909. In 1938 the gross increased to $34,985,901 and the loss was $1,247,553.

RKO Orpheum, incorporated October 25, 1938, lists seven officers and 14 directors. Authorized stock is 4,500,000 shares of common, no par value, while 2,577,554 are outstanding. Fixed indebtedness is $50,000,000 principal amount of six per cent secured gold notes as of September 1, 1939. (The plan of organization, confirmed and consummated January 5, 1940, removes all fixed indebtedness). After listing 20 stockholders, this company lists a gross income in 1935 of $1,212,389 with $3,154 in profits. In 1936 the gross was $2,234,423 and the profits, $1,161,168. In 1937 the gross totaled $1,167,437 with profits of $771,878. In 1938 the profits were $273,497, and the gross $1,402,602.

Subsidiaries in which RKO has an interest are KAO Corp., RKO Midwest Corp., RKO Proctor Corp., RKO Rhode Island Corp., Union Hill Corp., Champaign Orpheum Corp., Chicago Orpheum Corp., Des Moines Consolidated Theatres Corp., St. Paul Theatres Co., Junior Orpheum Los Angeles, Ltd., Junior Orpheum San Francisco, Ltd., Orpheum Theatre and Realty Corp., Missouri Orpheum Corp., Colorado Orpheum Corp., Palace Theatre and Realty Corp., Hennepin Ave. Theatre and Realty Co., Kansas City Junior Orpheum Corp., KOA Corp., Orpheum Circuit Booking Corp., Radio City, Inc., Radio City Theatres Corp., RKO Western Vaudeville Exchange, RKO Orpheum Corp., Mort H. Singer Theatres Corp., operating 10 subsidiaries in Iowa, Louisiana, Minnesota and Nebraska, and Stadium Theatres Corp. RKO has 27,000 stockholders.

Pathe News, Inc., for 1935 had a gross of $1,756,294 and a profit of $5,907. In 1936 the gross was 1,724,505 and the loss $241. In 1937 the gross was $1,729,627 and the profit, $63,011. In 1938 the gross was $1,755,079, the profit $97,197.

Work Outlines Univ. Studio Operations

Details of Universal's studio operations were outlined Tuesday by Cliff Work, vice-president and general manager of the studio. He explained how the company sets up its program with a committee of 11, consisting of the production manager, executive producer, casting director, comptroller, scenario head, publicity director and legal representative sitting in with J. Cheever Cowdin, Nate J. Blumberg, William A. Scully, Joseph H. Seidelman and others. He also told how the studio borrows and loans out talent and sets.

Further examinations have been deferred until March 4 when Neil F. Agnew, general sales manager for Paramount, is scheduled to go on and to be followed by Barney Balaban, president. During the interim, counsel for the government and major distributors are trying to work out a plan to cut short the examinations of sales executives. The government has asked for a complete list of playoffs of first run product in the metropolitan houses of 36 key cities. Distributors are debating whether to furnish the information, the theory being that, because of numerous other pending suits, the time can not be given to the compilation of such lists.



"WIND" MAINTAINS STRENGTH ACROSS NATION

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—Indianapolis, Pittsburgh 600
New Haven 510
Oklahoma City 400
Philadelphia 330
Chicago, Detroit, Minneapolis, Portland 300
Kansas City, New Orleans.....250
Denver 225
New York City, Salt Lake City..200
Milwaukee 185
Los Angeles, Seattle.....150
GRAPES OF WRATH—New York.....225
HIS GIRL FRIDAY—Philadelphia....205
FIGHTING 69TH—New York City....170
PINOCCHIO—Los Angeles 150

EXTENDED RUNS

Gone With the Wind, 10th wk., New York City; 8th wk., Boston; 4th wk., Chicago, New Orleans, Seattle; 3rd wk., Denver, Detroit, Indianapolis, Kansas City, Milwaukee, New Haven, Oklahoma City.

Grapes of Wrath, 4th wk., New York City.

Destry Rides Again, 3rd wk., Minneapolis.

Fighting 69th, 4th wk., New York City; 3rd wk., Chicago, Indianapolis, Los Angeles, Philadelphia, Portland, Ore.

His Girl Friday, 3rd wk., Seattle.

BOSTON

Fenway—**Fighting 69th** (FN); **High School** (20th-Fox), 2nd run 105
Memorial—**Vigil in the Night** (RKO); **Oh, Johnny, How You Can Love** (Univ).....140
Metropolitan—**Balalaika** (M-G-M); **Earl of Chicago** (M-G-M) 145
Orpheum—**Gone With the Wind** (M-G-M), 8th wk. 145
Paramount—Same as Fenway 115
State—**Shop Around the Corner** (M-G-M); **Congo Maisie** (M-G-M) 120

CHARLOTTE

Broadway—**Blondie Brings Up Baby** (Col)..... 90
Carolina—**I Take This Woman** (M-G-M).....100
Imperial—**Gone With the Wind** (RKO), held over 110
State—**Santa Fe Marshal** (Para), 1st half.....100
State—**Saint's Double Trouble** (RKO), 2nd half. 90

CHICAGO

Apollo—**The Light That Failed** (Para), 2nd wk. 90
Chicago—**Little Old New York** (20th-Fox), plus stage show; picture moved to Garrick for 2nd wk. 100
Garrick—**The Earl of Chicago** (M-G-M), 2nd wk. 100
Oriental—**Gone With the Wind** (M-G-M), held 4th wk. 300
Palace—**My Little Chickadee** (Univ); **Oh, Johnny, How You Can Love** (Univ), 2nd wk.. 90
Roosevelt—**The Fighting 69th** (FN), 3rd loop wk. 100
State-Lake—**Nick Carter, Master Detective** (M-G-M), plus stage show 80
United Artists—**Balalaika** (M-G-M), held 2nd wk. 100
Woods—Same as Oriental 600

CINCINNATI

Albee—**The Fighting 69th** (FN), held over.....130
Capitol—**Gone With the Wind** (M-G-M), 8th wk., held 130
Keith's—**Brother Rat and a Baby** (WB).....100
Lyric—**I Take This Woman** (M-G-M).....120
Palace—**Vigil in the Night** (RKO) 100
Shubert—**Music in My Heart** (Col).....120

CLEVELAND

Allen—**Charlie McCarthy, Detective** (Univ)... 85
Hippodrome—**The Fighting 69th** (FN), 2nd wk.. 85
Palace—**The Invisible Man** (Univ). Stage: Peters Sisters and stage show 80
State—**Remember the Night** (Para) 85
Stillman—**Gone With the Wind** (M-G-M), 3rd wk. 700

DENVER

Aladdin—**The Fighting 69th** (FN), after a wk. at the Denver 110
Broadway—**Of Mice and Men** (UA), roadshow.190
Denham—**The Light That Failed** (Para), 2nd wk. 100
Denver—**Little Old New York** (20th-Fox).....125
Orpheum—**Gone With the Wind** (M-G-M), 3rd wk. 225
Paramount—**Invisible Man Returns** (Univ); **Music in My Heart** (Col) 130
Rialto—**His Girl Friday** (Col), after a wk. at each the Denver and Aladdin; **Fugitive at Large** (Col) 130

DETROIT

Adams—**The Blue Bird** (20th-Fox), 2nd wk. of roadshow 100
Cinema—**Ecstasy** (SR), revival, 2nd wk.....125
Fox—**He Married His Wife** (20th-Fox); **The Invisible Man Returns** (Univ) 80
Michigan—**Of Mice and Men** (UA); **Congo Maisie** (M-G-M) 90
Palms-State—**Remember the Night** (Para), after 1 wk. at the Michigan; **The Fighting 69th** (FN), 2nd wk., after 1 wk at the Michigan 100
United Artists—**Gone With the Wind** (M-G-M), 3rd wk. of roadshow 300
Wilson—Same as United Artists 200

INDIANAPOLIS

Alamo—**Taming of the West** (Col); **Mutiny in the Big House** (Mono) 85
Apollo—**The Fighting 69th** (FN); **Man Who Wouldn't Talk** (20th-Fox), 3rd wk..... 80
Circle—**Vigil in the Night** (RKO); **Married and in Love** (RKO) 85
Indiana—**Little Old New York** (20th-Fox); **Young as You Feel** (20th-Fox) 80
Loew's—**Gone With the Wind** (M-G-M), 3rd wk. 600
Lyric—**Return of Dr. X** (FN), plus Dick Powell on stage 120

KANSAS CITY

Esquire—**Little Old New York** (20th-Fox), holdover 70
Midland—**Gone With the Wind** (M-G-M), 3rd wk. 250
Newman—**Geronimo!** (Para) 130
Orpheum—**Vigil in the Night** (RKO); **The Marines Fly High** (RKO) 90
Tower—**Young as You Feel** (20th-Fox), plus stage show 105
Uptown—Same as Esquire 70

LOS ANGELES

Chinese—**Little Old New York** (20th-Fox); **High School** (20th-Fox) 125
Downtown—**Fighting 69th** (FN); **Calling Philo Vance** (WB), 3rd wk..... 80
Four Star—**Abe Lincoln in Illinois** (RKO), 2nd wk. roadshow 90
Hillstreet—**Pinocchio** (RKO) 150
Hollywood—Same as Downtown 80
Pantages—Same as Hillstreet 150
Paramount—**Sidewalks of London** (Para), plus stage show 90
State—Same as Chinese 150

MILWAUKEE

Palace—**Gone With the Wind** (M-G-M), 3rd wk. 185
Riverside—**Framed** (Univ), plus stage show...110
Strand—**The Shop Around the Corner** (M-G-M); **He Married His Wife** (20th-Fox)..... 90
Warner—**The Housekeeper's Daughter** (UA); **Allegheny Uprising** (RKO) 110
Wisconsin—**Little Old New York** (20th-Fox); **The Man Who Wouldn't Talk** (20th-Fox)...105

MINNEAPOLIS

Aster—**Emergency Squad** (Para); **Mexican Spitfire** (RKO) 90
Century—**Fighting 69th** (FN), 2nd wk. 100
Esquire—**Mlle. Ma Mere** (French), 2nd wk.... 90
Gopher—**Charlie McCarthy, Detective** (Univ)..100
Orpheum—**Gone With the Wind** (M-G-M), 2nd wk. 300
State—**Swanee River** (20th-Fox) 125
World—**Destry Rides Again** (Univ), 3rd wk... 90

NEW HAVEN

Bijou—**His Girl Friday** (Col); **Music in My Heart** (Col), moved to Loew-Poli for 2nd wk..125
College—**Gone With the Wind** (M-G-M), 3rd wk. 510
Loew-Poli—**Little Old New York** (20th-Fox); **Meet Dr. Christian** (RKO), 2nd wk.....100
Paramount—**The Light That Failed** (Para); **Laugh It Off** (Univ) 110
Roger Sherman—**The Fighting 69th** (FN); **Calling Philo Vance** (WB), 2nd wk..... 90

NEW ORLEANS

Center—**The Man Who Wouldn't Talk** (20th-Fox) 95
Liberty—**The Under-Pup** (Univ) 95
Orpheum—**Vigil in the Night** (RKO) 100
Saenger—**Secret of Dr. Kildare** (M-G-M).....100
State—**Gone With the Wind** (M-G-M), 4th wk. 250

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 9th roadshow wk., held 200
Capitol—Same as Astor 185
Center—**Pinocchio** (RKO) .....Very Big
Criterion—**Congo Maisie** (M-G-M) 130
Globe—**British Intelligence** (WB) 75
Paramount—**Geronimo!** (Para) 100
Radio City Music Hall—**Swiss Family Robinson** (RKO) 90
Rivoli—**Grapes of Wrath** (20th-Fox), 3rd wk., held 225
Roxy—**Little Old New York** (20th-Fox), 2nd wk., plus stage show 90
Strand—**Fighting 69th** (FN), 3rd wk., held, plus stage show 170

OKLAHOMA CITY

Criterion—**The Hunchback of Notre Dame** (RKO) 100
Liberty—**Henry Goes Arizona** (M-G-M); **Big Guy** (RKO) 90
Midwest—**The Great Victor Herbert** (Para)...100
Plaza—**Swanee River** (20th-Fox), moveover from Criterion 90
State—**Blondie Brings Up Baby** (Col)..... 90
Tower—**Gone With the Wind** (M-G-M), 3rd wk. 400

OMAHA

Brandeis—**Castle on the Hudson** (FN); **Marines Fly High** (RKO) 100
Omaha—**I Take This Woman** (M-G-M); **Kid Nightingale** (WB) 100
Orpheum—**Geronimo!** (Para); **Seventeen** (Para) 110

PHILADELPHIA

Aldine—**Vigil in the Night** (RKO).....135
Boyd—**Gone With the Wind** (M-G-M), 4th wk., 2-a-day 200
Earle—Same as Boyd, 3-a-day 330
Fox—**The Fighting 69th** (FN), 3rd wk.....110
Karlton—**His Girl Friday** (Col), 2nd run.....205
Keith's—**The Light That Failed** (Para), 2nd run 90
Stanley—**Little Old New York** (20th-Fox).....110
Stanton—**Charlie McCarthy, Detective** (Univ)..110

PITTSBURGH

Alvin—**Everything Happens at Night** (20th-Fox) 80
Barry—**The Phantom Strikes** (Mono); **The Frog** (SR) 95
Fulton—**Oh, Johnny, How You Can Love** (Univ); **Night of Nights** (Para) 95
Penn—**Raffles** (UA) 90
Ritz—**Mexican Spitfire** (RKO); **Calling Philo Vance** (WB) 85
Senator—**Goodbye, Mr. Chips** (M-G-M); **Mr. Smith Goes to Washington** (Col)..... 90
Stanley—**Shop Around the Corner** (M-G-M); Andy Devine stage show 85
Warner—**Gone With the Wind** (M-G-M), roadshow engagement, 2nd wk. 600

PORTLAND, ORE.

Broadway—**Gone With the Wind** (M-G-M), 3rd wk. 300
Liberty—**The Light That Failed** (Para); **High School** (20th-Fox) 90
Mayfair—**Fighting 69th** (FN); **Oh, Johnny, How You Can Love** (Univ), 3rd wk., transfer.... 90
Orpheum—**Cafe Hostess** (Col); **Death of a Champion** (Para) 90
Paramount—**His Girl Friday** (Col), 2nd wk.; **All Women Have Secrets** (Para).....100
United Artists—**Broadway Melody of 1940** (M-G-M); **Calling Philo Vance** (WB).....140

SALT LAKE CITY

Capitol—**A Chump at Oxford** (UA); **High School** (20th-Fox) 100
Centre—**The Fighting 69th** (FN) 115
Paramount—**Gone With the Wind** (M-G-M)..200
Rialto—**Vigil in the Night** (RKO).....110
Studio—**The Light That Failed** (Para).....110
Utah—**The Shop Around the Corner** (M-G-M); **Secret of Dr. Kildare** (M-G-M) 115

SEATTLE

Blue Mouse—**The Light That Failed** (Para); **Flying Deuces** (RKO), 2nd wk..... 90
Fifth Avenue—**Gone With the Wind** (M-G-M), 4th wk. 150
Liberty—**His Girl Friday** (Col), 3rd wk..... 90
Music Box—**I Take This Woman** (M-G-M); **City of Chance** (20th-Fox), 2nd wk..... 90
Orpheum—**Little Old New York** (20th-Fox); **The Big Guy** (Univ) 90
Palomar—**South of the Border** (Rep); **Rio** (Univ), plus stage show 90
Paramount—**My Little Chickadee** (Univ); **Married and in Love** (RKO)..... 90

"U" Tried to Sign Capra, Work States

NEW YORK—Universal had been negotiating for the Capra-Riskin production unit and was nosed out by Warner, Cliff Work, production head for Universal, revealed for the first time in his examination before trial in the all-industry suit.

The hint of the unsuccessful negotiations came to light as Work was discussing the "elements we can get for our program" which determine the signing of outside producers.

Universal has "roughly" 10 producers under contract, Work said. He explained how the company made a deal with Tay Garnett, who had a prepared script on "World Cruise." The independent producer had taken background shots on a cruise and also brought in Loretta Young for the leading role. Universal is financing part of the production.

Among other outside producers are Frank Lloyd who will make six pictures over a period of two years and Jules Levy who has "The Boys From Syracuse" plus a commitment for the Ritz Brothers.

Open to Outside Producers

Work said Universal will make "any type of deal with outside producers. We prefer to put up the money, but do not insist on it. However, the producers must have some elements to attract us."

At present, the Universal production head stated, "We are running three or four months ahead of schedule. We have about 10 pictures finished or being scored." About 70 per cent of the current program is completed, he added.

In discussing the probable grosses of pictures at the time the program is set. Work revealed that, in the case of "Destry Rides Again," the company estimated a $2,000,000 gross and "we were conservative by about 10 per cent."

All of the current program is being made on the lot. Universal has four or five outside producers contributing to the schedule, Work said, some of whom make a picture on a participation, or percentage, basis. On next season's program, nine to ten outside producers are expected to fill out the schedule. The definite number of pictures to be made for 1940-41 has not been determined. About 30 stars and featured players are under contract, according to Work, and they can be loaned out to other studios.

Sets Available at $1,000 Day

The Universal lot covers 235 acres. Standing sets represent an investment of $5,000,000, he said. There are various street sets which are rented out at $1,000 a day. These are available to "anyone, providing they have the $1,000," he said.

Joe Pasternak is the only executive producer under contract "but we are gradually acquiring other producers. The only director we have under contract is Henry Koster," the Universal executive asserted.

Work then went on to explain the various kinds of deals made for loanouts. "If we feel that a player is not given the proper part by another company we reject the deal." Work said the company usually tries to trade and brought up the instance of Bob Cummings who was loaned to 20th-Fox for a picture in return for which Universal was given William Seiter, the director, for one film.



—Photo by Cosmo-Sileo.

Universal does not make any distinctions in making loans, according to Work. Walter Pidgeon and Bell Story were borrowed from Republic, but when Universal tried to make a deal with the company for Gene Autry and Roy Rogers they could not get together.

Lauds "Little Tough Guys"

He then discussed split contracts, explaining Paramount and Universal may get together and make a contract for a star on a four-picture-a-year basis, each company to have the star for two pictures. Freddie Bartholomew had a contract with M-G-M and Universal whereby he would make two a year for each company. The same companies each had George Murphy for one picture, but Universal let the option go and M-G-M picked it up, Work said.

While the government tried to get Work to admit the high bracket pictures get important first runs, Work explained that "Little Tough Guys" returned to Universal seven times the negative cost. "That's what I called a triple 'A' picture. Then there was one picture in which we invested six times the negative cost of 'Little Tough Guys' and got only half of the results." He failed to name it.

The witness said he owned no stock in any of the defendant companies. The final question asked for his opinion of a producer-distributor owning an interest in theatres, which was objected to on the ground it is the final issue of the case to be determined by the court.

Work's entrance into the business traces back 24 years when he handled a road-show unit for "20,000 Leagues Under the Sea." He had been with the Orpheum circuit from 1905 to 1916.

In 1916 he was assistant manager of the Orpheum, Portland, Ore., was there about a year and then was made manager of the Orpheum, Spokane. He stayed until early 1918 when he went overseas, returning in 1919 when he was appointed manager of the State Lake, Chicago. He remained there until 1920 when he was sent to St. Louis to open the Grand for the Orpheum circuit. He was there about two months and then opened the Mainstreet, Kansas City. In 1921 he was sent to San Francisco where he opened the Golden Gate, later becoming manager of the Orpheum in the same city.

Along about 1925 or 1926, he was made

(Continued on page 14-C)

"No Super Colossals Yet," Modest Reply

NEW YORK—Cliff Work's examination before trial in the all-industry suit was not without humor. As a matter of fact, levity was injected into the interrogation several times, each sally getting a goodly quota of laughs from the attorneys present.

Work was explaining how Universal sets up its program to provide for eight "AA" pictures, eight single "A's," 12 exploitation and 12 "idea" features when John Caskey of Dwight, Harris, Koegel & Caskey, attorneys for 20th-Fox, interrupted:

"What, no super colossal pictures?"

"Not yet," was the brief retort.

Robert L. Wright, government interrogator, then asked, "What distinguishes 'A' pictures from 'AA'?"

Replied Work, "That's been a question for years."

The questioning then veered to estimating probable boxoffice value of pictures at the time of setting up the schedule.

Work said, "That's like a racehorse. We know by past performance."

The Universal production executive then started to give an example, recalling "Destry Rides Again."

"When we conceived the picture—" Work halted and then said, "If you do conceive a picture."

Wright then wanted to know some of the terms provided in some of the sales contracts when E. C. Raftery, acting for Universal, objected, stating the information was confidential and he did not want Caskey to know what was going on. Caskey thought for a moment and then said to the court stenographer: "Leave a page open. I'll need it as soon as I can think up an adequate reply."

During the questioning on borrowing and loanout of talent, Caskey handed Work a cigar. The witness thanked him. Caskey then said. "Remember, that's a loan."

At one time, Caskey incurred the wrath of Wright by his objections. Caskey stated Wright was assuming certain questions to be fact, whereupon Wright turned in his swivel and told Caskey to proceed with his "speech." Caskey objected to Wright terming his objections a "speech" and then went on to make his point for the record.

Editorial Lambasts Dies for "Plunge" Aimed at Hollywood

NEW YORK—Congressman Martin Dies comes in for a verbal castigation at the hands of the editorial staff of the New York *World-Telegram* which describes his attack on Hollywood as "a plunge" from which "many will get the impression that Chairman Dies, after an extended absence from the limelight, is making up for lost time with a somewhat lurid publicity stroke of his own." Goes the comment:

"Now, there may be subversive activities in Hollywood and the movie industry may not relish the thought of having them exposed. It may even, as Mr. Dies asserts, have 'hired the highest-priced publicity service in the world' to 'turn heaven and earth' against the Dies committee by 'one of the darndest campaigns of ridicule you ever saw.'

"But many will get the impression that Chairman Dies, after an extended absence from the limelight, is making up for lost time with a somewhat lurid publicity stroke of his own. And this impression, unjust as it may be, will be the stronger because Mr. Dies has so frequently drawn attention by just such methods. He has often provided ammunition for those who want to ridicule his committee by sounding off too soon, and too loudly, about matters that needed very different treatment.

"We think Mr. Dies might profit by studying the way the committee has operated in his absence. It has had some difficulty with Silver Shirt Pelley. It has been embarrassed because Mr. Dies, without consulting the other members, authorized release of a report which seems to have represented only the opinion of the committee's research director that practically all consumers' organizations are linked to Communism. But in general it has made an evident effort to be more fair, to avoid ballyhoo and to seek facts rather than premature sensations. As a result, it has risen in public estimation.

"With fewer plunges by Mr. Dies, with more sober and careful procedure, the committee's findings in Hollywood and elsewhere will carry greater weight and campaigns against it will be less likely to make headway."

PHILADELPHIA—"I know that the men and women in Hollywood, from producers and directors on down to extras, have, on the whole, as fine a brand of American citizenship as can be found anywhere," James Roosevelt said in an address before a B'nai B'rith Women's Club dinner here in defending the film colony against charges by Rep. Martin Dies that it harbors many elements with Communist sympathies.

Six "Test" Showings Are Set for "Dr. Cyclops"

NEW YORK—Paramount has scheduled six pre-release "test" engagements in as many cities for "Dr. Cyclops" and has assigned special exploiteers to handle each engagement. The film will open in Kansas City and Denver, March 6; Hartford and Providence, March 7; Altoona, March 8, and Nashville, March 9.

Gov't Moves A. J. Law To All-Trade Action

LOS ANGELES—With the temporary shelving of the contempt proceedings against FWC, Albert Law, assistant to the attorney general, has been taken off the case and is now gathering production data for the all-industry suit pending in the New York federal court.

The local action was removed some time ago from the federal court calendar here. Law recently recovered from an illness and his assistant, Harold Collins, is now in St. Luke's Hospital recovering from pneumonia. David Podell, who will be among the government's trial lawyers in the all-industry suit, has been here for the past week working with Law.

Another hearing on the defendants' request for a bill in connection with the local contempt proceedings is slated shortly. No definite date has been set, but the indication is it will come up next month. Several New York attorneys who were expected here for the hearings on the bill have remained in the east awaiting a definite date.

Delay Quiz of Korda In Goldwyn Suit

NEW YORK—Examination of Alexander Korda in Samuel Goldwyn's suit filed in federal court here in an effort to be released from his UA contract, will be delayed Tuesday, the postponed date. Original interrogation was slated for Friday. Korda left for the coast over the week-end and is not due back for some time. The new examination date will be set at Korda's convenience.

Max Steuer, who is handling the suit for Goldwyn, persumably will handle the pre-trial examination.

Hearings on Local 306 Demands Will Resume

NEW YORK—Arbitration hearings on demands by Local 306 for a 25 per cent increase for operators employed in major circuits' houses are scheduled to be resumed Thursday. The meetings were postponed due to the AFL convention in Miami early in the month. Several circuit lawyers and executives have gone to Miami, in the interim, for vacations. Milton J. Handler, regarded as an expert on labor matters, will continue to sit in as the impartial arbitrator.

During the cessation of hearings, the circuits and 306 have exchanged data on their operations.

More Trips for Dembow

NEW YORK—Sam Dembow, Paramount theatre executive, is in Detroit conferring with Earl J. Hudson, executive pro tem in charge of United Detroit Theatres, wholly-owned Paramount theatre subsidiary.

Steinbeck Is Draw At Competing Runs

NEW YORK—John Steinbeck, who never appeared in a film in his life, has come to be reckoned with as one of the biggest boxoffice "draws" in recent Broadway exhibition history.

If Broadway is any barometer, the author of "The Grapes of Wrath" and "Of Mice and Men" can claim some unique records, not the least of which is a simultaneous showing of both literary efforts in film form. Of greater importance, however, from a theatreman's point of view, is the revenue that has piled up in the exchequer of two theatres competing with each other, both playing up Steinbeck's name with as much emphasis as the stories he wrote.

Latest entrant in the Steinbeck stir is the Roxy, which piled up a handsome $59,000 for the first seven days of "Of Mice and Men." The film was something of an enigma to UA, its distributor, who had the march stolen on it when "The Grapes of Wrath" got a head start at the Rivoli five weeks ago. The question of "Mice" competing with the praises being sung by critics for "Grapes" was a consideration long pondered over.

A final decision was reached when UA felt, and now, justifiably, that "Mice" would reap a certain benefit from Steinbeck's name, aside from the film's merits, per se. And, paradoxically, the same day the "Mice" reviews appeared with invariable comparison to Steinbeck's other work, a considerable portion of auto-suggestion must have manifested itself. For while the Roxy played to capacity business, the overflow went to the Rivoli, where a neat boxoffice spurt over the previous week's receipts for the same day took place.

Court to Rule on Bioff Status in Old Sentence

CHICAGO—A habeas corpus hearing, set for Monday before Chief Justice John Prystalsky, will determine whether William Bioff, extradited Hollywood IATSE labor leader, will have to serve out the remaining five months and 24 days of an original six months sentence, imposed in 1922, following conviction on a pandering charge.

Pending the hearing, Bioff is free on a $5,000 bail, the same bail on which he is free from the federal income tax evasion charge in Los Angeles.

Bioff's fight against extradition collapsed in Los Angeles on Monday when Federal Judge Ralph E. Jenney refused to interfere, and remarked that the government has prior right over his custody and can remand him to Los Angeles, even though he be confined at the time, in May, when his income tax case is set for hearing.

Bioff termed his extradition and action against him as "persecution."

Mrs. Mark Ostrer Dies

LONDON—Mrs. Mark Ostrer, the former Karen Petersen, wife of the GB executive, is dead.

Fox Traces 4-Year Course of Profits

NEW YORK—From a gross of $33,919,771 and a profit of $2,921,897 in 1935, 20th Century-Fox jumped to a gross of $49,590,246 and a net of $6,645,416 by 1938, its answer to interrogatories in the all-industry suit reveal. The 1936 gross was $44,087,772 and profit $7,437,209 and the 1937 aggregate $47,980,451 and a profit of $8,212,535.

As in the instance of other majors' replies, 20th-Fox traces its stock structure. It cites Chase National as its largest common and preferred stockholder and, among stock listings, includes these:

Chase, 487,215 of preferred; White, Weld & Co., 185,719 shares; William Goetz, 55,283 shares; Joseph M. Schenck, 26,983 shares; Darryl F. Zanuck, 21,945 shares; and 20th-Fox itself, 20,430 shares. Of the common, Chase holds 221,157 shares, General Theatres Equipment, 185,600; Goetz, 184,642; Zanuck, 122,129, and Schenck, 112,542. The company has no fixed indebtedness and no debts.

Subsidiaries in which 20th-Fox has an interest are Movietonews with the parent company owning 59,889 shares of preferred of 60,000 issued; National Theatres Corp. with 756,000 shares of common, representing a 42 per cent interest, 20th Century Fox Film Corp. of Texas, 50 shares. or 100 per cent; 20th-Fox Distributing Corp., 1,000 shares, or 100 per cent.

Movietonews, as of September 30, 1939, was worth $2,634,687 net, according to schedules filed and the company has lost money in the last four years. In 1935, it grossed $3,098,363 and lost $401,188. In 1936, the gross was $3,193,224 and the loss, $275,103. In 1937, the gross totaled $2,877,656 and the loss, $202,057. In 1938 the gross was $2,577,281 and loss $202,057.

Others in Business Holding Shares

The only persons, or corporations, in one phase of the film business or another owning shares are Jack Skirball, 50 shares of common; Albert Lea Amusement Corp. of Minneapolis, 50 shares of common, and General Theatres Equipment Corp., 185,600 common. Twentieth-Fox did not deem any questions out of the 24 answered as confidential.

Paramount, on the other hand, termed 11 confidential and declared in seven other instances that its answer is "none." The stock consists of 144,527 shares of six per cent cumulative convertible first preferred at $100 par, out of an authorized issue of 188,883 shares. It also has 555,070 shares outstanding of six per cent cumulative convertible second preferred at a par of $10 out of 560,920 authorized. On the common it has 2,465,927 shares outstanding of an authorized issue of 4,457,149 shares. The total amount of previously issued capital stock is $29,856,649 and the current capital is $23,070,587.

Fixed indebtedness is $7,302,000 outstanding as of Sept. 30, 1939, out of $11,133,200 due on three and one-quarter per cent debentures due March 1, 1947.

Dismiss Wanger Libel Suit

NEW YORK—Walter Wanger's million dollar libel suit against the *Daily News* has been dismissed by the appellate court.

In Case You've Wondered

BOMBAY, INDIA—S. Singh of Poona inquired of the editor of *Filmindia*, film trade paper, "How many Indians are there in Hollywood working in the film industry?" and received the following reply:

"About 20. One ties turbans, one takes very small and insignificant parts, the third one is a sort of an adviser on Indian affairs and the remaining 17 are coolies doing extra parts in association with monkeys when they want the 'real Indian atmosphere.' Most of these Indians are starving residents of Punjab and some come from Ceylon, but probably all of them came as cooks for the different Indian restaurants in the States and stayed to work in Hollywood, drawn by its glamour."

Universal Tried to Sign Capra, Cliff Work Testifies in Quiz

Views '40 Outlook As a Cheery One

WASHINGTON—With the business outlook for 1940 a cheery one, the Chamber of Commerce of the United States in its publication, Washington *Review*, observes that industry, having regained the level of 1937, no longer faces many of the domestic factors which brought about the recession in the latter part of that year.

In the belief "the essential question at this time of year is about the general level of activity, as this is the level from which the customary increase in the spring takes its base," the report states:

"The evidence indicates that the good level of February, 1937, has been regained, and probably is being somewhat exceeded. Moreover, the adverse factors which were present in early 1937, and which later in that year brought abrupt reversal, not only in business but in prospects for a balanced federal budget and full employment, are not now in evidence.

"Such adverse factors as exist today are of a different sort, such as uncertainties due to war abroad, but are not likely to have results in the United States as were produced by domestic influences in 1937.

"Measured by general indices for January, 1940, February business began at a high level. The Federal Reserve Board's straight index for industrial production in January will be around 118, or the highest for any January in the country's history. Whatever this index proves to be for February, it will undoubtedly be the highest for any February."

Dismissal Ends Vocafilm Suit Against Electrics

NEW YORK—Federal Judge Henry W. Goddard has dismissed with prejudice a $65,953,125 action of Vocafilm Corp. of America against A. T. and T., Western Electric and ERPI. The dismissal with prejudice means the action cannot be renewed at a future date and was agreed to by both sides, but the settlement, if any, could not be ascertained.

The action was filed in July, 1933, and sought triple damages for alleged violations of the Sherman and Clayton acts.

(Continued from page 14-A)

district manager of the Hillstreet and Orpheum in Los Angeles and the Orpheum in Oakland. Later he was promoted to division manager with the three houses mentioned, in addition to theatres in San Diego, Salt Lake City and San Francisco. In 1929 he was made division director with Vancouver, Spokane, Seattle, Tacoma and Portland added to his list.

In all instances Work said he outlined the policies of the theatres which leaned more to vaudeville than pictures. In 1932, when RKO went into 77B he lost the supervision of the northwest group of theatres. Then he returned to San Francisco where the circuit had the Golden Gate. Then the circuit got back its houses in Los Angeles and Denver which he supervised until he joined Universal in May, 1938.

He is second vice-president of the producers' association in Hollywood. He described this as an organization whose function it is to assemble producers once or twice a month. At the present time, its main activity is to provide finances for emergency cases. The association covers "the code of ethics, particularly objectionable phases of pictures and, in general, covers matters pertaining to the advancement and good of the industry."

NSS Sets One-Year Deal With Fox West Coast

NEW YORK—National Screen Service has closed a one-year deal, beginning March 1, with the entire Fox West Coast division of National Theatres, comprising about 158 situations, George F. Dembow, NSS general sales manager, declared upon his return from Los Angeles where he negotiated the deal with Charles Skouras. Until now the circuit had been using NSS trailers in scattered situations.

Dembow states the company has destroyed every print and negative formerly produced by Trailer-Made, which NSS recently liquidated. The material covers features released by majors for the past three years. Meanwhile NSS is serving out the terms of Trailer-Made's contracts with exhibitors, using NSS trailers. E. Schwartz, who formerly headed Trailer-Made, continues to maintain his Peerless Advertising Co.

Wallis Indicates 48 Again at Warner

NEW YORK—Although a formal policy must await the outcome of its annual convention in a few months, Warner, for 1940-41, will line up numerically "pretty much as we do now," according to Hal B. Wallis, associate executive in charge of production. The entire output—48 currently—will be "A's," he added, not as an afterthought. With his wife, Louise Fazenda, Wallis came east for the Albany and New York openings of "The Story of Dr. Ehrlich's Magic Bullet."

Asked if a given company's production schedule could be so geared that it would be self-sufficient, precluding the necessity of depending on foreign revenue, Wallis replied: "For one thing, you can't cut the cost. Obviously, pictures couldn't be as good. We do depend on foreign revenue; that which we can get. With the proper types of pictures we can compensate for what we have to lose."

"Could this mean you have in mind a new trend of entertainment ingredients?" went a query. Wallis said "No," adding Warner will maintain the diversified program it produced the current season, with "emphasis on action." However, there will be at least two films, not identified, paralleling "Magic Bullet," he declared. The implication was that they would be of social or psychological significance.

Warner is making "some quota pictures," he said, but did not elaborate on the future of the company's activities in England. "Doc" Solomon is in charge abroad.

Wallis revealed the Broadway comedy hit, "The Male Animal," has been bought, as have "Quietly My Captain Waits" by Evelyn Eaton, and "Captain Horatio Hornblower," by Capt. C. M. Forrester, who is now on the coast preparing the script. "City for Conquest" will be the next Cagney. The Eaton story will be produced "on a scale with 'Gone With the Wind,'" Wallis said.

WB Legit Activity Reports Decried by Jacob Wilk

NEW YORK—Decrying the numerous "erroneous" reports regarding Warner activities in the legitimate theatre field, Jacob Wilk, eastern story head, states:

"We are linked up with a lot of things we have no interest in. This goes for the best of the New York newspapers whose reportorial activities have been more accurate than others in the past," he holds.

While the company is reported to have closed for the screen rights to "The Male Animal," this is denied by Wilk who adds "We are still working out a few angles." Hal B. Wallis thinks otherwise. He says the play has been bought.

As for the Dramatists Guild pact, there is nothing new, according to the Warnerite.

Moray in Seattle

SEATTLE—Norman H. Moray, Vitaphone sales manager, is due here Monday on another leg of a lengthy trip. He will not return to New York for about two months.

Hal's Trip; Louise Won't Talk

New York—Louise Fazenda accompanied her husband, Hal B. Wallis, on his trip to New York and was greeted at the station by Mitchell Rawson, Warner publicity representative who had several stunts lined up for the actress.

She begged off, stating "This is Hal's trip. I'm going to be good and domestic. I'm going to Sloane's and buy some broadlooms and hook rugs. You know, we can't get them in California."

Rawson tried to get Miss Fazenda to change her perspective, but it was no dice. Then, as she was about to leave the trainshed, Rawson said, "You're public is waiting for you outside."

Came back the actress with, "My public is a couple of Mexicans at home."

No questions were asked from that point on.

Big Bally Brewing For 'Virginia City'

HOLLYWOOD—Content with the results of the national splurge which preceded and trailed its "Dodge City" junket, Warner is busy lining up a repeat stunt, this time for "Virginia City." S. Charles Einfeld, however, says his will be bigger, better, more colossal. "The first one will look like a trailer," he cautiously observes.

The film will open in Reno and Virginia City, Nev., March 16. A special train, once again, will transport about 250 players, newspaper correspondents—largely syndicate writers—and studio executives to the scene of the excitement. There will be a reception by Governor E. P. Carville and a spectacular western parade in Reno after which the original, or a facsimile, train on that run will convey the party to Virginia City 22 miles away. The film will be shown in the deserted mining town's one theatre, but simultaneously in the more representative houses in Reno. The event will be topped off by a "Virginia City Comstock Ball" at the State Auditorium in Reno. There is also gambling in the town.

Slated to make the trek from this end are Errol Flynn, Ann Sheridan, Priscilla Lane, Humphrey Bogart, Rosemary Lane, Alan Hale, Eddie Albert, Randolph Scott, and Jean Parker, most of whom turned up in Dodge City many months ago.

Einfeld will be in charge of the western end of the enterprise and, as usual, expects to get no sleep.

NEW YORK—Gradwell L. Sears and Carl Leserman are down for the Virginia City opening from this end and also about 20 syndicate and trade paper men. They are slated to leave in one or more special cars March 14 for the Nevada outpost, take in the opening, file their copy and turn right around again for New York. The Warner executives, however, will board the western special for production huddles in Hollywood.

Tax "Cut-In" Easing High-Pay Squawks

WASHINGTON—With anywhere up to 60 per cent or more going to the government in income taxes, attacks on the high salaries paid executives of some of the film companies lose much of their point.

This was admitted last week by Representative Lyle H. Boren (Dem., Okla.), staunch supporter of divorce of exhibition from production, block booking abolition and other types of motion picture industry reform, in inserting in the Congressional Record a letter from Manny Strauss, New York, calling his attention to the fact that the compensation paid to executives of Loew's, Inc., which the Congressman sharply attacked on the floor of the House last fall, had been held by the supreme court of New York "not only fair but profitable to the stockholders of the corporation."

Strauss also called attention to the fact that Mayer, Schenck and Rubin paid "to the United States upward of 60 per cent on those amounts in federal income tax alone."

The decision was rendered by Justice Louis A. Valente in a case brought by Bernard Epstein, after the whole matter had been thoroughly explored.

"I have on a few occasions discussed some aspects of the motion picture industry and have referred to individuals representative of the executive powers in that industry," Boren said. "I have indicated among other things the personal incomes of these executives. Since these discussions, it has been frequently pointed out that a great amount of the individual incomes are absorbed by government taxation and by other means. This is undoubtedly true with reference to such salaries as those of Louis B. Mayer and certain stars and executives of the motion picture industry whom I mentioned.

"I am glad to submit this information by the way of addenda to my remarks in order that the full facts, taking into account all sides of this question, may be a matter of record."

Chicago Seeking Curb on Triple-Feature Bills

CHICAGO—The hope of eliminating the policy of triple featuring is leading the flock of suggested panaceas that usually appear during the Lenten season, with its attendant decline in grosses.

Exhibitors on the northwest side of the city, where the triple featuring policy is most prevalent, are groping toward some working agreement whereby they can eliminate this policy. Among the houses currently involved in the practice are the Essaness Irving and Crown; the G. C. S. Admiral, Drake and Portage; Meltzer Bros.' Milford; Balaban's Dale; the Rivoli and Rio and the B&K Crystal and Biltmore.

The perennial discussion of remedies for dual features, the start of releases on Fridays instead of Sundays, and the cutting of clearance is under way, but with no concerted movement directed toward their solution.

UNRIVALED PERFORMANCE

NO wonder cameramen place full confidence in Eastman's three negative films. They know that each offers specialized ability to meet modern production demands. Even more important, they know that every foot will have the same high quality, the same unvarying dependability. Eastman Kodak Co., Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

$700,000 for "Wind" Seen at the Capitol

NEW YORK—When "Gone With the Wind" terminates its 11-week run at the Capitol on Broadway March 6 it will have run up an estimated boxoffice gross of $700,000, an unprecedented figure in every respect in the history of the house. The only record the film did not break was for a single week's intake, which was set up by "Anna Christie" and a stage show nine years ago and which hit $110,000. No other film has ever exceeded a four-week stretch at the house.

During the "Wind" run, estimated weekly gross has averaged about $65,000, although it has gone as high as $77,000. "Northwest Passage" will open at the Capitol March 7 with the house reverting to a popular admission scale.

Meanwhile M-G-M plans to continue the film at the Astor at two-a-day. This will be the only Manhattan showing until Easter Week when about 14 neighborhood engagements will open. After a nine-week run at the Orpheum, Boston, coupled with a simultaneous five-and-a-half week stand at the State in the same city, "Wind" is going into the Majestic, Boston, March 3, for another try. Return engagements have also been booked for Reading and Harrisburg where subsequent runs will open the film March 9, and for Rochester, Syracuse, Providence, Springfield and Newark. In each of these situations, "Wind" has had a minimum of three weeks first run.

Disney Stock Issue

NEW YORK—Walt Disney Productions is planning a public stock issue. While details are incomplete, it is anticipated a preferred issue totaling $3,800,000 will be put on the market. The described purpose is to establish a permanent cash reserve for expansion.

Major Attorneys Complain Of Payments to Standins

NEW YORK—Major distributor attorneys at an MPPDA session, voiced strong disapproval of the severity of legal fees they have been asked to pay local attorneys who have represented them in connection with a number of anti-trust cases.

The procedure for major distributors, when an anti-trust case is filed, is to pick counsel residing in the district in which the case orignates in order to facilitate disposition. Following adjudication, or settlement, the local attorney sends his bill to the Hays office, which, in turn, levels an assessment on each distributor involved.

Major counsel, at the Hays office session, disapproved a few of these fees as excessive, it is learned, and made it clear considerable trimming will have to take place before they are paid.

Goldwyn Counsel Appeals Dismissal of UA Suit

NEW YORK—Counsel for Samuel Goldwyn has filed an appeal in Wilmington to a recent decision in federal court dismissing a suit for abrogation of his UA contract. The court ruled that, because of the declaratory judgment sought, Alexander Korda and the Fairbanks company should have been made co-defendants. In the request for appeal, Goldwyn's attorney argues Judge John P. Nields erred and that it was not necessary to name additional parties to the action.

Get March 15 to Reply

BOSTON—Defendants in the anti-trust suit brought by George S. Ryan on behalf of the Waldo, Waldoboro, Me., have until March 15 to answer. The litigation is one of the first suits in which block booking has been made a primary element in the complaint.





—Metropolitan Photos

He's the Producer; She's His Lead—

Alexander Korda as he arrived from Europe on the Rex, *his plans indefinite beyond completion of "The Thief of Bagdad" in which June Duprez, to the right, appears as feminine lead.*

Says Industrials Will Not Compete

NEW YORK—The comparatively renewed interest by Paramount in the development of its department for production of advertising films is "definitely not to be construed that these films will be of a competitive nature" to theatres, according to Lou Diamond, short subjects head who is in charge of the department.

Although admitting the product Paramount turns out for commercial advertisers "becomes the property of the advertiser and is not in our control," the type of product the company will make for promotional uses is of a nature not acceptable for regular theatre audiences, Diamond believes.

The films will be handled by the normal short subjects production staff "that is idle," it is said.

Entire RKO Circuit Will Play "Pinocchio"

NEW YORK—All RKO houses will play "Pinocchio" under a deal just closed with the Disney office here. Out-of-town first runs will begin showing the picture Easter Week, the local run to be determined by the termination date at the Center.

Under the deal, children's admissions will be increased five cents and, while there will be no change for adults, the hour schedule at all theatres will be moved up as prevailed when "Snow White" played the circuit.

The second Disney feature cartoon grossed approximately $50,000 the first week at the Center. The second weekend business was greater than the first Saturday and Sunday.

Schaefer Says RKO Plans 52 Films for 1940-41

CHICAGO—George J. Schaefer, president of RKO, between trains here, said his company definitely plans 52 for 1940-41.

Schaefer discounted the present international situation as a factor in the quality of production by his company. He added: "We will, of course, cut down on quantity before we ever think of cutting down the quality." With Schaefer, was Gregory La Cava, director, who recently checked out of RKO. He said he had no definite plans.

B&K Applies to FCC for A Television Station

CHICAGO—B&K has applied to the Federal Communications Commission for a television station. John Balaban, who recently returned from the Mayo clinic, confirmed the application and added: "But there is nothing else we plan to do at present." It is understood the application was made to cover the circuit in the future.

To Leave for Coast

NEW YORK—Joseph M. Schenck, chairman of the 20th-Fox board, and Joseph H. Moskowitz, his assistant in New York, are scheduled to leave for the coast the end of the week.

BROADWAY

FRED W. LANGE, Paramount's general manager in Continental Europe, was due to land via *Yankee Clipper* from Lisbon over the weekend on his annual home office visit . . . There's a big circle around February 29 on Rube Jackter's calendar. It is the day he hopes to get away for Florida . . . Lawrence Reid, editor of *Motion Picture,* member of the Fawcett group, is in Hollywood . . . Leila Ernst, ingenue of the Broadway hit, "Too Many Girls," is in Hollywood with a Paramount contract that calls for co-starring honors with Jackie Cooper . . . Lynn Farnol is due from a visit to the coast Monday . . . Tom Walker, eastern representative for Hal Roach, should be right behind him, from the same place . . . S. Charles Einfeld stopped off in Chicago over the weekend en route to the Warner studios. The Windy City stopover was for conferences with B&K.

"His condition is all right; he's getting along very nicely," was the way the sweet young voice up at Lennox Hill Hospital reported the condition of Joseph Bernhard . . . It's a new sleeper release for Norman Elson, Film Alliance's sales manager, who's now a proud poppa. Two weeks ahead of schedule and with a nifty sound track, young Elson had his premiere at the Huntington, Long Island, Hospital. Mrs. E. doing nicely . . . Eddie Golden is following the sun on his tour of Monogram exchanges. From Miami he has gone to Hollywood . . . John Justin, featured in "Thief of Bagdad," is en route from London to appear in final sequences to be taken in Arizona . . . "Captain" Herb MacIntyre of the Ned Depinet Drive forces is on his second tour of the country and Canada. Harry Michalson, short subject sales manager, is with him.

Malcolm Ames, British head for Technicolor, arrived from abroad on the *Manhattan* the other day . . . Ed Hatrick is back from an extended Miami vacation and looking the picture of health . . . Si Seadler has returned from the coast where he spent most of his time on the B-Bar-H ranch . . . George Sussman has been promoted by 20th-Fox to Buffalo booker . . . Ralph Pielow, Albany M-G-M manager, is due to return soon from a siesta in Miami, his annual vacation grounds . . . Louis B. Mayer is expected from the coast again the middle of next month.

Lou Allerhand of the local M-G-M exchange is back from a vacation with his family and Moe Rose, booker, and Suzanne Armand, Ben Abner's secretary. Allerhand started out by car for Miami, got as far as Washington, then traveled to Atlantic City with his party. That's where the vacation ended . . . Bertha Deichert, secretary to E. K. O'Shea, left Wednesday for Miami and a two-week respite from her duties . . . Frank Walsh of the Highland, Highland, and Pete Berkeros of the City, Highland Falls, were in town visiting the various exchanges on bookings for their upstate theatres . . . Sadie Cohen, "Big U" biller, departed Friday for the land of "June in January" . . . Ted Schlanger celebrated another birthday Saturday and the Variety Club in Philadelphia tendered him a banquet at the Stratford Hotel that night . . . Jack Cohen, National Screen division manager, has returned from an extensive trip of his exchanges.



"V.P." in Charge—

A new camera study of J. J. Nolan, newly appointed vice-president in charge of the RKO studio.

Max A. Cohen finally took that belated Hollywood, Fla., vacation, leaving town after calling a meeting of the executive committee of Allied of New York . . . Dennis F. O'Brien was bedded with a cold for a few days. Returning from the warm coast climate on February 18, the weather got the better of him the following day . . . Arthur Willi is back from an RKO studio visit . . . After looking over some of the Broadway grosses, Charles B. MacDonald, RKO circuit division manager, pointed to one and said, "It's super mediocre."

Sam Citron will be 47 on Monday . . . Mrs. Adolph Zukor is stopping at the Savoy Plaza, awaiting the return of her husband from a South American trip on March 18. John W. Hicks jr., in charge of Paramount's foreign affairs, is with Zukor . . . Barret McCormick has completed his first week of jury duty in the supreme court . . . June Duprez has gone to Hollywood and will make tests for a role in "Personal History" . . . Mrs. Moskowitz, mother of the Moskowitz clan, was given a big birthday party at her home in Kew Gardens Wednesday night. For the occasion, a special showing of "Pinocchio" was held. The day before C. C. had a birthday and was swamped with congratulatory messages . . . Cliff Work spent all of Monday morning going over old times with Freddie Meyers at the latter's office. The former RKO coast head and now Universal studio chief on Tuesday was examined before trial in the government suit . . . Bill Moses of Monogram has gone to Hot Springs, Ark., for a vacation.

Joe Seidelman and A. Schneider spent the weekend golfing at Pinehurst . . . Jack Cohn is planning to vacation shortly on the western shores of Miami . . . Bill Zimmerman of the RKO legal staff came back with a nut brown complexion after a week's relaxation at Lake Placid . . . Abe Leff, local circuit operator, is down Miami way taking it easy for a couple of weeks . . . Arti Rapf is back from the coast where he visited his brother, Harry, for three weeks . . . Bad weather has kept Leon Rosenblatt at his home where he has been recovering from his recent illness . . . Herman Sussman, upstate operator, makes his regular booking visit on Mondays and says business could be much better at his three theatres . . . Ed Raftery dotes on mystery yarns . . . Harry Buxbaum jr., now a local 20th-Fox salesman at the local branch, turned all colors of the rainbow Tuesday when he was given a birthday party at Dinty Moore's by the staff. A Western Union messenger brought in a congratulatory message and began singing Happy Birthday, etc., which caused the 23-year-old lad a few embarrassing moments.

Plane shed quip by George Dembow before hopping off in the direction of Florida: "I'm taking a bagful of California oranges along to show the natives what the stuff looks like." Dembow was only back from Los Angeles, where he spent about three weeks, for about 24 hours, when he decided to join Charles Casanave and Herman Robbins at Miami to talk NSS business. He's due back Monday . . . Arthur Israel, Barney Balaban's executive aide, was under the weather and the blankets for a few days . . . Jack Cohn changed his mind the last minute and didn't get off to California as planned . . . Adam Adams, looking around the Paramount offices for someone to discuss partnership business with, bemoaning the fact that he'd have to go to Miami if he hoped to find a circuit executive . . . Lou Weinberg, looking pitifully alone in the Lindy corner where the Columbia executives usually overflow for lunch, but who are now soaking up Florida sun (?) . . . Gilbert Josephson, operator of the World, is negotiating with the William Morris office to bring Raimu, French actor, to this country for personal appearances with his film, "The Baker's Wife."

Grad Sears is back from a Florida trip, occasioned by the illness of his youngster—who was with him . . . Dave Golding, BOXOFFICE staff man, is reported doing well at Mt. Sinai Hospital following a minor operation . . . No signs yet of Nate Blumberg's return from that rapidly extending Miami vacation . . . Sam Dembow is back from a short stop in the same region . . . Ditto Austin Keough and Monty Gowthorpe of the Paramount family . . .

(Continued on page 18-A)

Air Giveaways Seen Harmful to Theatres

NEW YORK—Although the tendency of many exhibitors today is to shy clear of giveaways, both in the form of articles and cash, radio sponsors have adopted the giveaway plan to the extent that it has become a serious form of competition for theatre boxoffices.

More than $100,000 in merchandise and in cash are being given away weekly by the three national radio networks, according to *Advertising Age*. In addition to the cash awards, the publication states, from $1 to $5,000 is being offered as inducements by the advertising sponsors in the form of spoons, brooches, diamond rings, hosiery, baby bonds and other articles, the general idea being to keep audiences at home listening to the radio, of course.

The figures quoted, it is held, are conservative, the actual totals contingent on the number of questions answered properly in the various forms of quiz contests.

Programs and Prizes

"Among the advertisers who offer large prizes on their radio programs," *Advertising Age* continues, "is Proctor & Gamble which is awarding weekly prizes of 10 Buick sedans with 1,000 gallons of gasoline and $50 worth of accessories on each of four programs on NBC and CBS."

Another contest sponsored by the same agency on two programs on the same networks, according to the publication, offers $5,000 as a grand prize at the end of the contest, a $1,000 weekly prize for the duration of the contest and seven daily prizes of $100.

"Illinois Meat Co. is offering weekly prizes amounting to $500 on 'Play Broadcast' on the Mutual Broadcasting System. Pepsodent, on NBC, will award a first prize of $5,000 and a second prize of $1,000 for the best name for a baby girl, and also gives 1,365 other cash prizes of from $2 to $250 each week."

These are exclusive of the $1,000 given away each week by the Pot O' Gold, sponsored by Tums, to the person answering a telephone call selected at random at each broadcast.

Give Away Diamond Rings

"Colgate-Palmolive-Peet is awarding seven diamond rings, each valued at $100 every week on its CBS program. In addition to the $5 and $10 prizes given for questions used and questions that stump the experts, Canada Dry also is awarding sets of the *Encyclopedia Britannica*, valued at $350 each, on its weekly NBC show."

Many theatres throughout the country have continued cash giveaways in various forms and, during the past year or so, have enhanced the interest in the types of games by awarding special jackpots.

But with radio sponsors offering diamond rings and cash totals which could not possibly be given out by theatres, exhibitors are trying to figure out how long the radio idea will last. The advertising stunts are too much for exhibitors to compete with and the only hope held in many theatre quarters is that the radio sponsors will tire of giving things away to listeners and stick to entertainment.

Drive for O'Connor Is An Honorary Gesture

NEW YORK—RKO district managers in the metropolitan area and New Jersey have set aside March 7 to April 18 as John J. O'Connor Month. The drive is purely intra-company and does not involve prizes for the districts showing the best results. It is more of a gesture honoring the vice-president and general manager of the circuit. Fred Meyers, assistant to O'Connor, and Harry Mandel are co-chairmen of the drive. It is the first ever held for the executive.



JOHN J. O'CONNOR

Among the district managers participating are Charles MacDonald, R. H. Emde, Lou Goldberg, Sol Schwartz and James Brennan, the latter handling New Jersey units.

Plan to Fight Tums Air Program Held Lottery

ST. LOUIS—The plan by which theatre men here are combating the effects on attendance of the "Pot O' Gold" radio program has been termed a violation of state lottery statutes by Carl V. Eimbeck, county prosecuting attorney. Theatre owners have been offering to double the radio money if the person called is in the theatre.

"Oscar" Ballots Close Feb. 26

HOLLYWOOD—Academy ballots are slated to close Monday. The awards will be announced at the usual banquet Thursday evening.



—Photo by Cosmo-Sileo

Eternal Vigilance—

Which shows how the Warner press boys saw to it Hal B. Wallis, executive producer, and his wife, Louise Fazenda, prepared for inclement New York weather. Fact Grand Central Station is a covered structure has no bearing on the matter.

Neely Bill Hearings Facing Delays Now

WASHINGTON—Possibilities that hearings on the Neely block booking bill would not be held for several weeks were seen this week in reports of the inability of conferees on the pending railroad legislation to reach an agreement.

The block booking bill is scheduled to be taken up by the House interstate and foreign commerce committee after the railroad legislation has been disposed of, but conferees this week expressed the opinion that that would not be accomplished before March 10.

Indications are that the hearings, when held, will run over a considerable period. Because of the fact that there is not a great deal of important legislation of a "must" nature pending, the committee this year is easing its limitations on testimony and is giving industry representatives a free rein in expressing their views on the measures which it is taking up.

While no steps have been taken toward drawing up a schedule for the hearings, it is understood the committee has received a large number of requests for time from exhibitors and civic organizations which desire to submit evidence.

January Ticket Tax Net Sets Decline Record

WASHINGTON—Exhibiting one of the sharpest declines ever recorded in the history of the federal admissions tax, treasury revenues from that levy for January totaled only $1,486,534.64, only eight cents short of a flat $488,000 under the $1,974,534.56 collected in December.

Reporting on January receipts, the Bureau of Internal Revenue showed that admission tax collections were $77,599.64 under the $1,564,134.28 reported for January, 1939, and, with the sole exception of last April, were the smallest for any month since August, 1938.

The bureau released figures showing collections for the first seven months of the 1940 fiscal year, giving the return from admissions as $12,206,619.11 compared with $11,878,708.62 a year ago, an increase of $327,910.49.

Over 300 Day-and-Date Runs In for "Grapes"

NEW YORK—The more than 300 advance bookings for "The Grapes of Wrath" lined up by 20th Century-Fox is said to have set a company record on day-and-date engagements for a single picture.

On February 27 the film will begin simultaneous engagements in three theatres in Los Angeles, the Four Star, Grauman's Chinese and Loew's State. This also is said to be a "first," in that on no previous occasion on the west coast has such an arrangement prevailed.

In four other cities, Miami, Des Moines, Richmond, Va., and Kansas City, the picture will play in two theatres at the same time. On Wednesday it will enter its sixth week at the Rivoli on Broadway.

Distributors Mark Time Over Italy

NEW YORK—Distributors are marking time over Italy in the hope the situation will take a turn for the better when March rolls around.

It is understood the lockout of the majors might ease up with a new administration in power. Negotiations will be resumed when the new head of ENIC, the Italian monopoly, takes over then.

With the majors willing to concede to reasonable restrictions on currency, it is pointed out a resolution may be worked out without the Italians "losing face," regarded as quite important from a diplomatic standpoint.

Indifferent to Claims That They Sold Films to Italy

NEW YORK—Foreign spokesmen for RKO, Columbia, UA and Universal are unanimous in their indifference to the statement of Monty Banks, director for 20th Century-Fox in England, which claims these companies have sold films in bulk to Italy in violation of their "united front" agreement to discontinue doing business with that government.

The Banks statement drew a reaction tending to discredit its veracity. In one quarter a foreign sales manager said it was "not worthy of an answer." In each case a flat denial that films were being sold to Italy was made.

Settlement by Fried Hinges On Deal With Columbia

PHILADELPHIA—The proposed settlement of the Harry Fried anti-trust case is contingent upon whether Columbia decides to sell the plaintiff's Suburban, Ardmore; Anthony Wayne, Wayne; and Seville, Bryn Mawr. Meanwhile, the settlement remains in status quo due to an impasse in negotiations between Fried and Harry Weiner, Columbia's manager. Another immediate obstacle is the absence from New York of Louis Astor, circuit sales executive, who must approve any deal and who is vacationing in Florida. When Astor returns in about a week it appears likely the situation will come to a head.

Paramount, which was also a party to Fried's settlement terms, is said to have closed a deal to sell his three houses. However, this phase of Fried's demands is said not to be sufficient for him to drop the case until Columbia settles.

Monogram Operations in Foreign Field Holds Up

NEW YORK—Monogram's foreign operations are being less affected by the war than had been originally feared, according to Norton V. Ritchey, manager of overseas sales. Despite obvious handicaps to the normal conduct of business, such as shipping and transportation, the company's principal offices in Paris and Brussels are carrying on "almost normal," he declares.

New Distribution Idea in Work

New York—Wags a local wag: "There's one company in the field which is acquiring so many units, it probably will have to release its 1940-41 lineup by producers instead of titles."

More Aid Is Demanded From International Body

PHILADELPHIA—Musicians' Local No. 77 has voted a resolution demanding that the International give it more cooperation in the local Warner contract dispute.

The Local demands that the International call out musicians at all Warner houses in the country and at the company's studios in Hollywood.

Another resolution, threatening secession from the International if it doesn't act promptly on Local 77's demands, was not brought up for vote.

BROADWAY

(Continued from page 17)

Joe Stein of the Copyright Protection Bureau spent the weekend with part of his family at Berlin—the New Hampshire one, of course . . . Max Roth is visiting from Kansas City . . . Irving Cohen of the Paramount legal staff is back after touring part of the south in an overcoat . . . Jay Gove, head of M-G-M's sales development department, is vacationing in Florida.

The employes of National Screen Service and Advertising Accessories will hold a dinner-dance at the Palm Room of the Fiesta, March 29, the proceeds to go to charity . . . A. F. Cummings, head of M-G-M's print department, is taking it easy in St. Petersburg, the Florida one, of course.

Miami Meanderings: Ted O'Shea accompanied Bill Scully to the winter resort and both will be gone at least three weeks . . . Lou Johnson, president of B-51, now is sojourning in Miami with the missus. Lou recently was given a round-trip ticket by the union for the great work he has done. It was a fine gesture . . . Malcolm Kingsberg, vice-president of KAO, is enjoying his first week on Miami shores . . . Max Fellerman and the frau are vacationing at Palm Springs. From there, the RKO chief booker will head for San Francisco, then back to Los Angeles, Denver, Chicago and New York . . . Irving Greenfield gets back from Miami, February 26 . . . Charles Moskowitz has put off his departure until sometime in April . . . Harry Lyons, manager of RKO's Republic in Brooklyn, has been transferred to the Alden, Jamaica, and Dave Whyte of the Alden has gone to the Republic . . . J. Louis Geller has been down with a bad cold . . . Ben Sherman, head of Belle circuit, isn't due back from Miami for another few weeks . . . Ben Piazza has been named RKO casting head. He recently returned from Europe.

Two 5,000 Seaters Start in Mexico

NEW YORK—Two new 5,000-seat theatres are now being constructed in Mexico, Joseph H. Seidelman, foreign head for Universal, stated on his return from a five-week South American tour of the company's offices there and in Havana. Another 5,000-seat house, the Colosso, recently was opened in the neighborhood district of Mexico City.

The two new structures are called the Coloniale and the Palace Chino. The latter is a first run being built by Jean Castro. It will be opened the middle of next month, as will be the Coloniale, being erected by Granet Bros., operators of the Colosso. Universal has a deal with the Granet Bros. for the opening of "Destry Rides Again" at the Coloniale.

Seidelman states business is very good in Mexico. There is no intention of acquiring Spanish films for release in South America, the Universal foreign chief states. The quality of the product in the last few years has not held up, he says, and American pictures are doing very well.

Westor Theatres, Newark, Files New Trust Suit

NEW YORK—Another local anti-trust suit was thrown into the laps of the majors during the week with the filing of a double action in Newark by Westor Theatres, Inc., which operated the Windsor, West Orange, N. J., until 1939, and Janbert Amusement Corp., current operator.

The action seeks a total of $279,000 in damages, the plaintiffs charging they were forced to accept block booking and that the practice damages the first named to the extent of $78,000 and the latter by $15,000. Triple damages are sought.

Distributor counsel was surprised by the suit and declined to comment.

Collections for Finland Are Coming In Slowly

NEW YORK—Field collections of money for the Finnish Relief Fund from theatres were reported to be coming in slowly when headquarters were checked late in the week. California theatres postponed collections until the weekend. Kentucky and West Virginia probably will start this week.

Locally, the largest amount was received from the Roxy—over $1,350. Four Trans-Lux theatres contributed $646. Over 400 prints of "Finland Fights" are circulating and requests are still coming in. The film is being shown in 40 states.

McConville Sails

NEW YORK—Joseph A. McConville, Columbia foreign head, sailed Friday on the *Santa Elena* for an eight-week visit of the company's offices in South America. McConville returned over the previous weekend from a trip to Havana, with a brief stopover at Miami where he visited Harry Cohn, president.

WASHINGTON

BERNIE KREISLER, Universal branch manager, celebrated his first anniversary in that capacity on February 19. His fond staff presented him with a huge basket of flowers; same being augmented with a surprise gift of a birthday cake from friends, which, in turn, was relished with the customary ice cream by the entire staff and a group of theatre executives from Baltimore.

Sam Wheeler, zone chairman of the Will Rogers memorial commission, announced at a recent meeting that the week of April 8 had been set aside as the Will Rogers National Theatre Week. Salesmen of all the major exchanges will contact the exhibitors in their respective territories.

John May, comptroller for the Schine organization, visited recently with District Manager Frank Boucher . . . Seth Field, Schine Albany booker, also was a visitor while en route to Miami . . . Charlotte "Rusty" Duncan, secretary to Warner theatre publicity chief, Frank LaFalce, was tendered a surprise shower by the ladies of the ensemble at Warner theatres; "Rusty" will don the orange blossoms March 1.

Harry Brown, Monogram branch manager, following a visit from Harry Thomas, franchise holder, headed for Norfolk and surrounding situations . . . M. Heins of the Plaza, White Sulphur Springs, will soon embark on a South American cruise . . . Harry Robertson of the Strand, Covington, Va., is Miami-bound . . . The Valley Theatre of Tazewell, Va., has been closed and will reopen in April.

The Keithley, Jonesville, Va., has been taken over by Lanningham and Stewart . . . The new Visulite in Covington, Va., will be opened March 1. Jeff Hofheimer, the owner, visited along the Row.

Doc. Herbst, one of the first exhibitors in Washington, will celebrate his 30 years of theatre activity in the form of anniversary week at the Circle . . . The severe winter which has wrought havoc throughout the country, has brought receipts in the territory to new lows, report exhibitors.

Charlie Freedman, who hails from Pittsburgh, and recently took over the Lido, advises that a thorough renovation program is in process . . . The Horlacher Delivery Service was called on to perform a mission of mercy during the past week. With no iron lung available in a Baltimore hospital, a request was made of the local Children's hospital to assist. Horlacher's dispatched a truck and under motorcycle escort brought the lung. Officials of both cities commended Horlacher Delivery Service for its sincere efforts and cooperation.

Paramount spot news: Neil Agnew and Joe Unger, home office executives, visited with Branch Manager Eddie Fontaine, following which Eddie Fontaine headed for Roanoke and the surrounding territory . . . Arthur Berwald, home office auditor and well known for his pipe collection, is making a periodic check at the local branch . . . The newscameramen hopped to Richmond to scoop Tony Galento refereeing a wrestling match . . . "Road To Singapore," featuring Bing Crosby, Bob Hope and Dorothy Lamour was screened at the exchange. Comments most favorable.

United Artists Flashes: Jimmie Roosevelt, who will produce for UA, will visit with Branch Manager Fred Rohrs early in the week, following which an informal discussion will take place at the Variety Club, with the heads of circuits in the territory in attendance . . . Due to the handicap of unusual weather conditions, which affected the showings of the branches in the current Charles Stern Drive, the final date has been extended to May 4 . . . Dick Harrity is sporting a new green car, begorrah! . . . Thelma Crites and Margaret Landgraf have returned following illness.

Columbia Items: District Manager Sam Galanty is gathering a nice coat of tan and you know where . . . Ann Schneider is back from the famous resort . . . Irving Hanover, home office auditor and photographer of note, is making a check at the exchange . . . Camilla "Mac" Woodson has resigned, with Dorothy Schmidt replacing her . . . Freddie Sapperstein has that far away look in his eyes and it could be the church around the corner.

Metro's Margaret Kaler is battling the flu . . . Carlton Duffus finally shook his wholesale order and is making the rounds . . . Phil Bobys journeyed to Fredericksburg for a visit with Ben Pitts . . . George Schwartz of the Capitol, Delaware, is vacationing where the sun is the hottest right now, and Hunter Perry, Dominion theatre chief, is donning the white linens these days, too.

The film salesman's club will meet February 24 . . . 20th-Fox's Stanley Summers and Margaret Gesauldi are enjoying the southern surf . . . Mary Hughes has been checked off the sick list . . . Julian Gordon of the Palace, Newport News, was in . . . Harold Lucas, formerly associated with the Colonial, Norfolk, has joined the staff at the Arcade, Salisbury, Md.

Testimonial on March 8 For Andrew R. Kelley

WASHINGTON—Andrew R. Kelley, newspaperman and one of the country's outstanding drama editors, will be given a testimonial dinner by the Variety Club on Friday, March 8, at the Willard Hotel. The affair will be under the general chairmanship of Commissioner Melvin C. Hazen.

Hummel Due Shortly

NEW YORK—Joseph Hummel, in charge of Warner foreign activities, is due next week from a four-month tour of South America. He has left the West Indies for Miami and from there will return directly to New York.

Application for Allowance In RKO Reorganization

NEW YORK—Court news of the week was highlighted by the first application for an allowance in the RKO reorganization. The request for $14,500 was made by Florence J. Sullivan, attorney for James Young, who had filed a $2,000,000 claim. The attorney says he saved RKO $145,000 and seeks 10 per cent of that amount.

Judge William Bondy set March 5 as the day of a hearing to pay off Lehman Brothers, the Lehman Corp. and RCA, $32,174 expended by them for transfer taxes on the distribution of the new RKO common. February 29 is the last day for the filing of fees in RKO, with an expected 100 applicants seeking $3,000,000. It is expected the court will cut this figure to $750,000 or less.

Irving Lesser "Listens" as AGVA Makes Demands

NEW YORK—Negotiations which opened Friday between delegates of the American Guild of Variety Artists and the Roxy in the union's drive for contracts with all Broadway presentation houses, were characterized as "right out of the blue" by Irving Lesser, Roxy's managing director. Lesser said all he did was "listen" to the AGVA's demands, withholding any action until a study is made.

Ambitious Westinghouse Film Subject Being Made

PITTSBURGH—Luther Reed, former Paramount director, has a 16-man crew at work here on an industrial subject being produced for Westinghouse. The material is derived from the company's radio show, "Musical Americana," which features 102 musicians, and Deems Taylor as master-of-ceremonies. The film will be on 35mm stock, in black and white, for dealer showings.

Joe Plunkett Planning to Make 'Youth Marches On'

NEW YORK—Negotiations are under way by Joe Plunkett, head of Select Attractions, for the formation of a production company to dramatize "Youth Marches On," by Watford Glenn. If the picture is made, Plunkett will attempt to do it in conjunction with the Boy Scouts of America.

M. P. Associates to Push Fund for Its Unemployed

NEW YORK—Directors of M. P. Associates met during the week and decided to stress the unemployment fund for needy members out of work. Moe Streimer of UA is chairman of the board. A general membership meeting is slated to be held in a few days.

Columbia Signs Ben Blake

NEW YORK—Ben Blake has been signed by Columbia to do a series of 12 one-reelers, the first to be delivered in April. The distributor will advance negative costs.

Big Plans by Monogram For "Rip Van Winkle"

NEW YORK—Despite plans by 20th-Fox to produce a similar story, Monogram intends to go through with the production of "Rip Van Winkle" and camera work will be started in July, it is stated at the company's home office. Writers are now working on the script. The picture is expected to be one of the most pretentious ever attempted by the company.

Yates Says Republic Will Up Budget for 1940-41

HOLLYWOOD—Republic plans to substantially boost the budget on its projected lineup of 52 features for the 1940-41 program, Herbert J. Yates stated at a sales force meeting at the studio.

Gerson Shalita

PHILADELPHIA—Gerson Shalita, manager of the Stanley-Warner Bromley, died suddenly. Associated with the Warner organization for the last six years, he would have been 42 on February 19, the day after his funeral.

BALTIMORE

I M. RAPPAPORT, Hippodrome, is vacationing in Florida . . . Warren Conner, Altec Service in Philadelphia, was in town last week . . . Merreweather Shellman is scooping through some old book stores looking for first editions.

Wednesday marked the first luncheon of the year at the Belvedere of the Variety Club. A very large crowd was present . . . Westway and Lord Calvert theatres are reported going in for vaudeville . . . Wilbur Brizendine, Rialto, claims that he can now keep up with the State Ice Hockey Champ.

Rome theatre managers exploitation contest was won by Walter Cohen, Leader, Harold Grott, Met . . . Moe Cohen, Main, has installed new cushion seats on the sides of the theatre.

Rome theatre managers are planning to start a bowling league when the alleys are completed at the Met building . . . Harry Vogelstein of Baltimore Poster is booking free to exhibitors single reels titled "Five Grand and a Girl" and "Our Town."

William King has opened offices at 104 North Front St. of the Modern Talking Picture Corp. . . . Florida-bound are Barry Goldman, Regent, and Joe Grant . . . Altec is passing out free schedule blanks. Page Mr. Doolittle if you have not received yours . . . William K. Saxton's car had an argument with another car last Saturday night.

Reminiscence of tailspin Ernie Wood's days when he was a teacher in the public schools revealed that among present motion picture executives who were his pupils in manual training classes were Willie Hicks, Hampton; Cliff Jarrett, assistant manager, Hippodrome; Leonard Carmanatti, State; Gus Nolte, Patterson; Henry Hornstein, Diane; Barry Goldman, Regent.

Some members of the Baltimore Variety Club will be sent as delegates to the National Variety Club convention in Dallas, Tex.

A traveling story: Harry Vogelstein bought gas in Washington and it took him three hours to come home. It seems that water must have been mixed with the gas and about half way home the car stopped and Vogelstein and Harry Silver had to thumb their way back to Baltimore. The trip took three hours.

Al Vogelstein is passing out cigars with his name on them . . . An Americanism rally was held at the Elks Hall Wednesday by the Jewish War veterans, many of whose members are affiliated with the motion picture industry.

The Association of Commerce is finishing a Technicolor film showing Maryland's—and particularly Baltimore's, advantages. Lowell Thomas will supply the narration . . . Harry Vogelstein announces that he is handling a religious picture, "The Perpetual Sacrifice."

Baltimore theatres cooperated with the drive for funds for Finnish relief by announcing it from the screen and placing boxes in the lobby for collections.

PHILADELPHIA

VARIETY CLUBBERS, 200 strong, marched down the street to see "Streets of Paris" and entertained Abbott and Costello at the club after the show . . . Jack Frere, Parksburg, dropped in town for a visit, fresh from his Florida honeymoon . . . Frank Freistock, New Cumberland, and Pete Magazzu, upstate circuit owner, came to town to look things over . . . Clark Films is distributing the United Campaign reels . . . Lewen Pizor has the franchise in this territory for the "Ski" coaster giveaway . . . Herb Given will open offices at 262 N. 13th to handle the "Young Fun" exploit idea.

Gene Marcus has acquired an interest in an uptown film laboratory . . . Murray Diamond, formerly with Metro Premiums, is now with 20th-Fox. He's looking lonesome since his pretty wife left for Florida . . . Mrs. Harry Wiener came up from the palm-land, took one look at sleety Philadelphia streets, and hopped the next train south again . . . Sam Lefko, RKO, is reported recovering without mishap from that hurry-up appendectomy out Pottsville way . . . Jack Cohen, head of the eastern division of Advertising Accessories, came in to help in the reorganization.

Eddie Kope, secretary of Ev Callow, Warner ad man, is resigning to take a government job in Washington. Ruth Berger, Lou Ratner's secretary, is moving up a rung to take his place . . . Dot Salmon is back in the Warner contact office after successfully downing a whopper of a cold . . . Harry Goldberg, Warner ad chief, addressed the Philadelphia Cinema Club on some of the industry's problems . . . Ted Schlanger is scheduled to get an en masse pat on the back from the Variety Club at a dinner on his birthday, February 24 . . . Jeanette MacDonald will bring her vocal cords to town for a recital.

Birthday candles were extinguished with gusto by Robert I. Ellis, Ellis circuit, and Margaret Dowling, Clark, on the 16th; Edward Rosov and Raymond J. Smith jr., Clark, on the 17th; Mildred Schmidt, 20th-Fox, 18th; Janet Hallard, UA, 20th; Ida Casper, Columbia, 21st; Rosalie Henky, 20th-Fox, and Marcus Penn, Belmont, 24th . . . Al Davis, 20th-Fox, who's looking so well you wouldn't believe it, chalked up 21 years of wedded life on the 20th . . . Jack Litto, Eureka, marked his fifth anniversary on the 17th.

The Rio, Chester, has reopened, with Rose Phillips as lessee, and Irv Phillips, who has the Park, Allentown, as manager . . . David W. Yaffe, Unique, heads the Showmen's Club committe arranging the move to the Broadwood . . . Allen Lewis, Dante, chairman of the club's membership committee, reports 11 additions since the first of the year . . . Film Exchange Employes Union will meet March 8 at the Broadwood . . . Universal has sent letters to exhibitors asking them to limit their telephone bookings to the hours between 10:30 a. m. and 4 p. m., to give the bookers a break.

Ruth Lynch, Universal, has gone off bravely to the hospital for a bout of surgery. She expects to be out for several weeks . . . Washington's birthday was observed as a full holiday for the first time, as a result of the new contract between distributors and the Film Exchange Employes Union . . . Elmer Hollander, Stanton, handed out Charlie McCarthy coins to kids to build up the wooden-head's latest picture . . . Lee Kline, Orpheum, rigged up a midget as "Gabby" for the "Gulliver's Travels" campaign.

Eddie Wolf, Wynne, who used to be a camper himself, invited Boy Scouts to arrange an exhibition in his lobby . . . Sam Phillippe had the newspaper boys thinking he was nutty when he asked them to print his ads for "Ninotchka" upside down. But they attracted a lot of attention. "Sure, we know this ad is unusual," Sam's copy read. "So is the picture" . . . Marty Goldenberg, State, and his assistant, Jack Le Hota, made their ship-building hobby pay. They got stories on their stuff in the papers, through which they plugged "Rulers of the Sea."

The Associated Hospital Service cooperated with many local houses for "A Child Is Born." The service sent heralds to its members and planted nurses in lobbies . . . Twenty-five ex-pugs paraded cauliflower ears and pancake noses across the stage of Bill Wolf's Allegheny when the Dempsey-Willard film was shown . . . Lew Black, Warner, Wilmington, was lucky enough to dig up some members of the old Rainbow Division to help exploit the "Fighting 69th."

ALBANY

MISS ELEANOR PARADIES of Pam-o Film Exchange, Buffalo, stopped here en route from New York. She conferred with Arthur Greenblatt of Film Alliance during her stay in the big town. It is reported Pam-o will distribute Fine Arts product in Buffalo and Albany territories. Also some of the pictures state-righted by Jacob Berkson of Buffalo, and Bernard H. Mills of Albany, former upstate Republic franchise holders. One of pictures is "War Angels," with an all-women cast . . . Barney Pearlman, James, Utica, was one of the few far-away exhibitors visiting Filmrow during the week of snow storms. He is a brother of Norman Pearlman, operator of Cameo, Binghamton, the Whitney, Whitney Point, and the Greene, Greene. Harry Savett is interested in the latter. Phil Baroudi of North Creek was another who came to Albany. Ditto such regulars as Henry Grossman of Hudson, Sid Dwore of Schenectady, Leonard Rosenthal of Troy, and George Thornton of Saugerties and Tannersville. Incidentally, Thornton is a proud papa again. This time it's a boy. First child of Mr. and Mrs. Thornton was a girl.

Norman Smith, brother of Ben Smith, Pam-o salesman in Albany territory, has taken over the King, a 600-seater in Annapolis Royal, Nova Scotia. Norman formerly was associated with another brother, Abraham E. Smith, in film business at St. Johns, New Brunswick . . . C. R. Roseberry, critic of Knickerbocker News, *expressed regret, in his editorial page column, "The Melting Pot," that title of picture had been changed from "Dr. Ehrlich's Magic Bullet" to "The Story of Dr. Ehrlich's Magic Bullet" . . . Dan Houlihan, 20th Century-Fox booker, post carding exchange people on the attractions of Miami . . . Ralph Pielow, M-G-M manager, and Mrs. Pielow also there . . . Chris Buckley, Bennington, Vt., exhibitor, is at Miami Beach . . . "The Man From Dakota," top film at Fabian's Grand, was twice plugged as the attraction at Warner's Strand, on a Saturday morning WOKO commercial before the emcee discovered his error. "The Light That Failed" was the picture he meant to, and later did, ballyhoo. Warner's provide passes for the children interviewed during the hour, in return for the radio plugging.*

Manager Moe Grassgreen held an evening preview of "The Grapes of Wrath" in 20th Century-Fox's screening room on Filmrow. Attended by executives of Fabian and Warner theatres, independent exhibitors, Fox office employes and others . . . Mitchell Panzer, Monogram booker, weekended in the home town, New York. Made the trip by train, due to heavy snowfall, and found the Big City slushy underfoot.

Columbia exchange, under direction of Manager Joe Miller, is hustling to win prizes in the Montague Drive, which started February 19 *and will end May* 10. *It is on playdates and unsold product. A dozen prizes, from two weeks to a half week's salary for exchange sales and booking staffs, are offered.*

• REVIEW FLASHES •

GHOST COMES HOME (M-G-M)—Fresh and amusing version of the worm-has-turned formula which will hit the mark with Frank Morgan fans and serve with general satisfaction as an ably-made program comedy. Screen play is unusually well plotted. Albert E. Levoy produced; William Thiele directed.

MYSTERY IN SWING (International Road-show)—Fulfilling all of the qualifications demanded by the market for which it is intended, this murder yarn, portrayed by an all-colored cast, should do well enough in houses catering to the Negro trade. Arthur Dreifuss produced and directed.

ROAD TO SINGAPORE (Para)—Melodic and mirthful load of romantic nonsense with shapely and pulchritudinous Dorothy Lamour contributing the eye appeal and Bing Crosby and Bob Hope furnishing the laughs—but plenteously. Victor Schertzinger's direction is distinguished.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

ROCHESTER

HARRY ROYSTER, former manager of the Eastman, under the Publix-Paramount banner, is now with the Paramount . . . Dr. George Whipple, dean of the University of Rochester Medical School, is one of several scientists asked by Warner Bros. for cooperation in the choice of successors to "The Story of Dr. Ehrlich's Magic Bullet."

"Minute Mysteries," new audience game, was introduced at Schine's Cameo and Monroe theatres last Saturday. Following the showing of the short mystery, 15 *questions are asked from the stage, "yes" or "no" answers are punched on a card supplied at the boxoffice. Those with greatest number of correct answers are awarded cash prizes.*

Sale of the Shattuck Theatre property in Hornell to Intercity Properties Co. of Buffalo means the removal of another of that city's landmarks. The building is 75 years old . . . A "Wild West Rodeo" party for children at Loew's, to be sponsored by Uncle Dan of the *Democrat* and *Chronicle*, is announced for March 2 . . . "Gone With the Wind" was held a fourth week at Loew's Rochester.

Jay Golden was one of the patrons for the Jan Peerce concert staged by the Big Brothers and Sisters Club of the Jewish Children's Home . . . About 350 *persons in the Strand, Hornell, walked calmly to safety when a* $10,000 *fire damaged an adjacent building. The theatre was not damaged.*

RICHMOND

THOSE two vacationers, Bill Attmore and Floyd Stawls, have returned from Florida after spending a week in the sunshine, of which we have had very little here. The boys were forced to abandon their flight by plane on account of the weather, but motored instead . . . Alex Ravdin is back at the helm at the Capitol and Conrad McRee has returned to the State, after being at the Capitol for about five weeks . . . Fred Beiersdorf, Washington branch manager for Warner, passed through here on his way to Roanoke.

Mike Ratliff, operator at the State, is recovering from the accident which broke his leg, and expects to have it out of the cast very shortly. In the meantime, the other boys are filling in for him . . . "Gone With the Wind" is being held over for a fourth week at Loew's, breaking all records . . . Jack Stubs has been transferred from the National to the Park and Ed Travers left the Park and went to the National . . . "The Birth of a Nation" did a good week's business at the Capitol.

Keith Caudle, relief manager for Wilmer and Vincent, is practically engaged to June Peay, who is a niece of Harry Parker, who formerly worked at the Colonial . . . The State bowling team won first place in the first half of the Theatre League by sweeping three games from the Colonial boys after taking three from Lee Smoot's Park team. Pete Southward's Brookland-Bellevue team finished in second place by winning three games from the Carillon . . . C. W. McCart, projectionist at the National, has been down with the flu, but is much better now . . . Muriel Stevenson, secretary to A. Frank O'Brien, visited the dog show in Baltimore . . . Billy Ballenger, manager of the Grand, has returned to work after being out with the grippe.

Among those at the Theatrical Ball last week were: Al Nowitsky, Floyd Armstrong, Mr. and Mrs. Mervin Ullman, Buck Colgin, Mr. and Mrs. Frank Mathews, Tom Murphy, Mr. and Mrs. Claude Wilson, Herbert Hogwood, John Leary, Mr. and Mrs. George Crozier, Trip Caldwell, John Doherty, Addie Stewart, Harry Jarvis, W. R. Hundley, M. C. Morrisette, Mr. and Mrs. Percy Pollard, Mr. and Mrs. A. L. Ford, Gordon Pulliam, Mr. and Mrs. John Reid, Frank Wood, S. M. Moore, Tom Jones, Joe LaPrade, B. W. McCann, Louis Pollard, Mr. and Mrs. Conrad McRee, Stewart Tucker, Mr. and Mrs. Bob Coulter, Keith Caudle and June Peay, Slim Mathis, Mr. and Mrs. Tommy Pitts, William Fox.

George Wheeler, brother of Sam, is now salesman for George Gill's Trio Pictures in this territory . . . Jerry Murphy, 20th Century-Fox salesman, was in town . . . Henry Liscoe, who plays in the orchestra at the National, is also an actor, we have learned from seeing his picture in the paper in a scene from a play staged by the Catholic Theatre Guild.

Agnew Off on Trip

NEW YORK—Neil F. Agnew, Paramount's vice-president in charge of distribution, has left on a trip. He returns to New York in a couple of weeks.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Interest in Academy Choices Runs High

With some 12,000 eligible participants now voting on eight major classifications, interest in the 12th annual Academy Awards banquet has built up to a fever pitch—an interest that will be sated only when the winners are announced on the evening of February 29, when the yearly banquet will be staged in the Cocoanut Grove of the Ambassador Hotel.

Casting ballots for the most important achievements are actors, writers, directors, assistant directors, unit managers, producers, art directors, cameramen, film editors and special effects technicians. From their vote will be chosen the recipients of Oscars for the following:

Best actor, best actress, best supporting actor, best supporting actress, best picture, best direction, best screenplay, best original story.

Polls are slated to close February 26.

Latest committee to be appointed is a group of 19 special effects men, who have begun the work of selecting the one production to be recognized as the outstanding special effect achievement of the year. Membership, under the chairmanship of Farciot Edouart, includes Fred Albin, Lionel Banks, James Basevi, John Cosgrove, John Fulton, Arnold Gillespie, Byron Haskin, Bernard Herzbrun, Kenneth Lambert, Harry Leonard, Louis Mesenkop, Jack Otterson, Elmer Raguse, Roy Seawright, Fred Sersen, Hal Shaw, James Stewart, S. J. Twining and Vernon Walker. Nominations for the award include Selznick International's "Gone With the Wind;" Columbia's "Only Angels Have Wings;" Warner's "The Private Lives of Elizabeth and Essex;" 20th Century-Fox's "The Rains Came;" Hal Roach's "Topper Takes a Trip;" Paramount's "Union Pacific" and Metro's "The Wizard of Oz."

Directors of photography in the industry have begun voting upon productions up for awards in two divisions—black-and-white and color photography. Two films are to be nominated in each division, with the final winner in each class to be chosen by another vote immediately before the Awards banquet.

One Stewart WB Film

Warner will feature James Stewart, on whom it holds a one-picture commitment, in "Honeymoon for Three," a romantic comedy by George Haight and Alan Scott.

Keep Bioff as Huddle Slows; Extras Granted Autonomy

Two important developments shared the limelight on Hollywood's tumultuous labor stage, the possible outcome of which may exert a significant effect upon some 20,000 studio workers.

1. While producer-AFL parleys relative to the 10 per cent increase granted 15,000 workers last October came to a standstill, the conference of AFL Studio Unions refused to accept the resignation of William Bioff, IATSE representative, as chairman, as Bioff returned to Chicago to surrender on a 17-year-old pandering conviction.

2. The directorate of the Screen Actors Guild set machinery in motion to grant autonomy and a separate charter to extras now known as Class B members of the Guild.

The AFL conference tendered Bioff a unanimous vote of confidence and informed him he would be retained to lead their negotiations with producers even if it became necessary to conduct them via long-distance telephone from Chicago. At the same time the conference adopted a resolution condemning Governor Olson, the producers, the Neutral Thousands and other groups for allegedly removing Bioff from the scene under pressure.

Two meetings had been held between the producers and the AFL groups before Bioff returned east. After the second session, an indefinite adjournment was announced with the official explanation it would reconvene when "both groups have prepared more detailed data."

Steve B. Newman, local IATSE representative, has been placed in temporary charge of the labor contingent's negotiating body. Producers are endeavoring to demonstrate that the 10 per cent increase should be rescinded.

As a result of the SAG action, extras henceforth will be enabled to administer their own affairs, collect their own dues, employ and discharge their own officers and conduct their own collective bargaining negotiations. Coincident with this announcement, the Guild disclosed that all pending negotiations on the part of the SAG with producers in behalf of extras have been suspended. The SAG's executive staff and legal department are preparing a detailed plan providing complete autonomy for the B group.

The Screen Writers Guild is mailing letters to non-members and members of the now-defunct Screen Playwrights, Inc., inviting them to affiliate and advising them that new, increased initiation fees will not become effective until March 15.

The NLRB has submitted to its parent board in Washington data pertaining to the jurisdictional tangle between the Scenic Artists Ass'n and the studio painters local. Both claim to represent a majority of the craft working in the studios. The Screen Cartoon Guild has filed an NLRB petition asking certification as bargaining agent for cartoon production employes at M-G-M.

Producers and the Screen Publicists Guild have finally ironed out all details of their long-pending contract, which has been submitted to the studios for signatures. Under its terms publicists will receive some $30,000 in back pay retroactive to October 9, when the contract was slated to go into effect.

Society of Motion Picture Film Editors' executive board held a special meeting to map a campaign in connection with its long-standing demand for a 10 per cent wage increase, negotiation of which has been delayed by producers in favor of parleys with the AFL and IATSE crafts. Also due for negotiation shortly are demands of the Society of Motion Picture Interior Decorators for wage increases.

Technicolor, Inc., has signed a new agreement with IATSE's Laboratory Local 683 providing for a reclassification of work, a 36-hour week and increased wage scales.

Screen Writers Score The Neely Bill

After tabulating a general vote of the membership, the Screen Writers Guild adopted a resolution opposing passage of the Neely bill on the grounds that the "synopsis clause is inimical to the best interests of writers, the motion picture industry and the public at large."

Edward Small Borrows Jon Hall

Edward Small has borrowed Jon Hall from Samuel Goldwyn for one of the top roles in "South of Pago Pago."

RKO Studio Executive Setup Is Revised

Revision of RKO Radio's studio executive setup has been made by President George Schaefer as a supplementary action to the recent appointment of Harry Edington as executive producer on the lot. J. J. Nolan has been appointed vice-president in charge of the studio and Ben Piazza has been signed as head of the talent department and casting supervisor.

Nolan joined the studio staff in 1934 as assistant secretary, and later became Schaefer's executive aide. Piazza was formerly vice-president of Major Pictures Corp., and at one time was casting director for M-G-M. His new duties will not conflict with those of Robert Palmer, casting director, it was declared. Piazza takes over the post vacated some time ago by Rufus Le Maire.

Also joining the RKO Radio staff as a director is Irving Reis, who recently wound up a director-writer contract at Paramount. He will work in the Lee Marcus production unit.

Sam Bischoff has reported to Columbia, where he was signed recently as a producer. His first chore will be the filmization of "Singapore," from an original story by Houston Branch.

Signed some time ago to a producer-director ticket, Bernard Vorhaus has reported to Republic and is awaiting assignment.

Also added to RKO Radio's executive staff was Danny Winkler, who has been placed in charge of all studio commitments. He takes over the duties formerly handled by Nolan. Winkler recently resigned as vice-president of the Myron Selznick agency, which post he had held since 1934.

Metro has given Charles Friedman a writer-producer-director contract. Friedman was co-author and director of "Sing Out the News," a New York musical, and collaborator on "Pins and Needles," also a stage presentation.

First assignment for B. P. Schulberg, recently signed as a Columbia producer, is "Ode to Liberty," a play by the late Sidney Howard. Schulberg will check in at the studio when offices now being redecorated are ready.

Rights to 30 Ellery Queen Novels to Larry Darmour

Larry Darmour has secured screen rights for the next three years to more than 30 Ellery Queen novels and the weekly transcontinental radio show, "The Adventures of Ellery Queen." Darmour plans to make a minimum of three pictures yearly based on the detective character for Columbia release, supplementing his Jack Holt action dramas and his serial output.

Lead to McCrea

Walter Wanger has signed Joel McCrea for the male lead in "Personal History," the story by Vincent Sheean, which Alfred Hitchcock will direct.

Herbert T. Kalmus, One Of "Modern Pioneers"





For his achievements in color development in the motion picture industry, Dr. Herbert T. Kalmus, president of Technicolor, was dubbed one of America's "modern pioneers" and one of Southern California's distinguished inventors at a recent banquet attended by some 700 civic, social and scientific leaders of the community. The affair was one of 15 in 15 cities sponsored by the National Ass'n of Manufacturers. Dr. Kalmus was presented with a scroll of achievement by Carleton B. Tibbetts, president of the Metal Trades Manufacturers Ass'n.

In the top photo, Dr. Kalmus (left) examines the scroll of honor presented to Dr. Lee DeForest, radio pioneer.

In the lower photo, Dr. Kalmus and his wife, Mrs. Natalie Kalmus, are shown at the banquet table after the Technicolor president received his award.

In accepting the award, Dr. Kalmus made three predictions:

1. That "Gone With the Wind" will "demonstrate beyond any doubt" that the public will respond to better pictures, "even at somewhat advanced boxoffice prices," and that Technicolor will be an important factor in the production of such films.

2. That improvements now being perfected by his company will gradually lower the cost differential between color and black-and-white films. He declared that possibly within three years all the more important films will be in color.

3. That there will be an increasing recognition by producers of the fact that in planning color they will be producing films not by footage but by units of entertainment; and that pictures will be planned in color at the outset.

Out-of-Town Openings Set for Mar.-Apr.

Silent for the remainder of the month, the out-of-town premiere cannons being manned by film exploiteers are being primed for a resumption of their barrage, with one salvo scheduled for early in March and another charted for April.

Reverberations have just died away from the premiere staged by Metro in Boise, Idaho, for "Northwest Passage," February 20. For that occasion, at which Gov. C. A. Bottolfson of Idaho was guest of honor, Leo dispatched Ilona Massey, Virginia Grey, Isabel Jewell, Alan Curtis, Nat Pendleton and Truman Bradley to Boise; the week preceding the screening was dubbed "Northwest Passage Days" by the governor's official proclamation and the affair was climaxed by a sports carnival at Payette Lakes, where much of the picture was filmed. The premiere was broadcast over the NBC network. Shooting schedules in Hollywood prevented Robert Young, Spencer Tracy and other principals in the film from attending.

"Virginia City" March 16

Due on March 16 is Warner's premiere of "Virginia City" in Virginia City and Reno, Nev. The studio is working out special excursion rates via train, plane and bus for the thousands expected to attend, and has lined up Errol Flynn, Ann Sheridan, Priscilla and Rosemary Lane, Humphrey Bogart, Alan Hale, Randolph Scott, Jean Parker and Eddie Albert to head the contingent of 250 stars, executives and members of the press who will travel to Nevada on the "Virginia City Special." Celebration will get under way with a western parade through Reno and will be climaxed at Virginia City's "Comstock Ball," to be held in the state house auditorium.

Tornado or no tornado, Paramount intends to world premiere "The Biscuit Eater" in Albany, Ga., April 10, although large sections of that town were devastated by a recent twister. This announcement was made by Robert M. Gillham, Paramount's publicity and advertising director, following conferences with Albany's theatre and civic officials. Adolph C. Gortatowski, prominent Georgia showman, who is chairman of the arrangements committee, notified Gillham that the theatre is only slightly damaged and will be completely renovated for the occasion. Film is being given its debut in that city because large portions of it were shot on location in the surrounding area.

'The Great Commandment' Starring Role to Power

Tyrone Power draws the star spot in 20th Century-Fox's re-make of "The Great Commandment," which the studio purchased, in completed form, from Cathedral Pictures. Power will essay the role created by John Beal. Irving Pichel, who piloted the original, has been handed the megaphone on the new version.

UNRIVALED PERFORMANCE

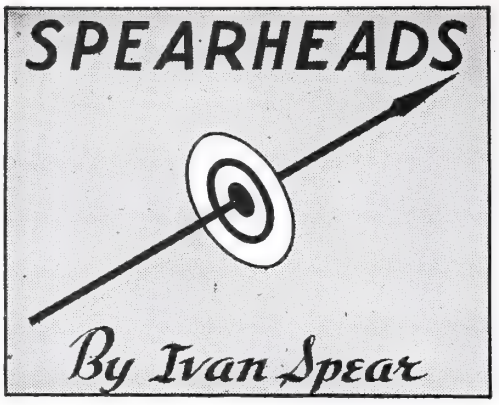
NO wonder cameramen place full confidence in Eastman's three negative films. They know that each offers specialized ability to meet modern production demands. Even more important, they know that every foot will have the same high quality, the same unvarying dependability. Eastman Kodak Co., Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS



UNLESS something—financial, providential or otherwise—puts an early stop to the deluge of executive acquisitions, appointments, promotions and transfers, announcements of which have been pouring from RKO Radio studio during the past few weeks, observers of trade news will find themselves as dizzy as a troupe of whirling dervishes.

A detailed outline of the titles, comparative importance and respective duties of the lot's current crop of generalissimos would resemble a Mexican army roster or a sort of cinematic Burke's Peerage. Even the tom-tom beaters in Perry Lieber's publicity department take on a glassy-eyed appearance when asked to explain and amplify. After considerable prodding and prompting, however, information is gleaned which makes the following appear to resemble, remotely, at least, the lineup:

George J. Schaefer—president of RKO Radio Pictures, Inc., who spends a considerable portion of his time at the studio lining up deals with outside producers, acquiring story material and signing up acting and technical talent.

J. J. Nolan—vice-president in charge of the Hollywood studios. In this post he will continue to function as Schaefer's executive assistant, handling studio developments arising while Schaefer is not on the scene. He ranks above Harry Edington.

Harry Edington—production executive. He does not hold a vice-presidency, but is in direct charge of all "A" product made on the lot and exercises a supervisory capacity over the "B" product turned out under the guidance of Lee Marcus.

Joseph McDonough—also a vice-president. His duties are confined to business and financial transactions pertaining to studio management and production.

Sid Rogell—carries the title of studio manager and is in active charge of the work over which McDonough supervises as to maintenance, etc., on the lot.

Danny Winkler—member of Schaefer's executive staff and in charge of all studio commitments pertaining to the acquisition of talent, story material and the like.

Ben Piazza—head of the talent department of the Hollywood studio. He also will supervise casting, although his duties will not conflict with those of Robert Palmer, casting director.

Oh, yes, there also is a normal quota of just ordinary producers, directors, writers, art directors, assistant directors, specialists, technicians, stenographers, janitors and others who do the work.

→

The following seems to attain a new high in opportunism as well as optimism:

"Francis MacDonald walked into an Academy Award opportunity today when Cecil B. DeMille cast him in one of the most important supporting roles of 'Northwest Mounted Police.'"

→

Bob (Helen of Troy) Taplinger—the face that launched a pair of ships and a thousand stomach aches.

→

Theatre operators—and they are many—who have been sounding off, long and loud, about the damage which is done motion pictures and their attendance through the particular type of gossip in which Aircaster Jimmy Fidler specializes are now afforded an opportunity to demonstrate just how sincere they are in their opposition to Hollywood reporters of the Fidler school. The columnist-commentator, emulating the highly-remunerative barnstorming trek of Louella O. Parsons, has embarked on a similar junket which will take him to important key cities throughout the country for a minimum engagement of eight weeks. A la Parsons, Fidler has surrounded himself with a group of young players including Olympe Bradna, Edith Fellows, Mary Healy, Helen Mack, Peter Hayes and Michael Whalen, who will appear in a short skit. During the trip Fidler will present his regular broadcasts from theatre stages.

If the exhibitors conscientiously believe that Fidler's twice-a-week broadcasts are keeping dollars away from the boxoffice, which plaint has been made sufficiently often and from sufficiently widespread sources to give it weight, how can they justify the further strengthening of his public popularity by giving him and his troupe playing time? Yet it is a safe bet that no theatreman to whom the Fidler act is offered and who sees therein even the remotest possibility of immediate profit will reject it.

Sarongs, Sagebrush and Sepia

Paramount hogged the preview limelight for the week. Four of the eight photoplays which made their bids for press attention came from the Marathon Street emporium, two of them earning the distinction of being above-par offerings. And, to further warm the cockles of Hollywood's critical heart, often synonymous with stomach among the reviewers, two were unfolded to the accompaniment of free groceries.

In "Road to Singapore" Paramount has one of the brightest, most melodic and hilarious funfests to come off the Hollywood assembly line in many weeks—a distinguished achievement for Director Victor Schertzinger and a triumph for Producer Harlan Thompson, who displayed a stroke of showmanship genius by teaming Bing Crosby and Bob Hope, with Dorothy Lamour supplying the pulchritude. The respective talents of Crosby and Hope neatly complement those of the other and both score as they never have before. Particularly masterful is the manner in which the technical details were handled. Don Hartman and Frank Butler, basing their screenplay on a story by Harry Hervey, strove for and attained an air of light romantic nonsense and a plentitude of gags. In the aggregate it is a handsome offering which should, by any yardstick, net handsome returns.

Of comparable excellence, although less pretentious an enterprise, is the same studio's "Seventeen," in which all ages and all audiences will probably find an ample measure of warm, poignantly human and wholesome enjoyment. All of the irresistible appeal which has made Booth Tarkington's famous story of adolescence virtually a modern classic was skillfully retained in the screenplay by Agnes Christine Johnston and Stuart Palmer, while at the same time their treatment deftly modernized many of the details. Stuart Walker, as associate producer, paid careful attention to the mounting and Louis King turned in a noteworthy job as director.

* * *

A strong smell of sagebrush blended with the heady bouquet of preview Scotch inasmuch as there was a full quartette of outdoor epics.

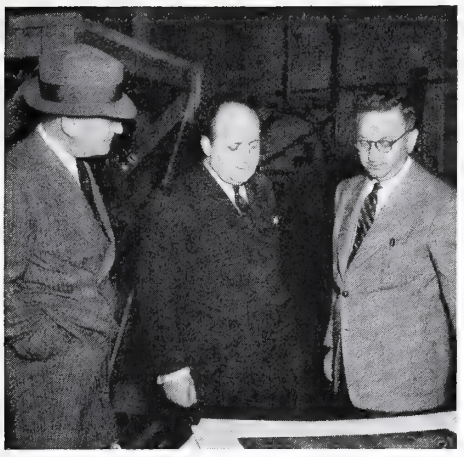
"Bullet Code," RKO Radio's contribution starring stalwart George O'Brien, can occupy top position in the western field until a better one supplants it—an unlikely contingency, judging from current production in its class. Although the script by Doris Schroeder, based on a story by Bennet Cohen, is slightly on the formula side, David Howard paced his direction so rapidly that action fans will overlook that small fault. Film can be chalked up as another solid production effort for Bert Gilroy.

Monogram's "Westbound Stage" follows the familiar pattern established in previous Tex Ritter entries, plus unusually fine photography and some well-spotted musical interludes. The Edward Finney production was directed by Spencer Gordon Bennett.

Harry Sherman has a faithful version of the Zane Grey story in "Knights of the Range," for Paramount release, a fast-moving western endowed with the abundance of action and entertainment for which Sherman has achieved a reputation. Norman Houston contributed a workmanlike screenplay from which Lesley Selander directed in standard fashion. Beautiful western backgrounds, and music as supplied by the King's Men, add to the feature's general worth.

Although it moves along briskly enough, Warner's "King of the Lumberjacks" is singularly lacking in original touches and

Continued on page 25)



Escorting the Chief—

Murray Silverstone, United Artists operations chieftain, is escorted around the set of "Our Town" by Director Sam Wood (left) and Producer Sol Lesser (right). Silverstone has been conferring with various UA producers on the coast.

Auction Feb. 28-29 Marks End of GN

Last local vestiges of Grand National as a production organization are slated to be wiped out when, on orders from Harry Fromberg, bankruptcy trustee in New York, all movable equipment and assets installed on the GN-Educational lot by GN are to be auctioned off next February 28-29 as a means of partially satisfying GN's creditors. Equipment to be disposed of, including bungalows, lumber, camera and electrical appliances, sets, trucks, fixtures, etc., are valued at approximately $200,000.

Despite the forthcoming disposal of almost all physical property at the studio, Loyd Wright, trustee for creditors of the old GN, is continuing his efforts to obtain control of the lot, which he hopes to operate on a rental basis. The income derived therefrom would be applied toward payment of the claims of creditors he represents.

Other Independents Active

The studio is owned by Educational Studios, Inc., and was leased by GN. Educational holds a claim for rental from GN in the amount of some $40,000. In turn, a mortgage for more than $200,000 is held on the property by Electrical Research Products, Inc.

"If This Be Treason" has been selected by Franklyn Warner as the first vehicle to be produced by his Fine Arts company for distribution through his own recently-established circuit of exchanges. With Otis Garrett directing, it is slated to get underway within two weeks at Selznick International studios. Warner will follow this with "Flying Heels," a racetrack story, and will then begin preparations to film "Land's End" and "Slave Ship," for which he has an RKO Radio release set.

Frank Lloyd has announced a March starting date for "Tree of Liberty," which he will produce independently for Columbia. Joan Fontaine has been borrowed from Selznick International for the leading feminine role opposite Cary Grant and Waldo Twitchell has been added to the staff to do research. Filming will begin on location at Williamsburg, Va.

Leo C. Popkin's Million Dollar Productions has begun production of an untitled football picture starring Kenny Washington, star UCLA quarterback, and an all-Negro cast.

Frank Capra and Robert Riskin have moved into offices on the Warner lot, for which company they will film "The Life and Death of John Doe." The Capra-Riskin unit originally headquartered on the Selznick International lot.



Republic-ans Pause to Pose—

Pause for a breathing spell and pose for the cameraman during Republic's recent Pacific coast sales session at the North Hollywood studio is enjoyed by a group of the top figures attending the session. Front row, left to right: Herbert J. Yates, chairman of the board; M. J. Siegel, studio production chief; James R. Grainger, head of the sales force. Back row, left to right: J. T. Sheffield, franchise owner, Seattle; Sid Weisbaum, branch manager, San Francisco; Ed Walton, branch manager, Seattle; Francis Bateman, branch manager, Los Angeles. Delegates included western franchise holders, branch managers and salesmen.

'Take Your Best Hold' Sums Up Hollywood's Attitude on Dies

"Take your best hold" has apparently been adopted as Hollywood's unofficial slogan in reference to Congressman Martin Dies' most recent threats to "expose" the film colony — a reaction discernible among both liberal and conservative elements hereabouts. Producers, individually and as an organization, chose to ignore Dies' latest blast—a lengthy press statement issued from Washington—while liberals held to a steady pace in their efforts to launch a campaign of rebuttal.

Skit on "Hearings"

First blood in the counter-attack was drawn at a mass meeting staged February 21 by the Hollywood League for Democratic Action in cooperation with most other progressive organizations. A capacity turnout at the Philharmonic auditorium witnessed a dramatic skit satirizing one of Dies' "hearings," written by Donald Ogden Stewart and enacted by Stewart, Dorothy Parker and others. They portrayed "witnesses," examined by the Congressman, who defended "Fury," "Juarez," "Blockade" and "Confessions of a Nazi Spy"—four films which Dies, in his initial article in *Liberty* magazine, "The Reds in Hollywood," indicted as being examples of "Communistic propaganda."

Speakers included Lieut.-Gov. Ellis Patterson, Mayor Fletcher Bowron of Los Angeles, Prof. Frank Davis of UCLA, Slim Connelly, CIO representative, Herb Sorrell of the motion picture painters, and others. Members of the cast of "Meet the People," Hollywood Theatre Alliance Revue, presented excerpts from the show. The affair was broadcast over Station KMTR.

Bowron Defends Industry

Earlier, Mayor Bowron had defended the industry as deeply patriotic, not subversive, in a speech delivered when Metro's short subject, "The Flag Speaks," was premiered at Grauman's Chinese under the auspices of the American Legion. He commended production executives for turning out such a contribution to Americanism. Also taking up the cudgels in defense of the industry was the Los Angeles *Times*, which editorially refuted Dies' statement that producers are "moving heaven and earth" to prevent his proposed inquiry. The *Times* declared Dies' intimation that an advance report by one of his investigators on radicalism in film circles had "leaked" into Hollywood tended "more to indicate a fault in his own organization than in the picture industry."

Next anti-Dies barrage is expected to come as the result of a special membership meeting called by the Screen Writers Guild for February 26 to discuss a possible course of action in connection with his attack upon the industry. The executive boards of other talent groups, as well as officials of the Producers' Ass'n, will be invited to attend. At a recent session of the inter-talent council, representing the SWG, the actors and directors, it was decided that each Guild should formulate its own individual policy in reference to combating the Congressman's sallies.







At the Warner Club Dinner-Dance—

More than 1,000 turned out for the Warner studio club's annual dinner-dance at the Biltmore Bowl. Here the camera catches a general view of the festivities, with Jack L. Warner in the center. Lower left: Harry M. Warner arriving for the affair. Lower right: Director William Keighley and his wife, Genevieve Tobin, making their entrance.

Hollywood Personnelities

Barnstomers

—Freelance

DICK POWELL returns from seven-week personal appearance tour through east and south.

—Paramount

SUSANNA FOSTER, 15-year-old singer, named "Rainbow Girl" of San Francisco's Gold Gate International Exposition. She will open the fair on Treasure Island, May 25.

IRENE HERVEY, wife of ALLAN JONES, joins her husband in Indianapolis. He is doing a concert tour through the middle-west and south.

—RKO Radio

FREDDIE BARTHOLOMEW, TIM HOLT, MAUREEN O'HARA, LUPE VELEZ and GENE LOCKHART to attend 20th anniversary of Golden Gate Theatre in San Francisco.

Cleffers

—Metro

FRANZ WAXMAN recording score for "Florian," the Winfield Sheehan production.

—Paramount

IRVIN TALBOT begins recording background music for "Stagecoach War," a Harry Sherman "Hopalong Cassidy" western.

DR. ERNEST TOCH doing score for "The Ghost Breakers."

—Republic

PETER TINTURIN doing music and lyrics for "Buffalo Bill, Plainsman," next Roy Rogers western.

—Edward Small

EDWARD WARD completes scoring "My Son, My Son."

—20th Century-Fox

MACK GORDON and HARRY WARREN teamed on song-writing chore for "The Young People," forthcoming Shirley Temple starrer.

—Warner

ADOLPH DEUTSCH scoring "Saturday's Children."

HEINZ ROEMHELD scoring "It All Came True;" RAY HEINDORF doing "Three Cheers for the Irish."

Meggers

—Monogram

ROBERT MCGOWAN to "Tomboy," featuring Marcia Mae Jones and Jackie Moran. W. T. Lackey will produce.

—Paramount

VICTOR SCHERTZINGER to "Ghost Music," co-starring Bing Crosby and Mary Martin. Dwight Taylor is writing the script.

—Republic

FRANK MACDONALD to "In Old Missouri," featuring the Weaver Brothers and Elviry. Armand Schaefer will produce.

—20th Century-Fox

SIDNEY LANFIELD to "Young People," starring Shirley Temple.

—Warner

KURT BERNHARDT, foreign importation, to "Money and the Woman," from the story by James M. Cain. George Brent, Humphrey Bogart and Frances Farmer will have the leads.

WILLIAM MCGANN to "Elsa Gives a Party," second in the series of short subjects starring Elsa Maxwell.

Options

—Samuel Goldwyn

DORIS DAVENPORT given new long-term acting contract. She made her screen debut opposite Gary Cooper in "The Westerner."

—Metro

HARRY CLORK and ARCH OBOLER, writers, held for additional terms.

KAY VAN RIPER given new writing ticket.

ROBERT YOUNG given new term acting ticket.

—Paramount

DOUGLAS KENNEDY, stock player, held for another term.

LLOYD NOLAN signs one-picture acting deal.

RUTH ROGERS, actress, given contract extension.

MARK SANDRICH given new two-year producer-director ticket. His next assignment will be the Fred Allen-Jack Benny co-starrer.

KAY STEWART, feature player, given contract extension.

—RKO Radio

CLIFF REID given new contract as associate producer.

SID ROGELL given new two-year contract as studio manager.

—Republic

GEORGE CARLETON BROWN joins writing staff.

WINSTON MILLER joins writing staff. He will work on "Carolina Moon" for Gene Autry.

JOSEPH TOLAND joins writing staff.

—Hal Roach

LON CHANEY JR. given long-term acting contract. His first assignment will be "Captain Caution."

—Universal

ROBERT CUMMINGS, featured player, given contract extension.

STANLEY RUBIN, member of reading department, handed writing contract. His first assignment will be "Bombay Uprising," in collaboration with Edmund L. Hartmann.

—Warner

VIRGINIA BRUCE signs long-term acting contract. Her first assignment is the feminine lead in "Flight Eight," opposite Ralph Bellamy, which Lew Seiler will direct.

Percenteers

DANNY WINKLER resigns from Myron Selznick agency, effective February 24.

Scripters

—Globe

PAUL TRIVERS completes "Love Song," a novel by Ursula Parrott.

—Metro

ZOE AKINS completes "1417 Broadway," from an original by Vicki Baum.

—Monogram

JOSEPH WEST to "Queen of the Yukon," a Jack London story which Paul Malvern will produce.

—Paramount

DON HARTMAN to "The Man in Half Moon Street," a Paul Jones production.

ERNEST PAGANO teamed with ZION MYERS on the untitled Fred Allen-Jack Benny co-starrer.

LES RIVERS to "Miss Susie Slagle's," from the novel by Augusta Tucker, which John Cromwell will direct.

PRESTON STURGES to "A Cup of Coffee," his own original, which he also will direct. William Holden and Betty Field will be co-featured.

VIRGINIA VAN UPP to "There's Always Juliet," the play by John Van Druten.

—RKO Radio

NAT WEST to "Men Against the Sky," a Howard Benedict production.

—Republic

JOSEPH MONCURE MARCH completes "Wagons Westward."

—Hal Roach

RICHARD WALLACE and GROVER JONES to "Captain Caution," which Wallace will direct.

—20th Century-Fox

ELMER CLIFTON completes "Down to the Sea in Ships."

ROBERT ELLIS and HELEN LOGAN to "Rogue of the Rio Grande," forthcoming "Cisco Kid" vehicle starring Cesar Romero. H. Bruce Humberstone will direct for Producer John Stone.

JULES FURTHMAN to "Song of the Islands." Gene Markey will produce the Hawaiian musical.

MILTON SPERLING completes "Fifth Ave-

(Continued on page 27)

Blue Ribbon Award Winners









Four who contributed significantly to the success of Paramount's "The Great Victor Herbert" pause amid the rush of their day's work to admire the BOXOFFICE *Blue Ribbon Awards presented them by the National Screen Council when that organization voted the musical film the best feature released during January,* 1940. *Displaying their awards here are: Upper left: William LeBaron, managing director in charge of Paramount production. Upper right: Andrew L. Stone, who produced and directed the film. Lower left: Robert Lively, writer of the screenplay. Lower right: Susanna Foster,* 15*-year-old singer, who shared starring honors with Allan Jones and Mary Martin in the production.*

Sarongs, Sagebrush, Sepia

(Continued from page 22)

can be stamped as another stereotyped, low-cost programmer. William Clemens' direction was uninspired and the production mounting afforded it by Bryan Foy was, if nothing else, economical. Crane Wilbur wrote the script from a story by Robert E. Kent.

* * *

Of no particular distinction were Paramount's "Women Without Names" or "Mystery in Swing," an Aetna Film production distributed by International Roadshows, Inc.

The former is a low-bracket program offering whose formulized behind-prison-walls plot was given completely undistinguished treatment throughout. A Eugene Zukor production, it was directed by Robert Florey. William R. Lipman and Horace McCoy scripted from a play by Ernest Booth.

"Mystery in Swing," with an all-colored cast, fulfills the qualifications demanded by the market for which it was intended —houses catering to the Negro trade. Its obviously limited budget, resulting in production and story shortcomings, will limit its appeal in other spots, however, particularly as such offerings are no longer a novelty. Arthur Hoerl wrote the screenplay while Arthur Dreifuss produced and directed.

Cinémarks

In recognition of their activities on behalf of Americanism, Louis B. Mayer and Walter Wanger were cited by the American Legion in ceremonies at Grauman's Chinese. Mayer, ill, was unable to attend. A parade comprising 100 Southern California Legion posts preceded the affair, which was climaxed by a premiere of Metro's two-reel subject, "The Flag Speaks." Mayor Fletcher Bowron of Los Angeles was among the featured speakers . . . More than 1,000 members of the Warner studio club frolicked at that group's annual dinner dance at the Biltmore Bowl. Jack L. and Harry M. Warner were among the speakers, while entertainment was supplied by Rudy Vallee, Eddie Cantor, Bob Hope, Eddie (Rochester) Anderson and the King's Men.

*

William Pine, C. B. DeMille's associate, has returned from Canada where he conferred with Royal Canadian Mounted Police officials on details of DeMille's next production . . . Mr. and Mrs. Joseph Mankiewicz have headed for New Orleans and New York, Mankiewicz having obtained a three-week leave of absence from Metro.

*

The Screen Actors Guild postponed its "Gambol of the Stars" from February 22 to March 14 because the earlier date conflicted with the Armstrong-Garcia fight . . . Edward G. Robinson has returned from his New York vacation and has begun preparations for his next Warner assignment.

*

Hal Wallis, Warner executive producer, trained for New York to catch the current shows. Mrs. Wallis (Louise Fazenda) accompanied him . . . Some three hundred stars, executives and members of the press attended the christening of the two vessels constructed for Warner's "The Sea Hawk." Hosts included Errol Flynn, Brenda Marshall, Flora Robson and Director Michael Curtiz, who entertained such guests as Admiral Sinclair Gannon and Albert McCosker, president of the Mutual Broadcasting system.

*

Cliff Kling, Warner still man, and Maxine Pettit are honeymooning following their recent marriage in Yuma.

*

Norman Taurog, Mrs. Taurog and their daughter, Patricia Ann, are vacationing for the week in Arizona . . . Jock Lawrence will report back to work for Samuel Goldwyn in a few days. He has been convalescing at Palm Springs from the flu.

Starts Next Holt

Larry Darmour has signalled a start on "Offenders of the Law" as his latest Jack Holt starrer for Columbia release. Lewis D. Collins is directing. Marian Marsh has the feminine lead opposite Holt.

Lexicon for Hollywood

NEW YORK—*B. R. Crisler of the New York* Times *film department has gone in for a series of what he terms notes for a Hollywood lexicon. Some of his definitions:*

GENIUS: Any one who has ever produced, directed or authored a motion picture which made money.

GRAUMAN'S CHINESE: A de luxe theatre in Hollywood, the architectural equivalent of chow mein.

HAM (n.): A bad actor without visible means of support from the script or the characterization in question: a good actor forsaken by his author and expected to carry on in front of a camera. (v. t.) To "ham up" a role or picture: to spoil by over emphasis of the personality. (adj.) Very "ham" in the part: inclined to act where acting is uncalled for; a state of overexposure to the actinic rays of a spot, or klieg, light.

HARDY FAMILY: Subject of a series of homey pictures in which the beauty of a low income is glorified by M-G-M which annually has at least six executives and stars in the top-ten salaries listed by the Bureau of Internal Revenue.

HELL: A word signifying a place of eternal torment, still accepted by orthodox theological opinion, but banned by the Hays office.

HOLLYWOOD BOULEVARD: The Tobacco Road of the intellect.

IRONICALLY ENOUGH: A literary phrase without which the average press agent and handout hound would be unable to function. Example of use: "Ironically enough, the leading man dropped dead, so Don Ameche stepped into the role."

JUTES: A by-product of Warner Bros. pictures.

MILLION: The unit at which children in Hollywood are taught to begin counting.

PANTS: What every producer of a "fantasy" (see "Alice in Wonderland," "The Wizard of Oz," "The Blue Bird") should be kicked in.

SCRIPT: Neither a literary work nor a play, but a Thing, sometimes produced by as many as seven authors (see Samuel Goldwyn). The more progressive producers still insist on starting with a script, if only to have something concrete to depart from, but there are still many of the Old Guard left who insist on shooting from the cuff —with their sleeves rolled up.

YES: In grammar, an adverb, signifying consent. In Hollywood, a career.

52 Republics in '40; Contracts in Climb

A tentative production lineup of 52 features and four serials for the 1940-41 season, as well as detailed picture-making plans for the next 13-week period, are being worked out with Republic studio executives by Herbert J. Yates, board chairman, and James R. Grainger, president, following a two-day sales session attended by Pacific Coast franchise holders, branch managers, bookers and salesmen at the North Hollywood studio.

The regional meeting wound up February 20, with Yates planning to remain another month and Grainger slated to stay over for about ten days.

In the belief that a quarterly contact with exhibitors is of more benefit from a sales and production angle than a once-a-year session, Grainger informed the delegates, his policy of holding sales sessions four times yearly, which he instituted last fall, will be continued. Yates declared further that the studio's production schedules will be mapped out and adjusted on a similarly flexible basis, the better to cope with new demands and changing trends as reported in the field from time to time.

Optimism keynoted the parley. Yates, opening the meeting, reported that domestic business has increased from 3,500 to 8,500 accounts in five years, and that contracts have shown a 35 per cent increase in the past 12-month period. Because of these increased revenues, the Republic chieftain said, budgets for the 1940-41 program will be boosted substantially and a drive will be launched to acquire top film personalities and directors for the new season.

Plan Four Specials

Session was the fourth and last regional meeting of the year. From the opinions and suggestions offered by franchise holders throughout the country, the 1940-41 schedule is being mapped to include four top specials, at a cost of approximately $2,500,000, plus 24 other features, 24 westerns and a quartette of chapterplays.

Grainger informed the delegates that up to February 1 Republic has sold its entire product to 7,633 accounts and that several pictures, including Gene Autry's "South of the Border," would be screened in about 11,000 houses. An equal number of bookings is set for "Dark Command," big-budgeter now in work, he said. The sales chief predicted that 8,500 accounts will be closed by the end of May. He indicated that the quarterly sales sessions will be continued in five spots—Atlanta, New York, Chicago, Dallas and Los Angeles—in addition to the company's annual national sales parley.

Those attending from the studio included M. J. Siegel, production head; William Saal, Yates' executive assistant; E. H. Goldstein, studio manager; Earl Kurtze, exploitation representative; Albert Cohen, scenario editor, and Walter Compton, publicity director. Attending from the field were:

J. T. Sheffield, franchise holder for the Pacific northwest, operating exchanges in Seattle, Portland, Salt Lake City, Butte and Denver; Ed Walton, Seattle branch

manager, and his staff including A. H. Huot, Paul McElhinney and Joe Cooper; J. H. Sheffield, branch manager, Portland, and his staff, comprising F. W. Talbert and J. W. Rue; Sid Weisbaum, San Francisco branch manager, and staff including Joseph Cane, W. I. Boland, S. C. Martenstein and James P. Myers; Francis Bateman, Los Angeles branch manager, and staff including Carl Bryant, A. J. Frey and J. S. Stout. Other branch managers attending included G. S. Pinnell, Salt Lake City; Robert Boomer, Butte, and Frank Sheffield, Denver.

Heavy Executive Schedule At Republic Next Month

A heavy schedule of executive conferences is charted for the next month at Republic, with Herbert J. Yates, board chairman, announcing he will stay on for that length of time following the meeting of the company's Pacific Coast sales representatives, which wound up officially at the studio February 21.

James R. Grainger, distribution head, who, with Yates, presided over the sales conferences, remains for another ten days. Together they have begun huddles with E. H. Goldstein, M. J. Siegel and other studio executives on detailed plans for the 1940-41 program. Yates also is expected to tighten up the studio's production structure in preparation for the new season before he returns to New York.

Terminating a series of conferences with the various United Artists producers pertaining to exploitation plans on current and forthcoming films, Lynn Farnol, UA's head publicist, has returned to New York. Still in Hollywood are Murray Silverstone, operations chieftain for the corporation, and Charles Schwartz, UA attorney.

Other east-bound executives:

Cliff Work, head man on the Universal lot, planed for New York to testify in the government's anti-trust suit against the major companies. He will be gone only a few days.

Tom Walker, Hal Roach's New York representative, left for his eastern headquarters after ten days of conferences with his employer.

Oscar Brooks, Warner sales executive headquartering in Mexico City, planed in for conferences in connection with plans to hold a Mexican premiere of "Dr. Ehrlich's Magic Bullet" next month. An elaborate opening attended by high government officials and scientists is being plotted.

Globe Productions Ties Up With Chicago Novelty Firm

To produce and distribute a series of short subjects for use in automatic projectors in cocktail lounges, bars and other places devoted to non-theatrical entertainment, a tieup has been effected between James Roosevelt's Globe Productions and the Mills Novelty Co. of Chicago.

Under terms of the deal a new corporation, probably to be known as the Mills-Globe Co., will be formed. Roosevelt's Globe unit will turn out the short subjects, which will be leased, with projectors, by the new company, to franchise holders throughout the country.

PERSONNELITIES

(Continued from page 25)

nue" for Producer Kenneth Macgowan.

—Universal

EDMUND HARTMANN to "Bombay Uprising."

—Warner

EARL BALDWIN completes "Brother Orchid," which will star Edward G. Robinson.

DELMER DAVES and ABEM FINKEL complete "Stuff of Heroes."

WALTER DELEON completes "Tugboat Annie."

C. S. FORRESTER to "Captain Horatio Hornblower," his best-selling novel.

Story Buys

—Metro

"Song of Love," by Bernard Schubert and Mario Silva, as a vehicle for Robert Donat and Greer Garson. It is a biography of Robert Schumann, the composer.

"Children's Crusade," by Robert Thoeren and Fritz Rotter.

"Port of Hope," play by Gina Kaus and Ladislaus Fodor, from a story by Beradine Fritz.

—Paramount

"The Duchess Rides High," stage play by C. Coates Webster, as a co-starring vehicle for Betty Field and Fred MacMurray.

—RKO Radio

"The Unbreakable Mrs. Doll," by Grace Perkins, as a comedy vehicle for Carole Lombard.

"Too Many Girls," Broadway musical comedy by George Marion, with music and lyrics by Richard Rodgers and Lorenz Hart. George Abbott, New York stage impresario, will produce and direct the screen version. The original cast will be brought here for the film.

"Sister Carrie," by Theodore Dreiser, as a possible vehicle for Ginger Rogers.

"Three Way Justice," by Jack Roberts and Arnold Belgard, as a George O'Brien western.

"Half a Rogue," by Garrett Fort, as a Charles Laughton starrer which Erich Pommer will produce. Louis Bromfield has been signed to script.

—Republic

"The Oomph-a-Daisy Girl," by T. R. Waite.

—20th Century-Fox

"I Married a Nazi," *Liberty* magazine story by Oscar Schisgall. Raymond Griffith will produce and George Sanders has been assigned one of the leads.

Technically

—Frank Capra

ARTHUR BLACK joins staff as assistant director.

—Columbia

ART BLACK named assistant to Director Nick Grinde on "The Man Who Would Not Die."

BENJAMIN KLINE photographing "The Man Who Would Not Die."

—Frank Lloyd Productions

WILLIAM TUMMELL set as assistant director on "Tree of Liberty."

—Metro

GEORGE BOEMLER to edit "Waterloo Bridge."

HARRY COHN named unit production manager on the forthcoming Pete Smith short, "Spots Before Your Eyes."

ARTHUR ROSE set as unit manager on "Andy Hardy Meets a Debutante." DOLPH ZIMMER is assistant director.

WALTER RUICK of music department given new contract.

SID WAGNER photographing "Andy Hardy Meets a Debutante."

—Paramount

ERNST FEGTE set as unit art director on "The Night of January 16th."

DUKE GREEN set as Technicolor cameraman on "Northwest Mounted Police."

RALPH NELSON set as business manager on "The Night of January 16th."

TED TETZLAFF to photograph "The Night of January 16th." He moves over from "Destiny," on which he has been replaced by LEO TOVER.

HAL WALKER set as assistant director on "The Night of January 16th."

—RKO Radio

NICK MUSURACA to photograph "Tom Brown's School Days."

—Hal Roach

NORBERT BRODINE to photograph "Turnabout."

—Edward Small

RUSSELL HARLAN borrowed from Harry Sherman to photograph backgrounds in Honolulu for "South of Pago Pago."

—20th Century-Fox

J. S. FERGUSON, construction engineer, begins work on new building to house grip department. The unit, to cost $50,000. will be completed in 60 days.

DON WORSTER winds up contract as chief draughtsman.

Production Peg Notched High by 41 in Work

Production remains pegged at a lively clip, with a total of 41 in work on the major lots, of which 11 are new starts.

For Columbia, Larry Darmour gunned "Offenders of the Law." That studio is filming three. Metro has ten in work, including the newly-started "Andy Hardy Meets a Debutante." Two are in production at Monogram, both just away from the starting line—"Son of the Navy" and "The Phantom Pilot." On the same lot T. R. Williams completed "Midnight Limited."

Three are being filmed at Paramount, of which "The Night of January 16th" is a new start. The same total is registered at RKO Radio, where "Tom Brown's School Days" got under way and "My Favorite Wife" and "Curtain Call" were completed. Republic is filming two. Twentieth Century-Fox has six in production, "Maryland" getting under way and "Sailor's Lady" going into the cutting room.

For United Artists, Hal Roach gunned "Turnabout." This gives UA an aggregate of two in work, Charles Chaplin having completed his untitled Production No. 6. Universal started "La Conga Nights" and finished "Alias the Deacon" and "Ma! He's Making Eyes at Me" to emerge with a four-picture total. Warner boosted its aggregate to six by gunning "Flight No. 8" and "The Patent Leather Kid."

LOS ANGELES

HARRY STERN, Pacific Coast franchise holder for Film Alliance Distributors, has appointed Al Blum, Seattle exchangeman, sales representative for Seattle and Portland territories . . . March 24 has been selected as the date for the annual Filmrow Relief Fund dance. Guy Gunderson, United Artists, is chairman of the entertainment committee.

Charles Reagan, western division sales manager for Paramount, checked in to begin a jaunt around the western offices . . . Philip Greenbaum came in for bookings for his Castle and Mecca theatres . . . Bill Rubenstein, of RKO Radio, headed for San Diego on a selling trip.

Fred Gage, United Artists salesman, pulled out for the San Diego territory on one of his periodic treks . . . Irwin Kanowitz, manager of the Union and self-styled pinochle expert, is dodging his father-in-law, Ben Bronstein, these days. Seems Irwin, in a recent game, forgot to meld 60 queens.

Lunch hour at M-G-M these days is a lively period, what with a ping-pong tournament in session. Eddie Collins is leading the men and Ruth Whitney tops the gals . . . Jack Dillon screened "The Grapes of Wrath" at the 20th Century-Fox exchange for local exhibitors and other branch managers.

West Johnson, Eugene, Ore., exhibitor, was a guest at the Warner studio. He is vacationing here . . . Henry Herbel, Warner's western district manager, has embarked on a two-week jaunt during which he will visit the San Francisco, Portland and Seattle exchanges. C. T. Charack, Minneapolis salesman, has been transferred to the local Warner office by Herbel.

Dave Rector will open his Lennox in Lennox—near Long Beach—about March 1. Rector also operates the Ebell in Long Beach . . . Mrs. Stan Pariseau, wife of the Altec Service executive, is recuperating from an appendectomy at Hollywood Hospital. She is expected to be discharged next week.

Fred Siegel, of Oceanside, checked in for bookings for his Palomar and Margo. Curt Donath checked in from Fallbrook to acquire product for his Mission . . . William F. Rodgers, Metro's general sales manager, paid his first visit to the Row since checking in for executive conferences at the M-G-M Studio in Culver City.

Seth Perkins plans to open his Drive-In Theatre in Phoenix, Ariz., March 1. With a 300-car capacity, it will be the first in that state, and will be operated in addition to Perkins' Pico Drive-In and his San-Val, in Burbank . . . "Cancion del Huerfano," Spanish-language feature, has been booked first-run into the California by Azteca . . . Metro's first ice-skating party at the Pan-Pacific Auditorium proved so successful that it is to be a regular weekly social affair henceforth.

"Keep Punching," starring Henry Armstrong and an all-Negro cast, opens February 28 at the Lincoln and Bill Robinson theatres on Central Avenue. Film was booked by Bess Emanuel of Motion Picture Producing Co. . . . M-G-M has decided to hold its weekly skating parties on Monday evenings, switching over from Saturdays.

Ben Peskay, operator of the Banner and Palms theatres, dropped in to visit his brother Hi at the Majestic exchange . . . Majestic screened "Mill on the Floss," English-made feature starring Geraldine Fitzgerald, for Fred Stein, head booker for Fox West Coast. Film is to be shown to FWC's division managers.

M. C. Cooper, Grand Forks, N. D., exhibitor, was a visitor on the Warner lot . . . Nat Saland, president of the Mercury Laboratories of New York, checked in on business. He is headquartering at the Ambassador Hotel . . . Frank Shea, of Telefilm Laboratories, a Filmrow visitor.

The Universal exchange is now in its final stages of remodeling . . . Booking visitors included George Bromley of the Campus Theatre; Jack Chazen of the Rosebud; and Harold Glass, operator of the Gordon.

Bill Heineman, Universal's western division sales head, and Al O'Keefe, western district head, checked out for stops at the Salt Lake and Denver exchanges. From Denver, Heineman will return to his New York headquarters . . . Spyros Skouras, president of National Theatres, has pulled out for New York after a ten-day vacation at Arrowhead Springs which he spent in company with his brother, Charles, head of the Fox West Coast circuit.

Filmrow visitors: J. T. Sheffield, Republic franchise holder in the northwest territory, in company with his partner, Ed Walton, who are attending the company's Pacific Coast sales session at the studio . . . Chet Black, Pico Drive-In; Murray Hawkins, general manager of the Swan circuit; Bill Knotts, Covina Theatre in Covina; LeRoy Pawley, Desert Theatre, Indio.

Exhibitors Service, Inc., has moved into larger offices adjoining its old location . . . Joseph "Tiffany" Bernstein spent the weekend in Palm Springs supervising the run of the Louis-Godoy fight pictures at the Plaza Theatre there. Films were booked by Bernstein's Premier Pictures, Inc.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Works on Script, Too

HOLLYWOOD—Richard Wallace, who will also direct, is collaborating with Grover Jones on the script of Hal Roach's "Captain Cautious."

Los Angeles Chamber Against Neely Bill

LOS ANGELES—Contending that the greatest danger of the Neely bill lies in its "censorship provisions," and arguing it would destroy the industry, reduce employment and put the government in the film-making business, the Los Angeles Chamber of Commerce is on record against the anti-block booking measure

The action of the local body follows the report of a special committee appointed to investigate the bill, and the organization has instructed its representative in Washington to do everything in his power to aid in defeating it

Settlement Reached in Marcal Theatre Suit

LOS ANGELES—Al Galston and Jay Sutton will continue to operate the Marcal, in Hollywood, as the result of an out-of-court settlement of a superior court action filed against them by Mark M. Hanson, from whom they leased the property.

Hanson, last fall, filed a $10,000 action against Galston and Sutton contending they had refused, despite several notifications, to vacate the theatre after their lease expired. He also charged the defendants were guilty of neglect in allowing the property to deteriorate although, he claimed, the lease specified they were to keep it in a reasonable state of repair.

Terms of the settlement were not made public. Suit was dismissed as the result of a motion filed by Hanson's attorney.

Theatrical Federation and Seattle Managers Deal

SEATTLE—Negotiations have resumed between the Theatrical Federation and Seattle theatre managers in an effort to reach terms for agreement to replace contracts which expired last year. During negotiations, which have been under way for several months, unions have continued operating under contracts which have expired.

Federation and manager representatives have been more or less stalemated during the past weeks and the holidays also interfered with the conferences. The unions are asking pay increases, changes in working conditions, and two weeks' vacation with pay. The managers are willing to cooperate in some demands, but not with all of them.

The Federation represents seven unions, stage employes, projectionists, bill posters, theatre employes, building service janitors, film workers and musicians.

New Affiliation Soon

SAN FRANCISCO—F. H. Butler, who recently resigned as branch manager here for Monogram, will shortly announce a new affiliation.

REVIEW FLASHES

GHOST COMES HOME (M-G-M)—Fresh and amusing version of the worm-has-turned formula which will hit the mark with Frank Morgan fans and serve with general satisfaction as an ably-made program comedy. Screenplay is unusually well plotted. Albert E. Levoy produced; William Thiele directed.

MYSTERY IN SWING (International Roadshow)—Fulfilling all of the qualifications demanded by the market for which it is intended, this murder yarn, portrayed by an all-colored cast, should do well enough in houses catering to the Negro trade. Arthur Dreifuss produced and directed.

ROAD TO SINGAPORE (Para)—Melodic and mirthful load of romantic nonsense with shapely and pulchritudinous Dorothy Lamour contributing the eye appeal and Bing Crosby and Bob Hope furnishing the laughs —but plenteously. Victor Schertzinger's direction is distinguished.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Two-Year FWC Pact With Service Employes Union

LOS ANGELES—FOX West Coast has signed a new two-year contract with the Building Service Employes International Union, representing janitors and other maintenance workers. Under terms of the agreement, retroactive to January 1, workers will be paid 58 cents per hour during 1940 and 60 cents per hour in 1941. The 1940 scale represents an increase of seven and one-half cents over the previous scale.

Blowitz and Meyer Set Up Distributing Firm

LOS ANGELES — Sam Blowitz and Max Meyer have incorporated Empire Films Distributing Corp. and have acquired rights to the Joe Louis-Godoy fight as their first release. Blowitz was formerly head man at Western States Theatres Service, which he recently sold to Exhibitors Service.

Ludwig and Efrus Handling "Ten Nights in Barroom"

LOS ANGELES—John Ludwig, owner of the Melvan and formerly a midwest distributor, and Sam Efrus, local film distributor, have acquired rights to "Ten Nights in a Barroom" for the California, Arizona, Nevada and Hawaiian Islands territories. Film was adapted from the novel, "The Struggle."

SEATTLE

THIS town is getting its share of Hollywoodites the past few days. First in and here for a spell is James Kevin McGuinness, scenarist for Metro. He is looking over our noted shacktown. The packing box, and corrugated iron village is to be used, he said, for one of the big scenes in Mickey Rooney's forthcoming starring vehicle, "Father Flanagan." It is to be the sequel to "Boys Town." James went on to explain that all who see the picture will not get the impression that all of Seattle lives in homes made of driftwood, with heating systems of oil cans or discarded auto gas tanks. A few shots will show the harbor and the most impressive homes in West Seattle and Magnolia Bluff and other sights of interest. Yes sir, they are going to call the town Seattle all through the picture.

Attending the three-day conference of Pacific Northwest theatrical men and women are talent scouts Sol J. Biano of Warner and Bill Grady of Metro. Biano is one of the principal speakers at the gathering. Both will look over talent during the staging of plays by the University of Washington drama division, the Cornish School and the Repertory Playhouse . . . Nelson Eddy, here for a concert engagement, rounded out the visitors from the south for this week.

Young women in costume will be stationed in lobbies of Seattle theatres next weekend to solicit funds for relief of Finnish civilians . . . The reclamation bureau announces that Columbia Pictures have contracted to produce a full-length feature with Grand Coulee dam, "the world's largest man-made structure," as the background.

George Kalushe, chief operator at the Paramount, driving home in the early morn accompanied by his wife and some friends, the car skidded and slid over an embankment and into Lake Union. Kalushe managed to get the door open and waded to shore.

Big event of the week was the wedding of Frank Jenkins to Kay Kirby. Frank, manager of the Granada and Portola for Sterling Theatres, had the cementing done in grand style at the Olympic Hotel. The Jenkinses will make their home at the Olympic Hotel . . . A whisper has it that Charlie Harden is on the marriage verge.

Dick Hays, drama editor of the Times, *and his wife, Bess, are taking a long-earned vacation. They will be away for two weeks . . . Charley Comfort, the* Star's *drama snooper who writes under the moniker of Leighton Early, has pushed for Boise to attend the world premiere of "Northwest Passage" . . . Murray Peck has resigned as manager and master of ceremonies at the Rivoli. He will take a short rest, then settle in a new spot.*

Word from San Francisco tells that Al Oxtoby has left the Universal sales force and rejoined his first love, Warner . . . George Mitchley has quit the General Films office here and is making his headquarters in Portland, handling the fight pictures for Premiere Pictures.

Fred Mercy sr. and Sid Turner driving back to Yakima after being warned that there was a heavy snow storm on the mountains . . . National Theatre Supply, according to rumor, will move their office from First Avenue, and get in the swim with the regular Row on Second Ave. . . . B. F. "Ben" Shearer, calling from Los Angeles, transferred Weldon Girard from here to the southern office.

Al Rosenberg off for a vacation in California while Frank Newman is due back from Los Angeles after the big conference . . . Whitney "Cy" Young and his wife, Addie, celebrated their 25th wedding anniversary along with Sylvia O'Neal and Marion Walton who were celebrating birthdays . . . Mildred DeFoi enjoying a new set of golf clubs given as a birthday present. The birthday is still a few days off . . . Rex Thompson has changed the name of his Community Theatre in Port Orchard. It is now the D and R in honor of his twin boys, Ron and Don.

Jim Hone sending out notices of a meeting of the Independent Theatre Owners to be held in the Northwest Film Club quarters. The meeting will start with lunch . . . Bill Ripley and L. O. Lukan back from the California gathering of the Pacific Coast Conference of Independents . . . Morrie Segel, Glen Haviland, Dwight Spracher and Bob Estill back from Portland where they attended a conference with George Smith, western district manager, and Charles Reagan, western division manager of Paramount.

Those visiting talent scouts had better get a gander at Tommy Olsen. He turned actor recently to appear in a Kiwanis musical . . . Dick Richards, now with Gene Groesbeck in Enumclaw, is renewing old acquaintances on the Row . . . The Paul Bangassers are home from their wedding trip and are settled in the new apartment . . . Barbara Elaine Rubenfeld recovering from her illness, although still in bed . . . Melva Brooks, wife of Jimmy of Fox, is in the Swedish Hospital following an appendectomy.

Ben Fish, enthused over the fine work the UA sales staff is doing, has extended the Ben Fish Drive an extra week . . . Sandra Shearer weekending with Patricia McGinley . . . Madge Spear is up and about after her illness . . . J. T. Sheffield and Eddie Walton motoring to the Republic meeting in Hollywood.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

PORTLAND

CHARLIE POWERS, branch manager for 20th-Fox, announced the premiere Tuesday of a new daughter, Linda Laurann, born to Mrs. Powers at Emmanuel Hospital . . . Leo Abrams, Universal short subject salesman, stopped over for a day on a western junket . . . The Portland Warner Brothers branch is entertaining Sam Keller, general auditor from the home office.

If California really wanted a boxoffice blight to punish the producers of "Grapes of Wrath," a better method of bringing it about would have been to have kept still. The controversial Zanuck film will open here at the Paramount, February 29, and the first guesses are that its draw will be second only to that of "Gone With the Wind." Since California established border inspection to halt an alleged southward migration of Oregon bugs, Oregonians have wept few sympathetic tears over the beefs of the Golden State, and the yips and yowls over the film version of the Steinbeck story coincided (unfortunately for the picture's detractors) with the epochal roadshow engagement of "GWTW." A lady we admire epitomized the effect when she referred to the latter film as "Gone With the Grapes."

The Portland Civic Theatre production of "Springtime for Henry" last Wednesday was enjoyed by a number of Filmrow people . . . George Strock, *Life's* cameraman shooting skiing scenes at Timberline lodge on Mount Hood, recorded a real blizzard rescue last Sunday. He rode a toboggan with members of the Ski Patrol who brought in a young lady skier hurt in a fall on Glade trail during a snow storm.

At least two newsreel outfits were reported planning to cover the public reception at the Civic Auditorium for nearly 1,400 foreign born residents who became American citizens during the past year. The 19-year-old annual ceremony is the only one of its kind in the U. S. . . . Bill Selleck and Tannys Smith have gone to town in selling the new Portland Philharmonic orchestra and Conductor Leslie Hodge to the public. Hodge has emerged as a first water radio personality—enthusiastic, original and entertaining. As guest on KOIN's Northwestern Neighbors he demonstrated primitive songs of the Australian bushmen at the risk of tipping dance tune writers a brand new gag.

"Gone With the Wind" opened its fifth and final week at the Broadway, Thursday, and further delayed the honeymoon of Manager Vic Keedy. The flood of telephone calls to the boxoffice for reservations overflowed onto the lines of phone subscribers. The rumor is that one citizen so annoyed demanded that the boxoffice number be changed—or else . . . A vigorous early mail order demand for seats for the San Carlo opera company, opening at the Paramount late in March, indicated a better-than-last-year business for the traveling warblers here.

Hank Norton, KGW writer, and Marjorie Byers have set the date for March 2 . . . Pals of the West, former Portland radio performers, did a homecoming by proxy in Gene Autry's film, "Rovin' Tumbleweeds."

Joseph M. Schenck To Host ITO Unit

LOS ANGELES—Joseph M. Schenck will play host to officers and members of the Independent Theatre Owners of Southern California and Arizona at luncheon at the 20th Century-Fox Studios, February 28, immediately preceding which affair Robert H. Poole, ITO executive director, has called a membership session.

Schenck's luncheon is in the nature of a tribute to independent operators in this territory, through whose efforts $14,352.66 was raised in the recent infantile paralysis drive conducted in unaffiliated houses in Southern California and Arizona. This amount more than doubled the $6,000 collected in 1939. Funds were cleared through the ITO headquarters. Schenck, vice-president of the national committee, also served as chairman for the state of California.

Poole declared routine business would be discussed at the ITO membership meeting. Following the luncheon, those attending will be Schenck's guest at a screening of an as yet unannounced new 20th Century-Fox production.

SALT LAKE

THE Motion Picture Club, a social group for managers, office managers and bookers, has been formed here. Meetings are held the first Friday in every month. Harold Chesler is president; Clyde A. Blasius, secretary.

Former Mayor Harmon W. Perry of the Perry Amusement Co. of Ogden, Utah, offered $1,000 for the use of the Ogden stadium from July 5 "to the end of the Pioneer Days celebration in 1940," urging an early decision on the matter so that "necessary steps may be taken to contract rodeo performers and others" without further delay.

Russel Dautterman has taken over the Main at Smithfield, Utah. Dautterman also operates the Isis at Greenview, Wyo., and the Mesa at Pineville, Wyo. . . . Plans are going forward at Green River, Wyo., for immediate construction of an L. D. S. chapel and amusement hall to cost about $40,000.

Filmrow visitors: Lulu Mielson, Star, Gunnison, Utah; Mrs. Fletch, Novelty, Paris, Utah; Ralph Prestwich, Idaho Falls, Ida.; Joseph George, Rigby, Ida.

Tony Hartford, United Artists branch manager, was in Ogden, Utah, the past week to meet Jack Schlaifer, UA western sales manager . . . F. H. Smith, Paramount manager, is back from a successful swing throughout the territory . . . "Buck" Wade, Universal branch manager, has returned from Montana after closing several contracts.

C. S. Wray of the Wray at Afton, Wyo., has returned from a vacation trip to Mexico.

Paul McElhinney, Republic sales representative, has been transferred to sales department in Seattle.

S' FRANCISCO

THE "Fair for Forty" publicity and ballyhoo department went into action this week and the radio, newspapers, and theatre screens are being utilized to make the populace Exposition conscious. The 1939 Fair was opened a year ago and the ceremony commemorating this date was the sendoff for this year's "Treasure Island" affair. Stress is being placed on entertainment rather than culture and it is understood that more of a carnival atmosphere will prevail over this year's Exposition.

Charlie Owens, shipper and utility man at Coast Pictures, was the No. 1 citizen of the week. It was a dubious honor, although there were considerable stories written about him and Charlie's picture was spread over two columns in the local sheets. Owens was the top name on Judge Ames' formidable list of 50,000 traffic violators who have hailed to appear with their tickets. Charlie acquired his last September for overparking and both ticket and incident escaped him until he read in the papers that a warrant had been issued for his arrest.

RKO achieved what heretofore has been considered nigh impossible when 18 Catholic dignitaries, including Archbishop Mitty, attended a preview of the March of Time, "Vatican of Pius XII." The exchange officials screened "Pinocchio" for the churchmen at the same time . . . J. Gallagher, Fox in Turlock, is recovering from a broken shoulder and other sundry injuries sustained in an auto accident . . . Mel Hulling and the missus are off to the south for a week of vacation . . . Bill Glover has been in town making arrangements for the reseating of the Rex in Oroville . . . Sadie Schofield, Warner inspectress, has been missing from her desk due to illness.

The Golden Gate celebrates its 18th anniversary this week. "Swiss Family Robinson" is the birthday offering and festivities were opened on Wednesday with personal appearances of Maureen O'Hara, Freddie Bartholomew, Gene Lockhart, Tim Holt, Gene Towne, Graham Baker, and Phyllis Brooks. The house had a surprisingly good week with "Green Hell." In fact, better than the previous week which had Horace Heidt as the big attraction.

"House Across the Bay" will have its world premiere at the United Artists on February 28. The picture has a local setting with Alcatraz being the aforementioned house across the bay . . . Clarence Gabriel claims everything happens to him. Gabe, President manager, was calmly waiting for a traffic light to change when the rear of his car was caved in by an automobile driven by—a WPA worker . . . Marjorie Dickson, former steno at Republic, is the proud mother of a six-pound boy as yet unnamed . . . Sid Weisbaum, Republic head, is in Hollywood for conferences with his boss, Herbert Yates . . . Herb Herbel, coast manager for Warner, is in town.

Telenews has inaugurated five minutes of news broadcast every hour on the hour from a specially constructed booth in its lounge. The tieup is with KSAN.

William Bioff Hearing Is Set in Chicago

CHICAGO—A habeas corpus hearing, set for Friday before Chief Justice John Prystalsky, will determine whether William Bioff, extradited Hollywood IATSE labor leader, will have to serve out the remaining five months and 24 days of an original six months sentence, imposed in 1922, following conviction on a pandering charge.

Pending the hearing, Bioff is free on a $5,000 bail, the same bail on which he is free from the federal income tax evasion charge in Los Angeles.

Bioff's fight against extradition collapsed in Los Angeles on Monday when Federal Judge Ralph E. Jenney refused to interfere, and remarked that the government has prior right over his custody and can remand him to Los Angeles, even though he be confined at the time, in May, when his income tax case is set for hearing.

Following his arrival in Chicago and submission to the custody of Captain Dan Gilbert of the state's attorney's office, Bioff dispatched a telegram to James Touhy, secretary, and J. W. Buzzell, vice-chairman of the studio conference of the AFL unions in Hollywood, announcing his withdrawal as chairman of the conference, now negotiating with the producers over the 10 per cent studio wage boost.

Bioff, in statements to reporters, termed his extradition and attendant action against him as "persecution" and declared his reason for coming back is "to get this thing cleared up once and for all."

His local attorneys are State Senator Abe L. Marovitz and Harold Marovitz.

Chicago Syndicate Formed To Buy Theatre Circuits

CHICAGO—Reuben Levine, in conjunction with Standard Securities and Management Corp. of Chicago, has formed a syndicate for the purchase of theatre circuits and properties.

It is understood substantial capital from eastern groups is involved in the transaction. Levine and the new company, which is headed by Carl H. Borak of Chicago, are involved in the negotiation for the purchase of several major circuits.

Levine figured largely in the acquisition last year of the Gregory circuit of theatres by Alliance Theatres Corp. here.

Plan Berwyn House

CHICAGO—Plans for a new theatre by the Lasker circuit in Berwyn, Chicago suburb, are said to be in work. The house, with stores, will cost about $150,000.

Ban "Beast" Third Time

CHICAGO—For the third time, police censors here have turned down "Hitler—Beast of Berlin." Film has been retitled "Goose Step" and is getting playing time in other sections of the country.

B&K Leads Way in Trial-Run Of Single Bills in Chicago

Censors in Chicago Again Nettle Bryan

CHICAGO — Julien Bryan, the roving news cameraman, always seems to get into trouble with Chicago's censors, and it happened again on Sunday night when he was showing his newest pictures, "The Siege of Warsaw," at the Holy Trinity Church auditorium.

This time he accused another Polish organization of inspiring a police raid which interrupted the showing. His program was sponsored by the Legion of Young Polish Women, to raise funds to buy ambulances for the Polish Red Cross in France. He had already obtained telephoned permission from Police Censor Costello to show the pictures, since he had arrived too late from New York to screen them for the censors. On Monday, however, he did screen the print for them and no footage was cut.

The showing was recessed for 20 minutes while he explained to police at Racine Avenue Station. Meanwhile, the station was flooded with protest calls, the most strenuous, he said, coming from Boles Patzkoski, who was recently arrested by Costello and a police squad on a charge of showing 16mm reels, "The Invasion of Poland by Hitler," without a police censor's permit.

Bryan to Publish Book On Siege of Warsaw

CHICAGO—Julien Bryan, newscameraman who was here this week, spent a few days between lecture appearances, going over final proofs of his book, "Siege."

To be published by Doubleday-Doran, at $2.75, it will be out sometime in April It will tell the story of his experiences in Poland during the invasion by Germany. RKO has a one-reel condensed short of the pictures he took titled "Siege."

Bryan was the only cameraman on the spot and he received permission from the mayor of Warsaw to take his pictures.

He will spend about six weeks on tour and then plans to head for South America on a four-month picture-taking tour.

Einfeld Sets Meeting in Chicago for "Ehrlich"

CHICAGO—A meeting was planned for Saturday by S. Charles Einfeld, Warner advertising and publicity chief, with the B&K publicity staff, headed by Bill Hollander.

The meeting was to deal with "The Story of Dr. Ehrlich's Magic Bullet" for which Warner is setting an outstanding campaign. The picture opens in the loop the middle of March in a B&K house. Einfeld was to leave on the Santa Fe Super-Chief for the west coast after his session.

By GENE RICH

CHICAGO—A gesture by B&K to single-feature "Mr. Smith Goes to Washington" at the Central Park and Berwyn in the southwest section of greater Chicago this Sunday, Monday and Tuesday, was the propelling factor behind the expected move of some 15 to 20 houses in that section of the city to run single-feature programs this weekend.

Harry Lustgarten, district manager for B&K in the section including the Central Park and Berwyn, broached the suggestion to single "Mr. Smith" with an appropriate group of short subjects.

Meanwhile, numerous independent exhibitors, seeing this gesture by B&K, suggested that others try the same experiment at the same time. Thus it was that Sinuel Roberts and Marvin Lowenthal were set to run "Ninotchka" as a single attraction at their White Palace and California. All of the Jack Kirsch-Charlie Cooper houses were expected to single feature attractions at the Gold, 20th Century, and Circle.

As BOXOFFICE went to press, it was not fully determined how many houses would participate in the trial-run of singles, but mentioned were the Essaness' Crawford and West End, Charles Nelson's Lawndale, Goodman & Harrison's Marshall Square and Douglas and several others.

Coupled with this gesture on the southwest side is a movement on foot currently by exhibitors in the northwest section to cut their triple feature programs—many at 10 cents admission—to doubles at most.

Exhibitors Make Effort to Curb Triple Featuring

CHICAGO—The hope of eliminating the policy of triple featuring is leading the flock of suggested panaceas that usually appear during the Lenten season, with its attendant decline in grosses.

Exhibitors on the northwest side of the city, where the triple featuring policy is most prevalent, are groping toward some working agreement whereby they can eliminate this policy. Among the houses currently involved in the practice are the Essaness Irving and Crown; the G. C. S. Admiral, Drake and Portage; Meltzer Bros.' Milford; Balaban's Dale; the Rivoli and Rio and the B&K Crystal and Biltmore.

The perennial discussion of remedies for dual features, the start of releases on Fridays instead of Sundays, and the cutting of clearance is under way, but with no concerted movement directed toward their solution.

Strong Neely Foe

CHICAGO—Opposing the Neely bill as not remedial but discriminatory, Mrs. Richard M. McClure, president of the Chicago Better Films Council, declared before a meeting of the group Wednesday that the bill is dangerous and will cause chaos in the industry.

Plan to Combat "Pot O' Gold" Held Against Missouri Laws

ST. LOUIS—The plan for combating the "Pot O' Gold" radio program, being used by a number of independent theatres of St. Louis and St. Louis county, has been held by Carl V. Eimbeck, assistant prosecuting attorney of St. Louis county, to be in violation of the Missouri statutes against lotteries.

Under the plan, the theatres have promised their patrons to double the "Pot O' Gold" award should their telephone number come out of the radio "hat" while they are in attendance at the theatre.

The radio program awards the week's capital prize if some one is home to answer the telephone call sent to the selected number. Otherwise only $100 is sent to the person under whose name the telephone is listed.

The theatres that have been using the "defense system" have been cutting in the radio program so that the name of the owner of the telephone number selected by the radio stunt is made known to those in the theatre.

Eimbeck has ruled the theatres must discontinue their guarantee plan since it has all the elements of a lottery.

Circuit Attorney Franklin Miller of St. Louis has not ruled on the "protection system," as yet.

Pirtle Circuit Will Build Theatre at McLeansboro

JERSEYVILLE, ILL.—Plans for a second house at McLeansboro, Ill., are being drawn for S. E. Pirtle, head of the Illinois and Missouri circuit bearing his name.

Warwig & Hagel, architects at Evansville, Ind., are designing the house, which will seat 500. The Pirtle circuit at present operates the Capitol at McLeansboro.

Des Plaines Contracts for Junior Programs Show

DES PLAINES, ILL.—The H. and E. Balaban Des Plaines, here, managed by Joe Feulner, has contracted to run one of the Junior Programs, Inc., productions. The one to be presented here is "The Reward of the Sun God." It is presented by local organizations at the theatre, using the Junior Programs, Inc., New York cast.

NSS Planning Larger Building in Chicago

CHICAGO—It is reported National Screen Service eventually plans to erect a two or three-story structure for its own use on Filmrow here. This would house the trailer department and its newly acquired Advertising Accessories subsidiary.

Gollos Bros. Acquire Drexel

CHICAGO—It is understood that the Gollos Brothers have taken over the Drexel, which has been operated by Jake Gross.

No Curtailment Plans On RKO's Agenda

CHICAGO—No curtailment in the number of features—52—that RKO plans to turn out for the 1940-41 season is planned, declared George J. Schaefer in his brief stop here en route east.

The RKO president gave precedent to quality of productions over all other considerations, saying, "We do not plan to cut our production budgets, and while we plan the same number of pictures, we will, of course, cut on quantity before we ever think of cutting down the quality of our pictures."

Concerning the Neely bill, Schaefer expressed a certainty that there is a strong shift against the measure at present and cited the Screen Writers' Guild vote on the bill, which he understood would show a majority in opposition.

Accompanying Schaefer was Gregory LaCava, producer-director, who has checked out at RKO.

Press Reception for Hal Wallis Balked by Time Schedule

CHICAGO—A press reception with no one to be received—at least not at the appointed time—was the experience of Sam Clark, Warner's departing midwest exploiteer, who made all the arrangements for Hal Wallis, but was stalemated by the fact the train bearing Wallis came four hours late.

Clark, and his successor, Fred Bartow, had just time enough to place Wallis and his wife, Louise Fazenda, on the train bound for New York.

Salvaged from the fiasco, however, was the food and other refreshment that the assembled representatives of various news services, trade papers and cameramen did not permit to go to waste, and which provided pictorial proof that a press reception was waiting.

"Wind" Ties Up First-Run "B" Product in Chicago

CHICAGO—Since "Gone With the Wind" will remain at the Oriental for a few weeks yet, it is tying up a lot of first-run "B" product that Jones, Linick & Schaefer would ordinarily run at the house.

And so J-L-S has shifted its policy at the McVickers from two second-run features to a first-run and second-run. The policy will remain in effect indefinitely.

W. E. Banford, local M-G-M branch manager, said this week the runs of "GWTW" at both the Oriental and the Woods will hold on until business dictates otherwise.

Business in the rest of the loop was slightly off, although RKO's "Vigil in the Night" gave the Palace an excellent first week and was to be held a second.

Serlin Provides Hit For Lillian Gish

CHICAGO—Lillian Gish, star of silent film days and the stage, is back on the stage again with a hit. It's the role of Mother in Oscar Serlin's production of "Life With Father," which opened big at the Blackstone here this week, and which already has been sought by most of the major companies for film production next year.

Serlin, who was formerly in the B&K publicity department and later with Paramount on the west coast, was here for the opening, as were Dorothy Gish and Mrs. Clarence Day. Serlin plans to remain here for some time and is considering the various film offers for the screen rights.

The production is handsomely staged and is in keeping with the renovations done to the Blackstone itself in preparation for the opening. More than $5,000 was expended in redecorating and refinishing the house.

Ned Armstrong handled publicity and exploitation on the play and succeeded in netting an unusually large amount of newspaper space.—GENE RICH.

$300,000 Reputedly Offered For "Life With Father"

CHICAGO—An offer of $300,000 is said to have been made for the motion picture rights to film "Life With Father," the Oscar Serlin stage production now current here and on Broadway. Serlin was here for the opening of the Chicago company, and said that all of the film companies have "offered fabulous sums" for the screen rights.

Helps Anti-Bingo Drives By Denouncing Gambling

MILWAUKEE—Further impetus was given anti-Bingo campaigns when Dr. Martin Anderson, Chicago, president of the eastern district of the Norwegian Lutheran Church of America, speaking at a conference here of church delegates from Wisconsin, Illinois and Michigan, denounced all forms of gambling.

Counsel for the proprietors of the Bahn Frei hall here, who were enjoined from conducting Bingo games in the hall as the result of a state supreme court ruling, have filed a brief before the high court requesting a rehearing on its ruling.

Filmack Trailer Leases Additional Space

CHICAGO—Filmack Trailer Co. has taken a lease on the sixth floor of the building at 831 South Wabash Ave. This additional floor space will house the firm's printing plant and new laboratory equipment.

Mrs. John Damm Dead

OSGOOD, IND.—The wife of John Damm, operator of the Damm here, died last Sunday after a brief illness. Mrs. Damm had been assisting her husband in the operation of the theatre for some time. Damm's father, Louis, former operator of the theatre, died a few weeks ago.

Refuses Demand for Assets Of Late Robert B. Koch

ST. LOUIS—Wilbur C. Schwartz, attorney for the family of the late Robert B. Koch, 25-year-old, $80-a-month assistant manager of the Fox-St. Louis Properties, Inc., states he has refused to turn over assets of the deceased as demanded by company officers, who allege there is a shortage of $10,000 to $14,000 in the concern's rent and collection account.

Schwartz took the position there may be prior claims to the assets of Koch's estate, and any settlement should come through the regular channel—the probate court. Auditors have been checking Koch's books, but have not yet completed their investigation.

Koch died last December 19 of a bullet wound. A coroner's jury returned a verdict that the gunshot wound that caused his death had been suffered while he was cleaning the gun at his home.

Grant Martin Returns to Job After Illness

CHAMPAIGN, ILL.—Grant Martin, manager of the Varsity, is back on the job after having been away in Hot Springs, Ark., since the first of the year recuperating from an attack of pneumonia.

ST. LOUIS

STATE Senator Louis J. Menges of East St. Louis, Ill., a former exhibitor, may become a candidate for the Democratic nomination for state treasurer subject to the April primary . . . Richard L. Walker, general manager of Walker-American Corp., theatre screen distributors, was injured painfully when his automobile crashed into a concrete pillar while he was driving on Illinois Route No. 3 in East St. Louis.

Burton Holmes, astride a wheel chair, opened his lecture series at the Municipal Auditorium, February 19. A broken leg couldn't keep him from telling about what he saw in Finland last summer . . . The Carter Theatre Corp., Lawrenceville, Ill., was organized recently by C. D. Carter, C. O. Carter and B. N. Yosowitz . . . Marco Wolf was a recent visitor.

The women's division of the St. Louis Round Table of the National Conference of Christians and Jews enjoyed a program of patriotic ceremonies and motion pictures at the Esquire, Richmond Heights . . . "Gone With the Wind" is in its fifth week at Loew's here.

Terry Kilburn, the English boy currently in "Swiss Family Robinson," spent February 23 and 24 here making two personal appearances at the Fox in connection with the run of the RKO film . . . Julien Bryan and his films of Warsaw were at the Auditorium on February 21.

"Hot Mikado," with Bill Robinson, set a new season gross record at the American with a "take" of $24,000. George White's "Scandals" moved into this legiter on February 18 and is shooting for a $30,000 week. It has a $3.30 top.

CHICAGO

ED NIKODEM, manager of the Woods Theatre, says he's figuring on putting in an electric razor in the lobby of the house. It's to make his male patrons presentable to the ticket seller when the customers finally get up to the boxoffice after waiting an hour or so in line to buy tickets for "Gone With the Wind."

Charlie Cooper has a new office now in the 20th Century Theatre Building. That's since he and Jack Kirsch have become operators now by adding the Circle Theatre to their list.

Do you want passes for "Gone With the Wind?" See Johnny Mednikow of National Screen. They're quite clever.

Harry Cook, formerly in the poster department for RKO here, has been transferred to Milwaukee as booker.

Edmond Einstein, formerly in the Universal poster department here, has been added to the staff of Advertising Accessories, Inc.

Emile Montemurro, Movietone News chief here, had an unusual subject in last week's reel. It concerned the national road-builders' convention held at the International Amphitheatre here.

Freddie Mindlin is now handling publicity for the Amusement Club of Chicago. The group held open house on Washington's Birthday, Thursday, in its new club quarters, Stevens Hotel.

Dalies Frantz, who is seen in the current M-G-M film, "Balalaika," played several piano solos on a recent Mutual radio network originating from WGN, Chicago.

Edward G. Robinson stopped off here long enough before taking the Santa Fe Chief to the coast to have a conference with Chicago's health department head, Dr. Herman Bundeson.

Henri Elman reports the Louis-Godoy fight pictures are still getting a lot of boxoffice returns at local houses.

Jimmy Coston, his wife and daughter, Betty, are vacationing on the west coast . . . Oscar Serlin, producer of "Life With Father," current at the Blackstone, arrived for the opening Monday night swathed in bandages. Cause: A nasty cold that settled in his face.

Frank McHugh, the Warner comedian, en route east for a two-week vacation, gave a sentence resume of his plans: "I go to New York, eat a lot, get fat, and then go back home and go on a diet."

Sam Clark, Warner exploiteer, recently promoted to the west coast district, left Saturday. He is succeeded by Fred Bartow.

George Rose, ad sales manager for United Artists, has become engaged to Miss Ruth Abrams, who is not in the film business. They will be married within the next few months.

Will Hays stopped off here between trains Sunday en route to the west coast . . . Jane Withers, who was at the Chicago Theatre this week, was a guest on Hal Tate's "Movie Tattler" show on WJJD this week . . . Aaron Jones jr. has joined his father in Florida.

The father of Morris Zimmerman, owner of the Eagle, died this week . . . Jack Shumow, M-G-M sales manager, was in South Bend this week.

Doubts Wisdom of Opening Industry to Government

RACINE, WIS.—The Racine *Journal-Times*, in a recent editorial, discussed the pros and cons of the Neely bill, concluding with the following paragraph:

"But regardless of argument on either side, while admitting present practices may need change, it is always a question in the minds of many whether Congress should exercise its hand through decree of government. If a monopoly is in effect, it should be handled so that it will not kill the production of the gorgeous spectacles which have been shown from time to time. Perhaps they make up to a great extent for the poorer vehicles which we see and which, like many things in life, are a mixture of good, bad and indifferent."

Invites Allied to Hold 1940 Convention in Windy City

CHICAGO—Jack Kirsch, president of Allied of Illinois, has invited national Allied to hold its 1940 convention here this summer. It is understood the national board of directors has accepted the invitation and the date will be announced later.

"Sister Carrie" to RKO

HOLLYWOOD—Theodore Dreiser's "Sister Carrie" has been purchased by RKO as a possible vehicle for Ginger Rogers.

Wanted — Live-Wire Representatives

To handle premium theatre give-aways for theatres. We have the largest and most complete line of theatre give-aways in the world. Great opportunity for the right party. Must be responsible financially. State age, experience for the last 10 years.

Opening territories—
Des Moines
Omaha
Cincinnati
Cleveland
Indianapolis
Louisville
Minneapolis
St. Louis
Buffalo

Write

Price Theatre Premiums Corp.

358 West 44th St., New York, N. Y.

INDIANAPOLIS

THAT old debbil "flu" has taken its toll among Indiana's filmdom. Victims include Roy E. Churchill, RKO branch manager; D. D. Lee, operator of theatres in Cayuga and Montezuma; Florence Whelan, telephone operator at Universal; Nate Weinberg of Boxoffice Stimulants.

Wilbur Grant, Universal salesman, slipped and fell on the ice in Fort Wayne last week. He required medical attention . . . Miss May Belle Allison, inspectress at Warner Bros., is in St. Vincent's Hospital for observation . . . Gordon Craddock, manager at Universal, is still confined to his home with arthritis.

Backstage at the Lyric last Tuesday night, Dick Powell was presented with a medallion as a reminder he has been made an honorary advisor of the Indianapolis Chapter, Order of DeMolay . . . Jim Kennedy, Ritz, announces he will start distributing weekly programs in his neighborhood in the near future.

"Bill" Sherman, salesman in Indianapolis for Universal, has been appointed a fire marshal for all exchanges in the city by the Hays organization . . . Rud Lohrenz, Warner Bros. district manager, visited with Fred Greenberg, manager of the local exchange . . . John Downing, home office representative, has been at the local exchange the past several weeks.

In conjunction with the showing of "Swiss Family Robinson" at the Circle, Art Baker, manager, presented Terry Kilburn, 13-year-old player who is making a cross-country personal appearance tour. Terry was accompanied by Fletcher Clark, his tutor; his mother, and Charles Levy, RKO representative.

Ward Farrar, manager at Loew's, is hoping he and his staff will get to see "GWTW" now that it is playing there a fourth week. They have been so busy, they have only caught glimpses of the film each day . . . The White Cross Music Guild sponsored a concert last week featuring Allan Jones, film star. Jones was accompanied by his wife, Actress Irene Hervey.

The St. Clair and Ritz theatres, managed by Grey Kilbourne and Jim Kennedy, respectively for the Olson circuit, are scheduled to have redecorated fronts very soon, as a start toward their annual spring cleanup.

Along the Row: J. M. Dixon and wife, Flora; Harry Van Noy and wife, Anderson; J. B. Stine, Terre Haute and Clinton; Karl Gast, Akron; Nick Paikos, Tipton; Anthony Bokas, Argos; A. E. Hancock, Columbia City; Homer Schenck and wife, Waterloo; Dick Vlastos, Fowler; Joe Schilling, Connersville; D. D. Lee, Cayuga; Trueman Rembusch, Franklin; Dick Neall, Edinburg; L. T. Moore, Mitchell; Harold V. Neese, Brazil; Mrs. Elsie Blessing, Danville; Mannie Marcus, Fort Wayne; A. L. Gravel, Goodland; Wm. Studebaker, Logansport; Leonard Sowar, Muncie; John Cooper, Windfall.

Dudley Williston, operator of the Park, Lido and Walker theatres here, is enjoying a southern vacation with Mrs. Williston . . . Mr. and Mrs. Charles Olson, operators of the Lyric and five neighborhood houses, have returned from California after a few months vacation. While there they visited with Charles Metzger, formerly of Indianapolis and now connected with the Producers Ass'n on the west coast.

Robert Holland, son of Sid Holland, well-known former theatre manager for the Indiana-Illinois Theatres circuit, has accepted a position as assistant manager of the Palace in Lockport, New York, one of Schine's theatres. Robert started in the theatre business in Elkhart, Ind., at the Orpheum as an usher and was soon made manager. His father was manager of the Elco there for some years.

Ernest Tamler is asking his patrons how they like the newly installed cushioned seats in his Rex . . . Claude Allison is all steamed up over the new face-lifting job his Strand is getting. He is especially proud of all the chronium trimmings. Yellow, cream, tan and pink paint completes the new paint job on the front and is very decorative.

Earl Cunningham, manager of the Fountain Square Theatre, booked "Gulliver's Travels" for four days at the Granada, but crowds caused him to hold the program over for an additional three days. "Flying Deuces" is on the same bill.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

B&K's Three Publicists Conduct Own "Weeks"

CHICAGO—The three "m-ESS-keteers" of the B&K publicity department—Eddie Seguin, Eddie Solomon and Jimmy Savage—are conducting their own special "weeks," as takeoffs on all of the film company current date drives.

Currently it is "Ed Seguin Week," and the three publicists are asking the newspapers to favor Seguin stories for the week. Next will be Solomon, and then Savage.

BOWLING

CHICAGO—National Screen retained its top post in the Film Bowling League by whitewashing Warner Bros. three straight, while Republic managed to stay in second even though they lost two to 20th Century-Fox. The Film Carriers took a pair from Photoplay, while Universal did the same to Paramount.

The sweepstakes resulted in the following winners: Walter Hyland, Universal; Max Dreifus, Republic; Chris Chinn, National Screen; Mel Ogren, Universal; Barney Klass, Film Carriers, and Miles Canavan, Paramount.

Standings to date:

	Won	Lost
National Screen	39	24
Republic	36	27
Film Carriers	35	28
Photoplay	34	29
Paramount	30	33
20th Century-Fox	29	34
Universal	26	37
Warner Bros.	23	40

With Ted Turrell still leading the Warner League individual bowlers, the standings at the end of the 24th week were:

	Won	Lost
Avalon	49	23
Capitol	45	27
Stratford	38	34
Beverly	36	36
Avalon Cubs	36	36
Yannigans	35	37
Cosmo	34	38
Jeffery	34	38
Ogden	32	40
Dead Enders	32	40
Hammond	31	41
Highland	30	42

MILWAUKEE

RECENT local visitor was Alex Gottlieb, Hollywood screen writer and former student editor at the University of Wisconsin . . . Thomas Mack jr., formerly manager at Warner-Saxe's Comet and Tivoli theatres here, has been named assistant manager at the Capitol, Madison.

Earl Schenck, former actor, showed colored films of Polynesia before the City Club here last week . . . Russell Leddy, manager of Fox's Orpheum, Green Bay, addressed the Y's Men's Club there.

The Ritz, Wausau, admitted all youngsters under 12 free when accompanied by parents for the showing of "The Barefoot Boy" . . . The Rialto keglers are leading the major league in Kaukauna.

Roy McMinn showed the sound version of the "The Birth of a Nation" at his Beacon in Superior . . . As an incentive for students and others to attend a special Wednesday matinee showing of "High School," the Home Theatre at Antigo presented three fan photos of Hollywood stars at this performance only.

Fred Reeths jr., former manager of the Rex in Sheboygan for Warner, has taken over the management of the Falls in Sheboygan Falls. The house had been managed by Howard Robarge.

Valentine parties were still in order last week at the Orpheum in Madison and the Beverly in Janesville. The former theatre presented free bottles of Royal Crown Cola and the latter sacks of popcorn and chocolate hearts to those attending.

Ruben's Jaunt Has Record Qualities

Minneapolis—Cedric Adams, "Star-Journal" columnist, believes Eddie Ruben, independent circuit operator, established a flying record locally this week when he left one day for Miami, Fla., transacted his business in several hours and then arrived back in Minneapolis shortly after the next dawn.

Building Intervention Suit Being Studied

MINNEAPOLIS—The district court here has taken under advisement the intervention sought by W. H. Donahue in the suit being brought by Irving Gillman, et al., to compel the city council to issue a permit for the construction and operation of an independent neighborhood theatre. Both counsels have submitted briefs.

After Gillman filed his mandamus action, Donahue intervened, seeking the permit on the grounds that he had made prior application and that his property in the same vicinity is more suitable for a theatre location.

Lester Crawhall, representing Gillman, contended that his client, having been the first in court, was entitled to priority and that it does not devolve upon the court to decide which property is the better location.

It is expected that a decision will be forthcoming within a week. After the court has made its findings it will try the mandamus suit. On the latter's outcome hinges the construction of anywhere from half to a dozen new neighborhood theatres. The city council is on record against any additional theatre building.

Harry Blake Acquires the DeRay From W. D. Fite

JOPLIN, MO.—The DeRay, operated here for some years by W. D. Fite, has been taken over by Harry Blake, manager of the Orpheum for eight years, and for the last three years, manager of both the Orpheum and Electric, Ensley Barbour houses.

Blake will not change the policy of the house materially, except to reduce admission from 10 and 15 cents to a straight 10-cent price. He plans to redecorate immediately and probably will give the theatre a general refurbishing in the next six months.

Ray Widders Now Managing Electric and Orpheum

JOPLIN, MO.—Ray Widders, who has been with Ensley Barbour theatres in Springfield, Mo., several years, has taken over management of the Electric and Orpheum for Barbour here.

Metro Renews Two Writers

HOLLYWOOD — Metro has handed John Monks jr. and Fred Finklehoffe new writing tickets.

"Action Need Urgent," Allied Northwest Meets March 5-6

MINNEAPOLIS—Northwest Allied States will hold its annual convention at the Nicollet Hotel here March 5 and 6 and all independents in the territory will be invited to attend, regardless of whether or not they are members, it was decided by directors at a meeting this week. At the convention, it was indicated, plans will be made for a more vigorous fight in behalf of the Neely bill and against percentage pictures.

President W. A. Steffes deems the need for action so urgent that he asked Bennie Berger, former president, and other leaders to call the convention, although the condition of his health will not permit his presence.

Berger announces further that, with companies already starting to sell next season's product, selling terms will be given a thorough going over. Demands for lower film rentals and for the elimination of percentage will be formulated, with a program mapped out to back up the demands effectively, he intimates.

At the same time, it is indicated, Twin City members of the organization will be released from a pledge not to buy "Gone With the Wind" at the 70-30 M-G-M terms. The phenomenal business which the picture is doing and the public demand for it have caused a number of these members to announce their determination to play it as soon as it's available for them.

But Twin City members will reiterate their decision to refuse to make a further exception of M-G-M by buying four pictures on percentage annually, whereas they require other companies to sell flat, it's declared. They'll buy flat from M-G-M or not at all, members insist.

The increasing opposition to theatres from bowling will be another topic of discussion at the convention, according to Berger. Ways of tying in with the craze will be considered, he says.

Ways of using influence with members of Congress to enlist support for the Neely bill will be discussed, Berger avers. The organization emphatically is in favor of its passage, he asserts.

Members and their wives will be invited to make the Twin City Variety clubrooms their headquarters. Martha Raye and Eva LeGallienne will be playing in Minneapolis during the convention and are expected to visit the club.

Directors who attended this meeting included, in addition to Berger, Abe Kaplan, Ben Friedman, W. R. Frank, George Granstrom, Max Torador and Ben Ashe.

Price War Renewal a Threat in Lincoln

LINCOLN—Renewal of the old price war days on theatre Row looms with J. H. Cooper's action in cutting the A-playing Nebraska to a dual feature B, with corresponding price slide from 40 cents to 25 cents top. Nebraska was opened a year ago, and immediately designated as the A player, and has been booked with all the big pictures.

Upon opening the Lincoln recently, newly tricked up, it became immediately apparent, in order to use backed up sluff product, appropriate action would be taken. First rocket was his opposition's statement, in last week's Varsity ad, that it (the Varsity) was the only first-run, double-feature house in town. Cooper countered this week, and now there are two. The Nebraska may eventually get around to being a dual feature split weeker.

Change in policy caused a managerial move, Ed Vaughan going from the Nebraska to the Lincoln, and Harvey Traylor, reversing the move. It appears now that the Lincoln will be the top house, all of which is better news for the film exchange men, because the Lincoln has 1,503 chairs, while the Nebraska only has 1,236. This will give percentage pictures a chance of a heavy weekend grab, denied the short-seated Nebraska.

Howard Federer, general manager of Nebraska Theatres, Inc., an L. L. Dent affiliate and long time Cooper business enemy, wouldn't say how far he would go in combat of the price slash, but indicated appropriate action would be taken. Federer once ran three features for a nickel in the Varsity.

Tri-States Shuts Omaha House After "GWTW"

OMAHA—Tri-States' Paramount is closed again.

"Gone With the Wind" closed a three-week roadshow run at the 3,000-seater after a total gross in the neighborhood of $50,000. It is understood the Omaha showing was on a "lease" basis between Metro and Tri-States.

The Paramount now will be opened for one-nighters or special engagements, according to District Manager Cummings.

Don Allen, Paramount manager, returns to the Omaha, his regular position. Jack Kolbo, Allen's assistant at the Paramount, moves back to the Omaha as assistant manager. Don Shane, pinchhitting at the Omaha as manager, goes back to the Orpheum as Bill Miskell's right hand man.

Buys "Oomph-a-Daisy"

HOLLYWOOD — Republic has purchased film rights to "The Oomph-a-Daisy Girl," by T. R. Waite.

Major Product Hunt for Minnesota Unavailing

MINNEAPOLIS—The quest of Gordon Greene, managing director for the Benz Theatre interests, for major screen product for the 4,000-seat Minnesota is proving unavailing and chances for its early reopening are growing smaller, Greene admits.

Pot O' Gold Underwriting Plan Effective in Other Channel

LINCOLN—Increasing reports made to Bob Livingston, at the Capitol here, indicate his idea of combating the Tums Pot O' Gold program, by underwriting the radio giveaway if the winner was not at home to answer the call, but in a theatre, did not result in theatre business gains as it was first hoped.

However, Livingston does believe it has shown results in awakening the film industry. First, he says, the opposition awakened enough protest that the federal communications commission and the department of justice have become interested in the case. Second it showed that films will never survive if they keep howling about, and trying to stifle other forms of competition on their own merits. Third, it established, by the fact that nearly 1,000 exhibitors tried it out, that radio money giveaways do hurt.

Livingston's real complaint, he says, is against the practice of any branch of the show business trying to survive by giving money away to gain an audience, rather than standing on an entertainment basis alone. He contends any entertainment medium baiting for a following with a cash prize is unworthy of existence, and fails from its very foundation. For that reason, he fought Bank Night and other giveaways in Nebraska theatres tooth and nail, eventually seeing them outlawed by surpreme court decision.

A "Worry" to Air Stars

"If I were Jack Benny, Fred Allen, or Edgar Bergen," said Livingston, "I'd be a little worried about the alarming radio trend. What's to prevent any sponsor from using a Pot O' Gold idea, an announcer, a small priced band, and somebody to spin a wheel, to sell product, thus doing away with more expensive, entertaining shows. Of course, it would be old Bank Night history repeating itself. Theatres used to bill $100 and a lousy feature, and what's to prevent radio from doing the same thing? More than a little, I believe the film problem today is the direct result of establishment in the public mind that films were so inferior, prizes had to be offered to gain attendance."

"Maybe, if rather than combating radio, if we would allow them to run the cash divvy course, without advice from showmen who know what it can do to the show business, radio will fall into such ill repute with the public, patronage will once more turn back to the theatres."

Wm. Truog Calls Meeting Of Rogers Memorial Group

KANSAS CITY—William Truog, United Artists exchange manager and chairman of the Will Rogers memorial fund for this territory, has called a meeting of branch managers and salesmen for Friday, March 1, at 11 a. m. in the Paramount screening room. Branch managers and salesmen will make their report on the success of the memorial fund activities in the area.

KAYCEE

HAROLD LUX and his wife are on a motor trip to Mexico City . . . Sam Abend, George Harttmann and Jack Shriner are in Florida . . . Charley Potter also is en route to Miami . . . Nice place this kind of weather—they say.

On the Row: Mrs. T. H. Slothower, Sandra, Wichita, Kas.; Mr. and Mrs. Sam Blair, Blair, Belleville, Kas.; Bill Blair, Blair, Osborne, Kas.; Ferd J. Ledoux, Arcadia, Holton, Kas.; F. L. "Doc" Lowe, Lowe, Sterling, Kas.; Ray Cook, Missouri, Maryville, Mo.; Mr. and Mrs. C. L. Crackenberger, Clarence, Clarence, Mo.; Harry Blake, DeRay, Joplin, Mo.; Tom Wilhoit, Lyric, Plattsburg, Mo.; Harold Porta, Humansville, Mo.

William Pincus of the Royal Film Exchange is distributing the colored actor picture, "Keep Punching," with Henry Armstrong.

Mrs. Rosa Baier of the Lindbergh is in St. Joseph's Hospital, seriously ill. Abe Baier is handling the show . . . Mrs. Reube Finkelstein has returned home from the hospital and is reported improving.

George W. West of Monogram was here conferring with Doug Desch . . . Sam Tishman of Sports Enterprises also is in town . . . The Louis-Godoy fight pictures are really cleaning up—that's the report.

Bev Miller spent the weekend in Omaha conferring with Tom Burke, Omaha distributor for Book Night . . . Miller has named a new distributor of Book Night for the St. Louis territory—Southern Illinois and Eastern Missouri—Walter Lutz and associates in the Mound City Co. . . . Miller signed Charley Potter's Murray and Mary Lue last week; the Baltis has been using it 15 weeks.

A farmer entered the Lyric, Tom Wilhoit's house at Plattsburg, Mo., the other day, and wanted to know if the picture was any good. Wilhoit told him it was. "Well," he said, "I always like a good football picture." The film was "Hunchback of Notre Dame."

Mr. and Mrs. J. W. Grantham of the Baxter, Baxter Springs, Kas., are in Mexico. They dropped a card from Monterey to Johnny Scott at Republic-Midwest—"Having fine time. We hear Gene (Autry) is going to be in Laredo the 22nd. If so, will stop over with him. Be sure to spot his next picture for us. See you soon."

Oscar Neu of the Neumade Products Co., New York, was here this week calling on the trade. He reports business good in the south.

Bill Bradfield, Columbia salesman, is off to Florida with his father and mother. Bill still is a pretty sick lad.

On the Row: E. A. Peterson, Plaza, Greenfield, Mo.; Charles Fisk, Fisk, But-

(Continued on page 39)

History-Making Pace Kept by "GWTW"

MINNEAPOLIS—"Gone With the Wind" continues to make boxoffice history in Minneapolis and St. Paul. In its third week at the Twin City Orpheums it still is doing record breaking business.

The receipts for the first two weeks in Minneapolis were approximately $69,700; in St. Paul, $49,000. For a fortnight in both towns the picture thus grossed nearly $119,000, a stupendous amount which never has been remotely approached by any straight film attraction before.

After its three weeks Orpheum run, "Gone With the Wind" moved over to the Century Friday where it will remain indefinitely at the same admission scale, with morning and afternoon showings at 75 cents and no seats reserved and evenings at $1.10 and all seats reserved.

In addition to the Twin Cities, Sioux Falls, S. D., and La Crosse, Wis., "Gone With the Wind" also has been set into Rochester and Winona, Minn., and Eau Claire and Superior, Wis. Other bookings will continue to be made during the ensuing few weeks.

Miskell Contends Litigant Never Orpheum Employe

OMAHA—Bill Miskell, Orpheum manager, told BOXOFFICE that Hugh B. Howland, 34, who is suing the Orpheum for $60,000 for alleged injuries received while "working" in the theatre, was never employed at the Tri-States house.

Howland contends in his suit that in September, 1937, a 120-pound weight fell 50 feet to strike him when he was testing the asbestos curtain after a performance. The test was made to comply with fire department regulations, he states.

As a result of the alleged injuries, Howland claims he may lose his left leg through amputation, and it will always be stiff, he declares. Howland lists hospital bills of $1,100 and doctor bills of $3,000.

Miskell said Howland once was a "visitor" on the Orpheum stage to see a relative who is a stagehand.

Chamber of Spencer, Ia., Aids Metro Screening

SPENCER, IA.—Trade screenings are becoming a civic enterprise here now.

The Spencer Chamber of Commerce, in cooperation with Metro, sponsored a showing of "Broadway Melody of 1940" for 66 invited exhibitors from northwest Iowa and South Dakota. Wives of the exhibitors also were invited.

This is the first such program sponsored by a civic organization instead of by the film distributing company. The Spencer C. of C. hopes to establish the city as a center of advance screenings for theatre representatives in this area.

After the morning film program, the chamber was host to the exhibitors at a luncheon where a soloist and humorist entertained.

May We Remind You

Time is getting short — make your
Reservations now for the

Variety Club

INAUGURAL DINNER
Dance - Stage Revue

MUEHLEBACH HOTEL

Friday Evening, March 1
7:30 P. M.

—o—

In Person
LITTLE JACK LITTLE
And Other Headline Acts

—o—

INFORMAL

—o—

$2.50 per Cover
Includes Everything

Be on time and enjoy Special Hors d'oeuvre bar
and cocktails before dinner
on the house.

You Can Buy Tickets From

DON WOODS
DOUG DESCH
ROY MILLER
SENN LAWLER

This Is Open Not Only to Variety Club Members But To All
Friends of the Motion Picture Industry

Enthusiasm Is General Over Current Product Lineup

MINNEAPOLIS — Exhibitors here are agreed that the lineup of pictures now being released and coming up is the finest by far in the history of the industry. In all his 23 years in the business, for example, John J. Friedl, Minnesota Amusement general manager, says he never before has seen anything like it.

"This looks like the golden age of film production," says Friedl. "There never has been a time before, in my opinion, when so many outstanding pictures have been turned out by Hollywood. The good ones are coming up so fast it makes one dizzy."

Friedl believes that the current and impending product is certain to spell prosperity for the industry. He calls particular attention to the splendid adaptations of so many big selling novels, including "Gone With the Wind," "Grapes of Wrath," "Northwest Passage," "Of Mice and Men," "Rebecca" and "Sin."

The fact that there have been so many highly popular novels in the past few years and that these could be brought to the screen is a fine break for the film industry, in Friedl's opinion. The producers' skill is a fortunate thing, too, for exhibitors, he points out.

Some of the independent exhibitors are fearful, however, that such an abundance of outstanding pictures may prove hurtful, instead of beneficial. If practically all the pictures are "good," they say, there's danger that the public may become blase and not be able to appreciate the difference in quality between the outstanding and the ordinary lower bracket release.

They also fear that the public purchasing power is not sufficient to accord all of the outstanding pictures the patronage that they merit and that some of these may suffer accordingly. There also is the danger that "an almost inevitable let-down in quality average" may cause serious boxoffice repercussions because the public will be educated up to an abnormally high standard.

Nineteen Omaha Houses Aid Finnish Relief

OMAHA—Nineteen theatres here are cooperating in the Finnish Relief Fund drive by permitting the solicitation of funds in the lobbies and entrances.

The following are cooperating: Tri-States, Orpheum and Omaha; Singer circuit, Brandeis; Goldberg circuit, Dundee, Arbor, Avenue, Military, Winn, Town, State; Epstein circuit, Roseland, Benson, Circle, Corby, Tivoli, Lothrop; Mrs. August Herman, Muse; J. Erle Kirk, North Star; Joe Marino, Maryland.

Wanted — Live-Wire Representatives

To handle premium theatre give-aways for theatres. We have the largest and most complete line of theatre give-aways in the world. Great opportunity for the right party. Must be responsible financially. State age, experience for the last 10 years.

Opening territories—
Des Moines
Omaha
Cincinnati
Cleveland
Indianapolis
Louisville
Minneapolis
St. Louis
Buffalo

Write
Price Theatre Premiums Corp.
358 West 44th St., New York, N. Y.

Merle Potter Makes Own Choice in Paper's Poll

MINNEAPOLIS—In the poll of film critics, Merle Potter, *Times-Tribune* reviewer here who is conducting it, named "Goodbye, Mr. Chips" as his selection of the best 1939 picture, he announced.

His other selections were Robert Donat in "Mr. Chips" best male performance; Bette Davis in "Dark Victory," best performance by a feminine star; Thomas Mitchell in "Stagecoach," best performance by a male supporting player; Rosalind Russell in "The Women," best performance by a supporting actress; Eddie Albert and Gloria Jean, actor and actress most likely to make most progress during 1940.

It's expected that the poll's results will be known within a week. Potter now is in Hollywood where he'll make awards of cups to the winners.

Reno Wilk, Bill Flynn Join RKO Sales Staff

MINNEAPOLIS—RKO has made two additions to its sales staff. One is Reno Wilk, state rights distributor, who becomes city salesman, succeeding Fred Ableson who resigned to become Universal city salesman. Another is Bill Flynn, formerly with Warner in Kansas City, who will cover North Dakota.

Dog for a Name

MINNEAPOLIS—In connection with the showing of "Another Thin Man," Harold Kaplan, St. Louis Park manager, gave away a dog which was a duplicate of the one in the picture. Canine went to person suggesting best name. Stunt attracted much attention.

LINCOLN

BILL SCHOLL, RKO-gabber, arrived in town to camp on the desks of Bob Huffman and M. E. Lofgren, to see that "Pinocchio" wins by a nose when it opens. Making it RKO week, Russell Egner has been with Bob Livingston a lot of the time waving a teasing contract for RKO second runs under his nose.

Ted Mendenhall popped in with an idea about "At Good Old Siwash," which involves the University of Nebraska . . . Frank Hollingsworth, Beatrice, is still marking time on filing the anti-trust suit. Must be waiting for the return of one of his lawyers, Paul Good . . . Congrats to Lee Mischnick, one time usher and theatre manager here, now with Ralph Goldberg's Omaha string, who has himself a daughter . . . Speaking of kids, understand Charles Levy, who lived in Des Moines for weeks shaping up RKO's "Career" to premiere height last July, is likewise a night-time floor-walker with his brand new youngster.

Filmrow report is that Joe Rosenberg and Sol Francis are buying Sol Yeager a horse, using him as personal exploitation for their spring Jack Randall line . . . Joe Cooper throws the 11th birthday party celebration for his youngster, via opening his three theatres to all the kids in town Saturday, with buildup cooperation from the Lincoln *Star* and Nebraska State *Journal*.

George O. Monroe, after his second operation, is recovering nicely . . . Vinnie DiFiore is giving an imitation of a groundhog who saw his shadow, staying in that office "hole" for the last two weeks . . . Alvin Hendricks still trying to get rid of 15 pounds as result of "overwork" in Amarillo, Tex., where he vacationed for five or six months.

M. E. McClain, a sailor on his day off, dropped into town to see the improvements made in the J. H. Cooper theatres recently . . . Pressure letters are being written Bob Livingston, trying to call him off his proposal to submit clearance legislation to the 1941 session of the legislature . . . Thanks to efforts of Al Sellers (M-G-M); Lou Hechtlinger and Katherine Robinson (20th-Fox), and Bob Taplinger (Warner), the Sunday *Journal* and *Star's* 10-best-movie-poll winner, had a nifty time in Hollywood.

Carl Rose has relapsed into obscurity after hitting all the state papers with his tally-hoing in search of a rabbit in the York—a hunt which went on for four days, and ended in a rabbit feed for the staff when the bunny was caught . . . John Greenleaf Whittier wrote a spasm once called "Snowbound," but you should hear Maynard Nelson's streamlined version.

Takes Lemmon Orpheum

LEMMON, S. D.—Irma Rayburn, who owns and operates a theatre here, has taken over the only opposition house, the Orpheum, and will operate both theatres.

Gates to "Crooked Road"

HOLLYWOOD—Republic's "The Crooked Road" will be adapted by Harvey Gates for Producer Robert North.

DES MOINES

ROCKABYE baby in the tree-top is going to be the theme song on the sound track of one of Filmrow's youngest and handsomest couples, but they don't admit it—yet . . . Out in California, we went Hollywood to the extent of wearing a borrowed dress—a thing not done back in Ioway . . . but the dress and formal cape, furnished with the compliments of Paramount's fashion expert, Gretchen Messer, fit better than any of our own ever did . . . And it was made for Joan Bennett, whom we'd always considered a very skinny female.

Iles & McKinney had better watch out. Les Knapp is walking in his sleep these days and may be doing his sleeping during working hour . . . Dimples Lohman made the classic observation of the upcoming Lenten season when the period was described as 40 *days and* 40 *nights, but we refer you to Mr. Lohman himself for the gem. The Burton Jerrells are leaving for Old Mexico this week, and Dorothy is turning in her time at the Flashes headquarters, where she has been Burton's charming assistant.*

Georgia Shannon, nimble-tongued tip-and-jack tosser for Tri-States, married G. D. Bricker February 18. Besides, she carried a bouquet of orchids, they tell us . . . So thoughtful of you, Art Anderson, to send us those lovely valentines . . . Monroe Rubinger has his beautiful baby promotion gags so much at heart he even orders milk with all his meals now.

Central States' Whirlygig: Don West flew to California and should be back while you're reading this . . . Merle Norton is going to get married, but she's having a hard time making up her mind just when . . . Same thing goes for Marj. O'Laughlin at Universal . . . Charlotte Gloe left Central States to work for the Board of Social Welfare, so the girls threw a dinner at Younkers for her . . . It's hard to understand how Vitagraph let those pretty blue eyes belonging to Phyllis Cunningham wander over to Central States . . . The gang sang Happy Birthday with cake and candles to Don West at the office . . . Frank Snowden got a singing valentine and are the other fellows jealous! Thelma Crittenden and Madge Ward of States Central and Tri respectively always celebrate their birthdays together on separate days . . . Lionel Wasson was sick last week and when he described his symptoms, it was obvious he'd been listening in on a hen party or two . . . Thelma Crittenden got eight valentines in a row, and did she raise a row!

A hitch-hiking Des Moines visitor was Harold Eckes, who claims to be a former Hollywood studio electrical engineer. He says he's trying to visit every principal city of the country and has already traveled in 42 states . . . "Medical Experts" Monroe Rubinger and Art Anderson set up the screening that netted three-quarters of a column on the fact that Dr. Walter L. Bierring, state commissioner of health, had met Dr. Ehrlich, and brought the first diphtheria serum to Iowa . . . The *R&T* says, editorially: "With all the fuss Film Actress Ann Sothern is making about an appendicitis scar, one would think she was Gypsy Rose Lee."

Group hearing aid sets for theatres are included in products to be handled by the new Western-Bell Hearing Aid Co. started here with Howard Lichty as business manager . . . Burton Holmes is scheduled at the Shrine auditorium here with five travelogues starting March 29. *Film illustrations are to accompany his talks . . . Wonder why they were spelling Godoy as "Godoya" on the Orpheum marquee until the film turned up at the Des Moines. Did somebody have the Lady Godiva box-office influence in mind?*

"Nor wind, nor rain can stay this carrier on his appointed rounds," murmured Bill Scholl when he missed the bus for Waterloo. Morris Smith saved the day by permitting Bill to sign a waiver and ride up on a Film Transportation truck in time to make his space bid with Waterloo *Courier* City Editor Burton Burritt . . . Other difficulties in the transport field include the loss of the Lou Elmans' car keys—until Lou proved himself in error by finding them in his OWN pocket. Lou was having enough trouble to make him absent-minded. On orders from New York he raced over all the telephone lines in town in search of *Look's* Vernon Pope for a screening—finally found him—in Detroit.

The motion pictures are only a business to Filmrow, but at the All-Iowa Art exhibition, scheduled here March 4, *the films are still an art. At least "Garbo Laughs," a watercolor by Verlin Cassill of Lovilla, Ia., and "Bank Night," by Jarold Talbot of Grinnell, Ia., are among the prize winners.*

There's poetry in the industry, too, judging from this verse by "M. S." in Ted Ashby's *Tribune* column:

MOVIE HOUSE

Imagination's palace, where the crowd
May drift into the magic realms of love
And taste forbidden kisses without pay;
Where dullest man can be for once a "Rhett,"
And every woman feel "O'Hara's" power,
Here lies surcease from life's realties,
'Tis theirs to choose the role, though for the day.

John S. Harrington of the Monogram offices in New York, who is touring the exchanges throughout the country, is due here.

Stage Show Occasion for Lincoln Theatre Adieu

LINCOLN—With the appearance of Eva LeGallienne, in "Hedda Gabler," at the Liberty, Howard Federer, general manager of Nebraska Theatres, Inc., chose to tell Lincoln via the theatre program, that the house as it now stands will soon disappear and in its place will go up a modern structure.

This brings to a head dealings which have been going on here for sometime, which will amount to an expenditure of around $55,000 to completely gut the Liberty portion of the building, construct a modern fire wall, and completely modern interior.

Wetzsteins to Coast

MANDAN, N. D.—Frank Wetzstein, local exhibitor, and his wife have left for the west coast where they will vacation for several weeks, spending most of their time in California.

Megs "In Old Missouri"

HOLLYWOOD—"In Old Missouri," featuring the Weaver Brothers and Elviry, will be directed by Frank McDonald for Producer Armand Schaefer at Republic.

KAYCEE

(Continued from page 36)

ler, Mo., who combined business with seeing "GWTW;" Paul Taylor, Farris, Richmond, Mo.; L. O. Ringler, Sunflower, Peabody, Kas.; Earl Kerr, Albany and Bethany, Mo.

Carl Shalit, district manager for Columbia, was here Tuesday to conduct a sales meeting for the Abe Montague 15*th anniversary campaign February* 17 *to May* 20.

The date on that Marie Campbell-Kenneth McLatchey altar affair is June 8 . . . Lon Cox has been pinch-hitting this week for E. C. Rhoden, Fox Midwest president, ill with the flu but now up and about again.

W. D. Fulton, who operates the Southtown, has taken over the Strand, which he used to operate.

C. L. McVey, former Herington, Kas., theatre operator, was in town this week with freckles and a coat of tan from that California sunshine. He's living in West Los Angeles now.

CONFUCIUS SAY:

Cheap Popcorn Leaves Bad Taste in Customers' Mouths. See Rube Melcher for Super Popcorn Products and Keep Your Customers Satisfied.

WE HANDLE HIGH GRADE POPCORN AND SEASONING

—Also Sacks, Boxes, and Salt—

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

WE'VE just found out that they don't serve refreshments at the Family in DM and that Harry Hiersteiner will let you in sans tuxedo. At least, it's what Harry claims in his invitation to the gals at St. Kate's.

C. C. Parker, who isn't too sure just how his Bridgewater and Fontanelle patrons will take Hedy Lamarr's gyrations in "Ecstasy," says, "Well, if I get run outa town, I hope they'll remember some of the good things I did."

Page Ripley, but he'll never swallow this one: Boyd Damon of the Park at Ft. Dodge, Boyd's bookkeeper, and Opal Judd made Joe Ancher for Cokes the other day . . . Boyd, who escorted two young ladies to DM last time he came, has forgotten that old saw about safety in numbers.

Did we remember to thank Allied's president, Leo Wolcott of the Grand in Eldora, for remembering to send us notes on the Marshalltown convention?

Much to everybody's surprise, young Earl Manbeck jr., of Carlisle, is still in the biz and still as enthusiastic as ever.

Bob Ringler bought F. E. Judd's interest in the Lake Theatre at Storm Lake.

Earl Brier from the Opera House in Hillsboro is so reserved you'd never guess he's connected with the film biz.

High on the lengthening "Fighting 69th" honor roll goes Davenport's handsome Jack Neary, who is reported to have opened with his best day since "Snow White."

A nice business will pay while the boss is away—so Roy Hill abandoned State Center night life in favor of that evening screening of "Swiss Family Robinson" in DM. And grabbed a third-row seat, too.

Lou Kahn's the latest of the exhibitor-intellectuals. He's passing out book-night encyclopedias at his Grand in DM now.

Hayden Peterson and Bob Boller of the State in Lee Township are crazy about those "The Pace That Kills" posters . . . And it's not the glass they like.

"Here's lookin' at you," says Henry Plude at the Rocket in Rock Island as he dons his new horn-rimmed specs . . . And Florine Wieland, the girl-friend up at Central States, hasn't even seen him wearing them yet.

Sy Fangman's son is in the hospital here with a foot infection. Sy's from Boone.

C. V. Stewart of the Mayfair in Shenandoah will be glad to hear that we talked to his daughter, Kay, out in Hollywood last week for a few minutes. Before Kay came over to our table in the Paramount commissary, Jack Zinn of the talent department, who was sitting next to us, remarked that she was a mighty talented youngster, too, C. V.

David Rhinehardt of Victor was in last week after having an attack of flu.

Around and around we go, to see who's on the Row: Francis Adams of Ollie; Nate Rosenthal of Waterloo; Tom Baxter of What Cheer; Ed S. Tompkins of the Winfield, in Winfield; George Storm and his inevitable cap.

Sunflower, Peabody, Kas., Taken Over by Earl Kerr

KANSAS CITY—While on Filmrow this week, Earl Kerr announced that he had taken over the operation of the Sunflower, Peabody, Kas., from L. O. "Bob" Ringler. Ringler remains with Kerr, however, and will continue to manage the Lake at Storm Lake, Ia., a house Kerr and Ringler are operating. Kerr also operates the houses at Albany and Bethany, Mo.

Modernize in Howard

HOWARD, KAS.—A. J. Simmons and Dan N. Payton jr., who recently took over the Plaza, are modernizing it. RCA sound is being installed. They also operate houses in Lamar and Greenfield, Mo.

The Trek of the 17's

By RENE CLAYTON

SOMEWHERE IN THE ROCKIES—Even Solomon would have dispaired of keeping seventeen 17-year-olds and seventeen chaperons of disavowed ages from sweetly scratching out each others' eyes before they arrived in Hollywood for Paramount's preview of "Seventeen."

But not Bob Moriarty, Harlan Hobbs and Bill Lansberg. A well-turned phrase here, a thoughtful gesture at just the right moment over here, a deluge of blarney there, and 34 women from all over the U. S., arrived in Los Angeles on the same train without a blemish! Stifle the cheers, Paramount, a mute little bonus for these three martyred publicity men would be more to the point.

Bill Lansberg did a Fritz Kreisler on his violin; Bob Moriarty gabbed in back-fence fashion about everything from Mrs. So-and So's second confinement to philosophy; and Harlan Hobbs literally hung by his heels in the club car to satisfy feminine caprice. In their spare time (and I mean spare), these Paramount stalwarts swamped hometown papers with pictures and stories of these 17 little girls who'd made good.

P. A. Leon Benson joined in the pseudo fun at the station in Los Angeles. Whether the girls were boarding the train at Podunk, broadcasting with Bob Hope, dining at the Brown Derby, being entertained by Basil Rathbone, swimming at the Ambassador, or writing home to mama, the Paramount crew was on hand to get the picture. Photographer Don English must have left a flash-bulb path across America into the Hollywoods.

We substituted dinner with the Rufus Blairs for the Cocoanut Grove, and weren't disappointed. Helen Blair is fascinating and little Sandra is as untamed as our Mitzi. We found Butch Blair to be one of the few acquaintances we made who were completely unaffected by their Hollywood surroundings. (Butch is Rufus' police dog).

Thursday evening, four weary-eyed publicity men and 17 bedraggled chaperons who were beginning to look like half-chicks from standing around on one foot, led the 17-year-olds out of the woods to the Los Angeles station. There, Jackie Cooper put each girl on the train with a dutiful kiss for publicity and Paramount. Sixteen of the girls sniffled with disappointment as they boarded the train—only one of their number could preen the feather in her cap because she had been especially cultivated by Jackie for benefit of press.

Before the train pulled out, Bill Lansberg gave away oranges and turned mental cartwheels because his chores were finished. Leon Benson and his very smart-looking wife said to tell Ken hello; Harlan Hobbs and Don English continued to work grimly; Bob Moriarty made us a friend for life by suggesting that our Sybil Bentley ride to East Los Angeles for a last drink with us, and then return to Hollywood in a studio car.

While we were in Hollywood we either talked to, or saw some of our friends on other lots. John LeRoy Johnston phoned and was tremendously disappointed because we forgot the piece of string we'd promised to bring him. When Mr. Howe of 20th Century-Fox discovered we were too busy to come over, he offered to get us out of jail if we could manage to get in (we didn't even get a chance to try, darn it). RKO's Connie Krebs is on the road, but we had a long ride through Beverly Hills with his wife, Shirley, and discovered that she is why Connie is such a good scout. (Don't forget those collars, Shirley). We lunched at the RKO commissary and talked over the phone so much with Clarey Barbiau that we were practically relatives before we left.

Jack Kelly from Warner has been everything from an adagio dancer to an AP representative at Geneva, and we did enjoy the hurried drinks we had with him at the Brown Derby. Mrs. Sellers at M-G-M would be oceans of fun anywhere, and wanted us to stay over to visit Catalina, but we wanted to get home to Clayton.

Our biggest thrill (forgive the word) in Hollywood? Getting a six-buck telephone call from our husband. Our most embarrassing moment? Telephone Mr. Sellers at M-G-M and asking him whathehell about picking us up when we were really supposed to be waiting at a different time and place for Jack Kelly of Warner.

MINNEAPOLIS

ASELBY CARR, Paramount office manager, recovered from an illness that kept him confined to his home several days . . . "Hy" Chapman, Columbia branch manager, and his boys working plenty hard to cop some of the Abe Montague fifteenth anniversary drive prize money. Looks as though they'll succeed, too . . . Bill Volk, independent circuit operator, has left for Florida to join his brother and partner, Sidney, who has been there for nearly a month . . . Ben Friedman, another independent circuit owner, has returned from his California vacation.

Charlie Fogle, M-G-M home office maintenance department representative, in town . . . Ralph Cramblett, United Artists' branch manager, hibernating in Florida for three weeks . . . Jack Heywood, prominent New Richmond, Wis., circuit operator, a Northwest veteran, suffered a heart attack while at the Nicollet Hotel here, but was able to drive home and is now fully recovered . . . W. H. Workman, M-G-M branch manager, left this week for a vacation in Puerto Rico.

Out-of-town exhibitors visiting Filmrow included Charlie Connought, Olivia, Minn.; Bill Beck, Chamberlain, S. D.; Everett Dilley and Erling Larson, Northfield, Minn.; Don Buckley, Redwood Falls, Minn.; C. P. Parsons, Renville, Minn.; Ernotte Hiller, Crookston, Minn.; Al Inman, Fairfax, Minn.; Pete DeFae, Milbank, S. D.; Lee Molitor, Norwood, Minn.; Tony Paulson, Amery and Clear Lake, Wis.; Harvey Thorpe, Crosby, Minn; Joe Redman, Waconia, Minn.; Lyle Webster, Rice Lake, Wis., and Jack Heywood, New Richmond, Wis.

Charlie Jackson, popular Warner salesman, back in circulation and on the job again after being out a week with pleurisy . . . Earl Perkins still in the lead in the Grad Sears drive salesmen's derby, but with Jackson pressing him closely. Local branch is first in its district . . . Norman Moray, Vitagraph sales manager, a visitor . . . Fancy Bill Scully drive banners adorn the Universal exchange . . . With 13 victories against only five defeats, the RKO bowling team continues in first place in the film league and it begins to look as though it's there to stay . . . C. K. Olson, Warner branch manager, recovered from the flu and back on the job.

Don Widlund, district manager for Jameson-Handy pictures, called on Charlie Weiner of Monogram, his local distributor. Incidentally, the Weiner testimonial drive is going great guns and Monogram is doing its biggest business since the establishment of the local branch . . . Eddie Ruben, independent circuit owner, and the wife off on a South American cruise . . . E. P. Gomersall, Universal district manager, visiting Harold B. Johnson, local branch manager.

W. A. Steffes, Northwest Allied president, is getting along nicely but must remain another month in Providence Hospital, Washington, D. C., to get that heart condition cleared up. The motion picture folks have equipped his hospital room with sound and a projection machine and the exchanges in Washington are giving him whatever picture he wishes to see on orders from the top executives. He recently witnessed a world premiere of "Little Chickadee"—in his room.

Every exhibitor in the territory will be giving "Grapes of Wrath" extended playing, according to Joe Podoloff, 20th-Fox branch manager. The local exchange already has booked the longest playing time for it of any picture ever handled, he says, and theatre owners are "driving him crazy" for extended time . . . After arriving in Los Angeles to take over the post of city salesman for Warner, Tommy Charack, transferred from the local branch, wrote to Clarence K. Olson saying that he struck ice and snow on his drive out until he reached Arizona.

February rains iced up the roads after freezing and made the going plenty tough for film salesmen . . . Rud Lohrenz, Warner district manager, in town . . . Paramount looking forward eagerly to arrival of "Road to Singapore" print . . . Bess Crane, Welworth circuit secretary, back from a Florida vacation and plenty sun tanned . . . Wife of Mannie Sgut, Columbia salesman, vacationing in California . . . Plenty of interest here in the wedding of Joe Jacobs, Columbia's Omaha branch manager, last Sunday. This is his home and he was salesman in the local branch for many years . . . Morrie Abrams, M-G-M exploiteer, in Rochester and Win-

(Continued on next page)

Kaycee Downtown Area to Undergo Improvements

KANSAS CITY—The downtown improvement program is under way with a "face washing" of buildings and streets, the first step in the program. James T. Kemper, banker, has been named general chairman of the downtown program, and he already has appointed captains and team members for a "block" system cleanup of the downtown area.

It is interesting to note that a theatreman, Lawrence Lehman, manager of the Orpheum, is member of the Baltimore Avenue team. The downtown district has been divided into several "blocks," and a team of five men plus an area captain immediately will proceed to get property owners and others to start the sidewalk cleanups, lighting improvements, building cleanup and modernization, etc.

WB Booking Shift

MINNEAPOLIS—Jerry Weisfeldt and Warren Anderson have resigned from the Warner Bros. bookers' staff. Bobby Branton, formerly with National Screen Service, will fill one of the vacancies.

Takes New Line

DES MOINES—Carl Mahnke, formerly vice-president of Direct Advertising here, has taken over distribution of Educational Films for Iowa. Mahnke has rented a room in the Monogram offices here.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W P Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

OMAHA

JOE H. (HONEYMOON) JACOBS, Columbia boss, fooled most of his friends by getting married before most of us expected. Jacobs wanted it kept as much of a secret as possible, since he was probably afraid of some more gags like those pulled at the stag dinner. Mike Roth's fake telegram from the mayor of Joe's home town was especially good. Anyhow, good luck to Mr. and Mrs. Joe Jacobs!

Leo Doty, United Artists office manager, celebrated his 21st wedding anniversary this week . . . Ted Mendenhall, Paramount chief, had the flu but is all right now. Ditto for B. A. Tomte, Ted's biggest film peddler . . . George Hall, Rosebowl Theatre, Franklin, Neb., was in town so the missus could do her Easter shopping. The little "sheriff" and his wife hadn't been here for some time.

Bob Jess, formerly with the Sun at York and the Grand at Wymore, Neb., has taken over the Scribner at Scribner, Neb., our scouts tell us. E. H. Robertson formerly had the house . . . Jack Logan, Muse, Osceola, Neb., on Filmrow. Also Don Widlund, representative for Jam Handy product, to see Sol Francis.

Joe Smith, handsome (but clumsy) RKO salesman, got out of the hospital one day, fell over his suitcase the next day and cut his forehead, putting him back in the hospital. Now he's out again. Take it easy, Joe . . . Oscar Johnson, exhibitor at Falls City, Neb., proved that a load of corn is tougher than an auto and now he has a new car . . . Howard Mock, the new exhibitor at Springview, Neb., was in town.

Hazel White says Carl Krumrei wears the world's loudest socks . . . Charlie Williams, MPTO prexy, has had a bad cold . . . The czars of North Omaha, Erle Kirk and Walt Creal, in a friendly conference with Russ Egner, RKO manager.

Mike Roth's wife was interviewed on the local radio but they shut her off before she could give a commercial for National Screen . . . Mr. and Mrs. Ed Kugel, Holstein, Ia., on Filmrow during a snowstorm . . . The weather had kept a lot of the exhibitors home the last few weeks . . . Frank Good, Iowana, Red Oak, Ia., on Davenport street (as usual).

Heinie Saggau, Ritz, Denison, Ia., was in town almost every day last week getting ready for some special promotional stunts . . . Carl Bailey, Pawnee, Pawnee City, Neb., in and out of town before we got a chance to talk to him . . . Bob Huffman used a heavy advance campaign on "Pinocchio" which opened at the Stuart, Lincoln, this week.

Maynard Nelson has been moved from the Granada at Norfolk, Neb., to the World at Kearney, Neb., after recovering from an operation . . . Mrs. Mons Thompson, wife of the exhibitor at St. Paul, Neb., died recently. Burial was at Central City . . . The Warner screening on Monday packed as usual.

Nothing new on the poster department changes except that Universal and Columbia are supposed to be next in line to be moved to the Paramount-RKO exchange in the Paramount building.

Omaha Exchange Union Prepares for Election

OMAHA—Members of Film Exchanges Employes Union, Local B-47, will nominate officers for 1940 at their March 13 meeting, elect them at the April 10 meeting.

Present officers are Charles Lorenz, Metro shipper, president; Ras Anderson, Warner assistant shipper, first vice-president; Paul Finch, Film Transport, second vice-president; Phil Mansell, Columbia shipper, recording secretary; Peggy Bragg, Warner inspectress, financial secretary; Marie Bendorff, Paramount inspectress, treasurer.

Milton Swift, Warner shipper, is business agent.

Asks Trade's Cooperation In Rogers Fund Drive

OMAHA—Exhibitors and filmites in the Omaha territory are urged to cooperate in the Will Rogers Memorial Fund drive by Ted Mendenhall, zone chairman.

Cooper theatres in Lincoln and Goldberg houses in Omaha already have signed to play drive trailers. Mendenhall hopes to sign all circuits in this territory for trailer exhibition.

Assisting Mendenhall are Joe Scott, Fox; Don McLucas, UA; Meyer Stern, Capitol; Sol Francis, Monogram; Russ Egner, RKO; Harry Shumow, Metro; Joe Jacobs, Columbia, and Sid Rose, Warner.

Minny Seventh Street to Be Razed by Benzes

MINNEAPOLIS—The Seventh Street, one of the city's oldest showhouses, is destined to pass out of existence within the next few months. The property finally has been acquired by the Benz interests and they will raze the theatre and replace it with a new combination store and garage.

RKO owns the Seventh Street and Bill Elson has been operating it as a subsequent-run. It originally was known as the Orpheum and was the home of Orpheum circuit big-time vaudeville for many years. Terms of sale provide that the new owners give the present lessees 60 days leeway.

Benfield Will Build

MORRIS, MINN.—B. J. Benfield, local theatre owner, will build a new $65,000 900-seat house at Wheaton, Minn. Work will start next month. Benfield now is spending six weeks at Hot Springs, Ark.

At the Top

MINNEAPOLIS—"Kelly" Evidon, Warner ad sales head, led the entire United States during the first week of the Grad Sears drive.

Script for "Fifth Avenue"

HOLLYWOOD—Script for "Fifth Avenue," which Kenneth Macgowan will produce for 20th-Fox, has been completed by Milton Sperling.

MINNEAPOLIS

(Continued from preceding page)

ona, Minn., and Eau Claire and Superior, Wis., working on "Gone With the Wind" exploitation.

Billy Elson's Seventh Street held over "Mr. Smith Goes to Washington" for a second week, although the picture had played three other loop houses and all of the neighborhood 25 cent situations before, and Billy had raised his admission to 20 cents . . . Pat Halloran, Universal salesman, back on the road again. The stork paid a visit to Pat's home, leaving a bouncing baby boy . . . Gilbert Nathanson and the little "Judge" Meshbesher, Republic branch manager and salesman, respectively, driving new cars.

Faces about town—Cliff Gill, Welworth circuit advertising head, in the Nicollet Hotel terrace cafe, dancing the "swim-swam" with all of the beautiful damsels on Arthur Murray dance night. It's rumored he's resigning his Fiddlers' club presidency so as to have more time to learn the new dance steps . . . This column claims credit for getting results. A few issues ago it stated that Billy Evidon, Columbia office manager, was Filmrow's most eligible young bachelor. And now we can announce that Billy has become engaged to a very lovely girl, Helen Solow, of Fargo, N. D. Who's next?

The Eddie Ruben circuit managers' drive is on in full swing, with an avalanche of exploitation in the various towns pushing the first week's shows into top gross class . . . They've given Bess Crane, Eddie Ruben's secretary, the nickname "Brownie" because of that attractive Miami complexion . . . Ben Spewak, theatrical financier, has purchased a new yacht, built in Los Angeles ship yards, and to be floated to its permanent waters in the Great Lakes via the St. Lawrence River.

The Fiddlers' club welcomed Earl Perkins, Warner salesman, back to its fold after a disagreement on charity policy which caused him to resign. The club has appointed Perkins to head the committee which determines the disposition of charity moneys . . . Helen Johnson, Welworth circuit secretary, won a bottle of champagne in an Arthur Murray dance competition at the Hotel Nicollet.

Dorothy Gill, wife of Cliff, Welworth circuit advertising head, and daughter, Terry Hope, visiting Washington state and Vancouver, B. C., where Mrs. Gill will gather local color for a novel based on the historical Lewis and Clark expedition . . . Seen at the Golden Gloves' finals ringside at the Auditorium this week—Billy Elson, Fred Ableson, Jack Cohan, Lowell Kaplan, Harry Dryer, Leo Aved and others.

Eslinger Opening Two

HEBRON, N. D.—David Eslinger, exhibitor here, is opening theatres in Max and Underwood, N. D.

Two Writers to Veiller

HOLLYWOOD—Ring Lardner jr. and Ian Hunter have joined Paramount's writing staff in Anthony Veiller's production unit.

Cites Tax Savings as ITO's Justification

By ELSIE LOEB

CLEVELAND—In his recent visit to Cleveland, P. J. Wood, business manager of the Independent Theatre Owners of Ohio, with due modesty and backed by figures, pointed out what the state organization means to the independent exhibitor.

"By holding the state admission tax down to three per cent, the state organization has earned its keep," Wood told the members of the Cleveland Motion Picture Exhibitors Ass'n. Although there was a great clamor to boost this to 10 per cent, ITO succeeded in maintaining the previous three per cent tax, thereby saving the independent theatre owners of Cuyahoga county more than $400,000.

"The tax revenue from the amusement field in Cuyahoga county during 1939 was $375,000," Wood stated. This is three per cent of the gross receipts which were $12,500,000."

"Of this sum, $9,000,000 constituted the entire theatre receipts, both independent and affiliated. The affiliated theatre gross in this county was $3,200,000, while the independent theatre gross was $5,800,000."

"Mayor Burton of Cleveland," said Wood, "tried to put through an additional seven per cent tax to be used for relief. Had he succeeded, the theatres of Cuyahoga county would have chipped in the little additional sum of $400,000."

Speaking of the proposed three per cent tax on film rentals retroactive from 1935, Wood said the hearing of the taxpayer's suit to collect this amount is due to be heard in the court of appeals of Franklin county in April. Should the court of appeals uphold the taxpayer's suit to collect this tax, the next source of relief would be to appeal to the state supreme court.

Wood estimates that from 1935 to 1939 the amount paid for film rental in Ohio is approximately $60,000,000. The three per cent tax on this sum is $1,800,000, which would have to be collected from the exhibitors.

Detroit Madison Pooling Arrangement Is Likely

DETROIT—The admission of the possibility of some type of "pooling arrangement" for the Madison, about which reports were circulated that it was very likely to be taken over by United Detroit Theatres, is the authentic declaration of the status of the reported "deal."

The earlier report was negated by Arthur Robinson, who runs the house, and who maintained that he and his partners would continue their interest.

The Madison experimentally returned to a first-run policy a few weeks back, but allegedly was unable to get enough first-run product, and went back to "last run downtown." Other reports several weeks ago indicated a possibility the house might try a stage show, or seek some arrangement that would allow access to more first-run product.

15% Tax Passed on Cash Awards

Louisville, Ky.—The Kentucky house of representatives has passed a bill levying what is described as a "painless" tax of 15 per cent on the total money awarded at prize nights conducted by amusement houses.

Near-Maximum Take Holds For "Wind" in Cleveland

CLEVELAND—"Gone With the Wind" held to a near-maximum gross in its third week at Loew's Stillman. The take the first week was $30,000, second week $28,000 and $28,000 for the third week. Loew officials predict the picture will play 12 weeks at the Stillman.

Add an Early Show to Take Care of Detroit Patrons

DETROIT—With business at both the Wilson and United Artists on "Gone With the Wind" continuing at just about house capacity, the Wilson moved this week to enlarge the capacity by adding a 10 a. m. matinee. Hitherto, this house had played only two shows a day, while the United Artists played three.

Both morning and afternoon matinees will be sold on a straight general admission basis, while the night show remains strictly on a reserved seat basis. The additional show will thus add 50 per cent to the effective capacity of the house.

Reserved seats are being sold well into the sixth week, indicating that the picture will clearly break all existing local records.

Study Counter for Belief Subsequents Cut Films

CLEVELAND—What can be done to convince the public that pictures are shown in their entirety at neighborhood houses, just as they are shown in the first-run houses, is a matter of serious consequence facing local theatre owners.

While this has always been a problem to the subsequent theatre owner, it now is aggravated by "Gone With the Wind." The public seems firmly convinced that when shown in the neighborhood houses the picture will be cut.

It was agreed by the exhibitors that nothing should be done to aggravate the matter other than to insert in all "GWTW" advertising, when it is released in the city, that the picture is being shown exactly as shown at the Stillman.

Some discrepancies between first run and subsequent run prints, it was pointed out, are accounted for by the fact that sometimes prints are borrowed from other territories where there is no film censorship.

New Firm Chartered

FRANKFORT, KY.—Articles of incorporation for the Rex Theatres of Louisville, with capital stock of $5,000, have been approved by the Secretary of State at Frankfort. Incorporators are Matt B. Kolb, Meyer Lantz and J. M. Pound.

CMPEA Would Extend Services to Members

CLEVELAND—Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n, told the members in meeting last week that a new policy of increasing organization benefits to its members has been put into practice. This new policy is that any exhibitor who has an industry problem affecting the operation of his theatre is invited to present that problem to the board of directors. The board will make every effort to solve the problem, and if no agreement is reached, the problem will then be presented to the body for open discussion. Individual difficulties, in other words, will be the direct concern of the board of directors this year, as well as organization matters, to which the board has heretofore confined its activities.

One of the current evils which the board will try to solve is the 16mm situation in churches. It was shown that churches in Cleveland are showing 16mm programs and charging admissions. Furthermore it was pointed out that one church which shows 16mm programs gives away one dish with each admission, and if a member brings a paying patron, the member then gets two dishes.

Airing of this situation elicited from Pete Wood the query of whether this is a picture or a dish evil.

Exhibitors who are hampered by this type of competition are asked to report same to the board of directors.

Cleveland MPEA Sues 8 Houses for Dues

CLEVELAND—Suit has been filed in common pleas court by the Cleveland M. P. Exhibitors Ass'n for approximately $5,700 allegedly due from eight theatres for stagehand assessments and dues.

Defendant theatres include the Astor, operated by the Washington circuit; Abby Marvel, D. L. Schumann; Waldorf, Herman Smith, and the Grand and Central Amusement Co. of which Frank Gross is president.

George W. Erdmann, association secretary, claims an operators' strike was averted in 1937 through an agreement with the stagehands union for 32 more theatres with 700 or more seats to contribute to the payment of stagehands in 11 subsequent run houses.

Suit Against Bank Night Is Dropped by Bassett

NEW PHILADELPHIA, OHIO—Suit of W. R. Bassett of Dover against Shea Theatre Corp., and the Union Theatre here for $500.25, on a claim that the theatre's Bank Night is a lottery, was dismissed by Common Pleas Judge E. E. Lindsay, on the request of Bassett and at his cost.

A similar suit filed by Bassett against the Bexley, in nearby Dover, was dismissed recently for want of prosecution.

To Modernize Imperial

IMPERIAL, PA.—The Imperial, operated by Harry Schmitt, will be newly decorated.

AMPTO of W. Pa. Is Doing Profit Study

PITTSBURGH—AMPTO of W. Pa. has forwarded "net profits survey" cards to independent exhibitors of the area, the information card returns to be tabulated and the results to be made a matter of record for members of the trade. Fred J. Herrington, local Allied secretary, stated that the survey idea was originated by Pete Wood of Allied of Ohio and that exhibitors were asked not to sign their name or the name of their theatre on the return cards, but were directed to give accurate and authentic standing of the film companies as outlined in the plan.

As in every other business, the exhibitor is compelled to handle both quality and shoddy merchandise, according to the bulletin as published by the AMPTO, which continues: "Invariably there is complaint against the company that demands what seems to be exorbitant terms, but which, in the final analysis, may be profitable terms as compared with the company whose terms are, or seem to be, lower. Due to the present day conditions, theatre owners owe it to themselves to know the exact results of their buying and thus have a guide for the future."

The "net profits survey" bulletin reports that a vast majority of theatre owners do not really know the final profit or loss on the "lines" they handle, and that the time has arrived for all theatre owners to analyze their intake and outgo to know exactly where they stand with respect to their product buying.

M. A. Rosenberg, AMPTO president, asks exhibitors to return individual cards for each theatre they operate. No cards are to be identified, he emphasized. The plan of the survey was outlined in the bulletin, and was published in BOXOFFICE February 3.

Cite Prevalence of Exchanges In 1921 in Neely Favor

PITTSBURGH—Up to 1921 there were approximately 27 film exchanges in this city which were releasing more than 800 features every year, an AMPTO bulletin stated this week. "Let's break the monopoly by getting behind and working for the Neely Bill, S. 280," the three-line bulletin announcement stated.

"Coos and Cuddles" Are Encouraged in Canton

CANTON—Captioned "Theatre Love Seats Promote Coos, Cuddles," a two-column feature story appeared in the February 18 issue of the Akron *Beacon Journal*. Story went on to tell how Owner-Manager George L. Ellis installed a few of the size and a half seats which have given the new Park at North Canton much publicity since it opened a few weeks ago.

Story was accompanied with a two-column layout of art showing a couple of high school students trying out one of the seats.



On the Set—

A firm handclasp is exchanged between C. S. Habegger, who operates the Mt. Oliver Theatre in Pittsburgh, and Wayne Morris, currently appearing for Warner in "An Angel From Texas."

Martha Berry Wins Award of Variety

PITTSBURGH—Miss Martha Berry, founder and director of the Berry Schools in Mount Berry, Ga., who has devoted 38 years to teaching impoverished southern mountain children, has been chosen for the Second Annual Humanitarian Award by the Variety Clubs of America. The award was made after a poll of the national nominating committee consisting of 33 publishers and editors of newspapers, national magazines and radio commentators under the chairmanship of Eugene L. Connelley of this city. Miss Berry, now past 70, will be presented with a silver plaque and a citation for the most outstanding achievements for human welfare within the year 1939 at the annual convention of the Variety Clubs of America in Dallas, Tex., April 19. The first Humanitarian Award went to Father Flanagan, of Boys Town, Neb., last year.

Miss Berry began teaching in a log cabin Sunday school and later opened four day schools in scattered country districts. These schools now have an enrollment of 1,200 with a waiting list of 5,000. Since she began her work some 10,000 mountain children of the Blue Ridge section of Georgia have attended her schools.

In connection with stimulating additional interest in the annual convention of the Variety Clubs, John H. Harris, founder and national president, and Bob O'Donnell, Texas theatre executive and Variety Club Barker of the Dallas tent, will tour all cities having Variety Clubs. Harris recently visited in Dallas to confer with Variety leaders of Tent 17.

Heads Cleveland V. C. Convention Group

CLEVELAND—The Cleveland Variety Club's chief barker, Nat Lefton, has appointed Nat Wolf, Warner zone manager, chairman of the committee in charge of arrangements for the national Variety convention in Dallas, Tex., on April 18-20. Nat Wolf and Bert Stearn, United Artists district manager, were named delegates to the national convention with Harry Goldstein, Paramount district manager, and Jerome Friedlander, attorney, as alternates.

Bert Stearn's Fiesta Night at the club last Saturday night drew the biggest turnout of the season. More than 300 attended the affair, one of the features being La Conga and Rhumba dancing with the aid of professional instructors.

John Urbansky, in charge of Monday's stag, presented Tris Speaker, famous baseball player and onetime manager of the Cleveland Indians, and Dan Nolan of the Cleveland Boxing Commission as guest speakers. Sam Deutsch, former American Legion commander, also addressed the group.

Dave Miller, Universal district manager, is fast edging Eddie Cantor out of first place as Number One dialect story teller, and anyone who can really get a laugh out of professional theatre men, must be good.

Bernie Rubin of Big Feature Rights Exchange has the best attendance record of any local Variety Club member. He has not been absent once this season from any gathering. "Duke" Clark is runner-up. He missed one dinner party.

Dorsey Brown and Bill Coine, M-G-M bookers, are the newest members of the club.

W. Ward Marsh, *Plain Dealer* film editor, must have a stand-in with the door man. Three weeks in a row he walked off with door prizes.

Dismissal Motion Denied In $150,000 Damage Suit

PITTSBURGH—Federal Judge R. M. Gibson denied a motion to dismiss the $150,000 damage suit filed against two Erie theatres and film distributors charged with violating the anti-trust laws. The original suit was filed by the State Theatre of Erie, United Exhibitors, Inc., Penn State Theatre Corp., and trustees of Maxwell and Sally Kate Emerman against 26 defendants, including the Aris Theatre, Colonial Amusement Corp., owner of the Colonial Theatre, Erie, Pa., and the leading film producing companies.

Dismissal action had been brought by the Colonial and Aris theatres and was denied in local district U. S. court, Judge Gibson ruling that an answer must be filed by the defendants by February 28. The Erie suit complaint is that the defendants have withheld first-run product from the State.

PITTSBURGH

HEAVIEST snowfall in history put the damper on business last week. Not many people ventured out of their homes. Filmrow had few visitors and most business was done by telephone and correspondence. The AMPTO office was closed one day due to the illness of Miss Mathilda Kiel, assistant secretary, and Fred J. Herrington, secretary, was snowbound "up on the hill" and couldn't get into the city. Film salesmen who were caught out on the road had a tough week, and Exhibitors Service trucks were delayed but all shows got through.

For the first time since "GWTW" opened, the Warner had several dozen reserved seats unsold Tuesday. At 8:30 the next morning the usual line of ticket purchasers were on the job, standing knee-deep in the snow and before the starting time even standing room had been entirely sold.

Johnny Harris will present the European Ice Carnival at The Gardens February 28 through March 5 and the squirrelly season opens there April 14 when bike races return after a two-year absence . . . Budget for entertainment at the Variety Club convention at Dallas, April 18-20, is $25,000, and the tent sending the largest delegation will receive a $600 trophy. Chief Barker C. J. Latta was in New York last week purchasing furniture for the local club's new headquarters which will be ready for opening in another couple of weeks. Felton Pinner of the Warner circuit is supervising the remodeling of the new club quarters. "Queens for the Day" at the February 27 luncheon of the Ladies Theatrical Club will be Mrs. A. I. Weiner and Mrs. James Nash.

Ike Browarsky is vacationing in Miami Beach . . . Leo Abernathy, international president of the Billposters' union, has been re-elected president of the AFL-Pittsburgh Central Labor Union . . . Republic is distributing booklets of paper matches advertising Jim Alexander's 20th annual "Round Up" for February, March and April.

Exhibitors in the tenth legislative district are supporting William E. Kane, son of J. B. "Pop" Kane, of Pitcairn, for a Republican nomination to the general assembly . . . Following the Variety Club convention at Dallas, April 18-20, Jake Soltz, King of the Rhumba circuit, will make a side trip to Mexico City . . . Wally Vernon will be one of the featured performers with Clyde McCoy's orchestra at the Stanley the week of March 1 . . . Eddie Hungerman, assistant manager at the Warner, where "GWTW" is still going strong, was detained at home by the flu last week. A friend cheered him up by taking him a book to read. It was "Gone With the Wind."

Arcade Theatre is the scene of a new Kiddies Show aired on KQV every Saturday at 11 a. m. . . . The "Old Opera House" at Monessen, largest building there, was swept by fire early last Friday, the damage being estimated at $100,000 . . . James Gillespie is doing special exploitation work for RKO in Pa., W. Va. and N. J.

Good news from Cleveland: Joe Lefko has rejoined RKO there under his old sales boss, George Lefko, former Pittsburgh manager, who is not related . . . Ben Goldman, New York representative for WB, was a visitor here this week . . . Filmrow's jitterbugs, Meercy Braff of the M-G-M booking department and Allan Tolley of the same company's shipping department, play the latest swing records to each other over a telephone line . . . Robert Finkel, son of the William Finkels, and Herbert Browar, son of the Mark Browars, appeared in important roles in "No More Marriages" at the Carnegie Tech drama theatre this week . . . The Louis-Godoy fight films are getting a great play in the territory and extra prints were necessary to supply the demand. At the local Ritz they boosted business 300 per cent and were held over for a second week.

Herman Stahl and his bride were honeymooning in New York just a quarter of a century ago when they attended the premiere performance of D. W. Griffith's epic, "The Birth of a Nation," which Harry F. Grelle is now reissuing. The Oil City showman recalled the event the other day, and Fred J. Herrington, AMPTO secretary, reported that he viewed the classic

(Continued on page 49)

Please Don't Forget

JIM ALEXANDER'S 20th ANNUAL ROUND-UP

FEATURES — WESTERNS — SERIALS

All Anxiously Awaiting Your Playdates

Be Sure to Come In and See Those Beautiful Free Gifts . . . RCA Radio with Record Attachment—Three Handsome Traveling Bags Arranged Just for YOU.

A Free Gift Coupon With Every Date

COMING

"THE DARK COMMAND"

WITH

John Wayne Claire Trevor Walter Pidgeon

Clear All Dates For This One

REPUBLIC PICTURES CORP. PITTSBURGH

1701 BLVD. OF THE ALLIES ATlantic 4858

DETROIT

STANLEY FISHER, film salesman, says: "The makeup men in Hollywood are alarmed at the current trend of 'pillow pigeon pictures.' Allergic to magnificence, the characters in 'Of Mice and Men' and 'Grapes of Wrath' play their part with little or no makeup, causing the makeup boys to be apprehensive over what is in store for them."

Art Knapp, 20th-Fox, carries a little book as a memory aid . . . Lester Sturm, manager, reports "Grapes of Wrath" is set to open March 1 at the Fox.

Ben Wachnansky, Bijou, warns: "Don't carry checks" . . . 20th-Fox bowlers came out of the cellar by trouncing UA . . . Irving Belinsky is the "mystery bowler." He rolls 'em for 20th-Fox, is sponsor of Film Drugs. Sabotage?

Alex Schreiber of Associated Theatres is sporting a nifty new Plymouth . . . J. E. Stocker of the Myrtle had his screen resurfaced . . . William M. Peeples, who distributes Audiphone (for the hard-of-hearing) is renaming his organization Audiphone Distributors of Detroit . . . Detroit musicians are starting a month of politics. Nominations, primaries and then election.

Max Corrigan was presented with a diamond studded life membership card by IATSE Local 199 . . . George V. Clancy, musicians secretary, is back after a prolonged illness . . . Walter Nelson of National Theatre Engineering Co., a victim of la grippe for a week, while Bill Marley was off to New York on business . . . Harold C. Robinson, chief barker of Detroit Variety, was in Cincinnati on business.

William Alley, script manager of Brobuck, Inc., reports nine new sound slide film shows produced for Kelvinator . . . George W. Craig, the lighting specialist, was busy at the Wilson Theatre . . . Joseph J. Finnegan, 55, for many years business agent of Local 38, died last week. In recent years he was property man at the Michigan, and had a host of friends in the industry. His wife and daughter survive.

Carl Zipper, Excellent booker, has to be in about three places at once when the boss is out . . . Hal Burriss is in Florida, we hear, while Mrs. Burriss is with Mrs. Jim West riding broncs in Texas. Jim West sits alone over at Burriss' shop . . . Helen Plachta has been giving extra speedy elevator service.

Michael J. and Anna Chargot have moved headquarters of Chargot Theatres over to the Grand Victory . . . Howard Craven of Exhibitors' Service, after being doorman for the Shrine Circus the past two weeks, is headed for West Palm Beach . . . Bill Flemion of Excellent flew to New York. His colleague, Manager Anne O'Donnell, more cautiously decided to entrain . . . Andy Harvey, up at Exhibitors' Service, got a sweet valentine from Honey Chile.

Reduce Your Suprex and High Intensity

CARBON WASTE

25% with the Cross Carbon Saving Device
Write for Booklet and Trial

CROSS MACHINE SHOP

2918 Pennsylvania Ave. DETROIT, MICH.



Coastal Interlude—

Carl Buermele of Cooperative Theatres of Michigan, Inc., at Detroit, was entertained by Rosemary Lane during a visit to the "An Angel From Texas" set at the Warner studio in Burbank.

Charley Collins presented a whole baker's dozen of acts—and all good—at Variety Saturday night—what he does besides his roadshow business . . . Walter Mayor is the affable "front man" at the Adams who doubles at Variety Club . . . Industrial Pictures, commercial film producers, are increasing capitalization from $1,500 common stock and $75,000 preferred, to $60,000 first preferred, $19,000 second preferred, and $3,010 common.

Sam Ackerman of the East Side, one of the oldest and best-liked exhibitors in Michigan, is going to the MacFadden Sanitarium, New York City, to convalesce, following the serious illness of Mrs. Ackerman. His son, Al Ackerman, is carrying on in their absence . . . John Golden, owner of the Irving, and Mrs. Golden are motoring back from Mexico City, expected this week.

Thomas J. Sullivan, owner of the Grande, has left for a few weeks in Florida, leaving his son, Dallas J. Sullivan, to run the house . . . Mrs. Max Blumenthal is convalescing from a throat operation in Harper Hospital . . . Sam Dembow jr. reported about to visit UDT offices here . . . Frank T. Paterson, Detroit projectionist and IATSE member for 17 years, died February 19 following a short illness. His mother and brother survive.

WOLVERINE DOINGS:

Wilbur F. Godfrey, 72, former president of the Port Huron Musicians' Union, died Thursday . . . J. Lyle Sage of the Battle Creek Musicians' Union was elected second vice-president of the Michigan Federation of Labor.

John Cassin, business agent of the projectionists local at Port Huron—where he also is mayor—was a speaker at the Michigan Federation of Labor convention.

Floyd Chrysler, M-G-M salesman, gave an address before the Thumb Rotary Club at Imlay City Wednesday, on the Neely bill and the motion picture industry.

LOUISVILLE

"GONE With the Wind" came back to town for a week's run at the Brown. By the way, the Brown has a new manager, Harry J. Newton, who started out at Loew's ten years ago as an usher, and worked his way up to the job of student assistant manager there under George Hunt and B. Ethridge Fry. He stepped from that job into the place at the Brown to succeed Carroll B. Hannah, who resigned to go into the hotel business in Florida.

Pete Gramig jr., doorman at Loew's, was elevated to the post there held by Newton . . . Settos' new Vogue at St. Matthews, suburban Louisville, was to be dedicated to Jane Withers Sunday night, with the young actress making a personal appearance there for the occasion. Jane's grandfather lives in this city. Tom Muchmore, Vogue manager, said a plaque bearing the young actress' name was to be put up in the auditorium in connection with the dedication.

The new Joy at Taylorsville, Ky., is under way. The Southland at London, another new house, will be ready shortly. The Drury Lane, Louisville, which was reopened recently as a burlesque house, was shut down suddenly.

Tim Cleary, out of M-G-M's Indianapolis office, was in town the other day . . . Congratulation are in order for the former Miss Mabel Blankenship, cashier at Loew's, and Johnny Phelps, manager of Switow's Kentucky, on the Row. She's Mrs. Phelps now. They were married February 17.

Expanded Advertising Is Planned by Schreiber

DETROIT—A more ambitious advertising program is being undertaken by the Colonial, Manager Raymond E. Schreiber says. Fred Schader has been appointed in charge of publicity. Schader formerly held this post for the Fox and is well known in the territory. Advertising will be concentrated at present upon the stage show, with the Colonial the only house in town offering vaudeville.

Mathews to Marry

ALLIANCE, OHIO—Frank E. Matthews, manager of the Morrison here, will be married in the spring to Miss Alice Jean Perry of Hempstead, L. I., now living in nearby Canton. No definite date has been set.

CLEVELAND

AMONG higher-ups in town last week were: J. J. Maloney, M-G-M district manager; Robert Smeltzer, Vitagraph district manager; Barrett Kiesling, M-G-M publicity and public relations; Neil Agnew, Paramount vice-president and general manager; J. J. Unger, Paramount eastern division manager; Mr. and Mrs. Maurice Wolf, of Loew's in Boston, and Norman Moray, Vitagraph short subjects manager. The Boston Wolfs stopped off on their way to the west coast to visit with Nat Wolf, Warner zone manager, and Mrs. Nat Wolf.

Sandor Klinger, associate of Oscar Stotter and Morris Berkowitz in the Ritz and Ambassador theatres, left Friday for a visit in California. Accompanying him are his daughter and son-in-law. They plan to stop off at the Grand Canyon on their way back east.

Ben Cohen of the Warner home office exploitation department is here helping Manny Pearlstein on a comprehensive campaign for "Dr. Ehrlich's Magic Bullet" . . . Jane Meisel, secretary to Manny Pearlstein, created something of a stir by walking into the Warner office on the day she had a date with a surgeon to take out her appendix. She explained the doctor had called the whole thing off.

Meyer Kaplan, local exhibitor, is back from a four-week vacation in Florida with a fine coat of tan and about ten more pounds . . . Manny Mannishore of Regal Films reports greater interest in the Louis-Godoy fight pictures than for any fight films released during the past two years.

Bert Stearn, United Artists district manager, was in New York on business . . . Jim Scoville of the Scoville, Essick & Reif circuit was out of circulation last week on account of a cold . . . Ralph Rose has closed a contract with Lake Shore Sales Co. for a Hollywood Chromeware deal. Lake Shore Sales is selling an indefinite deal to run as long or as short as the exhibitor wants. It's a kitchen utensil giveaway . . . Al Sunshine of Hollywood Advertising Co., makers of banners, valances, etc., was in Detroit last week.

Arnold Gates, manager of Loew's Park, won plaudits from his bosses recently for the manner in which he handled his audience when a fuse broke and plunged the house into darkness. Quickly assembling lamps and candles, his ushers put on an impromptu stage show and held the crowd one hour until the damage to the lighting system was corrected.

Pay-Me, new theatre game developed by Warren B. Irons, has started at Ted Vermes' Norwood in Cleveland . . . "Gulliver's Travels" is grossing well here . . . Milt Mooney, head of Cooperative Theatres of Ohio, is commuting between Cleveland and Cincinnati these days, since he is personally supervising both offices.

Ben Goldman of Warner Bros. physical inventory department is visiting the local exchange . . . "The Fighting 69th" followed a two-week successful run at the Hippodrome with a third continuous week downtown at the Allen . . . A reminder—ITO convention, Neil House, Columbus, February 28-29.

Louis Gross of Johnson & Gross is nursing a bad case of flu. Louis is foregoing his annual exercise of deep sea fishing in Florida waters to take in the national Variety convention in Dallas next April.

Harry Henderson, manager of the Lorain-Fulton, left Tuesday for a couple of weeks of Florida sunshine . . . Nat Lefton, Republic franchise owner, is out again after a week of grippe.

Al Gregg of Republic reports "South of the Border," like Tennyson's brook, runs on and on to a succession of broken house records. With Salesman Frank Belles and Rudy Norton concentrating on local sales, the office is now looking forward to similar business with Autry's next picture, "Rancho Grande," also adapted from a popular song.

Deep snows kept most of the out-of-towners at home this past week, but with the first thaw we spotted Leo Jones of Upper Sandusky, Jack Steinberg of Youngstown, Ray Wallace of Alliance, Jerry Steel of Oberlin, Joe Shagrin of Youngstown, Fred Schram of Milan, and Homer Zimmer of Paulding.

Howard Paulding, exhibitor of Napoleon, has joined the Florida film colony . . . Nat Lefton, Variety Club chief barker, and Frank Drew, chairman of the house committee, are readying a big surprise for members.

CINCINNATI

BILLY BEIN is here from New York for a short stay. His wife is recovering nicely from a recent operation. Bein is now eastern district manager for Advertising Accessories . . . Paramount, RKO and National Screen accessories have been moved to the offices of Theatre Poster Supply. Manager of the local office and the new setup will be announced next week. Offices of Trailer-Made will be discontinued by National Screen, as all trailer shipments are to be made from New York.

Lee Goldberg of Big Feature Rights was in New York . . . F. T. Murray, Universal's manager of branch operations, is in for a short visit . . . Sheriff Robert Poage, Lyric, Brookville, was also here . . . H. T. Allen, owner of the Abigail at Prestonburg, Ky., has opened the Patti there . . . I. Sochin, UA, reports reservations for the Cinema Club dinner are pouring in. Col. Arthur Frudenfeld will direct the floor show.

George Vlachos has released his lease on the Ohio, Addyston . . . Lloyd Rogers of the Pocahontas and Temple theatres, Welsh, W. Va., and the Mann, Mann., W. Va., visited the Row with his wife . . . Mrs. Fon Sexton and son are also here . . . Max Stahl, former UA manager, is now with National Screen in Chicago.

Roscoe Anderson is the new owner of the Rainbow, Mechanicsburg, Ohio . . . Dean MacDonald, son of C. A. MacDonald, MacDonald circuit, is recovering from a severe attack of the flu. Mrs. MacDonald, recently returned from the hospital following an operation, was also stricken with the flu. She is reported improving rapidly.

Johnny Jones, manager of the Southern, Columbus, has tendered his resignation, effective March 1. Johnny has many friends in the trade. He has not announced future plans . . . J. Real Neth left February 17 for an extended vacation in Florida . . . Stanley Jacques, RKO, announces "Pinocchio" is set for Easter week showing in Cincinnati, Columbus and Dayton . . . Metro's Tom Smiley has whipped the grippe.

J. Mooney is in charge of the Cincinnati office of Co-operative Theatres following the resignation of H. Bugie. Mooney is a brother of M. Mooney, operator of the Cleveland office . . . Republic's "The Village Barn Dance" is ready for release, as is "Ecstasy" at Monogram.

Norman Moray, Warner home office, was in town a couple of days . . . Capt. C. B. Blake, operator of the Savoy, Louisville, since 1922, died at the Veteran's Hospital. Blake, a World War veteran, was 67 at the time of his death. He was a college professor before entering the motion picture field.

Wanted — Live-Wire Representatives

To handle premium theatre give-aways for theatres. We have the largest and most complete line of theatre give-aways in the world. Great opportunity for the right party. Must be responsible financially. State age, experience for the last 10 years.

Opening territories—
Des Moines
Omaha
Cincinnati
Cleveland
Indianapolis
Louisville
Minneapolis
St. Louis
Buffalo

Write

Price Theatre Premiums Corp.

358 West 44th St., New York, N. Y.

Reward Offered to Girl With Plenty of Nerve

DETROIT—For a horror film bill, Ira Kaplan, manager of the Cinema, startled local showmen with advertising in Detroit newspapers, headed "REWARD, $25.00." The ad was spotted on the third page, away from regular theatre advertising, and ran five inches in boldface.

Kaplan's idea of getting a girl to sit through the show is best put in his own ad:

"I will pay the above sum to one selected unmarried girl or woman who has enough nerve to sit through a private midnight preview of the Greatest Horror Show on Earth, 'The Return of the Frog,' and 'The Demon Barber of Fleet Street.'

"Person selected must come alone, view the horror pictures alone, and return home alone without an escort. Absolutely no one will be permitted in the theatre during the private showing.

"If you have a weak heart or a nervous condition, do not apply. One person only will be selected for this iron test of nerves!"

Advertising appeared a week before the horror bill was slated to open, and carried the theatre name in small type only at the bottom.

Saul Korman Takes Over Delray; Danzig Manages

DETROIT—The Delray, west side house in the suburb of Delray, has been taken over by Saul Korman, who has operated the Grant in the north end for about three years. Former manager Joseph Simon, who operated it for Hungarian Pictures, Inc., of New York City, has gone there to manage a larger house.

The Delray has been one of the city's few foreign film houses, running Hungarian films three days a week, and English pictures the remaining four days. Under the new policy Hungarian films will be shown only about once a month.

With the Delray located in a distinctly working class neighborhood, like the Grant, except that the latter is largely in a colored sector, it will be operated as a grind house.

Harry Danzig has been appointed manager of the house. Danzig, one-time manager of the Michigan, was with the former Crystal until it was closed.

Warner Historical Reels Boosted by Educators

CLEVELAND—Warner's two-reel historical subjects are receiving special attention at the hands of local exhibitors and are taking an important place on local screens as the result of tieups with educational groups.

Joe Minsky, Warner salesman, reports that the new Warner portfolio with pictures of the times, characters and dress of 20 of these historical subjects, now available, is being sought for in large quantities both by exhibitors and by the leaders of the educational groups.

A Writer to Republic

HOLLYWOOD — George Carleton Brown has joined the Republic writing staff.

COLUMBUS

DUAL bill objectors please note: Last Saturday night Ralph Murphy, booth operator in the Hundred (W. Va.) Theatre, decided the double bill was "too long," so he stopped the show with 15 minutes to go! Manager Isabelle Brown handed out passes to 50 patrons without comment!

Local police authorities seriously are considering a curfew to be patterned similar to one in Detroit. Cops say juvenile crime must stop, claim curfew, aimed particularly at theatres, will solve the problem.

Robert M. Morris, NBC television executive, reported to an engineering conference here that televised motion pictures are highly satisfactory both from technical and entertainment viewpoint. New York listeners, rating NBC television programs, gave feature pictures 1.96 out of a possible 3.00, and variety shorts 2.11. Indication of popularity may be had by comparing figures with the 1.96 average of all programs.

At the same conference was R. N. Marshall, Bell Telephone Labs, inventor of new multi-mike, soon to be adopted as standard in many of the motion picture studios . . . Phil Wood jr. stopped in town en route to San Francisco where he has been transferred by RCA.

ITO members attending the annual convention next week will be glad to know that Pete Wood has scheduled the banquet on Wednesday night for the Century Room of the Neil House.

Our congratulations to Mr. and Mrs. Johnny Frye, proud parents of a baby daughter. He's the RKO treasurer . . . "Uncle Bill" Pullin, Linden Theatre, and Harry Young, Universal salesman, are vacationing in Florida . . . Bill Cunningham of the Citizen *attended the Port Huron festivities.*

Add smart local billing: "Goose Step," formerly "Hitler—Beast of Berlin." Censor board objected to latter title, as yet haven't complained about new billing . . . Terry Kilburn, child star of "Swiss Family Robinson," in for a day to boost show . . . Russ Bovim OK again after fighting off flu.

Onslow Stevens, screen player, opened here last week in the premiere of the new legit show, "Burning Deck." Madge Evans was replaced during rehearsals . . . Johnny Neblett, one of the most popular Variety Club members, is now in St. Louis where he is associated with KWK as sports announcer.

Max Matz, owner of the Coloniel, Bluefield, W. Va., is remodeling his house for $20,000. F&Y Theatre Division is handling job . . . Ken Rader has added a sideline, that of buying and promoting eateries. Hear that the Rader Bros. are also in the market for another theatre.

Variety Club's "Gay Nineties" party is scheduled for March 9 . . . Universal announces April 20-27 will be "Harry Young Week" in this territory . . . Dave Gilman, Minneapolis exhibitor, was in town to visit his son, Sid, Ohio State football coach . . . The Citizen *entertained "Burning Deck" cast with a luncheon Tuesday at the Variety Club.*

$7,825 Awarded to Estate Of Late Archie Baringer

AKRON, OHIO—Litigation growing out of the marquee collapse at the Orpheum here nearly two years ago, has been ended with an agreed verdict by which the estate of the late Archie Baringer, fatally injured in the mishap, receives $7,825. In an earlier suit, Mrs. Lucile P. Baringer, widow and executrix of the estate, won a $12,000 verdict.

The suit just concluded is compensation for Baringer's suffering, his loss of earnings during the period between the injury and his death, and for expense occasioned by the accident.

Defendants in two suits were the Botzum Theatres Co., operators of the theatre, and the Bellow's-Claude Neon Co., which was at work on the marquee when it fell, pinning Baringer, a railroad employe and filling station proprietor under it.

Lund Will Remodel Newly Acquired Ross April 1

CARMICHAELS, PA.—The Ross, operated for a long period by Felix Palone, has been sold to John Lund, date of the transfer to be April 1.

At that time the house will be closed and extensive remodeling will be started, the modernization to include a new front and a new rear section to be extended to the present building. Seating capacity will be increased from 260 to 450, according to Werner Lund, son of John Lund.

Lund operates theatres at Daisytown, Bobtown, Marianna and Mather.

Bert Stearn's Division Holds Top in UA Drive

CLEVELAND—With the United Artists sales drive just two weeks from the finishing line, Bert Stearn's division is in first place, being 99 1/10 per cent sold. Stearn's territory covers the Cleveland, Cincinnati, Indianapolis, Buffalo and Pittsburgh offices.

Unless something unforeseen happens within the next few weeks, it is a foregone conclusion that Stearn's division will hold the top spot right through to the close of the drive on March 1.

New Film Exchange

PITTSBURGH—Crown Film Co. has been organized here under the management of Max Shulgold, former GN manager. The product of Fine Arts, Astor and Screen-craft has been acquired by Crown, and other pictures will be added to the program at an early date.

A Gene Markey Assignment

HOLLYWOOD—Gene Markey will produce "Song of the Islands," a Hawaiian musical, for 20th-Fox. Jules Furthman is doing the script.

PITTSBURGH

(Continued from page 45)

for the first time at its opening in Los Angeles.

Billy ZeVan is no longer with Henry Ravick's National Theatrical Valance Co. . . . "Uncle" Gus Vaveris, the Johnstown showman, and other old-time friends, stop at Connellsville ever so often to visit Gus Mikaris and Pete Mikalarias, who retired from exhibition two years ago. Gus of Connellsville spends many happy hours playing casino, bridge and other card games, but it's no secret that he's not an expert in this field . . . Frank Soule, Republic auditor, is on the job at the local exchange where Jim Alexander is celebrating his 20th annual "Round-Up."

Jules Lapidus, who has been doing a bang-up job at New Universal, reports the Pittsburgh exchange for the fifth consecutive week has been the leader in the eastern division of the Bill Scully drive . . . The Joseph Gellmans have returned from their vacation in Miami. AMPTO treasurer brought back a load of suntan and a photo of himself posed as Tarzan.

Miss Mearl Alexander, daughter of Mr. and Mrs. James H. Alexander, is engaged to C. Frederick Frank jr., son of the Rev. and Mrs. C. F. Frank, of Natrona, her parents have announced . . . Mr. and Mrs. Morris Browdy have announced the engagement of their daughter, Janet Browdy, to Allan S. Davis, son of Mr. and Mrs. I. M. Davis . . . Mrs. Florence Fisher Parry devoted her *Press* column last Sunday to another blast at the Neely bill . . . Gus Vaveris and Jim DiMauro are reported in Florida.

April 5 has been set as the wedding date for Floyd Bender, the Millvale exhibitor, and Olivette Webster, a nurse at the Juvenile Home . . . Al Weiss is back on the job after a southern holiday . . . Local branch of New Universal has designated the week of April 14-20 as Jules Lapidus Week . . . Harry M. Kalmine, Warner circuit zone chief, reported to his office this week after a vacation in Mexico . . . Anti-Neely bill literature was circulated here this week from the office of Harry Brandt, head of the ITOA of N. Y.

Jack Judd, NSS representative, is laid up with a strep ear at the Eye and Ear Hospital . . . The John J. Maloneys are off on a month's vacation in Florida . . . Sidney Goldberg, Columbia sales representative, was visited by his wife from New York. They made the rounds together . . . M-G-M's "Northwest Passage," set to open at Loew's Penn on March 1, is the greatest American adventure picture this corner of BOXOFFICE has ever seen. Your audiences have never seen a real big Injun picture such as this, for which thanks to the technical crew and Spencer Tracy, members of the cast and Director King Vidor.

Bill Zielor, Alvin manager, who had been on the sick list for several weeks, is recuperating in Atlantic City . . . F. D. "Dinty" Moore, the WB salesman, sent a lovely Valentine to George Tice, the Columbia representative . . . The RKO staff is pleased with "Pinocchio," Walt Disney's new classic, which was screened the other day . . . The Paramount exchange was visited one day recently by J. J. Unger and Neil F. Agnew . . . Al Glazer, Ed Seigel and Peter Alderman chose Tuesday-a-week-ago to start for New York in the latter's car. They had gone about ten miles when the great snow storm started, and never realizing until too late how difficult would be the trip, they kept going, an experience they will not soon forget. Martin Terner was wiser. He departed by train the same day.

Detroit Projectionists Elect New Officers

DETROIT—New officers were elected by the Projectionists' Local, No. 199, IATSE, for two-year terms, as follows: Frank Kinsora, president; T. J. Kirby, vice-president; Roy R. Euben, treasurer; James P. Murtaugh, treasurer; Joe Sullivan, recording secretary; Roger M. Kennedy, business representative; Andrew Trainer, "seventh member" of the board.

Edward Ramsey, H. S. Morton and Ira Rottell, board of trustees, and Jack Smuckler, sergeant-at-arms.

Annual installation banquet was to be held Wednesday at midnight, at the Book Cadillac Hotel.

Free Merchant Shows Are Set Up by Irving Fields

CLEVELAND—Irving Fields, the young exhibitor who has operated theatres in small and remote suburban locations, has tied up merchants in three towns for the free exhibition of films one night a week during the summer.

The towns are Willoughby-on-the-Lake, a summer resort; Burton and Mantua. The merchant sponsored shows will be exhibited one night each week in each town.

Gillan Fined for Crowding Theatre Aisles and Exits

NEW PHILADELPHIA, OHIO—W. C. Gillan, manager of Shea's Union here, was fined $10 and costs by Mayor A. H. Williams on charges of violating state laws by crowding aisles and exits of the theatre. Gillan previously had pleaded not guilty to the charge. His attorney, Dorren Renner, appeared in court and changed the plea.

The charge was filed by Police Chief Emery H. Gintz.

Film Transit Co. Ranks Third in Safety Drive

CLEVELAND—P. L. Tanner of Film Transit Co., Film Bldg., has been notified by Judge Lee E. Skeel, president of the Cleveland Safety Council, that his company has been declared third place winner in the Class B division of the Drivers' No Accident Contest for the year 1939.

Judge Skeel complimented Tanner and his drivers for operating 22,580 man hours without an accident.

Adapts Benedict Production

HOLLYWOOD—"Men Against the Sky," a Howard Benedict production for RKO, will be adapted by Nat West.

In Old Kentucky

By "SCOTTY" DeVEAUX

HENRY REESE of the Rex Theatre Corp., Louisville, reports it is a bit chilly for golf in Florida where he is vacationing. Vacationists who are back from the Mardi Gras at New Orleans, are Mr. Stuerhle of the Rex and Mr. Krebbs of the 4th Avenue Amusement Co.

Fred Dolle, president of the 4th Avenue Amusement Co., Louisville, has taken off for Biloxi, Miss., and some rounds of golf. He expects to be back March 15.

An FHA housing project will replace the old Palace Theatre in Louisville. The new Palace is under construction by A. E. Campbell, a short distance away from the old.

Barrett Kiesling Pays a Visit to GE Officials

CLEVELAND—Barrett Kiesling of the M-G-M publicity and public relations department spent Thursday of last week in Cleveland visiting with officials of General Electric Company at Nela Park. He discussed with them newly developed lighting effects used in pictures and viewed a screening of "Night Descends on Treasure Island," developed at Nela Park by General Electric for the San Francisco World's Fair.

Fire Damages LaRue

LARUE, OHIO—Fire, believed caused by an overheated furnace, destroyed the auditorium of the LaRue during show time last Saturday night. The audience left the theatre without confusion. The booth was not damaged at all, according to report.

BOWLING

PITTSBURGH—Filmrow Bowling League interest continues with Republic still leading the parade and with New Universal and Columbia in hot pursuit. Bill Hollenbaugh of Republic, with a score of 242 last Friday evening, took the $1 award for high individual honors.

Standing of the teams:

	Won	Lost
Republic	39	18
New Universal	36	21
Columbia	35	19
Loew's	29	28
Monarch	27	30
20th-Fox	22	32

DETROIT—New standings for bowlers in the Nightingale Club:

Team	Won	Lost
National Theatre Supply	51	33
McArthur	49	35
Motiograph	46	38
Oliver Theatre Supply	44	40
Amusement Supply Co.	42	46
Brenkert Projector	37	51
National Carbon Co.	33	55
Lorenzen Flower Shop	32	56

High rollers: Jack Lindenthal, 615; Gil Light, 551; William Swistak, 540; Owen Blough, 531; F. W. Wise, 521; Edgar Douville, 506; William Fouchey, 525; Jack M. Hall, 559; Roy L. Black, 539.

Quick Reaction Hypos Altoona Get-Together

ALTOONA, PA.—Encouragement of a substantial nature has been received for the second annual goodwill get-together of exhibitors, salesmen and managers to be held here April 3 at the Penn Alto Hotel, according to the committee in charge of the affair. The committee is headed by F. D. "Dinty" Moore, Orbisonia, George Tice, George Elmo, William Scott, Jack Judd and Milton Brauman.

A stag affair, tickets are being sold at $3.50, reservations being handled by Moore at Orbisonia. An elaborate floor show will be the feature of the evening, with Burtus Bishop jr., Pittsburgh Metro manager, in charge of the festivities. He emphasizes the fact that there will be no speeches—"only fun."

Schader Will Represent Theatrical Unions

DETROIT—Fred Schader has been appointed local representative here by Theatre Authority. In his new post, Schader will combine representation for the welfare departments of the various theatrical unions.

Schader was for many years director of publicity at the Fox, and for the past two years has managed the shows staged by the Michigan State Fair, as well as handling publicity for the Fair.

Tonsillotomy Attack Halts Morton Downey's Show

CLEVELAND—Morton Downey, headline attraction of this week's RKO Palace stage show, scheduled to open last Friday, played a premiere engagement at St. Vincent's Hospital instead, where he underwent a tonsillotomy operation. Gertrude Niesen flew here from Chicago to take the place of Downey, reported resting comfortably.

Add Seats at Parma

PARMA, OHIO—The 1,200-seat Parma, built several years ago by James E. Scoville, Howard Reif and John Kalafat, is being enlarged with a 45-foot addition to provide 500 more seats. The work is now in progress and will be completed by Easter.

Holds Screenings of "Dr. Ehrlich"

CLEVELAND—Manny Pearlstein, head of the Warner exploitation and publicity department in the Ohio zone, held a series of invitational screening of "Dr. Ehrlich's Magic Bullet" for selected groups in the territory.

Still Blowing in Cincy

CINCINNATI—"Gone With the Wind" is still drawing crowds in its ninth straight week at the Capitol here.

Historical Novel to WB

HOLLYWOOD — "Quietly My Captain Waits," a historical novel by Evelyn Eaton, has been purchased by Warner.

Sound Track Follies

DETROIT—When an invisible man becomes a beautiful woman, the dialogue that brings about such a transformation, if it is not an issue for the Hays office, certainly merits a position in the lexicon of black magic. Such a position was almost won by a line of dialogue in "The Invisible Man Returns," which was being unreeled before an audience in the Fox Theatre here. A drunk, addressing the invisible man, demands, "Come on out, where are you?" and to the gleeful amazement of the audience—the audience, mind you, not the drunk—a beautiful woman responds.

It seems that the operator, instead of starting the fourth reel of "Invisible Man Returns," inadvertently started the third reel of "He Married His Wife" wherein the hero, in identical terms used by the drunk, demands of his wife, "Come on out, where are you?"

Move for Sunday Night Show in Harlan Fails

HARLAN, KY.—Theatre operators failed in a move to get the city council to alter an ordinance to permit Sunday night shows. They sought permission to give one show after church services.

Two clergymen and a former mayor of the city fought the move. They advised the council the present ordinance, which permits Sunday matinees, "is a compromise on the Sunday movie situation, and should not be altered in any way."

Max Shulgold in Charge Of Fine Arts Pitt Unit

PITTSBURGH—Fine Arts' local office has been established here, with Max Shulgold, former GN manager, in charge. The Fine Arts pictures, formerly distributed by GN, and new product from Franklyn Warner, the Fine Arts producer, are being released.

Capt. C. E. Blake Dies

LOUISVILLE—Capt. C. E. Blake, who operated the Savoy here and was one of the oldest exhibitors in the business, died last Tuesday in the Hines Veteran Hospital near Chicago. Funeral services were held in Louisville on Friday. Capt. Blake had been confined to the hospital for several weeks.

Lake Shore Has Free Shorts

CLEVELAND—The Lake Shore Sales Co. is offering free to exhibitors a two-reeler, produced by the Hudson Motor Co. and a single reel Americanization short, produced by the National Association of Manufacturers.

"GWTW" Stays in Youngstown

YOUNGSTOWN, OHIO — "Gone With the Wind," after two phenomenal weeks at the Warner, has moved over to the Park, operated by Joe Shagrin, for an indefinite stay.

Heart Attack Is Fatal To George W. Moody

PITTSBURGH — Another well-known exhibitor was removed from the scene with the death of George W. Moody, Brownsville and Charleroi theatre owner.

Moody drove his car home from his work last Thursday night and was stricken with a heart attack in front of his garage. His wife found him slumped over the wheel of the car, and he died a half hour later failing to respond to the treatment of his physician.

Moody, who was in his sixties, entered exhibition at Charleroi a dozen years ago when he purchased the interests of Mike Rosenbloom. Seven years ago he entered into the same business at Brownsville as a partner of C. W. Dickinson. At the time of his death the partnership had continued and Moody and Dickinson were operating three Brownsville theatres. The deceased had been in ill health for many years, suffering a heart condition and diabetes.

Funeral services were conducted at Charleroi Monday afternoon, with a number of friends in the industry in attendance, and interment was at Monongahela.

Richard Cruciger Dies Following Operation

CANTON, OHIO—Richard Paul Cruciger, 29, former manager of the Ohio here and for the past two years in charge of the Columbia, Portsmouth, Ohio, died February 14 in a hospital there after an emergency appendectomy. He was a native of Pittsburgh and attended school here.

He entered the employ of the Ohio Theatre as an usher and won several promotions until he became assistant manager. About five years ago he was promoted to a Warner theatre in Sandusky. He remained there until he was made manager of the Portsmouth house.

Services were held from the Spiker Funeral Home here. Former theatre associates acted as pallbearers. Burial was in Forest Hill cemetery here. His mother survives.

Pittsburgh Loses Veteran In Thomas P. Hollis

PITTSBURGH—A heart attack proved fatal to Thomas P. Hollis, 73, last Tuesday. Hollis, who was one of the early theatre supply dealers of this city, entered the industry in 1910 as machine repairman for General Film Co. In 1914 he established his own business, having as a partner later on, E. B. Morton, present manager of National Theatre Supply here.

Hollis is survived by his daughter, Mrs. Mariam H. Williams, wife of Newt Williams, local NTS sales representative.

Retired Exhibitor Dies

SALINEVILLE, OHIO—Herman Graubauer, 67, who operated the Graubauer here for more than 25 years, died recently at his home. He retired nine years ago. His widow and four daughters survive. Services and burial were locally.

Elements in Tune With "Wind"

Boston—"Gone With the Wind" left first-run Boston last week in appropriate fashion. The film concluded an engagement at Loew's Orpheum, Wednesday night, on the heels of a blizzard that was borne here on a wind which reached a local velocity of 82 miles an hour and a sustained intensity of 60 miles an hour. A large portion of the last night audience remained in Loew's Orpheum over night.

"GWTW" Ad Wording Protest to Metro

NEW HAVEN—Pursuant to a unanimous vote at the last meeting of Allied Theatres of Connecticut, executive secretary Lawrence C. Caplan this week addressed a letter to William F. Rodgers, general sales manager of M-G-M, pointing out that "Gone With the Wind" advertising is both "misleading and confusing" to patrons of subsequent run theatres. This opinion was the consensus of the 50 independent theatre owners present at the meeting, which is 90 per cent of the independents of Connecticut, the letter states. The opinion was based "on numerous inquiries both in person and by telephone regarding two paragraphs of the advertisement."

First the exhibitors object to the statement: "This production will not be shown anywhere except at advanced prices—at least until 1941." "The confusion seems to result from what is meant by 'advanced prices' when it will be shown at subsequent runs and in small towns. Will you kindly advise us whether the present prices of $1.10 in the evening and 75 cents at matinees will be maintained in subsequent runs and in small towns until 1941?"

A second misleading line, the independents say, is "See it in its entirety, exactly the same as Atlanta and Broadway premieres!" The letter protests that "this part of the advertisement seems to create an impression in the minds of our patrons that the picture will be cut before it is shown in subsequent runs and small towns." Allied asks for clarification of the advertising in order to safeguard patronage of the picture when it is shown in the subsequent run houses.

First Ridgefield Theatre Will Be Ready in March

RIDGEFIELD, CONN.—Ridgefield's first theatre will be completed by Irwin Wheeler, operator of the Darien, late in March. The 700-seat colonial type house will be called the Ridgefield Playhouse.

National Theatre Supply Co. has the contract for carpeting and installation of projectors. Cost of the theatre is estimated at $75,000. Policy will be either two or three changes a week, with single features whenever feasible.

Blizzards Leave New England Theatre Business Wobbly

Dog Racing Interests Experience Setback

BOSTON—Motion picture men, who have been fighting dog tracks in Massachusetts since pari-mutuel racing was okayed here several years ago, seemed to be in the driver's seat last week as the state racing commission, acting upon orders from Gov. Leverett Saltonstall, turned down applications of three dog racing syndicates for 1940 permits. The three concerns have been operating in Boston and Springfield suburbs.

The racing commission's explanation was that "it isn't satisfied with present ownership of the tracks in Massachusetts."

The action followed an investigation of the late Edward J. O'Hare, manager and stockholder at Dighton before he was murdered by gangsters in Chicago. Probers discovered that O'Hare was associated with Al Capone and was handling the racing interests of the Capone racketeers. Five stockholders of the Revere track have been indicted on income tax evasions since the O'Hare murder. One is Martin Hays, former Republican leader in the Massachusetts house of representatives.

Cifre & Swartz to Reopen Merrimack Park Drive-In

BOSTON—Joe Cifre and George Swartz plan to reopen the Merrimack Park open-air theatre this spring. Cifre, local equipment man who at one time sold out to National Theatre Supply Co., whose Boston branch he later managed for years, and Swartz, who has been involved in a number of theatre deals, first opened the drive-in two years ago. The 1938 hurricane demolished the location, flooding the ramps and overturning the screen house.

Cifre and Swartz left the situation idle last year.

Call Off Exhibitor Meeting

BOSTON — The Independent Exhibitors were compelled to call off their Tuesday meeting because of the storm. No new meeting date has been set.

New Pact to Robert Young

HOLLYWOOD—Metro has handed Robert Young a new term acting pact.

First-Run Business Good in Boston

Boston—Managers of local first-run theatres report that business has been surprisingly good ever since New Year's. Last week's blizzard put the first crimp in the influx of boxoffice receipts. Holdovers, paced by "Gone With the Wind," have been the rule.

BOSTON—New England theatre business was still taking it on the chin at press time as a result of two of the worst blizzards, only a week apart, here in the past half century. Outstanding along "the show must go on" motif were film transportation efforts. Two local Loew's theatres remained open Wednesday night for the benefit of stranded patrons.

The business film district was not so deserted in years as it was the latter part of last week. The small movie center, just a few hundred yards from the main Boston shopping district, was tied up by snow as late as Saturday with only Piedmont Street open.

Church Street, the main stem, had been shoveled for film delivery trucks only as far as M-G-M. Shawmut Street was a mass of drifted automobiles. Winchester and Melrose Streets were being cleared. Film cases were being shuttled in some cases by toy sleds.

Staffs of downtown theatres largely remained on hand Wednesday night. Ben Domingo put up RKO Boston and Keith's Memorial employes in backstage dressing rooms, while the key employes of both houses were accommodated at RKO expense at the Hotel Avery. Six acts managed to get through Thursday morning to open on schedule at the RKO Boston.

Metropolitan remained open for employes, although not knowing this, several of the staff put up at a nearby Hayes-Bickford and the Hotel Touraine lobby. A "GWTW" crowd made it an all-night stand at Loew's Orpheum. Fred Greenway accommodated some dozen outsiders, including policemen, at Loew's State.

Theatre business Wednesday night would have been surpassed in most instances by a fifth-run program dualler in Dublin on Good Friday. The Key in Middleboro, for example, pulled in only two patrons with "Gulliver's Travels." Roy E. Heffner jr., ordered the 50 cents refunded and the house darkened. One suburban theatre drew only four patrons, two of whom came in on passes.

Downtown Boston theatres did surprisingly well Thursday morning because of the fact that practically all Boston stores did not open doors and because thousands remained marooned in the city. Transportation difficulties continued the first of this week to knock off evening business in Boston proper, although suburban houses reported throngs.

The few out-of-state exhibitors that reached Boston prior to publication reported that the effects of the storm were not serious in northern New England. The main difficulty there was in the securing of prints. Whereas the northeaster brought over a foot of snow in Boston, Rutland, Vt., reported only four inches. Cape Cod and western Massachusetts were said to have been the hardest hit sections in the territory.

Gets "Bombay Uprising"

HOLLYWOOD—Edmund Hartmann will script "Bombay Uprising" for Universal.



After the Show Was Over—

Prof. William Lyon Phelps (second from right) of Yale, congratulates Barney Pitkin, manager of the RKO exchange in New Haven, following a screening of "Abe Lincoln in Illinois" at the exchange. In the party are Mrs. Nelson Ludington, related to star, Raymond Massey, and Dr. Ludington.

Windsor Second-Run Deal Brings Suit

NEW HAVEN—Asking reformation of the contract, $25,000 damages, and an injunction restraining sale of second run to its competitor, the Lampert Theatre of Winsor, Inc., operator of the 600-seat Windsor, Windsor, has started suit against Vitagraph, Inc., in the superior court for New Haven county.

The complaint, signed by Herman M. Levy, states that the corporation entered into first run contracts for features and shorts with Vitagraph in September, 1939, with the understanding that there would be no second run in Windsor. It is alleged that subsequently, in January, 1940, Vitagraph sold second run to the competitive house (the 600-seat Plaza Playhouse, operated by the Shulman interests of Hartford), with a clearance of 14 days. "Custom and usage of long standing in the business," the complaint reads, "dictated that in a town with the population of Windsor (8,000), the clearance of first run over second run be at least several months." It is also claimed that it is customary that the holder of the first run be consulted and conferred with for the purpose of arriving at a fair and equitable clearance before any second run contract is entered into by the distributor.

The plaintiff corporation asks that its two licensing agreements "be reformed so as to express the true agreement of the plaintiff and the defendant." In addition to money damages, a preliminary and permanent injunction against performance of the second run contract is sought. The case is returnable March 5.

Both Windsor theatres opened during the past winter. The Plaza was newly constructed, while the Windsor was acquired by the Lockwood-Gordon Corp. from Nathan Lampert and completely remodeled and renovated.

New Sound in Shawmut

BOSTON—New RCA dual-channel sound is being installed in the M&P 2,100-seat Shawmut in Roxbury, a Boston suburb.

Bingo Deals Severest Blows in Bridgeport

BRIDGEPORT, CONN.—Bingo is hitting the theatre boxoffices in this city harder than any other city in the state, according to a state-wide-known independent exhibitor. He states that the gross at neighborhood boxoffices here have tumbled 33 1/3 per cent since the game was legalized. Some relief was expected during Lent, but the churches are continuing their nightly games with the only layoff indicated during Holy week.

The Bingo advertisements in the daily papers are so big that they overshadow the smaller ads placed by the neighborhood houses. The games are even being held in the afternoon to attract the women patrons.

Other cities in the state have been hit at the boxoffice to the extent of around 20 per cent, but Bridgeport seems to have gone Bingo mad. Waterbury is next to this city in feeling the effects of the game with New Haven and Hartford following.

An intensive campaign against the game is soon to be launched with taverns and filling stations joining the theatre interests.

Return to Pre-"Wind" Policy

WATERBURY, CONN.—With the completion of the "GWTW" engagement, the Poli returns to Wednesday vaudeville and Thursday Hollywood Party money quiz.

Have Till March 15 In Waldoboro

Boston—Defendants in the anti-trust suit filed by George S. Ryan in behalf of the operators of the Waldo Theatre in Waldoboro, Me., have been given until March 15 to file answers. The litigation is one of the first motion picture anti-trust suits in which block booking has been made a primary factor in the bill of complaint.

BOSTON

ROBERT PRESTON was to have made a personal appearance at the Metropolitan this week ahead of "Typhoon" in which he is co-starred with Dorothy Lamour . . . Terry Kilburn was at Keith's Memorial ahead of "Swiss Family Robinson" . . . Maurice N. Wolf, Boston Friars Club president, is scheduled to return from the west coast the first week in March.

Jack Israelson has resigned from the M-G-M accessories department to go into the restaurant business . . . Alvin Fucillo, brother of film truckman, Billy Fucillo, has replaced Israelson at the exchange.

Arthur Morton, manager of the Scollay Square in Boston, has been working in with the Boston *American*, Hearst paper, on theatre exploitation. Morton promoted the slug, "See Popeye in color at the Scollay this week," in connection with the paper's cartoon page.

Lucien Descoteaux, who operates the Empire and Globe in Manchester, has been given a permit to put up a third motion picture house in the New Hampshire city. Descoteaux plans to have the location readied by early spring.

John Boles left for New York last week . . . Jack Haley and Shirley Ross are due to open in the Rodgers & Hart musical, "Higher and Higher," at the Shubert on March 7 . . . Walter Huston is in Boston . . . Tallulah Bankhead is due here next week.

Hal Moreau is now managing the Strand in Springfield for Herman Rifkin. James Skiffington formerly covered the house which, up to a few weeks ago, was operated by the Winchester Amusement Co.

Jan Kiepura, Polish film star, is scheduled to be in Boston, February 25, to give a benefit performance in behalf of the Polish Relief Fund. William F. Otis, well-known insurance man handling several film accounts, has been active in promoting the charitable affair . . . John E. Hoban, former Vermont exhibitor, died last week in Claremont, N. H., at the age of 72.

George Allaby is now managing the Calvin in Northampton for Sam and Nathan Goldstein . . . Harry McDonald, local RKO theatres divisional manager, announces "Abe Lincoln in Illinois" will go into Keith's Memorial on March 7. The picture was recently screened for exhibitors at the Uptown in Boston.

Phillip Lavine, New England divisional manager for Phil Smith, is back at his Metropolitan Theatre Bldg. office with a Florida tan. Lavine met local theatre men, Ralph Snider, Herman Rifkin and Phil Berler while he was south. Rifkin, theatre circuit operator, and Berler, booker for the E. M. Loew circuit, have both returned to the Hub. Snider, chain operator, is not expected back until next month.

Elihu Webster, manager of the Opera House in Rochester, N. H., is mourning the death of his wife . . . Franchot Tone was in Boston last week . . . Jane Wyatt arrived in New York this week from Boston . . . Adolph Johnson, Connecticut theatre

man, is back from Detroit . . . William Marsh, M-G-M auditor, has been in Boston.

Bert McKenzie, local M-G-M exploiteer, reports a number of New England theatre men are taking advantage of M-G-M's gratis offer of a six-chapter pictorial strip on "I Take This Woman." McKenzie says requests should be mailed to Syndicate Division, M-G-M, 1540 Broadway, New York City.

Marty Sheridan, local Monogram publicist now on leave of absence, writes from Mexico, "Sure is a lot different here from the good old U. S. A. 'Twas a long 3,100-mile trip."

John Scully, former local GB and GN manager who is now covering the Buffalo office of Universal, was in town recently . . . Frank Scully, Washington branch manager for Universal, was also here . . . William A. Scully, Universal divisional manager, left for Florida last week.

Ben Domingo, RKO city manager, has booked Will Rock for the March 14 *week-end on the RKO Boston Theatre stage. Rock is the official successor to Howard Thurston . . . Buck & Bubbles headlined the RKO Boston vaudeville review this week. Curly Clemens and Ruth Dening were also on the stage.*

Howard Burkhardt, manager at Loew's Orpheum, has been away for a week . . . Harry Segal, local Imperial head, was to have returned to New York this week . . . Adolph Haas and J. Don Alexander jr. of the Alexander Film Co. were in town.

Maurice Goldstein, M-G-M city salesman, found his automobile afire the other day . . . Helen Fitzgerald, the smile at Nesti's, was out of the district Thursday because of the storm. It was the first day she had missed in some time . . . Gertrude Hanlon, secretary to George S. Ryan, was out several days with a severe cold.

Arthur K. Howard, business manager for Independent Exhibitors, Inc., continues to further plans for the forthcoming Nathan Yamins testimonial dinner . . . Frank Lydon, eastern regional vice-president, has as yet set no date for the next Allied regional meeting.

Norman Glassman, operator of the Rialto in Lowell, has lost his mother . . . Harry Snider, New England manager for the Alexander Film Co., has left the Hotel La Salle here and may now be reached at the Ambassador Hotel in Portland, Me.

Benjamin H. Green, theatre broker, and Mrs. Green are in Florida . . . Harry Goldman, M-G-M checking supervisor, has been in the Pine Tree state . . . Les Abbott, Motiograph executive, has been in Boston . . . Harry Brandt, New York circuit owner heading the ITOA, may come into southern New England with a number of new theatres.

Doc Breed, RKO vaudeville booker, is back after sick leave . . . Gene Towne, RKO producer, is expected to be in Boston in connection with "Swiss Family Robinson" . . . Phil Spitalny is scheduled to be at the RKO Boston this week. James Bourke has been due here on Spitalny publicity.

Saturday Vaude Policy Is Ahead for Bijou

NEW HAVEN—A weekly Saturday vaudeville policy is set for the 1,482-seat Loew-Poli Bijou, downtown subsequent run, Harry F. Shaw, division manager, announces. Original date of March 9 is now indefinite, however, since the Bijou has been drafted as the holdover house for the first run Loew-Poli, during the engagement of "Gone With the Wind" at the College.

Although fourth and final week of "GWTW" is being advertised, Shaw predicts a fifth week will be found feasible.

Hub Real Estate Exchange Ponders Tax Revision

BOSTON — Boston theatremen heard speakers at the annual dinner of the Boston Real Estate Exchange at the Hotel Statler last week emphasize the problem of "Boston real estate's heavy taxation load and the pressing need" for relief from its burden. It was declared that property owners "are paying more than 70 per cent of the cost of municipal government and better than one half of the cost of entire state government." Advocated as a remedy, was a two per cent sales tax and a new Boston building code, both matters of prime film conjecture for several years.

$ $ $ $ $ $ $ $ $ $ $

A NEW GIVEAWAY THAT SPELLS

BOOKS—American Encyclopedia & Webster Dictionary

ON a deal whereby your patrons bear the cost.

XTRAORDINARY Values—Gold-embossed bindings

OFFERED exclusively for your neighborhood

FREIGHT charges prepaid.

FOR eight or thirteen weeks.

INCLUDES data on present war up to Sept., 1939.

CAPITOLIZE and dollarize with this

ENCYCLOPEDIA and dictionary sensation.



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

$ $ $ $ $ $ $ $ $ $ $

NEW HAVEN

AS WE went to press, George Comden was planning to supply the February opening for the territory, with the premiere of his beautified and enlarged Fine Arts Theatre at Westport. "His Girl Friday" was to be the feature. Every nook and cranny of the house have undergone renovation during the past five weeks' dark period . . . Ridgefield and Whitneyville make their bows in March.

Filmrow has been puzzled about the announcement of New York's Harry Brandt that theatre construction would start this spring in Putnam, Danielson, Bridgeport, Darien and Danbury, not to mention points in Massachusetts and Rhode Island . . . All plumbing and heating equipment in the Ridgefield Playhouse will be easily accessible by means of a basement corridor around the theatre . . . Fred Van Doren will have RCA sound in the new Tower, Waterbury. Entire contract otherwise goes to Modern.

Lester Isaacs of Loew's, Inc., projection department informs the Poli division that the special type semaphore lenses used for "GWTW" will be put in all houses for "Northwest Passage." Dim house lighting will also be used.

Dan Ricitelli, former 20th-Fox assistant ad sales manager, goes to Sam Hadelman's Colonial, Bridgeport, as house manager . . . Domenick Somma, formerly with Grand National, replaces Ricitelli at the exchange . . . Sympathy to Bob Munzner, assistant at the College, on the passing of his mother.

Allied Theatres of Connecticut is meeting every two weeks regularly at the Hotel Garde, with the next meet scheduled for February 27. E. Thornton Kelly, who was field representative here during the recent membership campaign, has been transferred to the post of field representative for Eastern Allied at Philadelphia.

Phil Gravitz, Metro booker, is recuperating from an emergency appendectomy at Grace Hospital . . . Lou Schaefer, Paramount manager, back at his post after a painful bit of eye surgery . . . Dora Hadelman went off for a holiday in Washington, leaving Sam in charge of Susanne and a few theatres.

Governor Raymond Baldwin visited with the John Siricas of the Strand, Thompsonville, during his recent trip to the city. The Harry F. Shaws leave March 16 for a three-week vacation in California and Mexico . . . Sam Badamo of the College also anticipates a vacation after the "Wind" has finished blowing him down . . . Dave Kaufman just about made the Poli ad department after that wedding in New York.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Tall blizzard tales: Everything was fine till Ben Simon hit his driveway. Then he started backing up a bit for a fresh start. An hour later he was half a mile from his house—stuck . . . Mike Tomasino was stuck in his own street with his Wednesday night show in the back of the car, so the White Way was dark that night . . . As were Washington Depot and Bantam, the Forest, Allingtown and several others. Leo Schapiro brags it took him all of 30 minutes to come from Guilford.

Harry F. Shaw planned a luncheon at the Hotel Taft and afternoon preview of "The Grapes of Wrath" (opening March 29) for gentlemen of the local press of New Haven, Meriden, Waterbury and Bridgeport. Bob Russell arranged the party . . . Hartford had its own preview, and Springfield and Worcester got together . . . Shaw also screened the picture for the governor.

Columbia office is suitably decorated for Abe Montague's 15th anniversary drive February 14 to May 10. The local exchange won a number of prizes last year and hopes to be on top this time . . . Barney Pitkin's office leads the country in RKO's Ned Depinet Drive . . . The Warner exchange still is first in its district in the Sears Drive . . . Universal's Bill Scully Drive rates New Haven 11th after six weeks.

John Kantaras reported straightened out with the Rialto, Stamford landlord, and continuing operation in spite of rumors to the contrary . . . Sam Weiss of the Stamford and Avon hasn't seen a picture in his own house yet . . . He goes to the pictures in New York on his days off . . . Morris Joseph due back from Florida any day . . . Jules Livingston of Alexander Preview Co. has signed with the Bostwick, Bridgeport, for trailer service.

Indoor sports department: Max Tabackman has been taking all the boys in gin rummy . . . Lou Wechsler is the original gentleman bowler, playing in hat, overcoat and gloves . . . Adolph Johnson's son, young Howie, broke another swimming record at Yale . . . Poli ushers drew duckpin rings around the house operators; then went out and challenged the Paramount ushers . . . Charlie Gaudino, Poli student assistant, was star of the game.

N. C. Wrisley has sold his 40-week glassware to Sam Hadelman for the Colonial, Bridgeport . . . Harold Rubin of Metro could teach the housewives a thing or two when it comes to arranging dishes attractively . . . Sam Farber and Sam Lind, New England representatives of Premium Promotion Syndicate, have many new deals on their 15-week encyclopedia: the Bostwick, Bridgeport; State, Jewett City; Barnum, Bridgeport; Alcazar, Naugatuck; Arcade, Springfield, not to mention an imposing list of Massachusetts, Maine and Rhode Island houses.

Louis-Godoy fight pictures and holiday prices Lincoln's birthday helped grosses, in spite of the stormy midweek . . . Connecticut Films is handling the fight pictures in the territory . . . Billy Elder interrupted the WELI program for several spot announcements on the fight films . . . Lou Schaefer distributed "The Light That Failed" study guides in the schools and arranged book store tieups. Bill Richey is subbing for Fred Warner, vacationing operator, in the Paramount booth.

Goldstein Bros.-TMAT Dispute Continues

BOSTON—The Goldstein Brothers-TMAT fight continues. The latest round was won by the Western Massachusetts Theatres, Inc., last week when the Massachusetts labor relations board dismissed a TMAT charge that Al Page had been discharged as manager of the Strand in Holyoke because of alleged union activities. Page, the TMAT averred, was the sixth circuit executive to be let out by Sam and Nathan Goldstein because of the union battle.

The TMAT allegations were dismissed without prejudice by the board which decided that "sufficient evidence was not found to warrant the issuance of a formal complaint."

Supervisor of Schools Aids "Gulliver" Run in Barre

BOSTON—John Hassett, manager of the Paramount in Barre, Vt., pulled 518 children out of a total enrollment of 2,000 in Barre's schools to a special morning performance of "Gulliver's Travels." Hassett worked the deal through a tieup with the superintendent of Barre schools.

"Other times," said Hassett, "we have been able to tie up the teachers in the schools with special announcements, but as we had so little time to sell this special matinee, we decided to go to the head of the entire system in spite of the fact that he had turned down previous requests. He allowed us to write copy for the announcements then had the announcements read in all classes."

Rifkin and Associates in Four New Corporations

BOSTON—Four new theatre concerns have been incorporated in Massachusetts for Springfield theatre operation. Herman Rifkin, former Republic franchise owner; Julian Rifkin, his son and general circuit manager, and George L. Rabinowitz, former Republic manager in New Haven and Rifkin's son-in-law, are the incorporators.

All four corporations are capitalized with 1,000 shares of no-par stock. They are the Garden Theatre Corp., the Jefferson Theatre Corp., the Liberty Theatre Corp. and the Strand Amusement Corp., all of Boston.

Local No. 74 Plans Ball

NEW HAVEN—Local No. 74 of stage employes in New Haven, Ansonia and Derby is planning a ball for the benefit of the sick fund in April.

Terry Kilburn's Tutor Catches Up With Star

BOSTON — Terry Kilburn, juvenile film star, had a dirty trick played on him when he was in Boston last week. They flew in his private tutor, Fletcher Clark, from Hollywood. Outside of that, Kilburn did okay.

Terry was accompanied by his mother and by Charles Levy of RKO. Harry McDonald, Ben Domingo, Anthony Zinn, Jack Granara, and Joe Ehrlick arranged a number of functions for the youngster, including a Hotel Touraine press luncheon.

W. J. Galvin, acting mayor, greeted Kilburn who was photographed with Galvin's five little daughters, the oldest of whom is seven. Kilburn gave each of the five a fifth interest in a single volume of "Swiss Family Robinson."

Kilburn, who seemed to have been well prepped in the publicity way, did a bit of this and that for "Swiss Family Robinson" throughout the day. He also let it drop that he had seen "Pinocchio" three times in New York. He'd have seen it more times, he said, if Mrs. Kilburn hadn't objected.

Julius Mintz Takes Two Fighters Under Wing

BOSTON—Julius Mintz, local projectionist, is now managing two fighters. Louis P. Vivola, 160-pound Massachusetts Avenue champion, and Vincent "Red" Doyle, Bay State 118-pound champion, have both signed with Mintz. They plan to turn professionals after the National Amateur Championships.

Mintz, a member of the Moving Picture Operator's Union, Local 182, is an operator at Ben Welansky's Bowdoin Square here. He has been a film man for the past 25 years. He first worked with the late Harry Decker. Mintz's first projectionist assignment was at the Shawmut in Roxbury.

Say Provincetown Wharf Theatre Is Collapsing

BOSTON—The Wharf Theatre in Provincetown, said to be the oldest summer playhouse in the United States, was reported collapsing into Provincetown Harbor last week. Bits of wreckage, including stage effects, were being strewn along the Cape Cod shore as a result of last week's blizzard and gale. The $20,000 structure was declared to be doomed. Eugene O'Neill was one of the first members of the Wharf Theatre Co. which from time to time has included numerous motion picture notables.

Deitch Seriously Injured By Hit-and-Run Driver

BOSTON—Ed Deitch, projectionist for M&P Theatres Corp. in Dorchester, was the victim of a hit-and-run driver on Blue Hill Avenue last week. He was removed to the Peter Bent Brigham Hospital where he has been in a serious condition. A young lady has been apprehended, accused of being the driver of the machine.

HARTFORD

ABOUT TOWN: New usherettes at the main stem Proven Picture are Freda M. Bishop and Barbara Chase . . . Russell G. Grant and Thomas Vaughan, Loew-Poli, went pistol shooting last Sunday at the Hartford Gun Club . . . Paul Binstock was in New Haven last Wednesday . . . Midnight showings are becoming quite popular at several theatres in the Greater Hartford area.

The wife of Peter DeCallie, Lenox projectionist, presented him with an eight-pound boy some days ago. The new offspring's handle is James Peter . . . Benjamin Fox and Russell Welden are new full-time fellows at the Farmington Ave. Central, West Hartford . . . Martin Kelleher, manager, Princess, was complaining of the snowstorm that hit this area . . . Bob Chester and his band and an assorted stage show appeared at the State.

Bill Marsh, usher, Loew-Poli, is assisting service staff head, Don Adrenotta during the run of "GWTW" at the Loew-Poli Palace . . . George Lessey and his wife, May Abbey, formerly of this town, are now under contract to M-G-M . . . A Swedish film was presented on the screen of the Rivoli . . . Paul Mosher, advance man for "The Aldrich Family," was in town conferring with the management of the State where the act opened on February 22 . . . Ethel Waters appeared on the boards of the Bushnell in "Mamba's Daughters."

Jottings: "GWTW" is into a third week at the Loew-Poli Palace . . . Declared Mary Humason, in an article from Hollywood in the Hartford Times *in regard to the motion picture studios: ". . . Business-like inside and out, they are run on the same principles employed in the large manufacturing plants and offices in Connecticut . . . Although the contrary is often true of their personnel and product, there is nothing glorified about the motion picture studios themselves" . . . An Italian film was presented at the State . . . Norman Reid, head usher at the Central, West Hartford, was seriously injured a fortnight ago, while en route to New Haven . . . Helen Murtha is the head cashier at the main stem Proven Picture.*

Prof. Robert Warnock of the University of Connecticut lectured before the Bard and Sage Study Club on "Contemporary Drama" . . . Samuel Harris, one of the owners of the State, has moved into a new home at 153 Westbourne Parkway in the north end . . . Eve Arden headed a new stage show which hit Springfield last Thursday at the E. M. Loew's Court Square . . . More Bay State City news: "His Girl Friday" went into a fourth week at the New Bijou . . . Joe Wiegel was in New York a few days ago goodbye-ing his brother-in-law, Sam Bischoff, who was pushing off for Hollywood and the motion picture world where this former Hartford fellow has made a phenomenal success. Bischoff, reports have it, is leaving WB for Columbia . . . Martin Harris, State, was ill last fortnight with a bad case of grippe . . . It's "Dish Night" on Thursdays at the Rialto here . . . Same day is "Amateur Night" at the State in Jewett City.

In and about the state: Division Manager Harry F. Shaw and Publicity Director Lou Brown, Loew-Poli, have been plenty busy with "GWTW" . . . Lawrence Lagner will reportedly operate the Westport County Playhouse this summer . . . Palace, New Britain, has inaugurated weekly half-hour quiz presentation. Plan was originated by Peter Perakos, owner, and William Clanyce, advisor . . . Hippodrome, Bridgeport, has resumed Tuesday and Thursday matinees . . . Russell G. Grant, Loew-Poli student assistant, says that a full-length novel could be written about "GWTW" doings hereabouts. Why not you, Russ, we say.

Greater Hartford theatremen will miss Paul Binstock, Lyric, resigned . . . Jack Morrison has reportedly been named assistant manager to Edward M. Dowling, Capitol, Pittsfield, to succeed William Merrick . . . The Hartford *Newsdaily*, new tabloid, is slated to make its first appearance on or about March 1 . . . After having been dark the past few months, the Capitol, New Britain, was reopened for the showing of "GWTW." Vic Morrelli is in charge . . . "The Fighting 69th" went into a third record-breaking week at Manager Frank Morin's Regal.

Lou Brown, the Mrs. and daughter, Shirley Lou, are at present enjoying southern sunshine. Lou is Loew-Poli publicity man in New Haven . . . Rialto, Worcester, has acquired new RCA sound . . . Rudy Frank, State publicity director, is working on advance plugs for the coming of Jimmie Fidler and troupe from the west coast . . . Thursday openings have started in Loew-Poli houses in New Haven, Hartford, Bridgeport and Worcester . . . Main stem Loew-Poli Palace marquee has undergone some alterations.

Asylum Street doings: Jimmy Lombardo, assistant head usher at the M&P Allyn, was best man at a wedding last Wednesday . . . Crown bowling team was victor in a match with the boys of E. M. Loew's . . . Olive Mendolson, cashier, Allyn, broke two fingernails but reported for work, as usual, with the digits bandaged . . . E. M. Loew's manager, George Landers, seen walking up the street last Friday afternoon in the company of an acquaintance and enjoying the wintry weather . . . Allyn held over "The Light That Failed" for a second week.

Manager Jack A. Simons, Loew-Poli, is gloating over the fact two Book-of-the-month Club selections are due at his house soon in film form, of course . . . "Calling All Nations," a Moral Re-Armament film, was shown at the Allyn . . . Vic Morrelli of New Britain has been named manager of the WB Rialto here . . . Those trying to see Lou Cohen, Loew-Poli Palace manager, during the past few weeks, have found the popular Mr. C very busy with "GWTW" . . . Wally Cooper, Loew-Poli assistant manager, is still over at the Palace helping Lou for the duration of the run of "GWTW."

Clifton Completes Chore

HOLLYWOOD — Elmer Clifton has completed his adaptation of 20th-Fox's "Down to the Sea in Ships."

BRIDGEPORT

DAN RICITELLI, formerly of 20th Century-Fox exchange in New Haven, is the new manager of the Colonial, succeeding Ernest Grecula who has gone to the Avon, Stamford, as manager.

Mr. and Mrs. Matt L. Saunders and son, Robert, are back from a holiday in Atlantic City . . . Al Smith, manager of the Lyric, is Fairfield county's newest honorary deputy sheriff.

Mrs. Charles Levine has gone to Florida. Her husband, president of the Strand Amusement Co., will follow in about a week . . . Kay Roscka, Loew-Poli usherette back on the job, after a siege with the grippe.

Morris Hadelman of Shelton, Shelton, has gone to Florida for the remainder of the winter. He was accompanied as far as Washington by his son, Samuel R., manager of the Capitol and his daughter-in-law

Julie Prucin, relief cashier at the Globe, is back after a tour of duty around the state helping out with "Gone With the Wind" . . . Rumors are around once more that the long-dark Park will reopen soon.

Michael Carroll has reduced admissions for his Tuesday and Thursday matinees . . . The Capitol and Colonial are playing day and date on their Sunday shows.

Manny Kugell, Warner manager, took the missus to New York to celebrate that wedding anniversary . . . The State, Torrington, will soon start booking stars for personal appearances.

The Lyric is expected to call it a season in two weeks . . . Frank Toth, projectionist at the Colonial, is out of the hospital and expects to be back in the booth soon.

Robert McCabe, usher at the Warner, has resigned due to ill health . . . Ann Carney, cashier at the Lyric, was the subject of one of Harry Neigher's cartoons in the Sunday *Herald*.

"My Little Chickadee" Is Passed With 40 Others

BOSTON—"My Little Chickadee," co-starring W. C. Fields and Mae West, was passed without eliminations last week by the Massachusetts department of public safety. Forty-one motion pictures in all were okayed without cuts. Sunday vaudeville permits were issued to 24 acts, including Buddy Rogers' orchestra. Three other routines were ordered to eliminate "all dancing" and the epithet "Hell."

Tells of Tribulations

BOSTON—William Gallagher, stagehand at the RKO Boston, discussed behind-the-scene tribulations last week in a radio interview on WBZ. Priscilla Fortesque, recently back from Hollywood, did the interviewing. Jack Granara, RKO publicity manager, arranged the tieup. Jeanne Martinez, formerly secretary to Dave Ambuter in the film district, authored the script.

David Perkins Managing The Strand in Holyoke

BOSTON—David Fessenden Perkins is now managing the Strand in Holyoke for Western Massachusetts Theatres, Inc. Perkins, manager of the Calvin in Northampton for the past several years, joined the Goldstein Bros. after a turn as general advertising manager for the Schine circuit. He was previously assistant to Harry Browning, advertising manager for the M&P Theatres Corp. in New England.

Perkins is a veteran showman and former fencing champion of the United States. He toured the world as the lead in "Three Musketeer" type of plays. Perkins wrote a best-selling novel along similar romantic lines when he was 13 years old.

Montague Anniversary Drive Gets Underway

BOSTON—The Abe Montague 15th anniversary campaign was put into effect throughout the country last week in a sales and billing drive that is scheduled to conclude May 10. Montague, Columbia general sales manager, was born in Boston 48 years ago. He became an exhibitor in 1909, operating a house in New Hampshire. Montague had an interest in Independent Films, Inc., which was later taken over by Columbia. Soon afterwards he became eastern divisional manager for the distributor.

Hold "Wind" in Manchester

MANCHESTER, N. H.—The State announces a four-day holdover for "Gone With the Wind," after a week's successful showing.



For Radio Debut—

Manager Harry Botwick of the State Theatre at Portland is congratulating usher John Trabold upon his being chosen to appear on the Doublemint program, "Spreading New England's Fame," over the Yankee Network. Eighteen stations carried the program from Portland on January 21.

NEW HAMPSHIRE

THE State in Manchester offered Sonotone facilities for patrons with impaired hearing during its showing of "Gone With the Wind" . . . Peter D. Latchis, prominent theatre owner in Keene, has been elected treasurer of the Keene Taxpayers' Ass'n.

There is a Movie Appreciation Club at the new Spaulding High School in Rochester which keeps close tabs on current films. Committees are chosen to review pictures and "stills" of features shown at local theatres are posted in the club quarters. Discussions are also frequent among the youthful film experts.

Gov. Francis P. Murphy has invited Sonja Henie, ice nymph of the flickers, to attend the national ski jumping championship in Berlin (New Hampshire, of course) February 24-25 . . . Jerry Bangs, who invents the gags for Ringling clowns, recently produced a home talent show written by himself, in Lisbon, where he hangs his hat when not traveling with the "big top."

The Manchester Street Railway co-operated with the State during the New Hampshire debut of "Gone With the Wind" by having trolley cars waiting in front of the theatre after each night performance ready to take patrons to all parts of the city.

Schmuck and Kennedy to Distribute Young Fun

BOSTON—Joe Schmuck and James Kennedy have taken over the New England distribution of Young Fun, cash and premium giveaway for juvenile trade. The pair are operating the deal out of 14 Piedmont Street.

Kennedy and Schmuck are also distributing Keen-O-Quiz in this territory. Some 15 houses are operating the latter deal.

Young Fun is scheduled for a Massachusetts tryout at the Key in Middleboro.

Lila Izen Loses Mother

BOSTON—Lila Izen, Wholesome Film Service executive, has lost her mother. Miss Izen, wife of David Shapiro, who is associated with her in motion picture distribution, has been prominent in the Boston film district for years.

Capitol Has Book Deal

BOSTON—Kenneth Douglass, head of Capitol Theatre Supply, announces that the concern has taken over exclusive New England distribution of Library Night. The deal, includes an eight-volume set of the new American Encyclopedia and a five-volume set of the new American Dictionary.

Flanagan to Lyric

HARTFORD—William Flanagan, formerly in charge of the northend Lenox, succeeds Paul Binstock, resigned, as manager of the Warner Lyric here.

Postal Regulations Against Handbills Occupy MPTO

NEW HAVEN—Following a report by executive secretary, Herman M. Levy, Connecticut MPTO discussed the problem of small town exhibitors who have been prohibited from placing weekly programs in home mail boxes, at a regular luncheon-meeting held Tuesday, at Ceriani's.

The secretary reported that there is a federal law which makes it a crime to deposit circulars of any kind in home mail boxes without postage. A recently-passed postal regulation moreover instructs letter carriers to take out such circulars and return them to the post office. Further discussion on the organization Bingo was had, and preliminary plans for combating the competition were proposed. A new meeting was scheduled for March 19 at Ceriani's.

The legislative committee of Allied Theatres of Connecticut met Tuesday at the Hotel Garde to discuss the groundwork for legislative action when the new session meets next fall. Allied addressed a letter to all independent exhibitors in the state, whether members or not, apprising them and offering them the services of the newly-formed grievance committee, of the organization. A regular luncheon-meeting of Allied is scheduled for 12:30 p. m., Tuesday, February 27, at the Hotel Garde.

Dual Moves Over

NEW HAVEN—The dual combination of "His Girl Friday" and "Music in My Heart" moved from the Poli to the Bijou for another week.

PROVIDENCE

PROVIDENCE theatremen won't soon forget the Valentine sent by the Weather Man in this year of 1940. Worst blizzard in 19 years played havoc with Wednesday night grosses and as evening performances ended, managers found themselves forced to play host to their few patrons. Manager Eddie Reed of the Strand dug up a piano player and singer in the audience and put on an impromptu community sing program, then followed with a preview of next day's program. At RKO-Albee, Manager George French sent out for coffee and cakes and set up a portable radio in lobby so that patrons might enjoy dancing. Manager Ed McBride, with only 400 customers present out of a near capacity advance sale of reserved seats for "GWTW," also sent out for coffee and refreshments to help make the hours more comfortable for those forced to stay in the theatre all night. Fays, Carlton and Majestic also had to shelter patrons until dawn.

Ward Jukes, RKO-Albee house artist, took Saturday off and went to Boston—spending the day taking in two motion picture shows.

Ed Reed, manager of Strand, trekked up to Boston Monday to bring Robert Preston to town for a personal appearance at his house. Preston also dropped in at the Stadium, Woonsocket, for a brief p. a. Monday matinee en route to Providence.

"Gone With the Wind" is due to end its run at Loew's State Wednesday night. It opened at the house January 26. Cash receipts on February 13 were $119,442, with Manager Edward McBride expecting total gross for the run to reach better than $140,000, despite the blow dealt to business by last week's blizzard.

Arthur Goldstein, manager at Avon, left town Tuesday for a three-months training course at U. S. Infantry School at Fort Benning, Ga. Goldstein is a captain in the U. S. Army Officers' Reserve Corps. Robert L. Grossman, former assistant at Avon, and more recently assistant manager at the Cameo, South Weymouth, will manage the Avon during Goldstein's absence.

E. M. Loew's long battle with the union in Newport, where the circuit has operated the Colonial for three years, promises to end shortly as the house has reportedly been sold by its owners. Purchasers are not revealed, but are believed to be a large chain store firm who will either remodel or raze the building and erect a new structure.

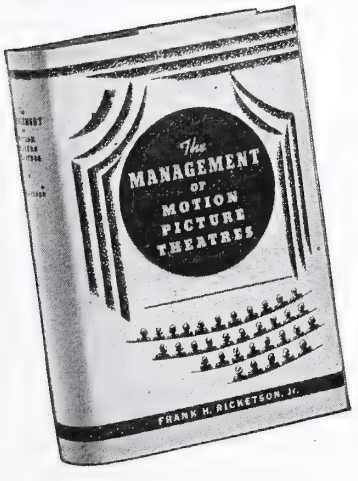
He Dreams of Golf In Spare Time

Dover, N. H.—Mel Morrison, manager of the Strand here, has few idle moments these days.

As head of the Retail Merchants' Ass'n, he is pushing a plan to advertise the city with signs at all principal highway approaches, and has also been busy with affairs of the recent March of Dimes campaign of which he was ticket chairman.

In spare time, he dreams of conquering his pals on the golf links this summer.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 2-24-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

Reservations Boom For Variety Meet

DALLAS—Hotel reservations are coming in for the April 18-20 national convention of Variety clubs here. Joe Estes, reservations chairman, has sent out a questionnaire to all prospective visitors which is receiving lots of attention and quick replies. In the "whoopee" department of the questionnaire, requests for "lamb frys" is leading by a neat margin, and for the main part, Joe says room reservations for the several downtown hotels are coming in nicely.

President of Mexico May Attend Variety Convention

DALLAS—The President of Mexico, Senor Lazaro Cardenas, will attend the Variety national convention here in April, it has practically been assured, according to Paul Short, vice-chairman of the convention executive control committee and chairman of entertainment.

Short said negotiations for the presence of His Excellency were carried on through Senor L. P. Abru, the newly appointed Mexican Consul in Dallas.

Yates and Grainger Hold Dallas Republic Meet

DALLAS—Herbert J. Yates, president of Consolidated Film Laboratories, and James R. Grainger, president of Republic, conducted a sales meeting over the weekend at the Adolphus Hotel. B. F. Busby of Little Rock and Sol Davis of Oklahoma City attended, along with W. G. Underwood, C. C. Ezell and Lloyd Rust of the Dallas exchange.

Republic, it was pointed out, is now concentrating on "Dark Command" with John Wayne, released March 15, and on "Rancho Grande," Autry's new picture now in production.

Golden in Huddle With Dallas Monogrammers

DALLAS—Eddie Golden, Monogram's general sales manager, conferred on sales plans with the local franchise holders, Ed Blumenthal and John Franconi. Incidentally, he gained applause for his talk at the Variety luncheon.

Golden said W. Ray Johnston, Monogram president, and he, would be back in Dallas for the Variety national convention. From here, Golden flew to Hollywood.

Keeps Republic Post

OKLAHOMA CITY—Buddy Moran, booker at the Republic exchange here, has not resigned that post as was stated in a recent news item in BOXOFFICE. The story had Moran purchasing a theatre at Pawnee, Okla., and resigning to operate it. Moran explains he only purchased the new house as an investment and will turn its operation over to another party.

Claude Ezell Soon Home in Dallas

Dallas—Within the next few days, probably less than a week, Claude C. Ezell will return to Dallas as a permanent fixture, according to Lloyd Rust, manager of the Republic exchange, in which organization Ezell is a partner with W. G. Underwood. For the past few months, Ezell has been in Florida working on additional interests.

Humanitarian Award To Martha Berry

ATLANTA—Members of Tent No. 21 of Variety are highly elated over the selection of Miss Martha Berry, Georgia's "Sunday Lady of Possum Trot," to receive the 1939 Humanitarian Award offered annually by the Variety Clubs of America to the person doing the most notable work for boys and girls during the year.

The award, in the form of a $1,000 plaque, will be given to Miss Berry at Variety's annual convention in Dallas, to be held April 18-20. About 40 members of the Atlanta club are planning to attend.

Miss Berry has long attracted attention with her splendid work among the poor in the Georgia mountain districts. Her project was recently featured in a March of Time reel.

The group which selected Miss Berry consisted of national newspaper and magazine executives, including Major Clarke Howell, editor of the Atlanta *Constitution*. The idea of the award was started last year when Father Flanagan of Boys Town, Neb., was first honored.

Convention Song

DALLAS — Impresario Louis Charninsky, one of Elm Street's live wire managers, has come through with a song dedicated to the National Variety convention to be staged here April 18-20. In a lusty baritone voice the composer rendered his creation at Variety's Monday luncheon. Here's the verse titled "The Texas Variety Club Affair."

Now all through the nation,
There's quite a sensation,
  It all was caused by Texas Variety Club Affair.
A fellow named Louie
Once went to St. Louie
  To find a certain girl who wasn't there.

Since then he found out that her name was Alice,
And that she made her home way down in Dallas.
He wrote a note to her as to about what, when and where.
She answered back, "The only way is, meet me at the Affair."

CHORUS

Alice, his gal, is in Dallas,
  At the Texas Variety Club Affair
Alice, his gal, is in Dallas,
  So you can bet that Louie will be there.
Imagine seeing Louie in a big ten-gallon hat,
With a big six-shooter on his hip—a cowboy aristocrat.
Come on, Louie, from St. Louie,
  We want you to be there,
For Alice, your gal, is in Dallas.
  At the Texas Variety Club Affair.

PATTER

He had a Kittie in Kansas City,
  He had a Dela in Delaware,
He had a Minnie in Minneapolis,
  And Annies you can find anywhere.
He had a Nettie in Cincinnati,
  Then after searching everywhere
He heard that Alice, his gal, is in Dallas
  At the Texas Variety Club Affair.

Incidentally, when not in the composing mood (he is a musician and from a family of musicians), Charninsky is one of the few triple managers in the business, having the Rialto, Capitol and Mirror in his assignment.

Watching Mississippi Chain Tax Measure

JACKSON, MISS.—Exhibitors are keeping a close watch on the progress in the state legislature of the Ford bill imposing a graduated tax on chain stores, fearful that theatres will not be exempted. The measure provides a levy on chain grosses in addition to the license fee. The revenue would go to old-age state pensions.

The bill is patterned after the Louisiana proposal in that tax-determining base is the number of units throughout the country, not necessarily within state boundaries. If applied to theatres, it is pointed out the tax would be imposed on Mississippi houses of a chain in proportion to the number of units it holds nationally.

The scale:

A minimum of 20 units, $20 per unit; 20 to 40, $100 each; 50 to 100, $250 per unit; 100 to 250, $500 each; 250 to 500, $800, and $1,000 per unit on chains of more than 500. All fees are to be annually.

Lucas & Jenkins Will Build 1,300-Seater

ATLANTA—Plans have been announced by Lucas & Jenkins for the construction of a theatre in West End. The site has not been definitely selected, but it probably will be on Gordon Street near Gordon Place. Cost of the development is expected to be close to $50,000.

Plans call for a seating capacity of 1,300. Of fireproof construction, the theatre will be one story and basement with a mezzanine.

Plans are being prepared by Henry H. Jordan, local architect, and the Capitol Construction Co. will have charge of the work.

Pettit in Hominy Taken Over by Consolidated

HOMINY, OKLA.—The Pettit, one of the largest and most elaborate showhouses in Osage county, changed hands last week as the owners, Mrs. Charles Pettit and son, Harris B. Pettit, signed a long-term operating lease with Consolidated Theatres, Inc. C. R. McCullough, manager of the Ritz, a Consolidated house, will manage both theatres.

The Pettit was built in 1920 at a cost of $150,000. It seats 1,200.

Assign Virginia Van Upp

HOLLYWOOD — Virginia Van Upp will adapt "There's Always Juliet" for Paramount from the play by John Van Druten.

Visual Education Is Tripled in Texas

AUSTIN—The march of the motion picture into the class rooms and club rooms of Texas has tripled in the past decade, figures released by Mrs. Charles Joe Moore, director of the visual instruction bureau at the University of Texas, reveal.

Reports from 3,404 users of bureau films show that 1,027,542 people saw 10,906 presentations during the last four months of 1939 alone, Mrs. Moore said.

An average of more than 30 shipments are made from the bureau daily to educational, civic, and religious groups. Subjects vary in scope from "Mickey's Good Deed," an Our Gang two-reeler; to "Principles of Electro-magnetism," a one-reeler on electro-magnetic phenomena.

Attributing the steady but rapid increase in the use of visual instruction to the increase of rural electric power and the growth of interest in motion pictures as an easy but impressive way of teaching, Mrs. Moore sees a need for continued expansion of the work.

In connection with this growth of distribution of educational films, it also will be noted that Texas has built more motion picture theatres than any other state in the past year.

School Film Expansion Program Discussed

DALLAS—Superintendents and principals of Dallas county schools were in Dallas at the call of J. P. Harris, county superintendent, to investigate and witness demonstrations of various makes and types of 16mm sound equipment.

Experiments in visual education the past three years have been definitely successful, Harris said, adding that such a program would be launched immediately in the county's rural schools. Each school will be urged to buy its own equipment, he said. Additional funds of $3,000 were authorized by the school board to aid in financing equipment purchases and to buy more film in addition to the county's present library of 50 subjects.

When educational films first started to be shown in the schools, Harris said that 243 children of the county saw their first motion picture.

Restore La Villita

SAN ANTONIO—Restoration of La Villita (The Village) will garner aid from Interstate. The chain will contribute proceeds from "Hello Beautiful," musical revue, to be held at the Majestic, March 1. A preview of Universal's "Oh, Johnny, How You Can Love" will augment the program. All seats are $1.

"Pinocchio" to Poor Kids

OKLAHOMA CITY—Nearly 800 underprivileged children were guests of City Manager W. A. Quinn at an advance showing of "Pinocchio" at the Criterion.

Western Story Supervisor

HOLLYWOOD — Maurice Geraghty has joined Republic as a western story supervisor.



Newlyweds—

Mr. and Mrs. Jess Norman of the Best Theatre in England, Ark., who have been honeymooning in Florida the past 30 days. Married December 1, the news has just reached the Arkansas-Tennessee territory.

Into Controversy Over the Status of J. B. Dudley

OKLAHOMA CITY—The question of whether J. B. Dudley, city attorney, is qualified to represent the defendant in the suit of A. B. Momand, Shawnee, against Griffith Amusement Co. and Consolidated Theatres, Inc., has been referred by Alfred P. Murrah, federal judge, to the committee on grievances of the bar association.

Dudley, who withdrew as attorney for the Griffith company some time ago, has filed a petition in federal court asking Judge Murrah to pass on his qualifications. Momand filed an answering brief which stated Dudley represented him in 1935 in an identical suit against Paramount-Publix Corp., and, therefore, is well informed of all records and confidential information possessed by him. The brief mentioned the possibility of Momand filing formal charges against Dudley if he acted for the defendants.

"Leap Year" Marriage on Ruffin Theatre Stage

COVINGTON, TENN.—A lucky couple, chosen by the theatre management from a number of applicants, will be married free of charge February 29 on the stage of the Ruffin in a "Leap Year" ceremony.

Local merchants are going to help the pair get off to a right start with gifts, and the theatre, besides providing the minister and marriage license, will add a six months' pass for good measure.

Heating System Freezes

FOUNTAIN CITY, TENN.—The Palace here was forced to suspend operations during the recent cold wave because its heating system pipes were frozen.

De Luxe Neighborhood Planned for Dallas

DALLAS—In the building march of new theatres in Texas, wherein the state headed the country in this regard during 1939, a 500-seat streamlined house of the deluxe type has been announced for the Lisbon section, southernmost outpost of the Dallas city limits.

The location was given as close to the United States Veterans' hospital now being completed. It will be 40 by 115 feet. The structure will include two stores on either side set back for head-in parking. Additional parking space is to be provided. Plans have been completed by Raymond F. Smith, local theatre architect.

The new house is to be managed by Irving Lambert, whose actual identity with this business could not be learned at press time. Those discussing the new project thought he was the Irving Lambert managing the Tab at Granger, who is a son-in-law of Dave Bernbaum here, and well known in theatre circles.

Incidentally, the Lisbon sector has been a hotbed for talk as a likely theatre spot. Several theatre men and a promoter or two, have talked plans for development there, but so far no one else has come through with an announcement.

Another new theatre project for Dallas is the Airway, which P. G. Cameron will start building near Love Field airport soon after March 1. Still another important new house for this part of the state is the new White, almost ready on Hemphill St. in Ft. Worth, which will be owned and operated by M. S. White of Dallas.

C. of C. Okay Proves No Bank Night Shield

OKLAHOMA CITY—Even the official blessing of a chamber of commerce is not enough to legalize the outlawed institution known as Bank Night.

The attorney general's office put a ban on it in 1938, but two Guthrie theatres, operated under the same management, have been maintaining a form of Bank Night. The board of directors of the Guthrie chamber of commerce passed a resolution of cooperation, and one of its representatives has been conducting the drawings.

But this is a lottery, resolution or not, Stephen Holloway, assistant attorney general, has ruled for Hugh Adams, Logan county attorney, and it can be stopped by injunction as a "common nuisance."

Picture to Descendants

NEW ORLEANS—A motion picture film of this city, prepared by the Association of Commerce, has been forwarded to Oglethorpe University in Georgia for inclusion in a "crypt of civilization" being prepared by the university. The crypt, wherein will be placed various commodities depicting the present age, is planned to be sealed for 6,000 years.

Lanfield Pilots Shirley

HOLLYWOOD—"Young People," next Shirley Temple starrer for 20th-Fox, will be directed by Sidney Lanfield.

OKLA. CITY

BOB PFOTENHAUER, manager of the State, is sporting a swell sun-tan, yet he never gets outside the theatre during sunlight hours. The answer is the brand new lamp he has in his office.

Give Spence Pierce, manager of the Midwest, credit for a bang-up campaign on "Remember the Night" which covered some 23 publicity "plants," contests and promotion stunts. And every one out of the book! . . . Mrs. J. Eldon Peak, of the Oklahoma Theatre Supply Peaks, is recovering from a recent illness.

The week's bowling news in the Variety Club League: RKO took three from Standard Theatres, 20th Century-Fox nipped National Theatre Supply for three, Griffith Amusement Co. won two and lost one in their setto with Warner Bros., and Paramount Pictures snared three from Clark Poster. Two boys hit the 200 mark, both twice. Peel of Warner rolled 165-209-200, while Plumlee of Paramount clipped 179-205-200.

Try Again in Ada

ADA, OKLA.—A petition has been filed with Ada city commissioners asking that a special election be held March 19 to repeal statutes which prohibit operation of theatres on Sunday. The matter has been defeated at the polls three times in the past.

Boy Shot as Dynamite Explodes on Screen

DALLAS—Explosive shots from the screen and the crack of a pistol shot which seriously wounded a young boy were heard simultaneously in the Bison a few nights ago. The show was a double feature, "Two Bright Boys" and a western. In one film an oil well was dynamited and at the same time the pistol was heard and the victim discovered bent over in his seat. The gun with one shell fired was found on the floor. The manager was notified and the victim taken to a hospital. Other details of the incident have not yet been accounted for.

Film for Farmers

CLARKSVILLE, TENN.—Theatres in Clarksville, Cumberland City, and other towns in Montgomery and Stewart counties are allowing use of their facilities in showing local farmers "The Four Pillars of Income," a film portrayal of successful methods of farming and livestock raising, which is being sponsored by local banks.

New Azteca Releases

EL PASO—New Azteca films now ready for release include the following made in Mexico: "El Capitan Adenturero," starring Jose Mojico; "Papa Soltero," featuring Tito Guizar, and "Una Luz En Mi Camino" with the blind actor, Joaquin Busquets.

DALLAS

W J. WOOTEN of Canyon and Homer Mulkey of Clarendon, exhibitors from the Panhandle, were together on the Row to contact exchanges and handle advance bookings.

J. O. "Pinky" McClanahan is back in National Screen's art department after a short spell of "near pneumonia."

Pat Garwyn of the Texas Film Exchange is back from a business trip to Oklahoma City and Tulsa.

Wallace Walthall, branch manager of National Screen, reports nice results on a trip in and around Oklahoma City. He returned to his office Tuesday.

Jack McCarthy, whom many Texas exhibitors will remember as a salesman for Paramount back in the "Covered Wagon" days, is in town and contemplates a new connection or location. He has been selling films in the Omaha territory and says he also operates small theatres in that area which he will sell or lease if he finally locates in Texas. When he operated in Texas, McCarthy sometimes made speeches in front of theatres and otherwise entertained the crowd as it gathered.

Henry Reeve, Mission at Menard, was in town on a booking trip. He says business suffered out there from the recent wintry blasts which broke a record here for over 40 years. Besides his theatre and other

(Continued on next page)

Cyclex

REG. U. S. PAT. OFF.

IS THE REAL SENSATION IN NEW LAMPS

NOT just a Low Intensity Lamp converted to burn Suprex Carbons . . . BUT—An Entirely New PATENTED Principle.

Cyclex DOES NOT USE RECTIFIERS OR GENERATORS

Gives Suprex, or High Intensity Light. Costs Less to Operate than LOW INTENSITY. ONE PAIR of carbons burn EIGHT HOURS.

Ask for a Demonstration in Your Theatre. You Won't Consider Any Other Lamp When You See It.

Distributed Exclusively in Texas by
(HENRY SORENSON)

MODERN THEATRE EQUIPMENT CO.

2009½ JACKSON ST. PHONE 7-5009—6-2547 DALLAS, TEXAS

DALLAS

(Continued from preceding page)

interests, Reeve is president of Menard's chamber of commerce.

Buying sound and other equipment and films for the Queen he will soon open in Tenaha, Tex., E. Lee Scarborough of Center was on the Row contacting those various sources.

Ed Blumenthal, partner in the Monogram Texas franchise and the Dallas exchange, is back from a lengthy trip to California and up and down the west coast, which he said he and Mrs. Blumenthal thoroughly enjoyed. The trip was made in a new car.

Emile W. George of the Lincoln colored house in Port Arthur was a booking visitor. His operation there, which he started several years ago, is considered in the success class. George started in the technical end as a projectionist, graduating to his own theatre.

Miss Winifred Cutler, private secretary to Paul Short, district manager of National Screen, is on the well-known merry-go-round. What with the stress of her regular work, she is doing double duty for the coming Variety convention, of which her boss is an important chairman on arrangements.

Rubin Frels of Victoria spent part of the week in Dallas booking for his south Texas circuit of small towns. It is understood he closed deals for important product while here.

J. L. Lyne jr., Columbia shipper, is back on the job after a stay in the hospital where he underwent surgical treatment.

Leap Year Owl Shows Click

Dallas—Some Texas exhibitors have been capitalizing this year on Leap Year Midnight Shows and with a reported profit. The idea has been to have the girls phone the boys, pick 'em up, and pay the theatre fare. Maybe it didn't work out exactly that way, but interest in midnight shows has been stimulated.

New Theatre to Replace Fire-Gutted Alvarado

DALLAS—W. B. King, of King Scenic Studios, has secured the contract to decorate and furnish the new theatre now under way for Will Barnes at Alvarado, the former announced this week. The Alvarado was wiped out by fire a short time ago and the new house is to be in a remodeled building just across the street from the old location. King said the house should be ready to open in four to six weeks.

Sorenson Distributor for New Ashcraft Lamps

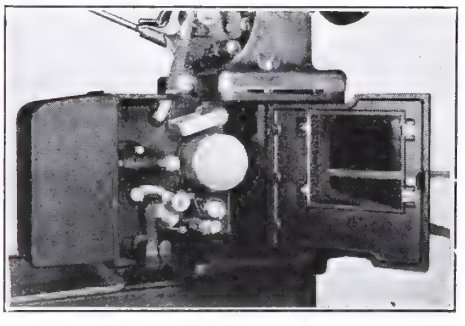
DALLAS—Henry Sorenson of Modern Theatre Equipment Co. announces he has been appointed exclusive distributor in Texas for the new Ashcraft Cyclex projection lamp, as well as a new type Suprex lamp by Ashcraft. The Cyclex uses no rectifiers, generators or converters. The new Suprex is designed for the medium size houses.

El Paso Opening Set

DALLAS—The new Pershing, located at Five Points in El Paso, will be opened by Interstate on March 21.

NEW SOUND AT LOW COST

PLUS SUPERB QUALITY



New Master Model Sound Head

Trade in Your Old Sound, and Save Money

HERBER BROTHERS

210 S. HARWOOD DALLAS, TEXAS

HOUSTON

THE Met has one of the new sound trucks Interstate will put into service in Houston and near-by towns. There will be two of these neat white jobs for the local theatres to use.

The Tower, one of Houston's luxury suburbans, makes a hit with the home owners by presenting Sascha Cummings, garden authority, solving the garden problem and with suggestions for a beautiful lawn, at the early show Tuesday.

John Smith of the Met comes through with another of his unusual lobby displays, this time with lots of silks and satin and by placing his mirrors at the right angles he put an honest-to-goodness live girl in a small fish bowl to get plenty of attention for his coming attractions.

Paul Hoculli, screen critic of the Press, *accompanied pretty Jeanne Towery and her mother to Hollywood to be guest of Paramount Pictures at the premiere of "Seventeen." Miss Towery is winner of the* Press-*Paramount publicity contest to select the prettiest "Seventeen" girl in Houston.*

C. W. Pitts of the Majestic staff has returned from Kansas City where he was called by serious illness of his father . . . Tommy McRea still holds the throne in the Majestic ping-pong kingdom, located in the basement, but finds Manager Jones a tough opponent at times.

The Uptown gave special attention to M-G-M's short, "Drunk Driving," by getting extra newspaper space and with a wrecked car display out front during the run.

All of the Interstate downtown houses are tying up with the Western Open Golf Tourney by playing golf shorts and thereby taking a lot of space in the sports section.

Bob Frazier, Loew's treasurer, finds he has many, many friends and all of them want the poor boy to get good seats to "Gone With the Wind," especially for them.

J. T. Lewallen will take prizes for his courtesy and finesse in handling the patrons of the Metropolitan, and as chief of service passes his talent on to members of the Met staff.

Less Martin, jack-of-all-trades from the orchestra pit to warehouse manager for Interstate, is a very busy man during the stage season . . . X. A. Denny, veteran showman in Houston with many friends in every state, takes the good wishes of them all as he goes to the hospital for relief of a prolonged illness.

The Kirby creates interest in the "Louis-Godoy" fight pictures by giving patrons a score card to make their own decision on the fight. The cards are collected and the results are printed in the sports pages of the *Press*.

"Susie" to John Cromwell

HOLLYWOOD—John Cromwell will direct "Miss Susie Slagle's" for Paramount. Film is based on the novel by Augusta Tucker.

Locale Study Brings Metro Producer to New Orleans

NEW ORLEANS—Here to "smell out," as he puts it, the story possibilities of Herbert Asbury's "The French Quarter," Joseph L. Mankiewicz, Metro producer, attributed his success in the film capital to "getting the breaks."

"I began as a newspaper reporter," said the producer, "and first worked as a foreign correspondent for the Chicago *Tribune* in Berlin. I went to Hollywood in 1929, a year after I was graduated from Columbia University, and hit it lucky from the start, by getting the job of writing scenarios for Joan Crawford."

With regard to his stay in New Orleans, Mankiewicz revealed that his company had bought the Asbury novel several years ago, but to date had done nothing with it, and that its depiction of early New Orleans as a "rip-roaring place" was just the sort of locale he "liked to work with."

Drumbar to Build a New Theatre in Knoxville

KNOXVILLE—William E. Drumbar, formerly associated with George L. Denton in Denton Theatres, has contracted for construction of a new theatre here at 1301 Western Ave., which he expects to begin operating about April 15.

The theatre, to be known as the Sunset, will seat 700 and is located a short distance from two federal housing projects.

Drumbar, at one time district manager for Paramount-Publix, has been in the theatre business here for 23 years.

Dixie Film Exchange Is Signing Several Deals

ATLANTA—The great number of bookings that have been garnered by the Dixie Film Exchange for "Birth of a Nation" and for the colored feature, "Keep Punching," have led to consideration of plans for the enlargement of the exchange.

"Birth of a Nation" has been sold to the Wilby-Kincey circuit, and deals for "Keep Punching" have been closed with the Bijou Amusement Co. of Nashville and the Bailey Theatres here.

Two New Units Are Now Going Up in Atlanta

ATLANTA—Now under construction here are the Garden and Peachtree theatres, to be operated by the Fairview and Grant Amusement Co., under the direction of Charles A. Adams.

The Garden will seat 600, the Peachtree, 1,000. Anticipated opening is around March 1, for both.

Opera "Owes" Taxes

NEW ORLEANS—Benedict M. Gruenwald, head of the local Grand Opera Ass'n, and the Metropolitan Opera Co. of New York are facing a state suit for $389.71, the amount of state income tax allegedly due on the earnings of the opera during four appearances here last April.

Dixie Doin's

By "AL" HENDERSON

WELL, here's your correspondent in a hospital bed in Atlanta, having a battle with Old Man Appendicitis, but hopes to be up and about within a few days. So, please pardon the shortness of the column this week.

Had a pleasant visit at Jacksonville with L. D. Joel, who is the oldest exhibitor in Jacksonville and one of the oldest, if not the oldest, in the state of Florida. Joel opened his first theatre in Jacksonville 35 years ago and it is most interesting to hear his comments on days gone by in the business. R. A. Yockey, his partner, extended me much courtesy.

Called by to see Clay Bryan, who has been operating the Bryan, at Green Cove Springs, Fla., but Bryan has left the theatre business temporarily and is in the insurance business in Memphis. Had the pleasure of meeting Mrs. Clay Bryan.

A new house for colored is under construction at Valdosta, Ga., to be known as the Harlem, and will be ready for business early in March. The concern will be known as Southland Theatres, Inc., with Leon H. Robbins as general manager and secretary, who advises that he has plans for more houses in the same territory.

Spent a pleasant evening with Ed Roberts, city manager for Sparks at Gainesville, Fla., and was invited out to the house for a drink and to meet the very charming wife. Thanks for the hospitality, Ed.

Stopped to say hello to Bob Cannon, city manager for Martin, and incidentally his son-in-law, at Live Oak, Fla., and was advised that they had closed the Sewanee Theatre.

F. J. Wood, operating the Wood's Theatre, at Cordele, Ga., tells us that he has enlarged his lobby, put in new carpets, new drinking fountain and new Neon trim. He put his pet dog, Snooks, through his paces and it was an interesting performance.

Visited W. E. Griffin, at Vienna, Ga., and was told that he is ready to remodel the booth and also the foyer. Griffin also is a public accountant.

The Liberty, at Albany, Ga., was badly damaged by the tornado that recently struck that territory but informed sources say that repair work will begin immediately on this theatre.

Stopped for a visit with Ted Munson, manager of the Princess at Perry, Ga., for Martin-Thompson. Munson is a newcomer in the business, having formerly been a vaudeville booker for many years.

Reports have it that the Dixie, Metter, Ga., was completely destroyed by fire.

Newton Chalker is new city manager for Martin Theatres at Marianna, Fla., replacing Bud Davis.

Seen here and there over the territory were: Joe Mariontette, of the Howell, Palatka, Fla.; David Robbinovitz, of the Lincoln, Gainesville, Fla.; T. E. Woodruff of the Dixie, Unadilla, Ga.; J. H. Rampey, of the Lakeland, Lakeland, Ga.; Sidney Reams, Johnny Mangham, J. U. McCormick, of Atlanta, and many others.

Well, folks, that's all for now. So long until next week.

HOT WEATHER IS ____ ON THE WAY

GET YOUR COOLING EQUIPMENT NOW!

Don't Wait For Complaints

SEE

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

MIAMI

SLATED for the managerial post of the new Center Theatre, which brings the Wometco circuit total up to 14, is Flynn Stubbefield, present manager of the Strand. This new spot will open March 1. It's the first new film house of 1940.

Harry Reiners is dashing in and out of Karl Roller's office as he builds up the advance for "Pinocchio." He's down here from RKO's New York office on special exploitation for the Disney feature. Also active around the promotion and advertising office is Joe Markowitz, Florida salesman for M-G-M, continuing promotion for "Gone With the Wind" which started on its seventh week in the area Thursday when it moved into the Community Theatre at Miami Beach.

When the "Night of Stars" was staged at the Olympia Sunday night, their annual benefit performances for the Jewish welfare bureau and the Theatre Authority, it ran for four full hours. Seen and heard were Sheila Barrett, Ann Pennington, Abe Lyman, Sophie Tucker, Benny Fields, Kay Kyser, Lou Holtz, Irene Bordoni and Bert Wheeler who were among the more than 100 entertainers who gave their talents to this show. Don Lanning was master of ceremonies and Harry Richman, chairman of the entertainment committee.

From his customary parking spot on the fourth ramp of the Miami Drive-In (where he sees the pictures in the mirror of his "iron lung"), Fred Snite jr. spoke to audiences attending the Monday evening benefit performance for the South Florida Crippled Children's Society.

Staging a double showing for the southern premiere of "Grapes of Wrath," Wometco opened the Steinbeck epic at the Lincoln and the Surf theatres Tuesday.

First among the local theatre folks to announce plans to step out for a June wedding are Fay Wilbur, assistant manager at the Lincoln, and Inez Edmonston, cashier at the Capitol. New on the switchboard at Wometco is Mrs. Betty Stokes, who as Betty Becker, was Wometco's booker six years ago. Barbara Wilkens has returned to the bookkeeping department.

William C. Smalley, operator of a chain of 20 houses in upper New York state, is in for his annual winter visit. He's at the Dallas Park Hotel, and dashes around a lot with Jack Fink.

McGann to Direct Elsa

HOLLYWOOD—"Elsa Gives a Party," second in the 20th-Fox short subject series starring Elsa Maxwell, will be directed by William McGann.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

A Lieutenant Colonel At Three Months

Atlanta—At the tender age of three months, Harry G. Ballance jr., infant son of 20th-Fox's southern district manager, is now a lieutenant colonel on the staff of Florida's Gov. Fred P. Cone with full rights attendant to that post.

The commission was presented to Harry sr. with all due formality, and the youngster was sworn in by proxy by his dad.

Particulars Ordered in Suit Over "Wind" Run

BIRMINGHAM, ALA.—Ann R. Davis was given ten days to file a verified bill of particulars in her suit to stop the Ritz from showing "Gone With the Wind" and pay damages for alleged copyright infringement, when Federal Judge T. A. Murphree granted such a petition filed by the defendant and signed an order Saturday directing such procedure.

The petition, entered by Borden Burr, counsel for the theatre, was the first move of the defense since Miss Davis sought a restraining order and other court action two weeks ago, based on a claim that Margaret Mitchell, author of "Gone With the Wind," had plagiarized passages from a book entitled "The Authentic History of the Ku Klux Klan, 1865-1877" written by the late Susan Lawrence Davis, of Athens, Ala.

The application for a restraining order was entered by Ann R. Davis as administratrix of the latter author's estate. In addition to seeking a restraining order to stop exhibition of the picture, it asks that all copies of the film be impounded and that damages to include all profits realized from exhibitions be paid to the plaintiff.

Judge Murphree's order requires also that the Ritz Theatre file copies of the words and dialogue used in "Gone With the Wind" together with a brief description of the action as photographed in the picture.

Dollars Blow In

OKLAHOMA CITY—"Gone With the Wind," in three weeks here, has grossed in excess of $54,000 as it heads into its fourth week.

"Wind" and "Girl Friday" Race

BIRMINGHAM, ALA.—The Birmingham public still hasn't had enough of "My Girl Friday" and "Gone With the Wind." Both pictures now are in their third week and may run longer.

E. L. Drake Ill

JACKSON, TENN.—E. L. Drake, manager of the Paramount here, has been quite ill at his home on Westwood Ave.

Build Profits—Patronage with

PARAMOUNT PREMIUM CO.

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.

CHARLOTTE

N. W. LAND was to open a new theatre at Mt. Gilead on February 19.

A new theatre at Henderson is under construction by S. S. Stevenson.

The Colonial Theatres, Inc. of Valdese is building a house at Granite Falls. It is not yet named.

Walt Woodward, formerly southeastern division sales manager with Erpi, is setting up the Carolinas territory for the Berlo Vending Co., out of Philadelphia. Woodward's office is located at 216 West 4th St., Charlotte.

Edward Everett Horton was here last week in "Springtime for Henry."

J. H. Hollaway, head of the local office of the National Theatre Supply Co., will be out by April, according to the latest reports from the hospital where he has been very ill for several weeks.

Florida Flashes

By C. O. JEFFERY

HARLOW MERRYDAY of the New, Palatka, reports several changes in equipment, including a new screen . . . Rufe Davis, who has been in charge temporarily at the Ritz, Marianna, has returned to college, M. Chalker taking over the post.

Dozier Roberts of the Imogene, Milton, has been transferred to Luverne, Ala. C. M. Orr of Luverne replaces Roberts.

The Vogue, New Port Richey, is being given a new coat of paint, along with minor alterations on the interior. The Vogue is managed by Lewis H. Cooper.

Mr. Joel, co-owner of the Casino, Jacksonville, who has been quite ill, is recovered.

Hard working Manager Cason of the Bushnell, Bushnell, has completed extensive improvements to his theatre, making it one of the most attractive small town theatres in the state.

To Pull "Wind"

NASHVILLE—After four successful weeks in Nashville, Chattanooga, Memphis and Knoxville, during which an estimated 250,000 saw the production at advanced prices, managers are planning to pull "Gone With the Wind." Extremely bad weather cut into attendance at unreserved matinees.

Exits After Ten Weeks

ATLANTA—"Gone With the Wind" enters its tenth and final week here with 203,839 admissions clocked through Tuesday by Eddie Pentecost, manager of Loew's Grand.

The Queen Feature Service, Inc.

Quality Theatre Equipment & Supplies

1912½ Morris Ave. Phone 3-8665

BIRMINGHAM, ALA.

ATLANTA

FILMROW Visitors: H. A. Price, Price Theatre, Thomson, Ga.; G. C. Partee. Allen, Buford, Ga.; J. L. Shields, city manager, for Lucas & Jenkins, Columbus, Ga.; Moon Corker, city manager for L&J, Athens, Ga.; P. H. Thomason, Ritz, Enterprise, Ala.; Mrs. M. M. Osborn, Strand, Covington, Ga.; Fred McLendon, Union Springs, Ala.; W. B. Collins, Toccoa, Ga.; W. R. Boswell, Greenland, Greensboro, Ga.; Mrs. L. W. Holland, Madison, Madison, Ga.; Ed Beach jr., Silvertown, Thomaston, Ga.; E. F. Ingram, Ashland, Ashland, Ga.

William L. Wilson, manager of the Lyric and Ritz theatres, Waycross, Ga., was in town attending the Southern Regional Airport Conference . . . On the sick list: D. B. Dukehart, Dukehart Printing Co.

Postponement for one week of the Atlanta Theatre Guild's presentation of "The Bridal Chorus" is announced by Sidney Owen, president. Play will be given February 27 and 28 . . . Sam Moscow and W. W. Anderson of Columbia Pictures are on a trip to Florida . . . Wedding bells ring March 16 for J. H. Hackney, manager of the accessory department at 20th Fox. Her name is Miss Elizabeth Moseley.

Mr. and Mrs. Harold Spears, Bailey Theatres, announce the birth of a son on February 17, at Saint Joseph's Infirmary. The name is John Lee, for his paternal grandfather, the late John Lee Spears, of Madison . . . Jimmie Raulerson, operator of several theatres in Florida, was a visitor.

"Hap" Barnes, Alabama salesman for United Artists, is working the Charlotte territory . . . Max Braselton has been added to the accessory department at United Artists . . . Marion L. Curry has been promoted from Universal's ad sales to the booking department.

G. W. Broadway was in town booking for his new theatre for colored patrons in Huntsville, Ala., to be called the Star . . . Porter Epperson has been added to the Universal accessory department . . . Joe Abercrombie, manager of the Emory, "due to so many requests for foreign pictures," this week played the French picture, "Betrayal."

Johnnie Cummings of Dallas has been added to the personnel of Monogram . . . Mr. and Mrs. Earl Hudson flew in from Detroit to attend the funeral of Willard Patterson, pioneer theatre executive . . . Ernest Aiken, Rialto, Chattanooga, was also in town for the funeral.

O. C. Lam and Riley Davis report a very good time, but not much luck on their two-day hunt at Union Springs, Ala., as the guests of Fred McLendon . . . Miss Louise Wynne of Republic spent the weekend at her home in Columbus and had Sara Smith of the same office as her guest . . . R. B. Wilby is vacationing in Miami . . . The Rainbow, Waycross, Ga., has closed temporarily for remodeling.

Warner eastern executives in this week were: Sam Shapin, auditor; Nat Feldman, theatre department; Ben Kalmenson, eastern and western division sales manager, and Fred Jack, district manager . . . A hearty welcome to Raymond Edwards, Warner, who is back at work after a prolonged illness.

John Ezell, chairman of the Will Rogers Memorial Fund of Atlanta, held a meeting Monday of exhibitors and branch managers . . . The Dixie, Metter, Ga., was destroyed by fire last week . . . We were sorry to hear Tommie Pritchett, Poster Exchange, fell and fractured a vertebra in his neck.

Johnnie Harrington of Monogram's N. Y. service department was in town. He is making a tour of exchanges . . . A. L. Heard, Strand, Elberton, Ga., was in town getting his bookings set for the opening of his new 800-seat theatre, the Elbert.

Robert (Believe-It-Or-Not) Ripley visited the Atlanta Journal *and was speaker at a dinner for the Women's chamber of commerce . . . James H. McCoy, manager of the Roxy, is a man of action. Last week he found himself in possession of a stage show decidedly not to his liking. So he yanked it and borrowed a band and a group of dancing girls, to fill in, until he had a show set that suited him.*

John H. Carter of the Brookhaven is still awaiting the supreme court trial in connection with his showing "Ecstasy." It is supposed to come up within the next few weeks . . . Edmund Lowe and Atlanta's own Dixie Dunbar appeared at the Roxy for four days . . . The Gem, Newnan, Ga., lost a small amount of money to a bandit.

NEW ORLEANS

MANAGER U. W. CASTLEBERRY of Affiliated Producers, after a relapse for a week, is back on the job. Assistant Manager Crockett is combing Mississippi for business.

The girls in the various exchanges are talking these days of staging a leap year ball.

If you see a man walking up and down Canal Street near Loew's State with a smile as big as a basket of chips, it's Jimmie Briant, M-G-M branch manager. "Gone With the Wind" is in its fourth week and is breaking all film records in New Orleans.

Filmrowites are wondering who the lady is with the light brown hair to whom Tom Mix was so earnestly talking.

Freddie Goodrow of Atlantic Pictures is happy because his secretary, Miss Rose Carr, and H. F. Bourgeois, shipping clerk, have recovered from a severe attack of the flu. Now Freddie takes it easy once more.

A motion picture of the 1940 Mardi Gras in New Orleans has been made in natural color. The picture includes scenes of one complete night parade, the entire Rex parade, the Nor parade, a carnival ball and Mardi Gras street maskers.

Scripts Autry Starrer

HOLLYWOOD—"Down by the Old Mill Stream," forthcoming Gene Autry starrer for Republic, is being whipped into screen form by Bradford Ropes.

Coming . . . .

THE NEW BRENKERT SENARC

PROJECTION LAMP

Low amperage — Suprex — Low voltage

"Everything for the theatre except film"

WIL-KIN THEATRE SUPPLY INC.

150 Walton St., ATLANTA
Phone WALnut 4613

321 S. Church, CHARLOTTE
Phone 8620

SANTONE

AMONG the lookers-on at the recent Texas open golf tourney were Bill O'Donnell, Jack Chalman and Raymond Willie, Interstate officials from Dallas . . . William Eubanks has been promoted to chief of service and Tommy Leigh upped to assistant chief usher at the Majestic.

George W. Johnson, KTSA general manager, has returned from a pleasure sojourn in Mexico City . . . On the "flu" sick list at the same station was Charles "Chuck" Balthrope, commercial department head . . . In Baltimore for the Reserve Officers Training Camp, is Lawrence Arnold, assistant skipper of the State. Larry is a second lieutenant.

New assistant stage manager at the Joy here is Morris Livingston . . . Empire played the Louis-Godoy prizefight pictures to satisfactory business. Scoring sheets were passed out to the patrons who seemed to be partial to the Latin-American jumping-jack. The film was shown as an added attraction with "Santa Fe Marshal."

Mrs. J. K. Beretta, state chairman of motion pictures for the Federation of Women's Clubs, spoke on "Music and Motion Pictures" at a recent luncheon of the Musical Round Table here . . . "GWTW" is now in its third week at the Texas . . . Rolly Moore, doorman at the Broadway, is now acting assistant manager of that Alamo Heights house during Jerry O'Donnell's leave of absence to take over warehouse duties for Interstate in the Majestic basement here.

J. J. Jimenez sr., skipper of the Latin-American Film exchange, celebrated another milestone, February 16 . . . Gaetano Lucchese, major-domo of the Teatros El Nacional and Zaragosa, has returned from a two-month tour of Mexico . . . Jack H. Adams jr. is in New York on business . . . Joe Jimenez jr., manager of the Ramirez, Cotulla, was a recent Dallas visitor.

Plenty of noise these days along Soledad Street while the old streetcar rails are being removed . . . Recent callers at the Azteca office were Jose Carabaza, film exchange man, and Tomas Garcia, Tivoli, both of Laredo, Tex. . . . Lee Chittwood is the new chief sound checker at the Majestic . . . The Palace revived the Dempsey-Willard battle of 21 years ago . . . Harry Berry's "Sunkist Vanities" went into the Broadway February 25 for a three-day stand.

"What Noise Annoys An Oyster?"

Austin—Dr. E. H. Sellards, professor of geology of the University of Texas, has received a letter from the producer of "1,000,000 B. C." asking what kind of a noise prehistoric dinosaurs made during a fight to the finish with its fellow animals.

The prof thinks it's a rib, but is sending Hal Roach a serious reply.

Many New Installations By Dallas NTS Branch

DALLAS—Recent installations by the National Theatre Supply branch are announced as follows:

L. G. Tomlinson's Palace, Timpson, Tex., Simplex 4-Star sound system; Smith and Bearden's Phillips, Phillips, Tex., complete equipment including mechanisms, pedestals, magazines, Simplex sound, lamps, rectifiers, lenses, screen and chairs; Sam Kirchheimer's Northside, Houston, high intensity lamps, generator and screen; M. M. Lewis' Lyons, Houston, mechanisms, bases, magazines and changeovers; R&R's Ritz, Big Springs, screen; I. B. Walker's Texas, Grand Prairie, chairs.

Says Mail Campaign Is Building Neely Support

DALLAS—The Kiplinger Washington Letter, a copyrighted service comparable in its function to subscribers with Babson's Reports, except that the former deals with political moves and progress of bills in Congress, has the following notation on the Neely bill:

"Block booking of film—mail propaganda against pending bill is having opposite effect in Congress, promoting sentiment for it."

Scarborough Will Open Queen at Tenaha Soon

TENAHA, TEX.—Within a short time the new Queen will be opened here under ownership and management of E. Lee Scarborough, formerly of Center. K. M. McFarland jr., who operated the Public here the past two seasons, closed down and moved his equipment to Garrison where he now is operating.

Scarborough has had previous theatre experience and will continue holding down his job of service manager with an automobile agency. Merchants, it is said, are lending their support to the new house.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

Complete Stage Equipment
MEMPHIS SCENIC STUDIOS
H. R. Mitchell, Mgr.
397½ S. 2nd St. Memphis, Tenn.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

MEMPHIS

EXHIBITORS along the Row: Clyde Browning, OK, Ecru, Miss.; L. F. Haven and L. F. Haven jr., Imperial, Forrest City, Ark.; Joe Jones, Ritz, Aberdeen, Miss.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; K. H. Kinney, Hays, Hughes, Ark.; H. R. Mitchell, Linden, Linden, Tenn.; W. R. Tutt, Savoy, Tunica, Miss.; Jack Watson, Palace, Tunica, Miss.; Claude Gentry, Lyric, Baldwyn, Miss.; Odis Taylor, Uptown, Dresden, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.; Norman Fair, Fair, Somerville, Tenn.; Miss Louise Mask, Luez, Bolivar, Tenn.; Al Wilson, Bay, Red Bay, Ala.; S. T. Lyles, Ritz, Oxford, Miss.; W. C. Riley, Harlem, Brownsville, Tenn.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.

Oscar Morgan, Paramount division manager out of the home office, and Harold Wilkes, southern district manager, spent several days here recently with Bill Bugie, local branch manager . . . D. A. Smith has taken over the New at Rison, Ark. . . . W. M. Snelson, Republic's branch manager, attended the sales meeting held by J. R. Grainger and H. J. Yates in Atlanta.

John Shannon of Portageville, Mo., was on the Row adjusting his bookings . . . Norman L. Carter, E. V. Richards' right-hand man; H. K. Oliphant, treasurer and Mark Barre, his assistant, were recent visitors at the Malco office . . . M. A. Lightman has just returned from Miami where he spent several days with E. V. Richards on his yacht . . . Whyte Bedford of the New, Hamilton, Ala., is driving a new Dodge.

J. S. Harrington, Monogram's print and accessory manager out of New York, visited the local office . . . Mary Ripley Shattuck is the new booker's secretary at Monogram . . . John Tomlinson, Warner's office manager, is driving a new Buick . . . W. T. Ellis of the Ellis and Regent, Cleveland, Miss., was seen on the Row this past week for the first time in quite a spell.

Dave Carter, RKO publicist, was in Memphis arranging tieups on "Swiss Family Robinson . . . W. A. Rush, Houston, Houston, Miss., has been operating only on Fridays and Saturdays the past five weeks due to extremely bad weather . . . W. C. Jepson, who operates the Ritz at Crenshaw, Miss., has taken over the Shelby at Shelby, Miss.

Mrs. Margaret Higginbotham of the Ozark Amusement Co., Hardy, Ark., and R. X. Williams of the Lyric, Oxford, Miss., accompanied by his family, were in to see "Gone With the Wind" . . . Frank Willingham, Metro's branch manager, is back at his desk after a trip to Dallas where he huddled with E. H. Rowley . . . We are glad to report John Sloan, genial stewart of the Variety Club, ill the last two weeks with the flu, is recovering and will soon be back on the job.

L. R. Allen, booker for Commonwealth, and K. K. King, the circuit's city manager in Searcy, Ark., were in advancing bookings . . . W. F. Ruffin, Ruffin Amusement Co., reports the grand opening of his Halls, Halls, Tenn., will be held February 27.

Arbitration Groups Have Busy Career

TORONTO—In the 14 years of arbitration procedure under the sponsorship of the Canadian film boards of trade there have been 4,363 cases for the consideration of the arbitration commissions. The number of awards, apart from the numerous cases which have been settled before hearing, has reached the grand total of 2,420, which means that substantially more than 50 per cent of all complaints have resulted in board awards.

The arbitration records for the Dominion show that the peak year was 1930 when 553 cases were filed and 323 awards were made. In 1939 there were 225 complaints and 106 awards with 74 cases settled before arbitration.

The five years 1928 to 1932 inclusive saw the heaviest arbitration dockets but since 1932, when there were 469 cases, the list has shown an average decline. The records show that the greatest number of complaints are filed in the Montreal territory. In the typical year of 1938, when there were 238 complaints, a total of 101 cases were filed in the Province of Quebec whereas only 64 were registered in Ontario and 47 at Winnipeg. Yet the whole history of arbitration in the Dominion shows the continued effectiveness of the plan and its permanence is assured.

The figures for the six arbitration boards in Canada for the past three years are as follows: Claims filed—1939, 225; 1938, 238; 1937, 206. Awards after arbitration—1939, 106; 1938, 121; 1937, 96. Claims settled before arbitration—1939, 74; 1938, 71; 1937, 61. Value of awards after arbitration—1939, $40,668; 1938, $42,941; 1937, $32,205. Value of all claims filed—1939, $74,887; 1938, $92,158; 1937, $68,862. It is interesting to note that very few claims are dismissed, the number thrown out in 1938 being four and that for 1937 being eight.

The Canadian film boards of trade, which were established in 1925, have low operating expense, with all bills being paid from the head office in Toronto. The statement for 1939 has not been released but the total expenditure of the six boards in 1938 was $3,806 while the cost of arbitration in 1937 was $3,900. This has been practically the average since 1931 when full-time secretaries were employed. In the recent years there has been one permanent secretary at Toronto head office although regular monthly meetings are held in six key cities across the country.

Al Glazer to Tillsonburg Post for Allen Circuit

TORONTO—Al Glazer, son of Sam Glazer, veteran branch manager here for United Artists, has been appointed manager of the Strand, an Allen circuit unit, at Tillsonburg, Ont. A. C. Simpson, assistant manager of the Hollywood, Toronto, has been promoted to the position of manager of the Maitland, Ingersoll, Ont., recently acquired by the Allens from T. D. Maitland.

Censorial Spirit Stirs Again

Winnipeg—A sporadic crime wave, both juvenile and adult, that for the present has brought an attack upon the cartoon magazines that depict parallel adventures, has the local film fraternity worried lest the "reformation" seep over into their realm.

A delegation, which includes representatives of the Winnipeg better films committee, has asked the Manitoba attorney general to ban detective comic cartoon magazines from Winnipeg news stands.

Juvenile Attendance Ban May Be Eased

MONTREAL—Inquiry in quarters closely in touch with political developments, makes it possible to reveal that in the near future the provincial restrictions on attendance of children are likely to be raised on certain days, including holidays, and for certain pictures. Further, on these special occasions, children will be permitted to attend, although unaccompanied by parents or other adults.

What is still more comforting to exhibitors, is the extreme probability that pending decision on the whole matter of juvenile admissions, prosecutions under the Act are likely to be waived, as far, at least, as concerns those films which were permitted to be shown to children at certain uptown first-run theatres.

Premier Hepburn Attends Bow of "Young Edison"

TORONTO—Premier Mitchell F. Hepburn officially represented the province of Ontario at the Thomas Alva Edison memorial celebration and the world premiere of "Young Tom Edison" at Port Huron, Mich., and was one of the passengers on the old Edison train which had been taken from the Ford Museum for a run from Detroit to Port Huron as a feature of the program.

Hon. Mr. Hepburn, who is chairman of appeals for the Ontario Board of Moving Picture Censors, was a speaker at the celebration banquet, the premier pointing out that Ontario also shared in the early life of Edison when the inventor was employed in the St. Thomas district of the province where Hepburn himself was born and still resides. Other official Ontario guests included W. A. Guthrie, member of the Provincial Legislature, and Mayor John T. Barnes of Sarnia which is across the St. Clair River from Port Huron.

Theatre Houses Exhibit

VICTORIA—After a complete renovation, the old Romano in Victoria now is being fitted for use in storing and displaying the British Columbia exhibit which was at the San Francisco Exposition.

Decision Against Tax Confirmed in Ontario

TORONTO—Official pronouncement that Ontario would have no amusement tax once more, following its abolishment June 1, 1937, was made by Premier M. F. Hepburn in his budget speech before the provincial legislature, thus bringing to a termination the worries of amusement operators that the burdensome nuisance levy would be restored. Hon. Mr. Hepburn declared:

"With a view to giving clearer information to the prospective American tourists, it has been decided by the government to establish a publicity bureau which can effectively counteract any unfortunate propaganda or misunderstanding of war conditions in Canada. Ontario will be advertised as the province which levies no amusement tax, no tax on meals, no local sales tax. Furthermore, we shall endeavor to impress upon the American traveling public who, because of war conditions, are prevented now from spending their holidays in lands overseas, that their American dollar will be accepted at the premium value."

Arrangements for the creation of the amusements revenue branch of the treasury department for the enforcement and collection of a ticket tax have been cancelled and R. C. Buckley, who had been tentatively re-appointed director of the branch, is expected to resume his duties as chief inspector of theatres in which post he served prior to the repeal of the amusement tax act in 1937, having been a treasury official otherwise since that date. O. J. Silverthorne continues as chairman of the Ontario board of moving picture censors, in which capacity he has been eminently successful.

Korda Would Film Navy's Tracking Down of Subs

LONDON—Alexander Korda wants to make a film about the British Navy's achievements in hunting submarines, on the same lines as his tribute to the Royal Air Force—"The Lion Has Wings."

If the Admiralty grants permission, he will start work on the film which he will call "The Hunting of the U-Boats." He has asked the British air ministry to release Ralph Richardson to star in the film.

Use Narrow Gauge

MONTREAL—In order that Canadian soldiers overseas may see first run features early, Canadian Legion War Services has arranged that feature pictures be reduced in size to permit the use of small, portable projectors.

Favor Convention Hall

MONTREAL—Local theatre managers and hotel keepers, desirous of bringing conventions here, are supporting a proposal to construct a convention hall.

TORONTO

MRS. N. L. NATHANSON, wife of the president of Famous Players Canadian Corp., Toronto, has been selected as one of the 10 best dressed women at Miami Beach, Fla., by Karyl Lodge, fashion specialist, according to a dispatch from the Southland.

Wives of the members attending the 35th annual convention of the Ontario Retail Hardware Ass'n were the guests of Manager Tom Daley at the Imperial at a performance of "Raffles."

Not only have M-G-M features been playing at the Uptown instead of at Loew's where "Gone With the Wind" is having a long run, but complete programs of M-G-M shorts are also being shown at the Uptown by Manager Fred Trebilcock.

Freeman Waugh, former manager of Allen circuit houses at Toronto and Kitchener, Ont., has joined the colors for the duration of the war and has received the appointment of a commissioned officer in the Royal Canadian Artillery.

Syd B. Taube, general manager of Canadian Automatic Confections, Ltd., has announced the removal of the business from 287 Victoria Street to 54 Lombard Street. A film exchange manager for many years, Taube is busy with the servicing of candy vending machines in Famous Players and other theatres across Canada.

George Stroud, veteran manager of the Palace, Hamilton, organized a pre-release screening of the special baseball short, "Touching All Bases," to open the local baseball doings for the season. Some 25 baseball officials attended the preview as his guests. Stroud, who grew up with vaudeville, is offering a variety stage show every Wednesday night at the Palace along with the screen program.

Manager Al Sedgwick of the Belsize was buttonholed on the street by a radio announcer in a question-and-answer program and not only did Al win the silver dollar for the correct answer, but immediately slipped a plug for the Belsize Theatre into the microphone before the interviewer could get on with his queries.

Jessica Dragonette was scheduled to sing for the soldiers at the barracks in Toronto but her arrival was delayed many hours because of the recent big snowstorm. To make up for the disappointment, she had 400 of the soldiers as her personal guests at her concert in Massey Hall the following evening.

The first intimation of the death of Flight Sergt. Peter Harris, former Ontario youth in the Royal Air Force, in action during a raid on the Western Front came to relatives when they saw his funeral in a newsreel at the Capitol at Kingston, Ont. . . . A few months ago the Toronto parents of an R. A. F. pilot recognized their son in "The Lion Has Wings." They saw the feature at the Uptown.

Manager R. T. Stewart of the Lyric, Hamilton, on a business visit in Toronto, announced new low prices at his theatre, with a 25 cent admission in effect after 5:30 o'clock each day. If you get in before 1:30 p. m. it's 10 cent and the matinee price is 15 cents.

J. J. Allen, pioneer Canadian theatre circuit executive who has been ailing for the past year, has gone to Hollywood, Florida, with his wife for a long rest. Jules Allen, his brother, is looking after the Allen group of theatres in Ontario meanwhile.

James J. Fitzgibbons, vice-president of Famous Players Canadian Corp., has returned to the head office at Toronto following a quick trip to the prairie provinces. Gordon Lightstone, recently promoted to general sales manager of Regal Films, Ltd., here, is making an extensive business tour of the Canadian West.

"A Girl Must Live" has been held over for still another week at the Eglinton, Toronto, to round out a run of eight straight weeks for an all-time record. The feature was to have come off Saturday night, February 17, but the crowds couldn't get near the boxoffice practically all evening.

A complete film record of the Canadian Overseas Forces is already under way with Ernest Wilson, veteran of the First Great War, accompanying the first contingent of the Second Great War as official cameraman, representing the Canadian government motion picture bureau. The general plan calls for the release of official pictures to theatres in Canada, the states and the United Kingdom, after which master prints are to be placed in storage for record purposes. Capt. F. C. Badgley, M. C., director of the bureau, has supervision of the work.

C. Huffman, formerly employed at the Belle, Belleville, Ont., has enlisted in the Royal Canadian Air Force.

"Uncle" Charlie Now

MONTREAL—The first time Eskimos in Alaska saw Charlie Chan in a moving picture, they shouted almost unanimously, "Our Uncle," according to Rev. Father Bernard R. Hubbard, S.J., famous Alaskan explorer and geologist of Santa Clara University, Cal. This fact, the explorer says, supports further his theory the Eskimos were part of the Tartar tribes driven from Asia by Ghengis Khan.

Father Hubbard, incidentally, mentions that "Uncle" Charlie Chan is the favorite performer among the Eskimos and that Sonja Henie comes second and Jane Withers third.

He will lecture on his experiences in the Arctic, and his scientific discoveries there, at Loyola College here, February 23, 24 and 25. His lectures will include motion pictures taken on his trips. He was the only person equipped with a newsreel camera to witness the landing of the Japanese aviators at the end of the first leg of their round-the-world goodwill flight. He will show pictures of their landing at Nome, Alaska, at the end of a 2,400-mile hop.

Censorship Revenues Decline in Ontario

TORONTO—The interim statement of gross ordinary revenue of Ontario for the fiscal year to end March 31 next, presented in the provincial legislature by Premier M. F. Hepburn, lists the receipts from censorship and theatre inspection at $201,000, compared with the total of $206,088 for the year ending March 31, 1939, the figure being based on 10 months of actual operation and two months forecast. Expenditures of the Branch for the year ending March 31 next are given as $34,331, compared with $33,267 for last year.

In his budget forecast for the year ending March 31, 1941, the Premier gave a total of $170,000 for receipts from film censorship and theatre inspection and expenditures at $45,525, an increase of more than $11,000 over the current fiscal period. A breakdown of estimated expenditures gives the following totals for the coming year: Salaries, $35,950; traveling expenses, $6,000; maintenance, $3,575. The last named item is made up of the following: Stationery, printing, $2,500; service on sound equipment, $350; books, magazines and papers, $125; telegraph and telephone, $200, and miscellaneous, $400.

The reduction in the estimated revenue for censorship and theatre license fees from $201,000 to $170,000 is taken to indicate fewer pictures for examination by the censor board perhaps because of the war. There has been no announcement of any change in the theatre license system for the new license year commencing June 1. One year ago the censor board had collected $110,370 for the examination of films while theatre license revenue totaled $95,136. The number of theatres in Ontario has increased during the last 12 months.

No reference is made to an amusement tax in the budget forecast of ordinary revenue for the year commencing April 1 next because the Provincial government has decided not to restore this tax. The revenue derived from the amusement tax during its last fiscal year of collection in 1936-37 totaled $1,970,000 and probably this amount has been saved by the amusement industry through the decision of the Provincial government.

Fight Reels Popular

TORONTO—The Louis vs. Godoy fight pictures, released in Canada by Empire-Universal Films, Ltd., have had unusual acceptance in various cities and much of the interest is due to the radio broadcast of the bout, it is believed. First runs included Shea's at Toronto; Centre, Ottawa; Granada, Hamilton; Princess, Montreal, and Patricia, London, Ont.

Film Is Stolen

ST. JOHN—Several reels of 16mm educational film, valued by the school at $300, were recently stolen from the automobile of the principal of St. Vincent's Boys School. The film was the property of the Canadian National Railway.

Newsreels of Funeral of Late Lord Tweedsmuir

MONTREAL—Local theatres are showing newsreels of the state funeral of His Excellency, Lord Tweedsmuir. Crack camera crews from Associated Screen News here covered the ceremonies at Ottawa. To insure immediate release, the pictures were rushed here and, during the same night, the film was edited and the sound commentary added.

TORONTO—As a tribute to His Late Excellency Baron Tweedsmuir of Elsfield, governor-general of Canada, the theatres of Ottawa, the Canadian capital, remained closed until 4 p. m. on the day of the state funeral. Those which paid this mark of respect were the five theatres of Famous Players Canadian Corp., the Capitol, Regent, Imperial, Avalon and Cartier, while the others included the Rideau Theatre of the Associated circuit; Elgin of the 20th Century circuit; Rialto and Somerset, all of which made appropriate announcements.

Services for Mike Wilkes Are Held in Buffalo

TORONTO—Services for M. H. Wilkes, publicity manager for United Artists in Canada, were held Friday in Buffalo, the home of his surviving son, Justin Harris Wilkes.

Wilkes died following a heart attack suffered while en route home from a business trip to Ottawa and Montreal. He was with UA for the past 10 years and previously was connected with the industry as a publicist for various special attractions. He was born in Yorkshire, England, 55 years ago but had resided in Toronto since early childhood.

Four Present "Wind"

TORONTO—"Gone With the Wind" is now playing reserved seat engagements in four cities of eastern Canada with the Canadian premiere playing its fourth week at Loew's, Toronto. The picture opened simultaneously in three other cities on February 16 for unlimited engagements, the theatres being the Capitol at Hamilton, Ont.; Regent, Ottawa, and Loew's, Montreal, all of these being units of Famous Players. Loew's at Toronto is not a link in the Canadian chain.

Redecorate at Welland

WELLAND, ONT.—T. S. Forhan, manager of the Capitol, has been busy with a redecorating job, the workmen being engaged from midnight to noon when the house is not busy with performances.

Concludes Halifax Tour

HALIFAX—Clarence Robson, eastern division manager of Famous Players Canadian, has completed a tour of inspection of the circuit houses in this area.

Visits Brother in Vancouver

EDMONTON, ALTA.—William Long, manager of the Rialto here, recently visited his brother Walter in Vancouver.

MONTREAL

DR. BOURDON, M.L.A. proprietor of the National, Grand Mere, who keeps an eye on motion picture interests in the legislature, was around Filmrow on his last trip to Montreal before the session opens . . . Dave Coplan, general manager for Canada of Columbia, came down from Toronto to confer with William Elman, province of Quebec manager. Elman has been confined to the home following an operation on his ankle.

Grand National has closed its Filmrow office, but the province of Quebec manager, Frank Goldhar, is still on the job. He has booked "France Is Ready" into His Majesty's . . . Lenten visitors to Filmrow included: Georges Champagne, Roxy and Auditorium, Shawinigan Falls; Ralph Berzan, Rivoli, Coaticook; P. Senecal, George's, Ste. Therese; A. Lapierre, Ideal, Beauharnois, and J. Bourdon, Alamo, Chateauguay.

Mark Plottel, RKO branch manager, has been taking up with the customs department the practice of charging duty on minor advertising matter regarding films sent to Montreal addresses by the New York offices . . . Ruth Draper, famous monologist, sent a check for $16,250 to the Canadian Red Cross, representing the proceeds of her recitals across Canada. The gesture brought many encomiums from the press.

A prelate turned cinema operator when Rt. Rev. Philip Carrington, Lord Bishop of Quebec, personally exhibited films he had taken in Gaspe and Labrador . . . Phil Maurice, manager of Loew's, held over for an extra day "The Light That Failed" . . . "Canada at War" will be depicted on the screen shortly in a March of Time film and other war pictures and shorts taken overseas also will be shown in Canadian theatres. The National Film Board has arranged a stirring series of pictures to include Canadian troops in action against the Germans.

"Fridolinons 40" is the title of the latest annual revue by Gratien Gelinas, popular French-Canadian comedian, which has been filling the Monument National for three weeks . . . Bermuda government sponsored a preview at the Cinema de Paris of a color short of the coral island which is such a favorite winter resort of Canadians as well as Americans . . . S. Morgan Powell, noted film critic, assures nervous parents who fear their children, when admitted to theatres in this province, may see films unsuited for them, that "there are plenty of films designed for children, available at any time—comedies and educational films of such an attractive nature that they constitute entertainment, not only for boys and girls under sixteen, but for adults."

John Reidy, manager of the Princess, secured the first Montreal showing of the Louis-Godoy fight pictures . . . First information that Peter Harris, a Canadian aviator, had been killed overseas, was obtained when his cousin, Tom Harris, attending a motion picture theatre in Kingston, Ont., saw a newsreel shot of the aviator's funeral which took place at Leige, Belgium. Previously it was thought he was a prisoner in Germany.

J. B. Barron, Grand, Edmonton, has been granted by the Winnipeg city council a lease-option on the old Walker which got behind in city taxes. Barron offered the Winnipeg council a three-year lease with option to buy . . . George Stroud, Palace, Hamilton, Ont., is having a new marquee and signs erected . . . Paramount Windsor Theatres is progressing with construction of a theatre at Ottawa St. and Moy Ave . . . His Majesty's Sherbrooke, Que., is being altered for stores, offices and apartments.

Inter-Station Competition Benefits Sask. Theatres

REGINA, SASK.—Small town theatres throughout the province have been benefiting from the increased rivalry between various radio stations to draw more country listeners through a "pat-on-the-back" policy for the home town newspapers. In return for blurbs in the small town papers, the radio stations have set aside a half hour each week in which excerpts of local news are read from the papers. This has gone on for some time.

Recently, the attempts to increase the circle of listeners has led CKCK, Regina, to reading excerpts from advertising in the newspapers as well as the local news items. Theatres, particularly, have been getting a break.

Power Commission's Film Near Documentary Rank

MONTREAL—"The Bright Path," a new sound film completed for the Hydro Electric Power Commission of Ontario by Associated Screen News, bids fair to establish a record for Canadian documentary films. It traces the development of water power from its sources to its conversion into electricity and its distribution through the hydro system. Emphasis is placed on the multiple uses of electricity in home, farm and factory. The musical background is an original score by Lucio Agostini, and the commentary is by Rupert Caplan of Canadian Broadcasting Corp.

RCA Engineer Reports a Television Development

MONTREAL—A new transmission tube of low velocity, bringing an end to second emissions, and perfected mobile transmission units are among the most recent developments in television, W. B. Morrison, of the RCA-Victor Co., Ltd., told a joint meeting of the Engineering Institute of Canada, Montreal branch, and the Institute of Radio Engineers, at the former's local headquarters. Morrison is a graduate of Toronto University and joined the RCA Victor in 1939 after spending two years on the staff of the Ontario University.

Montreal Theatres Entertain Troops

MONTREAL—Many local theatres and organizations are entertaining enlisted men in the Montreal district, according to reports from the Auxiliary Service of Military District No. 4.

Land of Extended Runs

EDMONTON—Holding the record for being the motion picture house nearest to the North Pole, Aklavik's new theatre, operated by H. E. Peffer, Arctic trader, is away to a flying start in temporary quarters. In a short time, regular shows will be given in a new building with a seating capacity of 500 which Peffer plans to construct in the near future.

Aklavik is situated at the mouth of the Mackenzie River on the Arctic Ocean and is 1,500 air miles from Edmonton.

The inaugural show was given Christmas Day when the audience, composed of Indians, Eskimos and a few white people was so large that the dance hall in which the shows are at present held was filled to overflowing and it was impossible to shut the doors.

At Easter, Peffer, who has been a resident of Aklavik for the past nine years, expects to have his new theatre in operation with single admission rates at one dollar.

Now on a trip "outside," Peffer is paying business visits to Edmonton, Calgary and Regina where he plans to negotiate for a regular supply of films. These will be flown in on the regular monthly trips made by Mackenzie Air Service planes which will bring at least two films on each trip for showing.

A large majority of the audience at Aklavik's new theatre had never before seen a talkie nor even a silent film.

So popular, in fact, is this new entertainment with Canada's northern residents that patrons will return many times to see the same picture and among the audience are some who have traveled over 100 miles to the small arctic town. Children in Aklavik's two schools are admitted free on special occasions.

Electricity for the theatre, for which Peffer has bought new sound equipment, is supplied by his own Diesel plant. He is able to operate the projection machine himself.

At present, shows are not being held regularly, but during the summer months, when Aklavik is visited by trappers from all parts of the vast northland, shows will be given every night.

Although unable to secure the bi-weekly change of film that the theatre in a large city can boast, Peffer believes that this will be no deterrent to a nightly show, for his enthusiastic audience will return over and over again and he plans on repeating the same show until there is no audience left, or until the next film arrives. As an added attraction, to bring patrons back to the theatre for a repeat performance, he plans a lowering scale of admission prices reducing it by half for each subsequent performance.

VANCOUVER

FILMROW is quiet these days, with few visitors from out-of-town theatres coming in; Bickle of the Bickle in Courtenay and the Ilo Ilo in Cumberland was in the city for a short time, Hayworth of the Rialto, Ladysmith was another and G. G. Baiss of the Capitol was also in. Jack Cooperband of the Roxy in this city dropped in to say hello on his return from a California vacation.

In the distributors offices Babe Coval is plugging away on the Warner Sears Drive, as is also Ben Plottel on the Universal Bill Scully effort, and considerably heartened by having attained first place in the Canadian bracket. He is expecting Torpedo Raiders to help him retain his pace and place.

Willard Adamson, new local manager for GN, expects great things from that French production, "Life Dances On," which is soon to be released here.

A change in the management of one of the lower downtown theatres is imminent, with an out-of-town exhibitor as lessee; the deal is expected to be some time this week.

Warren Cooper is dividing his activities between the management of his theatre, the Avolie, and his duties on the Revelstoke city council.

That Filmrow recreation room is not yet ready and the table-tennis devotees are getting restive.

Montgomery to Complete His Picture in England

LONDON—Ben Goetz, managing director for M-G-M, is returning to London with Robert Montgomery, who will complete "Busman's Honeymoon," interrupted when the war broke out.

Screens "The Warning"

TORONTO—Manager A. Stevens of the Regent, Ottawa, conducted a private screening of the British film, "The Warning," for an invited gathering of about 300 officers of the Canadian army, navy and air force. This picture, released by Colonial Pictures, has a Canadian sequence showing Hon. Norman Rogers, Canadian minister of national defense.

Complete Documentary

REGINA, SASK. — General Films, Ltd., has completed the documentary of the Royal Canadian Mounted Police, "Scarlet and Gold," and it is now being prepared for release.

Businessmen Elect Purves

TORONTO—Jack Purves, manager of the Village Theatre, a chain link of Famous Players, has been elected secretary of the Forest Hill Businessmen's Association and is active with a community program.

Remodel P. E. I. Theatre

CHARLOTTETOWN, P. E. I.—The Prince Edward Theatre of the F. G. Spencer Co. circuit has been closed for about two weeks, undergoing extensive remodeling which includes the installing of new seats.

WINNIPEG

GONE WITH THE WIND" opened its engagement at the Capitol with a bang-up, Friday night premiere to a packed house which received the film with enthusiasm. Film critics of both dailies have come through with gratifying reviews.

Don Gauld has made an arrangement with the Regents of the Independent Order of Daughters of the Empire whereby that organization will make use of the mezzanine of his house for their meetings. Morning meetings of this kind will not interfere in any way with the running of the house and the idea has already netted Gauld the whole-hearted support of this powerful organization.

At the Lyceum Eddie Newman has been doing sensational business with the Louis-Godoy fight films. Eddie screened the reels for local sports scribes who have been giving fine co-operation through the papers and the radio.

J. Miles has gone to Florida . . . Dave Rothstein has gone to Yorkton, Sask. . . . Lyone Heppner has resigned from the staff of Empire-Universal.

Gordon Tidwell, auditor for Warner, is in the city . . . Wolfe Cohen of Warner is in the city . . . Hy Shulman of the Valour Theatre is back from New York City.

Frank Davis of Warner has been married . . . Robert Hurwitz, Main St. supervisor for Western, has returned to the city . . . A. E. McLean of Rainy River is a visitor here.

Grace Peebles of Dauphin is visiting the city . . . H. Bercovich of Regina is in town.

VICTORIA

FOR the showing of "The Royal Visit," Manager Cliff Denham of the Dominion Theatre held a special preview to which he invited members of all chapters of the I.O.D.E, Red Cross officials, members of Parliament, military and naval heads and officials of other organizations.

Prominence was given on the sports pages of local newspapers to the Joe Louis vs. Arturo Godoy fight pictures, which were shown at the Dominion. In addition to newspaper advertising one sheets were distributed and heads of local athletic organizations were contacted . . . One-sheets were placed in the naval dockyard advertising the showing of "Thunder Afloat" at the New Cadet in Esquimalt.

Special displays were arranged with local music stores and department stores for the engagement of Kay Kyser and his band at the Dominion in "That's Right, You're Wrong" . . . The Native Sons of Canada, Victoria Assembly No. 1, were shown a government travel film of the Welles Gray Park, situated north of Kamloops, and the Bridge Water and Clearwater districts of B. C.

Paramount (——) **78 Minutes** **Rel. Mar. 1, '40**

From seven to seventy, all ages and all audiences will probably acclaim this one of the warmest, most poignantly human comedies of the season. Booth Tarkington's famous story of adolescent love and disillusionment has been skillfully modernized, retaining withal the irresistible appeal that has made it virtually a modern classic. Jackie Cooper, perfectly cast as young Willie Baxter, smitten with a consuming adoration for the fascinating visitor from Chicago, wins new laurels as an actor of consummate skill, while Betty Field gives a distinguished account of herself as the bewitching vamp. Louis King imparts sensitive and coherent direction, sharply etching Cooper's hectic courtship, his financial troubles and his tragic defeat when the visitor leaves with another man.

Jackie Cooper, Betty Field, Otto Kruger, Betty Moran, Norma Nelson, Ann Shoemaker, Thomas Ross.

Seventeen F Comedy

Universal (4038) **59 Minutes** **Rel. Feb. 16, '40**

Edmund Lowe and Margaret Lindsay appear here in the familiar sleuthing pattern of husband and wife on a manhunt, this time as newlyweds whose honeymoon is interrupted by murder. For comedy, there are breezy lines and situations where feminine jealousy is lightly touched as Miss Lindsay views her spouse in mildly embarrassing predicaments. For mystery, Lowe's boss is murdered, and he, as a private investigator, sets out to get the killer. The police appear as typical film flatfoots. There are family backgrounds and romantic intrigue among the supporting players, which ably serve to throw suspicion around for general interest. The affair is solved in good style, and plausibly. Performances measure up well. Lew Landers directed.

Edmund Lowe, Margaret Lindsay, Elisabeth Risdon, Joyce Compton, Chick Chandler.

Honeymoon Deferred F Mystery Comedy

Paramount (3923) **68 Minutes** **Rel. Feb. 23, '40**

Faithful screen version of the Zane Grey story, this fast-moving western is endowed with all of the production values, action and entertainment which are characteristic of outdoor pictures from the Harry Sherman stable. Russell Hayden, the "Lucky" of the Hopalong Cassidy series, is afforded his biggest opportunity to date at the van of the cast, and is given creditable support by Jean Parker in the femme lead and Victor Jory as the inevitable heavy. Acceptable musical interludes are furnished by The King's Men, cowhand quartette. Hayden, a rustler of the early West, becomes disgusted with his activities when the father of Miss Parker is murdered by a fellow outlaw. He joins the side of law and order, outwits his old gang, wins respectability and, of course, the girl. Directed by Lesley Selander.

Russell Hayden, Victor Jory, Jean Parker, Morris Ankrum, Britt Wood, J. Farrell MacDonald, Ethel Wales.

Knights of the Range F Western

First National (481) **72 Minutes** **Rel. Dec. 16, '39**

The tragic and, by now, familiar story of the brief reign of the Emperor Maximilian and Empress Carlotta in Mexico is related in this production. The dramatic content deals strictly with these two principals of the drama. The other side, the rise of the Republican government under Juarez, is played on a lesser scale. The film has merit chiefly in its use of actual Mexican locales, attention to the period and the inclusion of a few big scale spectacle shots of war and imperial pomp. The re-creation of historical personages is convincing. The chief roles are effectively done by Conrad Nagel and Medea Novaro. The producer, Miguel Torres, has surrounded them with a supporting cast of what apparently are natives, who give fine realism to the locale. Photography, sets and accompanying music are tastefully apparent.

Medea Novaro, Lionel Atwill, Conrad Nagel, Guy Bates Post, Evelyn Brent, Frank McGlynn sr.

The Mad Empress F Historical Drama

First National (——) **60 Minutes** **Rel. ————**

Singularly lacking in original touches, this can be written off as another stereotyped, low-cost programmer, moving along at a brisk enough pace but never rising above the program average. Audiences will be able to spot the outcome of the formula story from the first reel. Highlight is the excellent character work of Stanley Fields, in one of the meatiest parts this veteran has ever had. His is the title role, that of the boss of a northwoods lumber crew, rough, tough and with the proverbial heart of gold. Into this country comes John Payne, paroled exconvict, and Gloria Dickson, stranded showgirl. She marries Fields, who accidentally discovers she and Payne were sweethearts. He attempts to kill them, then saves their lives and grants them a divorce. William Clemens directed.

John Payne, Gloria Dickson, Stanley Fields, Joe Sawyer, Victor Kilian, Earl Dwire, Herbert Haywood.

King of the Lumberjacks F Melodrama

RKO Radio (——) **59 Minutes** **Rel. ————**

This will do as a top-rate western until a better one comes along, and according to current production standards in its class that is an unlikely contingency. Although a bit on the formula side as to story, the action is so rapid that it will make the bang-bang fans forget this detail. Hero George O'Brien is a rugged son of the saddle who owns a ranch. One of his hands is in league with rustlers. During a raid the wayward boy is killed, O'Brien believing that he had fired the fatal bullet, which in reality had come from the gun of the Number One villain. O'Brien travels to a distant ranch owned by the slain boy's father, where he is precipitated into a land war, manages to save the property from a second band of brigands, win the sister and establish his own innocence by capturing the killer. David Howard directed.

George O'Brien, Virginia Vale, Slim Whitaker, Howard Hickman, Harry Woods, William Haade, Walter Miller.

Bullet Code F Western

M-G-M (24) **91 Minutes** **Rel. Feb. 16, '40**

Civil War melodrama which should prove welcome entertainment only for confirmed Wallace Beery fans and those who are satisfied with suspenseful action without being too analytical of the value of story consistencies, good acting and direction. It is so weak in those departments, however, that to most patrons it will register as just an average program offering. Beery and John Howard portray soldiers of the Union army who have been captured by the Confederates and lodged in prison. They secure a battle map the importance of which means victory for the north if it is delivered in time to General Grant. Escaping from prison, the two soldiers make their way northward through countless hazards, accompanied on the trek by Dolores Del Rio, a Russian girl who has killed her sweetheart. Leslie Fenton directed.

Wallace Beery, John Howard, Dolores Del Rio, Donald Meek, Robert Barrat, Addison Richards.

The Man From Dakota F Melodrama

Paramount (——) **62 Minutes** **Rel. Mar. 15, '40**

Here is another formulized yarn of the falsely-accused man and woman in durance vile for the murder they did not commit. The heroics to which the dauntless lass resorts establishes their innocence but fails to elevate the picture above the status of a low-bracket program supporter. Story construction and general handling is strictly routine throughout. The principals, Ellen Drew and Robert Paige, run afoul of a murder case on their wedding night and, through circumstantial evidence, are convicted. Paige is sentenced to death and Miss Drew draws a life term for her alleged part in the affair. As the zero hour approaches, she stages a prison break with the cooperation of a newspaper man, embarks on a chase to round up the guilty party, and succeeds at the last second. Robert Florey directed.

Ellen Drew, Robert Paige, Judith Barrett, John Miljan, Fay Helm, John McGuire, Louise Beavers.

Women Without Names F Melodrama

Monogram (3924) **62 Minutes** **Rel. Feb. 10, '40**

That rather overworked cycle of films in which the activities of embryonic criminals were made interesting dramatic material has begun to lose its sheen. This latest sociological slum reform story bears that indication out. The drama is routine. The performances have too much affectation. The cast features the "East Side Kids," and they are no Dead Enders. At first, they are a pretty bad lot. When a detective enlists their aid in securing evidence that will prevent the execution of one of the group's brothers, they hit the reform path. Amateur wireless, a running gun fight, rough and tumble and a rooftop brawl are included in the action which eventually rounds up a counterfeiting gang. Leon Ames and Joyce Bryant supply the romantic interest. Bob Hill directed.

Leon Ames, Joyce Bryant, Vince Barnett, Dave O'Brien, Dennis Moore, "The East Side Kids."

East Side Kids F Melodrama

SELLING ANGLES: **"Knights of the Range"**

Russell Hayden is known to millions as "Lucky" in the "Hopalong Cassidy" series and, therefore, should be a valuable marquee name. Employ the usual western exploitation procedure. Play range ballads over the lobby p. a. system. Dress attendants as cowhands. Stage a juvenile "rodeo," with roping tricks, etc., in conjunction with a matinee performance. Tie up with magazine stands, stuffing heralds in western "pulp" publications, and arrange with libraries to set up a special display of Zane Grey novels.

CATCHLINES:

Adventure Galore on the Rangeland . . . In a Thrill-a-Minute Story of the Old West.

Here's the Kind of Outdoor Action You Love . . . Where Brawn and Bullets Are the Law.

SELLING ANGLES: **"Bullet Code"**

Decorate the lobby in western cow-town style and dress the attendants as cowhands. George O'Brien is entitled to the marquee and advertising credits. For the kids, hold a "rifle shoot" with BB guns in the lobby or on a near-by vacant lot. Fill a gold-fish bowl with .22 shells and award free admission to the patron guessing closest to the exact number of bullets therein. Erect a blow-up figure of O'Brien in the lobby or over the marquee, with a gun in each hand.

CATCHLINES:

The Greatest Action Star of 'Em All . . . George O'Brien . . . In Another Thrill-a-Minute Story of the West That Was.

A Saga of the Old West . . . When a Blazing Six-Gun Was the Law Book . . . And Boot Hill the Punishment for Wrong-Doers.

SELLING ANGLES: **"East Side Kids"**

Contact youth organizations, police athletic groups, boy's clubs, etc., for tieups which should not be difficult to arrange. Various types of street ballyhoo are listed in the pressbook. What seems to be the most interesting stunt is the one which deals with amateur radio broadcasting. This plays an important part in the story and can be as easily arranged for the lobby. Have the theatre artist make up a display of the "East Side Kids" toys. These are brass knuckles, burglar tools, dice and sawed off shotguns.

CATCHLINES:

Don't Waste Your Pity on Gutter Rats. See "East Side Kids."

Parents! Is Your Boy a Killer in Knee Pants? See "East Side Kids."

SELLING ANGLES: **"Honeymoon Deferred"**

Edmund Lowe's recent appearances as a detective in various mystery melodramas have laid a substantial foundation for his exploitation along those lines. Miss Lindsay is a capable actress who can do justice to any number of roles. The two are the personalities to play up in marquee notice and lobby displays. For the most part, the insurance business motivates the murder content. Fake policies with appropriate suspicious naming of beneficiaries should make good lobby display.

CATCHLINES:

They Led a Hectic, Merry Life Before They Could Embark on a Delayed Honeymoon.

Their Honeymoon Waited While They Chased Killers All Over Town.

SELLING ANGLES: **"King of the Lumberjacks"**

Dress the lobby with pine branches and bark. Tie up with lumber companies on displays of currently popular types of finishing woods and print throwaways on imitation birch bark. Dress ushers and usherettes as lumberjacks. Conduct a wood-chopping contest among the juvenile patrons, with a lumber company furnishing the scraps. Stills from the picture can be planted with traveling agencies advertising nearby vacation resorts. Hardware dealers can be tied into a display of axes and saws.

CATCHLINES:

He Could Whip Nature and Man With His Own Two Fists . . . But He Couldn't Cope With Love.

Thundering Action in the North Woods . . . As Two Men Fight for the Love of a Girl.

SELLING ANGLES: **"Women Without Names"**

Use the standard exploitation stunts in ballyhooing this prison picture. Make over the theatre front to resemble a penitentiary and dress attendants either as convicts or guards. Conduct a "Women Without Names" contest in a local newspaper tieup, publishing portraits of well-known women in public life, the movies, etc., and awarding prizes for those identifying the most of them. Print throwsheets as subpoenas ordering the recipients to appear at your theatre for "jury duty."

CATCHLINES:

Honeymooners . . . Caught in a Web of Murder and Violence . . . Doomed to Die for a Crime in Which They Had No Part.

Breathless Suspense in the Thrilling Drama of the Big House . . . And a Woman's Love for Her Man.

SELLING ANGLES: **"Seventeen"**

Use Booth Tarkington's name on the marquee as well as those of Jackie Cooper and Betty Field. Invite 17-year-olds to attend the initial performance at reduced admission prices—17 cents, if possible. Place advertising in local school papers. Arrange with high school to stage a "jalopy" parade, using their old cars, liberally bannered with picture billing. Effect tieups with bookstores and the public library on Tarkington's novel.

CATCHLINES:

The Immortal Willie Baxter . . . Seventeen-Year-Old Man of the World . . . And His Deathless Romance . . . Which Lasted Two Weeks.

The Story Millions Have Read and Loved Becomes a Screen Classic.

SELLING ANGLES: **"The Mad Empress"**

In selling this one, the exhibitor should consult his records for the boxoffice performance of "Juarez." If he has a theatre in a college town where part of the studies include motion picture production, he might get instructors to urge their classes to see the film. For students of the film it is a comparison that should fill many a notebook. Conrad Nagel has a radio reputation. A radio columnist might be contacted for publicity breaks. Bookstores handling recent works on the subject rate attention.

CATCHLINES:

The Hand of Fate Tore These Two From Each Other.

For One, Fate Dealt Madness . . . For the Other, Death by a Firing Squad.

SELLING ANGLES: **"The Man From Dakota"**

Wallace Beery always is a good selling name for the marquee. Couple his with those of John Howard and Dolores Del Rio. Mention in advertising matter that this picture was made from a "Saturday Evening Post" story, "Arouse and Beware." Conduct a search through your locality for Civil War curios and relics for use in a lobby display. Hold a "Dakota Night" at which former residents of that state are invited to attend in a delegation at special rates. Prepare throwsheets and advertising in Civil War period type.

CATCHLINES:

Two Against an Army . . . Risking Their Own Lives That a Nation Might Be Saved.

Spine-Tingling Adventure of the Days When a Nation Was Fighting to Save Itself From Destruction.

Foreign Language Features

The Baker's Wife

(The Baker's Wife, Inc.) A 97 *Min.*

Drama. Were it not for the indelicacy of a few scenes that certain audience quarters are committed against, this superb French production might easily slip into that "best" category that has epitomized Gallic wit. It is a fluid, earthy and realistic compound of humor, drama, morals and passions. If the sensibilities of the laity are bruised, it might be attributed and almost justified in the film's adherence to a slice of rural French life as traditional as the tri-color. With Raimu enacting one of the best roles of a renowned career, the film is at once hilarious and charitable as it scans the scandalous goings on in a small village. There is Raimu, the oldish, unemotional baker, losing his very attractive young wife to the handsome shepherd. Since the villagers' need for bread is second only in importance to their petty feuds, it is deemed wisest to retrieve the erring wife for the good of the community's subsistence. Forgiving her her sins, she is reunited and life in the village is sweet again. English subtitles by John Erskine are a delight in themselves. Splendidly directed by Marcel Pagnol, who directed "Harvest."

Raimu, Ginette Leclerc, Charles Moulin, Robert Vattier, Robert Bassac, Charpin.

Between Two Worlds

(Esperia Films) A 78 *Min.*

Drama. Ably directed and well performed, this Italian film should furnish its logical audience with what it requires in the way of drama and entertainment. To attract other than that audience there are Isa Miranda and Vasa Prihoda, the latter a violinist of some note. The story is a new treatment of the woman who is torn between two loves. On one hand there is an Indian potentate who would marry her because she looks like a dead, but still-loved favorite. The violinist is the other. These events come to pass when a string quartette, of which Miss Miranda is a member, fills an engagement at a resort hotel. It comes out as expected. When Miss Miranda learns of the reason for the maharajah's love she goes cold and returns to her violinist. The film has a number of attractive outdoor San Remo backgrounds and is beautifully photographed. The musical element fits in nicely with the story. There are English titles.

Isa Miranda, Vasa Prihoda, Assia Noris, Giulio Donadio, Tatiana Pavoni.

The Human Beast

(Juno Films) A 78 *Min.*

Melodrama. This excellent French film is based on Emile Zola's "La Bete Humaine." Its mood can best be described by the director's reference to the characterization of Jean Gabin, its central figure: "His skull was bursting under the strain, in that agony of a man driven to acts for which he was no longer responsible." Jean Renoir is the director. Simone Simon is opposite Gabin. The background is supplied by trains, railroad yards and trainmen's quarters. Its melodrama is tense and brooding. Mass entertainment values are largely dependent on the appreciation of tragedies of a group of persons of the laboring class whose existence is largely motivated by personal oppression, well within the borders of neurosis. The entire project, considering the symbolism of life which its producer seeks to capture, is enveloped with consummate skill. The performance of Gabin is unblemished, while that of Miss Simon is noteworthy for its sensitivity.

Jean Gabin, Simone Simon, Ledoux, Carette, Blanchette Brunoy, Gerard Landry.

Motel the Operator

(Cinema Service) A 86 *Min.*

Drama is laid on thickly here and a couple of vocal numbers relieve the tension. Joseph Seiden produced and directed. It is not an outstanding effort, this story of the pants operator who is injured in an accident. While in the hospital, his wife is forced to turn their son over for adoption. She commits suicide shortly after. After three years in the hospital, the father is turned upon a cold world in search of his son. By chance he comes upon him, and, rather than reveal his identity, murders the blackmailer who again tries to hoodwink the now elderly couple who adopted the boy. His son, a lawyer, successfully defends his father, as yet unknown to him. There is a marriage attended by the father who refuses to give away his secret and all ends the way Yiddish folks would like it.

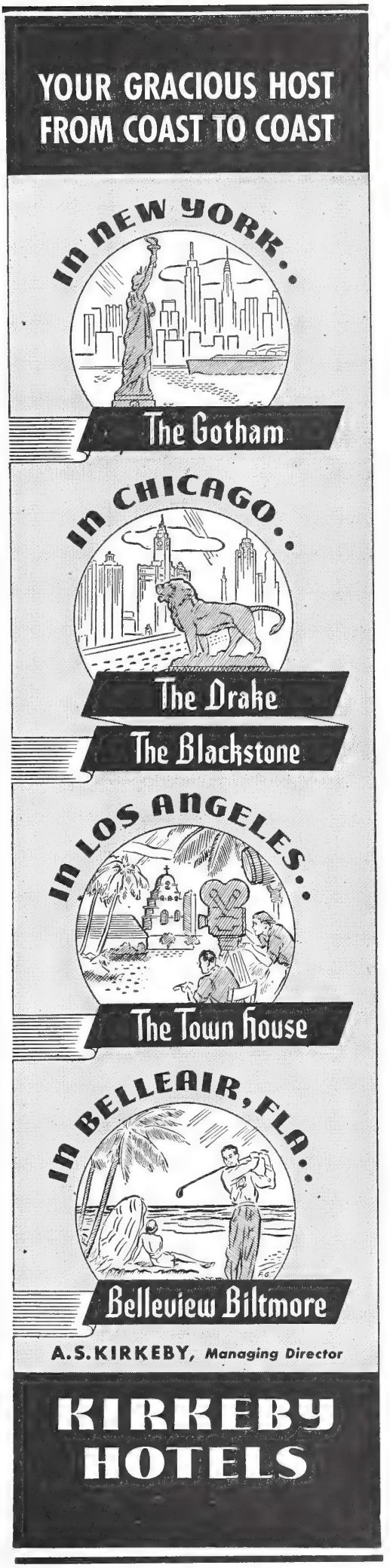
Chiam Tauber, Yetta Zwerling, Seymour Rechtzeit, Joseph Schoengold, Melvina Rappel, Jacob Zanger, Bertha Hart, Maurice Kroner, Herman Rosen, Gertrude Krause, Isidore Frankel and Cantor Leibele Waldman.

Overture to Glory

(G&L Motion Pic. Corp.) F 87 *Min.*

Melodrama With Music. Somewhat legendary in character, yet possessed of the nuances of life as it has become known to followers of old-world customs, this Jewish film bears the mark of quality in all departments. More than any other factor the musical background, with its religious overtones and the magnificent voice of Moishe Oysher in the lead, combine to offer something Jewish audiences should thrill over. Standardized drama is fused with ritualistic sequences to gain the stirring effects that pervade the film. In all respects, it is paced with the reverence for which its subject matter calls. Technically and in production values, it is superior to other films of this calibre. The supporting cast is above par. It tells the story of a young cantor who was induced to leave the synagogue, against the wishes of his rabbi and family, to sing in an opera. At the height of his success his son dies and upon his return, in atoning for his action, he also expires. English titles are well prepared. Directed by Max Nosseck.

Moishe Oysher, Helen Beverly, Florence Weiss, Baby Winkler, Maurice Krohner.



EXHIBITORS SWAMP MAILS WITH INQUIRIES ON GUARANTEED SALES PLAN

KANSAS CITY, MO.—Exhibitors have been inquiring how they can secure the exclusive Movie Trade Scrip License and after that how they can profit from its use. The answers are simple.

First . . . the Movie Trade Scrip License charge is only 10 cents per seat for a year's operation . . . and this fee is guaranteed and will be returned in full if MTS fails to produce desired results. In addition it is necessary to have a minimum of 5,000 imprinted Scrip at $5 per thousand or $25. Other individually prepared promotional materials for successfully merchandising the MTS Plan cost $65 more, making the total cost besides the License fee only $90. Exhibitors can, if they desire, just buy the Scrip and build their own promotional material but it would not be economical to do so. On this page is a list of these materials and you will agree that it would cost up to $300 to duplicate this for any one of your houses. These low costs for starting Movie Trade Scrip appeal to everyone because with only mediocre success very short time is required to more than pay for the Plan.

Compare MTS Plan With Other Seat Sellers

Say you were starting this Plan and you had a 400 seat house with an average adult attendance of 250 at 15 cents on your off night. You would issue on this night to each adult one MTS in the denomination of 5 cents. This would figure 250 pieces of 5-cent MTS. Perhaps you are now saying, "That's too much of my gross to give away." But . . . That's just where you are wrong . . . because instead of giving away 33 1/3% of your gross it would actually figure less than 15%. And here's why . . . at least half of all Scrip issued will come back through your own boxoffice and requires no cash redemption. Also a part is spent at your pop-corn stand in your lobby and some is lost, destroyed, hoarded or forgotten. Remember that the Scrip spent with cooperating merchants can be redeemed by you at a discount. No other stimulation could be used that costs less.

MTS Costs Less Than Dish and Other Merchandise Deals

You know dishes and other merchandise deals cost up to 11 cents each and figure over 50% of your gross. And patrons are quickly fed-up with such items. But patrons are never fed-up with MTS because MTS is "just like Cash" and Cash will buy anything the patron desires. Actually, instead of offering your patrons some standard giveaway they might not want, you are making available to them any item of merchandise that is purchasable. Patrons instantly realize the value of MTS and eagerly come back for more. They do not have to wait until they have accumulated a large amount of Scrip to obtain some prize . . . Movie Trade Scrip is usable as soon as issued and, if you really want to learn what patrons think of MTS, just offer a double MTS Night.



The Magic Worker—

Above is reduced reproduction of Movie Trade Scrip which is beautifully lithographed on both sides in green with value in trade, name of theatre, serial number and expiration date surcharged in red.

Exhibitors All Praise Movie Trade Scrip

In personal conversation with Exhibitors it is found they are unanimous in their praise because MTS is so easy to start and operate and the entire Plan is so complete for successful merchandising. Since it is not a lottery, exhibitor are not harassed by law enforcement agencies, etc. . . . But the big reason Exhibitors like MTS is that it Sells Seats.

Get Started With Movie Trade Scrip at Once

Get in your application for the exclusive MTS License right away and beat your competition to the punch. Use the handy form contained in February 3 issue of BOXOFFICE pages 72-73, or send in your name and address, name of theatre and the 10 cent per seat License fee to MOVIE TRADE SCRIP CORPORATION, 407 COMMERCE BUILDING, KANSAS CITY, MISSOURI. If your locality is not open your money will be returned at once.

Exhibitor Gives Swell Promotion Plan for MTS

Being in a smaller town and knowing the local newspaper always has trouble getting cash for subscriptions he plans to allow the Editor to accept Movie Trade Scrip on subscriptions the same as cash . . . Of course this means plenty of free publicity for MTS and the Theatre. Thanks, Bob, for the tip . . . we know lots of others will use this idea, too.

Kids Go Wild Over MTS Sat. A. M. Matinee

Putting over a 10 a. m. kids' matinee is no job at all with Movie Trade Scrip because kids go for MTS like Eskimos go for gum-drops. To really start a new serial just get the word around to the kids that a full 5-cent Movie Trade Scrip will be given with each 10-cent admission and then watch them flock in and fill the house.

And here's the "pay-off" . . . after a short subject, bring up the lights and announce that ushers will go through the aisles and exchange pop-corn (that costs less than one cent), peanuts, ice cream bars and candy bars for the Movie Trade Scrip just issued. A vacuum sweeper couldn't pick up the Scrip any faster.

A check-up will prove that instead of a five-cent net for the house you will have from 7 to 8 cents net. As a matter of fact, this kid matinee idea will more than pay for the initial cost of the entire MTS Plan and you then have the stimulation for one of your weak nights for nothing.

Local Merchants Pay Cost Of Starting MTS Plan

Several means are employed to secure the initial cost of starting the MTS Plan from the merchants allowed to participate. Some exhibitors prefer to make a flat charge of 25 cents or 50 cents per week and ask for the merchant to pay the first six months in advance . . . and figure the amount at $6.00. If only 15 merchants are permitted to cooperate the full amount of the initial investment in merchandising equipment has been secured.

Some exhibitors suggest also that merchants will permit redemption of Scrip at a discount of as much as 50% because of the advertising and business-bringing value of the deal to them.

The Complete List of Merchandising Helps

- 5,000 Movie Trade Scrip—Lithographed two sides, including Theatre name imprinted in red.
- 3,000 Hand Bills—Lithographed including imprinting name of Theatre and names of merchants.
- 15 Large Display Cards—4 colors with Theatre name imprinted.
- 30 Decalcomanias—4 colors, size 10 inches x 6 inches, for merchants' window saying "Spend Movie Trade Scrip Here."
- 1 40-foot Trailer—Teaser type.
- 1 60-foot Trailer—Telling story of Movie Trade Scrip.
- 1 40-foot Reminder type Trailer.
- 2 Mats—For cuts to run in merchants' ads.
- 1 Press Release—For newspaper to run free.
- 1 Page Layout—Going direct to newspaper so paper can sell space on page to cooperating merchants.
- 1 Set of Directions—Fully explaining Movie Trade Scrip Plan and operation of same.

Short Subject Reviews

Flash Gordon Conquers The Universe

(15-Part Serial)

Universal 1*st Chapter*, 20½ *Mins.*

These further adventures of Flash Gordon should enjoy the same success of his past performances. The action content keeps pace with the pseudo science, which is in evidence every foot of the way. The story has been garnished with the type of fantasia that kids go for in big doses. Witness the success of the cartoon strip. Again the wily old Ming is out to gain domination over the universe. Pitted against his deadly plans are Gordon, played by Buster Crabbe; Doctor Zarkov, played by Frank Shannon, and Dale Arden, who appears in the person of Carol Hughes. The sets, the action, and the thrills are as outlandish as they could possibly be created. This also goes for the dialogue and props. But all in all, it has what it takes. They'll come back for more.

Siege

RKO (Reelisms) 10 *Mins.*

Photographed by Julien Bryan, recorder of documentary films, this is a stirring and highly dramatic presentation of a modern metropolis subjected to siege. The city is Warsaw and the aggressor, of course, is the Nazi army. Calmly and even detachedly, the narration tells in words what the film reveals to the eye. Hardly entertainment in the accepted sense, this release, nevertheless, is engrossingly interesting and must rank well up front among the worthwhile in short subject endeavor.

Your Town

Modern Talking Picture Service 11 *Mins.*

This reel shows the community building influence of industry and how it is reflected in all the enterprises that contribute to the location's growth. It was sponsored by the National Association of Manufacturers. Prints may be had free upon application. The scenario has an old man and his grandson as foils for the narrative. The conclusion arrived at is: Where would the town be if it weren't for the factory?

Human Fish

Paramount (Sportlight) 10 *Mins.*

Here is more footage on the swimming and underwater photography adaptabilities of Silver Springs, Fla. Ted Husing narrates. Newton Perry, Olympic swimming champ, leads a group of youngsters in chasing turtles and swimming with seals. It's a new twist to an always interesting subject. The action is better than the comment. One of the better variety.

For Play Hours

(Vyvyan Donner's Fashion Forecast)

20th Century-Fox 10 *Mins.*

Resort fashions for day and evening wear are collected with the usual, discriminating taste by Vyvyan Donner and draped over a bevy of beauties. All in Technicolor. If the men get bored with the clothes, they will certainly keep their eyes glued to the screen. For the women, it is window shopping at its best. There are play suits and all sorts of fashionable trimmings which will set the style for the new season. Ilka Chase's witty and sophisticated running comment makes this an all-round, pleasant program package.

Jimmy Dorsey and His Orchestra

Paramount (Headliner) 10 *Mins.*

The popular band leader, a virtuoso of the saxophone, musically delivers the goods in this short. All the swing fans will like it. The numbers are typical Dorsey specialties. Vocals entertainingly round out the music. There are inserts showing the soloists as they appear on the street which then dissolve into the bandstand. Well done.

Little Lambkin

Paramount (Color Classic) 7 *Mins.*

For children's matinees and morning shows, this rates the "must" label. The story has a youngster moving to the city against his wishes. At the modern apartment he crosses wires and pipes, a la Katzenjammer. Result, when the house is in an uproar: He and his family go back to their country home where the youngster can be with his animal friends.

Popular Science No. J9-4

Paramount (Cinecolor) 10 *Mins.*

Scientific poultry farming in mid-town Chicago, a historical bit, tastefully done, on the discovery of aniline dyes, comic Professor Oakes, new kitchen aids and solving the salmon's problem when modern waterworks interfere with spawning. The color might be better. The subjects have the usual interesting attributes.

"Personals" Plug for "Drunk Driving"

Kansas City—A "personals" plug for "Drunk Driving," Metro short subject, in the Sunday columns of the "Star" read:

"OWEN—Go to the Apollo Theatre, Saturday, Sunday, Monday or Tuesday and see 'Drunk Driving.' Perhaps you will stop drinking. Father."

The Apollo is a second run house operated by Fox Midwest.

The Vatican of Pius XII

(March of Time, Vol. 6, No. 7)

RKO 18 *Mins.*

The exhibitor who has already booked this series has a timely and vitally interesting number in the latest issue. Others might well look into the matter immediately. Besides being timely in view of recent events, and the Lenten season, it is probably the first time the camera has invaded the Vatican State and so thoroughly filmed architecture, gardens, art treasures, personalities and the various religious orders that make it their headquarters. There is no important place, from the catacombs to the Sistine Chapel, not represented in the footage. The Pope and his apartments, accoutrements and activities are all pervading. This issue probably will draw stand-out attendance. It is done in sepia.

Top-Notch Tennis

(Ed Thorgersen's Sports Review)

20th Century-Fox 10 *Mins.*

An ace short for tennis fans and a happy combination of entertainment and instruction. The brilliant Australian doubles team of Jack Bromwich and Adrian Quist is shown in action against Joe Hunt and Jackie Kramer. Another clip has Dorothy Bundy volleying with her mother May Sutton. The attractive English star, Kay Stammers, demonstrates her style of play. Topping the reel are shots of Bobby Riggs in slow motion which should prove of great help to net followers. Ed Thorgersen's booming delivery gives the subject pace.

Paramount Pictorial

Paramount (Paragraphic) 10 *Mins.*

The merit balance of this short is equally divided between its two subjects. The first solo flight of a student pilot is a real thriller. The camera was advantageously placed for a dozen exciting angle shots and the narration carries on in fine style. Part two concerns the steps in the manufacture of men's hats. It is in color. The piece closes with a fashion review of the hats required by the well-dressed man in his year 'round living. It has all that a good short needs.

Kittens Mittens

Universal (Cartune) 9 *Mins.*

There are sufficient clever and ironic touches in this Technicolor item to put it over in good style with the youngsters. And there is little reason why their elders should not like it. The tale deals with the antics of a trio of kittens who lose their mittens and lie about it to their mother in order to get their share of pie. They claim robbery. Blame is centered on an orphan kitten. As he is undergoing phoney police roughing up, the others own up to their fabrication. Result: They all get pie.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Columbia

Blondie Brings Up Baby
Up to regular standard of the series which is good. The audience enjoyed it. Boxoffice: A little better than average. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Golden Boy
Holden made a perfect golden boy, but somehow didn't have much strength at B. O. Nevertheless a great picture. Wed., Thurs. Weather: Snow. Admission: 20-10. Population: 138,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

U-Boat 29
Thought that this one would do business because of its timeliness, but was disappointed. The picture is poor and lacks the elements of action. The speech is difficult to understand and the story likewise. Wed., Thurs. Weather: Cold. Admission: 25-10. Rural patronage. Population: 700. —W. D. Rasmussen, Tivoli, LeRoy, Minn.

Whispering Enemies
Good programmer. Wed., Thurs. Weather: Snow. Admission: 20-10. Population: 138,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Metro-Goldwyn-Mayer

Babes in Arms
The picture favored mostly among the young people and those who like music. I think it was dull in places because there wasn't enough plot to hold it together. Sun., Mon. Weather: Snow. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Congo Maisie
Quite a picture and Ann Sothern definitely steals the show. Audience seemed to enjoy it very much. Boxoffice: About average. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

It's a Wonderful World
A real funny picture. Jimmy Stewart is really good in this. Sun., Mon. Weather: Warm. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—M. H. Robertson, Joyo, Coleridge, Neb.

Joe and Ethel Turp Call on the President
Swell acting by all, but the general setting could have been improved. Audience reaction: Indifferent. Boxoffice: Not good. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Nick Carter, Master Detective
I believe the Nick Carter pictures are going to be a success. I might add there is an educational value to be obtained through this picture. Tues., Wed. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Within the Law
An interesting picture. I would like to see Paul Kelly in more pictures. Fri., Sat. Weather: Cool. Admission: 25-10. Rural patronage. Population; 600. Capacity: 200.—M. H. Robertson, Joyo, Coleridge, Neb.

Paramount

Cat and the Canary, The
Will raise goose pimples on goose pimples like the trailer says. This ranks among the most creepy of all the horror shows and it had the patrons on edge all through the show. I had to refasten the seats the next day. Wed., Thurs. Weather: Very cold. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Geronimo!
This was a natural for Arizona exhibitors, but must admit it is not too much as a production. Inserting those clips from "The Plainsman" was noticed even by the kids. Audience reaction: Okay. Boxoffice: Above average, but no one complimented us on the way out. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Gulliver's Travels
Gulliver stopped off here at the Mayfair, Newark, N. J. In the first place he wasn't invited; in the second place he stayed too long; in the third place he irritated the rest of the guests here—to say nothing of the personnel and the writer. Worst week's run since Christmas week and long before, and with best movie weather. Our faith in public intelligence was restored; it stayed away admirably. Full week. Weather: Good. Admission: 35-20. Cosmopolitan patronage. Population: 450,000. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Llano Kid, The
One of our biggest hits in the way of westerns. Tito Guizar was a little weak in the leading role, but he did fairly well. Our receipts were exceptionally high. Saturday. Weather: Cold. Admission: 15-5. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

$1,000 a Touchdown
Give us more pictures like this one. The public went nuts over this picture. Joe E. Brown is always good for a few good laughs. Any time I show Joe E. there will always be a good crowd to see him. Tuesday. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

RKO Radio

Abe Lincoln in Illinois
Caught this at preview and honestly believe it to be the finest Lincoln picture ever made. Massey fine. Admission: 35-25-10. Rural patronage. Population. 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Fifth Avenue Girl
Here was a fair comedy. Picture did not draw like I thought it would. The few who saw the picture liked it. Should have done more. "Bachelor Mother" played first. Should help this picture. Some reason it did not. Sun., Mon. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Married and in Love
Just fair. Wed., Thurs. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Three Sons
Edward Ellis, one of the finest and most likeable characters on the screen today, added to his triumphs of the past in this rather ordinary story. This man could help along any picture and so does in this one. He is the nearest thing to everybody's dad we've seen. Incidently, he deserves a ride on some of the vehicles with larger budgets. He has contributed enough as a lone wolf; he deserves to be cast with stars near his worth and with stories equal to him. Full week. Weather: Good. Admission: 35-20. Population: 450,000. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Republic

Money to Burn
This is one of the best pictures the Higgins Family has been in. These are better than the Jones or the Hardys, but they don't get the money for some reason. There is comedy and thrills in these shows. Wed., Thurs. Weather: Very cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

South of the Border
Years ago it was "2-Gun" William S. Hart . . . then came Fred Thomson and his horse "Silver King" . . . and, Tom Mix and "Tony" the Wonder Horse. All of these were "tops" during their respective periods. Now we are proud to have Gene Autry and his highly capable comedian partner, Smiley Burnette, known to my patrons as "Old Frog." Their latest offering, "South of the Border," has sufficient class to deserve Sunday playing time. I featured this release for my annual 3-day New Year's Gala Show. It pleased 100 per cent and business best in years in spite of first storm of season and bitterly cold weather. I consider Autry a real bet in almost any situation if properly introduced and played up by slow degrees over a period of time. Every release is a winner and thoroughly dependable.—J. D. Warnock, Luna, Battle Creek, Ia.

Three Texas Steers
The Three Guys are always good for action from the old west. They carry comedy and action the way westerns should be made. These guys should go good in any town in the west. Comes to the front. Fri., Sat. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

State Rights

Bronze Buckaroo
This is a Negro cast show. Good show for whites and Negroes too. Held preview for the Negroes and did good. If you have Negroes this picture will go over all right. These Negro pictures are good. Wed., Thurs. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

20th Century-Fox

Adventures of Sherlock Holmes
Rathbone and Bruce make a perfect team. Story could have been a little more clear at the end but still very good. Audience liked it okay. Boxoffice about average for Saturday. Cosmopolitan patronage. Population: 700. Capacity: 263.— E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Barricade
It's a shame Fox should waste two such swell actors on such an ordinary piece of story material. Just a programmer. Sun., Mon. Weather: Good. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Cisco Kid and the Lady
The picture is excellent in acting, plot and action. Twentieth Century-Fox really put their least into it, but I don't believe Cesar Romero will ever win people's hearts like Warner Baxter. Tues., Wed. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Day-Time Wife
Fell flat here. No boxoffice appeal in small towns. Allocated too high. Sun., Mon. Weather: Good. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

United Artists

Housekeeper's Daughter
Very clever. Nice little comedy. Wed., Thurs. Weather: Good. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Raffles
Nice show, but who knows what Raffles means? If retitled would be a boxoffice treat. Sun., Mon. Weather: Ok. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Slightly Honorable
Good entertainment. Bad title and business way off, but the show was okay. Wednesday. Weather: Cold. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Warner Bros.

Dead End Kids on Dress Parade
A good little show spoiled by routine, obvious and unexciting ending that after scores of military pictures leaves one cold. The audiences here stamped and hooted it, spoiling for them what was otherwise a good show. Wednesday. Weather: Fair, cold. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg, Williamsburg, Va.

Dead End Kids on Dress Parade
Cheaper made in every respect, yet it satisfied our mid-week patrons much better than the big pretentious Technicolor production of "Elizabeth and Essex." Wed., Thurs. Weather: Cold. Admission: 30-25-20-10. Population: 600. Capacity: 450. —Horn and Morgan, Star, Hay Springs, Neb.

Indianapolis Speedway
Plenty of punch. Good from first race to finish. Good cast that helps the marquee. Sun., Mon., Tues. Weather: Cold. Admission: 25-10. Population: 138,000. Capacity: 400.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Roaring Twenties
This was entertainment plus for those who like their fare filled with action. Generally very well liked and drew a little extra business in spite of cold weather. Sun., Mon. Weather: Very cold. Admission: 30-25-20-10. Population: 600. Capacity: 450.—Horn and Morgan, Star, Hay Springs, Neb.

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Selling Seats

National Slant in "Mice" Campaign

NEW YORK—A picture selling campaign styled for the "long pull" was the goal of UA's exploitation here for "Of Mice and Men." The local campaign for the showing at the Roxy was directed to reflect itself in national publicity.

In keeping with this aim, publicity was keyed in a series of waves. At the outset mediums that commanded national attention were utilized, with layouts in *Life, Look,* and *Pic* magazines and coast to coast radio programs featuring the stars of the feature.

The second "wave" was more localized, centering about the presence in New York of the stars. Interviews with them, used by the press syndicates, kept national interest alive. The local campaign was intensified as the picture opened, with the use of pictures and stories on the drama pages of all local papers, and the use of a 15-minute transcription by ten stations in the metropolitan area. The advertising campaign was spread over ten days prior to the opening and continued for a day following.

Crossword Puzzle Contest Exploits "Ninotchka"

MERRILL, WIS.—The Badger here conducted a crossword puzzle contest as an exploitation stunt for the showing of "Ninotchka." Contestants were given two days in which to complete the crossword puzzle and the winner received a thrift book containing $2.50 worth of admissions to the Badger with the next 25 contestants receiving 25 double passes.

The puzzle, to be properly completed, required some knowledge concerning the picture, as for example, the last name of the male star in the production, what the leading actress in the picture does for the first time, etc.

"Fighting 69th" Premiere Has National Guard Aid

MIDDLETOWN, N. Y.—A gala premiere helped give Warner's "Fighting 69th" a big sendoff at the Paramount here.

Harry C. Stowell, manager, tied up with the local National Guard unit, who cooperated by placing two motorized field units in front of the theatre for the premiere.

On the night of the opening, the National Guard paraded to the house, accompanied by their drum and bugle corps. At a signal, the entire unit paraded down the aisle of the theatre, to the applause of the patrons who were waiting for the show to start.





On the Larger Side—

At the top is cutout used by William Van Wiley, manager of the Palace in Netcong, N. J., for "Gulliver's Travels." Below is the cutout with which W. J. Wooten and Charles Donnell, manager and assistant of the Olympic in Canyon, Tex., plugged "The Hunchback of Notre Dame."

A Valentine Treat

KENOSHA, WIS.—As a Valentine treat, the Gateway here offered a special ticket for 40 cents which entitled the individual to see the show and secure a Valentine sundae at a nearby drug store. Regular admission to the theatre is 35 cents. Program for the occasion was "The Shop Around the Corner" and "The Man Who Wouldn't Talk."

Barrage of Stunts for "A Child Is Born"

LYONS, KAS.—An extensive advertising campaign was conducted for "A Child Is Born" at the Star, unit of the F. L. Lowe and W. A. Snell chain. Manager Ted Irwin and Warner Exploiteer Monroe Rubinger promoted the following:

1. A full page newspaper ad in cooperation with local merchants.
2. A lobby display erected a week in advance and spotlighted to attract attention.
3. Arrangements made with sheriff to fingerprint all children from 2-3 Sunday afternoon. The picture not being suitable for children, fingerprinting the children kept them busy and enabled the parents to see the show.
4. Advance newspaper publicity given the fingerprinting, telling that the children would be given a copy and a copy sent to Washington.
5. Advance pictures and writeups of Geraldine Fitzgerald donated by newspaper.
6. Handbills distributed to every house in Lyons and in every town within vicinity of 20 miles.
7. Elaborate front built with spotlight playing on cut-out letters. Entire front in white and baby-blue.
8. Window displays by all merchants who shared in cooperative newspaper ad.
9. All vacant stores plastered with one and three-sheets.

Publicized Appearances Mark Player's Visit

NEWARK, N. J.—Manager Robert Ungerfeld of RKO Proctor's here, used a personal appearance of young Terry Kilburn of the cast of "Swiss Family Robinson" as the occasion for a stage interview, which won space in all Newark papers, and for many appearances in a city-wide tour.

The young player was made an honorary member of the Boy Scouts and the Newark Junior Police; he received a key to the city and a special courtesy card from the deputy mayor; and at lunch time, appeared with the orchestra at a prominent restaurant.

Edmonton Spelling Bee Attracts Newspapermen

EDMONTON, ALTA.—The Capitol's weekly "So You Think You Can Spell" contest has drawn the interest of local newspapermen who have offered Manager Walter Wilson from $1 to $2 for each word they are unable to spell. Wilson has taken up the challenge and is expecting to rake in a few dollars and maybe more at the expense of the self-styled spelling experts.

"Pinocchio" Exhibit

PALM BEACH, FLA.—An art exhibit of "Pinocchio" original drawings opened at the Society of the Four Arts here, with the start of the film at the Paramount. Similar shows are planned for Miami, St. Petersburg, Lakeland, Orlando and Daytona Beach.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◒ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
OCT. 21	19 Com. Dra. **1101** ◐**Mr. Smith Goes to Washington** (125); R—Oct. 14 16 Drama **1031** **Scandal Sheet** (67) R—Oct. 28	20 Comedy **8** **At the Circus** (85) Marx Bros. Florence Rice R—Oct. 14	20 Western **Riders of Destiny** (54) (Reissue) John Wayne 20 Western **Reissue** **Sagebrush Trail** (55); John Wayne	20 Drama **3907** **Television Spy** (58) Judith Barrett William Henry R—Oct. 14			20 Comedy **018** **Shipyard Sally** (80) R—Dec. 9 20 Comedy **014** **Pack Up Your Troubles** (75) R—Oct. 14		20 Western **4059** **Oklahoma Frontier** (58) Johnny Mack Brown R—Dec. 9	21 M'drama **FN47** **Smashing the Money Ring** (56) Ronald Reagan Margot Stevenson R—Oct. 21	
OCT. 28	24 Comedy **1011** **Beware, Spooks!** (65) R—Oct. 28 Joe E. Brown 29 Drama **1032** **Miracle on Main St.** (78); R—Jan. 27	27 Com. Drama **10** **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	1 Act. Drama **3816** **Danger Flight** (61) J. Trent R—Nov. 4 25 Drama **3803** **Mutiny in the Big House** (84) R—Oct. 21; Bickford	27 Drama **3908** **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	27 Mus. Drama **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	27 Drama **012** **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	27 Act. Drama **013** **20,000 Men a Year** (84) R—Oct. 28 27 D'mentary **062** **First World War** (78) (Reissue) R—Nov. 17, '34	26 Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	27 Comedy **4019** **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	28 Drama **WB403** **Roaring Twenties** (104) James Cagney Priscilla Lane R—Oct. 21	22 M'drama **P-D-C** **Torture Ship** (57) **Lyle Talbot** **Irving Pichel** **Jacqueline Wells** R—Dec. 23
NOV. 4	2 Western **1202** **Stranger From Texas** (55) Charles Starrett R—Dec. 23	3 Com. **Drama** **7** **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	31 Western **3857** **Overland Mail** (53) Jack Randall R—Nov. 18	3 Western **3955** **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	3 Drama **905** **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	3 Comedy **010** **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 3 Western **081** **Marshal of Mesa City** (61); R-Oct. 7	3 Drama **019** **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		3 Melodrama **4020** **Call a Messenger** (65) R—Sept. 9 Little Tough Guys 3 Drama **Reissue** **Road Back** (79) Richard Cromwell	4 Com. Dr. **WB411** **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	29 Drama **P-D-C** **Goose Step** (90) **(Form. "Hitler—Beast of Berlin")** Roland Drew Steffi Duna R—Nov. 11
NOV. 11	9 Comedy **1013** **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	10 Drama **11** **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	5 Act. Drama **3937** **Fighting Mad** (60) James Newill 7 Melodrama **3919** **Heroes in Blue** (61) R—Nov. 18	10 Melodrama **3909** **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	10 Comedy **915** **Covered Trailer** (66) Gleason Family R—Nov. 18	10 O'door Dr. **006** **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	10 Drama **015** ◐◒**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		10 Act. Drama **4030** **One Hour to Live** (59); R—Sept. 16 3 Melodrama **53** **Legion of Lost Flyers** (64); R-Dec. 16	11 Drama **WB402** ◒**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	6 M'drama **P-D-C** **Buried Alive** (74) Beverly Roberts Robert Wilcox R—Jan. 27
NOV. 18		17 Com. Drama **13** **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama **3923** **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama **3910** **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western **848** **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama **005** **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy **016** **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. **3002** **First Love** (84) R—Nov. 11 17 Melodrama **4012** **Tower of London** R—Nov. 25	18 Com. Dr. **WB413** **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama **P-D-C** **Invisible Killer** (60) Grace Bradley Roland Drew R—Feb. 10
NOV. 25	23 Mys. Com. **7** **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama **12** **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western **3951** **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy **3911** **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western **952** **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical **011** **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama **026** **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western **4060** **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama **FN458** **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	30 Drama **1030** **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama **3938** **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama **021** **City of Darkness** (74); R—Nov. 25 1 Melodrama **022** **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama **1026** **Fugitive at Large** (66) R—Aug. 5 7 Western **1211** **Taming of the West** (54) R—Oct. 21	8 Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** ◐◒**Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) **(Form. "Send Another Coffin")** R—Jan. 13	22 Comedy **4011** **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama **3916** ◐**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 6	[4] Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** **Swanee River** (86) Don Ameche Andrea Leeds Al Joison R—Dec. 30		[5] Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[10] Act. Drama **3939** **Danger Ahead** (56) [15] Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] M'drama **3922** **Hidden Enemy** (63)	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	[19] Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	[26] Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	[26] Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	[25] Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	[26] Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	[26] Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	[26] Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	[31] Drama **1034** **Convicted Woman** (63) R. Hudson [1] Western **1212** **Pioneers of the Frontier** (58)	[2] Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	[30] Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	[2] Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	[30] Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	[2] Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	[2] Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		[2] Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	[3] M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	[8] Comedy **1020** **Five Little Peppers at Home** (60) Edith Fellows	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	
FEB. 24		[23] Drama **25** **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	[25] Act. Drama **3940** **Murder on the Yukon** (..) James Newill [20] Western **3962** **Cheyenne Kid** (..) Jack Randall	[23] Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		[23] Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	[23] Drama **033** **They Came by Night** (..) Will Fyffe		[2] Drama **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	[29] Comedy **Blondie on a Budget** (..) Penny Singleton Arthur Lake	[1] Drama **23** **Strange Cargo** (..) Clark Gable Joan Crawford	[2] Western **3953** **Rhythm on the Rio Grande** (..) Tex Ritter	[1] Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		[1] Comedy **020** **Little Orvie** (..) Ernest Truex John Sheffield	[1] Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	[1] Melodrama **House Across the Bay** (..) Joan Bennett Geo. Raft	[1] Melodrama **Double Alibi** (..) Wayne Morris Margaret Lindsay William Gargan	[2] Drama **FN** **The Story of Dr. Ehrlich's Magic Bullet** R—Feb. 10 Edw. G. Robinson Ruth Gordon	
MAR. 9	[5] Western **1204** **Bullets for Rustlers** (56); R—Feb. 17 [7] Melodrama **Outside the Three Mile Limit** (64) R—Feb. 17	[8] Com. Drama **27** **Ghost Comes Home** (..) Frank Morgan Ann Rutherford	[9] Melodrama **Human Monster** (..) Bela Lugosi	[8] Western **Showdown** (..) William Boyd Russell Hayden		[8] Drama **017** **Isle of Destiny** (..)	[15] Drama **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		[8] Drama **Zanzibar** (..) Lola Lane James Craig		
MAR. 16	[14] Drama **Escape From the Big House** (..) Rochelle Hudson John Litel	[15] Drama **28** **Young Tom Edison** (82); R—Feb. 17 Mickey Rooney Fay Bainter		[15] Drama **Women Without Names** (62) Ellen Drew R—Feb. 24		[15] Comedy **022** **Millionaire Playboy** (..) Joe Penner Linda Hayes			[15] Musical **Ma, He's Making Eyes at Me** (..) Tom Brown Constance Moore	[16] Comedy **FN** **Three Cheers for the Irish** (..) Dennis Morgan Priscilla Lane	
MAR. 23	[21] Com. Drama **Too Many Husbands** (..) Jean Arthur Melvyn Douglas Fred MacMurray	[23] Drama **29** **Florian** (..) Robert Young Helen Gilbert	[20] Melodrama **Midnight Limited** (..) Marjorie Reynolds John King	[22] Musical **Road to Singapore** (..) Bing Crosby Bob Hope Dorothy Lamour		[22] Drama **023** **Primrose Path** (..) Ginger Rogers Joel McCrea	[22] Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	[22] Drama **My Son, My Son** (..) Brian Aherne Madeleine Carroll	[22] Com. with Mus. **It's a Date** (..) Deanna Durbin Kay Francis Walter Pidgeon	[23] Drama **WB** **Virginia City** (..) Errol Flynn Miriam Hopkins	
MAR. 30		[29] Drama **Dr. Kildare's Girl** (..) Lew Ayres Lionel Barrymore L. Day	[30] Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	[29] Comedy **Farmer's Daughter** (60) Martha Raye Charlie Ruggles R—Feb. 17		[29] Mus. Comedy **Irene** (..) Anna Neagle Ray Milland	[29] Com. Drama **037** **Free, Blonde and 21** (..) Lynn Bari Henry Wilcoxon	[29] Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6				[5] Melodrama **Adventure in Diamonds** (80) George Brent R—Jan. 20		[5] Western **Bullet Code** (59) Geo. O'Brien Virginia Vale R—Feb. 24		[5] Fantasy **1,000,000 B. C.** (..) Lon Chaney jr. Carroll Landis			

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Now It Can Be Sold (17).....June 2
Pest From the West (18½)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Nell's Yells (7).....June 30
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (9½).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2
No. 8 Strauss Waltzes (11)...Apr. 21
No. 10 Songs of Romance (10).June 16

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

MUSIC HALL VANITIES
(New Series)

Montmarte Madness (10½)...June 30

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

SCRAPPY CARTOONS

A Worm's Eye View (7).....Apr. 28
Scrappy's Rodeo (6).....June 2

SCREEN SNAPSHOTS (Series 18)

No. 11 (10).....June 29
No. 12 (10).....July 28

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30
Jockeys Up (10½).....June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½).....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Saved by the Belle (17).....June 30
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Help Wanted (21).....June 10
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS
(In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Prophets Without Honor (11).....May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS
(New Series)

Goldilocks and the Three Bears (11).....July 15
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
◎The Bear That Couldn't Sleep (9).....June 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11).....July 1
Joy Scouts (10).....June 24
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11).....July 22
Unseen Guardians (11).....Aug. 26
Yankee Doodle Goes to Town (11) Sepia.....June 17

PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Poetry of Nature (8) Sepia...June 17
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Take a Cue (Sepia) (9).....Aug 12

ROBERT BENCHLEY

How to Eat (10).....June 10
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7).....July 7
The Scared Crows (7).....June 9
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
Tempo of Tomorrow (10).....June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Farewell Vienna (10).....June 23
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 11 (10).....June 2
Three stories about water.
No. 12 (10).....July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7).....June 16
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19

POPULAR SCIENCE
(In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Death Valley Thrills (10).....June 9
Diamond Dust (10).....May 12
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. L9-3 (10).....Jan. 19

RKO Radio

DISNEY CARTOONS
(In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9
Donald's Cousin Gus (7).....May 19
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
Sea Scouts (8).....June 30
The Pointer (8).....July 21

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Baby Daze (15).....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

HEADLINER COMEDIES

Sales Slips (17).....June 2

LEON ERROL COMEDIES

Moving Vanities (17).....May 5
Ring Madness (19).....June 30
Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 10 (20).....May 12
Dixie—The nation's number one problem.
No. 11 (19).....June 9
War, Peace and Propaganda.
No. 12 (22).....July 7
The Movies March On.
No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) ..... **Jan. 19**
Devil Drivers (9) ..... **June 16**
Gun Play (9) ..... **Sept. 1**
Hunting Hounds (9) ..... **Sept. 29**
Ice Cutters (9) ..... **Oct. 27**
Kennel Kings (9) ..... **Aug. 11**
Riding the Crest (9) ..... **July 14**
Surfboard riding at Waikiki beach.
Sky Game (9) ..... **Dec. 22**
Winter Playground (9) ..... **Nov. 24**

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17) ..... **Dec. 15**
Cupid Rides the Range (18) .. **Sept. 8**
Sagebrush Serenade (19) ..... **June 16**

REELISMS (New Series)

Acres of Plenty (9) ..... **Oct. 13**
American Royal (9) ..... **Nov. 10**
Men of Muscle (9) ..... **Jan. 12**
Navajo Land (10) ..... **Mar. 1**
Nevada Unlimited (8) ..... **Sept. 15**
Pack Trip (9) ..... **Aug. 18**
Television (9) ..... **May 5**
Vacation Diary (10) ..... **Feb. 2**
West Wall (10) ..... **Dec. 8**
World of Tomorrow (9) ..... **June 23**
Zoo (9) ..... **July 21**

TWO-REEL SPECIAL

Five Times Five (19) ..... **July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) **Aug. 18**
Filming the Fleet (11) ..... **Oct. 27**
Sky Fighters (11) ..... **Dec. 8**

ED THORGERSEN—SPORTS

Big Game Fishing (10) ..... **Sept. 1**
Clocking the Jockeys (11) .... **Nov. 24**
Sports Immortals (11) ..... **June 23**
Top-Notch Tennis (10) .....

FATHER HUBBARD'S ALASKAN ADVENTURES

Birthplace of Icebergs (11) . **Aug. 4**
The Aghileen Pinnacles (11) .. **Nov. 10**

FASHIONS
(In Technicolor)

Fashion Forecasts No. 4 (10) .. **July 7**
Fashion Forecasts No. 5 (10) . **Sept. 15**
Fashion Forecasts No. 6 (10) .. **Dec. 22**

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10) ..... **Sept. 29**
The Silly Season (10) ..... **Jan. 5**

LOWELL THOMAS MAGIC CARPET

Tempest Over Tunis (11) .... **June 9**
The Evergreen Empire (11) .. **Oct. 13**

TERRY-TOONS

A Bully Romance (7) ..... **June 16**
Africa Squawks (7) ..... **June 30**
Barnyard Baseball (7) ..... **July 14**
Barnyard Egg-Citement (11) **May 5**
Hook, Line and Sinker (7) .. **Sept. 8**
One Mouse in a Million (7) ... **Nov. 3**
Sheep in the Meadow (7) .... **Sept. 22**
The First Robin (7) ..... **Dec. 29**
The Golden West (7) ..... **Aug. 25**
The Hitch-Hiker (7) ..... **Dec. 1**
The Old Fire Horse (7) ..... **July 28**
The Orphan Duck (7) ..... **Oct. 6**
The Prize Guest (7) ..... **June 2**
The Watchdog (7) ..... **Oct. 20**
Two Headed Giant (7) ..... **Aug. 11**
Wicky-Wacky Romance (7) . **Nov. 17**

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) **Sept. 4**
Andy Panda Goes Fishing (8) . **Jan. 22**
Bird on Nellie's Hat ..... **June 19**
Kittens Mittens (8) ..... **Feb. 12**
Life Begins for Andy Panda (8) ..... **Oct. 9**
Scrambled Eggs (9) ..... **Nov. 20**
Silly Superstitions (7) ..... **Aug. 28**
Slap Happy Valley (7) ..... **Aug. 21**
Sleeping Princess (9) ..... **Dec. 4**
Snuffy's Party (7) ..... **Aug. 7**
Stubborn Mule (7) ..... **July 31**
Tom Thumb jr. (..) ..... **Mar. 4**

GOING PLACES WITH GRAHAM McNAMEE

No. 64 (9) ..... **June 26**
No. 65 (9) ..... **July 17**
No. 66 (9) ..... **Sept. 25**
No. 67 (9) ..... **Oct. 16**
No. 68 (9) ..... **Nov. 13**
No. 69 (8) ..... **Dec. 11**
No. 70 (8) ..... **Dec. 25**
No. 71 (..) ..... **Jan. 15**
No. 72 (..) ..... **Feb. 5**
No. 73 (..) ..... **Feb. 26**
No. 74 (..) ..... **Mar. 18**
No. 75 (..) ..... **Apr. 8**
No. 76 (..) ..... **Apr. 29**

MENTONE PRODUCTIONS

Gals and Gallons (18) ..... **July 12**
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

Swing Sanatorium (18) ..... **June 14**
Dorothy Stone-Charles Collins.

With Best Dishes (17) ..... **Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 63. (9) ..... **June 5**
No. 64 (10) ..... **July 3**
No. 65 (9) ..... **Aug. 7**
No. 66 (8½) ..... **Sept. 18**
No. 67 (9) ..... **Oct. 9**
No. 68 (9) ..... **Nov. 6**
No. 69 (9) ..... **Dec. 4**
No. 70 (9) ..... **Dec. 25**
No. 71 (9) ..... **Jan. 8**
No. 72 (..) ..... **Jan. 29**
No. 73 (..) ..... **Feb. 19**
No. 74 (..) ..... **Mar. 11**
No. 75 (..) ..... **Apr. 1**
No. 76 (..) ..... **Apr. 15**

TWO REEL MUSICALS

Rhumba Land (18½) ..... **Nov. 15**
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Boy Meets Joy (17) ..... **Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

Bullets and Ballads (17½) ... **Feb. 14**

International Revels (..) ..... **Mar. 13**
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.

Rhythm Jamboree ..... **Jan. 17**
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18) ..... **Dec. 13**
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18) ..... **Oct. 18**
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21) ..... **Sept. 6**

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20) ..... **July 22**
Broadway Buckaroo (20) ..... **June 3**
Ice Frolics (20) ..... **Oct. 28**
Ride, Cowboy, Ride (20) ..... **Sept. 9**
Royal Rodeo (15) ..... **Nov. 25**
Seeing Red (20) ..... **Aug. 26**
Seeing Spots (20) ..... **Apr. 29**
Slapsie Maxie (17) ..... **Sept. 10**
Wardrobe Girl (20) ..... **June 17**

THE COLOR PARADE
(New Series)

American Saddle Horses (10) . **Nov. 11**
Mechanix Illustrated No. 1 (10) ..... **Sept. 30**
Mechanix Illustrated No. 2 (10) ..... **Dec. 2**
Modern Methods (9) ..... **July 15**

LOONEY TUNES CARTOONS

Film Fan, The (7) ..... **Dec. 16**
Jeepers Creepers (7) ..... **Sept. 23**
Naughty Neighbors (7) ..... **Oct. 7**
Pied Piper Porky (7) ..... **Nov. 4**
Polar Pals (7) ..... **June 3**
Porky, the Giant Killer (8) .. **Nov. 18**
Porky's Hotel (7) ..... **Sept. 2**
Porky's Picnic (7) ..... **July 15**
Scalp Trouble (7) ..... **June 24**
Wise Quack (7) ..... **Aug. 5**

MELODY MASTERS

Artie Shaw & Orchestra (10) .. **Dec. 30**
Eddie DeLange and Orchestra (10) ..... **Aug. 12**
Leith Stevens & Orch. (10) .. **June 10**
Rita Rio & Orch. (10) ..... **July 1**
Rubinoff and His Orchestra (10) ..... **Nov. 11**
Swing Styles (10) ..... **Sept. 2**
Vincent Lopez and Orch. (10) . **Sept. 30**
Will Osborne & Orch. (10) .... **July 22**

MERRIE MELODIES (In Color)

Believe It or Else (7) ..... **June 3**
Curious Puppy (8) ..... **Dec. 30**
Dangerous Dan McFoo (7) .. **July 15**
Detouring America (7) ..... **Aug. 26**
Fagin's Freshmen (7) ..... **Nov. 18**
Fresh Fish (7) ..... **Nov. 4**
Good Egg, The (7) ..... **Oct. 21**
Hare-um Scare-um (7) ..... **Aug. 12**
Land of the Midnight Sun (7) ..... **Sept. 23**
Little Brother Rat (7) ..... **Sept. 2**
Little Lion Hunter (7) ..... **Oct. 7**
Old Glory (10) ..... **July 1**
Screwball Football (8) ..... **Dec. 16**
Sniffles and Bookworm (8) ... **Dec. 2**
Sioux Me (7) ..... **Sept. 9**
Snow Man's Land (7) ..... **July 29**
Thugs With Dirty Mugs (7) ... **May 6**

TECHNICOLOR

Bill of Rights (20) ..... **Aug. 12**
Old Hickory (17) ..... **Dec. 23**
Sons of the Plains (19) ..... **July 30**
Mauch Twins, Rosella Towne.
The Monroe Doctrine (16) .. **Oct. 14**

SPECIALS (Tech.)

The Master's Touch (10) ..... **Feb. 18**

VITAPHONE VARIETIES

One Day Stand (10) ..... **Aug. 19**
Sword Fishing (10) ..... **Oct. 21**
Vote Trouble (10) ..... **Sept. 9**
Witness Trouble (10) ..... **July 29**

TRUE ADVENTURES
(By Floyd Gibbons)

Haunted House (11) ..... **June 3**
Lives in Peril (11) ..... **July 7**
Three-Minute Fuse (11) ..... **July 29**
Verge of Disaster (10) ..... **Aug. 26**

SERIALS

COLUMBIA

The Shadow ..... **Jan. 5**
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters ..... **June 10**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

Dick Tracy's G-Men ..... **Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

Zorro's Fighting Legion ..... **Dec. 16**
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers ..... **Apr. 11**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Green Hornet ..... **Jan. 9**
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

Oregon Trail (15 chapters) ... **July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

The Phantom Creeps ..... **Oct. 17**
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, FEBRUARY 13

Movietone News, No. 45
President addresses Youth Congress; Georgia tornado; mine layer off British coast; fire after air raid on Helsinki; appointment of Paderewski to head Polish government in exile; N. Y. U.-Notre Dame basketball; King Carol reviews troops; Kay Stammers weds in England; Lew Lehr; Joe Louis retains title; Lipton regatta.

News of the Day, No. 243
Roosevelt speaks from Washington; Helsinki after bombing; Paderewski; tornado in Georgia; Kay Stammers marries; Carnera bathes baby; Lipton yacht races; Godoy on lost fight; "Seabiscuit" in race.

Paramount News, No. 48
Georgia tornado; ski patrols in Finland; Russians taken prisoners; children in air raid drill; Dewey on tour; factory employes inherit paint business; ferry leaves for 9,000-mile trip; Louis wins fight; Carnera with baby; basketball.

RKO Pathe News, No. 60
Roosevelt, Lewis addresses youth meeting; Georgia storm; "Pinocchio" opening; Lipton races; Paderewski; basketball.

Universal Newsreel, No. 849
Finn-Russia war scenes; propaganda leaflets dropped over Austria; British planes patrol North Sea; Finnish child thanks world for aid; Roosevelt denounces Russia; Louis-Godoy fight; Georgia gale; Carnera bathes son; Lipton races; "Seabiscuit;" basketball.

THURSDAY, FEBRUARY 15

Movietone News, No. 46
Swedish Navy in maneuvers; Australian troops leave for war; England arms merchant ships; dismantle mine; French 75mm guns in action; Fort Benning, Ga. tanks maneuvers; San Francisco Chinese hold pageant to raise funds; Pennsylvania flyer honored; fashions in furs at Beverly Hills; Garden dog show; ski jumping in Michigan; Joe Di Maggio does some "cheese bowling;" "human Polar Bears" swim in icy lake; regatta off Miami.

News of the Day, No. 244
British dismantle mines; French bag two German planes; "Young Tom Edison" premiere in Port Huron, Mich.; tank maneuvers in Georgia; Hollywood starlets parade with "live furs;" Garden dog show; Di Maggio bowls in San Francisco.

Paramount News, No. 49
Georgia tank maneuvers; taxpayers invade Albany; San Francisco Chinese raise money; Mrs. Roosevelt appears before Congressional committee as witness; outdoor wedding in Holland; Garden dog show; Republicans gird for campaign; Senator Vandenberg attacks New Deal; Miami-Nassau yacht race; Michigan ski jumpers.

RKO Pathe News, No. 61
Mrs. Roosevelt before Congress quizzers; French gunners bag planes; Abraham Lincoln post office dedicated in Illinois; Dartmouth winter carnival; Finn envoy thanks U. S. for relief; tank maneuvers in Georgia.

Universal Newsreel, No. 850
French bag German planes; British destroy mines; Lincoln honored by nation; Vandenberg attacks New Deal; tank maneuvers; Garden dog show; Di Maggio rolls cheeses; Florida girls undress for swim in glass auto; demonstrate new water wings; yacht racing off Miami.

In the Making

COLUMBIA

The Man Who Would Not Die—Boris Karloff, Roger Pryor, Jo Ann Sayres, John Dilson. Director: Nick Grinde. Producer: Wallace MacDonald. **(Starting)**

Offenders of the Law—Jack Holt, Marian Marsh, Phillip Terry, Robert Barrat, Jack LaRue. Director: Lewis D. Collins. Producer: Larry Darmour. Original Screenplay: Albert Demond. **(Starting)**

METRO

Andy Hardy Meets a Debutante—Mickey Rooney, Lewis Stone, Ann Rutherford, Fay Holden, Cecilia Parker. Director: George B. Seitz. Producer: Joe Cohn. Original: Kan Van Riper. **(Starting)**

MONOGRAM

Son of the Navy—Jean Parker, Jimmy Dunn, Martin Spellman. Director: William Nigh. Producer: Grant Withers. Original: Grover Jones, True Boardman. **(Starting)**

Midnight Limited—John King, Marjorie Reynolds, Edward Keane, George Cleveland. Director: Howard Bretherton. Producer: T. R. Williams. Original Screenplay: C. B. Williams, Harrison Carter. **(Completed)**

PARAMOUNT

The Night of January 16th—Barbara Stanwyck, Don Ameche. Director: Mitchell Leisen. Producer: Anthony Veiller. Original: Ayn Rand. Screenplay: Delmer Daves. **(Starting)**

RKO RADIO

Curtain Call—Barbara Read, John Archer, Helen Vinson, Alan Mowbray. Director: Frank Woodruff. Producer: Howard Benedict. Original: Howard J. Green. Screenplay: Dalton Trumbo. **(Completed)**

REPUBLIC

In Old Missouri—Weaver Brothers and Elviry. Director: Frank MacDonald. Producer: Armand Schaefer. **(Starting)**

20TH-FOX

On Your Own—Spring Byington, Florence Roberts, Kenneth Howell, June Carlson, Forrester Harvey. Director: Otto Brower. Producer: John Stone. **(Starting)**

Sailor's Lady—Jon Hall, Nancy Kelly, Joan Davis. Director: Alan Dwan. Producer: Sol Wurtzel. Original: Frank Wead, Niven Busch. Screenplay: Frederick Hazlitt Brennan. **(Completed)**

UNIVERSAL

Ma, He's Making Eyes at Me—Tom Brown, Constance Moore, Anne Nagel, Fritz Feld, Jerome Cowan. Director: Harold Schuster. Producer: Joseph Sanforth. Original: Ed Sullivan, Charles Grayson. Screenplay: Harry Clork, Paul Gerard Smith. **(Completed)**

UNITED ARTISTS

Turnabout—Carole Landis, John Hubbard, Adolphe Menjou, William Gargan, Mary Astor, Verree Teasdale. Producer-Director: Hal Roach. Original: Thorne Smith. Screenplay: Mickey Novak. **(Starting)**

WARNER-FN

January Heights—Miriam Hopkins. Original: Polan Banks. Screenplay: Michael Hogan, Warren Duff. **(Starting)**

"We subscribe to BOXOFFICE in all of our situations. The local edition and news idea makes the paper very interesting. As you are continually developing new departments in your fine trade paper I have a suggestion for the enlargement of your exploitation section."

—DAVE JONES,
Kerasotes Theatres,
Springfield, Ill.

BOXOFFICE
The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
.... Adventure in Diamonds...Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
8 At the Circus .....M-G-M
1072 Awful Truth .....Col

B

10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
1013 Blondie Brings Up Baby...Col
.... Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
.... Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
4020 Call a Messenger ....Univ
420 Calling Philo Vance.....WB
.... Castle on the Hudson.....FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Malsie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
915 Covered Trailer .....Rep
962 Cowboy From Texas.....Rep

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
4055 Danger on Wheels.....Univ
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
.... Dr. Kildare's Girl.....M-G-M
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
.... Escape From the Big House .....Col
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

.... Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
1020 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
010 Flying Deuces .....RKO
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
.... Goose Step .....P-D-C
421 Granny Get Your Gun.....WB
.... Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
3919 Heroes in Blue .....Mono
963 Heroes of the Saddle.....Rep
3922 Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... Housekeeper's Daughter ....UA
.... Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Invisible Killer .....P-D-C
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
.... Irene .....RKO
017 Isle of Destiny .....RKO
.... It's a Date .....Univ

J

914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
4019 Little Accident .....Univ
020 Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
1019 Lone Wolf Strikes.....Col
.... Lucky Texan (Reissue)....Mono

M

.... Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
.... Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
1032 Miracle on Main Street....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
1101 Mr. Smith Goes to Washington .....Col
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
4059 Oklahoma Frontier .....Univ
452 Old Maid, The .....FN
4030 One Hour to Live.....Univ
.... 1,000,000 B. C. .....UA
3911 Our Neighbors—the Carters .....Para
.... Outside the Three Mile Limit .....Col
.... Over the Moon.....UA
3857 Overland Mail .....Mono

P

014 Pack Up Your Troubles.20th-Fox
3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
023 Primrose Path .....RKO
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
.... Real Glory, The .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
.... Riders of Destiny, reissue.Mono
4014 Rio .....Univ
.... Road Back, reissue.....Univ
.... Road to Singapore.....Para
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

952 Saga of Death Valley.....Rep
.... Sagebrush Trail, reissue...Mono
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
1031 Scandal Sheet .....Col
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
3924 Seventeen .....Para
018 Shipyard Sally 20th-Fox
20 Shop Around the Corner.M-G-M
.... Showdown .....Para
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
470 Smashing the Money Ring..FN
.... Son of the Navy .....Mono
941 South of the Border.....Rep
.... Story of Dr. Ehrlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
3907 Television Spy .....Para
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
.... Three Cheers for the Irish.FN
328 To the Rescue .....GN
016 Too Busy to Work....20th-Fox
.... Too Many Husbands.....Col
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
.... Virginia City .....WB

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M

Y

032 Young as You Feel...20th-Fox
28 Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mono

Z

.... Zanzibar .....Univ

Clearing House

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

WANTED—Complete Powers projectors or heads, 6A's or 6B's. Also lamps, rectifiers, or what have you. B-1216, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

REAL BUYS IN USED CHAIRS—2,000 used chairs, 18, 19, 20-inch—Veneers, $1.00 each. Upholstered spring bottoms, $1.50. Spring bottom, padded back, $2.00 each. WESTERN THEATRE SUPPLY, Omaha, Neb.

BUY YOUR THEATRE EQUIPMENT on easy time payments at S.O.S.! Buy projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

SWAMPED WITH ORDERS from our Jubilee Sale catalog—They all ask how we do it. Hurry—write for your copy and save real cash! S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

USED EQUIPMENT

TWO REBUILT SIMPLEX PROJECTORS—Lamps and rectifiers, RCA sound heads, $725.00. Free trial; write for information. VIRGIL CASE, 4619 S. Ashland Ave., Chicago.

FOR SALE—Theatre equipment; two Simplex projectors; amplifier, chairs, other fixtures. Write Lock Box 7, Onaway, Mich.

FOR SALE—One-half (½) ton G. M. C. panel truck, with complete public address system and two loud speakers. Good condition. Box 2034, Atlanta, Ga.

WANT SILENT USED BLOWER for 300 seats. C. G. WILSON, New Market, Ia.

BARGAIN—Pa. approved; two machine asbestos board booth, completely wired. SHEPP THEATRE, Smithton, Pa.

FOR SALE—Practically new "Revolvo" insert stand. Space for six ads; income unlimited. Owned by me; right price. L. T. MOLITOR, Norwood Theatre, Norwood, Minn.

FOR SALE—Two 35mm Holmes Educator sound projectors complete; 1,000 watt Mazda lamps, amplifier, speaker, 2,000 foot reels, rewind. Factory rebuilt like new—$485.00. B-1218, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

YOU CAN RESEAT NOW at prices fitting your purse! Thousands of reconditioned veneer and upholstered seats to choose from, 75c up. S.O.S. CINEMA SUPPLY CORP., NEW YORK CITY.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

WINDOW CARD ADVERTISING

WINDOW CARDS—Two to six changes. Size 14x22; two colors; unexcelled quality. 15 cards $2.00; 25 cards $2.50; 50 cards $3.00; 75 cards $3.50; 100 cards $4.00; 200 cards $7.00. Shipping charges prepaid. Cash with order; samples on request. 24 hour service. TRIBUNE PRINTERS, Lineville, Iowa.

FILMS

FOR SALE—6 reel Passion Play "Thine Is the Kingdom," talking, showing the Nativity, Last Supper, Crucifixion, Ascension. New print. 20M heralds; 50 one sheets; 50 window cards; 2 talking trailers and stills—all for $150.00. Deposit $25.00; balance C. O. D. subject prior sale. INDUSTRIAL FILM LABORATORY, 2733 Cherokee St., St. Louis, Mo.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

HELP WANTED

WANTED—Experienced operators to book circuit of town in their neighboring towns. We rent 16mm Victor machines and films weekly to responsible parties with proper references. If you are hustler and reliable, you can have a business of your own the year around. MERTZ AMUSEMENTS, Virginia, Ill.

RELIABLE MEN to handle games in each film exchange. Commission only. Must be acquainted with owners and managers. Write brief summary of past employment reference. STANLEY GAMES, INC., 127 North Fifth St., Philadelphia, Pa.

SALESMEN WANTED—Lease theatre screen games. Weekly advance, 40% commission. Car required. SCREEN GAMES ATTRACTIONS, 1243 So. Wabash Ave., Chicago, Ill.

THEATRE FINANCING

WILL FINANCE new theatres for responsible theatre operators and owners. R. LEVINE & COMPANY, 1235 S. Wabash, Chicago, Ill.

THEATRES WANTED

THEATRE WANTED—Within 200 miles of Chicago, 400 to 900 seats. B-1213, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WILL BUY OR LEASE theatre in Pennsylvania, West Virginia, Ohio or Maryland. B-1221, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WANTED—Paying theatre in small Ohio town; write full particulars. E. D. ENGLE, 562 Belvidere Ave., Columbus, Ohio.

THEATRES FOR SALE

FOR SALE—South Texas attractive new theatre; 322 seats. No competition; oil town, 1,200 population with steady payroll. Good income. B-1220, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

TWO COUNTRY THEATRES, close together. Building, equipment. Would consider leasing or percentage gross receipts to right and experienced party with some capital. THEATRE, Ashland, Ill.

ONLY THEATRE—Small town; dissolving partnership. $800.00 cash; $1,200.00 on time. Box 128, Holloway, Ohio.

POSITIONS WANTED

PROJECTIONIST — Experienced; do show card lettering. References. BEHRENS, 902 N. Eighth, Sheboygan, Wis.

THEATRE MANAGER—Thoroughly experienced; highly recommended. Will manage your theatre, salary or percentage; go anywhere. Box 148, Coral Gables, Fla.

PROJECTIONIST—At liberty, account monopoly; age 37; years of experience, Indiana and Florida. Capable full charge theatre. Salary secondary to right connection; references; go anywhere. DON F. WHITE, Frankfort, Ind.

MANAGER or assistant manager; 8 years experience, all phases operation; reliable. B-1219, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

YOUNG MAN—Manager, operator; reliable; references. Go anywhere. ALLSHOUSE, Box 296, Meadville, Pa.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BE PREPARED! "Understanding Theatre Television"—only $1.00. 20,000 word book by Naron Nadell explains complete theatre television installations. Illustrated and indexed, 69 pages. Send check or money order for $1.00 to ASSOCIATED PUBLICATIONS, 4804 E. 9th St., Kansas City, Mo.

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.



PARDON MY BLUSHES

Celina, Ohio

"Just a word of praise to compliment you on your new BOOKING CHART now carried for the convenience of the exhibitor. One would need nothing else for reference and the manner in which it is gotten up for ready reference is tops. Don't discontinue the layout; keep it up!"

—"M," Lake Theatre

●

Williams Lake, B. C. (Canada)

"I have been using the BOXOFFICE PICTURE GUIDE for the past three years. It is without a doubt the best picture guide I know of. It is so easy to keep up to date and indeed a time saver. I would not be without it."

—C. Western, Oliver Theatre

●

Milton, Iowa

"Let me congratulate you on your department, THE EXHIBITOR HAS HIS SAY running in your very fine publication. And I assure you that I read this part, as well as the rest of your entire magazine from cover to cover. There is no other publication in the field that I enjoy reading as much as BOXOFFICE."

—R. A. Moore, State Theatre

●

Big Lake, Texas

"I have sold my interest here in the Texas Theatre effective on or about Feb. 1st. Please put through a change of address on my copies of BOXOFFICE. In the future send all copies to R. E. Bagwell, Wellington, Texas. I don't want to miss a single copy of BOXOFFICE, because I read it from cover to cover."

—R. E. Bagwell

If you're not getting these services regularly---

HERE'S HOW

Date ..... 194....

ASSOCIATED PUBLICATIONS,
4804 East 9th St., Kansas City, Mo.

Please enter my subscription to BOXOFFICE, 52 issues per year (13 of which contain The MODERN THEATRE Section and 13 of the PRODUCTION INDEX), including the New BOXOFFICE PICTURE GUIDE AND DATE & RECORD BOOK and BAROMETER FREE.

Herewith my check for:

☐ $2.00 for 1 Year. ☐ $3.50 for 2 Years. ☐ $5.00 for 3 Years.

Name .....

Theatre .....

Address .....

City ..... State .....

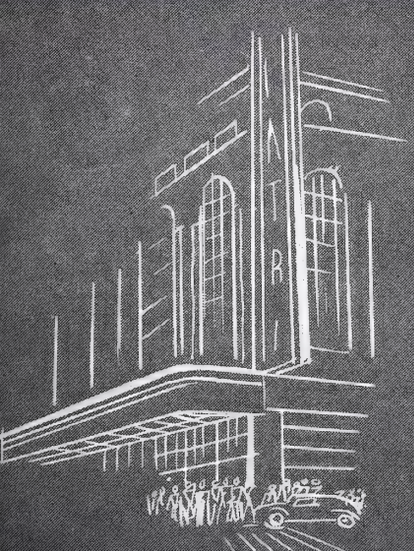
The Pulse of the Motion Picture Industry

BOXOFFICE

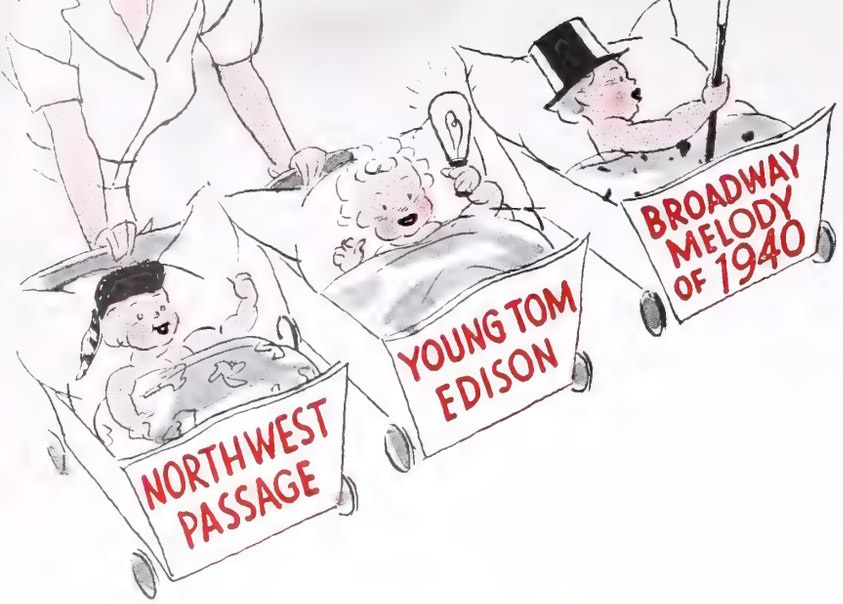
The Pulse of the Motion Picture Industry

BOXOFFICE

MARCH 2, 1940 Application for Second Class Matter is pending at Postoffice at Kansas City, Mo. NATIONAL EDITION



The MODERN THEATRE



LEO

proud papa of a

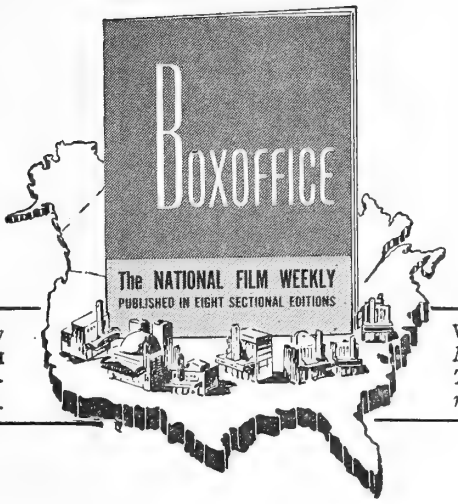
TRIO

of Great New Hits!



Advertised to the nation in magazines and newspapers! They're waiting!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 15
March 2, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

STORM SIGNALS GO ALOFT

THE perpetual race for top spot, which is a Hollywood characteristic, should never be viewed lightly, dismissed quickly. The normal and understandable action of men and studios which such a competitive urge represents constitutes an asset of inestimable and, also, of highly intangible values. Inestimable because it lends itself to no direct computation of dollars-and-cents returns. Intangible because the desire to head the pack has led, and will lead, producers into new, daring, untouched and unknown fields marked by success and failure alike, but, in general, serving to advance the status of the whole industry to constantly higher and improved standards.

For these reasons, it ought to be apparent why the Hollywood air is charged with conversation about equaling and topping "Gone With the Wind." Inevitably, it had to be.

The picture already is an enormous success. Despite the situation in Europe, the attraction tends to demonstrate the ceiling for domestic grosses exists only to be shattered when new and more powerful rifle fire is developed. Proving nothing because of its surrounding and individualistic circumstances, nevertheless, there are those in Hollywood who already have concluded the day of the seventy per cent picture is here to stick forever more. "Gone With the Wind," of course, has demonstrated it can be done. It remains to be seen if the formula can be repeated.

Dazzled by success, and easily so, the very serious question before the entire business is whether or not Hollywood has attempted to analyze the "Wind" phenomenon in some effort to discover what makes it tick so gigantically. A phase of the overall question importantly deals with whether or not it is appreciated this one film is a freak attraction built up by enormous book sales, several years of advance publicity, public insistence which virtually dictated to David O. Selznick who his cast was to be. This sort of showmanship combination comes along very rarely and, perhaps, only once in every decade as a top-ranking circuit executive in New York firmly believes.

Just as obviously as two follows one is the conclusion, then, that the greatest of caution must be exercised before any passes at $3,000,000 or $4,000,000 negatives are made. It is fine to contemplate large scale attractions on so lavish a scale. Certainly, this department is not suggesting progress be tied to a hitching post. But progress is not necessarily made by the mere spending of money unless the reasons for the spending are sound, in considered judgment and with the elements of the gamble as thoroughly eradicated as the nature of this business allows.

Kann

ARE GROSSES OFF? NO, SAY CIRCUIT HEADS; FIND JANUARY AND FEBRUARY AHEAD OF '39

Handful of Above Par Films Reason; "Wind" In Top Take Spot

NEW YORK—If the product is there, so are grosses and enough of them to go around for all, "Gone With the Wind" notwithstanding.

Major circuit spokesmen say so. With little deviation, they assert the first two months of the new year, boxoffice-wise, were as good, and in some respects, better than the same period last year. A handful of above par pictures can make the difference, and have, they declare. A hint that, while grosses are satisfactory, the net profit is not commensurate, is dropped in one affiliated theatre quarter.

Here it is explained rentals are proportionately higher than those obtained early last year. Particularly so, the reasoning goes, in the case of "Wind," which is admittedly attracting unusual patronage but leaving a minimum of profit to the theatre in some instances.

Loew Houses Hold Up

At Loew's, it is said the effect of "Wind" is not felt at its own opposition houses where such attractions as "Northwest Passage," "Balalaika" and "Fighting 69th" have been playing. The same view is held by a National Theatres executive where opposition to "Wind" has included "The Grapes of Wrath," "Fighting 69th," "Shop Around the Corner," "Broadway Melody of 1940" and "Northwest Passage." The Shea circuit says "Wind" has not affected its own "B" houses. The explanation for this is that in most of the towns where the circuit is showing "Wind," advance prices prevail while in "B" houses, which are playing "good runs" of M-G-M product, cheaper admissions obtain and continue to attract steady, consistent patronage.

John J. O'Connor, head of RKO circuit operations, states grosses "are holding up very well, possibly running a little better than last year." This in spite of "Wind" playing opposition in most situations. However, he likens "GWTW" runs to the "old circus story; it takes so much money out of the community that it may hit us later." He maintains that, as long as the general run of product hits the high level of recent weeks, there should be no concern.

A spokesman for another major circuit attributes "a little better business than last year" to a slight upbeat in general economic conditions and the enthusiasm created over "Wind." In the latter respect, it is his opinion that, while the main benefit may be indirect, a desirable condition is created by the roadshow status of the film "which is helping to draw people into town from deep surrounding areas."

While business is said to be "off a bit" at National Theatres, the success of five recent releases has done much to balance the scales and successfully bucking "Wind" in some situations. As was the case with "Grapes" in one town where it garnered an average week's business in three days, the circuit increased admissions and gave extended playing time where the engagements warranted.

It is pointed out the backlog of product which has developed over the extended runs of "Wind" at first runs is proving beneficial to subsequent run operators, who are pictured as getting "a crack at better grade product well into May." Additionally, Loew's has been compelled to release a few UA films as well as its own product because distributors wanted immediate playdates.

At Loew's it is held that, where "Wind" has held at least four weeks in a given situation, business has been good in other theatres in those towns because patrons have had to shop around for other screen entertainment. It is also claimed here that, where the circuit has two or more theatres in a town, houses not showing "Wind" have not been affected.

The prediction made last December by Leon D. Netter, Paramount circuit executive, that January grosses would exceed those of last year, seems to have come true. Among the films he picked as indicating strong possibilities at the time were "The Great Victor Herbert," "Balalaika," "Destry Rides Again," "Fighting 69th" and "His Girl Friday."

No Change in Fairbanks' End Of UA Stock Seen Immediately

NEW YORK—No disposition of the UA stock held by the Elton Corp. is expected to be made for some time by Guaranty Trust Co. of New York, executors of the late Douglas Fairbanks' estate. Elton owns 4,000 shares in addition to titles, copyrights, story properties and old pictures produced by Fairbanks. The corporation also controls many other interests.

The estate of the late star has not been appraised officially yet. The will is up for probate in New York and California courts. Dennis F. O'Brien, counsel for Fairbanks, recently returned from a trip to the coast where he checked up on various real estate holdings. The late star owned some of the lots on which the UA studio stands, some property in England as well as a ranch and private home in California.

Warner to Splurge On "The Miracle"

Hollywood—The big shot on the Warner program for next season will be "The Miracle," it is understood. The company has owned the rights for a number of years and is reported to feel that the market is ripe for a large-scale production with a religious theme.

11 UA Producers Down for 28-30 Films in 1940-41

NEW YORK—UA's 11 producers tentatively are set to turn out from 28 to 30 films for the 1940-41 season, according to Lynn Farnol, director of advertising and publicity, upon his return from a coast conference with Maurice Silverstone, Harry Gold and producers. Silverstone and Gold are due to return next week, having been delayed over setting of plans by two producers. The contemplated program for next season is virtually the same as the current schedule.

Farnol states the UA producers are of the belief that their efforts should be bigger, costlier and more important than ever before in order to attract the additional patronage that would circumvent shrinkage of foreign revenue.

With nine pictures either completed or in work, including "The Westerner" and Chaplin's Production No. 6, UA will have the strongest lineup of summer releases in recent years, Farnol declares.

Metro Selling Away Policy Averting Product Jam

NEW YORK—M-G-M sales executives assert extended first runs of "Gone With the Wind" has not been a factor in delaying availability of regular releases.

In every local situation, it is claimed, each release has been sold away from the M-G-M first run in order to avoid product jams.

They Appear Illegal

CHARLOTTE, N. C.—Assistant Attorney General T. Wade Bruton declares "all forms of Bank Night" appear illegal.

Dembow Directs Activities Toward Paramount's Own

NEW YORK—Sam Dembow jr. is concentrating on the 100-per-cent owned theatre groups at Paramount in his new post. These, of course, include M&P, Boston; B&K, Chicago; Minnesota Amusement, Minneapolis, and United Detroit Theatres.

Leon D. Netter will handle the partnerships.

Dembow and Leonard Goldensen spent most of the week in Chicago and Detroit checking into operations at both points.

MAJORS MOVE TO PROTECT BUSINESS SECRETS; TO OPPOSE AIRING CONTRACT TERMS AT TRIAL

Casting's About Finished on The Super Super of 'Em All

NEW YORK—David O. Selznick spent approximately $4,000,000 on "Gone With the Wind."

Thurman W. Arnold is sponsoring a production, legal-wise, that may cost more.

It won't be on celluloid. And it won't play the first runs.

But it looks as if it may run a year on a preferred playing time arrangement in Judge Henry W. Goddard's Foley Square house, generally known as United States District Court for the Southern District of New York.

Tentative opening date is May 1, but, as frequently is the case with high-budget attractions, there may be a shift in the premiere. but only as to date.

If it runs a year, estimated cost to the major companies preparing to defend themselves in the all-industry suit will range anywhere from $2,500,000 to $5,000,000.

Beyond all question, this will be the most expensive attraction of its kind with everything going out and nothing coming in. Not even an admission price from the audience.

The cast will feature a number of current unknowns who are expected to flash into trade paper headline fame once they enter the witness box. And, while new personalities are certain to emerge, the show will get under way plentifully studded with players who have already arrived. For instance, here's an advance on the cast. They're all lawyers—51 of them—and probably there will be more:

For Columbia: Louis D. Frohlich and Herman Finkelstein of Schwartz & Frohlich; Irving Moross of Columbia.

For Loew's-M-G-M: John W. Davis and Edward C. McLean of Davis, Polk, Wardwell. Gardiner & Reed; J. Robert Rubin and Tyree Dillard jr. of M-G-M; Jay Eisenberg of Loew's.

For Paramount: Former Judge Thomas D. Thacher, Albert C. Bickford and Walter Walker of Simpson, Thacher & Bartlett; Austin C. Keough, Louis Phillips and Irving Cohen of Paramount.

For RKO: William J. Donovan, John Howley and Granville Whittlesey of Donovan, Leisure, Newton & Lumbard; William Mallard and William Zimmerman of RKO; Monroe Goldwater and Jerome Strumpf of Goldwater & Flynn for Malcolm Kingsberg and Leon Goldberg of KAO, and Jacob Grumet for Adolph Ramish.

For 20th-Fox and National Theatres: Richard W. Dwight, John F. Caskey, Frederick W. R. Pride and E. Myron Bull of Dwight, Harris, Koegel & Caskey; Felix Jenkins of 20th-Fox; Bertram F. Shipman of Mudge, Stern, Williams & Tucker for National Theatres and William T. Powers of the circuit.

For United Artists: Edward C. Raftery and Benjamin Pepper of O'Brien, Driscoll & Raftery.

For Universal: Alan Doig of Chadbourne, Hunt, Jaeckel & Brown; Adolph Schimmel of Universal.

For Warner: Robert W. Perkins, Howard Levinson, Harold Berkowitz and Stuart Aarons, all of the home office legal staff.

For the Government: Paul Williams, David Podell, William P. Farnsworth, Robert L. Wright, Thomas J. Lynch, John F. Claggett, Seymour Kreiger, Frank Cunningham, J. Stephen Doyle, John V. Leddy, E. C. Timberlake, Albert J. Law, Harold Collins and Robert E. Sher.

Former Para't Franchise Holder Suit Principal

NEWARK, N. J.—One of the principals in the anti-trust suit filed by the Windsor, West Orange, against all major companies and the Hays organization is William E. Smith, the original Paramount franchise holder in the Philadelphia territory. After Smith sold his franchise he was named Quaker City district manager for the distributor and held the post for many years.

In his suit, filed by Janbert Amusement Corp., Smith seeks $78,000 triple damages. He also operates the Bernardsville, Bernardsville, N. J., which is not a party to the action. Westor Theatres, Inc., which operated the Windsor previously, also is a plaintiff in a separate action

Frank Ford Trust Case Awaits Judge's Return

CHICAGO—Awaiting the return of Federal Judge James Wilkerson is the further disposition of Frank Ford's anti-trust conspiracy suit against B&K. Ford, Evanston exhibitor, recently signed covenants not to sue with 20th Century-Fox and M-G-M in the case, but pending still is the suit against B&K, and the other six majors, according to Ford's attorney, Lewis Jacobson.

Judge Wilkerson is expected to hear the defendants' motions to dismiss and to strike certain parts of the plaintiff's action upon his return to the bench soon.

Examination Procedure Provides Hint of Future Course

NEW YORK—Distributors, who have filed answers to the government interrogatories and asked that certain information be held "confidential," are understood planning to demand that contractual terms between producer and talent and distributor and exhibitor not be made public during the all-industry suit trial.

At the various examinations before trial, distributor counsel in numerous instances have requested executives not to answer questions dealing with contracts, but at the same time making it known that, if the government desires the information, it can inspect the contracts at its own convenience.

When Harry Cohn, president of Columbia, was interrogated, he insisted that production cost figures be withheld from the record. The request was granted. When William A. Scully, general sales manager of Universal, and Cliff Work, vice-president and general manager in charge of the studios, was asked about figures dealing with talent, Edward C. Raftery of O'Brien, Driscoll & Raftery, trial counsel for that company in addition to UA, objected. He also objected when a number of UA executives were examined last spring.

Wright Studies Contracts

After the UA oral examinations, Robert L. Wright, assistant to the attorney general, spent several days at the company's headquarters looking over exhibition contracts. He repeated the incident following the examination recently of Scully and Weeks, spending two days at the Universal home office.

The general attitude of producing and distributing heads is they do not want competitors to know their business secrets. UA, for instance, does not want to divulge terms of its deal with the Warner circuit.

"There is a lot of jealousy which causes friction," one attorney said. "If the terms of the deals get out you can imagine what will take place next season when the different parties sit down to negotiate new contracts."

This is also held true on talent where one company may make a deal with a star, director or writer and then discover later that another company has signed the same person at less money.

In some quarters there is considerable doubt whether the secrecy can be maintained at the trial. While it is held that the confidential angle can be maintained during the period of depositions, the government may want to use the "inside" figures as part of its proof that either a

(Continued on page 14)

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

IF YOU believe in polls, by this time you probably are aware that the preponderance of canvassed public opinion in this country reflects sympathy for the Allied cause. Officially neutral, the Administration in Washington, through methods varied, likewise has made it quite clear which side it would like to see win the European conflict.

Under prevailing circumstances such as these, it follows, largely as a matter of course, this attitude, in a degree not yet apparent, will assert itself in terms of celluloid. Whether in newsreels or features or both comprises evidence yet to come although, thus far, the one clear-cut instance, of course, is "The Lion Has Wings." This film, produced by Alexander Korda in London, tells the story of the British air arm. It is patently propaganda. It is also being sold regularly on the United Artists program.

The arguments both ways will be many, of course. All of them may be viewed as valid. If it is established that majority public sentiment lines up on the side of England and France, those pro Allied-minded would want all possible dates for the Korda film. Isolationists obviously would oppose on the ground this is not America's fight; therefore, actually remain neutral.

However, there may be a middle road. It suggests itself in a recommendation made by Manuel Greenwald, manager of the Barry Theatre in Pittsburgh. "We want our democracy and we want to keep our motion picture screen democratic, too," he writes and at once suggests a foreword on the screen to cover contingencies thrown up by more sharply limned conditions undoubtedly to come. Its text:

> This picture was made in (country of origin).
>
> It is being shown in the United States by American distributors for its entertainment value.
>
> However, we request that you bear in mind that any political connotations in the film, or the treatment of any sequences bearing on current world problems, are formulated in the country of origin.

How and Why

The explanation why bad films are made in such large numbers has varied little over the years. Presumably, there would be slight point in listing the reasons now. Or, in fact, for even bringing up the matter. But Darryl F. Zanuck, who knows a good from a bad one, having made both, has an answer; at least, he gave Jack Moffitt of the "Kansas City Star" an answer in a lengthy interview very briefly highlighted here last week

"The reason there are so many bad films is because so few of those making them look to them for entertainment. They look to them for money; therefore, they're willing to imitate anything that has been making money. That's the reason for the 'film cycles' that beat a form of screen story telling to death with monotonous repetition," he remarked.

If not for money, then for what else?

Far more arresting because it touches upon the protection which self-sufficiency in the home market would assure was Zanuck's point of view on changing Hollywood conditions as a result of the war:

> The world market has been pretty well shot, but there's still profit to be had from England, even though only a part of it can be taken from the country. Our boxoffice equation has had to be revamped, but there's still an equation that will give satisfactory results. Before the war a picture designed for the British market that also would please a sizeable American audience was a success. Today that is reversed. We need subjects that will appeal primarily to American audiences and will bring the lost patrons back into the theatres. These subjects shouldn't be offensive to Britain. In fact, they should be couched in terms that will be amusing anywhere, but the American audience is now the first consideration.

It seems ironic that circumstances outside the borders should be required to direct greater attention to the rights and needs of the primary market which is within those borders. But that's the way it appears to be.

Fast Pickup

Two press agents lunched at a Hollywood and Vine eatery the other day. Along came three o'clock and one remarked, "Well, let's go to work."

The other p.a., unemployed, upped with, "Gee, an offer."

COLUMBIA...FAMED FOR SUCH BRILLIANT COMEDIES AS.....

"It Happened One Night"...

"Mr. Deeds Goes To Town"...

"The Awful Truth".....

"You Can't Take It With You".

"Mr. Smith Goes To Washington"

...proudly presents one to rank with its distinguished predecessors!





WESLEY RUGGLES'

Too Many Husbands

starring

JEAN ARTHUR

FRED MacMURRAY ★ MELVYN DOUGLAS

Directed by WESLEY RUGGLES • Screen play by CLAUDE BINYON

Based on the play by W. Somerset Maugham

COLUMBIA PICTURES

VITAL-ISSUE FILMS ACCEPTABLE PROVIDED THEY ENTERTAIN, THEATRE SURVEY SHOWS

Nor Need They Take Their Mission Too Seriously, Exhibitors Point Out

Pictures that deal with contemporary and vital issues will find acceptance, though not an entirely unqualified one, among the exhibitors of the country, a fact attested to by the answers obtained in a poll conducted by BOXOFFICE, which asked the nation's showmen: "Do you think pictures should deal with more contemporary and vital issues?"

The qualification lies in the constantly recurring admonition that the topical films must be free of propaganda; that they must at no time forget their basic function of providing entertainment.

The approval that topical films have is close, but it is a general approval throughout the country, with the one exception of the middle west, where 55 per cent of those responding to the questionnaire voted against any sallies into the field of the sociological.

Producers with a yen for these sallies, however, will find their greatest welcome in the central and mideastern states where 72 and 65 per cent of the responding showmen, in the respective areas, believe that "contemporary and vital issues" are eminently in the domain of the motion picture.

Typical of comment from exhibitors is the following:

I believe that motion pictures dealing with more contemporary and vital issues should be interesting and profitable if the producers of these pictures can stay away from propaganda for special classes. It is hard to distinguish the difference some times, and there always will be a minority who will cry "propaganda" whenever a film seeks to do more than merely entertain.

WASHINGTON EXHIBITOR

What we need are *good* pictures, not necessarily more important or more significant pictures.

IDAHO EXHIBITOR

Pictures should always be entertainment above everything else. If they can deal with vital and significant subjects incidentally, so much the better. They should not try it to the extent of becoming an educational medium, however.

IDAHO EXHIBITOR

Good pictures are not limited to subject matter. When they are good they are always significant.

CALIFORNIA EXHIBITOR

Yes, pictures should deal with more vital and significant issues—but *no propaganda.*

CALIFORNIA EXHIBITOR

The Vote

Area	*Pct. "Yes"*	*Pct. "No"*
EASTERN	59	41
Delaware	0	0
Maryland	0	0
New Jersey	50	50
New York	78	22
Pennsylvania (eastern)	50	50
Virginia	57	43
NEW ENGLAND	55	45
Connecticut	33	67
Maine	67	33
New Hampshire	100	0
Rhode Island	100	0
Vermont	0	100
SOUTHERN	54	46
Alabama	100	0
Arkansas	17	83
Florida	50	50
Georgia	50	50
Louisiana	100	0
Mississippi	29	71
North Carolina	43	57
Oklahoma	67	33
South Carolina	25	75
Tennessee	50	50
Texas	62	38
MIDEAST	65	35
Ohio	61	39
Kentucky	78	22
Michigan	64	36
Pennsylvania (western)	53	47
West Virginia	67	33
CENTRAL	72	28
Illinois	87	13
Indiana	56	44
Missouri (eastern)	80	20
Wisconsin	65	35
MIDWEST	45	55
Iowa	35	65
Kansas	36	64
Minnesota	64	36
Missouri (western)	58	42
Nebraska	55	45
North Dakota	67	33
South Dakota	0	100
WESTERN	56	44
Arizona	100	0
California	59	41
Colorado	75	25
Idaho	60	40
Montana	33	67
Nevada	100	0
New Mexico	0	0
Oregon	57	43
Utah	0	100
Washington	75	25
Wyoming	0	100

I don't care what they deal with—IF they're good.

CALIFORNIA EXHIBITOR

Can't answer this question intelligently until after we've tried some of them.

ARIZONA EXHIBITOR

Give us *anything* that's *entertaining.*

TEXAS EXHIBITOR

Warn Against Propaganda Cloaked as Amusement; Want More Topicals

Yes, but let's be sure they are significant rather than controversial.

MISSISSIPPI EXHIBITOR

I'm in favor of more important pictures from the sociological standpoint as long as they are diversified amusement and there are not enough from all distributors to create a "cycle."

WISCONSIN EXHIBITOR

Okay, but please not too many biographical subjects.

INDIANA EXHIBITOR

I can't see how pictures can deal with more vital and significant issues as long as the Legion of Decency exercises absolute control over production, which is resulting in insipid pictures.

PENNSYLVANIA EXHIBITOR

Pictures should be timely, but not controversial. If you had asked me if they should deal with more "topical" issues the answer would have been an unqualified "yes."

MICHIGAN EXHIBITOR

Let's just try to entertain the folks. They come to be amused, not educated.

MISSOURI EXHIBITOR

Yes, if they can keep their entertainment value and leave out partisan issues.

TEXAS EXHIBITOR

Pictures are for entertainment.

OKLAHOMA EXHIBITOR

If by "vital" you mean important then by all means we should have them. If, however, you mean what some producer considers a message to humanity I'm afraid we've had enough experience with that kind already. Significance is still another thing, and something some of our "B" pictures have in abundance. We should have something better than we've got, so maybe "vital" and "significant" subjects is that something. It's worth a trial, anyhow.

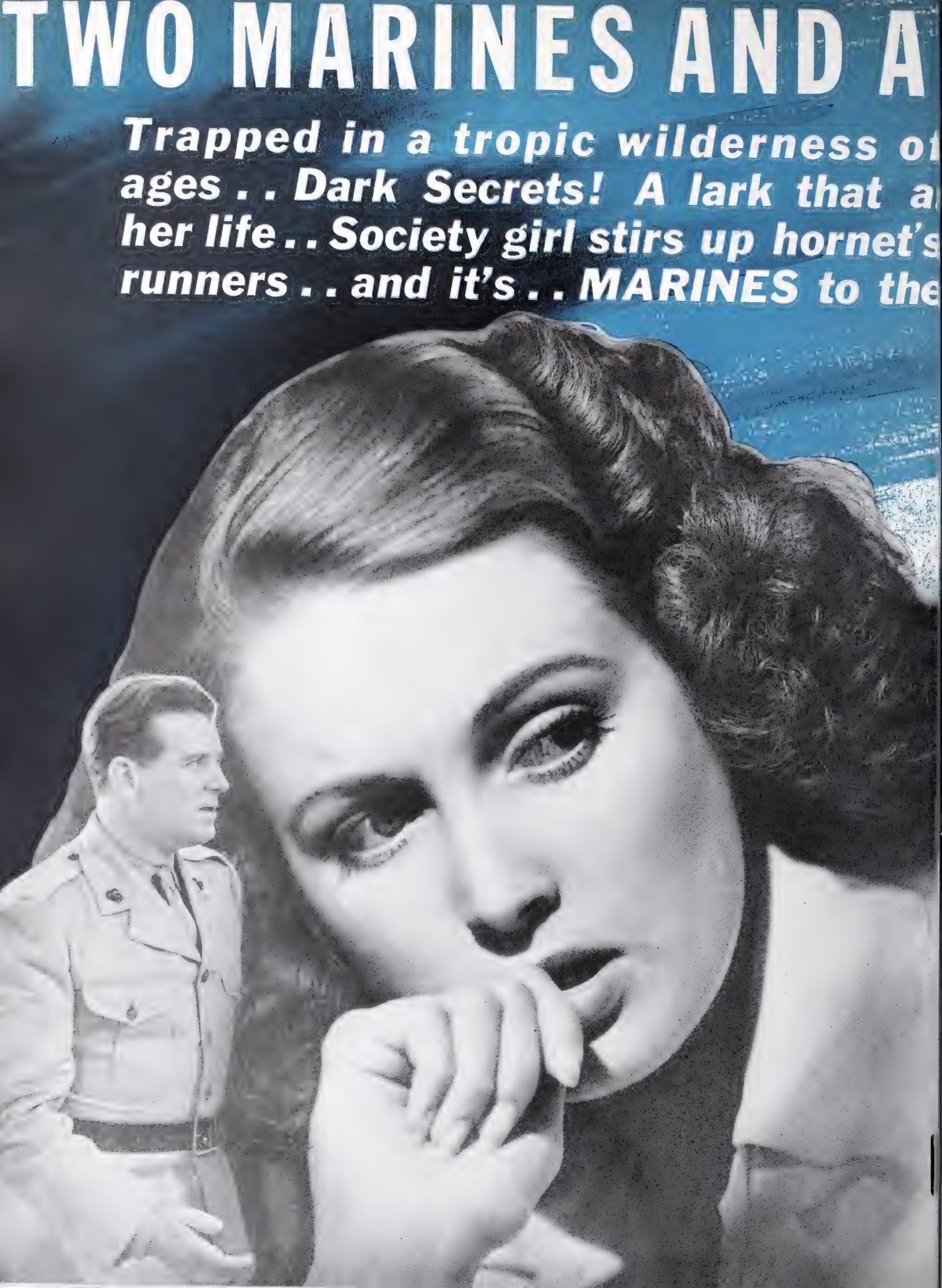
MASSACHUSETTS EXHIBITOR

I think it is about time the movies grew up and I am all for their tackling a goodly portion of important and topical issues. More power to them, and if current magazines, radio programs and books are any criterion they should give the business the "Oomph" it so sadly lacks today.

NEW YORK EXHIBITOR

TWO MARINES AND A

Trapped in a tropic wilderness of ages . . Dark Secrets! A lark that a her life . . Society girl stirs up hornet's runners . . and it's . . MARINES to the





ISLE OF DESTINY



with

WILLIAM GARGAN • WALLACE FORD
JUNE LANG • GILBERT ROLAND
ETIENNE GIRARDOT • KATHERINE DeMILLE...A FRANKLYN WARNER PRODUCTION

Directed by Elmer Clifton

Screen Play by Arthur Hoerl, M. Coates Webster, Robert Lively. From original story by Allan Vaughn Elston. Distributed by RKO RADIO PICTURES, Inc.

A FINE ARTS PICTURE

RKO RADIO PICTURES

Photographed in

COSMOCOLOR

Says Film Criticism Is Costing Millions

COLUMBUS—Destructive criticism is costing the industry a minimum of $15,000,000 a year, H. M. Richey, RKO field exhibitor contact, stated at the seventh annual convention of the ITO of Ohio. Richey was among the numerous speakers who included Abram F. Myers, general counsel for Allied; Charles Casanave, vice-president and general manager for Advertising Accessories; Carlton S. Dargusch, counsel of the local unit. Supreme Court Judge Arthur H. Day acted as toastmaster at the Wednesday night banquet. The two-day meeting was held at the Neil Hotel.

Continuing his talk, Richey said that there are 15,000 theatres which could increase their gross at least $3 a day by paying more attention to the boxoffice and "quit panning the hell out of the business we depend on for our bread."

Richey asked for exhibitors to sit down, take inventory, check their own self-confidence and, when that is done, to express confidence in their business. He also sponsored the idea of exhibitors reversing their tactics and, instead of telling the public the troubles of the industry, talk about how good it is and the quality of pictures. He went over a list of outstanding attractions from 1936 to 1940, pointing out that where a theatre owner wants to do some real good he has the opportunity by looking at the better things the industry has produced rather than quibble with the public over the inner operations and disputes between distributor and exhibitor.

Other subjects discussed by the speakers included 16mm films, clearance cancellations, forcing of shorts and local sales taxes.

Definite Date for Allied's National Convention Nears

CHICAGO—With the return over the weekend of Jack Kirsch, Allied of Illinois president, the annual convention of national Allied slated for this city is expected to be set within the next week. Kirsch has been vacationing in Miami.

Northwest Allied Meets March 5-6 in Minneapolis

MINNEAPOLIS—The annual convention of Allied of the Northwest will be held March 5-6 at the Nicollet Hotel. Al Steffes, veteran president, continues to show improvement from a recent illness in a Washington hospital. He will not be able to attend the convention, marking his first absence from such a meeting in years.

Coast Conference's First Convention Set for May 8-10

LOS ANGELES—Directors of the Pacific Coast Conference of Independent Theatre Owners have set May 8-10 as the first annual get-together of its various coast units. Robert H. Poole, general manager and executive secretary of the combined organization, is handling details. If the meeting dates do not interfere with sales conventions, it is expected several home office sales executives will attend the inaugural convention.

Chicago Independents Say They Would Go "Single"

CHICAGO—Independents, most of them Allied members, repeat they, too, will go single feature if circuit houses around them go likewise. These operators are not located in the southwest section where B&K set the pace by a solo standard with "Mr. Smith Goes to Washington" at the Central Park, Berwyn and La Grange.

In that area, 11 independents at once followed suit, chiefly playing "Ninotchka" and "Elizabeth and Essex.' When bookings can be rearranged, the expectancy is more will change over. Jack Kirsch, president of Allied of Illinois, states, "At least 95 per cent of the exhibitor members of Allied will go back to single features if the chain theatres do." He has been consistent in this for over a year.

All houses went back to double features after the "experiment."

The changeover, however, was entirely experimental. All theatres returned to their usual doubles, many operators regarding the isolated test as inconclusive since the pictures singled by "C" and first week houses already had been dualed with other pictures in the "A" and "B" weeks.

Plagiarism Suit Against Lloyd Starts Tuesday

NEW YORK—Starting Tuesday, the $75,000 plagiarism suit by Rapp & Brentano against Harold Lloyd and Harold Lloyd Corp. on "Professor, Beware" will get under way before a jury in the local federal court. Louis Nizer will represent Lloyd, who is coming on from the coast with Marion and Francis Cockerell, two writers, and a production manager.

The plaintiffs claim an original script of theirs was used for the production. The defendants will attempt to prove the origin of the script was through the writers who will testify.

Another suit of the same nature and involving the same picture, is pending in Chicago. Nizer also will handle this for Lloyd.

Actors Equity Grants MCA A Legit Agent's License

NEW YORK—Music Corporation of America has been granted a license from Actors Equity to act as an agent in the legitimate theatre field. MCA is one of the largest agencies in the business and up to now has devoted its activities exclusively to bands.

Television Gains, Says Sarnoff

New York—Television continues to make progress, David Sarnoff, chairman of the NBC board, states in an exclusive BOXOFFICE interview. There are approximately 2,000 home sets in New York City, he adds, but declines at the same time to estimate the number throughout the country.

Because of the war, Sarnoff has not made any trips abroad in the past two years and does not contemplate any in the immediate future.

Pathe, Franchisers Are Busy on PPC Salvage

NEW YORK—Discussions between Pathe franchise holders of Producers Pictures Corp. for a continuance of production are continuing and reports Ben N. Judell has resigned are declared false and unfounded.

According to Bob Benjamin of Phillips & Nizer, attorneys for Pathe, "We are still trying to work out the creditors' situation for the creditors and for that reason have not foreclosed."

Franchise holders have asked Pathe to help continue production. Pathe said it will listen to any reasonable proposition and it is stated the franchise holders are working along those lines.

Pathe has about $90,000 invested in Producers which has turned out seven pictures, among them "Beast of Berlin," which is known under different titles in various situations.

Among the largest creditors are several trade publications which have expressed a willingness to cooperate. Benjamin plans to leave for Hollywood in a few weeks to further study the situation. Thomas P. Loach, treasurer of Pathe, returned early in the week from a vacation in Miami and denied there has been any change in the Producers' executive setup.

In one of the plans under discussion, franchise holders are being asked to contribute to production costs.

"U" Recapitalizing Plan Reported Not "Urgent"

NEW YORK—Universal's recent decision to seek a plan of recapitalization is not "urgent," according to a spokesman, and, therefore will not be effected until a thorough study is made of the most feasible manner in which simplification of the corporate structure can be formulated.

It may be a month before a plan is devised. In any event, it does not appear likely the matter will come up before the stockholders at the annual meeting in Wilmington, Del., March 15. The session is expected to be devoted solely to election of directors, with the present lineup undoubtedly to be re-elected. They will later elect officers, this to take place in New York.

William Bioff Case Again Delayed Until March 6

CHICAGO—The case of "the People vs. William Bioff" continued to push the war off preferred page one spots as the Hollywood labor leader's case was delayed again, this time to March 6. The cause again was the injured leg of his defense attorney, State Senator Abe Marovitz.

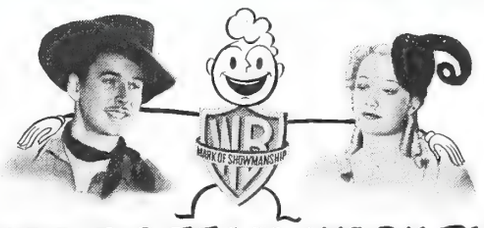
Meanwhile, Bioff was expected to remain here and recuperate from a bad cold while awaiting disposition of the 18-year-old sentence on which the state of Illinois contends he still owes five months and 24 days of an original six-month sentence.

Coast studio labor leaders are here conferring with Bioff on the next move in the producer-IATSE conferences on recent wage increases.



LEAVE A BIG SPOT IN YOUR MARCH PROGRAM!

For Easter go West-a! Last Easter 'DODGE CITY,' this year 'VIRGINIA CITY'-and bigger! Watch THE VIRGINIA CITY SPECIAL roll to Reno March 16!



TERRIFIC TEAM-WORK BY

ERROL FLYNN · MIRIAM HOPKINS

Randolph Scott · Humphrey Bogart

Frank McHugh · Alan Hale · 'Big Boy' Williams

Directed (*for action!*) by Michael Curtiz

WARNERS, *the Showmen!*

Majors Want Trade Secrets Kept So

(Continued from page 5)

"monopoly or conspiracy" obtains among major companies.

So far the government has cooperated to the fullest extent, it is declared by distributor counsel, and a special plea to continue the secrecy of contract terms is expected to be made on that basis.

On circuit deals, the government has been particularly anxious to learn about clearances, playoffs of pictures and scaling of admission prices.

During the past two weeks, distributors have been going full blast at gathering figures on five pictures which played four key cities and find that lining up data for New York City has been the hardest job because the city has more first run houses than Atlanta, Kansas City and Philadelphia. The breakdown not only calls for major circuit information, but also data on bookings in independent units.

Check on Complainants

With the government furnishing a list of "persons who have knowledge of the facts," distributor lawyers are now starting an exhaustive checkup on the complainants. The history of each "probable" witness will be checked and double checked insofar as his relations with each company is concerned. This information will be used for cross examination at the trial.

However, counsel for the majors expect the government to list several, if not many, names of "probable" witnesses that may never be called. But the work of investigating each name will go on. It is hoped the information will be ready by May 1 when the suit is scheduled to go to trial. Each undertaking will be thorough, it is pointed out, and no stone unturned to get at all the facts.

Examinations before trial resume Monday in the federal court building with either Neil F. Agnew, Paramount sales manager, or Barney Balaban, president, going on first. These men will be followed by Y. Frank Freeman, who will come on from the coast for the interrogation. A delay for Adolph Zukor, due back from South America, March 18, will be sought.

Plan on March Quiz Finish

Meanwhile, it is the government's plan, and agreed upon by major attorneys, to sandwich in the regular schedule such men as Nate J. Blumberg, president of Universal; A. Montague, sales head for Columbia; Ned E. Depinet, in charge of sales for RKO, and George J. Schaefer, president. These executives were either out-of-town or unavailable when previously called. In other words, the government plans to finish its examinations by the end of March. According to the schedule, Nicholas M. Schenck, president of Loew's; Louis B. Mayer, in charge of production; William F. Rodgers, sales manager for M-G-M, and C. C. Moskowitz, assistant to Schenck and operating head of the metropolitan New York houses for Loew's, will be called the week of March 25.

It is doubtful that Jules Levy, former sales manager of RKO, will be called. He is now a producer for Universal. Charles R. Rogers, who had been Universal production head until Cliff Work took over that spot, was replaced by Work. The latter testified by deposition two weeks ago.

The depositions of Blumberg and Moskowitz are expected to provide considerable material for the government. Blumberg, formerly operating head for the RKO circuit, will be asked about clearances and split product deals for the theatre string. The same questions are expected to be put to Moskowitz.

Up to this time, distributor lawyers hold, the government has elicited from the executives examined, little information that is not generally known in the industry. Whether the fireworks are yet to explode is something no one can predict, but it is held that whatever information is used will not go by uncontested at the trial. Distributors have the right to call the men now being examined as their witnesses, it is stated. In that way, all relevant facts of issues developed by the government will be aired publicly.

"GWTW" Drawing 'Em From Dixie

Philadelphia — The magnetism of "Gone With the Wind" has demonstrated an unusual drawing power beyond the Pennsylvania state line. The engagement at the Boyd, it seems, has attracted a considerable percentage of Negroes, who, by their own admission, have traveled up to 200 miles from the fringe of Dixie. When asked why they failed to wait for the film at their local theatres, the replies are said to be equivalent to: "We hear it isn't going to be shown in the south." Nobody knows how the rumor started.

Monday Hearing Scheduled For Young's Gary Suit

CHICAGO—Tentatively set for Monday is the hearing here in federal court on the anti-trust suit of V. U. Young's Gary Theatre Co. against B&K, Warner Bros. Theatres and the eight majors.

Young brought the suit contending that he was unable to obtain suitable product at the right time for his Gary houses.

David and Fainman, Chicago attorneys, and Albert H. Gavit of Gary, are lawyers for Young in the suit.

File a Dismissal Motion In Gorham Trust Suit

BURLINGTON, VT.—Interstate Theatres Corp. has filed a motion in federal court here for a dismissal of the Kenneth Gorham anti-trust suit, claiming that court lacks jurisdiction. George S. Ryan of Boston represents the suing Middlebury exhibitor.

Frank Hollingsworth Sues Majors and Fox Midwest

LINCOLN, NEB.—Frank E. Hollingsworth, operator of the New Pix and Rialto in Beatrice, has filed his long-expected triple damage suit against Fox Midwest, M-G-M, 20th-Fox, RKO, Universal, UA, Paramount and Republic. He seeks $234,000 alleging a conspiracy to stifle him on product availabilities.

Victory Chalked Up In Crescent Action

NASHVILLE—Major distributors, defendants in the government anti-trust suit against Crescent Amusement Co., won a bill of particulars in the action, according to a decision handed down by Federal Judge Elmer Davies. In addition, the judge granted a motion by defendants to strike out an allegation of the complaint dealing with exhibition practices involving cut-rate admissions, giveaways and the like.

New York Attorneys Express No Surprise

NEW YORK—The Nashville decision was not unexpected by distributor counsel. Shortly after his return from Nashville where he argued the motion for the bill, Louis D. Frohlich of Schwartz & Frohlich, counsel for Columbia, informed distributors he believed the motion would be granted.

So far distributors have been successful in every government action where an application for a bill has been made. The only remaining important request still to be decided is in the Schine case in Buffalo where Judge Knight has the motion under advisement.

The Schines were victorious a few weeks ago in getting an order permitting them to continue an expansion program. The government sought a temporary injunction pending outcome of the case.

A decision on the bill is due shortly.

Act March 15 on Motion By UA in Goldwyn Suit

NEW YORK—A triple motion by UA in connection with the Samuel Goldwyn suit to abrogate his contract with the company and examination before trial of Alexander Korda, a one-fifth owner, has been put over to March 15.

The three motions sought by UA are (1) to separately state the number of causes of actions, (2) to strike out many paragraphs in the complaint, (3) a bill of particulars.

Korda has been on the coast and is expected back in time for the informal interrogation by Max Steuer, attorney for Goldwyn.

Agnew Due Next Week From Exchange Tour

NEW YORK—Neil F. Agnew, general sales manager for Paramount, is due back next week from a three-week tour of exchanges. He has visited the Buffalo, Detroit and Chicago territories, among others, and was accompanied as far as Buffalo by Milton S. Kusell, eastern district manager. Agnew is scheduled to give a deposition next week in connection with the all-industry suit. Other company executives who will appear for examination before trial are Barney Balaban, Adolph Zukor and Y. Frank Freeman.

Analyst Predicts an Attendance Jump

NEW YORK—"A high level of consumer income is expected to raise theatre attendance moderately above the current volume," says Poor's Publishing Co. in its "Current Outlook" survey of the industry. It further observes that, with "some curtailment in production and studio retrenchment outlined, profits from the domestic market promise to be satisfactory." In recognition of these factors the analyses declare "a policy of general retention (in most equities) appears warranted."

On three premises "a marked rise in domestic industrial activity is forecast," says the survey. These are (1) a prolonged war abroad, (2) maintenance of U. S. neutrality, and (3) development of a good volume of export business. This view is held despite a "decided downtrend in exports during coming months because of conditions arising from the war abroad" and "the disturbance of a combination of political factors," such as the government suit, the Neely bill, threats of NLRB hearings on wages, strikes and union activities.

While it is noted decline in foreign revenue "will not be so sharp as first indicated," the survey states: "It must be borne in mind that motion picture exports do not represent the entire returns from abroad. Including rentals, slightly less than ten per cent of total revenue derived from the export market has, in the past, come from Great Britain and has averaged $51,000,000 annually during the past three years. Total income from foreign sources has averaged $540,000,000 a year, as compared with gross annual admissions of $1,000,000,000 in the United States.

"Lack of competition from belligerents will enable U. S. producers at least to hold their dominant position in South American markets. Unsatisfactory foreign exchange, quota systems and other restrictive measures designed to foster industry in these countries, however, may prove to be adverse factors."

Giving the view that theatre construction prospects are mediocre, the survey states:

"Because prospects indicate only moderate increases in domestic theatre attendance, there is small incentive for building new outlets or enlarging present ones. Since the outbreak of hostilities in Europe awards for theatre construction have fallen off moderately. Until the status of exhibitor-producer relationships is ironed out, no sharp expansion in the number of theatres in this country will be experienced."

Split Patterson Duties For Warner Circuit

NEW YORK—As had been the case for some time before the death of Willard C. Patterson, Warner circuit executive, Nat Feldman and Leonard Schlesinger continue to supervise theatre operations in certain territories from the home office as assistants to Joseph Bernhard. Feldman takes care of the circuit's out-of-town and Brooklyn pools, while Schlesinger acts in a similar capacity for the Broadway Strand.

Conflicting Viewpoints Raise Question Over Finnish Relief

NEW YORK—In the face of an admittedly correct quotation from Herbert Hoover that contributions to the Finnish Relief Fund may be used by that government for any purpose it may elect, including purchase of guns and ammunitions, executives of the Fund maintain the bulk of the money so far gathered will go to civilian relief, as originally announced. Specifically asked about money collected from the public through picture theatres, the reply was:

"Those funds will go for their original purpose—civilian relief."

Hoover trailed Mayor La Guardia at a luncheon at the Hotel St. George in Brooklyn in which the mayor declared, "All funds earmarked for armaments will get into the proper hands." Hoover made no mention of earmarking when he declared:

"The Finnish government is obtaining a dollar exchange with these funds and with that exchange they can buy anything in the world they want. I want to make that clear. This little country has been attacked by all the forces of primitive savagery and has become a symbol for all men who believe in personal liberty."

When Hoover organized the Finnish Relief Fund the declared purpose was civilian relief. It was on this premise that picture theatres were lined up to solicit subscriptions from their audiences on February 17-18.

Fund officials declare, however, some contributors have expressly voiced the desire that their offerings go for the purchase of war equipment and that, therefore, the Fund machinery, through separate handling, has been re-geared to clear money so earmarked. It is insisted, on the other hand, that the two purposes are not being mixed although Hoover's Brooklyn comment fails to draw any distinctions.

Announcement Shortly on Globe-Mills Co. Tieup

CHICAGO—A spokesman for the Mills Novelty Co., whose organization has pooled with Jimmy Roosevelt's Globe Productions, to manufacture automatic projectors for cocktail lounges and bars, says that an "official announcement will be ready for the industry before long."

It is not stated how soon actual production of the machines will get under way, though working models already are completed.

The new company, Mills-Globe Co., is expected to produce its own subjects for use in the machines of from two and one-half to three minutes in length, which the customers will pay five cents to see.



BOXOFFICE FLASHES

Swing Against Neely

CHICAGO — Available reaction among women's clubs here to an anti-Neely bill address made last week by Mrs. Richard M. McClure, president of the Chicago Better Films Council, is favorable to her approach. She described the proposed legislation as "discriminatory and dangerous."

Yates East April 1

NEW YORK—Herbert J. Yates, president of Consolidated Film, is not due from the coast until April 1. He is conferring with Moe J. Siegel, president of Republic Productions, on next season's program. The company intends to increase budgets all along the line.

Ontario Tax Rises

TORONTO—The new corporation tax act of 1940 increases levies on company income by 150 per cent. This means an increase of from two to five per cent on corporate profits of all descriptions and is retroactive to January 31, 1939.

Wallis Returns to Hollywood

HOLLYWOOD—Hal B. Wallis, Warner executive producer, is back from New York where he sat in on home office conferences.

Zoning Proposal Worries

DETROIT—Proposed new zoning law requiring 150 square feet of parking space for proposed theatre seats in units of eight is seen seriously affecting future construction here. It is figured a typical 1,500 seat neighborhood theatre thus would require space accommodating 188 cars.

Two at One Time

NEW YORK—A brace of RKO's "aces" are gracing the town from Hollywood. Gregory La Cava is vacationing following completion of "Primrose Path." George Stevens, in for a couple of days, expects to return for the opening of "Vigil in the Night."

Schlaifer Returns

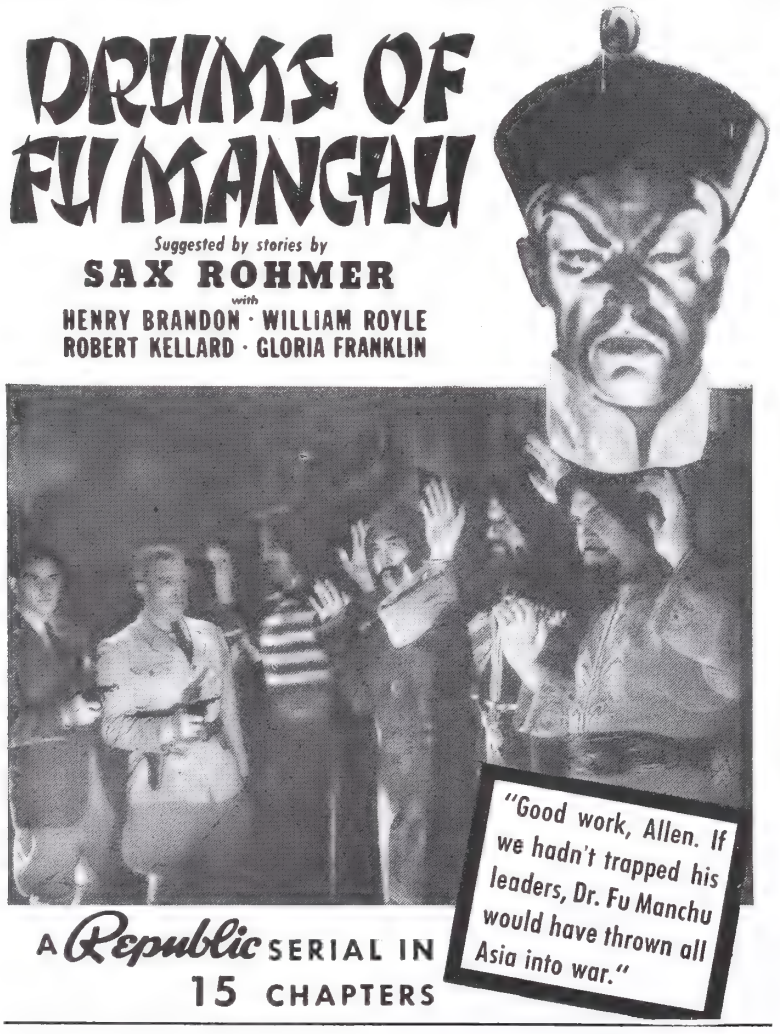
NEW YORK—L. Jack Schlaifer, vice-president and western sales manager of UA, is back from an extended sales trip. While in San Francisco, he sold his lineup to Consolidated of Honolulu.

Loew and Lewin in East

NEW YORK—David L. Loew and Albert Lewin, now banded together as Loew-Lewin to produce for UA release, are in from the coast. They are seeking a young actress for a lead in "Flotsam," their first.

Blumberg in Harness

NEW YORK—Nate J. Blumberg, Universal president, staged a mid-week return from a Florida vacation. He heads for the coast again shortly.



Ind'p'ts Attacked In Neely Outburst

NEW YORK—Admitting that the Neely bill may encourage more independent production, anti-Neelyites maintain "this is no guarantee that quality will improve."

This is one of the arguments against the proposed law advanced by Harry Goldberg, director of advertising of the Warner circuit in an eight page pamphlet titled "Questions and Answers Clarifying the Neely Bill." Copies by the thousands are being distributed through the Warner circuit, through Paramount and now to RKO's mailing list of 9,200 executives of women's clubs, Better Films Councils, schools, YMCA's and churches. The company's theatre accounts are being included.

On the production slant, Goldberg has this to say:

"The history of independent production does not indicate that independent producers contribute anything to the improvement of the quality of motion picture production. All the risk, the experimentation, the daring, the courage in venturing into new story fields, has been shown by the major studios and, in the rare case of Walt Disney, by a producer associated with, and financed by, a big distributing organization. The first biography, the first musical, the first color, the first patriotic short series, the first story of a living man and his famous social work, the first Shakespeare—all these came from the inspiration and the coverage of the great studios."

Study of Sales Policy Occupies 20th-Fox Meet

NEW YORK—Sales policy for next season and liquidation of current season's contracts highlighted the three-day annual mid-season 20th-Fox district managers' meetings at the Park Central here. The sessions got under way Friday with Herman Wobber, general sales manager, handling the gavel. Tentatively, the annual sales convention will be held in Chicago about April 1. This meeting will have an international flavor with several foreign representatives slated to attend.

At the weekend district managers gathering here were Tom H. Bailey, Boston; Edgar B. Moss, Philadelphia; George A. Roberts, Cleveland; J. P. O'Loghlin, Canada; M. A. Levy, Minneapolis; Harry G. Ballance, Atlanta; Ward E. Scott, Kansas City; Harry H. Buxbaum, New York; Clyde W. Eckhardt, Chicago; Lester Sturm, Detroit; George Landis, Indianapolis; Jack Lorentz, Milwaukee, and Joseph J. Lee, local branch manager.

The home office contingent included: Walter J. Hutchinson, foreign head; W. J. Kupper, W. C. Gehring and William Sussman, division managers; Charles E. McCarthy, Jack Bloom, William J. Clark, Martin J. Moskowitz, Jack Sichelman, Roger Ferri, Clarence A. Hill, E. H. Collins, Ted Shaw, Irving Maas, Leslie Whelan and Harvey Day.

Claims Neelyites Are Seeking Club

NEW YORK—"The chief inspiration behind the Neely bill is the attempt of a minority of theatre owners to create a public opinion that they can use as a club against their competitors," Harry Goldberg, director of advertising of the Warner circuit, states in his anti-Neelyite brochure. He calls it "Questions and Answers Clarifying the Neely Bill."

His rebuttal is entered in answer to a question, "What Is Behind the Neely Bill?" and continues: "They are endeavoring to get a trading advantage by using the force of the government and public opinion against their competitors. In the course of the last decade which has seen the growth of interest in movies by various organizations of the public, the exhibitor has answered all complaints by blaming the sales policies of the studios, instead of answering with a frank and honest discussion of the way the business has grown and developed. The result is that these organizations have been led to believe that 'compulsory block booking' and 'blind selling' are twin devils—manipulating the business to the disadvantage of the public, when as a matter of fact they are merely the methods of conducting the business which have been found to be convenient and useful in the growth of this giant industry which has won great popularity with the public, not only in the United States but all over the world."

Question New Film Source

Delving into the discussion over "community selection," Goldberg continues, "If 'community selection' means that the exhibitor will be able to buy different pictures than he buys now, where will they come from? In any neighborhood in the United States where there are two double feature houses making three changes each per week, these two theatres use 12 pictures per week, or 624 pictures a year, which means not only every picture made by the major studios, but most of the pictures made by independents. In single feature situations, there is generally a sufficient number of houses in the neighborhood or within bus, trolley or auto riding distance, so that most of the people in the United States, except those in remote hamlets, are able to choose their motion picture entertainment from among all the pictures made available by Hollywood.

"There are some 400 cities in the United States with a population of 20,000 or more. In these 400 cities an average of seven features a week is exhibited. Bearing in mind that approximately seven pictures a week are produced by all the major companies, it is apparent that with the entire output available to the public, they do not have to see the pictures they do not wish to see. These 400 cities with their suburbs contain 80 per cent of the American people.

"If 'community selection' means that these pro-Neely bill organizations think that the exhibitor can be coerced into playing only the pictures they favor, then we will have not 'community selection' but minority dictatorship; theatres closing down and a wave of unemployment not only affecting local theatres, but also the army of those now employed in the studios.

"Every theatre manager knows that he has a true forum of 'community selection' now. The wide variation in grosses shows how people definitely select the pictures they want to see—the fact that first run theatres can gross $25,000 or $30,000 one week and drop down to as low as $5,000 the next week is a dramatic demonstration of the people's choice."

Sees No Quality-Quantity Tie

Goldberg maintains there is no relation between quantity of pictures produced and their quality. In answer to the question, "Won't the Neely bill give the producers a better idea of what the public wants through the pressure put on theatre owners by the organized women's clubs, parent teachers' associations and the like?" he replies:

"The producers now have an index to public taste based upon the money which pictures earn. By choosing or not choosing motion pictures, the public keeps the producers informed from year to year in a general way as to the type of pictures which should and should not be made. The question implies there is a uniform public opinion which comes from organized groups trying to influence the motion picture taste of the public." He then cites a 1937 schedule based on opinions of previewing groups in 20 cities (*see chart*).

"No Groups Can Speak"

NEW YORK—*Asserting no groups can speak for the American public and that opinions on film values are individual, Harry Goldberg, director of advertising of the Warner circuit, places in evidence a chart demonstrating preview groups in Beloit, Wis., recommended 98 per cent of the 150 films it saw while Houston approved only 56 per cent on the basis of 367 films previewed. It covers 1937 releases and 20 cities and lines up as follows:*

Town or City	Number of Pictures Shown	Recommended by one or more Public Groups	Percentage of Recommended Pictures
Beloit, Wis.	150	147	98
Adrian, Mich.	101	89	88
Portland, Ore.	72	62	86
Memphis, Tenn.	61	52	85
Chicago, Ill.	103	86	83
Omaha, Neb.	49	39	80
Cincinnati, Ohio	72	57	79
Milwaukee, Wis.	75	58	77
Wichita, Kas.	123	95	77
Huntington, Ind.	87	66	76
Lansing, Mich.	103	78	76
Minneapolis, Minn.	76	58	76
Richmond, Ind.	146	108	74
The Oranges, N. J.	150	108	72
Kansas City, Mo.	70	50	71
Indianapolis, Ind.	463	295	64
Lincoln, Neb.	211	136	64
Topeka, Kas.	270	164	61
Columbus, Neb.	153	86	57
Houston, Tex.	367	206	56
Totals	2,902	2,040	70.3

Roxy Drawing Film From 6 Companies

NEW YORK—At least six or more products other than 20th-Fox will be shown at the Roxy within the next few months. With "Of Mice and Men" completing a two-week run Thursday night, the theatre has four more UA pictures under contract. This is in line with an eight-picture deal which included "Eternally Yours," "The Housekeeper's Daughter" and "Raffles."

After "The Blue Bird" finishes, the next attraction will be "Vigil in the Night" (RKO), which is expected to go two weeks and followed by "My Little Chickadee" (Universal). "Stardust," a 20th-Fox release, will be the subsequent attraction with another UA film, possibly "The House Across the Bay," as next. Then "Dance With the Devil," another 20th-Fox, follows after which there will be time open for outside attractions which become available.

Reports of a move to have the Roxy increase admissions for children from 15 cents to a quarter are scotched by the management. Not since two and a half years ago when 20th-Fox resumed operation and admissions were re-scaled upward, has there been any discussion to again boost the prices, it is stated.

Routine on Agenda

NEW YORK—Loew directors will meet Wednesday. Routine matters are on the agenda. The regular quarterly dividend of 50 cents is payable March 15.

Joseph Bernhard Improving

NEW YORK—Joseph Bernhard, general manager of the Warner circuit, is reflecting steady improvement and probably will be discharged from the Lenox Hill Hospital in about 10 days.

Christian Front Study Ahead As Dies Studio Probe Nears

WASHINGTON—After a stormy session but with no indications as to what pressure, if any, brought about the decision, the Dies committee late Tuesday declared it would investigate the Christian Front and the Christian Mobilizers. The much-publicized probe of allegedly subversive activities in Hollywood also will be made.

The three investigations are to get under way "as soon as possible," which is as definite as the committee would be.

Calls for Probe of Dies Extra-Committee Activity

NEW YORK—In an article based on "documentary and circumstantial evidence," the January 27 issue of *The Nation*, a national liberal weekly, calls for a "full and exhaustive investigation" of Rep. Martin Dies' association with "fellow travelers" of the now exposed Christian Front.

The magazine claims to have in its possession pieces of correspondence and exhibits which "show that while Martin Dies was chairman of the Committee to Investigate Un-American Activities, he was collaborating with men who were the 'respectable' periphery of the Christian Front."

"On December 8, 1938," according to the article, "Dies was the guest speaker at a luncheon in New York officially sponsored by the New York State Economic Council, whose president is Merwin K. Hart. While the council's perennial mission is to combat social legislation, Hart's activities and connections are a good deal more varied. At this luncheon Fritz Kuhn and James Wheeler-Hill, secretary to the (German-American) Bund, were guests, and their names appeared on the advance lists. When a (New York) *Times* reporter asked Wheeler-Hill the significance of their presence, he replied: 'We have many friends on the council.' During the luncheon members of the Christian Front distributed leaflets announcing a mass-meeting of their own.

Another "Duet" in Washington

"Eight days later there was another luncheon," the article goes on. "Dies wasn't present, but Hart was. The luncheon was ostensibly sponsored by the now defunct American Patriots, whose president was Allen Zoll. Zoll presided; and the fact is worth noting because Zoll's connections with both Hart and the Front are beyond dispute. Only the night before, he (Zoll) had appeared as a speaker at the Manhattan Opera House, on the same platform with John F. Cassidy, one of the Christian Front men just arrested by the FBI.

" . . . on January 26, 1939, Dies and Hart once more performed a duet . . . (at) a meeting of the 'American Coalition' at the Carlton Hotel in Washington. This is another thinly disguised wing of the anti-democratic machine; its promoter is John B. Trevor, millionaire patrioteer and a close associate of Hart's. One of the Coalition's chief sponsors is James True, notorious anti-Semitic pamphleteer. At the meeting there were two notable addresses. One was delivered by Martin Dies, the other by Merwin K. Hart.

"Less than a month after this joint appearance, Hart . . . was running a mass-meeting at the Seventh Regiment Armory in New York. Officially it was called a 'pro-American' meeting . . . In fact it was a pro-Franco demonstration . . . (and) the (Christian) Front was one of the chief agencies of ticket distribution for the meeting. Also (Allen) Zoll actively aided the sponsoring committee, of which Merwin K. Hart was chairman . . . Another major figure in the committee's preparations was Bernard D'Arcy, agent for (Father Coughlin's) *Social Justice* in New York.

"The armory mass-meeting was Hart's show . . . the 'mass base' of the meeting was the Christian Front . . . Inside the armory only Coughlinite literature was sold. Merwin K. Hart presided at the meeting.

"Open Flirtation" Continues

"In December, 1938, Dies could plausibly have feigned ignorance of the Coughlinite network. A year later he was still openly flirting with the same men and movements. By that time the testimony of witnesses before his own committee had established the anti-Semitic link of Zoll and (John E.) Kelly (who was secretary to Hart in the American Union for Nationalist Spain); and by that time no G-man was needed to demonstrate their link with Hart . . . But in November, 1939 . . . he (Dies) conceived a Madison Square Garden meeting in his own honor; and he chose Hart to direct the proceedings. Soliciting help from business men, Hart made clear that the initiative for the meeting had come from Dies, not himself.

"Hart attended to all details . . . Once again the Christian Front provided the 'mass base.' Admitted to the balconies on free tickets . . . they cheered wildly for every speaker except Jean Mathias, commander of the Jewish War Veterans, whose presence was an obvious concession to the amenities.

"Dies delivered the principal address. Merwin K. Hart presided . . .

"Less than two months after the Garden meeting, the FBI caught the Christian Front in possession of weapons alleged to have been stolen from National Guard armories."

Prominent Liberals Seek Probe of Christian Front

NEW YORK—A group of prominent liberals, who have already voiced their opposition to Communism and Nazism, have wired the Dies committee demanding an immediate investigation of the Christian Front. The telegram of protest includes partial approval of much of the work undertaken until now by the committee, but appeals to it to "prove its fairness by a fearless investigation of the Christian Front."

The signatories include John Haynes Holmes, chairman of the American Civil Liberties Union; Fr. Harry Emerson Fosdick, pastor, the Riverside Church; William Jay Schieffelin, chairman of the Citizens Union; Guy Emery Shipler, editor, *The Churchman;* Professor Sidney Hook, chairman of the Committee for Cultural Freedom, and Norman Thomas, Socialist leader.

Finish Two Drives; Six More Continue

NEW YORK—Two of the eight sales drives being held by major and independent distributors have drawn to a close, another will finish the end of March, another April 13 and four more will wind up in May.

The Republic "Playdate Drive," which began October 23, ended February 23. On March 1, the various sales campaigns for UA division and district managers drew to a close. The original idea was to hold seven-week drives, but these were extended two weeks.

On March 30, the "March for Monogram" playdate drive which started February 25 will end. The "Sears Drive" by Warner's sales force will conclude April 13. It began December 24.

The four remaining are the "Montague 15th Anniversary Campaign" at Columbia, which began February 25 and winds up May 10; the "William A. Scully Anniversary Drive," which got under way at Universal December 31 and concludes May 4; the "Depinet Drive," inaugurated by RKO January 27 and winds up May 10, and the 20th-Fox "Division Managers Testimonial Jubilee," which started February 12 and finishes May 12.

Both M-G-M and Paramount have not yet scheduled their annual sales campaigns. These companies usually set theirs for the summer and spring.

Decision on Bids for GN Assets Coming Mar. 4

NEW YORK—After a session said to have been marked by "bad feeling" during which bids were entered for the assets of bankrupt GN, Referee Peter Olney jr., adjourned until March 4 the next hearing at which time he expects to render a decision on four proposals for the acquisition of GN pictures and equipment.

The highest bid was made by Gustave Delemas, attorney, said to have been retained in the past by Jack Cosman, head of Producers Laboratory. Cosman, in the name of Producers, offered $7,500 for the right to distribute 29 GN films, except those released by 20th Century-Fox, against 30 per cent of the gross, plus meeting De Luxe Laboratories' lien of $30,000.

Bob Savini, head of Astor Pictures, bid $13,000, while Samuel Goldstein of Guaranteed Pictures offered a proposal similar to Cosman's. Mowhawk Pictures, which was formed expressly to make a bid, offered to pay 30 per cent of the gross. Mowhawk is headed by Nat Saland of Mercury Laboratories.

GN's assets include 29 features and the titles to about 800 shorts, silent and sound, dating back to 1920.

America Continues Tops in Argentina

WASHINGTON—The United States continues out in front in the Argentine market, according to figures culled by the motion picture division of the bureau of foreign and domestic commerce from *La Película*, trade paper published in Buenos Aires.

While no official figures are declared available, the division states a general indication is available by compiling totals released in Buenos Aires. These give America 309 for 1939, as compared with 51 native films which comprise the second strongest competition. A four year comparison follows:

Country	1936	1937	1938	1939
United States	366	394	323	309
Argentina	18	31	41	51
France	20	25	52	47
Great Britain	34	41	19	17
Italy	6	9	8	10
Germany	42	31	20	7
Spain	17	9	11	6
Mexico	5	6	8	4
Others	10	9	10	4
Totals	518	555	492	455

Herbert Edwards Will Head New 16mm Distribution

NEW YORK—Herbert T. Edwards, former president of Commonwealth Pictures Corp., will head the newly formed Non-Theatrical Pictures Corp., which will distribute 16mm sound subjects in the non-theatrical field. The company has for immediate release 16mm films of 30 Hollywood features. Edwards has been in that field for many years and formerly was general manager of Beacon Films.

National-Kline Poster Employes to AA Posts

PHILADELPHIA—All 20 employes of the National-Kline Poster Co. will be taken into Advertising Accessories, Harold Libros, company representative reports. Exact status of the company officers, Simon Libros, president; Oscar Libros, secretary-treasurer and the others, is being worked out in New York.

Paramount Lists Dividend

NEW YORK—The Paramount board has declared a regular dividend of $1.50 on first preferred stock and 15 cents on second preferred, payable April 1 to holders of record on March 15.

Currency Restrictions Grow; Now It's Australia, Sweden

U. S. Leads World In Swedish Market

STOCKHOLM—American pictures, by far, outnumber the releases of all countries exhibiting here. American producers and distributors in 1939 released a total of 208 features. France was second with 56. There were 30 Swedish films made here. British distributors contributed 19 features and Germany 17. There were five each from Russia and Czechoslovakia. Finland had two on the list which totals 304.

In their alphabetical order, the following American and foreign companies contributed the 342 total:

Company	Films Released
Alba	2
Anderssons Filmbyra	1
City Film	1
Columbia	20
Europa	19
Fribergs Filmbyra	11
International Film	2
Irefilm	1
M-G-M	41
Nordisk Filmcentral	1
Nordisk Tonefilm	5
Paramount	39
RKO	20
Rosenbergs Filmbyra	14
Sandrew-Bauman	1
Skandinavien, Film a/b	2
Sonora	1
Stockholm Film	2
Svea Film	15
Svensk Filmindustri	21
Svensk Talfilm	3
Terra Film	7
Thor, Film a/b	6
20th-Fox	33
UA	16
Universal	25
Warner	18
Wivefilm	15
Total 28	342

Bernstein Leaves Florida For Loew Board Meeting

ST. PETERSBURG—David Bernstein leaves for New York in a few days, after an extended vacation here, to be on hand for the regular Loew monthly board meeting, March 6.

J. Robert Rubin, general counsel for M-G-M, has been at Nassau and also will return to New York for the board meeting.

Nicholas M. Schenck, in Miami, does not plan to leave until the first week in April.

NEW YORK—While the majors' foreign sales departments are awaiting details over the extent they would be affected with the imposition by Sweden of rigid restrictions on the export of capital, word was received Australia had acted and that Bermuda has set up a 50 per cent embargo on all outgoing currency. While the Bermuda decision is not viewed with particular alarm, due to the comparatively small business done there, an uneasiness exists over the ill effects such a precedent might establish in other countries of the British Empire.

Foreign sales managers who would discuss the situation say they expect Canada, and possibly South Africa, to fall in line shortly with new currency laws. In the absence of detailed information over the Swedish exchange rule, which is awaited from majors' Paris offices, foreign spokesmen are optimistic the control may not apply at once to films. At mid-week, Joseph Seidelman, foreign sales manager for Universal, declared remittances from Sweden had been received intact. He was of the opinion the new Swedish law is "the first step" toward more severe restrictions, depending on how effectively the country is able to strengthen its financial position during the early stages of the new law.

Sweden is regarded as an "important" revenue producer, as large, spokesmen say, as Australia. All majors have branches there, but executive supervision is in Paris. Major foreign offices now list officially the following countries, in addition to Bermuda, where currency restrictions, ranging from "slight" to "frozen tight" exist: Spain, Germany, Italy, New Zealand, Russia, Austria, Czechoslovakia, Poland, Greece, Turkey, Great Britain, Ireland, Hungary, Japan and France.

British Dominions Are Shipped 'GWTW' Prints

NEW YORK—M-G-M has shipped prints of "Gone With the Wind" to Australia, South Africa and India for early showings in those countries.

According to the distributor's foreign publicity department, advance publicity has been enormous in England and France. In England several film columnists have asked why the picture has not been shown and, in one instance, Sam Eckman jr., managing director, has been taken to task for withholding its exhibition.

M-G-M insists the picture cannot be shown in countries where money restrictions prevail. Arthur Loew, head of the foreign department, is due back from the coast in a few days after conferring with David O. Selznick, the producer, on lifting the restrictive angle in the contract.

Australia Bans Four Films

MELBOURNE—The Australian censor has banned "Of Mice and Men," "Each Dawn I Die," "A Child Is Born" and "Hell's Kitchen." No reason was given.

Australia Halts Remittances

New York—With the stoppage of remittances from Australia, the second largest foreign market is threatened, according to major distributors.

Some time ago the Australian government informed distributors measures for restricting money shipments would be taken and asked for suggestions. None was submitted and, as a result, the first step taken was to stop shipments.

Although the peremptory measure taken is regarded as tentative, distributors have been given to understand that finally the restrictions to be placed on currency will be greater than that set down by England, which is 50 per cent.

Shipments to Australia are being continued by all companies. It is estimated approximately $8,000,000 was taken there, exclusive of New Zealand, last year, with M-G-M receiving the largest share, or approximately $1,750,000.

All of South America, which includes Venezuela to Argentina, is said to represent the third largest foreign market for revenue.

Get an Extension For RKO Claims

NEW YORK—Court news of the week was headlined by the granting of an extension to March 15 to file applications for allowances in connection with the RKO reorganization. Judge William O. Bondy signed the order on application of Atlas and Irving Trust who declared they both had spent so much time on consummation of the plan they had not had time to prepare applications.

Despite the extension, three applications were made. They were the Chemical Bank and Trust Co., trustee of RKO under a collateral note indenture dated July 1, 1931. The bank asked for $25,000 while its attorneys, Wright, Gordon, Zachry and Parlin, seek $38,125. Florence J. Sullivan, attorney for James Young, who had filed suit against RKO for $2,000,000, sought an allowance of $14,500 based on an alleged saving to the estate of $145,000. Lastly, Neil P. Cullom, attorney for the U. S. National Bank of Denver, trustee for the bondholders of Denver Orpheum, seeks $1,500.

Air Goldwyn Applications

Three applications in the Samuel Goldwyn suit against UA have been set for an airing in federal court on March 15. On that day Goldwyn will seek to examine Alexander Korda and London Films before trial, while they, in turn, will seek a dismissal of the action on the ground no cause of action is stated against them. UA will also seek to force Goldwyn to file an amended complaint or a bill of particulars.

The Esquire Amusement Corp. filed a $50,173 suit in federal court against Gnalbel Realty Corp. charging the plaintiff leased the George M. Cohan Theatre from the defendant who failed to pay a mortgage installment and the premises were sold at auction. Damages for the unexpired time of the lease and for improvements made are sought.

Harry Segal, former general sales manager of Standard Pictures Distributing Corp., filed suit against the company and George Leganas in federal court seeking $32,400 for alleged breach of employment contract. Plaintiff charges he was not paid his salary.

Wall Street Sees Higher Loew Net

New York—Observing that receipts from "Gone With the Wind" should be "substantial," Wall Street reports say Loew's profit for the three months ended March 31 "are expected to be higher than the $1.94 earned on the common stock in the corresponding 1939 period;" also that "maintenance of a conservative dividend policy is indicated."

Universal's profits for the three months ending in April are expected to be below the $2.04 earned on the common shares during the corresponding 1939 period, according to downtown forecasters. Resumption of preferred dividends is not to be expected as long as there are secured bank loans outstanding, is a further view.

"U" Not Decided On AA Takeover

NEW YORK—No date has been set for Advertising Accessories to take over Universal's ad sales departments throughout the country, Nate J. Blumberg, president, stated on his return from a three-week vacation in Miami. He added "a deal is set, but minor details have yet to be worked out."

A report appearing in Danton Walker's column in the *Daily News* recently that Universal was interested in securing the Dionne Quintuplets for a picture was branded as "ridiculous." Blumberg said he never gave the matter a thought.

No date is set for the annual sales convention and William A. Scully, general sales manager, is in Miami on vacation.



Eight Mayors, Eight Fans—Maybe—

"Sidewalks of London" suggested to Paramount a foray into the World Almanac or the postal guide for general information. The discovery: Eight cities and towns in the United States and one in Canada bearing that name. The result: Their mayors in New York en masse to see the film and, of course, to meet Mayor La Guardia. He's shown here greeting Mayor Leo B. Reagan of New London, Conn.

Select "Mr. Chips" The Best of 1939

(*Academy Award Winners Page* 65)

MINNEAPOLIS—"Goodbye, Mr. Chips" was selected as the outstanding picture of 1939, Robert Donat the best actor and Bette Davis the best actress by the Newspaper Film Critics of America. Donat was chosen for his performance in the winning film, Miss Davis for her role in "Dark Victory."

The NFCA poll selected as the ten best films of 1939 the following: "Goodbye, Mr. Chips," "Mr. Smith Goes to Washington," "Wuthering Heights," "Dark Victory," "Love Affair," "Ninotchka," "Pygmalion," "Stagecoach," "The Women" and "The Wizard of Oz."

In the poll to determine the best actor, Donat received 23,200 votes. Stewart was second with 14,150 and Spencer Tracy third with 7,825 for his performance in "Stanley and Livingstone."

Miss Davis' "Dark Victory" vote was 23,-175. Greta Garbo was second with 9,750 for "Ninotchka." Rosalind Russell made third place with 9,725 for "The Women."

Supporting player honors, on the male side, went to Thomas Mitchell in "Stagecoach," "Brian Aherne in "Juarez" and Akim Tamiroff in "Disputed Passage."

Feminine supporting players receiving the highest number of votes were Greer Garson for "Goodbye, Mr. Chips," Rosalind Russell for "The Women," and Alice Brady for "Young Mr. Lincoln."

Jeffrey Lynn and Maureen O'Hara were voted the most promising young actor and actress. Runners-up are Eddie Albert, John Howard, Linda Darnell and Lana Turner.

Honorable mention for the young performers who are likely to gain in stature in 1940 was voted Betty Field, Susanna Foster, Helen Gilbert, Gloria Jean, Brenda Joyce, Mary Martin, June Preisser, Richard Carlson, Robert Cummings, William Holden, Victor Mature, Edmond O'Brien, Robert Preston, and Robert Stack.

War No Curb on German National Film Output

WASHINGTON—War has not curbed production and exhibition in Germany, according to a report received from Berlin from the U. S. trade commissioner. The annual statement of UFA shows that 33 films are scheduled for this year. Earnings for 1938-39 were 141,000,000 marks compared with 120,000,00 marks for the previous year. UFA operated 136 theatres last spring. As a result of territorial annexations, it is now operating 158 houses.

Lenauer's Program Thru World Pictures' Channel

NEW YORK—World Pictures will distribute the entire program of Lenauer International Films, which Jean Lenauer, former operator of the Filmarte, handled. Included are "Pearls of the Crown," "The Puritan," "They Were Five," and "Crime and Punishment."

U. S. Seeks to Bar All Intimidation

NEW YORK—In a move designed to protect its witnesses, the government has served show cause orders on all majors, returnable Tuesday before Federal Judge Henry Warren Goddard, to restrain distributors from interfering with, or intimidating, the witnesses it will make public in conformance with an agreement reached some time ago.

Until the court decides on the orders, the government is withholding its answers to distributors' consolidated interrogatories which were due to be filed March 1. The answers, it is stated, contain the names of all the witnesses "or persons with knowledge of the relevant facts," who will testify on behalf of the department of justice.

Among these are Col. H. A. Cole, national Allied president and head of the Texas Theatre Owners Ass'n, who operates two theatres in Greenville, Tex.; Nathan Yamins, former head of Independent Exhibitors of New England and operating three houses in Fall River, Mass.; and Joseph Conway, a member of Allied Independent Theatre Owners of Eastern Pennsylvania and operating the Egyptian in Bala Cynwyd, Montgomery County, Pa.

According to William P. Farnsworth, special government counsel handling the New York end of the suit for the department of justice, the move is a "protective stand."

The affidavits submitted by the three exhibitors are similar in character, each stating the defendant companies produce 65 per cent of all features and more of the "A" pictures. To operate a theatre successfully, the affidavits continue, it is necessary to have the product of three or more of the majors. In the Philadelphia area, it is stated, the Warner circuit is predominant. The remaining independents in this territory, the affidavits add, exist through the sufferance of Warner and, if the moral restraint imposed by the suit is removed, such independents face extinction.

"It is not going too far," according to the affidavits, "to say the eight majors hold the power of life and death over the business and investments of independent exhibitors. Film rentals have steadily increased during the past 10 years and the situation of the independent is growing steadily more desperate. Therefore, the independent exhibitor, much as he may like to cooperate with the government in measures for amelioration of these conditions, is afraid to do so lest distributors instill reprisals by increasing film rentals, imposing more burdensome terms and conditions and discriminating against him in favor of competing theatres.

"I am convinced," all the affidavits concur, "that, unless the court by order, protects exhibitor witnesses against all possible forms of retaliation by the defendants the witnesses will be most reluctant to testify freely as to active conditions

(Continued on next page)

The Gov't Seeks—

NEW YORK—*Text of the show cause order to be presented Tuesday to Federal Judge Henry Warren Goddard is as follows*:

1—Neither the defendants nor their agents shall in any manner intimidate or coerce, or attempt to do so, or attempt to affect the testimony of witnesses by expressed or implied threats, adversely to affect business dealings with them; nor shall any of the witnesses be subjected to any annoyance, embarrassment, or oppression by the defendants or their agents.

2—That no interview with any of the witnesses in the course of the defendants' preparation for trial, or actual trial, shall occur at his business office, or that of any of the defendants.

3—That no officer or agent of the defendants who makes or influences any decisions with respect to the terms upon which the defendants license motion pictures, or otherwise does business with the witnesses in connection with the licensing of films, shall participate in, or be present at, such interviews.

4—That any person who interviews a witness on behalf of the defendants shall state to the witness that no statement that the witness may make to him or to anyone else or from the witness stand at the trial, will be permitted to influence in any way the course of the normal business dealings of the defendant with him.

5—That any person who interviews a witness on behalf of the defendants in connection with the preparation for, or in the course of the trial, shall read to the witness a copy of this order at the beginning of the interview.

The show cause order was signed by Federal Judge Alfred C. Coxe and is returnable before Goddard. It declared that, whereas the government deemed it necessary to protect its witnesses who in the course of their dealings with the defendants might be intimidated, the following rules must be observed. Then the statement of the five principals follows.



An Early Witness—

Colonel H. A. Cole, president of national Allied, now definitely established as an early witness for the government in the all-industry suit.

Says Tax Revamp Would Help Takes

NEW YORK—A form of relief helpful to all branches of the industry and one that would, in his opinion, return higher revenue to the government, would be adjustment of the federal levy on all admissions above 40 cents, Barney Balaban, Paramount president, declared on his return from Florida. If the ceiling on the tax was raised to permit an increase in scales, he believes there would be a trend in the direction he outlines by both independent and affiliated operators.

Discussing a variety of subjects, Balaban said "all this talk about pressing the rest of the world markets to make up our losses in Europe—well, there just is no such thing. If we get 25 or 30 per cent less due to the war it's just lost, that's all. We've got to produce so that 90 per cent comes from the North American continent. By adding more pictures that have greater foreign appeal than was the practice formerly, we have been able to cushion the shock somewhat."

A meeting of Paramount partners during his Florida visit revealed slight evidence of new theatre construction, he said. As territories develop, new houses are built to take care of this, but these are usually small and do not require large investments. It was also the opinion of the partners that their attack on the Neely bill could best be handled locally. An observation made by one of the partners, in discussing the Neely bill, was that patrons would never have seen some of "class" pictures of the past few seasons in the absence of block booking, he said. Another meeting of Paramount partners is scheduled for the spring.

The studio has effected a one-third saving in overhead, he declared. This fac-

(Continued on next page)



He's Another—

Nathan Yamins, long president of Allied and one of its leaders. The Fall River, Mass., exhibitor is another who will take the stand for the government.

U. S. Seeks to Bar All Intimidation

(Continued from preceding page)

in the industry. Without such an order, the dependence of the exhibitors on the defendants will intimidate them as witnesses even in the absence of threats or intimidations or reprisals."

Cole's affidavit has one exception. He cites the action allegedly taken by Paramount in the Ruben Frels case some years ago in Victoria, Tex. He states the majors refused to provide Frels with product after he started the anti-trust suit on the grounds he was "an ungrateful customer." Portions of the testimony of Austin C. Keough, general counsel of Paramount, are included in the affidavit. Yamins reveals how George J. Schaefer, then with Paramount and now president of RKO, desired to buy him out because Paramount wanted to operate a theatre in Fall River.

Netcong Amusement Co. Asks $330,000 Damages

NEWARK—Netcong Amusement Co., operating in Netcong, has filed an anti-trust suit here against all majors. Damages of $330,000 are sought. The complaint charges the distributors with efforts to "squeeze independent owners out of business."

Schine Circuit Acquires Cumberland Strand

CUMBERLAND, MD.—The Schine circuit has closed a deal with Cumberland Amusement Co. to take over the Strand.

NEW YORK—The Cumberland Strand is the first acquisition by the Schine circuit since the government's petition for a temporary injunction to restrain theatre purchases was denied some weeks ago by Federal Judge Knight in Buffalo.

"U" Pays Stahl $196,000; Cowdin Gets $91,000

NEW YORK—John Stahl received from Universal $196,000 in the fiscal year ended October 28, 1939, it is revealed in the company's report to SEC. Deanna Durbin received $174,916 and Irene Dunne and Bing Crosby $150,000 each. Universal paid to the Standard Capital Co., $91,000 for the services of J. Cheever Cowdin as chief financial executive.

White to Terry Toons

NEW YORK—Gordon S. White, for years in charge of advertising and publicity for Educational and latterly with the now defunct Grand National, has joined Terry Toons.

Insist Gov't Keep Rentals Secret

New York—Attorneys for film companies on Friday insisted the government regard as confidential answers in which specific film rentals are given for each engagement in the four key cities named. Each engagement means all runs on every major company's product in Kansas City, Philadelphia, Atlanta and New York.

Exposure of the figures at this time will do distributors irreparable harm, it is stated in those quarters, the contention being the government may only pick out certain instances, or refrain entirely from using any of them, in the trial. Hence, if the figures are held secret now they may remain that way during the duration of the suit, for which the distributors are hoping.

N. J. Allied Area Grosses Seen Down 15 Per Cent

NEW YORK—Theatre grosses in the area where Allied of New Jersey members operate are about 15 per cent off last year, according to Lee Newbury, president. He attributes the drop to economic conditions and bad weather, although conceding product is on a par with 1939 releases for the same period.

The organization debated the best attack against impending legislation viewed as inimical to theatres at a meeting at local headquarters. A new civil rights bill is considered "of great nuisance." This proposal would vest the right in any individual who is offended by discrimination as to color, race or creed to sue in his own behalf and collect $500 on a conviction. The bill would replace a statute which makes it mandatory to sue in behalf of the state. Another bill would present issuance of temporary injunctions in labor disputes without a court hearing.

Newbury declares the unit will begin a membership drive in the spring.

Store Will Sue Unless Brandt Pix Sign Goes

NEW YORK—Unless Harry Brandt takes down the Pix marquee on W. 42nd St. he will be faced with a suit by the Lerner Stores. Counsel has already been retained by Lerner, and Brandt has been notified legal action will be taken unless the sign, which is said to block the dress store, is removed.

ITOA Meets March 6

NEW YORK—The ITOA, headed by Harry Brandt, will hold a regular meeting at the Hotel Astor, March 6.

Says Tax Revamp Would Help Takes

(Continued from preceding page)

tor and the decision to eliminate as many "B" pictures as possible on the 1940-41 schedule will provide the "reinforcement" necessary to bolster the quality of the company's 30 top-line films. "We plan to make as many pictures as possible that will rate playing on percentage," Balaban stated. "We will spend more on them than we did last year. If necessary, we can put an extra $100,000 into one big picture and eliminate one 'B' release." The overall budget for the entire new season program will be about the same, he added.

Paramount circuit profit "is equal to last year," Balaban asserted, but he said he could not reconcile a decline in admissions for a comparable period. He would not hazard an opinion on the possible effect to theatres if television becomes widespread. Asked if Paramount would put more rigid control on the rights to old films for use in 16mm form, he replied: "The amount of money that somes from this source is so small that we could kick it out of the window if specific complaints justify."

The attitude of labor unions in Michigan toward easing the requirements necessary for vaudeville might go a long way toward eliminating double bills if followed in other states, he feels. This is said to display a disposition to permit stage shows without requiring a stand-by band.

Back to Home Office

POUGHKEEPSIE—After five years here, Netco headquarters will be returned to the Paramount home office May 1. George Walsh is top man in the circuit.

Lange Still Stranded

NEW YORK—Fred W. Lange, Paramount's Continental European manager, was still stranded in Lisbon, Portugal, over the weekend. He has been detained more than a week due to inability to secure passage on Clipper planes.

Janecky Heading Skouras Division; Others Shifted

NEW YORK—Harold Janecky, formerly manager of the Academy of Music, has been promoted to New York division manager for the Skouras circuit. He succeeds Dee Krepps who now is managing the Capitol, Port Chester. Arnold Childhouse of the Capitol, Port Chester, has been transferred to the Rockland, Nyack. Bob Goodfriend has been switched from the Nyack house to the Park Plaza, Bronx. Nick Kerry, who had been at the Park Plaza, now is at the Scarsdale, Scarsdale, and Ken Henry, formerly of the Scarsdale, is managing the Embassy, Port Chester.

Lou Bonder, organist and assistant manager of the Park Plaza, has resigned. Hall Hamilton of the Symphony has taken over the reins at the 77th St. Moe Baranco has rejoined the circuit and is managing the Symphony. He was last with Edward J. Peskay. George Ritch is the new manager of the Academy of Music, replacing Janecky.

RKO Plans 52; Many "A's"

New York—RKO will produce 52 features next season and in this group will be "as many 'A' films as we can make," George J. Schaefer, president, states. He explained the company has been making from 48 to 52 a year, but next season will adhere to the top figure. He recently returned from the coast where he has been consummating deals for new talent and has no plans to return west for several months.

BROADWAY

W. G. VAN SCHMUS is back at the Music Hall after a lengthy vacation on the coast. He spent some time on the desert and then visited various studios, among them Sol Lesser's where he saw some of the completed shots of "Our Town," which is dated into the Hall. Lesser may come on for the opening . . . George West flew in from Kansas City after visiting his offices in Chicago, St. Louis and Kansas City. He was gone about three weeks . . . Herman Robbins has returned from Miami . . . J. Robert Rubin is in Nassau. Leopold Friedman was planning to go there, or to Bermuda, and has changed his mind. It now looks as if he will wind up in Miami . . . Dean Banker, Colombia manager for M-G-M, is back on the job there after a two-month home office visit . . . Si Seadler has been out again for a couple of days, the snow and cold proving too much for him after that desert vacation . . . Homer Harman is still looking over the New Jersey towns for a prospective place to settle down the next year.

David A. Levy, local Universal sales manager, leaves by plane for Miami Beach Friday . . . Jack Hattam, chief buyer and booker for Interboro, is delaying his southern vacation until the end of the month. He says it is a later vacation for him, but what with film deals pending and business not so hot figures it just as well for him to leave the end of March. Then again, he explains, the weather in Miami will be ideal by the time he goes there . . . Max A. Cohen has dropped the Devon, Bronx, from his string . . . Morris Kutinsky, so far, is passing up his annual visit to Miami shores. He hopes to get away later, if and when details on his new Long Island theatre are completed . . . Jack Sichelman is back from Miami . . . Harlan Thompson, Paramount associate producer, is here on a vacation . . . Harry Ham, who represents Myron Selznick in London, is on his way there after one of his periodical visits here.

Lee Newbury, New Jersey exhibitor, returned from a southern vacation to take care of some urgent business and shot right back to Florida to drive his wife back home. Irving Dollinger, a neighbor of his, is home after a trip that took him to Havana and other semi-tropical spots . . . Dave Weinstock again is chairman of the committee for the seventh annual ITOA Movie Ball at the Hotel Astor March 23 . . . Bill and Lou Brandt are back from fun in Florida . . . Randolph Crawford, accountant for the Rosenblatt-Welt circuit, came in contact with a taxicab and is now getting around on crutches . . . Addie Schreiber of the M-G-M exchange contract department has left to take up duties as a housewife. She has been replaced by Harriet Allen . . . Sol Edwards is having his Fine Arts office in the Paramount building done over with new paint and furnishings . . . Florence Ehrlich, secretary to Alan F. Cummings at Metro, is fighting a cold . . . Ditto Bernie Brooks.

Frank Nugent, film critic of the New York Times, *was on the receiving end of a double-barreled sendoff on the occasion of his signing with 20th Century-Fox as a script writer. Firstly, the New York Film Critics gave him a farewell dinner at Pietro's. Then he was honored by Ampa, at a luncheon meeting at Jack Dempsey's, attended by a flock of members and practically the entire metropolitan film critic fraternity, including Howard Barnes, Irene Thirer, Leo Mishkin, Rose Pelswick, Kate Cameron, Bill Boehnel, Eileen Creelman, Archer Winsten, Bland Johaneson and colleagues Bosley Crowther, Ben Crisler and Tom Pryor. Nugent leaves for his new post in a few weeks. Officially, he is on a leave of absence. Meanwhile, it is not expected his former post will have an official successor.*

Helen Stamatis, daughter of the Brooklyn independent exhibitor, was married February 29 to James Constantine . . . Stanton Griffis left Saturday for Miami and kiddingly stated he planned to make pictures in the Everglades . . . Max Wolff of M-G-M is back with a three-week Miami sunburn. He never once visited the track, and insists all of his time was spent on the beach, sun or no sun . . . George J. Schaefer has reduced his belt line by 15 pounds since Thanksgiving Day. He has a systematic diet and says he feels much better lighter . . . Arthur Hirsch, the Canadian exhibitor, is in town from Montreal . . . J. Louis Geller is over his cold . . . Brian Aherne appeared on the Kate Smith air show the other night . . . Ruth Gordon gave a lecture Friday night at the Textile High School. She also will appear as the first woman in an "Information, Please" short . . . C. C. Moskowitz reports many of the Loew managers were down with colds and grippe during the past week.

"Lep" Friedman, it seems, started something. When the Loew's chief counsel became betrothed he set a precedent in his department, because Archie Weltner suddenly went off and tied the knot with the former Ann Bergman, and Morris Sher followed suit with the former Dorothy Fisher . . . Emanuel Silverstone, American sales representative for Alexander Korda, has gone to the coast for two weeks . . . The Arthur Loews and the Oscar Doobs are back from an extended vacation . . . Ruth Weisberg, Warner publicity office manager under Mort Blumenstock, is en route to a vacation in Mexico . . . An epidemic of appendectomies descended on Altec inspectors this month, putting A. A. Ward of New Jersey, E. J. Townsend of New York and M. O. Overmire of Seattle on operating tables . . . Edward Kirkwood of Columbia's foreign publicity department and Angela Elminger are now Mr. and Mrs. . . . Anne Weiss, secretary to Leonard Schlesinger at Warner, is vacationing in Florida . . . So is Sally Simon, secretary to Tom Connors at M-G-M . . . The William Wylers are West Indies cruising aboard the Nieuw Amsterdam *and will return directly to Hollywood about April* 1

Lou Golding, upstate division manager for the Fabian circuit, is back on the job after a Miami vacation. Sam Rosen of the same circuit leaves in the next week or so for a stay at his father-in-law's home in the same city . . . Nate J. Blumberg now has that Florida vacation behind him. He got back Wednesday, a day after Barney Balaban shook the sand out of his shoes and appeared at his office in the Paramount Bldg. . . . Gary Piccione has acquired the Mineola, Mineola, L. I. The Cocalis circuit had it last . . . Louis Nizer acted as toastmaster for the Paul Felix Warburg dinner at the Astor. There were 1,500 present and approximately $30,000 was contributed to the National Jewish Home in Denver . . . Harry Brandt is now booking for the 52nd St. and 85th St. Trans Lux houses. Leo Brecher had been handling the duo for a while, turned them back to Trans Lux. Now Brandt has them as part of his booking circuit . . . Bill Rodgers is due back at his office Monday from the coast.

Bill Ferguson has returned from a quick trip to Miami where he looked over the several properties he owns . . . C. C. Kellenberg, 20th-Fox office manager in Pittsburgh, has gone to Miami . . . E. M.

(Continued on page 20-D)

Catholic Charity Drive Started

NEW YORK—The Catholic Charities Drive for 1940 is under way with John J. O'Connor, RKO theatres, as chairman of the motion picture and amusement group. This year the committee is the largest yet organized. It is composed of:

Jack Alicoate, the *Film Daily;* Nate J. Blumberg, Universal; Maj. Edward Bowes; Harry Brandt; Harry Buckley, UA; Pat Casey; Max Cohen, Cinema Circuit; H. M. Doherty, Warner; Col. William J. Donovan, Donovan, Leisure, Newton & Lumbard; Si Fabian; John C. Flinn, *Variety;* J. R. Grainger, Republic; Al Hovel, Century circuit; W. Ray Johnston, Monogram; John Kane, Columbia; Maurice Kann, BOXOFFICE; Austin C. Keough, Paramount; Joseph McConville, Columbia.

Charles B. McDonald, RKO Theatres; Willard S. McKay; Joseph P. McLaughlin, Paramount; Joseph E. McMahon, Consolidated Film Industries; William C. Michel, 20th Century-Fox; William Morris; John Murphy, Loew's; Sen. William J. Murray, Hayes Printing Co.; Leon Netter, Paramount Theatres; Dennis F. O'Brien, O'Brien, Driscoll & Raftery; John O'Connell, Republic; Charles L. O'Reilly, Sanitary Automatic Candy Corp.; Jack Pegler, Lord & Thomas; P. A. Powers; William T. Powers, National Theatres; Martin Quigley, Quigley Publications; Charles Reagan, Paramount; Phil Reisman, RKO; Sam Rinzler, Randforce Amusement Co.; Herman Robbins, National Screen Service; W. F. Rodgers, M-G-M; George J. Schaefer, RKO; William A. Scully, Universal; Gradwell Sears, Warner; George Skouras Skouras Theatres; Spyros Skouras, National Theatres; W. G. Van Schmus, Radio City Music Hall; Frank C. Walker, Comerford Theatres, and George Walsh, Netco Theatres.

WB, Skouras Jersey City Policies Irk

JERSEY CITY—Independent exhibitors in this city are up in arms against Warner and Skouras over new policies at the Ritz and Capitol. Warner has inaugurated a third feature policy Friday nights when a reissue is added to the regular show at the Ritz. Skouras is putting on "Weaker Sex" nights on Thursday at the Capitol, the idea being that women bringing their husbands along are required to pay half admission for the second person.

On February 23, the Ritz's third feature was "Alexander's Ragtime Band." Independent operators claim Warner is triple featuring and indulging in unfair competition. The Capitol policy is claimed to be another form of cutting admission prices.

Warner Managers 'Parade' Has Four Weeks to Go

PHILADELPHIA—With six weeks down and four to go, the "Fifth Annual Managers' Parade" in which the nine districts comprising the Warner theatre zone here are participating is developing into a stern battle for first honors. Ted Schlanger, zone manager, is lending personal support through a series of visits to each district head, making suggestions and advancing ideas as he goes.

Ross Federal Sales Staff Ends Three-Day Parley

MIAMI BEACH—Sales personnel of Ross Federal returned to their respective territories over the weekend following a three-day district managers' meeting described as "routine." President H. A. Ross presided, while those attending were D. A. Ross, C. B. Ross, W. J. Shine, F. X. Miske, B. E. Jolley, Water Brown, J. A. Kraker, Rule Williams, Harold Lund and Walter Anderson.

Local 306 and Circuits Resume Arbitration

NEW YORK—Arbitration meetings between Local 306 and major circuits were resumed Thursday and continued until next week on the demand of the union for a 25 per cent increase. Discussed at the last session were living conditions and the effect of the war on boxoffices. No decision by Milton J. Handler, impartial arbitrator, is expected for some time.

Metro Extends Exploitation Contest to New Season

NEW YORK—Instead of limiting its $10,000 exploitation contest to releases from September 1 to December 31, 1939, M-G-M has decided to extend the contest to include all releases for the current season. Numerous requests for the extension were made by exhibitors, M-G-M claims, because of "Gone With the Wind," which has resulted in moving bookings around.

Selznick Clears Cost on "Wind"

New York—David O. Selznick's share of M-G-M's cut on "Gone With the Wind" has cleared the "nut" on the $4,000,000 film. In other words, it's gravy from now on for the producer. And the boxoffice take on 367 engagements, either playing or completed, has passed the $11,000,000 mark. A decision to accept split-week engagements on the film, for which there has been a marked demand, will be one of the first tasks to confront William F. Rodgers, general sales manager, upon his return from Hollywood, Monday.

Following the 11-week run at the Capitol, which terminates March 6, "Wind" will open at 36 Loew's "ace" houses over a period of three weeks. The bookings have been staggered so that there will be a minimum of overlapping zones. The Paradise in the Bronx, and the Valencia, Jamaica, L. I., open day and date March 21, each set for two week runs. Of the 11 houses that open on March 28, the Kings and Pitkin, both in Brooklyn, will play the film two weeks. On April 4, 14 of the circuit's units will start engagements and nine more will begin April 11. All dates call for three shows daily, with the evening performance reserved. All Sunday shows are limited to two performances, both reserved.

Deny Isensee Receivership Plea for Coy Operating

NEW YORK—Supreme Court Justice Charles C. Lockwood has denied the application of William Isensee for appointment of a receiver and establishment of a trust for the assets of Coy Operating Co., which operates the Savoy, Jamaica, L. I., and Long Island Motion Picture Co., which owns the building housing the theatre. Defendants also include Rebecca, Louis B. and Jack Alterman.

Louis Nizer, who represented the defendants, asserts a significant principle of law is involved in the court's ruling. It is based on his contention in arguing the case that, while a court might look with suspicion upon transactions in which directors dealt with themselves in another corporation, the courts would not interfere if circumstances showed good faith and honest dealing.

The plaintiff sought to recover $250,000 he charged was taken out of the defendants' corporations when, while acting as officers of LIMPC, the Altermans signed a ten-year lease with Coy, of which they owned 100 per cent of the stock. Isensee claimed the deal was at an inadequate rental. Nizer contended his clients took over operation of the Savoy as a last resort and after a number of other lessees had failed.

Cocalis Thompson Drive Will End March 31

NEW YORK—With $1,000 being offered to managers showing the best results, the J. J. Thompson Drive over the Cocalis circuit will wind up March 31. It started the first week in January. The circuit has about 30 houses in Greater New York. Thompson is co-trustee with William A. Scully, general sales manager of Universal, and has been operating the Cocalis string with Monroe Stein.

Places Air Giveaways At $2,000,000

New York—In his broadcast the other night, Fred Allen said $2,000,000 or more will be given away by radio sponsors this year. He did not mention the way the money would be distributed.

M. P. Associates Mull Plans to Raise Funds

NEW YORK—Directors of M. P. Associates meet Tuesday to discuss plans to raise funds for unemployment purposes for the local needy. Since the *Film Daily* and the New York Film Board of Trade discontinued relief funds due to lack of finances, M. P. Associates has been taking care of numerous cases formerly handled by these organizations.

Moe Streimer, chairman of the board, points out that in the past few months at least 20 cases have been taken care of by the organization, but not sufficiently due to a drain on funds.

Meetings are being held regularly in the hope of creating a fund along the lines of the M. P. Relief Fund on the coast. It is estimated from $10,000 to $15,000 annually is needed. Unless support is forthcoming from sources other than, and in addition to, M. P. Associates, the limitations imposed upon the local exhibitor-salesman fund make it impossible to function along lines desired, it is stated.

Scott-Interstate Suit Hearing on March 7

DALLAS — Paul P. Scott's damage suit against Interstate, Paramount and Karl Hoblitzelle and Robert J. O'Donnell is slated to get under way in federal court here March 7.

Scott formerly operated the Varsity here and currently runs the River Oak, Houston. Interstate bought the house, but Scott claims he sustained a $70,000 loss and $45,000 in damages in lost profits because of alleged restrictions imposed upon him by the defendants. His suit, therefore, totals $115,000 which, if tripled, would total $345,000.

His present theatre in Houston enters the action in that Scott claims interference there by Interstate through the Alabama, Interstate house, eight-tenths of a mile away and the clearance he says it enjoys over the River Oak.

Pre-Convention Talk

HOLLYWOOD—Herman Wobber is due here in a few days to discuss new season plans with Darryl F. Zanuck preparatory to holding the annual sales convention sometime in April in Chicago.

WASHINGTON

IT WILL BE "Hail, Hail, the gang's all here"—when the boys tee off at the testimonial dinner to Andy Kelley at the Willard on March 8. George M. Cohan, the Messrs. Shubert, and leaders in the entertainment field will join with local civic leaders in making this a grand tribute to a grand fellow. It is a formal stag, with Sam Wheeler in charge of tickets.

The Liberty, Cumberland, Md., was practically destroyed by fire on Sunday, February 25, with a loss estimated at $75,000. Thomas Burke, manager, advises that rebuilding will start immediately . . . George Lawson, Arcade at Crisfield, is ailing at his home . . . It is reported that Ray Quillan of Berlin, the wholesale chicken raiser, has put up the "For Sale" sign on the farm.

Republic's Eddie Martin is home from the hospital and soon will be seen along the Row . . . E. English of Alta Vista has returned from his trip to Texas . . . UA's Fred Sandy and Mark Silver are writing letters in the sand . . . William Johnson sr. of the Berkley, Berkley Springs, W. Va., is home ill . . . Charles Steffes is getting along nicely at Providence Hospital, Washington, D. C.

Seen along the Row: Newlywed John Hopkins and wife from the Royal, Parkley, Va.; Bill Thompson of Tazewell; Tom McCaskey of Williamsburg; Mr. and Mrs. Frank Ponton from Martinsburg, W. Va.; Sam Mellitts from Denton, and Johnny Bachman, Warner branch manager in Charlotte.

Leon Back, Rome executive, replied to Bernie Kreisler's Washington's birthday greeting to all exhibitors with a huge axe, on which was written: "Truth is, Universal is delivering" . . . Spud Query of the Lincoln Theatres Corp. is recuperating after an appendectomy in the Lee Hospital, Marion, Va. . . . Harley Davidson advises that his plantation in Rural Retreat withstood the rigors of winter and that the tobacco crops will come through as usual . . . Helen Ulman of Salisbury is convalescing in the hospital . . . Folks along the Row mourned the passing of "Mac" McPherson, claim agent for Railway Express for many years . . . Estelle Tabb added another link to her chain of years February 27.

Twentieth-Fox flashes: Jack Sichelman, assistant general sales manager, visited with Ira Sichelman en route to New York from Miami . . . Edgar Moss, district manager, registered with the Florida film colony . . . "Syd" Rosenthal added another candle to that cake February 26 . . . Ann Griffin's sister in Minneapolis is on the expected list . . . Sara Young's folks dropped in en route to Boston from Miami . . . Sam Wheeler will head for the sunny clime March 9 and will return with his family.

Sam Mellitts advises that Uncle Charlie and his boys headed for a Rotary convention in Washington by way of Baltimore but apparently adjourned at a round-table . . . Clark Film's Tom Rayfield is getting along very well at Providence Hospital . . . Monogram's Harry Brown, Doris Price, and Buddy Hansen took in the Ice Follies Sunday eve . . . Frank Boucher visited the Schine situations along the shore . . . Republic's Opal Long received a holiday visit from her sister in New York . . . Bill Fisher, formerly associated with Lichtman theatres, is now in Cleveland with his family, and is affiliated with the Schine organization.

The Newport, Norfolk, which has been remodeled in entirety, was formally opened February 28 . . . Metro items: Margaret Kaler has jumped the sick list . . . Jack Goldberg is back from vacation and a visit to the home office . . . Eddie Kushner visited with Ben Pitts in Fredericksburg . . . Marge Dermody postcards that Ole Sol won't let her don her bathing suit and is she mad! . . . Anna Ridgely's mother is ailing.

Jeanette MacDonald, now on a nation-wide concert tour, sang in Constitution Hall, February 28, marking her first singing appearance in the nation's capital . . . Warner theatre news: Marion Dixon has resigned from the staff . . . Dan Terrell, former aide to Frank LaFalce, visited . . . "Rusty" Duncan will honeymoon at Marshall Hall . . . and we know that is a blind steer.



Barkers Host McNutt—

Flanking the Hon. Paul V. McNutt, who was guest of honor at a Variety Club luncheon in Washington, are Carter Barron and Sidney Lust, on the left, and Eddie Melnicker, on the right, who is facing a microphone here not visible.

Sol E. Gordon Rites Are Held in Beaumont, Tex.

BEAUMONT, TEX.—Funeral services were held here Friday for Sol E. Gordon, who died Tuesday at Johns Hopkins Hospital in Baltimore. Gordon, who for many years was chairman of the board of Jefferson Amusement Co., had been ill for the past few years. Leonard Goldenson, Paramount home office executive, came on from Chicago to attend the services at the late Gordon's home.

20th-Fox Preferred Pays

NEW YORK—Twentieth Century-Fox has declared a quarterly dividend of 37½ cents per share on outstanding preferred, payable March 30 to stockholders of record March 15.

Belligerents May Unbend On Newsreels—Talley

NEW YORK—"I don't say this definitely, but I think I have paved the way to get more uncensored war pictures to New York from the belligerent countries." It is Truman Talley speaking. The vice-president and general manager of Movietone News arrived on the *Conte di Savoia* after more than two months in Europe and visits to Italy, France, Switzerland, Belgium and Holland.

He declared the purpose was to relieve the rigidity of censorship imposed on newsreel coverage in war zones. Toward this end he had numerous conferences with the necessary ministries of information, where, he said, anxiety was apparent over whether warring countries were getting "proper publicity" in the United States.

All the countries he visited impressed him with the "way they are packing into theatres; motion picture business is going great guns." It seems ironic, he observed, that American distributors are not able to secure full benefits of the rentals.

Eye Cabinet Change Planned by Duce

NEW YORK — Foreign spokesmen are hopeful a change in Premier Mussolini's cabinet, which takes place next week, will see a more lenient attitude toward resumption of trading with American distributors. The disbandment of ENIC and the transfer of Signor Paolucci to Brussels as Italian ambassador to Belgium, has brought about the appointment of Signor Orazi as head of the new government film monopoly. Some optimism prevails that Orazi may "play ball" with U. S. companies.

That "there will be a break in the Italian situation" is forecast by Truman Talley, general manager of Movietone News, who has returned from abroad after spending some time in Rome.

In still another quarter an admittedly "wild guess" is a compromise might be reached with Italy if the estimated 20 million lire frozen there in American rentals was used by U. S. companies for production at Cine City, Vittorio Mussolini's Italian Hollywood. Such a gesture, it is said, would go a long way to "ease the strain" existing between both interests.

Meanwhile, foreign sales executives are dubious over reports a trade agreement between the U. S. and Italy is in the making as a result of Rome conferences by under-secretary of state Sumner Welles. While admitting the successful conclusion of such a pact would include films, spokesmen insist "there's not a ghost of a chance" for it. One source watching the situation closely declares "Washington doesn't even keep the idea in its active files."

RICHMOND

CARRINGTON WADDELL, South Boston exhibitor, was in town visiting with Sam Bendheim jr. last week . . . Our deepest sympathy is extended to Ann Donati over the loss of her fiance, Irving Wharton, on February 15 . . . The second half of the Duckpin League started Monday with Keith Caudle's Colonial boys taking three from Park and Conrad McRee's State champs sweeping three from Carillon. The Brookland-Bellevue team under the leadership of Pete Southward dropped one to Bob Overcash's rejuvenated Grand team.

Floyd Armstrong, projectionist and electrical expert, has applied for a patent on the disappearing microphone which he installed on the stage of the National . . . The CIO put on a free show in Hopewell the other night, running two performances and showing three different pictures . . . The marquee of the Byrd looks mighty good since that new coat of paint and new lamps . . . There was another free show in town when the Homemakers School presented "I'll Tell the World" the other night . . . Jeanette MacDonald packed the Mosque for her personal appearance last Monday night . . . Henry Reid of the Byrd service staff is back on the job after being out for nine weeks on account of a fractured skull.

Film exchange representatives seen here this week: Sam Flax, Republic; Fred Beiersdorf, Warner; Ben Caplon, Columbia; Rudolph Berger, Metro; Ralph Binns, Horlacher; Bob Folliard and Elbert Grover, RKO; Leon Nelson jr., Warner checker . . . Charlie Denmead visited from West Point and bought some fixtures from Elmer Brient for his York Theatre . . . M-G-M's short, "Know Your Money," is being shown to various clubs, civic groups, etc. . . . Joe Arcaro bought several hundred seats from Elmer Brient for his Lincoln . . . Dorothy Shrewbridge, secretary to Sam Bendheim jr., general manager, Neighborhood Theatres, celebrated a birthday on February 20 . . . The new sidewalks and enlarged parking space add considerably to the appearance of the Westhampton.

A Fox Movietone cameraman recently took shots of the students of Westhampton College playing in the snow and when the news played at the State practically every member of the faculty and student body attended . . . Moe Barney, Petersburg exhibitor, visited last week . . . Ben Pitts, prominent circuit operator, is spending much time in Richmond now while the general assembly is convened, as he is one of a committee of three appointed by the Fredericksburg Chamber of Commerce to watch for bills of interest to that community.

The French department of the University of Richmond sponsored a special showing of "Pearls of the Crown" at the Westhampton Saturday morning . . . "Gone With the Wind" played a fourth week at Loew's . . . Joe Fields, a member of the service staff at the Byrd, and student flyer, has volunteered for active service with the Finnish army. He received his application papers last week from the Finnish Embassy in Washington.

Philly Variety Club Honors Schlanger on Birthday

PHILADELPHIA—Ted Schlanger, head of the Warner Philadelphia zone, was honored on his birthday February 24 by a dinner at the Variety Club. Tribute to his service to the industry was voiced by Jay Emanuel, who arranged the affair.

Entertainment, engineered by Eddie Sherman, included Abbott and Costello, from "Streets of Paris;" the entire cast of the Fays' stage show, brought by Sid Stanley; the show at the Tower, Camden, brought by Martin Ellis and an act from Frank Palumbo's eatery. Eddie White was master of ceremonies.

Out-of-town guests included Harry Goldberg, Warner advertising chief, and Harry Thomas, Monogram manager for New York, Philadelphia and Washington.

Van Why, Not "Wiley"

NETCONG, N. J.—The William Van "Wiley" referred to in the Selling Seats department of BOXOFFICE last week in reality is William Van *Why*, manager of the Palace here.

ROCHESTER

A SPECIAL screening at Hotel Seneca of March of Time's pictures of the Vatican was arranged by Jay Golden, RKO Palace manager, for Catholic clergy. One local newspaper ran a picture layout on the film . . . The Palace and Regent have reverted to Thursday openings after trying out Friday and Saturday.

L'Avant Garde of the University of Rochester and the French Alliance are sponsoring "Port of Shadows," winner of six international awards, at the Little Theatre . . . Bond Bread cooperated with Loew's Rochester by following its Lone Ranger radio program with an announcement of "Northwest Passage," current at Loew's. Winners of a letter-writing contest, "Why I Want to See 'Northwest Passage'" were to get passes.

Book stores arranged exhibits of "The Grapes of Wrath," which opened at the RKO Palace . . . Getting away from dishes and books, the Strand invited women, accompanied by a male, to attend the theatre as guests of the management . . . RKO Palace was the scene of a school traffic patrol rally last Saturday. Over 2,500 youngsters attended.

Lester Pollock, Loew's Rochester manager, on Saturday mornings invites four Boy Scout troops to come to the theatre for a 30-minute tour of the layout. It ends in the projection room, where the boys are given pieces of sound film as souvenirs . . . The Palace has a swell exhibit covering an entire wall for "The Grapes of Wrath." It is well lighted by concealed spots.

For its Washington Birthday celebration, the Rochester Club arranged a program of vaudeville . . . The Metropolitan Opera Co. will present "Die Walkuere" at the Eastman Theatre, March 25. Cast will be headed by Lauritz Melchior.

PHILADELPHIA

WILLIAM KARRER, head of Motion Picture Associates, announces the new organization now has 70 paid-up members. A board meeting has been called to act on a constitution and charter . . . "Abe Lincoln in Illinois" opens at the Boyd, March 6, when "Gone" winds up a seven-week stay. "Gone" will continue at the Earle as long as it continues to do business . . . Showmen's Club is still negotiating for new quarters . . . Jim Clark is off for a bit of Florida suntanning . . . Lou Marks and Ray Smith are now handling the scooter giveaway for Lewen Pizor.

Barry Berison, World Pictures, was a week-long visitor here . . . The Premium Promotion Syndicate, which has been selling an encyclopedia giveaway in this territory through a traveling salesman, announces it will open an office in Clark Film quarters . . . Charles Donahue, who used to be with Herb Given at the late Grand National exchange, will rejoin Herb at his new independent exchange . . . Florence Poth, Penn cashier, is still jittery from memories of the strong-arm robbery that took $112 from her cage.

The Variety Club has divided up the coming year's work with the assignment of the following to committee chairmanships: Earle Sweigert, membership; James P. Clark, welfare; Ben Amsterdam, charity; Everett Callow and Abe L. Einstein, publicity; Sam D. Schwartz, house; Sam Stiefel, entertainment . . . The club will honor L. J. Chamberlain, Shamokin circuit owner, on April 1 for his 30 years in the business, the first in a series of dinners honoring the industry's veterans . . . "Pinocchio" strutted his stuff for the club at a Sunday night screening . . . Scheduled to represent Philadelphia at the nationl convention in Dallas, April 18, are Bill McAvoy, Bill Clark, Al Fisher, Earle Sweigert, Ben Fertel, Sam Stiefel.

Film Exchange Employes Unionites will hold their next meeting at the Broadwood, March 8. President Bill Porter announces that "instead of a speaker, this time we'll have refreshments" . . . S. E. Applegate, Metro, is sunning himself in Florida . . . Bernice Waldman is just back from a fresh-air vacation at Lakewood, N. J. . . . Dot Burrison is also back, displaying a suntan and pictures showing her with Jack Dempsey's two daughters in front of the ex-fighter's Florida hotel . . . But center of attention in the Metro office is Florence Averell, who has just returned from a Hollywood vacation with Mrs. Edna R. Carroll, chief censor here, with a bagful of photographs showing the Philadelphians with all the bigshot stars.

Brandt Circuit Acquires 67th Unit in Flushing

NEW YORK—Acquisition by Harry Brandt of the Circle, 600-seat house under construction at Utopia Parkway and 16th St., Flushing, L. I., gives the head of the Brandt circuit his 67th unit. The house will be operated by the Puritan Land Corp.

BALTIMORE

CLIFF JARRETT, assistant manager of the Hippodrome, and several friends visited Jack Whittle of the Avenue Theatre's riding academy, Old Hilltop, last Sunday and spent several enjoyable hours. Result: Cliff took Monday off instead of his usual Tuesday . . . Morris Rome and wife just back from Florida with a good coat of tan . . . Little Billy Saxton jr. is on the sick list.

Sam Soltz's Howard was held up, but Margaret Farace, cashier, said the bandit was frightened off by someone leaving the theatre . . . Ted Routson's mother has just returned from the hospital and is doing very nicely . . . Jimmy Fidler and starlets, who are at the Hippodrome, gave Baltimore kids a treat by appearing on Uncle Jack's kiddie program over station WBAL Saturday.

Report that George Cole, Apollo, will take those wedding steps again . . . Most theatres are cooperating with the bureau of census by placing posters on the forthcoming decennial census sent out by John A. Novak, supervisor of census, in their lobbies.

Seven hundred patrons left the Liberty in Cumberland when fire broke out. There were no mishaps. Thomas H. Burke, owner, estimated the loss at about $75,000 *. . . Wednesday was film salesmen's night at the Variety Club . . . Two youths were held last week charged with taking* $300 *from the Boulevard January* 1.

Walter Cohen, Leader, was happy over winning $15.00 on a prize coupon, and disappointed when he found that it would just be enough to pay his state income tax.

Report that Allen Kahn, Pennington, is about to become a papa again . . . Bill Hicks, Hampden, reports that he won't come back from Florida till his cold disappears . . . Morris Flax, Lincoln, has returned from Florida to face Baltimore's wintry blasts.

In the bowling match held last week by Harold Grott, Met; Sam Diamond, Fox salesman; Eddie Kimpel, Leon Back, and Wilbur Brizendine, Rialto, the first game was won by Wilbur, by score of 131. But the second game Wilbur had no spares, no strikes, no score, in fact nothing at all.

LeRoy Miller Manages Minneapolis "U" Branch

MINNEAPOLIS—LeRoy J. Miller, former Universal manager at Kansas City, has been transferred to a similar post here. Grover C. Parsons, until recently coast district manager for Republic, is now Kansas City manager.

NTS Head on National Tour

NEW YORK—Walter E. Green, president of National Theatre Supply Co., left on Sunday, February 25, for the coast and a three weeks' survey of some of the NTS branches. He will visit the Los Angeles, San Francisco, Seattle, Minneapolis, Milwaukee and Chicago offices of his company.

• REVIEW FLASHES •

BLACK FRIDAY (Univ)—The reputation of this company for delivering films that have been making the ticket selling machinery click merrily, is enhanced in a satisfactory manner by this thriller. It is not big time drama, but it will give satisfaction. Stanley Ridges outstanding. Boris Karloff and Bela Lugosi are the chief players. Arthur Lubin directed.

STRANGE CARGO (M-G-M)—Deals with the redemption of the souls of a group of murderous derelicts from Devil's Island. The theme loses itself rather completely in a labyrinth of overabundant, extreme and contradictory situations and is bogged down further by unnatural and lengthy dialogue. Star-studded cast headed by Clark Gable and Joan Crawford. Joseph L. Mankiewicz produced; Frank Borzage directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Trenton Reade Hearing Set for March 5

TRENTON—Hearing is set for March 5 in chancery court on the suit by Leo Justin and his partners, Morris Jacks and Jerry Buckbinder, against Walter Reade for fulfillment of a pooling agreement in Morristown.

Shortly after Justin and his partners acquired the Park and Palace there from I. J. Roth about three years ago, Reade built the Community and a pool was entered into. The plaintiffs claim the agreement was for 20 years while Reade contends it was a tentative arrangement. The receipts of the Community have not been pooled with the other two houses since late November.

David Wilentz, attorney general for New Jersey, has been retained by Justin and his associates. Justin and his partners are associated with Reade in other situations and have for months been trying to work out an amicable arrangement without success.

ALBANY

CLAYTON EASTMAN, Paramount manager, threw his shoulder out of joint while skiing here. He is on the job, although the shoulder is bandaged and free movement is impossible . . . Hal Wallis, Warner executive producer, stopped with his wife (the former Louise Fazenda) in Albany between trains. Wallis phoned M. A. Silver, Warner Theatres upstate manager, who made the short hop to the depot for a chat . . . Eddie Selette, manager of Warner's Albany, has been confined to Memorial Hospital with an infected foot. He was in the hospital on an anniversary of appointment as boss of the house. Irving Rosenblatt, assistant manager, took over during Selette's absence . . . Charley Smakwitz, Warner Theatres district manager, fighting a touch of la grippe.

Walter Morey, assistant to Chris Buckley, Bennington, Vt., exhibitor, has charge during the boss' stay in Miami. Buckley will remain south for some time, it is said . . . Another exhibitor who has been sunning himself far from home is Harold Tyler of Chittenango. Havana, Cuba, the principal port of call for him . . . Donald Mullen, Town Hall, Brainbridge, made one of his infrequent visits to Filmrow. Another Southern Tier exhibitor ankling the exchanges was Harvey English, English circuit, Hancock. Irving Kaufman, booker for Greene, Greene, also in town with Harry Savett.

John Cooney, Union Square, Pittsfield, Mass., came to Albany on a business trip. Incidentally, Stanley Goldberg, Columbia booker, drove to Pittsfield with prints for Cooney when heavy snowstorm stymied regular deliveries. Emergency service is provided by bookers, even by some on Sunday . . . Bill Kraemer, Schine booker, was on Filmrow with the report business seemed to be improving. A headache for Kraemer is the fact there are now so many big pictures and so few Sundays on which to play them.

Pathe News Representative Frederic Ullman stopped at RKO exchange . . . Manager Bernard Kranze on the hop between New York, Albany, Gloversville, Oneida and other points making deals for "Pinocchio." Disney feature did good business on a four-day engagement at Ernie Dodd's Palace, Lake Placid, first spot played in Albany territory.

Mr. Exhibitor—

EARN EXTRA MONEY

IN YOUR SPARE TIME

We want a few exhibitors who are well-known in their vicinities, to use their spare time and sell our nationally-known item to exhibitors in other nearby towns. Sales are easily made. Commissions are liberal, permitting you to make up to several thousand dollars within the next 60 days. Write for full details to Box MS, % Associated Publications, 4804 East 9th St., Kansas City, Mo.

BROADWAY

(Continued from page 19)

Saunders now is golfing it at Ft. Lauderdale . . . Hy Gardner, Brooklyn Eagle *columnist, is back from the coast where he has been writing Hedda Hopper's radio material . . . Hattie Helborn is figuring on her vacation next month and it won't be Miami this year, she says . . . Al Simon of WHN was busier than a one-arm paper hanger on the campaign inaugurating Jimmy Walker as master-of-ceremonies for the station's amateur hour being broadcast from Loew's State stage every Monday night . . . A pall of gloom was cast over the Loew home office the day word was received of the sudden death of Reuben Samuels, who for years has handled the insurance for the company . . . E. Thornton Kelly is back with Sidney Samuelson as field representative for the Allied Philadelphia unit. He last worked under Arthur Howard in New England . . . Max Fellerman has returned from the coast and a visit of RKO theatres in the field . . . Elmer Rice's play, "Two on an Island," has been purchased by RKO . . . Barrett Kiesling, M-G-M goodwill ambassador, has been in town from the coast and points east.*

Laurence Bolognino has decided to call the new Consolidated Theatre at Broadway and 43rd St. the New York. Opening date is not yet set for the 600-seat unit . . . Walter Reade rushed back from Miami when the second cold spell set in . . . Joe Seider will continue his vacation in Mexico for another fortnight . . . Tom Walker, Hal Roach's eastern representative, is back from a coast visit . . . Sam Oppenheim, RKO home office projectionist, is in Miami and planning to take in Havana before returning north from his vacation . . . Spyros Skouras returns from his extended coast trip Monday . . . Eddie Zabel is back after attending the coast National Theatres divisional managers meeting and grabbing a vacation.

Frederick James Smith, film reviewer for Liberty, *returned from the coast early in the week . . . L. Jack Schlaifer, western UA sales manager, was another returning sales executive from the west . . . Mrs. David Sarnoff is back from a coast visit . . Paul Graetz, on his return from a visit to Hollywood, said he is awaiting the first print of "Cavalcade of France," from Paris, for release by Columbia. Vivienne Duveivier is making the picture. Graetz plans to head for the coast again in two months. His trip east also is in connection with the opening of "Phantom Carriage," another of his pictures for Columbia release, at the 55th St. Playhouse following "The Human Beast."*

Hyman Rachmil, Brooklyn exhibitor, has delayed his departure to the coast for two reasons. One is the operation on his jaw which has not healed as quickly as expected, and the second is that closing of the Elton theatre deal with Harry Brandt does not take place until March 18. Rachmil usually visits his son, Lewis, art director for Sol Lesser who is now completing "Our Town" for UA . . . Fred Faulkner is behind the Palace, Netcong, N. J. suit against the majors filed in Newark, Wednesday. He also operates the Storm King, Cornwall, N. Y., which is not involved. Faulkner is objecting to Dover having clearance over his Netcong house and wants it removed. Hence the anti-trust suit . . . Jack Cohen, eastern division manager for National Screen, returned from Philadelphia, Thursday.

Sam Silver, who operates three local houses, is booking them now that Henry Sussman has decided to go into business for himself . . . Artie Rapf is busier than the w. k. paperhanger since he returned from a coast visit to his brother, Harry, M-G-M producer . . . Joe Hummel, Warner foreign head, returned Friday from South America, but did not put in an appearance at his office until he spent the weekend resting . . . Charles Einfeld is due again from the coast in April. Shortly thereafter, he expects to become a father for the fourth time . . . Dave Burkhan, New York salesman; Sam Rifkin, New Jersey salesman, and Herb Richek, booker at the local UA exchange, left Friday by car for Miami . . . Charles Moses and Sam Rinzler are due back from those acres within the next week or ten days . . . Harry Gold is in Hollywood from Miami to be on hand for the meetings at the UA studios starting Monday.

"House of Gables" Is "Superb Drama"

Hollywood—Substantially made and superbly enacted drama based on Nathaniel Hawthorne's somber saga of the early nineteenth century, Universal's "House of Seven Gables" greatly transcends the production niche which its cast and staff might indicate and emerges as an exceptionally worthwhile parcel of entertainment. Noteworthy restraint marks the direction by Joe May and the work of each mummer, with the result that at no time is the picture permitted to become unduly dramatic. The film has much to offer audiences of all ages and classes. Burt Kelly produced.—SPEAR.

A Document by U. S. Would Simplify Pre-Trial Issues

NEW YORK—Declaring the material "is a proper subject for stipulation," the government has filed a 30-page document containing proposals for simplification of the issues to be determined at the pre-trial conferences with majors. Originally scheduled to start March 1, the pre-trial sessions have been indefinitely postponed until Federal Judge Henry W. Goddard cleans up his current calendar.

Proposals for the stipulation are divided into six groups and are as follows: Description of defendants and formal proof of organization of the industry and related material, history of the defendants and of the industry, description of the industry, plus material as to competitive conditions, interstate commerce, offenses charged, and various trade practices.

Again Name Martin Smith President of Ohio ITO

COLUMBUS, OHIO—There were only three changes in officers and directors of the ITO of Ohio in the election held at its seventh annual convention here on Wednesday and Thursday.

H. Simons of Washington was named treasurer, replacing M. B. Horwitz of Cleveland, resigned, while Leo Kessel, Lancaster, and C. G. Deckman, Cleveland, were named directors to succeed Simons and J. Real Neth of Columbus who resigned several months ago due to ill health. Martin G. Smith of Toledo holds over as president.

Educational Creditors In Trustee Dispute

NEW YORK—Educational Pictures' creditors held a meeting before Referee John E. Joyce in federal court at which a dispute arose over election of a trustee. The hearing was put over until March 5. The court has been asked to name James A. Davidson, present receiver, as trustee.

Examinations of GN executives also were held during the week with Sidney Abrams, George Blake, Harold Saxe and Edmund V. Halley on the stand.

Variety in Baltimore to Buy City "Iron Lung"

BALTIMORE—The local tent of Variety will purchase an "iron lung" for the city health department at a cost of approximately $2,000.

The decision of the club to buy a respirator followed the death of a young woman suffering from lung paralysis, who had to be given manual respiration for 20 hours before a respirator could be brought here from Washington.

Samuel Freedman Boosting Capacity of Mt. Morris

NEW YORK—Increased seating capacity and extensive remodeling of the front and interior of the Mt. Morris at 5th Ave. and 116th St., formerly the Hispano, is under way by Samuel Freedman. Air conditioning and streamlining of the entire auditorium will be part of the rejuvenation. William I. Hohauser is the architect.

No Exchange Planned Yet By Warner in Honolulu

NEW YORK—Reports Warner is planning to open its own exchange in Honolulu are denied by Carl Leserman, assistant to Gradwell L. Sears, general sales manager. Leserman says he never heard the report and adds there is no intention of opening there "at the present time."

H. M. Addison, 15 Years With Loew's, Resigns

BOSTON—H. M. Addison, northeastern division manager for Loew's, has resigned after 15 years with the circuit. No successor has been named. Included in his division are Providence, Boston, Syracuse, Rochester and several Canadian houses.

Paramount (3926) **84 Minutes** **Rel. Mar. 22, '40**

Melodic and mirthful load of romantic nonsense with shapely and pulchritudinous Dorothy Lamour contributing the eye appeal and Bing Crosby and Bob Hope furnishing the laughs—but in abundance. All roads will lead to the theatres that show this feature when word gets around that it is one of the brightest musical funfests to come out of Hollywood in many weeks. The Crosby-Hope team is a natural, the talents of each complementing those of the other. Neither has ever appeared better and the reception of this film will demand further co-starring. The picture is substantially produced and merits attention for masterful handling of its technical components. The nature of the story, much of which is unfolded against a South Seas background, affords ample opportunity for photographic excellence. Victor Schertzinger's direction is distinguished.

Bing Crosby, Bob Hope, Dorothy Lamour, Charles Coburn, Judith Barrett, Anthony Quinn, Jerry Colonna.

Road to Singapore F — Comedy With Music

M-G-M (27) **76 Minutes** **Rel. Mar. 8, '40**

A fresh and amusing version of the worm-has-turned formula, this will hit the mark with Frank Morgan fans and should serve with general satisfaction as an unpretentious but ably-made program comedy. It boasts an unusually well-plotted screenplay and a supporting cast of competent and established players including Billie Burke, Reginald Owen and Donald Meek. Morgan portrays the owner of a small-town pet shop, accounted a failure in life, dominated by his wife and gaining sympathy only from his daughter, Ann Rutherford. Called to Australia to collect a bequest set aside for the town in which he lives, Morgan misses the boat and is reported among the casualties when the vessel sinks. His return to the village and triumph over those who previously dominated him furnishes the meat of the plot. William Thiele directed.

Frank Morgan, Billie Burke, Ann Rutherford, John Shelton, Reginald Owen, Donald Meek, Nat Pendleton.

The Ghost Comes Home F — Comedy Drama

Paramount (3957) **64 Minutes** **Rel. Mar. 8, '40**

Harry Sherman maintains his well-nigh perfect record by delivering another high-ranking chapter in the perennial "Hopalong Cassidy" series—endowing it with a bumper load of action and comedy, beautiful outdoor photography and a couple of neatly-spotted musical interludes. The result is top western fare for any man's theatre. William Boyd, as usual, is the indefatigable Hopalong, whose keen mind and bulging muscles win out again over villainy. This time he steps in when his buddy, Lucky, is assigned to deliver a valuable cargo of racehorses to the auction market. The bad men, who have designs on the livestock, first eliminate Lucky and then trap Hoppy in a flaming barn. He escapes, of course, and rounds up the culprits. Howard Bretherton directed.

William Boyd, Russell Hayden, Britt Wood, Morris Ankrum, Jane Clayton, Donald Kirke, Roy Barcroft.

The Showdown F — Western

United Artists (——) **74 Minutes** **Rel. Mar. 1, '40**

Produced on an impressive scale by Walter Wanger, this feature, although it is substantially of the standard prison category, is saved from the stigma of appearing too stereotyped through several refreshingly new story angles. Which distinction, aided by the fact that it boasts a cast of proven marquee worth, should assure satisfactory patronage and audience reaction. The direction appears unduly melodramatic in spots and there is a tendency toward periods of tedious dialogue. Raft finds himself in a characteristic role as the underworld biggie happily married to Joan Bennett. Because she fears he will be killed by business rivals, she connives with a double-crossing attorney to have him imprisoned for income tax evasion. Her loyalty, his discovery of the frameup, and his supreme sacrifice for her happiness furnish the essence of the plot. Directed by Archie Mayo.

Joan Bennett, George Raft, Walter Pidgeon, Gladys George, Lloyd Nolan, Peggy Shannon, June Knight.

House Across the Bay F — Melodrama

Universal (——) **69 Minutes** **Rel. Mar. 1, '40**

A newspaper yarn and a good mystery thriller. The excitement of a newspaper reporter, particularly when he is on a crime story, always is good fodder for the films. In this particular case, Wayne Morris is accused of a triple murder. He is hunted by the police, but Margaret Lindsay, a news sleuth, knows his identity and is for him practically all of the way; that is until a third murder is committed. Wayne is blamed for the killing, but how he clears himself and brings to justice, and into a neat trap, the real culprit is one of those things involving pretty broad dramatic license. It makes for good entertainment the way things work out for Morris and Miss Lindsay. The suspense holds up unusually well. Philip Rosen directed.

Wayne Morris, Margaret Lindsay, William Gargan, Roscoe Karns, Emmett Keane, James Burke, William Pawley.

Double Alibi F — Mystery Melodrama

Columbia (1034) **66 Minutes** **Rel. ————**

Not much relief from the routine pattern of prison stories in this film which concerns young women criminals. The cycle is almost complete in the first reel: From frameup, to court, to prison. In prison the yarn centers on one girl who cannot stand up under the vicious, out-dated system. When her opportunity comes she takes it and makes things hot for the old order. A new superintendent arrives and institutes decent changes. She makes the place a veritable finishing school. At length, she tries out an honor system whereby ten girls are permitted to leave, provided they return by a certain time. As the deadline nears it looks bad but they come through a trifle late. This is a type of film that audiences usually accept. In that sense is its success measured. Nick Grinde directed.

Rochelle Hudson, Frieda Inescort, June Lang, Lola Lane, Iris Meredith.

Convicted Woman F — Prison Drama

Columbia (1014) **70 Minutes** **Rel. Feb. 29, '40**

Financial and domestic woes, brought about when Blondie decides to budget the Bumstead income, account for another hilarious chapter in the lives of this famous family. Employing the same mixture of comic and dramatic elements which have made previous entries in the series such popular fare, this latest episode should account for itself with equal success. Blondie wants a $200 fur coat. Dagwood desires a $200 membership in a trout-fishing club. Their budget says they shall have neither. Then Dagwood innocently becomes entangled with Rita Hayworth, a former flame, and on an afternoon on which he was to have gone fishing, takes her to the movies instead, where he wins a $200 cash drawing. Dagwood comes home with the coat for Blondie, to find she has left for Reno, but manages to explain everything. Frank R. Strayer directed.

Penny Singleton, Arthur Lake, Larry Simms, Daisy, Rita Hayworth, Danny Mummert, Don Beddoe.

Blondie on a Budget F — Comedy

RKO Radio (022) **64 Minutes** **Rel. Mar. 15, '40**

Only those who thoroughly enjoy Joe Penner—and a rapidly aging Joe Penner, at that—and his individual variety of buffoonery will find this diverting. To others it will register as just another of Hollywood's less funny moments which must be endured while waiting to see the top feature which attracted them to the theatre. There is one hilarious sequence concerning an outboard motor, but it hardly suffices to carry the whole picture, the balance of which specializes in slapstick of a lower order and is weak as to story, direction and supporting cast. Penner portrays the heir to millions, who has been afflicted from birth with a peculiar malady—whenever he spots a good-looking girl, he succumbs to an attack of hiccoughs. Cure is effected at a summer resort where he is surrounded with pulchritude. Leslie Goodwins directed.

Joe Penner, Linda Hayes, Russ Brown, Fritz Feld, Tom Kennedy, Granville Bates, Arthur Q. Bryan.

Millionaire Playboy F — Comedy

Times Pictures (SR) **68 Minutes** **Rel. ————**

This film is highly comic, but from the wrong point of view. Audiences will laugh at it, not with it. Its chief virtue is Ned Sparks, who, while probably on an English vacation, lent himself and his cigar. For the most part, Sparks parades around an old manor house unloosing a string of corny invective. Sometimes it is funny. Otherwise it is a doddering comedy, without subtlety, of Sparks' attempt to get romantically together with Mary Brian. It was his idea that she and her family go to England where he thinks he can get her into the proper mood. But she meets a young earl and Sparks is left out. In the line of performances there is nothing that stands out. It is one of Director Tim Whelan's minor efforts.

Ned Sparks, Mary Brian, Patric Knowles, Gordon Harker, Morton Selten, Harry Holman, Olive Blakeney.

Two's Company F — Comedy

SELLING ANGLES: **"The Showdown"**

William Boyd, as "Hopalong Cassidy," should receive the marquee and advertising credits. Make the usual tieups with book stores and libraries on the Clarence E. Mulford novels from which these films are adapted. Stuff heralds in western pulp magazines and make over the lobby in ranch-house style. Dress attendants as cowhands and schedule a junior "rodeo" for the kids at matinee performances. Promote a cooperate "showdown" sale among merchants of the neighborhood.

CATCHLINES:

It's Hopalong Cassidy to the Rescue Again . . . Protecting the Justice and Honor of the Range.

Here Comes Hoppy . . . Ridin' . . . Shootin' . . . Fightin' . . . Just the Way You Like.

SELLING ANGLES: **"Convicted Woman"**

All the standard gags and props for the exploitation of other films in a like category should do for this one. It has been well produced and the performances, in their fashion, are good enough. For name billing there are the Misses Hudson, Inescort, Lang, Lane, et al. They are all attractive misses and their images should make a decorative adjunct to lobby displays. If they are in prison uniforms so much the better. Martin Mooney, who was once involved in a sensational prison expose, is listed as co-author of the story.

CATCHLINES:

The Brutal, Terrifying Inside Story of a Woman's Prison.

Girls Driven to Suicide . . . Hearts Too Broken to Ever Love Again . . . A Penetrating Drama of Women in Prison.

SELLING ANGLES: **"Two's Company"**

It does not seem likely for the exhibitor to exert himself to any extent in setting this film before the public. The ordinary run-of-the-mill treatment should suffice. There is the possibility of inviting the audience to participate in an invective contest, a la Sparks. The Sparks' visage, complete with cigar and grouchy outlook, might be printed on cardboard and distributed. In the advance trailer or announcement a few of the more choice lines delivered by Sparks could be injected for comedy.

CATCHLINES:

He Took His Girl to England to Get Her Into a Romantic Setting . . . But He Lost Her to an Earl.

Unwittingly He Set the Stage for Another's Romance, While He Puzzled Out the English.

SELLING ANGLES: **"The Ghost Comes Home"**

Exploit the all-comedy cast, plugging such names as Frank Morgan, Billie Burke, Reginald Owen and Donald Meek. Stills showing Morgan surrounded by various types of animals can be planted with local pet shops. Conduct a letter-writing contest with "What would you do if you were officially reported dead?" as the subject. Prepare throwsheets as calling cards, reading: "Called but found no one home." Sign them, "The Ghost."

CATCHLINES:

He'd Been Alive for Fifty Years . . . But Didn't Really Begin Living Until Everyone Thought He Had Died.

He Came Back From a Watery Grave . . . They Thought . . . And From Then on Things Began to Happen.

SELLING ANGLES: **"Double Alibi"**

Policemen, or some of them, on your force should be invited free with their wives. They will talk about the picture. Precinct reporters also should be asked as guests. Send out special teasers to your mailing list, addressing copy particularly to thriller fans. Stories should be spotted in the local newspapers with pictures of Wayne Morris and Margaret Lindsay. A good stunt would be to tie up with newsdealers to insert special teaser throwaways in all mystery magazines sold during the run of the picture.

CATCHLINES:

He Needed a Double Alibi to Get Out of a Terrific Mess.

An Exciting Mystery With an Exciting Romance.

You Won't Need a Double Alibi to See This Film . . . Mystery, Romance and Thrills.

SELLING ANGLES: **"The Millionaire Playboy"**

Joe Penner is the name for the marquee and the one on which to center advertising and exploitation effort. Offer prizes for the best 100-word letters on the subject of "How to spend $1,000,000 in six months." Print imitation greenbacks or checks drawn on "Joy Bank" for "1,000,000 laughs," payable at your theatre. Dress an attendant in evening clothes and have him walk through the streets distributing the phoney money. Throwsheets might be prepared in the style of a formal invitation to a party, signed "The Millionaire Playboy."

CATCHLINES:

Another Laugh Riot . . . Starring the Screen and Radio Funny Man . . . Joe (Wanna Buy a Duck?) Penner.

Playboy Penner . . . With a Fortune in His Pocket . . . And Nothing Above the Ears.

SELLING ANGLES: **"Road to Singapore"**

The starring combination of Bing Crosby, Bob Hope and Dorothy Lamour should be worthy material for any marquee. Make over the theatre front and lobby to resemble a South Seas island, with plenty of potted palms and greenery. Usherettes might be dressed in sarongs. The Crosby and Hope radio shows offer possibilities for a number of merchandising tieups. Contact music dealers on displays of Crosby records and plug the songs in the picture with radio stations and local dance bands.

CATCHLINES:

Two Daring Young Men Heave Ho for the South Seas to Run Away From Love . . . And Pop Into Dorothy Lamour . . . in a Sarong.

Crosby . . . Hope . . . Lamour . . . In a Hilarious Romantic Entanglement in the Langourous South Seas.

SELLING ANGLES: **"House Across the Bay"**

Try to sell this prison drama to the feminine trade by exploiting those angles most appealing to women. Among them is the co-starring team of Joan Bennett and George Raft, while Walter Pidgeon, Gladys George and Lloyd Nolan are also marquee names. Assemble newspaper headlines and clippings about Alcatraz Island for a lobby center-piece. Use George Raft's escape from prison as the subject for a throwsheet printed to resemble a tabloid newspaper. Make over lobby and theatre-front, giving it a prison-walled effect.

CATCHLINES:

No Bars Shutter Them In . . . No Walls Hold Them . . . But These Women Are Prisoners . . . As Much as the Men for Whom They Wait.

Her Life . . . Her Love . . . Her Freedom . . . Were Imprisoned With Her Man . . . In the House Across the Bay.

SELLING ANGLES: **"Blondie on a Budget"**

Audiences for the "Blondie" series are ready-made. Tie up with newspapers on a combination ad for the comic strip and the picture. Invite the home economics editor of a newspaper to be the judge in a "budget-setting" contest with housewives as the entrants. Prepare throwsheets as "budgets" listing various amounts for food, rent, etc., and setting aside as the most important item the price of admission to see the film. Have house artist construct life-size cutouts of Blondie, Dagwood and Baby Dumpling for the lobby.

CATCHLINES:

Your Favorite Comic Characters Come to Life Again in the Most Hilariously Nutty Adventure They've Ever Had.

Blondie Turns Financier . . . And Makes a Dollar Do the Work of Two . . . Until Rebellion Hits the Bumstead Household.

Shorter Juvenile Programs Wanted in Philadelphia

PHILADELPHIA—A cut in the Saturday kiddie shows from three hours to two hours is urged in a program adopted by the Philadelphia County Federation of Women's Clubs and 30 Parent-Teacher associations.

The groups promise to enlist public support for the changed program, urging that it consist of "one good, wholesome, family-type feature, one good comedy, one animated cartoon and one educational short."

"This is the first time that the motion picture industry has been asked to give less entertainment at the same price," said Mrs. T. Harold Fox, chairman of the federation's educational committee. "It also is the first opportunity parents have had to express their views on motion picture entertainment, and their unanimous desire for this type of program is surprising."

Foreign Language Features

Louise

(Mayer-Burstyn) 72 *Min.*

Music-Drama. The Charpentier opera, from which this French production draws its story, is no great shakes as such. Neither is this film. But as a demonstration of Miss Moore's vocal ability, and similarly as an introduction of various French singers, it should interest music lovers and the clientele of the foreign house. The story material is 40 years old. The age is evident. It concerns a young girl who runs off with a composer to Paris against the wishes, advice and feelings of her parents, who frown on Bohemian didoes. Miss Moore sings joyously and dramatically. The film is quite the entire opera. The locations are set in the real Montmarte. The recording is superb, photography excellent. It is a neatly turned production with a good measure of atmosphere and fidelity to the period of 1900.

Grace Moore, Georges Thill, Andre Pernet, Suzanne Despres, Le Vigan.

Ultimatum

(J. P. Hoffberg Prod.) 73 *Min.*

Drama. Here is a spy story, built around the event that precipitated the last war. It packs moving drama and sympathy for its protagonists. They are really decent people, in this French film made the victims of the Austro-Serbian incident. The action is slow moving but has the engrossing qualities of a game of chess played by experts. The Danube River separates Austrian and Serbian cities. They have enjoyed peace. When the ultimatum is issued personal feeling are forgotten and the military order takes over, ruthlessly breaking human ties. This is told through the events that befall a young officer and his wife. There is a real human note in the role and performance of Eric Von Stroheim as a commandant. Directed by Robert Wiene.

Eric Von Stroheim, Dita Parlo, Bernard Lancret, Abel Jacquin, Georges Rollin.

SHORT SUBJECT REVIEWS

County Fair

Central Films 10 *Mins.*

There is much of interest to the audiences who have yet to experience what is indicated by the title of this short. With excellent photography and narration, the various high spots of the annual time-out for farmers—in this case, it is the Danbury Fair in Connecticut—are shown. Horses and oxen try out their strength with heavy loads. Prizes are given for preserving food and the production of bumper crops. The climax is a pacing race and views of typical carnival show entertainment. It has much to recommend it.

Raiders Over England

Monogram 19 *Mins.*

For purposes of propaganda, this English film deals with the defenses created prior to the war for locating and repelling air raids. At its best, it is puerile stuff probably calculated to urge the enlistment in the civilian corps that voluntarily take up lookout posts. The chief interest of the film lies in the scenes of the air force headquarters where warnings are mapped out and combat planes ordered to take off.

The Paperhanger

King of Comedy Film Corp. 19 *Mins.*

The first of a series of ten two-reel silent Charlie Chaplin comedies which are to be re-released by this company, "The Paperhanger" has all the comic virtues we have come to expect from Chaplin. In order to inject modern sound the speed of the film has been stepped up from 60 to 90 feet per minute. The effect is noticeable in the jerkiness of the action. These reissues probably will serve to pleasantly bring back nostalgia for the old days.

Way Back When a Triangle Had Its Points

Paramount (Fleischer Cartoon) 7 *Mins.*

This is a stone age comic treatment of the boss, his wife and stenographer. The humor shows resourcefulness and is a cut above the average in being clever. It is the sort of thing that is easy to put before an audience.

Skeleton on Horseback

(Michael Mindlin) 78 *Min.*

Drama. As an ironic indictment of dictators and war mongers, this Czechoslovakian film is fine dramatic entertainment, telling its story with skill and feeling. It is based on a play by the late Karel Capek. The story deals with the blind aims of a leader of an unidentified country who is out to make war simply because he has been preparing for it. Then there is the acquiescense of munitions manufacturers. Playing counter to these elements is a doctor who has evolved a cure for a fatal, senile disease, which later affects his opponents. He is located and his treatment is sought. Violating his Hippocratic oath, he gives as conditions peace and the cessation of war manufacture. Helpless to do otherwise, after considering their own lives and deaths, the leaders give in and send for him on his terms. As he goes to treat them he is killed by the violence of a bulldozed mob.

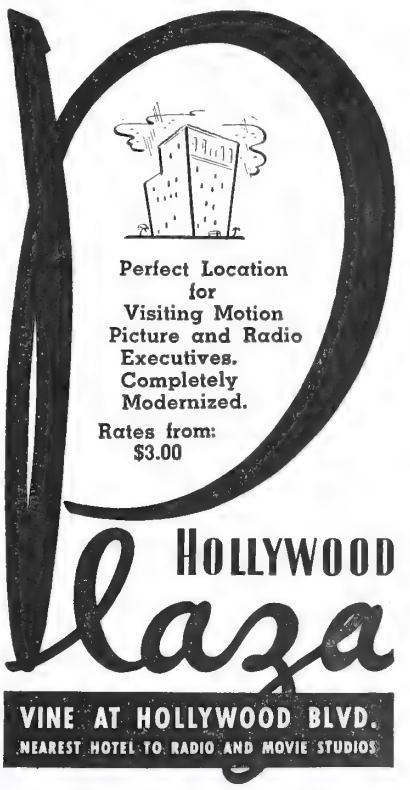
Hugo Haas, Bedrich Karen, Vacluv Vydra, Ladislav Rohac, Karla Olicova.

We Were Seven Widows

Esperia Films 80 *Mins.*

Comedy. This should tickle the fancy of the audience who understands the language and reads the English subtitles. In this Italian film, the story is a compound of "Robinson Crusoe" and "The Admirable Crichton," with a few new comic points added to the familiar course of things. The tale deals chiefly with a middle-aged lawyer who wants to get away from the vicious cycle of everyday living and its attendant effect upon his ego. He takes a cruise. On board ship he is involved in silly romantic episodes. The ship has a slight collision. In the excitement he is set adrift with seven young women. They reach a desert island. Eventually, the seven husbands turn up and all are re-mated except the lawyer. The film closes with him on the beach looking for a wife so he can join the colony in full status.

Antonio Gandusio, Nino Taranto, Nico Pepe, Mario Silleti, Silvana Jachino.



"WIND" STILL STRONG AS MIGHTIEST GROSSER

AVERAGE IS 100%

BOSTON

(Two blizzards reason for low grosses)

Fenway—**Balalaika** (M-G-M); **Earl of Chicago** (M-G-M), 2nd run 50
Memorial—**Vigil in the Night** (RKO); **Oh, Johnny, How You Can Love** (Univ), 2nd wk.. 35
Metropolitan—**Light That Failed** (Para); **Young as You Feel** (20th-Fox) 45
Orpheum—**Raffles** (UA); **Slightly Honorable** (UA) 45
Paramount—Same as Fenway 50
State—Same as Orpheum 40

CHARLOTTE

Broadway—**Calling Philo Vance** (WB), 1st half..100
Broadway—**Allegheny Uprising** (RKO), 2nd half 100
Carolina—**The Hunchback of Notre Dame** (RKO) 80
Imperial—**The Earl of Chicago** (M-G-M), 1st half 80
Imperial—**Charlie McCarthy, Detective** (Univ), 2nd half 90
State—**Marshal of Mesa City** (RKO) 110

CHICAGO

Apollo—**The Light That Failed** (Para), 2nd wk. 90
Chicago—**His Girl Friday** (Col), plus stage show. 100
Garrick—**Little Old New York** (20th-Fox), Louis-Godoy fight films; 2nd loop wk..... 80
Oriental—**Gone With the Wind** (M-G-M), held 5th wk. 300
Palace—**Vigil in the Night** (RKO); **The Marines Fly High** (RKO)..... 75
Roosevelt—**Geronimo** (Para) 85
State-Lake—**Remember?** (M-G-M), 2nd loop wk.; plus stage show..... 110
United Artists—**Balalaika** (M-G-M), 2nd wk... 90
Woods—**Gone With the Wind** (M-G-M), held 5th wk. 100
World-Playhouse—**Rasputin** (SR), held 2nd wk...115

CINCINNATI

Albee—**Broadway Melody of 1940** (M-G-M), held 130
Capitol—**Gone With the Wind** (M-G-M), 9th wk. 130
Keith's—**The Fighting 69th** (FN) 130
Lyric—**Charlie McCarthy, Detective** (Univ); **Oh, Johnny, How You Can Love** (Univ)..... 120
Palace—**The Light That Failed** (Para)..... 110
Shubert—**Our Neighbors, the Carters** (Para), plus stage show 120

CLEVELAND

Allen—**The Fighting 69th** (FN), 3rd wk..... 135
Hippodrome—**Little Old New York** (20th-Fox). 95
Palace—**Vigil in the Night** (RKO). Stage: Gertrude Niesen, Milt Herth Trio, etc..... 100
State—**Broadway Melody of 1940** (M-G-M)....100
Stillman—**Gone With the Wind** (M-G-M), 4th wk. 620

DALLAS

Majestic—**Swanee River** (20th-Fox) 110
Melba—**Gone With the Wind** (M-G-M), 2nd wk. 100
Palace—**Balalaika** (M-G-M) 100
Rialto—**Green Hell** (Univ); **Louis-Godoy Fight** (SR) 150
Tower—**Shop Around the Corner** (M-G-M)..... 125

DENVER

Aladdin—**Little Old New York** (20th-Fox), after a wk. at the Denver 100
Broadway—**Of Mice and Men** (UA), roadshow. 110
Denham—**Sidewalks of London** (Para)..... 100
Denver—**Earl of Chicago** (M-G-M), plus stage show 130
Orpheum—**Gone With the Wind** (M-G-M), 4th wk. 100
Paramount—**Slightly Honorable** (UA); **The Big Guy** (Univ) 130
Rialto—**Fighting 69th** (FN), after a wk at each the Denver and Aladdin; **City of Chance** (20th-Fox) 110

DETROIT

Adams—**The Invisible Man Returns** (Univ); **He Married His Wife** (20th-Fox), after 1 wk. at the Fox for each 80
Cinema—**Ecstasy** (SR), revival, 3rd wk..... 100
Fox—**Vigil in the Night** (RKO); **Mexican Spitfire** (RKO) 90
Michigan—**The Light That Failed** (Para); **Slightly Honorable** (UA) 95
Palms-State—**The Man From Dakota** (M-G-M); **Congo Maisie** (M-G-M), after 1 wk. at the Michigan 90
United Artists—**Gone With the Wind** (M-G-M), 4th wk. 250

INDIANAPOLIS

Alamo—**Two-Fisted Rangers** (Col); **Beware, Spooks!** (Col) 80
Apollo—**Little Old New York** (20th-Fox), 2nd wk., moveover from Indiana 80
Circle—**Swiss Family Robinson** (RKO); **Invisible Stripes** (WB) 90
Indiana—**My Little Chickadee** (Univ); **Honeymoon Deferred** (Univ) 100
Loew's—**Gone With the Wind** (M-G-M), 4th wk. 150
Lyric—**Wolf of New York** (Rep), plus Benny Goodman orchestra on stage 110

KANSAS CITY

Esquire—**I Take This Woman** (M-G-M)..... 125
Midland—**Gone With the Wind** (M-G-M), 4th wk. 180
Newman—**Brother Rat and a Baby** (WB)..... 70
Orpheum—**Castle on the Hudson** (FN); **Married and in Love** (RKO) 90
Tower—**Green Hell** (Univ); **Don Bestor and Band** on stage 150
Uptown—Same as Esquire 130

LOS ANGELES

Chinese—**Broadway Melody of 1940** (M-G-M); **The Man Who Wouldn't Talk** (20th-Fox)..140
Downtown—**Invisible Man Returns** (Univ); **Granny Get Your Gun** (WB) 100
Four Star—**Abe Lincoln in Illinois** (RKO), 3rd wk., roadshow 80
Hillstreet—**Pinocchio** (RKO), 2nd wk..... 150
Hollywood—Same as Downtown 109
Pantages—Same as Hillstreet 150
Paramount—**Green Hell** (Univ); Horace Heidt Orchestra on stage 140
State—Same as Chinese 150

MILWAUKEE

Palace—**Gone With the Wind** (M-G-M), 4th wk. 180
Riverside—**My Son Is Guilty** (Col); Dead End Kids on stage 110
Strand—**Little Old New York** (20th-Fox); **The Man Who Wouldn't Talk** (20th-Fox)..... 80
Warner—**Raffles** (UA); **The Invisible Man Returns** (Univ) 125
Wisconsin—**I Take This Woman** (M-G-M); **Young as You Feel** (20th-Fox)..... 100

MINNEAPOLIS

Aster—**Santa Fe Marshal** (Para); **High School** (20th-Fox) 90
Century—**Light That Failed** (Para) 90
Esquire—**Torpedoed!** (SR); Louis-Godoy fight films 95
Gopher—**Invisible Stripes** (WB) 95
Orpheum—**Gone With the Wind** (M-G-M), 3rd wk. 300
State—**Little Old New York** (20th-Fox)..... 85
World—**Destry Rides Again** (Univ), 4th wk.... 95

NEW HAVEN

Bijou—**His Girl Friday** (Col); **Music in My Heart** (Col), 2nd wk..... 125
College—**Gone With the Wind** (M-G-M), 4th wk., held 260
Loew-Poli—**Broadway Melody of 1940** (M-G-M); **Reno** (RKO), moved to Bijou for 2nd wk....120
Paramount—**He Married His Wife** (20th-Fox); **Bad Little Angel** (M-G-M) 100
Roger Sherman—**Vigil in the Night** (RKO); **Two Thoroughbreds** (RKO) 110

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 10th roadshow wk. 200
Capitol—Same as Astor, continuous policy....165
Center—**Pinocchio** (RKO), 2nd wk.....Fair
Criterion—**Our Neighbors, the Carters** (Para).. 75
Globe—**East Side Kids** (Mono)..... 80
Paramount—**Sidewalks of London** (Para), plus stage show 110
Radio City Music Hall—**I Take This Woman** (M-G-M), plus stage show..... 80
Rivoli—**Grapes of Wrath** (20th-Fox), 4th wk...200
Roxy—**Of Mice and Men** (UA), plus stage show. 160
Strand—**Fighting** 69th (FN), 4th wk. and stage show. 150

NEW ORLEANS

Center—**Those High Grey Walls** (Col)..... 95
Globe—**Judge Hardy and Son** (M-G-M)..... 90
Liberty—**Vigil in the Night** (RKO), 2nd run.. 95
Orpheum—**Swiss Family Robinson** (RKO)..... 125
Saenger—**Secret of Dr. Kildare** (M-G-M)..... 150
State—**Gone With the Wind** (M-G-M), 4th wk. 250
Tudor—**A Child Is Born** (WB)..... 100

OMAHA

Brandeis—**Swiss Family Robinson** (RKO); **The Lone Wolf Strikes** (Col)..... 140
Omaha—**Shop Around the Corner** (M-G-M); **Big Guy** (Univ) 120
Orpheum—**Jamaica Inn** (Para); **Dead End Kids on Dress Parade** (WB) 100

PHILADELPHIA

Aldine—**Vigil in the Night** (RKO), 2nd wk..... 95
Boyd—**Gone With the Wind** (M-G-M), 5th wk..200
Earle—Same as Boyd 310
Fox—**Remember the Night** (Para) 100
Karlton—**His Girl Friday** (Col), 2nd wk., 2nd run 120
Keith's—**The Fighting 69th** (FN), 2nd wk., 2nd run 120
Stanley—**Broadway Melody of 1940** (M-G-M)..115
Stanton—**The Man From Dakota** (M-G-M)....120

PITTSBURGH

Alvin—**Of Mice and Men** (UA) 100
Barry—**Marked Woman** (WB), reissue; **San Quentin** (WB), reissue 110
Fulton—**Little Old New York** (20th-Fox)..... 150
Penn—**Fighting 69th** (FN) 160
Ritz—**Granny Get Your Gun** (WB); **Emergency Squad** (Para); **Louis-Godoy Fight Pictures**..350
Senator—**The Lion Has Wings** (UA) 70
Stanley—**Rulers of the Sea** (Para); Benny Goodman band 120
Warner—**Gone With the Wind** (M-G-M), 3rd wk. 600

PORTLAND, ORE.

Broadway—**Gone With the Wind** (M-G-M) 4th wk. 200
Liberty—**Vigil in the Night** (RKO); **City of Chance** (20th-Fox) 110
Mayfair—**Green Hell** (Univ); **Louis-Godoy Fight** (SR) 150
Orpheum—**Rovin' Tumbleweeds** (Rep); **Legion of Lost Flyers** (Univ) 100
Paramount—**Little Old New York** (20th-Fox); **Lone Wolf Strikes** (Col) 90
United Artists—**Broadway Melody of 1940** (M-G-M); **Calling Philo Vance** (WB), 2nd wk. 100

SALT LAKE CITY

Capitol—**Hidden Power** (Col), 2nd run; **Gulliver's Travels** (Para) 115
Centre—**His Girl Friday** (Col) 110
Paramount—**Little Old New York** (20th-Fox)..115
Rialto—**Swiss Family Robinson** (RKO)..... 110
Studio—**The Fighting 69th** (FN)..... 150
Utah—**Seventeen** (Para); **Charlie McCarthy, Detective** (Univ) 115

SEATTLE

Blue Mouse—**My Little Chickadee** (Univ); **Married and in Love** (RKO), 2nd wk..... 90
Fifth Avenue—**Northwest Passage** (M-G-M)...110
Liberty—**His Girl Friday** (Col), 4th wk..... 90
Music Box—**Gone With the Wind** (M-G-M), 5th wk. 150
Orpheum—**Man From Dakota** (M-G-M); **Young as You Feel** (20th-Fox)..... 90
Palomar—**Castle on the Hudson** (FN), plus stage show 90
Paramount—**Swiss Family Robinson** (RKO); **The Saint's Double Trouble** (RKO)..... 100

Top Hits of the Week

GONE WITH THE WIND—
Cleveland 620
Pittsburgh 600
Chicago 400
Philadelphia 310
Minneapolis 300
New Haven 260
Detroit, New Orleans 250
New York City, Portland.....200
Kansas City, Milwaukee.....180

GRAPES OF WRATH—
New York City 200

FIGHTING 69TH—Pittsburgh 160

OF MICE AND MEN—
New York City 160

EXTENDED RUNS

Gone With the Wind, 10th wk., New York City; 9th wk., Cincinnati; 5th wk., Chicago, New Haven, Philadelphia, Seattle; 4th wk., Cleveland, Denver, Detroit, Indianapolis, Kansas City, Milwaukee, New Orleans, Portland; 3rd wk., Minneapolis, Pittsburgh.

Fighting 69th, 4th wk., New York City; 3rd wk., Cleveland, Denver.

Grapes of Wrath, 4th wk., New York City.

His Girl Friday, 4th wk., Seattle.

The MODERN THEATRE



MARCH 2, 1940

. . . AIR CONDITIONING

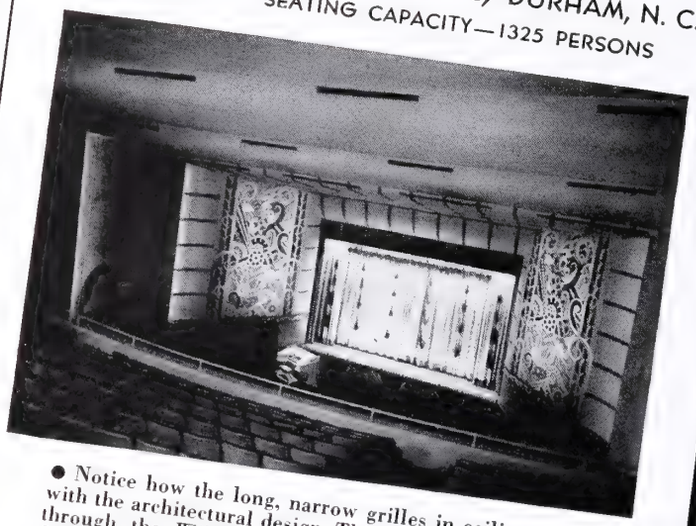
Does Air Conditioning Cost Too Much?



$3 per day

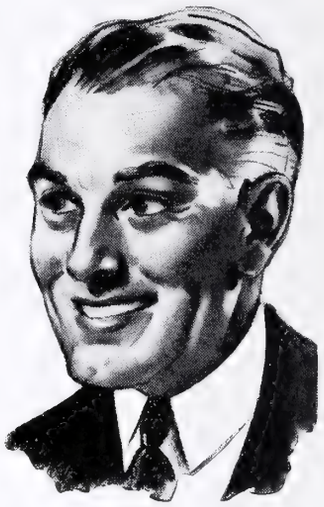
LESS THAN 1/4¢ PER SEAT PER DAY IN SUMMER

Center Theatre, DURHAM, N. C.
SEATING CAPACITY—1325 PERSONS



● Notice how the long, narrow grilles in ceiling fit in with the architectural design. This installation was sold through the Wil-Kin Theatre Supply, Inc. Earle G. Stillwell, Hendersonville, N. C. was the architect. George W. Kane, Durham, N. C. was the contractor.

That's the Carrier Answer!



● **Modern to the last detail, the Center Theatre, Durham, N. C.—a unit of the Wilby-Kincey Theatres chain—is considered one of the finest new theatres in the South. Of course it's air conditioned—*Carrier* Air Conditioned. And all year 'round — throughout offices, foyer, lounges, auditorium and lobby.**

This new Center Theatre well illustrates the *operating economy* of Carrier Air Conditioning. The cost is less than ¼¢ per seat per day in summer — seating capacity 1,325 persons.

Carrier has devoted 38 years exclusively to the development, manufacture, and application of air conditioning to *every* type installation. Whether your theatre is large or small . . . old or new . . . Carrier has the equipment, the knowledge and the experience to fit your individual needs *exactly!* The small theatre can choose from seven sizes of Carrier Self-Contained Weathermakers, while the large theatre can have a central plant engineered installation to meet its exact requirements!

Plan your air conditioning *now*—before hot summer weather forces customers "out of the habit" of coming to your theatre regularly. And, when you call for air conditioning, call for it by its first name—Carrier. You will find your local Carrier representative in the phone book. Phone him today for complete information, or tear out coupon below.



THIS SUMMER, *plan to visit the Carrier Igloo of Tomorrow at the New York World's Fair. 1940 is the 50th Anniversary of what is now Carrier Refrigeration, and the 25th Anniversary of the incorporation of Carrier.*

Carrier
Air Conditioning

CARRIER CORPORATION, Syracuse, N. Y., Desk 19C
"Weather Makers to the World"
(In Canada, Box 1050, Station C, Toronto)

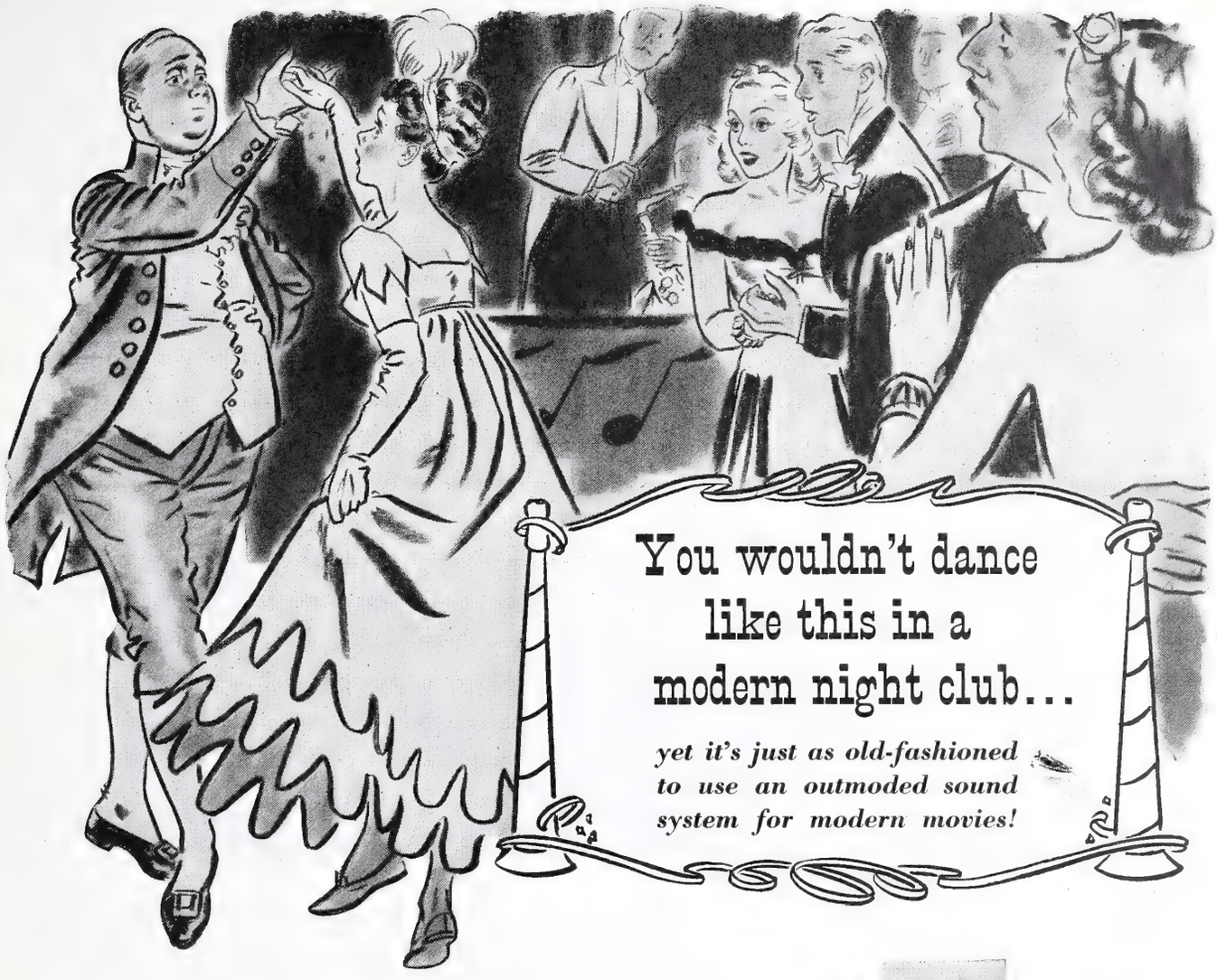
Yes! Send me the facts about Carrier Air Conditioning for Theatres.

Name.....

Theatre.....

Address.....

City.....



BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

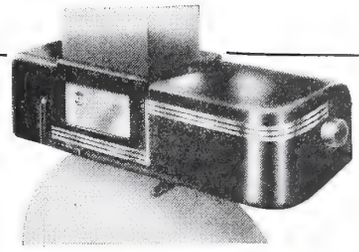
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

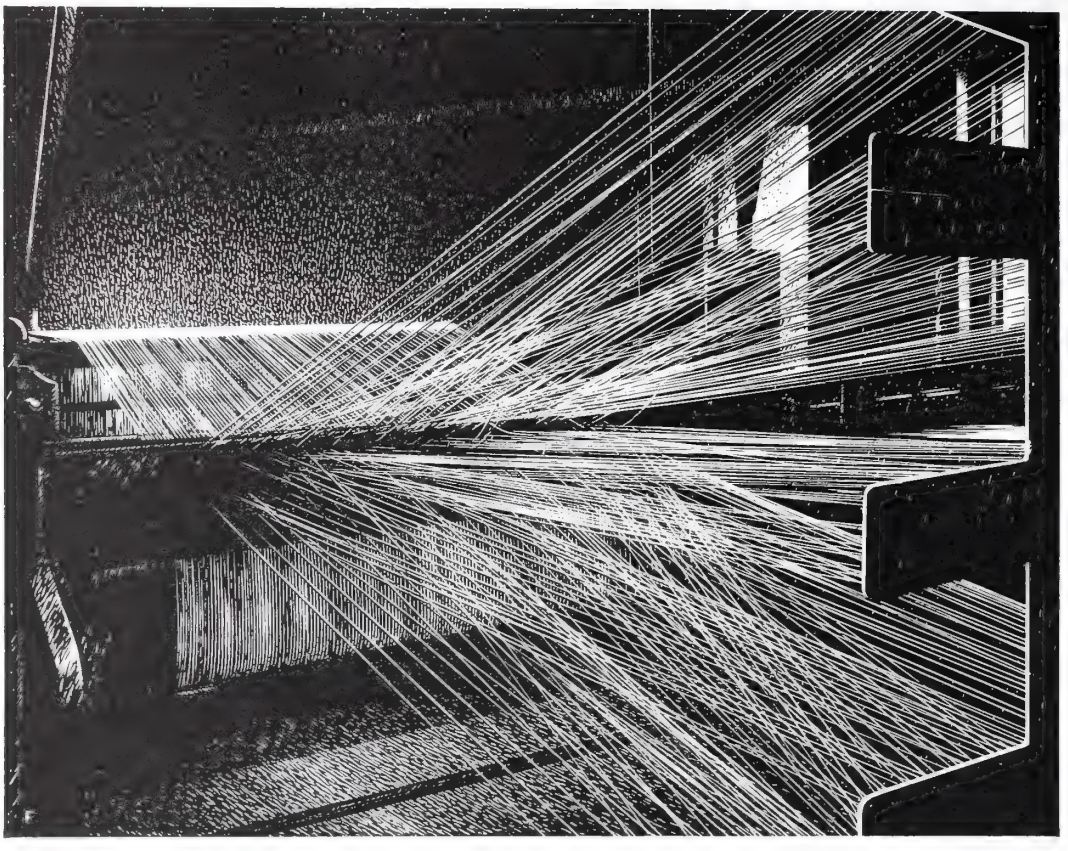
RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA PHOTOPHONE

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Woven LIGHT



Alexander Smith takes special pride in presenting

ALEXANDER SMITH FLUORESCENT CARPET

. . . a scientific development of such far-reaching significance

it probably will completely revolutionize many types of contract installations

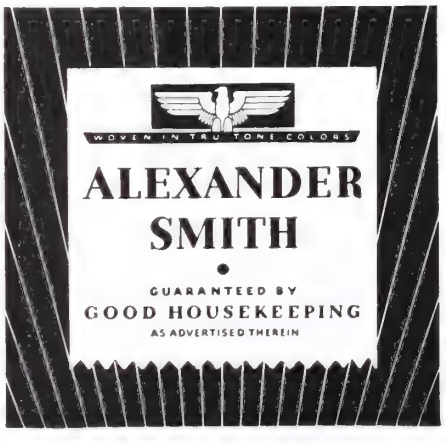
YOU'LL recapture the childhood thrill of seeing your first firefly when you see your first demonstration of Alexander Smith Fluorescent Carpet. For this revolutionary carpet under the "black light" of ultra-violet illumination gives off a glow even more beautiful and more magical than that of the little firefly.

Under sunlight or ordinary artificial light, Alexander Smith Fluorescent Carpet looks like any other *quality* carpet.

But under the special ultra-violet illumination, the carpet undergoes an amazing metamorphosis . . . certain colors give off a beautiful phosphorescent glow of an intensity more than ample for complete visibility underfoot. The carpet itself seems to be illuminated, although in reality the light is reflected from the ultra-violet lights overhead.

The illusion is one of light *woven* into the carpet.

The immediate practical application of this "magic carpet" is in the contract field, particularly in theatres, where its peculiar properties make it ideal for carpet visibility underfoot without incandescent illumination.



The ultra-violet lighting equipment is simply and inexpensively installed in new or old buildings and costs less to operate than ordinary incandescent lighting.

The application of the scientific principles of ultra-violet light and fluorescent dye-stuffs in woven fabrics is patented and is the exclusive property of Alexander Smith & Sons Carpet Co. Sub-licenses will be given to other companies who agree to follow similar lines of development.

We shall gladly arrange a demonstration of Fluorescent Carpet. A selection of beautiful patterns is already available and an experimental installation has already been made in a Washington theatre. For demonstration, write or telephone Contract Carpet Division, Alexander Smith & Sons, 295 Fifth Ave., N. Y.

The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

Streamlined Space-Saving Features 1940 Conditioning Systems.....30

●

Brooklyn Housing Project Inspires A Handsome New Cinema.....32

●

Ye Old Opera House Yields to Modernity in Eighteen Days.....34
By Helen Kent

●

What We the People Have Learned About Your Air Conditions.....36
By Ansel M. Moore

●

Theatre Acoustic Requirements and Their Correct Application.....38
By J. E. Volkmann

●

The Gospel of Good Measurement Is Mine to Give.....44
By Gordon H. Simmons

●

The Rocket—a New Theatre Aimed at Patron Comfort.....48

●

More Regarding Decorative Color Schemes at Random—an Example.....52
By Hanns R. Teichert

●

The Coated Lens—a New Principle in Projection Optics.....54

Published by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group. Contents copyrighted, 1940; reproduction rights reserved. All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative, Harrison Toler Company, 332 S. Michigan Ave., Chicago, Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York.

A Simple Switch from Winter to Spring and Summer

Theatre managers of completely air conditioned theatres will soon have little more to do than merely switch their equipment into high gear. The transition from winter comfort to summer relief is practically as simple as that—in properly equipped theatres.

The day of air conditioning theatres hurriedly and haphazardly solely to ease temporarily an intolerable weather condition or to check the extremes of temperature change has passed. Theatre owners have learned in the hard and expensive school of experience that halfway measures do not pay.

Year-round temperature control with an effective system that compensates automatically for the discomforts of indoor occupancy during all seasons and for practically every condition under which theatres are operated is here.

Nor is complete air conditioning denied the patrons of the small and more unpretentious houses—unless the owners of such houses dare take it upon themselves to effect the denial.

Smaller capacity theatres usually lend themselves readily to unlimited air conditioning. The more massive theatres present problems of area and difficulties of application that are unknown in small houses. Yet both do business with the same character of people.

Owners of small theatres who fear, through lack of understanding, or have been misled into believing that they can't afford completely competent air conditioning systems, engineered to their own peculiar requirements, should investigate the present market thoroughly. It may provide an agreeable surprise.

Toler

March 2, 1940

Streamlined SPACE-SAVING *features* 1940 CONDITIONING SYSTEMS

SO-CALLED air conditioning for theatres no longer is accomplished so largely through the two extremes of equipment provision which in the early days was a common practice when strenuous efforts were made to change and improve the temperature in theatres and with it the temper of theatre patrons.

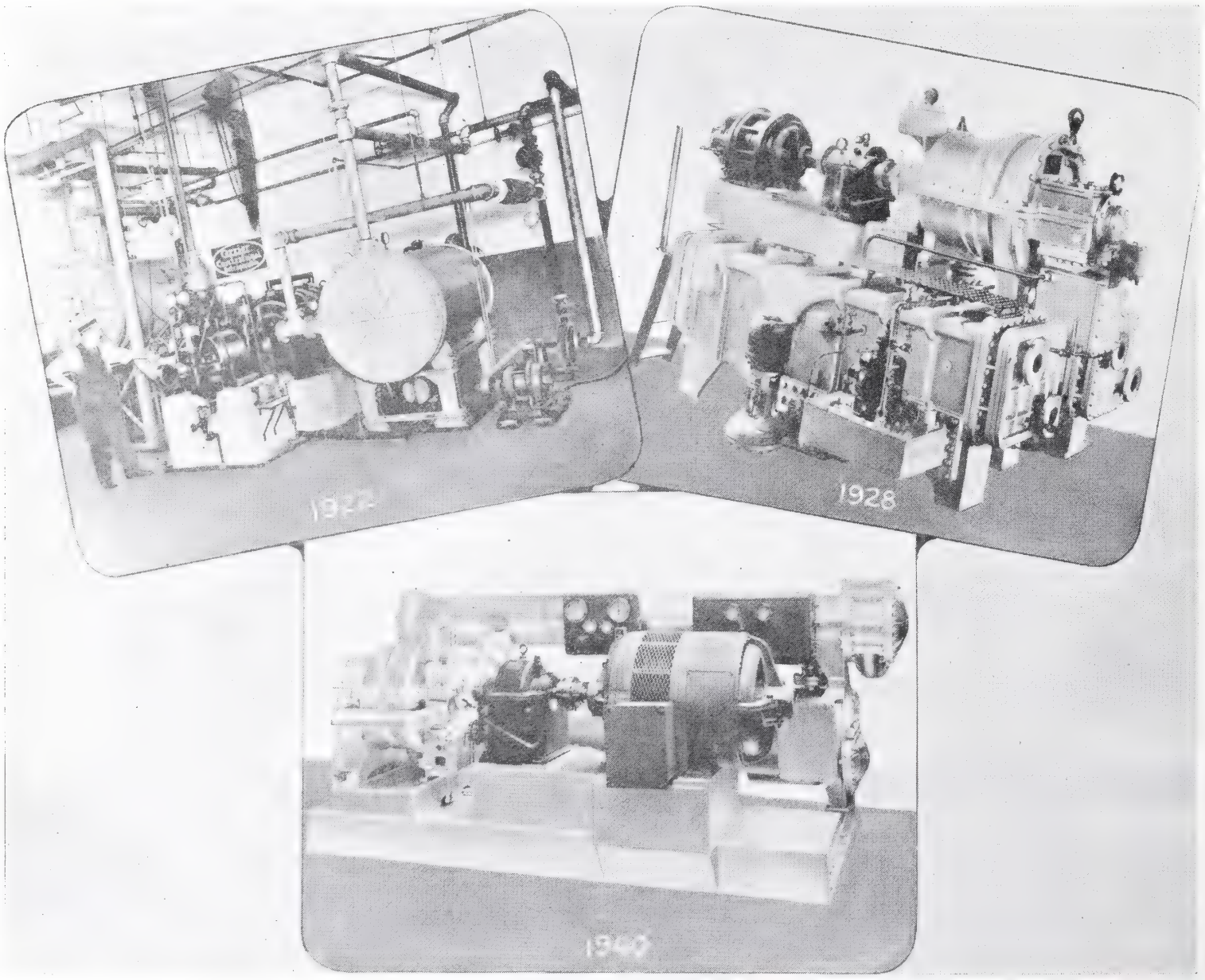
The two extremes were characterized by huge engines consisting of more or less integrated elements and requiring enormous areas of space for installation, available only in the large capacity houses, and ranging to the other extreme of a wide assortment of generally unrelated parts, also requiring more space than was usually available in smaller theatre buildings where efforts were made to add the air conditioning feature to then existing cooling or ventilating plants.

In both these extremes, representing the best engineering practices of their day, the room requirements of air conditioning apparatus was a problem of extraordinary concern to the installer of air conditioning equipment. And the cost of structural alterations and additions to accommodate such equipment was considered prohibitive in many instances.

The Installation Problem

Complete air conditioning for theatres was stalemated in many cases, due, not so much to the high unit cost of the heavy equipment, but to the impracticabilities and often the utter impossibility of installing it in the limited space available. As a result, many theatre owners kept adding small accessories to their old equipment until they ran out of space. Some added outhouses in the rear or at the sides or on top of their buildings, which undoubtedly effected some improvement but the processes were costly and the results many times questionable.

Today the chief component of air conditioning equipment is a "packaged" product—a completely integrated system, streamlined and reduced to minimum weight and requiring only a fraction of valuable theatre space heretofore occupied by the gigantic machines of just a few years ago. And they require much less room than the unrelated systems above referred to, which by continual expansion



finally crowded themselves completely out of smaller theatre buildings.

In the group of three pictures shown at the beginning of this article, depicting the evolution of compressors, which have long been the "heart" of the complete air conditioning system, from 1922 to 1940, there is evidence on the point we endeavor to make, i. e., that air conditioning is keeping pace with streamlined design in cases where greater efficiencies can be obtained and where space limitations are an important consideration. This composite photograph depicting the 18-year history of the centrifugal refrigerating machine is quite interesting.

The machine on the upper left (1922) was the first refrigerating machine of this type to be developed by Willis H. Carrier, founder of his company and present chairman of the board. It was installed in Syracuse, present home city of the air conditioning company. This machine, still in use, is approximately twelve feet long, fifteen feet wide and nine feet high.

On the upper right (1928) is the second development in centrifugal refrigeration, embodying all the features of the larger installation but only occupying 104 square feet of floor space. This type centrifugal is now in use at Radio City and on the ocean liners *Normandie* and *Queen Mary* and many large public buildings in Washington.

THE NINETEEN-FORTY MODEL

Below is the latest centrifugal unit designed by Mr. Carrier and now being installed on large systems. Increased efficiencies have been achieved by improvements in the centrifugal compressor. evaporator and condenser. Horsepower has been reduced by 10 per cent to 15 per cent for equivalent tonnage of refrigeration and the refrigerant pump has been eliminated.

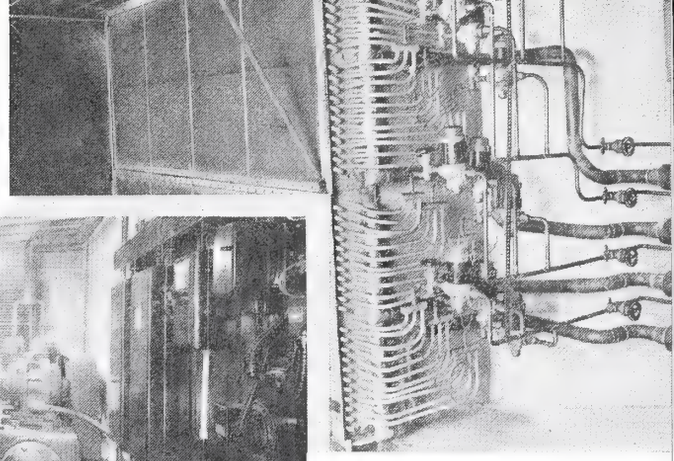
The 1940 "streamlined" machine is only eighteen feet, six inches long, seven feet wide and six feet, four inches high, and has approximately three times the capacities of the older units shown.

The space-saving accomplishments of air conditioning equipment production engineers and designers, who have stepped up capacities and efficiencies while sharply reducing weights, sizes and installation and operating costs, is further illustrated in the accompanying pictures of recent installations in the Rosetta Theatre at Miami, Florida, and in the Mont Clare Theatre in Chicago, respectively.

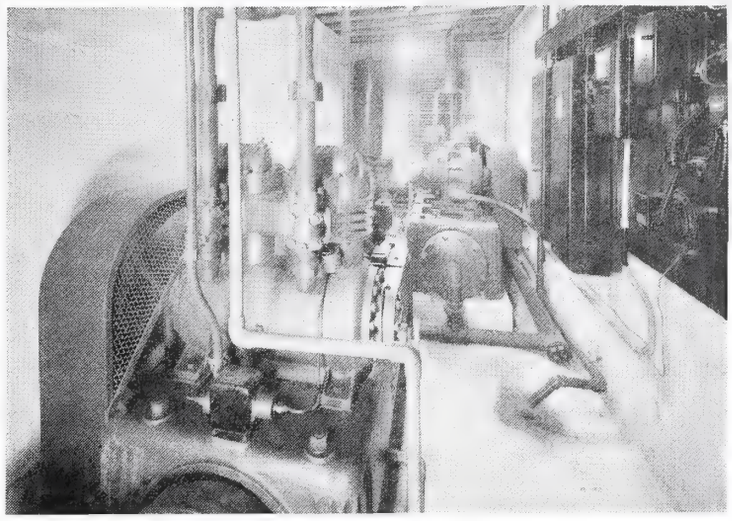
The Rosetta Theatre installation, comprising two compact G-E condensing units of the newest type 20 h. p. rating, emphasizes the degree of compactness and room-saving featured in the new G-E units, which not only conserve space but provide extra air conditioning efficiency at less cost than ever before.

In the Mont Clare Theatre installation, further space conservation is seen in the illustration of the central-plant air conditioner which is connected to four G-E condensing units, each of 20 h. p. capacity, serving this 1,200 seat community theatre with unusual efficiency during all seasons of the year.

Another example in point is the view of the new air conditioning plant of the State Lake, prominent loop theatre in Chicago, in which the floor space requirement of an older system, an area over 1,000 square feet, was reduced to approximately 200



Right—The Mont Clare Theatre in Chicago uses this central plant air conditioner in connection with four 20 h. p. condensing units in creating comfort for the patrons.



Above—Compactness of modern equipment units made possible this trim air conditioning installation at the Rosetta Theatre in Miami, Florida. The two 40 h. p. condensing units which serve the air conditioner. (Both photos courtesy General Electric Co.)

square feet. But space saving in this instance was not the only feature. Two 125 h. p. refrigerating units weighing over 83 tons and requiring 250 horsepower for operation were replaced by four new Westinghouse freon condensing units, as shown, each 40 h. p., and requiring but 160 h. p. at peak load, the whole system weighing but ten tons.

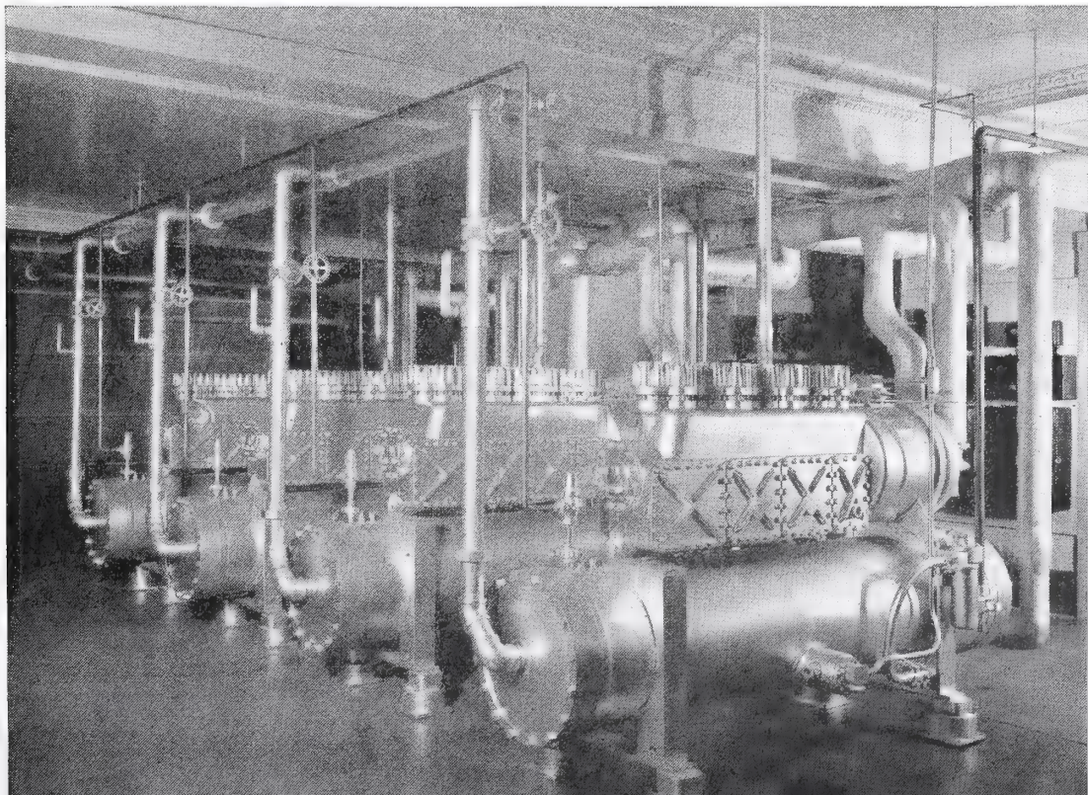
But recently the Westinghouse company

(Continued on page 41)

The State Lake Theatre installation in Chicago, comprising four 40 h. p. condensing units, saved over 800 square feet of floor space over the previous installation and effected many other savings. (Photo courtesy Kroeschell Engineering Co.)

Cover Illustration

Petite Miss Dorothy Streitz pushes the button to start a "doll house" air conditioner modeled after the system in National Broadcasting Company quarters in Radio City, Rockefeller Center, New York City. This operating model, described by N. B. C. Engineer Robert Close as being "correct in every detail" for the huge system serving all National Broadcasting studios and offices was built by hand by Machinist David Hillegas of the Carrier Corporation plant at Syracuse. Hillegas, whose hobby is modeling intricate machinery, plans to install the miniature air conditioning system in a doll house for permanent exhibit at the factory. Meanwhile, it will be on exhibit at the NBC Studios at Radio City. The model is in operation complete with water sprays, motors, fans, outlets, filters and other necessary air conditioning parts. (Photo to courtesy Carrier Corp.)



Brooklyn HOUSING PROJECT *inspires* A HANDSOME NEW CINEMA

In his concluding article on "Relation of The Modern Theatre to Low-Cost Housing Projects" in last (February 3) issue, Edward Paul Lewin referred to the Clinton Theatre as an interesting case in point. We are pleased to fulfill Mr. Lewin's promise to our readers that a presentation on the project would appear in this issue. All photos were supplied through the courtesy of Joseph W. Molitor. — EDITOR'S NOTE.

OPPORTUNISM—the gospel of expedience—has long been and probably will long remain the guiding star of successful showmanship. To be able to recognize an opportunity and promptly summon the courage to grasp it is a well-pronounced attribute of picture show business that keeps it well up in the ranks of industrial progress.

To be able to select a good site for a moving picture theatre purely on the prospects of future development is a bit risky, of course, but good showmen have always capitalized such risks and the casualties are comparatively few. Just as long as populations shift, social and living conditions will change and business property values will continue to fluctuate.

From the showman's viewpoint communities are born, grow up, thrive, suffer and die—just like people—and *people are the point* in show business. Sometimes decrepit communities are saved from the lingering death by a transfusion of new blood and a location is revitalized almost overnight.

How Opportunities Arise

Theatre business inevitably follows the home-building trend; therefore, housing development whether designed for slum clearance or accommodation of the normal increase and itineracy of populations is a subject for careful study among showmen. Theatre opportunities are invariably hatched by such developments.

Until recently and before certain events had begun to transpire, the Red Hook District of Brooklyn, N. Y., would have held no interest to an ambitious theatre builder. A typically emaciated area in a big city where picture theatres of its class could hardly exist, let alone improve their prospects for doing more business, it was hardly attractive to new enterprise.

A low rental housing project, providing clean, modern living quarters and an atmosphere of refinement for residents in the Red Hook area changed the outlook completely. The Red Hook Housing Development, embracing approximately 40 acres, became a scene of feverish activity as 400 dilapidated buildings which had long served as "homes" were razed and relegated along with lumber piles and junk yards. The clearance was complete and in its place appeared a modern living project of over 10,600 rooms for 2,500 families, laid out attractively and with a centralized landscape axis over 1,800 feet in length. At the beginning of this scenic axis is the newly widened Clinton Street.



Detail of vertical sign, marquee and glass brick panel. Frank and practical in expression.

Such a revitalized community must have access to a modern theatre. Refined moving picture entertainment could not well be left outside the scheme for better living. Nor was it; as will be evident from the following description of the new Clinton Theatre given us, with pictures, by William I. Hohauser, the architect.

The new Clinton Theatre, seating 1,644 patrons, is situated practically opposite the main entrance to the Red Hook Housing unit, occupying a corner plot 140 by 100 feet on Clinton Street at the intersection of Mill Street.

Inasmuch as the general design motive of the facades of the housing development

The facade of the Clinton is distinctly modern; "streamlined" to conform to the style of architecture in the new housing development.



IDENTIFICATION

AIR DIFFUSERS: Anemostat Corporation of America.
ARCHITECT: William I. Hohauser, Inc.
CARPETS & DRAPERIES: Joe Hornstein, Inc.
CURTAIN CONTROLS & TRACKS: Vallen, Inc.
DECORATING: Battisti Studios.
FURNITURE: National Theatre Supply Co.
MARQUEE & SIGNS: Continental Sign Co.
MATS: O. W. Jackson & Co.
PROJECTION & SOUND: National Theatre Supply Co.
SEATING: Ideal Seating Co., through Joe Hornstein, Inc.

Additional particulars on the project may be secured by request to The Modern Theatre Information Bureau.





At left—The promenade has mats at the entrance doors, acoustical plaster ceiling and walls above a tinted cement plaster wainscot, metal venetian blinds with steel guides and draftless air diffusers in coves. At right—The stairway from promenade to lounge and vomitory to balcony. Wrought-iron railings, cement wainscoting with coloring grained into white plaster, acoustical plaster ceiling, fluorescent tubing and cove lighting are to be noted.

is quite simply modern, the theatre architect decided to thoroughly "streamline" not only the exterior but the interior of the theatre as well, using the most simple forms effectively lighted for the interior.

An Accomplished Result

The new Clinton already has been nicknamed "A Miniature Radio City," and it certainly reflects creditably on the astute judgment of its owners and all others associated with the project. Much credit for the accomplished results is due Louis Frisch, Samuel Rinzler and William Yoost, the owners of the theatre, and the operators Randforce Corporation. The architect can plan, design and build, but if the owner does not lend full support and sympathy the anticipated results can not be accomplished. Mr. Hohauser reports he was given full cooperation in this instance.

The exterior of the building is of varied colors of smooth face brick laid with horizontal tooled joints and trimmed with cream-colored terra cotta. The corner entrance is accentuated by a curved marquee and vertical sign of stainless steel and porcelain enamel. For further attraction quality, a 40-foot glass brick tower illuminated from behind by mercury vapor reflective lights was provided.

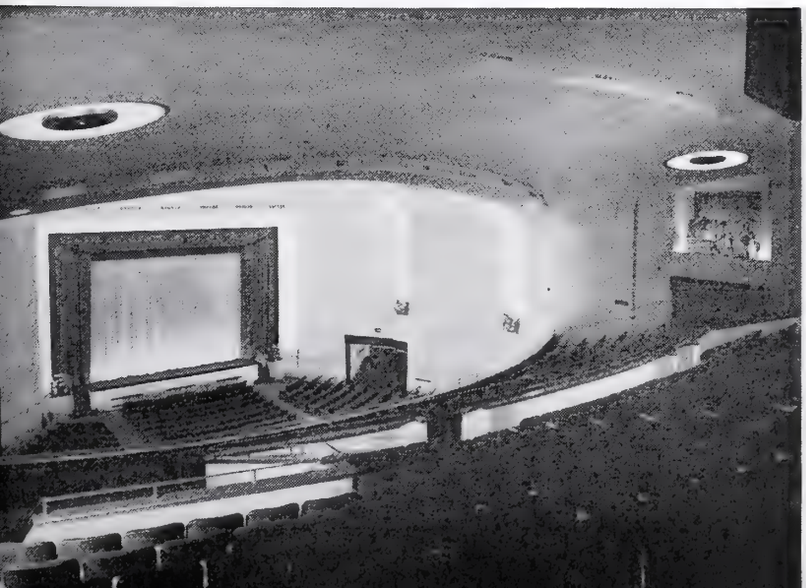
Off the main lobby is the promenade leading to four longitudinal aisles of the main auditorium floor and two wide stairways to the lounge and balcony. The seating capacity of the auditorium main floor is 944 and of the balcony 700; the balcony being divided into a loge and an upper section. All interior lighting is indirect, featuring various combinations obtained by blending all colors through dimmers. Considerable effectiveness is also obtained by draftless decorative air diffusers in the ceiling which have concealed lights and directional vanes.



The balcony lounge has cement wainscot with graining painted in while plastering, acoustical plaster ceiling and cove lights with fluorescent tubing.

The seating is arranged for extra comfort as the general spacing is 34 inches in the main floor and a minimum of 36 inches in the loge and balcony sections, affording ample leg room and convenience. Maximum comfort, visibility, perfect acoustics and the lowest possible upkeep were paramount considerations of the architect, which are reflected in his selection of ma-

(Continued on page 61)





Left—The auditorium from the upper balcony. Tinted acoustical plaster walls and ceiling, completely "streamlined." Three bands of eliptical cove lighting. "Air flow" grilles in three sets of bands and draftless air diffusers in domes. Right—Detail at proscenium features cove lighting with aluminized cut-outs depicting morning, noon, evening and night.

Ye OLD OPERA HOUSE *yields to* MODERNITY IN EIGHTEEN DAYS

By **Helen Kent**

WE ARE continually amazed at the speed with which modern showmen move once they have made decisions. It seems to be a trait of the trade to act quickly after that part of the mind had been made up to act at all. True, showmen have been accused of procrastinating and putting off 'til tomorrow things which most anyone else would agree should be done without delay. But once a showman becomes convinced in his own mind that he should do a thing, be it a simple bit of exploitation or the complete rehabilitation of his property, he does it with an aplomb and alacrity that are really astonishing.

The element of time is vital in show business. Every minute of playing time means more shekels in the till. Showmen know this to be a fact and no doubt the condition is responsible in great measure for the delays in modernizing old properties until competition or a drastic fall-off in boxoffice revenue brings a rude awakening. But once the theatre is closed down for repairs or refurbishing, that same showman who might have seemed reluctant proves to be the most interested party —interested both in seeing the job done correctly and in its speedy completion.

An Orderly Procedure

In the words of an executive of Kerasotes Theatres, who recently remodeled their old Senate Theatre in Springfield, Illinois: "When a theatre is in operation and has to close down to be remodeled, every day counts. Yet it does not pay to have excessive overtime bills, so everything must be organized, ordered and coordinated to complete the job on schedule. We believe the big feature of our Senate Theatre renovation is the fact that all of the work was done in eighteen days without any overtime, with the exception of the erection of the scaffolding and having the painters and carpet layers one night."

Eighteen days appears to be somewhat of a record for a complete theatre remodeling job. A project which embraces rehabilitation from exterior to the numerous items of redecoration and refurnishing as well as the provision of modern mechanical equipment for projection room and air conditioning and all done within such a short space of time and with such a brief shut-down would seem to be quite miraculous. Above all, it shows that a great deal of thought must have been given the project before the theatre was closed for alterations.

The old Senate Theatre in Springfield was typical of many theatres which are being modernized today to place them in better position to vie with more stylish places of entertainment. It was run-down and antiquated in all the particulars demanded by today's moving picture patrons. But its condition was fortunately such that it could be changed from old to new without virtually tearing down the entire building.

This theatre was of the old opera house type, ornate and impressive in its day but almost laughable in this day of modern simplicity and functional good taste. Among its "features" were huge fire-walls, a big stage, a horseshoe balcony, boxes and lots of gilt and meaningless gew-gaws. But it had a fine downtown location and a long-standing reputation as a first- and subsequent-run house and its seating capacity of 850 was hardly to be disregarded.

So, in the words of our aforementioned Kerasotes executive: "Our object was to make the theatre appear entirely new, and to install all modern comforts such as new chairs, carpets, air conditioning, hearing aids, lounge facilities, a telephone booth, check room and methods for better handling of traffic. We did this without any major structural changes, but to our patrons the theatre has been transformed from an old 'opery' house into a modern luxury cinema."

Some Clever Innovations

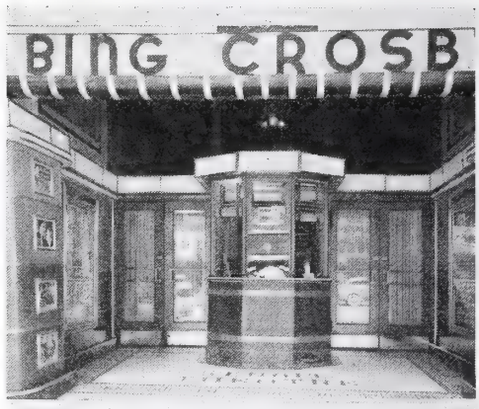
The entire Senate remodeling project was completed at a cost of only $30,127.40, a fact which in itself is nearly as remarkable as the eighteen-day completion of rehabilitation. The Kerasotes Company is particularly proud of the accomplishment and pleased with the boxoffice reaction to their renewed property, which was renovated under the design and supervision of Architect Carl T. Meyer of Springfield.

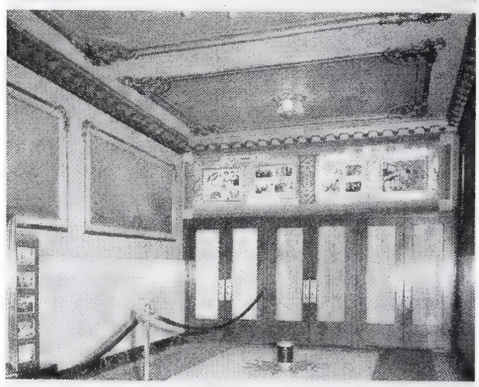
The Senate Theatre's front constituted one of the first problems to be overcome in modernization. Its total width was only seventeen feet, leaving not much space for display fixtures without narrowing the entrance-way even further. Hence it was decided to incorporate a number of innovations to give an illusion of greater frontage.

The first of these was a modern boxoffice built specially for the purpose and on the smallest scale possible. It is circular in shape and constructed of stainless steel and glass in one unit. Since it is only 3 feet, 6 inches wide and placed far back between the entrance doors, it uses the least possible valuable space and because of its intrinsic beauty of design, this boxoffice is no less dominating than one much larger might be.

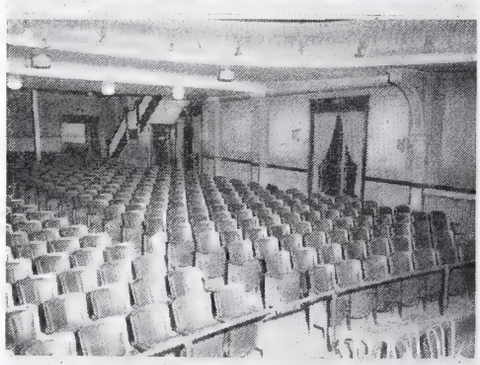
A second innovation was that of setting the exterior display cases on an angle to

BEFORE











the streetline, which gives greater spaciousness as well as more readability to passing pedestrians. A third novel space-giving illusion is the circular-designed terrazzo floor at the entrance. The ceiling of this part of the entrance-way also was lowered and curved down to the top of the doors to eliminate height which formerly tended to make this portion appear narrower.

The Face-Lifting Factor

The entire front of the theatre is in ivory porcelain enamel with stainless steel base and trim. Display frames also are of stainless steel. The white-frosted lamp-studded ceiling with a red neon strip for trim gives a brilliant effect and the doors are finished in maroon for contrast. The main sign and marquee are of a modern type, having been installed two years before this remodeling, but they were completely refurbished and repainted in maroon and ivory. The intense flood of light reflecting on the light-colored front creates a most effective, compelling facade.

The old lobby of the Senate Theatre was merely an entrance hallway with severe lines and old-fashioned gingerbread mouldings and a bathroom-type tile floor. The entire appearance of the lobby was quite generally out-of-date and disagreeable, dark and uninviting. Hence its metamorphosis was most complete in all particulars.

In remodeling, it was decided to lower the ceiling to create a dome effect with indirect lighting. This gives an even glow to the room and accomplishes a most modern effect. The old marble wainscoting was maintained because it is easily cleaned and found to be in excellent condition. Also, with other decorative treatment in the lobby it was found to work quite harmoniously and to be entirely complementary to the modern simplicity.

Walls above the wainscoting are now finished in prima-vera flexwood and the ceiling is in flesh tones highlighted by white fluorescent lighting. Luxurious carpeting now takes the place of the former cold and harsh tile flooring. It is in a modern rope and leaf pattern in colors of orange, rust and grey. The doors in the lobby were modernized in a most effective manner by the use of red linoleum with bronze mouldings and an attractive classic design in various shades of tan. Display cases and all hardware fittings are in satin-finish bronze.

Illusions of Spaciousness

The Senate's foyer had been high and narrow and most unattractive with its lattice-work doorways and dingy decorations. Its size and shape were not changed with the exception of lowering the ceilings at either end of the room, thus to give an illusion of greater spaciousness. Redecoration was complete and in light tones. A telephone booth was provided at one end of the room and checkroom accommodations at the other. A modern black wall-hung drinking fountain with illuminated mirror also was installed.

Formerly, lounge facilities in the Senate Theatre had been most inadequate, consisting merely of a room in the basement with simple toilet provisions. In modernizing the house, the stairway walls and the entire room were finished in knotty pine with a wall-board ceiling; and proper partitions, lighting and equipment also served to transform the old dingy rest room into a delightful and inviting lounge.

The Senate auditorium was enlarged considerably to accommodate three additional rows of chairs by the simple expediency of taking the curved apron off the stage and filling in the orchestra pit. Stairways to the balcony located within the auditorium also were walled off. A dome for indirect lighting was constructed underneath the balcony and a row of flush spot lamps furnishes the bright lighting for the house.

Decoration in the auditorium is now extremely simple, relying for interest upon plain, unornamented surfaces, flowing lines and a color scheme of rust, plum and tans. The color scheme also harmonizes beautifully with the luxurious aisle carpeting and rich upholstery of the up-to-the-minute comfort seating installed in the renovated house.

The old proscenium had been a riot of unrelated and eye-distracting elements, consisting of over-hanging boxes, purely decorative balcony effects, and two round grilles for the ventilating fans formerly used. Each of these antiquated provisions was removed and the proscenium is now a vision of modern contoured simplicity. The effect was gained by framing the arch with plaster fluted pillars, each hiding indirect blue neon which reflects on the pillar ahead. A smoothly controlled red crushed velour close-off curtain completes a simple but stunning effect.

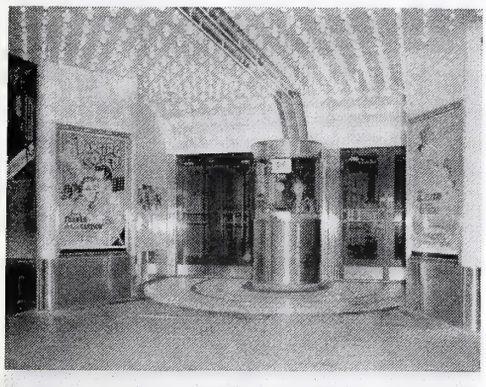
New projection and sound equipment was installed in the remodeled Senate, since anything less than the finest equipment would hardly have been in keeping with the general excellence of the renewed theatre property. The projection room now is equipped with the most modern developments in the science of motion picture presentation and hearing aids for deafened patrons also are provided at various points in the auditorium.

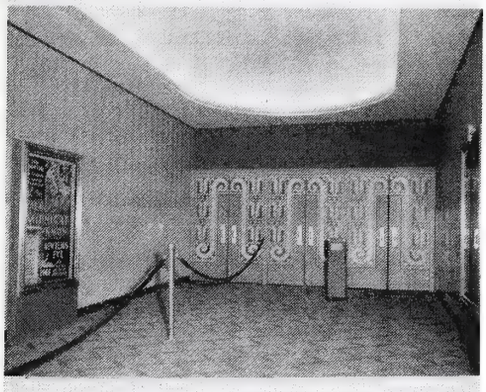
Air Conditioned Completely

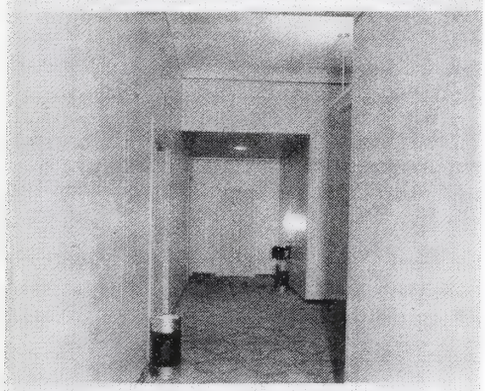
Perhaps the provision for greater comfort of patrons through a complete new air conditioning system is one of the most outstanding factors of this remodeling project, however. The new system is all-

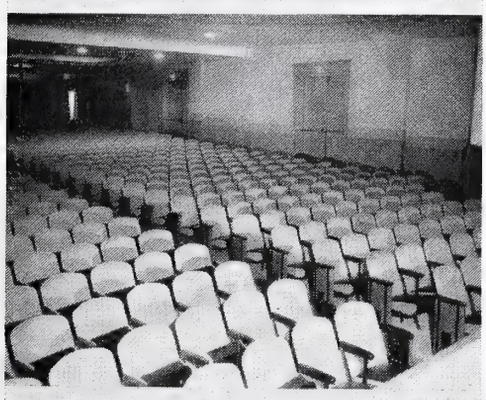
(Continued on page 50)

and NOW











COMPARISON

The strip of pictures at the far left shows various departments of the old Senate Theatre as they appeared prior to modernization as described by the author. The panel at left, with views arranged in the same order, shows how completely and commendably the treatment affected the appearance and efficiency of the premises. House Appeal was enhanced many times over within record time and the result speaks volubly for itself.—Editor's Note.

IDENTIFICATION

AIR CONDITIONING: York Ice Machinery Co.
AIR DIFFUSERS: Anemostat Corp. of America.
ARCHITECT: Carl T. Meyer.
DECORATING: Schanbacher & Son.
FRONT & BOXOFFICE: Boy Hansen-Lustrolite Co.
GENERAL CONTRACTOR: Evans Construction Co.
GENERAL EQUIPMENT: National Theatre Supply Co.
HEARING AIDS: Sonotone Company.
SEATING: Heywood-Wakefield Co.
SOUND: RCA Photophone.

Additional particulars on the project may be secured by request to The Modern Theatre Information Bureau.

What WE THE PEOPLE *have learned* ABOUT YOUR AIR CONDITIONS

By **Ansel M. Moore**

IN THIS particular literary effort we're going to try to assume the attitude of that famous composite character so frequently referred to as "the man on the street." During hot political campaigns, he's the fellow adoringly alluded to as "the forgotten man," only to be promptly forgotten again after the brief ceremony at the polls.

So let us step into the character of that much caricatured denizen of democracy and universal butt of the journalistic joke—the fellow called John Q. Public. If this attempt pans out the way it is intended, we expect to convince some of you readers, at least, that J. Q. P. is anything but the "dumb sock" he's generally reputed to be, especially in his present regard for the subject of Air Conditioning—in moving picture theatres.

In assuming to speak the lines for our hero, may we remind you, in case a reminder is needed, that *We, the People*, know more about the physical effects of proper air conditioning than most of you theatre men will give us credit for knowing.

A Grave Deception

For many years you theatre fellows have practiced on us quite deceptively. You flamboyantly advertised your houses as air conditioned and filled them with our ilk by resorting to the psychological effect on mind instead of the physical effect on men—and women, of course. By first heating us to fever pitch and then blasting us in the face with a hurricane rush of raw and unrefined air, you first introduced most of us to the "advantages" of air conditioning. Despite the fact that we suffered acutely from the gross deception after we left your places of business, we sort of liked the effect while it lasted.

But suffering the after effects made us wise and we soon became aware of the physical reaction to your so-called psychological effect, or illusion, of making us feel or believe we were more comfortable at the moment, which you fellows maintained was "all that mattered." Most of us took you at your word for a time, perhaps on the theory that there wasn't anything else to do except stay away from your theatres, which definitely we didn't want to do—and didn't.

You confused us no end in the beginning by telling us you had air conditioning in your houses when most of them weren't even properly ventilated. The summer cooling illusion covered our physical requirements all too thinly and not a few of us told you so.

Bye and bye, and because we were learning, you began to do something about it. Improvements and additions were made in your wayward cooling systems. The farsighted among you started delving a bit more deeply into the dogma of complete air conditioning, yet still clinging tenaciously to the old trickery—psychological effect. True, you gave us refrigeration—and how you gave it to us!

A Cold Reception

But you tempered this new deception and put the onus on us by telling us frankly on your marquees that it was 70 degrees or lower inside your houses and your frankness in that was further epitomized by ferocious polar bear banners and friezes of frosty icicles that festooned your facades. It was simply too much for our low resistance—we suffering outsiders at 99 degrees in the shade—and many of us fell for it hard and were frozen stiff. When later we thawed out, there came a reaction and it wasn't healthy for us nor for your business.

Someone discovered that humidity might have something to do with our comfort of body and mind. Maybe we had a hand in it. At any rate, you began to use us for guinea pigs on that score too and we soon had to learn some more.

You gave us air washing and the way some of you dished it out to us did much to dampen our enthusiasm for the latest scientific development in weather-making. You gave us down-drafts and pains in the neck, aches in the bones and almost filled us with undying distrust for one of the finest and most far-reaching developments of science for the comfort and health of mankind. But we still don't blame you, and here's why.

We know that air conditioning has been as much a mystery to you as it has been to us—until lately. While we've had to endure the experimentation, you've had to provide the means and pay for it. You've been as gullible in the purchase of air conditioning gadgets as we have been in accepting your word that they would give us more comfort and you more profit. So we're about even on that score.

Hundreds of your letters to the air conditioning department of this magazine indicate your contriteness and willingness to make amends, which We the People won't know about because our spokesman wouldn't dare divulge your secrets and abuse your confidence. But here's a point that We the People want to make at this time with you theatre owners and managers. It's a friendly hint and if you will heed it our future relations will remain on ever firmer foundation.

We Know the Answer Now

We the People have learned from experience and your experimentation, from reading and from contact with real air conditioning in places of public gathering, including many of your modern theatres, that the subject is no longer a psychological, make-believe formula for advertising effect. We know that temperature control is today actually possible and that means are now available to make us movie patrons comfortable and safe from contagion while in your places of business during all seasons of the year.

Furthermore, We the People can tell you that comfort in your theatres is no longer a seasonal contingency. It appeals to us in any kind of weather—hot or cold; wet or dry. Many of you theatre owners will soon again be thinking of our comfort seriously during the forthcoming summer months. Why not look beyond that and contemplate our comfort condition next fall and winter and the spring to follow as well? You've learned about complete air conditioning, and so have we, so you'll appreciate our point of the proposal.

Many of us have avoided your theatres, not maliciously nor with any ulterior motive other than to prove to you that the absence of comfort in your theatres cannot be compensated for in over-stuffed programs, cash prizes and premiums or cut-rate admissions. We'll come back to your theatres if and when you give us more of the physical effects and not so much of the psychological treatment in the operations of your theatres.

What we have learned about air conditioning and many other things about your business should likewise be a lesson to you. We now leave that thought for your further consideration. Please treat it reverently.

P. Revere rides again!

Adopting the role of the famous alarum spreader of revolutionary renown, Ansel M. Moore invites you to ride with him again in next issue. A rousing series of articles on a serious domestic (not British) problem of showmanship will be sounded off. If you really want to know what's ailing picture show business, physically, put a red ring around March 30 on your calendar and ride along with Moore.

Hot Theatres get the cold shoulder!



FOR GOOD AIR CONDITIONING

...TURN TO GE

Make your patrons comfortable all year 'round ... during every kind of weather.

To keep patrons coming back to *your* theatre, you've got to make them *comfortable*—whether it's January or July. That's pretty basic—but what does theatre "comfort" really mean?

In summer, comfort calls for *cooling*—in winter, for sufficient *heating*. At all times, comfort means plenty of clean, fresh air—properly humidified—and circulated without drafts.



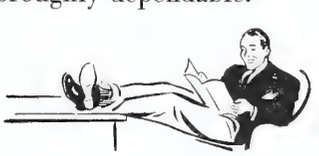
Your patrons will cheer if you give them that kind of year 'round, air conditioned comfort.

And you can, when you turn to General Electric equipment to solve your problems. A compact G-E system—for both winter and summer air conditioning—will help to build box-office in your theatre just as surely as it has in others.



Is your theatre Large? Medium? Small?

No matter—there's G-E equipment to do the job right for you. General Electric makes a *complete* line that's backed by one of the world's most famous research laboratories. General Electric units are reasonably priced—low in operating cost—thoroughly dependable.



You will enjoy reading this brochure—"Air Conditioning for Business." It gives you the answers to many of your problems—facts that may save you many dollars. Send the coupon for your copy—then talk to your local contractor or consulting engineer about a G-E installation for year 'round comfort!

AIR CONDITIONING BY

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY
Div. 140-158, Bloomfield, N. J.

Please let me have your brochure, "Air Conditioning for Business," by return mail.

Name .....

Address .....

City ..... *State* .....

Theatre ACOUSTIC REQUIREMENTS *and* THEIR CORRECT APPLICATION

By **J. E. Volkmann***

"HIGH FIDELITY" sound recording and reproducing equipments were introduced several years ago by RCA. Fundamentally, as the name implies, "high fidelity" sound means greater naturalness and realism in the recording and reproduction of all sound whether it be music, speech or sound effects. Since its introduction, numerous refinements have been incorporated in the reproducing apparatus, from soundhead to stage loudspeakers, to further this condition and bring it ever closer to the ideal or perfect.

Among the many factors which helped to achieve the present high standards, the most important are: (1) an extended frequency range; (2) an extended volume range; (3) a reduction in distortion, and (4) to some degree, an improvement in "sound perspective," that is, in the illusion of sound as originating at the screen. These improvements result in considerably more natural and intelligible reproductions of the original sounds by the loudspeakers. To reproduce a faithful likeness of the original sound at the ear, of course, involves the acoustics of the theatre auditorium.

*Engineering Department, RCA Manufacturing Co., Inc., Camden, N. J.

What Are Good Acoustics

The acoustic requirements of the theatre equipped with "high fidelity" sound are not radically different from those with previous types. The same principles and precautions are observed as in all good room acoustic design. The requirements for good acoustics have been defined by the late Professor Wallace Clement Sabine, and in more recent years by Professor F. R. Watson. The following is quoted from Professor Sabine, "In order that hearing may be good in any auditorium, it is necessary that the sound should be sufficiently loud, that the simultaneous components of a complex sound should maintain their proper relative intensities; and that the successive sounds in rapidly moving articulation, either of speech or music should be clear and distinct, free from each other and extraneous noises. These three are the necessary, as they are the entirely sufficient conditions for good hearing."

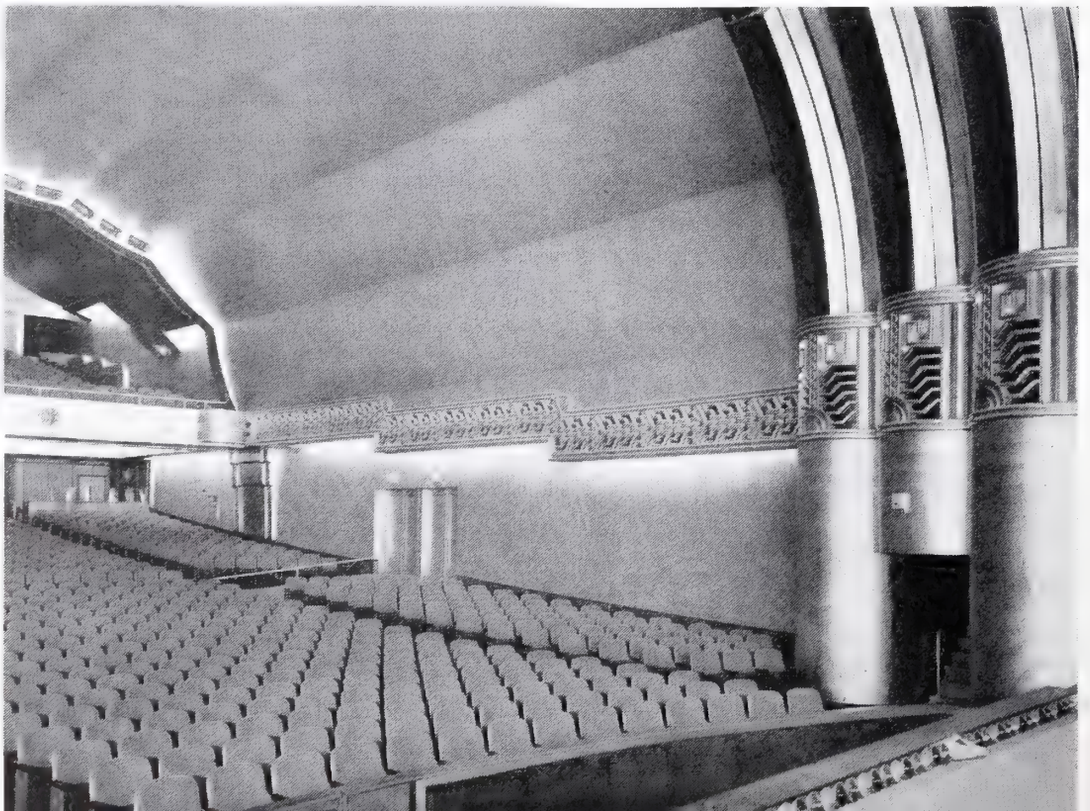
These basic acoustic conditions hold for any auditorium whether the sound therein is original or reproduced. However, in order to meet these conditions in the case of reproduced sound, it is necessary to have a lower reverberation period (the time it takes for an ordinary sound to die out) than in the case of original sound. This requirement exists because the loudness, upon which reverberation is dependent, may be made greater for the reproduced sound in order to realize maximum intelligibility of speech. It should be pointed out here that the naturalness and intelligibility of speech sounds also depend greatly on their loudness. For this reason, a remote volume control which may be installed at a convenient observation point in the auditorium is very desirable. This may then be operated as required to give the optimum level and hence the greatest fidelity of sound.

Some Common Acoustic Defects

Let us consider some of the most common acoustic defects, how they affect the acoustic conditions of auditoriums, their relation to high fidelity sound and methods of remedy and prevention. These acoustic defects are reverberation, echo,







Fore and aft views within the auditorium of the Savar Theatre at Camden, New Jersey, in which several basic requirements of good sound reception are to be noted, namely, heavily upholstered seats, carpeting in all aisles, and the unique curvatures employed in the formation of the proscenium and ceiling to prevent undesirable sound reflections.

resonance, poor distribution (dead and loud spots), and noise.

Reverberation, which is the "hanging on" effect of the residual sound in the auditorium, depends directly on the size of the auditorium and loudness of sound, and inversely on the amount of sound absorption within the auditorium. If the reverberation period is too long, both speech and music become blurred due to the overlapping of successive syllables and notes. For good acoustics, the reverberation period should be relatively short. This means the auditorium should contain sufficient sound absorbing materials and should not be any greater in size than necessary.

Experience indicates that the problem of reverberation, which ordinarily is the worst offender, is not seriously intensified in the case of high fidelity reproduction. This is especially true since the introduction of the cellular two-way speakers which practically confine their radiation within the seating area. However, due to the extension of the low frequency range of the modern reproducing equipments, greater precaution should be observed in choosing sound absorption materials and treatment which will efficiently absorb low frequencies. Most material companies and sound engineers today are prepared to make the necessary calculations on reverberation for a range of frequencies instead of only for the pitch 512 which has been the custom in the past.

The choice of an efficient absorption material will insure a proper overall frequency balance in the auditorium. Some materials, like hairfelt, have a selective absorption characteristic and absorb a particular range of frequencies better than others. The use of such materials in the past has often resulted in a decided impairment in the quality of the sound reproduction. The use of heavily upholstered seats to minimize the change in reverberation due to changes in audience concentration is desirable.

Humidity Counts Too

Another factor which is of some significance in view of the extension of frequency range, is the absorption of sound by the air—the dryer the air the greater the absorption. Thus theatres with controlled humidity will give the greatest uniformity in performance. This factor would be most noticeable in reverberant auditoriums.

Echo consists of a distinct repetition, sometimes several rapid repetitions, of the original sound. It is most often encountered in large auditoriums, particularly those with large curved ceilings and walls or other surfaces which are sufficiently remote from the source of original sound to cause a definite time interval between the original and reflected sounds. Echoes are very annoying and their effect, like reverberation, is to blur speech and music. A multiple or flutter echo (several distinct repetitions) is often caused by parallel walls with smooth hard surfaces. Echo can be detected easily by making a sharp report such as a "hand-clap." If a serious repetition of the report is made on the stage, it would pay the exhibitor, in general, to have an investigation made by a competent engineer and the offending surfaces treated.

With the extension of the high frequency range, the problem of echo and sound concentration is somewhat intensified because the high frequencies or high pitched notes, on account of their short wave lengths, are more easily reflected by small smooth surfaces. However, the high frequency echoes from these small surfaces are highly localized and may be easily eliminated by the usual methods, that is, by means of very light drapes or other sound absorbing materials, or by coffering or otherwise breaking up the regularity of the offending surfaces, thereby dispersing or scattering the sound striking them. Since modern sound equipments generally use directional loudspeakers, the offending surfaces causing echo are usually the rear walls and corners of the auditorium. Other large projections from the ceiling and side walls which have a concave curvature or other shape which tends to locally concentrate or direct the sound may also be contributing factors to the production of echo.



An interesting example of the effective use of a modern, stone-like acoustical material on the walls of a theatre auditorium. The application carries out a striking simplicity of design that enhances the decorative effects of the house besides providing a better hearing condition. (Photo courtesy Celotex Corp.)

The phenomena of resonance, or the ability to vibrate best at certain frequencies may occur either in structures or in the air in rooms. Everyone, no doubt, at some time or other, has noticed the tendency of certain notes to be overemphasized in a powerfully resonant room, such as in a small tiled room or marble alcove.

Structural resonance usually is not harmful unless the resonant body is mechanically coupled close to the source of sound. Sometimes resonance is a virtue, for example—the resonance of wood panelling in an auditorium is often a factor which improves its acoustic excellence, especially for music. However, this appears to be because the resonance does not occur at any one frequency but rather over many different frequencies, that is, the individual panels have many resonance frequencies and do not all tune to the same fundamental resonance frequency. Again, the virtue of a resonant floor under an orchestra is well recognized.

Resonance in air chambers such as the rear orchestra section under a balcony, alcoves, foyers, and even the auditorium itself, does not occur very often unless such chambers are bare of furnishings and have hard reflecting surfaces (usually parallel). To eliminate such resonance conditions on the stage, as well as to help reduce reverberation on the stage and the transmission of sound from stage to auditorium, absorbing material should be draped in the region around the loudspeakers.

Uniform Sound Distribution

With the exception of the high frequency sound concentrations already discussed, poor distribution of sound (i. e., the loud and dead spots due to the shape of the auditorium) can in most, though not all cases, be overcome by the employment of the proper size and orientation of the cellular high frequency horn.

In those theatres which present stage shows as well as sound movies, the problem of poor distribution and inadequate loudness in remote seating areas can be solved, in general, only by sound reenforcement. Suitable sound reenforcement equipment of high fidelity is available today which increases the scope of musician and stage artist, thus enhancing the audience's enjoyment of the program. The same acoustic conditions should obtain in the auditorium for sound reenforcement equipment as for sound movie reproducing equipment.

Noise Undesirable

Noise may be defined as those sounds which are unpleasant and annoying. These sounds may be either of foreign origin or

(Continued on following page)

Theatre Acoustic Requirements and Their Correct Application

(Continued from preceding page)

otherwise. Noise is undesirable not only because it detracts from the enjoyment of the entertainment offered, but because it has a masking and a frequency discrimination effect on the desirable sounds which, therefore, require added loudness (or power) or other changes to override the noise. Loud noises may also seriously limit the usable volume range of sound, thereby preventing a full realization of the capabilities of high fidelity reproduction.

A theatre with good acoustics has its walls insulated against the transmission of outside noises into the auditorium. The transmission of sound is of two kinds—(a) aerial, and (b) structural. Small openings due to doors, windows, portholes, etc., transmit sound to a great degree. Thus, all the joints between walls, doors, windows, etc., should be made as air tight as possible.

Transmission of sound through structures, such as the noise from vibrating motors and machinery, can be minimized by using massive walls and floors and by separating all vibrating bodies from their supporting structures with sound insulating materials such as cork, lead and rubber. A large number of excellent materials of this kind have been brought out in the last few years.

Massive walls are not always necessary to obtain sufficient sound insulation. A double wall of fairly light construction will give good sound insulation provided the two walls are not closely coupled mechanically by nails or cross members; that is, provided the walls are kept isolated or separated from each other.

The absorption treatment of the walls and ceiling inside the operating booth, which has heretofore been neglected, is very desirable. Such treatment will result in the following: (a) reduction of noise in the booth; (b) reduction of noise transmitted to auditorium; (c) increased efficiency of those working on the booth; and (d) possibility of better control of the volume by the operator because of the improved hearing conditions in the booth.

Acoustic Treatment Guide

The following recommendations on the acoustic treatment which will give the theatre owner or exhibitor the best performance from his sound equipment, are offered merely as a guide. The services of a qualified engineer should be relied upon for the exact specifications relative to the proper type, amount and location of absorbing material, size and shape of auditorium, and type and amount of sound insulation required. In the case of new theatres, a noise survey of the proposed site, and complete acoustic specifications for the auditorium are desirable and worthwhile.

(1) All seats should be of the heavily upholstered type.

(2) Heavily padded carpeting should be used in all aisles and corridors.

(3) The rear wall being potentially the greatest source of echo, should be lined with an efficient type of sound absorbing material and/or sloped or otherwise shaped to direct the reflected sound to nearby audience or treated areas to prevent echo.

(4) Curved surfaces should be avoided as much as possible. If employed they should be coffered to break up echo reflections and treated with sound absorbing materials.

(5) Large unbroken surface areas, except when used for beneficial reflection, such as reflection from the splayed ceiling and walls at the proscenium, should be avoided.

(6) Long narrow auditoriums, high ceilings, and excessively long and low balcony overhangs should be avoided.

(7) The cubical content of the auditorium should be made as small as possible, compatible with the seating capacity and architectural design.

(8) A rising or other slope in the orchestra floor should be used to give unobstructed "sound" lines as well as "sight" lines.

(9) All auditorium walls should be treated with sufficient sound insulation to avoid the transmission of outside noises into the auditorium.

(10) The projection booth should be

Greatest Chair Hit in History!



THE NEW IRWIN CRUSADER

If you were to tune in on the comments that experienced buyers of theatre equipment make when looking over the new Irwin Crusader, you'd hear something like this: "Finest chair I ever laid eyes on;" "It's a wow;" "It's got everything, more oomph, comfort and convenience than I ever thought could be built into a theatre chair." And you, too, will echo those sentiments when you inspect it, for the verdict, that the Crusader is "Tops" in theatre seating, is unanimous. Don't buy any theatre chair until you have seen it at one of the nearby display rooms. Illustrated literature on request.

Distributed by
NATIONAL THEATRE SUPPLY COMPANY
Branches in All Principal Cities

IRWIN SEATING COMPANY • GRAND RAPIDS, MICHIGAN

lined with absorbing material and its walls sound insulated.

(11) All machinery and ventilating noises should be isolated from the auditorium.

The foregoing treatment will, in most cases, be sufficient for small sized auditoriums of the balcony type. Small sized auditoriums of the single floor type and moderate sized auditoriums of the balcony type, in general, will require acoustic treatment of the side walls with sound absorbing material of a moderate absorption coefficient. Moderate size single floor houses and large size balcony houses, in general, will require side wall treatment with a highly efficient absorbing material. Auditoriums larger than these should have acoustic treatment on the ceiling as well as the side walls.

Streamlined Space-Saving Features 1940 Conditioning Systems

(Continued from page 31)

announced a new 100-ton hermetically sealed air conditioning compressor which because of its small size and light weight will fit into spaces too small to even think of placing a 100-ton unit. The complete unit occupies a space of 21 square feet and has an overall height of only three feet. Reduced size and weight is especially important in theatre modernization projects. Installation costs will be found lower as a result of the size and weight shrinkage in air conditioning units, because less tearing out of partitions and alterations of floor space will be required.

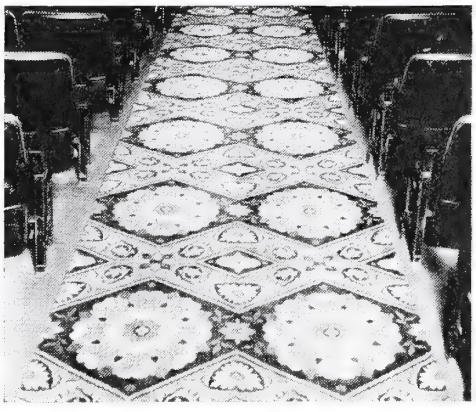
Flexible Efficiency

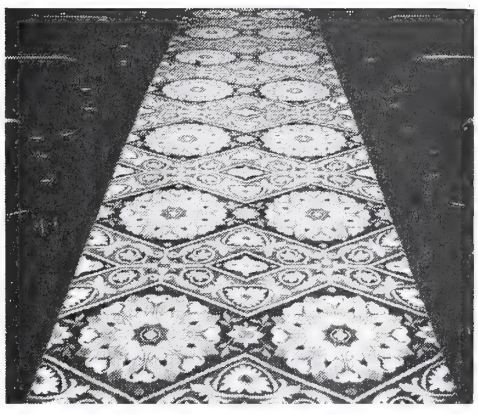
Flexibility of operation and cost saving are also features of the modern machines which may be installed in groups of two or more units to be cut in or out, either manually or automatically, to accommodate ever-changing weather and crowd conditions in the average theatre.

Significantly, as a result of these size-reducing developments, two of the chief drawbacks to complete and competent air conditioning in theatres of small capacity have been removed. All leading manufacturers of air conditioning systems now supply them in ranges of bulk sizes and capacities to cover the requirements of even the smallest houses. A theatre owner may install one or more of the units as the need is shown by a competent engineering survey of his structural conditions and the nature of the climate in his locality.

In most cases today, it is found advantageous to replace out-moded air conditioning equipment entirely rather than to attempt to doctor it with newer developments. However, that is a matter which may be left safely to the judgment of a competent engineer. In any case, however, where air conditioning improvements are in contemplation, it will pay the purchaser of equipment to weigh carefully in advance the consequences of only partially air conditioning his theatre. A complete and coordinated system, such as is now available, may cost a bit more at the beginning, but in the end its extra value will be confirmed at the boxoffice and in the records of operating expense.

"BLACK LIGHT" BRINGS OUT CARPET BEAUTY





These two pictures of the same theatre aisle carpeted with the new fluorescent floor covering shows the effects of the fluorescence. The photo at the left shows how the carpet appears with the theatre lights on, while that at the right shows the effect when the lights go off and invisible "black light" makes the carpet glow brightly as if it were self-illuminated.

A REMARKABLE new theatre carpet that glows brilliantly in a darkened theatre when subjected to rays of invisible "black light" has just been introduced by Alexander Smith & Sons Carpet Company. The new product, which has been named Fluorescent Carpet, has the unusual property of absorbing invisible light from special lamps and reflecting it as visible light.

When placed in the foyer, aisles or on the stairs and subjected to the rays of concealed ultra-violet lamps, Fluorescent Carpet actually appears to be self-illuminated. One can see the details of the pattern glowing brightly in the dark and forming a safe pathway through the darkened theatre. As the only visible light is that coming from the carpet, the showing of the pictures is not affected in any way.

The equipment necessary to produce the "black light" that makes the carpet fluoresce is neither elaborate nor expensive. Special ultra-violet lamps, similar to those used in the startling illumination of the trees at the World's Fair, are fitted with special filters that allow only invisible light rays to pass. The rays from these lamps are widely diffused so that only two or three units are needed for the average theatre, with perhaps another lamp or two over foyers, stairs or exits. The "black light" although it is ultra-violet is quite different from that given off by sun-tan lamps and does not affect the skin nor eyes in any way. Current consumption is said to be less than that of the ordinary aisle lights now in use.

Quite recently, Alexander Smith introduced four new patterns in theatre carpet. Although all of these are of the Crestwood quality, it is physically possible to produce fluorescent carpets in any type of weave since the fluorescent effect is a property of the dyes rather than of the weave.

For theatre use, the fluorescent dyes are said to be just as permanent as regular dyes. Soiling does not affect them more than it does ordinary dyes and fluorescent carpet may be cleaned by standard methods. The new dyes are slightly more sensitive to direct sun-light than other types, but this is scarcely a factor in theatre installations.

Springtime brings with it an ideal time to completely remodel out-moded theatre properties. No time could be more appropriate, with materials, labor and equipment remaining most economical and weather conditions ideal for early completion of such projects.

It is not too early in the year to check on air conditioning for summer. Of course, the modern theatre should be air conditioned for year-round comfort; but check on the conditions now in any case. Some of them may shortly become acute.

A poorly planned and operated theatre is nothing more than a reflection of the character of its operator, who probably would be much better off in some other business.

Insulation Is Vital To Air Conditioning

To keep pace with the demands of modern construction, the better built theatre will of course include adequate insulation against winter heat leakage and summer sun. To obtain such protection, it is now possible to use vaporizing sheathing on the outside of wall studding and fibre-type interior finishes on the inside—a double layer of insulation.

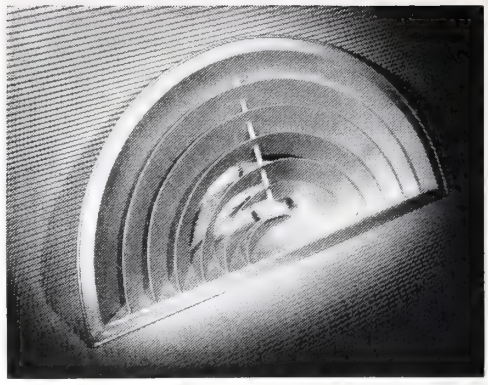
The sheathing builds a stronger, more protective wall and at the same time combines vapor protection with thermal insulation. The new type sheathing boards are water-proofed with a continuous surface coating of asphalt on all sides and edges and an additional coating of aluminum paint on one side as a vapor barrier.

NEW WALL TYPE AIR DIFFUSER ANNOUNCED

ENTERING the larger field of side wall air diffusion for the first time, Anemostat Corporation recently announced a new draftless high velocity diffuser, called the Wall Anemostat Type "W." After three years of intensive research and field testing, the company has developed an air outlet which can introduce cooled or heated air from a side wall without draft. The new device, operating on a principle similar to the ceiling type diffuser, also is said to create a prompt equalization of temperatures throughout the conditioned space.

F. J. Kurth, vice-president and engineering director of the corporation, reported that the new wall outlet is not "half an Anemostat"—but an entirely new device. The new diffuser consists of a series of diverging semi-elliptical flaring members placed one within the other. The face of the device is mounted flush with the wall.

Installed in connection with an air handling duct system, it converts air, traveling at relatively high velocity, into a multiplicity of air currents traveling in layers or blankets at a variety of angles to each other. At the same time, counter currents are created producing an aspirating effect, which draws 35 per cent of room air into the device.



New Type "W" Anemostat for wall installation.

Room air drawn into the wall diffuser mixes with the primary air flowing through the duct causing a rapid stabilization of temperature in the conditioned space. Engineers for the corporation point out that mixing of primary and room air takes place *within* the unit and is not a simple movement of secondary air to the stream flowing from the device.

In announcing the new type diffuser, Mr. Kurth asserted that a good air conditioning job is one so designed and operated that the public does not know where the air is coming from. Several hundred test installations of the new device are said to have proved that it would meet this exacting requirement before it was placed on the market.

Its characteristics enable the designer of air conditioning systems to use higher outlet velocities and greater temperature differentials between the supply and room air. The high velocities employed make smaller, less expensive ductwork permissible.

Advantages claimed for the new device are: Draftless air diffusion and low velocity air turbulence throughout the enclosure; elimination of stagnant air pockets; even temperatures throughout the conditioned space; high outlet velocities permitting smaller ductwork and a reduction in the number of outlets, and higher temperature differentials which permit a smaller air handling system.

Engineering tables contain a number of limitations and restrictions which have been established by the company for the guidance of designing and application engineers. Basically, the device is centered in the long wall of an area having a length measuring one and one-half times its width—or distance across. Certain variations to this rule are permitted, but research engineers have established tables which assure satisfactory operation—with the same draftless air distribution provided by the ceiling type diffuser.

Standard finish of the device is sprayed aluminum. The units may be painted where desired, to match the wall or surroundings where they are installed.

Architectural service always pays for itself, because these specialists in theatre design and construction know how to save the theatre man's money in a surprising number of ways.

General Electric Announces

NEW LOW PRICES

ON FLUORESCENT AND OTHER G-E MAZDA LAMPS OF IMPORTANCE TO BUSINESS AND INDUSTRY



G-E MAZDA *Fluorescent lamps are recommended for use only with equipment providing good power factor. The lamp to the left in the above photo is the T-8 size which is 1" in diameter . . . the other is a T-12 size which is 1½" in diameter.*

EFFECTIVE March 1, 1940, General Electric announces new low prices on G-E MAZDA F (fluorescent) lamps. Greater demand for these lamps has brought increased production. The resulting manufacturing economies are passed on to customers in the form of new low prices. Now it will be possible for theatres, signs, stores, factories and other places to obtain higher intensities of fluorescent lighting at lower cost than ever before.

Fluorescent (Daylight and White Lamps)

WATTAGE	BULB SIZE	WAS	NOW
15	T-8	$1.35	**$1.15**
15	T-12	1.70	**1.45**
20	T-12	1.90	**1.65**
30	T-8	1.85	**1.50**
40	T-12	2.70	**2.30**

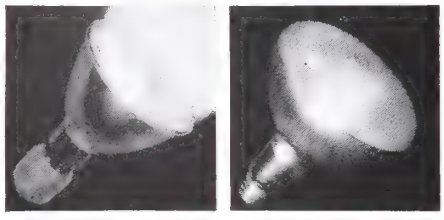
Blue, Green, and Pink fluorescent lamps

15	T-8	$1.45	**$1.25**
15	T-12	1.80	**1.55**
20	T-12	2.00	**1.75**
30	T-8	1.95	**1.60**

Gold and Red fluorescent lamps

15	T-8	$1.55	**$1.35**
15	T-12	1.90	**1.65**
20	T-12	2.10	**1.85**
30	T-8	2.05	**1.70**

OTHER PRICES ALSO REDUCED. The 150 watt G-E MAZDA Projector lamp (both Spot and Flood types) is reduced in price from **$1.70 TO $1.40.** The 300 watt G-E MAZDA Reflector lamp (both Spot and Flood types) is reduced from **$1.90 TO $1.70.**



G-E MAZDA Projector lamps (left) combine reflector, lens and 150 watt filament in one sealed-in unit. G-E MAZDA Reflector lamps (right) are for indoor use. Both lamps come in Spot and Flood types.

Also effective March 1, 1940, General Electric announces price reductions on G-E MAZDA *Lumiline lamps and certain high voltage lamps.*

G-E MAZDA LAMPS
GENERAL ELECTRIC

YEAR BY YEAR, BETTER LAMPS FOR EVERY PURPOSE

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

American Desk Manufacturing Co., of Temple, Texas, submits a catalogue on its line of public seating, including pictures of the complete line of theatre seating reproduced in colors and full descriptions of each model.

Anemostat Corporation of America, New York, N. Y., files its latest catalogue on the new Wall Anemostat Type "W." Full details and installation information are included as well as diagrams and capacity tables, to enable the purchaser to determine his needs in air diffusing devices. An interesting group of testimonial letters from users is also included in the catalogue.

Celotex Corporation, of Chicago, Ill., presents an attractive new 16-page booklet on Celotex insulating materials entitled "Liveable Interiors for Warm Climates." Insulating interior finish materials are described and pictured in use and construction details are also given.

Continental Lithograph Corp., of Cleveland, Ohio, files literature on Conti-Glo Fluorescent Lacquer-Enamels, which when used in connection with "black light" or near ultra-violet lighting, glow in a most magical manner. The new treatment is suggested for decorative effects within the theatre, for displays and for interesting stage effects.

Hall Manufacturing Co., of Cedar Rapids, Iowa, submits a folder on "The Hall Commercial Kumfort Kooler." The new unit with its "Roto-Atomizer" is pictured and described and its advantages are outlined. A table of capacities and unit sizes is also included.

Metal Lath Manufacturers Assn., of Chicago, Ill., presents a copy of METAL LATH NEWS, vital and pictorial small magazine published by the Association. Information of value to architects, engineers and builders is to be found in the publication.

Motiograph, Inc., of Chicago, Ill., offers an elaborate loose-leaf catalogue on Motiograph Projection Equipment and Mirrophonic DeLuxe Sound Systems. Complete information on the latest equipment is given and a large number of photographs is also included.

National Super Service Co., of Toledo, Ohio, files a folder on the Super Hi-Up Tube and the Super Screen Brush, for cleaning screens and walls and other parts of the theatre where an extra-length of tubing is necessary as an attachment to the heavy-duty suction cleaner.

NOTICE: Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.—THE EDITOR.

Fluid Light Sources In New Application

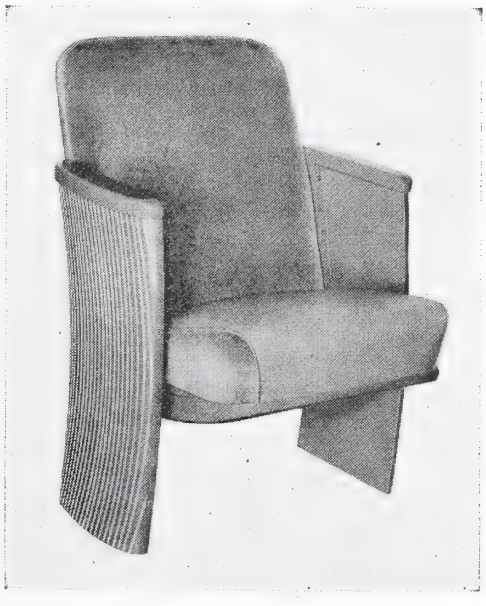
A new series of twelve light-emitting paints having remarkable properties is announced as being perfected by Continental Lithograph Corporation. Surfaces painted with the new lacquer-enamels are said to emit vivid colored light when invisible "near" ultra-violet radiations are played upon them. Light from the coatings is turned "on" or "off" by control of the beam.

The unseen beam of near ultra-violet radiations, now commonly referred to as "black light," is perfectly harmless. It is generated in simple "black" bulbs (now generally available) and is directed by means of ordinary aluminum reflectors onto the lacquer-enamel coated surface.

Twelve colors are available; and they have the appearance of ordinary colored lacquers in daylight. The new lacquer-enamels would seem to have numerous important uses in the theatre, the principal being novel decorative and display effects with instantaneous changes of decorative motives by the simple alternation of white and black light.

Let patrons rest comfortably in the lounge and rest rooms of your theatre by providing modern comfortable chairs and settees that encourage relaxation.

A New Attraction
FOR YOUR THEATRE



Shown above is "The Aristocrat," one of the three new chairs comprising the smart line of Ideal Streamliners, and truly the Aristocrat of theatre chairs.

"The Mercury" is a streamlined edition of the chair that has made history, while "The Ideal Challenger" is an unsurpassed value which challenges all competition.

Ideal
STREAMLINERS

The Streamliners abound with exclusive features. Literature, which will be sent you on request, shows why they are invariably preferred by informed buyers.

IDEAL SEATING CO.
GRAND RAPIDS, MICHIGAN

Built to Excel-
Not Just to Compete

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

The Gospel of Good Measurement is Mine to Give

By **Gordon H. Simmons**



THE favorite indoor sport of my handsome editor is to catch me unawares. Catching me with my favorite pants at half-mast, as it were, is a choice pastime with him. Why, I even have to read my own articles to make sure he hasn't turned the tables on me in some way. Now and then I find an interpolation of his that gives me the big jitters.

For instance, that footnote at the end of my February effusion, stating that "the Editor informs me that, etc." . . . and I'm to prepare a *real* air conditioning article for the March issue.

Of course, I expected some such assignment, but I got none. At least not before I read that footnote. And the deadline is only a few days off. Ah me, such a business! Some day he'll go to press while I go fishing—and then I may get some personal thanks from youall for *missing* an issue.

Dame Nature Again

In anticipation of preparing a really serious article on this most serious subject, I even attempted to change my style and delve deeply into the "whys and wherefores" of this and that. Only to get a scornful rejection with an admonition from my friend the editor to "cut out the cosmic stuff!"

Well, this is a cosmic issue, ain't it? Like Christmas, our Big Air Conditioning Issue comes only once a year and I think you really should know there is a Santa Claus. That's *me*. But unlike our custom-made Santa Claus, I don't like to start at a mere North Pole and come driving my reindeer silently across your chimney-tops. I wanted to get a start from beyond the Milky Way and come barging in to see you like a meteor and making a lot of noise.

All nature is in a state of unstable equilibrium and the only changeless thing about it is that it's constantly undergoing ceaseless change. (All right, Mr. Editor, go ahead and use your blue pencil.) Which means that the air conditioning system you've got today ain't necessarily going to be the one you'll have tomorrow. At least, not if I can help it.

I certainly would like to find more of you theatre fellows in a state of unstable equilibrium about what you should do, so that I could gently push you in the general direction of bigger and better air conditioning jobs. You may not thank me for it now, but later on you will!

I guess the editor has the same idea, too, because he's ordered me to secure and send him pictures and descriptions of "What's New in Air Conditioning." Just because I slyly mentioned something of the kind in the February issue, he's piled more work on me. Oh well, I don't mind if it will be of any help to you.

Now the only changeless thing about this department is that I am still giving you facts, unalterable facts. And when Gabriel blows his horn, they'll still ring true. Otherwise he couldn't blow his horn.

Therefore, I am hopeful that at this annual round-up, some of these facts may have been used by you to your advantage. I recently received one letter from a theatre owner with permission to publish, showing that at any rate the facts I talk about, encourage and use are still a permanent thing—which he found resultful.

Cause and Effect

The causes of good and bad air conditioning jobs are already nailed down. Nailed down with spikes driven into the foundation of common sense. In trying to bring out into the light of day these "causes," I cannot change their "effects," but only point them out as I have been doing.

It is quite true that I rave on at random. I do jump from a discussion of this to a discussion of that. But I am sure you will find throughout the many articles that have been dripped from my pen a golden thread of consistency, a mathematical constancy and some common sense.

I've just received an inquiry from Cuba but it was written in Spanish so I couldn't read it. Now I have to get an interpreter. If anything written by me requires an interpreter, for goodness sake ask for one. I am trying so hard to treat a technical subject in a non-technical way and I think I have reasonably succeeded. Your response makes me think so, but I am afraid there are some of you who would like to ask questions but don't.

Probably some of you readers feel like the little girl who went hand-in-hand with her brother to select a puppy at the pet shop, which was to be their very own. The pet man asked the little boy whether they wanted a male or female puppy. And the little girl interrupted saying, "It don't make any difference because Mama said that the puppy we bring home will be excavated anyway."

Now, when you buy air conditioning you don't have to be excavated. If you'll only get proper advice in time. I have talked to some of you who sure had a hole in your pocket as a result of your uncharted excursions into this field. But it certainly wasn't necessary.

What I've always tried to impress upon you is the necessity of good measurement —of knowing what you need and why you need it *before* you buy it. You can't buy a hand-me-down suit and expect it to fit you without alterations, and that's just where a lot of you theatre men got stuck on air conditioning. Engineering is the preliminary that must govern the selection of good equipment. Good engineering and good equipment go hand in hand; but they must remain in that order of application.

Operation Omniportant

And even that isn't enough. Good operation is also essential, and so few theatre conditioning plants get it. Maybe you don't agree, but the customers can feel differently about it. Possibly the results would have been quite satisfactory a few years ago, but the standards of air conditioning have been raised by the public clamor for more comfort.

The maintenance of a high standard of air conditioning comfort within a theatre requires automatic control. You might just as well attempt to synchronize your sound with the picture on the screen by hand as to try to make manual adjustments to your air conditioning system, which are almost endless due to varying crowds in the house and varying weather out-of-doors.

It is true, of course, that the customer's sense of feeling is not as instantane-

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

ously affected as is his sense of sight, and it is equally true that he comes into your house to SEE a picture rather than to FEEL your air conditioning job. (Except in cases of severe summer heat, when the air conditioning system often proves to be a greater patronage draw than the picture shown.)

But when a patron gets drowsy after being in your house for a short while, or if he gets that "oppressed feeling," he doesn't necessarily blame your air conditioning system outright because he probably doesn't know enough about what's wrong to do so. He's just "unhappy about the whole thing."

Candidly, I think too much time and effort has been spent by all of us harping on our hurts and criticizing all phases of the movie industry. The business certainly has been kicked around; and it deserves better treatment. From top to bottom of it, problems have to be faced and solved. With the tremendous competition from radio, new angles of appeal will have to be found to lure the public into our houses when they really feel they can be *more comfortable* at home.

Your Stiffest Competitor

As yet, the great majority of the American public has no air conditioning at home. While the great majority of theatres do have it in at least one form or another. Yet when a really sticky spell of weather comes along, how many of you have "standing room only?"

Where have your customers gone? Answer: To whatever place they feel is most refreshing. Parked along the road somewhere and thankful for the slightest breeze that blows. Near the water or under the trees, on front door steps or on the grass in the back yard and stirring about no more than a bullfrog on a river bank.

That, men, is your competition. And it shouldn't be hard to lick if you'll air condition correctly and advertise it freely.

Even if you showed "B" pictures sans crockery and grocery prizes and could honestly advertise "Two Hours of *Comfort* for Two Bits," your boxoffice might get more business than when you show a double feature under atmospheric conditions that are anything but *refreshing.* It requires more than doing one single thing and doing all of them well to fill your houses. But each single thing well done does help a lot.

You know how it is when spring is in the air. Each one of you experiences a renewal of life and zest when the tender spikes of green begin to show above the black earth. All nature experiences a resurgence of life. There is a purity of atmosphere that makes it taste like May wine. And even though the temperature is such that you feel more comfortable in a top coat, you still get that exhilarated effect; yes, even if you were a convalescent patient at a hospital and this air could *get at you.*

I have created this effect indoors. Other engineers can do it, too, since there is very little mystery about it. It's only a mystery to you because you've let it remain so.

Control Your Climate

The industrial applications of air conditioning require far more rigid control than your jobs do. In one case, a climatic condition of desert dryness has to be maintained, while in another the equatorial climate of the Amazon River basin must be matched, and in a third case frigid weather must be sustained. So you can pick out a particular day in April or any month of the year for that matter and say, "Duplicate *that climate* in my house!" And it can be done.

This may be a somewhat startling statement to the rank and file of the air conditioning industry. It might even shock the theatre industry, members of which are inclined, I'm afraid, to think only in terms of "temperature" anyway. No use trying to lure the public into your house with only a thermometer in your hand. Doctors use such a gadget, and people on whom they use it don't exactly consider it a lollipop either.

We the people have five physical senses and your method of entertainment only appeals to two of them. Many people have an educated thirst. Some like Rye (I prefer Scotch), and some like Coca Cola. When I was courting my best girl and sat her in front of an ice cream soda she "cooed" with delight. Now each of the beverages I have mentioned has *appeal.* Nobody takes them as if they were medicine, and the object of taking them is *refreshment*—with or without the pause.

But the customary object of installing an air conditioning system seems to be to ameliorate an intolerable condition rather than to substitute a *refreshing* one. Now air ionization is a necessary part of this accomplishment and engineers in the laboratory are still fooling around with it. Ionized air might be likened to vitamins in your food.

All of which clearly shows how far along the road to civilization we have come, while I am trying to lead you back to nature. But ionized air and things like that are *cosmic stuff.* I tried to give ye editor a dose of it but he wouldn't take it. So I hope I'll have better luck with you.

But for Heaven's sake, don't confuse ionized air with ozonized air. Most of you are familiar with *that.* Ionized air is different. And let's not get too technical about it, either. Suffice it to say that it can be released in your theatres and that its effect on the public is to "pep" it up. I guess that's why we all like to smell the new air in the Spring.

Appeal to the Senses

So your house can be made to appeal to three of the physical senses while avoiding offense to a fourth, namely that of "smell." An insult to the olfactory nerves is an insult a normal person never forgives. Naturally you may not have a stench in your house but perhaps you don't have the smell of a mountain top or the sea shore either. I am talking about the aroma of "freshness" in the air. There are no degrees to it. Just like an egg, it is either fresh or it *isn't.*

Many of you have served your patrons with cold storage air and your patrons take it and tolerate it along with their cold storage eggs when they cannot get something better. But when you go into your hen house and get a "strictly fresh" egg, you know it has more appeal to you than any egg from a storehouse.

Now, your air doesn't have to be store-bought either. It is still fresh and free, although it may not be free for long if we are to balance the national budget. Just like milk brought into the big city, it can be pasteurized, vitaminized, vitalized and cooled so that its taste and effect is delectable.

It so happens that our business (yours and mine) has an intimate point of contact, which is "comfort" for your customers. I must confess that when I first started to write for this journal I was trying to get to them *through* you. Considering youall as an obstacle to the progress of the air conditioning industry, I approached my task with small expectation and very little hope that I could sell you the idea of even a little better practice in *their behalf.*

The Perplexity Is Passing

But you shamed me. You showed such an intelligent interest in the principles I propounded and damme if some of you didn't haul off and apply those principles to your own cases just as completely as if I had been on the job and done it for you.

The letters appearing in our "Q-and-A Corner" are only a small fraction of the total received. A year or so ago, an inquirer would dump his entire problem into my lap, saying in effect, "you do it." But after awhile, I noticed that suggestions were being made. I noticed, too, that my correspondents were putting their fingers on the thing they were *sure* was wrong, while asking me what to do about it and offering suggestions.

But the latest batch of letters from you has contained sketches showing what you are doing and requesting me to okay or disapprove, and to do it darn quick because you're *going right ahead.*

Quite definitely most of you are doing sensible things now. You are paying lots of attention to suitability of a piece of apparatus as to size and capacity. You are paying much more attention to its proper location in your buildings, with due regard for its ease of connection to other equipment as well as for proper servicing. You recognize now that a heterogeneous collection of apparatus in a basket or strewn around your basement *does not* constitute an air conditioning *system.* So far, so good; but there's still work to be done.

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

The Dominion of Canada has theatre air conditioning problems, too, as witness this epistle from a reader in the Province of Manitoba.

The Letter: "I have seen in Boxoffice magazine that you will write and tell theatre managers what to do with the cooling system to get better results.

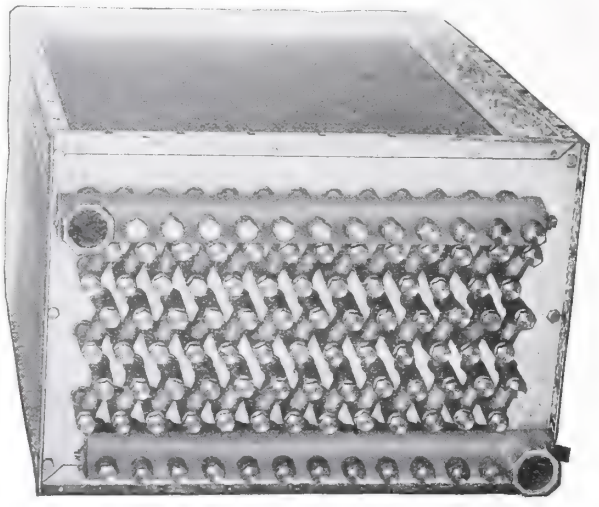
"The ..... Theatre is roughly 92 feet long and 44 feet wide. There is a barber shop on one side which runs back about

(Continued on following page)

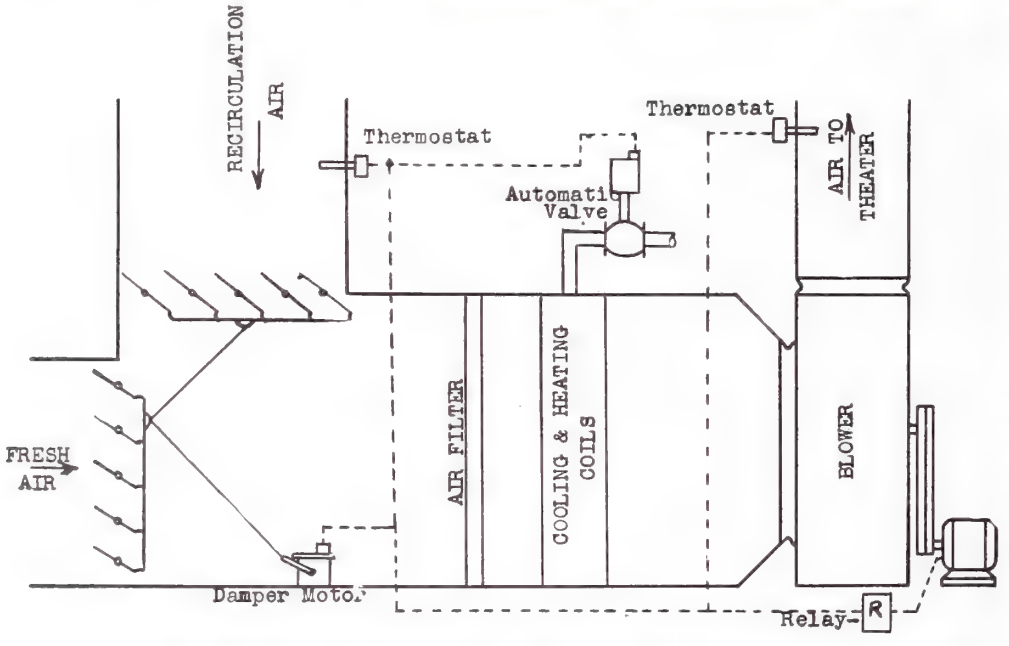
WHAT'S NEW IN AIR CONDITIONING

There are many things well known to the air conditioning industry that may be new to you. So in the interest of your higher education, we will here bring to your notice from time to time products of merit manufactured by reputable firms.

Here is a picture of a cleanable cooling and heating coil. Deposits of lime and impurities impair a coil's efficiency, hence the new coil was designed with a non-ferrous removable plug opposite each tube. Therefore, the coil can be cleaned in place without removing any pipes. Simply drain the coil, remove the plugs and use a ramrod. The manufacturer's name will be furnished upon request. These coils, by the way, are factory-tested at 1,000 pounds pressure and the tubes and headers are made of the same material so that leaks due to difference in expansion of metals are avoided.



And below is a diagram of a low-cost automatic conditioning system. Theatre owners frequently have a blower installed that is large enough for a proper conditioning system. If an air filter and coils are installed on the inlet side of the blower as shown, a considerable saving on the cost of an installation is possible—G. H. S.



A simple and effective automatic control system, consisting of dampers, damper motor, a relay, two thermostats and an automatic valve, insures proper operation at all times and improves the "take" at the boxoffice.

Simmons' Q-and-A Corner

(Continued from preceding page)

40 feet and is heated and cooled with the rest of the theatre.

"The only entrance is from the front on the main street. There are three sets of doors before going up into the house as we are north of fifty-four here. The stairs come up in the middle of the theatre. The seats go back from the stairs on steps and go down to the front on an incline. The theatre is 40 feet high. We are now using the heating system to cool the theatre in the summer. A stoker supplies the heat with a fan to blow the air up into the house. The return air is taken out under the stage and on each side. There are two outlets at the back. We have a motor with a ..... fan which draws the foul air out and blows it through a cone-shaped roof cap.

"We have been using ice to cool the theatre and can get it down to 70 to start with but if we have a large crowd it gets up to 84 and 86 on us. We have water baffles also but do not know whether to use them with the ice or not as there seems enough moisture in the air with the ice. We run them all the time in the winter.

"We seat 499 people and have plenty of leg room between all the rows. In fact, strangers often remark about our leg room. A man to be a miner here must weigh one-sixty at least, so we have some big men.

"I figure that we can change the air every 14 minutes but of course that is only a guess. I forgot to say that the air is blown in on the landing of the stairs and over each exit. They are at each side of the stage. The building is constructed of frame and stucco.

"We have been using ice to cool the theatre—about 800 pounds per night. Last summer was very cool so we only needed ice fifteen times, but most summers it gets very hot here, though not for long—about six weeks.

"Thanking you for any information that you can give us.—J. D. M.

"P. S.: There is a six-foot attic above the theatre proper and the whole house is lined with ..... board. Front height 40 feet but it runs back on a huge rock and is about 20 at the back. There is only a basement under the lobby.—J. D. M."

My Response: "Replying to your letter of January 25. I am surprised that you need cooling way up where you are. I think that when you have a large crowd and the temperature gets up to 84 and 86 degrees on you it is *much cooler* outside. Let me know about this because if my guess is correct, I would want to prescribe differently for you. I don't think it is the weather but the heat given off by the crowd that has to be handled.

"Of course, I suppose that ice does not cost you anything or at least not very much. You probably save it during the winter for summer use and do not buy manufactured ice.

"Now an air change every fourteen minutes is not enough, and a large part of your difficulty must be right here. For 499 people, you should have 15,000 c.f.m. of air. And during the summer when it is cool outside but hot inside you merely have to open your fresh air dampers to blow the heat out. Open your front doors and let 'er roll.

"With a theatre 92 feet long and 44 feet wide, you need an overhead duct system for proper air distribution. With your air supply outlets located as you have described, you undoubtedly have a temperature difference between the front and rear of your house. How much on a hot day?

"You could improve your air distribution by using a properly designed air diffuser grille in present openings, but the ultimate answer is an overhead duct system.

"Now if you want a 'cooling system,' forget the ice. Your water is amply cold enough for use with proper blast coils. Your geographical location tells me that. Water out of Lake Superior which filters underground as far as Central Illinois is still cold enough. For a 499-seat house, your water requirements would be small because your water just has to be extremely cold. Measure its temperature at some nearby well and let me know what it is.

"I am sure your blower is too small for a proper cooling job. I could design you one that would only require 10,000 c.f.m., but I am calling for 15,000 c.f.m. if ven-

tilation is all you need, and this could easily be so if your nights are cool.

"Now I weigh 160 pounds so I am eligible as a miner. Let me know if 'thar's gold in them thar hills.' Send sample.—G. H. S."

And from the good ol' Blue Grass Country comes a typical call for help:

The Letter: "I installed a new air washer and blower last year but the water that is circulated has never been cold enough.

"The tank holds around 150 gallons and I wonder if it is possible to put in enough cooling coils to get this water down to a low temperature.

"If you have any suggestion to make I would appreciate it very much.—W. R. S."

Okay, Kentucky, here's my advice to you and others similarly situated:

The Reply: "Your inquiry of January 23 is very interesting because it is typical of many inquiries received in regard to air washers.

"I receive so many complaints from theatre owners who have permitted the mis-application of otherwise good equipment. Any good engineer could prevent this if he were consulted in time.

"Now you can easily do what you have suggested to me provided your job is under proper engineering control. Naturally I want to serve you, but there are thousands of good engineers who might serve you as well as I can.

"To chill the water in your washer, you would have to use a refrigeration compressor whose capacity is determined from the number of seats in your house. If you have a brick or concrete house that is well insulated, the compressor will not have to be as large as it would have to be should your house be built of wood and not insulated.

"Possibly a cheaper way to do your job would be to install direct-expansion coils in the housing of your present washer and directly connect them to the refrigeration compressor.

"Unless, of course, you only operate your show for a few hours each evening, in which event a smaller compressor might be operated over a longer perior to store up cooling for use when you open your house. But 150 gallons of water storage is not enough to do this. And the design of such a system requires a pretty good engineer.

"Nevertheless it has been done and the operating expense is less because electric power bills are not as much due to the spreading of the power load.

"If you want to ask me any questions, I will be glad to answer them but I should know your number of seats, construction of building, and be sent a set of your building plans if you have them. But enclose postage for their return.—G. H. S."

A completely different interior decorating scheme for the theatre is an excellent way to renew patrons' interest in the house itself. This is a fine time to contemplate such an improvement.

More and better light about the theatre can never be over-emphasized. It brings the entertainment-seekers into the house and then keeps them satisfied if all elements from display to projection light are in tip-top condition.

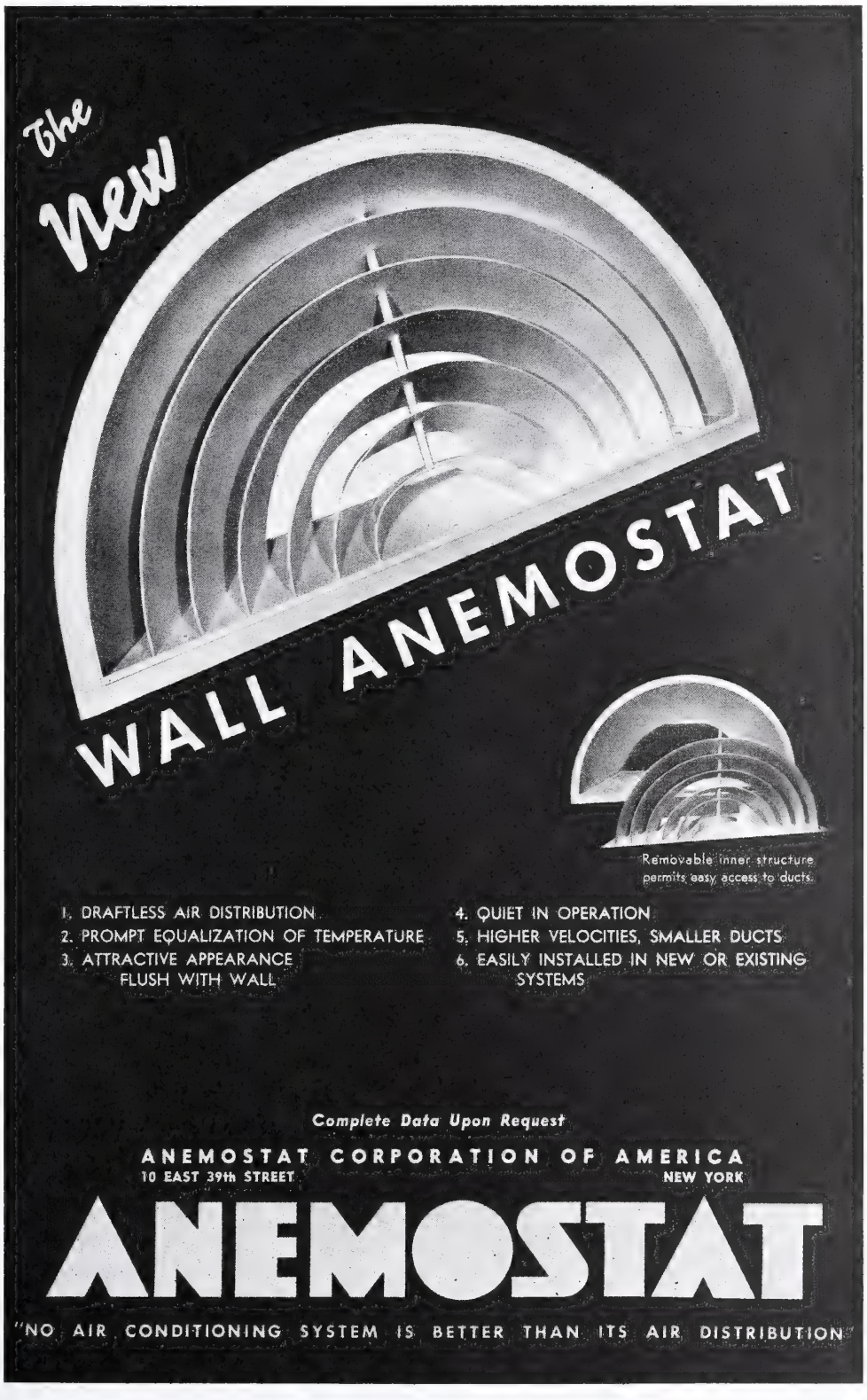
Carrier Announces New Automatic Unit Heater

Carrier Corporation reports that a new built-in control to provide day and night settings of temperature has now been added to their standard unit heater. Automatic heat control is afforded by a hydraulic-action bulb type thermostat which has a 60 degree adjustable range. This adjustable setting is said to assure comfort heating during the day and tempered heating at night for protection of plant materials and equipment.

Since the control is built-in at the factory, the automatic feature liquidates its cost by saving the wiring expense of a remote or wall thermostat. Fuel and power consumption is reduced in the unit heaters with the installation of automatic control. Low installation costs make this flexible control also a desirable feature.

A special setting for fan operation during the summer provides positive air circulation. Two cords, one black and the other white, are provided to make selection of day and night settings easy. The thermal bulb, the heart of the control, is so located that it may not easily be damaged.

Acoustical correction can best be made at the time of redecoration. Many acoustical treatments now combine great decorative beauty, thus enabling the theatre redecoration project to embrace two important considerations.



PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS

The ROCKET-a New Theatre Aimed at Patron Comfort

An outline of the plan objective by the management with observations on the final result—a most intimate and friendly theatre of the modern functional type.

IN THE planning of theatres the aims of ownership and management invariably are expressed in the architectural details as well as in the furnishings and equipment of the completed project. The object of sound investment in theatre property is generally to create a permanent source of satisfactory income by providing an institution of social service to the community and making these provisions so obvious to the public that no member of the community can ever mistake the motive—a genial standing invitation to steady patronage.

A case in point, to illustrate what may be accomplished when the aims of ownership are clearly defined and capably carried out, is that of the new Rocket Theatre in Rock Island, Illinois, latest unit in a property modernizing and expansion program instituted last year by Tri-States Theatre Corporation, an A. H. Blank enterprise.

The Ownership Objective

To emphasize the point that where there's a will to do there's a way to accomplish, may we present, before describing the project, the owners' point of view as presented by Mr. G. Ralph Branton, general manager of Tri-States Theatres Corporation to the Boxoffice reporter. Here is Mr. Branton's statement regarding the new Rocket Theatre:

"Tri-States Theatres Corporation decided to give Rock Island as modern a theatre as the motion picture industry has yet devised, because Rock Island and Tri-city business is as good as the best within the Tri-States Theatres' territory; furthermore, we have considerable faith in the future of Rock Island and believe that the city is progressing remarkably. The new theatre there adds to the appearance of the business section, as I know it will add to entertainment of the public.

"Indication of the bright commercial picture of the Tri-cities is given by the simultaneous construction of the Rocket in Rock Island and the new Esquire in Davenport. Our company's reception by the public has been most gratifying within the last few months.

"We hope to be able to bring other theatres in the circuit up to the mechanical perfection of the Rocket, which to me represents the latest and most nearly perfect achievement in the motion picture industry. The trend is definitely toward smaller, more intimate and more comfortable theatres, which we have in Rock Island in the Rocket.

"Sound reproduction and illumination of the screen in the Rocket, you will find, are unusually excellent, due to the inclusion of the very latest type of equipment."

Mr. Branton then pointed out that the Rocket Theatre combines many practical innovations and together with the Esquire at Davenport, Ia., may boast of the first rubber-cushioned seats that have been installed in any theatre west of Chicago. Comfort for the patron is an elaborated provision in the new Rocket Theatre, where film patrons find comfortable seats and a refreshing temperature no matter what the weather outside may be.

Air Conditioning Unabridged

The latest type of air conditioning equipment is one of the most interesting provisions for year-round comfort. A 360-foot well supplies water for the air conditioner and this is augmented by a huge refrigerating plant for use during the heat of summer.

The air conditioning unit is a two-way apparatus which, by the use of a compressor and 56-degree water from the well, cools the air in the summer and projects this air through openings at the ceiling and circulates it through the entire theatre at the proper temperature and without drafts. The refrigerating machine is driven by a 40-horsepower motor and the circulating fan is propelled by a separate 10-horsepower motor.

Everything about the air conditioning unit is entirely automatic. The various controls are operated by a master thermostat placed in the main auditorium which keeps the temperature even regardless of crowd capacities or changes in outdoor temperatures. Fresh air is brought in through thermostat-controlled openings directly above the roof of the lobby and by the operation of these con-

Decoration

Description and pictorial data on the decorative details of the Rocket Theatre are given special presentation by Hanns R. Teichert in the Decorating Department of this issue, which see.—Editor's Note.

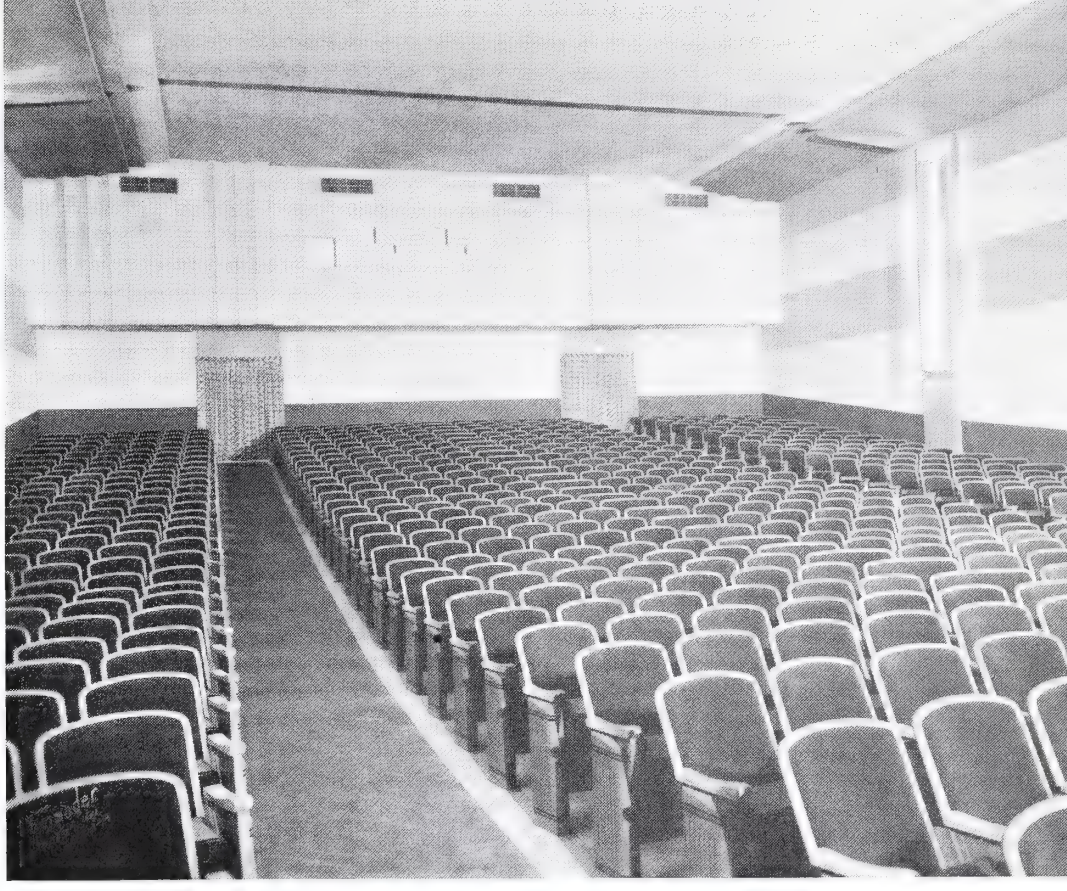


The dominating factor of a corner location, the imposing facade of the Rocket Theatre forms a center of attraction for the entire community. The scene comprises a series of modern stores and shops in a theatre building development project designed to draw the crowds.

trols the correct amount of fresh air is automatically admitted as required at any time in the auditorium. Cold water from the well, after passing through the refrigerating units, is released onto the roof directly above the lobby and furnishes an additional cooling factor for the lobby spaces.

A separate air conditioning unit is placed in one of the rooms off the lounge directly below the lobby. The unit, also controlled by thermostat, supplies air at proper temperatures to the lobby, foyer, the lounge rooms and the boxoffice.

The heating plant installed in the basement of the theatre is a marvel of temperature control efficiency. It is a steam plant using a large oil burner which can bring up steam in from three to four minutes. The steam plant also is automatically controlled, keeping the pressure at exactly the right point at all times. Steam from this plant goes through the same air



The auditorium of the new Rocket Theatre at Rock Island, Illinois, in which compact efficiency is expressed in all appointments, including year-round temperature control, rubber-cushioned seats and many other practical provisions that contribute to the comfort of patrons.

conditioning units used in summer and the distribution of warm air in the theatre takes place exactly as the cool air, giving a complete automatic installation for both winter and summer. The heating plant for the theatre also furnishes the heat for various shops in the Rocket building, which forms a delightful community shopping center.

Easy On the Eyes

The latest approved motion picture projection and sound equipment was installed in the sound-proof projection room at the Rocket Theatre and a special generator located in its own compartment directly behind the projection room was provided to change the ordinary city alternating current to direct current, thus to provide steady illumination.

Special high intensity carbon arc lamps with mirror reflectors are in use and these lamps with their accurate control systems afford the Rocket the last word in motion picture lighting, giving an even and perfect illumination right out to the edge of the picture. Every new device known to science for eye protection was installed in the super projectors, assuring patrons of absolutely no eye-strain.

The sound equipment is the newest development in high-fidelity equipment using a new type of speaker unit and giving such realistic reproduction and such perfect illusion that it is hard to believe the pictures are not living performances. This special speaker equipment along with the complete acoustical treatment of the auditorium assures effortless sound reception for every seat in the house.

The Rocket was constructed and furnished at a cost of more than $80,000. Seats in the auditorium are of the latest comfort-provoking type. They have no

(Continued on following page)

IDENTIFICATION

AIR CONDITIONING: Westinghouse Electric & Mfg. Co.
ARCHITECTS: Wetherell & Harrison; Cervin & Stuhr, associates.
DECORATING: Hanns R. Teichert.
FURNITURE: Davidson, Ltd.
GENERAL CONTRACTOR: Kucharo Construction Co.
PROJECTION: International Projector Corp.
SEATING: International Seat Corp.
SIGNS & MARQUEE: Boy Hansen-Lustrolite Co.
SOUND: RCA Photophone.

Additional Particulars on the project may be secured by request to The Modern Theatre Information Bureau.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 3-2-40
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

Theatre ..... Seating Capacity.....

Address .....

City ..... State.....

Signed.....
(Owner-Manager)



Advisory Board

The PLANNING INSTITUTE is conducted in collaboration with the following theatre architects, structural designers and engineers, who have agreed to act as technical advisers to the Institute and editorial text contributors to THE MODERN THEATRE from their respective localities.

Charles N. Agree,
Detroit, Michigan.

Clifford A. Balch,
Los Angeles, Calif.

Bruce F. Barnes,
St. Louis, Mo.

Arnold E. Baschen & Assoc.,
Fresno, Calif.

Roy A. Benjamin,
Jacksonville, Fla.

Bennett & Straight,
Dearborn, Mich.

T. H. Buell & Co.,
Denver, Colo.

Corgan & Moore,
Dallas, Tex.

Michael J. DeAngelis
Rochester, N. Y.

George A. Ebeling,
Cleveland, Ohio.

Erwin G. Fredrick,
Chicago, Ill.

Wm. I. Hohauser, Inc.,
New York, N. Y.

Donn Hougen,
Wisconsin Rapids, Wis.

Houston & Smith,
Dallas, Tex.

Clarence Kivett,
Kansas City, Mo.

Kaplan & Sprachman,
Toronto, Ont., Canada

S. Charles Lee,
Los Angeles, Calif.

Edward Paul Lewin,
Chicago, Ill.

Liebenberg & Kaplan,
Minneapolis, Minn.

MacKie & Kamrath,
Houston, Tex.

Marr & Holman,
Nashville, Tenn.

Pereira & Pereira,
Chicago, Ill.

Pettigrew & Worley,
Dallas, Tex.

Vincent G. Raney,
San Francisco, Calif.

C. W. & Geo. L. Rapp, Inc.,
Chicago, Ill.

Victor A. Rigaumont,
Pittsburgh, Pa.

Spillman & Spillman,
San Antonio, Tex.

O. W. Stiegemeyer,
St. Louis, Mo.

Erle G. Stillwell, Inc.,
Hendersonville, N. C.

David Supowitz,
Philadelphia, Pa.

Wetherell & Harrison,
Des Moines, Ia.

NOTE: The Institute does not undertake the practical functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems. Inquiries pertaining to Architectural Service will be relayed to the nearest member of the advisory board.

The Rocket—a New Theatre Aimed at Patron Comfort

(Continued from preceding page)

springs, all such metal having been replaced by air cushions, and in construction the chairs are exactly like the ones used in the new streamlined Rocket trains of the Rock Island Lines, which have gained approval of many seasoned travelers.

The backs of the Rocket chairs are higher than those on most theatre seats, and the cushions are deeper and more conforming to the body than older types. The distance between rows of seats insures plenty of leg room and the chairs are wider, thus giving each person in the audience more room for relaxation. Another innovation is the love seats, which are simply double-width air-cushioned seats without dividing arm-rests. About sixty of these seats were installed in the Rocket.

The boxoffice of the Rocket is in the center of the wide entrance and near the sidewalk. The wide lobby provides access to the manager's office and to the projection room stairway. A candy bar is maintained in the lobby.

Overhead in the lobby a massive electric fixture casts a soft light toward the brightly hued mosaic floor. Another large fixture is located in the foyer. Lavish display has been sacrificed for comfort and efficiency throughout, to the greater attractiveness of interior decoration.

Completely furnished lounge and rest rooms are below the street level. There soft and comfortable chairs and davenports surround the heavily carpeted room and full length mirrors add a decorative as well as useful touch. The rest rooms are completely modern in fixtures and furnishings and are finished with tiled floors and walls.

Deep pile carpeting in harmonious pattern and coloring covers the stairways, the foyer and the aisles in the auditorium, with specially designed interwoven borders to give the house a further individual touch.

Appropriately Christened

The name "Rocket" is a most appropriate one. It was suggested by Walter A. Rosenfield, president of the Chamber of Commerce and owner of the neighboring Fort Theatre building just across the street. The whole enterprise is a distinct credit to the City of Rock Island and to the persons who are responsible for it. Included among these is L. B. Wilson, president of the State Bank of Rock Island and one of the executors of the estate of I. S. White, who collaborated with the owners and the architects, Wetherell & Harrison of Des Moines, in building and supervising construction of the project.

The new Rocket and its sister theatre, the Fort, have at their command 90 per cent of Hollywood's major studio productions according to Herbert D. Grove, Rock Island City Manager for the Tri-States Theatre Corporation. Producing companies serving the Rocket and the Fort include Paramount, 20th Century-Fox, Metro-Goldwyn-Mayer, Universal, United Artists and Warner Brothers.

This new enterprise proclaims the confidence of A. H. Blank, president, and G. Ralph Branton, general manager of the Tri-States Corporation, in the future of a community which has been so well served by them in screen entertainment. The trend toward smaller houses for pictures is in keeping with the increased utilization of the larger houses for pretentious stage presentations.

The entertainment fare which is now being offered amusement lovers, not of this community alone, but of the entire section, through bookings in Davenport and Rock Island, finds comparison only in the large centers of population in the Midwest.

Ye Old Opera House Yields To Modernity in Eighteen Days

(Continued from page 35)

inclusive and operated so scientifically that patrons of the Senate now are assured of the most healthful atmosphere and complete comfort at all times.

The new system takes the place of an unwieldy old assortment of air washing apparatus with direct outlets and blower and radiators with city steam for heating. Now, all equipment, including blower, cooling coils, compressor and economizer, is placed in the basement beneath the stage. Four draftless air diffusers in the ceiling of the auditorium, two in front and two in the rear, and four smaller diffusers of the same type beneath the balcony furnish outlet for the scientifically conditioned air.

Heating for the theatre is zoned by placing a heating coil in each branch of the main air duct, of which there are three, in such a manner that it is possible to have warm air circulated in one portion of the auditorium at the same time cool air may be provided in some other part. The steam coils are automatically controlled by thermostats and with such a system of zoning it is possible to maintain an even temperature throughout the theatre at all times and regardless of either crowd conditions or outside temperatures.

The Senate Theatre is indeed a most comprehensive example of complete theatre modernization. Its eighteen-day diet of re-equipment grapefruit and re-decoration lettuce sets a fine pattern for other old properties to follow in a search for new beauty and popularity with the folks who pay at the boxoffice. And the Kerasotes Theatre people say results have been most gratifying.

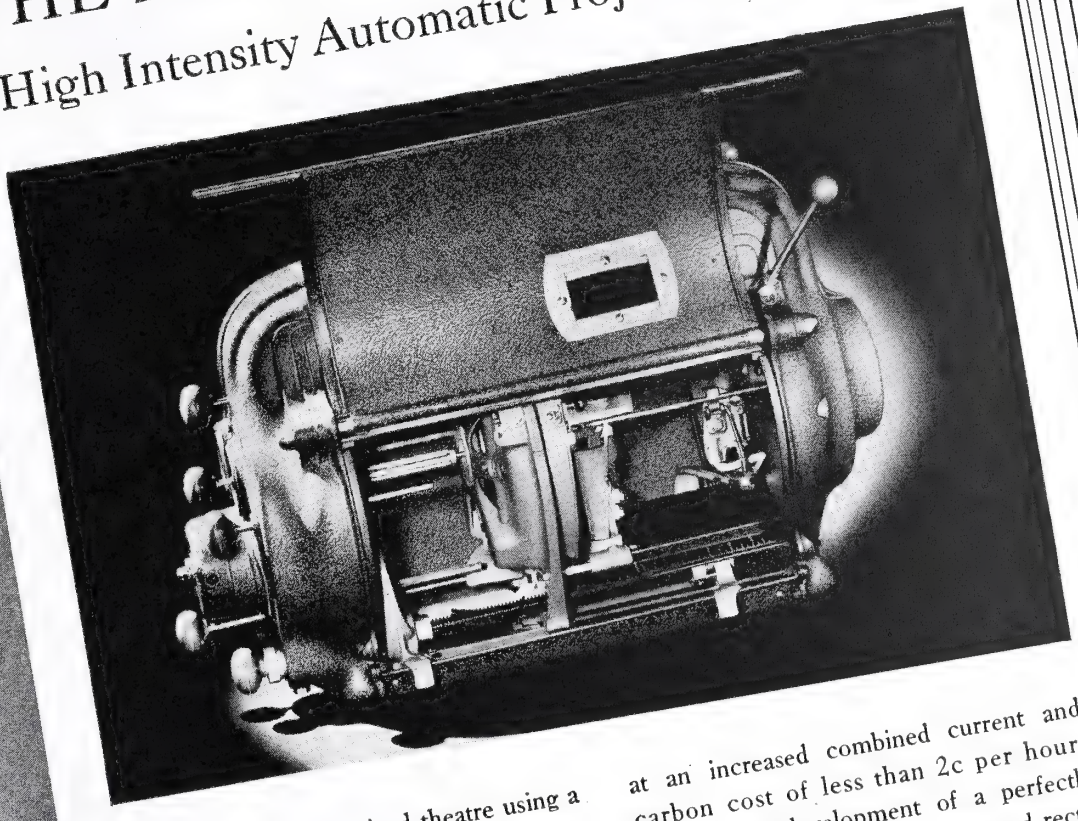
New carpeting in the theatre certainly serves to dress up the interior. Look over the new patterns and color schemes and then give the house new life by replacing drab floor coverings with brilliant new ones.

The plumbing and sanitary fixtures in theatre rest rooms are under constant surveillance by finicky patrons. Make sure that they can promote only the finest reputation for sanitation and cleanliness.

STRONG

THE NEW STRONG UTILITY

High Intensity Automatic Projector Arc Lamp



● For the moderate sized theatre using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost.

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

This necessary doubling in light over the low intensity has now been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatre.

The snow-white light secured by this new lamp makes the low intensity appear a muddy yellow by comparison.

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

More Regarding Decorative Color Schemes at Random . . . an Example

By **Hanns R. Teichert***



ON MY last appearance in these columns I took occasion to admonish our readers against the assumption that there is any hard and fast rule or set of rules governing the selection of a decorative color scheme for any department of the theatre. Individuality, as always, is the salt of successful theatre interior decorating.

Of course, there are several fundamental restrictions against using certain colors or combinations of colors which defy artistic temperament and set up resistance to relaxation and that intimate, comfortable feeling which every theatre must always encourage and never destroy.

Color can be used to accomplish many things if it is applied with an understanding of its functional and emotional effects and with an artistic sense of proportions. I made several general suggestions on the foundation technique of theatre decorative color schemes in my last article which I hope were found interesting if not actually helpful to those with work at hand.

A Case Citation

Taking up the yarn where I left off in the last article (issue of January 6), wherein I gave you specific color schemes for lobbies in general, let's now concentrate on the decorative treatment of the additional public rooms of a theatre.

While on this particular phase of the subject, I would like to introduce a recent job of ours to demonstrate certain of the points made in my previous article. The case I have selected for example is that of the new Rocket Theatre in Rock Island, Illinois, operated by Tri-States Theatre Corporation of Des Moines, Iowa, which was designed by the architects, Wetherell & Harrison of Des Moines. A more general description of the project appears in the "Planning" department of this issue.

The photos presented here in addition to my explanations will help you to visualize the colors given to the rooms in their respective proportions and the reasons therefore.

The surfaces, which are utterly void of all architectural and plaster ornamental treatment, depend solely upon color to convey their useful message to the patrons. These rooms are purely utilitarian without any frills and distractions and are designed for the sole purpose of serving the public in their intended capacity.

Entering the theatre through a small and rather low-ceilinged lobby, the patron sets foot within the usual long and narrow foyer, richly carpeted in emerald green and orange. May I now direct your attention to Picture No. 1? The lobby has a rather cool and aloof atmosphere with its electric blue ceiling and French grey walls accentuated by orange and blue decorations which serve to dramatize the warm, cozy effect of the foyer. The foyer's yellow walls seem to radiate sunshine and its sharp orange-coral back walls and the stairway leading to the rest rooms in the basement with the same orange-red and decorated with vertical goblin designs seem to add height and interest.

Creating an Illusion

The large unbroken wall, facing one immediately upon entering the foyer, was most purposely decorated with designs of modern baroque in sharp complementary shades in order to add perspective to this long and liable to be uninteresting surface, which without benefit of such treatment would have stopped the eye from penetrating into an illusive distance created by this simple design.

The comfortable lounge chairs on either side of the room are covered with coral and turquoise blue in soft fabrics. Indirect lighting fixtures, designed specially for decorative harmony, have a very rich appearance with their lustrous surfaces of copper and stainless steel interwoven with circular glass panels.

The next photo (Picture No. 2) shows the general lounge at the foot of the stairway leading to the basement. This semi-circular stair-hall was so designed and colored to make a visit to the rest rooms an interesting experience and to cause the patron to forget the additional steps taken in the quest for comfort.

In the treatment of this room we tried to overcome any suggestion of the distasteful basement atmosphere that usually prevails in rooms of this kind by the use of a dynamic color scheme. The main ceiling is in electric blue to add an illusion of height to this rather low room. The soffit above the mirrored wall is in a deeper ultra-marine color which dramatizes the two ceiling levels still more and makes the light, blushing French grey end walls that much more contrasting to the coral-orange color of the stair-hall.

The Comfort Calculus

The coral carpet reflects the gold and turquoise covered lounge chairs and comfortable settees, and all these hues are recalled in the decorations on the rich fuchsia-maroon colored panels on either

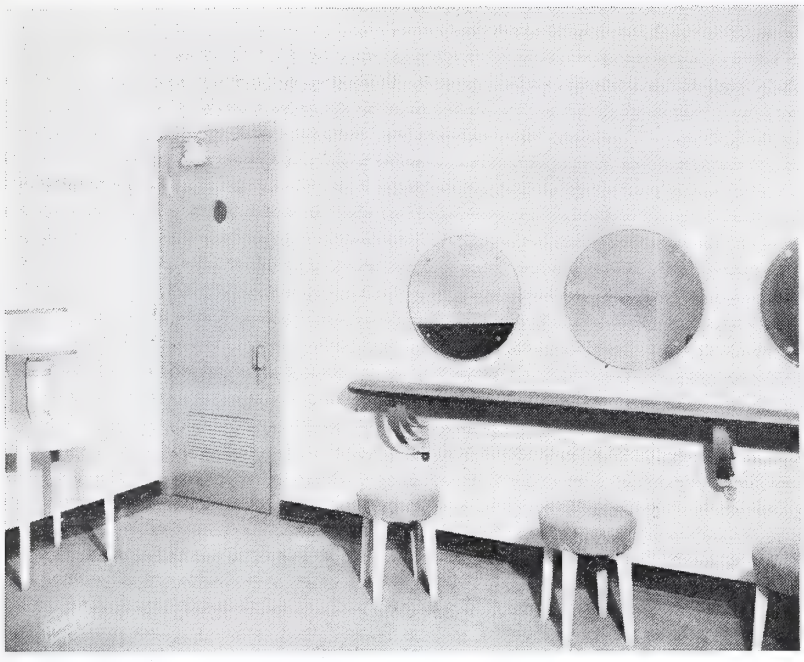
*Theatre Decorating Specialist, Chicago, Ill.

Picture No. 1

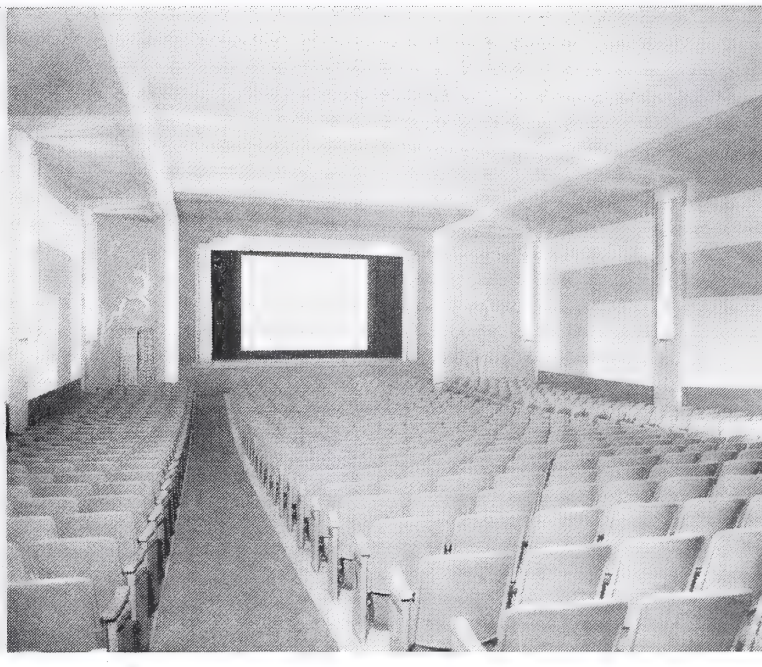
Picture No. 2







Picture No. 3



Picture No. 4

side of the mirror. The general lounge has a most interesting, crisp and comfortable appearance, due largely to the well studied color scheme.

Picture No. 3 shows the ladies' powder room which is carried through in yellow, electric blue and henna decorations. The white and grey designs are on a coral wall surface. This color helps to hide the lip rouge which some ladies have the unladylike habit of smearing alongside the mirrors.

A section of the auditorium of the Rocket Theatre is illustrated in Picture No. 4. The picture sheet is accentuated by a large deep red panel overlapping into the ceiling. This color is the strongest of any in the room, in order to bring all attention to the point where it belongs. The addition of a lustrous gold colored drapery around the black masking enhances this dominance.

The main ceiling of the auditorium is in a light atmospheric blue, terminated by two stronger colored bands which run the full length of the house and which serve to divorce the dark colored ultramarine blue soffits from the rest of the ceiling. These soffits are carried down on either side of the stage and decorated with light complementary shades in another modern baroque design.

The side walls covered with insulating interior finish material in tile formation are in ivory with a band of brown connecting the copper and silver lighting fixtures. The dado is in a maroon color. The light fawn colored backs of the seats create a sharply defined, clear-cut atmosphere in this scheme, which is so desirable to the patrons.

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to THE MODERN THEATRE, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

Popularity Lowers Cost Of Fluorescent Lamps

Because the public's response to fluorescent lamps has been so great that production has been sharply expanded and manufacturing costs thereby decreased, General Electric's lamp department announces substantial price reductions, averaging 15 per cent, on these relatively new light sources.

"The reduction, to be made March 1, is in accordance with G. E. lamp department's traditional policy of sharing manufacturing economies with consumers," said J. E. Kewley, G. E. vice-president and manager of the lamp department.

"The lower cost," Mr. Kewley stated, "now makes more easily possible to mankind than ever before the larger amounts of artificial light considered necessary for comfortable seeing in factories, stores, offices and other places where people need good light."

Fluorescent lamps, it is claimed, are satisfactorily answering such specific needs as these: For an extended source of cool light; a highly efficient means of producing a close approach to natural daylight; and, a source capable of emitting a wealth of rich colored light for display and decorative lighting effects.

Benefiting in turn from the greater use of these more efficient lamps will be those industries making the fixtures, special sockets and auxiliaries for the bulbs. These industries, to date, have enjoyed business several times the value of the lamp department's in the fluorescent field. The price reduction will cover the entire line of fluorescent lamps from the 15-watt unit, 18 inches long, to the 40-watt size measuring four feet.

In this first full year of their operation, the fluorescent lamp works at Nela Park has turned out close to two million of these bulbs which are 50 per cent cooler than incandescent lamps of the same light output.

First large orders filled were for the New York World's Fair and the San Francisco Exposition. Thousands of fair-goers saw for the first time the luminous colors produced by the filament-less bulbs. Since then, the daylight and white varieties have been making their appearance in factories, stores and offices, and the other five colors in spectacular decorative lighting in theatres, hotels and various other businesses.

The factory is now turning out fluorescent lamps as fast as present equipment will allow. Three shifts are kept busy on some operations. All machinery for the new lamps was developed by General Electric and more is on order to increase the total output. During 1940, production is expected to pass the three million mark. How high the production of fluorescent lamps will go by 1945, the lighting experts hesitate to say. Effective also as of March 1 are price reductions on two other lines of recently introduced lamps: Price of projector spot and flood lamps is being reduced from $1.70 to $1.40.

Eastern Seating Firm Expands Facilities

The past year's increased business has necessitated a proportionate step-up in production by Eastern Seating Company. Hence, the adoption of a plant expansion program with the removal of their factory and warehouse quarters to a new home at 58 Dobbin Street, Brooklyn, N. Y., where some 100,000 square feet of space now houses the concern.

"Here in our larger quarters," says Nick Diack, president, "more equipment and space will enable us to maintain production consistent with increased schedules." In addition to the enlarged factory, showrooms will also be located at the new Brooklyn address.

CINE CLINIC

PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND

The Coated Lens . . . A New Principle in Projection Optics

HERETOFORE the common trade acceptance of the term "coated lenses" has been anything but complimentary. As a matter of fact, astute owners and managers of theatres are quite accustomed to taking their projectionists to task for allowing the objective lenses to become coated—with dust, oil and other debris discolorations to which the projection lens is known to be allergic.

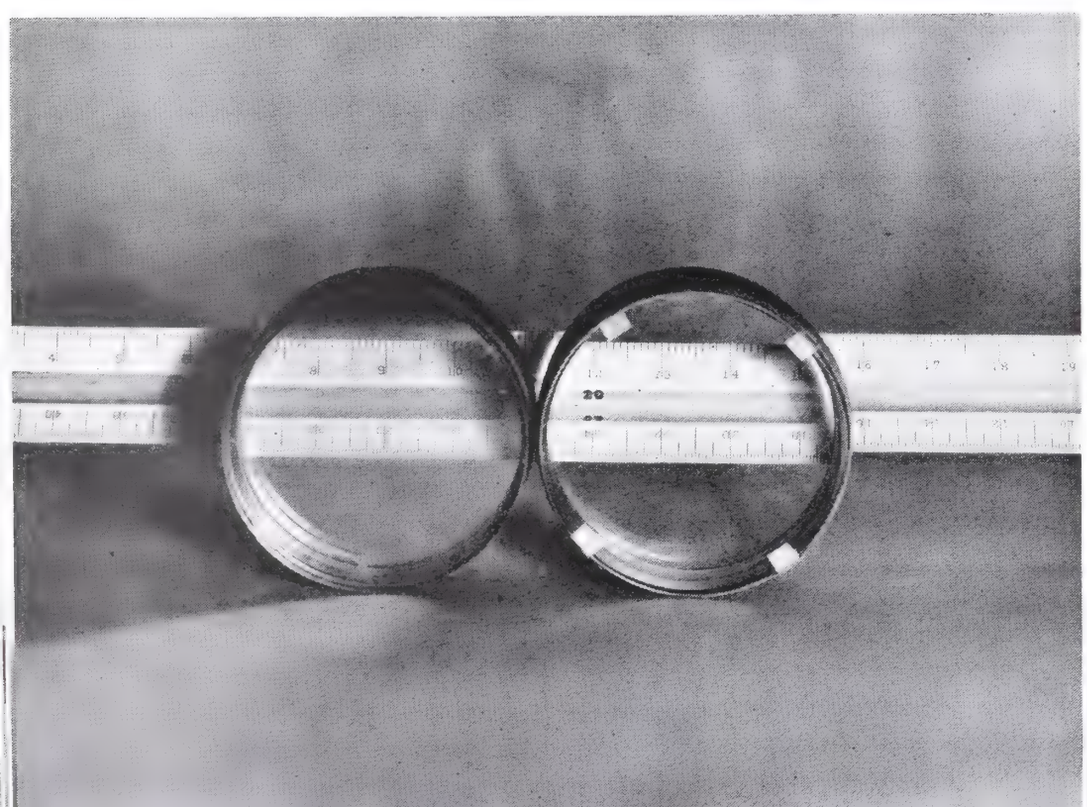
Manuals of operation are quite positive in their condemnation of allowing lenses to become dirty or dimmed by the effects of extraneous coatings that serve to cut down the efficiency of results on the screen. "Keep lenses clean" is an admonition that has often been repeated in these columns.

When recently we received at this desk a carefully prepared announcement entitled "Coated Lenses Bring New Beauty to the Screen," we were naturally a bit shocked at the suggestion that our traditional crusade against dirty and discolored lenses might be overthrown. The headline excited plenty of interest and upon reading further our fears were dispelled. We found something for which we have been patiently hoping for many years. Namely, a noteworthy improvement in the objective lens elements of the projection optic system.

Not that the need for a new principle in lens production was particularly acute, because it must be admitted that lenses of the past and up to the present have certainly withstood the scientific improvement changes to which other important elements of the projection system have been subjected continuously. But we have felt for a long time that the projection lens has been a subject of entirely too much disinterest. Therefore, something was needed to re-arouse interest in the importance of this vital factor for better projection.

We are now pleased to report to our readers, many of whom perhaps have forgotten the last time they installed new lenses, that something has happened recently to stir them out of their complacency.

In Rochester, the optic nerve center of our industry, motion picture audiences for several weeks prior to the announcement were being used unknowingly as "guinea pigs" for experimental tryouts of new, chemically-treated projection lenses. The tests proved so revolutionarily successful in improving screen presentation that theatre-goers in 25 other cities soon will be similarly served.



There are four identical flint elements in each group of lenses shown. The added transmission of light can be seen easily through the coated surfaces of the group at right; the contrast is greater and the image sharper. The uncoated lenses at the left show a much grayer and less sharp image.

Projectionists in five Rochester theatres reported to the Bausch & Lomb Optical Company, in whose laboratories the lens coating principle was developed, that there was a "marked improvement in image contrast and increased sharpness in focus." The company then announced that screen brilliance was increased about 15 per cent by the lenses tried out locally.

As a result of the experiments, the company arranged for immediate installation of the lenses in Loew's theatres in 25 other cities where they will be used for presentations of the Technicolor production "Gone With the Wind."

The scientists explained that increasing popularity of pictures in color confronted theatres with the problem of adequate illumination because of the light absorbed by color. Hence they responded to the demand, modestly asserting that while they thought theirs the first commercial application, the processes "which we did not invent" had been "worked on for many years by a number of men."

Reflections Eliminated

Non-technically, the crux of the commercial application of the "Coated Lens" principle is the elimination of reflection from lens' surfaces exposed to air, according to Dr. Wilbur B. Rayton, head of the Bausch & Lomb scientific bureau.

Reflected light, Dr. Rayton explained, is a serious defect which causes a loss of light of between four and five per cent in surfaces exposed to air, and which creates a halo reducing the sharpness of the image. Since some of the lenses have as many as eight glass-air surfaces, the loss was considerable; so large in fact that scientists estimate the top saving in some treated lenses at 40 per cent.

To destroy some of the reflection, the scientists perfected a method of coating the lenses with a metallic film only four-millionths of an inch thick. But since this film is subject to removal, they combined this process with another in which a corrosive chemical is used to etch the outer surface. In either case, it was explained, reflection is practically eliminated and the phase of the residual, glancing beam of light so changed that it does not interfere with the "working" light.

Thus it is said, the coating tends to change the wave front of the light striking the lens and so to speak traps the light beam so that it is transmitted through the lens instead of being reflected from it. An undisclosed technique for controlling the thickness of either of the two processes is described as being another of Rochester's vital contributions to the new lens-treating development.

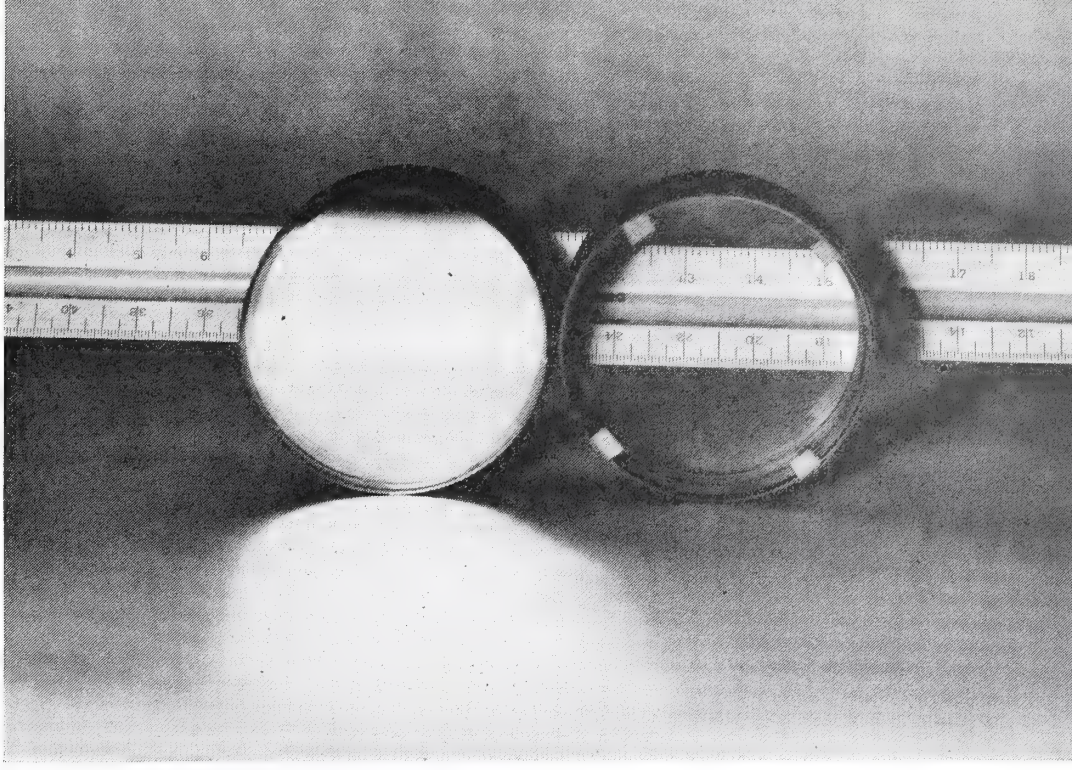
History of Development

And now a bit of history on the lens-coating development as given us by Mr. Everett W. Melson of the B. & L. staff.

Although this is the first commercial application of the new lens-coating process, its history goes back as far as 1852 to Grove's work on cathodic sputtering of metals in a vacuum, and the more ex-

haustive investigations of Sir William Crookes in 1891. In the following year, H. Dennis Taylor, a British lens designer, began to take notice of the effect of films on lenses when some flint elements were returned for repolishing. His tests showed that if a photographic plate was exposed, under identical conditions, through a tarnished and an untarnished lens, more light would reach the plate through the former. He confidently assured owners of tarnished lenses that they were getting increased transparency.

Said he: "Whereas a thin plate of dense glass of the type usually used for objectives will, when freshly polished, reflect back from its two surfaces about 11 per cent of the light falling upon it, and transmit 89 per cent, the same plate when tarnished . . . will reflect back only about 5 per cent, and transmit 95 per cent, a perceptible gain of 5 per cent to 6 per cent in transparency." Taylor, therefore, attempted to tarnish lenses artificially by immersing them in various solutions and found that hydrogen sulphide and alkaline sulphides reduced reflection appreciably.



This picture shows the tremendous difference when light is thrown on the surfaces at an angle. The uncoated lens (left) sets up reflections that obscure the image entirely while the coated lens (right) transmits all the light.

In 1916, Kollmorgen, "acting upon the hints contained in Taylor's description, experimented a good deal with different chemicals along the same lines and found means of oxidizing most of the glasses used in optical work," according to a paper delivered before the Illuminating Engineering Society.

At about the same time, Dr. Hermann Kellner, who was head of the Scientific Bureau of Bausch & Lomb, was working along similar lines. He mentioned his experiments to Dr. F. E. Wright, during the latter's labors at the Bausch & Lomb plant in 1917, as a member of the group of silicate chemists aiding the government in securing its requirements. Realizing the importance of the matter in the design of military instruments, Dr. Wright began a series of experiments with Dr. J. B. Ferguson. Although these were never concluded, due to the stress of war work, time-temperature relations were worked out for several concentrations for each type of glass.

Interesting Discoveries

Reflectivity was definitely decreased and Dr. Wright offered three hypotheses to account for the phenomenon, the most likely one being that in the process of etching by the attacking solution, the surface becomes covered with minute pits which are small compared with the wavelength of light.

In 1936, John Strong described a physical method of coating films to produce the same effect as the chemical method. His process involved the evaporation of metallic fluorides in a high vacuum so that the evaporated molecules traveled without inter-molecular collisions from a hot metal source to the cold surface of the glass. He described the use of a film of decreasing index of refraction which starts out with the full index next to the glass. This was done by depositing a film of fluorite, solid below and porous above. Agreeing with the Wright hypothesis, he states that "the grain of this porosity is small compared to a wavelength of light as evidenced by the fact that it does not scatter light." With such a film he noted decreases in reflection of from 54 to 85 per cent, depending on the angle of incident light.

Since Strong's work several physicists have used this technique, among them being Cartwright and Turner who have used various metallic fluorides to produce imperceptible films on glass to increase the transmission of light.

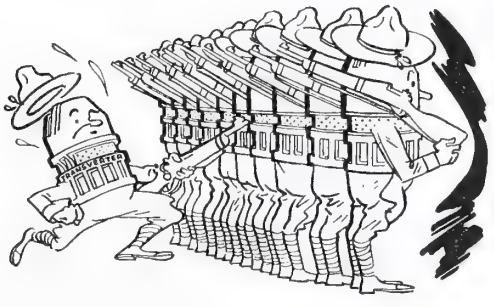
Simultaneously, Dr. Katherine Blodgett, working on a project originally instituted by Dr. Irving Langmuir, employed films of barium stearate and other fatty acids to form a thin molecular surface on glass. The glass was dipped into a tank of liquid on the surface of which an insoluble soap

(Continued on following page)

Have You a Problem?

Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.

The "March" of the Transverters



Another Recruit, small but husky, to the Transverter Company, is ready for regular service.

The LV Transverter is suitable for the new Simplex Arc.

Consult: National Theatre Supply Co.;
in Canada, General Theatre Supply Co., Ltd.;
or write us.

THE HERTNER ELECTRIC CO. 12695 Elmwood Ave., CLEVELAND, OHIO

Exclusive Manufacturers of the Transverter

OLD STORE BUILDING BECOMES MODERN MOVIE



The Cinema Theatre in Los Angeles was recently created from an old store building. Before and after views show how much can be done with a moderate expenditure of money. Note the marquee in which changeable posters are used; sometimes enlarged photographs and at other times price signs are used in this panel. The Cinema, seating 800, cost approximately $22,000.00 to remodel. It was designed by Architect S. Charles Lee of Los Angeles.

An exhibitor spends (or at least should) a great part of his day in his theatre. On this count, a peculiar type of selfishness, which is not at all improper, should force him to keep his house in tip-top shape.

A yellowed and dirty motion picture screen can defeat even the latest improvements in fine projection. Perhaps this may be the unexpected source of trouble in projection practice.

The Coated Lens . . . A New Principle in Projection Optics

(Continued from preceding page)

one molecule thick was placed. As the glass was dipped down one layer of film was attached, and on withdrawal another layer was applied, each full immersion adding two layers, each one molecule thick. It took 44 successive layers to build up a film to a thickness of a quarter wavelength of light. Dr. Blodgett came to the conclusion that except for the loss of light by absorption in the glass itself, film treated lenses could be made to transmit 100 per cent of the incident light.

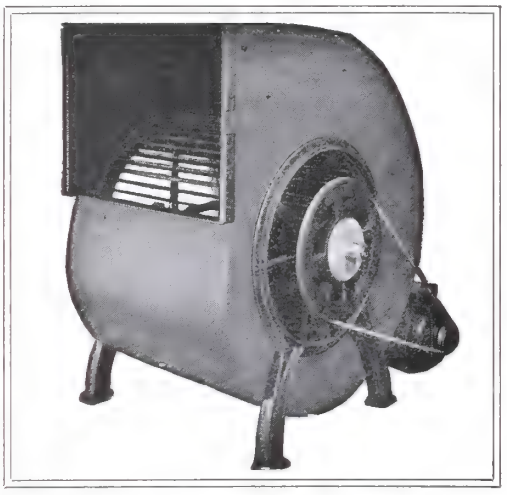
Two Processes Combined

The metallic fluorides, however, are much tougher films than the fatty acid types. In the long series of investigations conducted by Dr. W. B. Rayton in the Bausch & Lomb laboratories during this period, it was evident that a combination of two processes could be used to greatest advantage. On lenses having an exposed outer surface a corrosive chemical process is used in which oxides of high refractive index are removed from the surface leaving an invisible structure of silica, while the inner glass-air surfaces are coated by the deposition of a metallic fluoride in a high vacuum.

In both processes the coating is held to a thickness of a quarter wavelength of light, or about four-millionths of an inch. The film must be intermediate in refractive index between air and glass. Since both the film and the lens surface reflect light, it is necessary that the crests of the waves from one beam shall fall into the troughs of the other; thus being out of phase the waves neutralize each other and reflection is decreased or entirely eliminated. The missing radiation re-appears in the transmitted beam which has been shown to contain as much as 99.6 per cent of the original radiation.

From four to six per cent of the incident light is lost at each glass-air surface of a lens, the precise amount depending upon the type of glass used and the color of the light. A crown glass-air surface reflects about 4 per cent of the light, whereas flint reflects 6 per cent. It will readily be seen that in a lens with a number of elements, or in optical instruments

(Continued on page 61)



YOU CAN'T BEAT A REYNOLDS BLOWER

for Cooling and Ventilating

economically, quietly, without vibration. Eight models from 2,500 cfm to 30,000 cfm. $47.50 up including variable speed control, belt and motor pulley. Equipped with ball-bearings set in solid rubber pillow blocks.

Also used for exhaust, circulating warm air in winter, and with washed air, refrigeration, and Reynolds cold water type cooling coil systems.

Write today for free literature.

REYNOLDS MFG. CO., 412 PROSPECT AVE. N. E. GRAND RAPIDS, MICH.

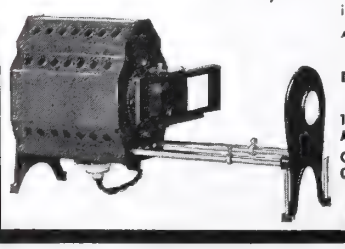
Best

SLIDE PROJECTORS

◆ Skillfully engineered and carefully manufactured from best materials. Well ventilated. Complete with 10-ft. approved cord, switch, slide carrier, ground and polished lens (less lamp).

1000 watt. Range 75-150 feet. With any focus lens 10 to 36 inches. $35.

500 watt "BESTEROPTICON." Range up to 75 feet. With any focus lens 10 to 30 inches. $23.



At Your Dealers!

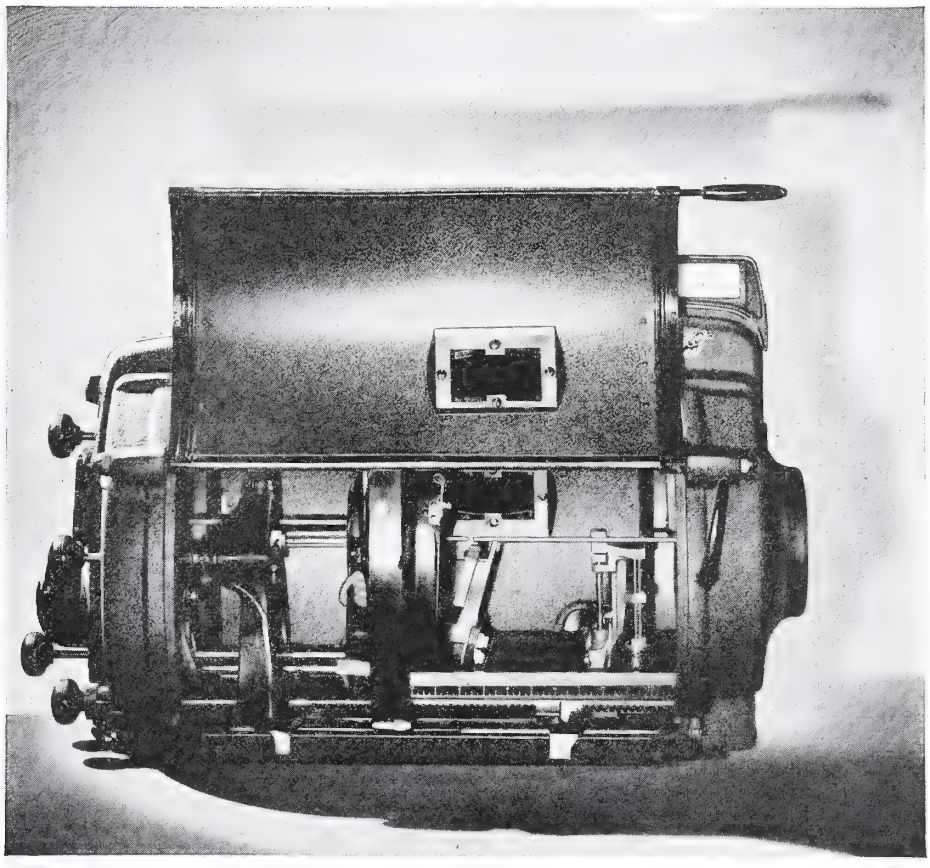
BEST DEVICES CO.

10516 Western Avenue

Cleveland, Ohio

LOW COST HIGH INTENSITY

FOR THOSE WHO HERETOFORE COULDN'T AFFORD THE FINEST



A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

This Simplex High projects twice as much light as the low intensity, a snow white light, characteristic of the high intensity arc, which is so necessary to the projection of colored pictures.

The New 19000 Series

Simplex HIGH

PROJECTION ARC LAMPHOUSE
and Associated Rectifier Equipment

Distributed By

NATIONAL THEATRE SUPPLY COMPANY

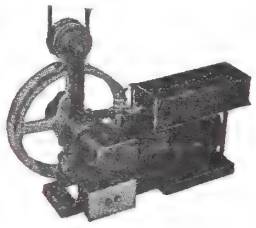
Branches In Principal Cities

Repeat Performance

autodrape

CURTAIN MACHINES

New improvements and greater value —such as the No. 145 with 32% more power capacity at no increase in price . . . automatic overload protective breaker and other advantages make AUTODRAPE the outstanding buy.



AUTOMATIC DEVICES CO.
1035 Linden St. Allentown, Pa.
Export Office:
220 W. 42nd St., New York City
Also Manufacturers of Allentown Steel Curtain Tracks and Curtain Machines

Theatre Owners are saying—

"Be sure to see

AMERICAN
Bodiform
RESTFUL CHAIRS

before you buy any theatre seating"

No other seating offers such beauty, comfort, safety and housecleaning economy.

Investigate Now

American Seating Company
GRAND RAPIDS, MICHIGAN

NEW SMPE THEATRE ENGINEERING COMMITTEE

The recently formulated Theatre Engineering Committee of the Society of Motion Picture Engineers again emphasizes the aim of the Society to be of material help to the entire motion picture industry. That the technical aspects of theatre design, construction and operation affect audience satisfaction, ease and economy of operation and the final theatre balance sheet is now a matter of common knowledge. For many years the Projection Practice Committee of the Society has studied picture and sound projection from a practical viewpoint and has issued numerous reports and recommendations which have been of great value to exhibitors and theatre designers who have made use of them.

Deciding that the time was ripe for an even broader study of the problems of theatre engineering, the Society recently formed a new Committee on Theatre Engineering, which will endeavor to explore all phases of the design, construction and operation of the motion picture theatre. It will gather current technical and operating facts, digest and analyze new developments, consider equipment and operation methods and from time to time issue reports covering matters of interest to the exhibitor, architect and engineer. This committee is under the chairmanship of Dr. Alfred N. Goldsmith, past-president of the Society.

The activities of the committee will be conducted mainly through two sub-committees. One of these, the sub-committee on Projection Practice will continue the study of problems relating specifically to motion picture film, including matters of projection equipment, projection room design and construction, motion picture screens, sound reproducing equipment and loud speakers, together with the related measurement and test methods. This sub-committee will have for its chairman Mr. Harry Rubin, supervisor of projection for Paramount Theatres.

The sub-committee on Theatre Design will study those features of design and construction of theatres which contribute to better picture quality and entertainment value. This will include seating arrangements, floor contours, wall construction (from both the acoustic and visual viewpoints), and numerous other related matters. This group will be in charge of Mr. Ben Schlanger, who has been active as an architect in the field of motion picture theatre design.

Widely representative membership has been selected for both sub-committees and it is expected that steady progress in the development and improvement of theatre design and operation will result from the activities of the Theatre Engineering Committee.

The personnel of the two sub-committees is as follows:

Projection Practice: T. • C. Barrows, Metropolitan Theatre; H. D. Behr, Wilmer & Vincent Co.; F. T. Bowditch, National Carbon Co.; F. E. Cahill jr., Warner Bros. Theatres, Inc.; C. C. Dash, Hertner Electric Co.; A. S. Dickinson, Motion Picture Producers & Distributors of America; J. K. Elderkin, Forest, Inc.; R. R. French, Maritime Motion Picture Supply Co.; E. R. Geib, National Carbon Co.; M. Gessin, Trans-Lux Theatre; A. Goodman, RCA Manufacturing Co.; H. Griffin, International Projector Corp.; S. Harris, Society of Motion Picture Engineers; J. Hopkins, Paramount Theatre; C. Horstman, RKO Corp.; L. R. Isaac, Loew's, Inc.; P. J. Larsen; J. H. Littenberg, Altec Service Corp.; Robert Morgan, Technicolor Motion Picture Corp.; E. R. Morin, Connecticut State Police (Motion Picture Inspector); J. R. Prater, Congress Theatre; F. H. Richardson; H. Rubin; J. J. Seffing, National Theatre Supply Co.; V. A. Welman; H. E. White, Eastman Kodak Co.; A. T. Williams, Weston Electric Instrument Corp.

Theatre Design: Philip Alexa, American Seating Co.; J. C. Clarke jr., Pix Theatre; J. Frank jr., National Theatre Supply Co.; S. Harris, Society of Motion Picture Engineers; C. Horstman, RKO Corp.; Dr. Keron C. Morrical, RCA Manufacturing Co.; E. R. Morin, Connecticut State Police; E. L. Nixon, Bausch & Lomb Optical Co.; C. C. Potwin, ERPI; A. L. Powell, General Electric Co.; A. L. Raven, Raven Screen Co.; Robt. F. Ross, State of Pennsylvania; B. Schlanger; E. S. Seeley, Altec Service Corp.; J. J. Seffing, National Theatre Supply Co.

Wolk Announces New All-Aluminum Magazines

Edward H. Wolk, Chicago manufacturer of theatre equipment and projection accessories, announces the completion of new 18-inch upper and lower projector magazines of all aluminum fire-proof construction. They are fitted with bronze bushings for wear elimination on the upper shaft and the doors are raised on non-breakable hinges to permit easy passage of overloaded reels. The new magazines are painted white inside and the outsides are in Morocco finish.

A theatre's sign and marquee should entirely dominate its surroundings with light, color and visibility. If it does less than this, the boxoffice suffers.

Sound reproduction can either make or mar a patron's opinion of the program presentation. Modern equipment is engineered to bring out the best in sound pictures and nothing but the best is acceptable today.



The Golden Voice of The Silver Screen

AMPLIFIERS
Two Way Horn Systems

DUO SOUND MASTER

New "90" Amplifier—True, life-like reproduction—Perfect balance between high and low frequency response—Smooth, dependable performance—Latest improved design—"Two-Way Horn Systems" with High Frequency Attenuator for perfect uniform distribut on of sound to every seat in the auditorium—Low investment cost—100% patron enthusiasm —Added profits—Write for complete catalogue.

The BALLANTYNE CO. OMAHA, NEBRASKA

SOUND HEADS
Stabilizing Gyrofilter—All Film Travel on Rotating Surfaces — Constant Axis Optical System Carriage — Single Unit Construction — Bausch & Lomb Optical System — Pre-Focused Exciter Light Carriage — Projector Drive (Simplex) through Train of Alternate Steel and Fibre Gears — Locking Micrometer Lateral Guide Adjustment.

DID YOU SAY HIGH INTENSITY LIGHT WITH ONE KILOWATT?



● High intensity projection light at a power consumption of approximately ONE KILOWATT at the arc is no longer a dream. New projection lamps, both AC and DC, are now on the market which make this dream a reality.

These latest developments in projection light equipment give the small theatre, with screens up to 18 foot width, an economical source of *snow white* projection light, a high level of screen illumination and perfect color projection.

ASK YOUR DEALER TO SHOW YOU THESE NEW LAMPS

OF COURSE, THEY USE
NATIONAL
TRADE-MARK
PROJECTOR CARBONS

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide UCC and Carbon Corporation
Carbon Sales Division, Cleveland, Ohio
GENERAL OFFICES
30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES
NewYork, Pittsburgh, Chicago, St. Louis, San Francisco

APPRECIATION

Because we think maybe Simmons has earned and deserves it; but most particularly because J. B. Stine, manager of the Garfield Theatre Company at Terre Haute, Indiana, insists on our doing it, we reproduce his (Mr. Stine's) letter of recent date to our air conditioning columnist.—*Ed. Note.*

The letter: "Dear Mr. Simmons: Just wished to advise that we have the coils and water system thoroughly drained and wrapped up for the winter. Must be that you actually know something about air conditioning—for the job you engineered here at the Garfield Theatre worked like a top throughout the past summer and kept the house cool and comfortable during the worst heat of the season—and we had plenty of real, hot, muggy heat—up to a high of 104 degrees.

"The only fly in the ointment was some pumping of sand from our deep well, but as you didn't put the sand in, I can't blame that difficulty on you. As this trouble grew less toward the end of the season we have hopes that it will be entirely eliminated by the time we start it for the coming summer.

"We had many favorable comments from our patrons, and they're the people who are paying for it; so everybody is satisfied. I will be pleased to have any exhibitor who contemplates air conditioning look our installation over, so if you have any prospective customers in this locality just send them along.

"With kindest personal regards. Very truly yours, J. B. Stine, Manager."

Hits "Water Hog" Charge Against Cooling Systems

A recent warning by the New York City water commissioner that all air conditioning systems may be closed down next summer "if the present drought continues in the East," brought forth a statement by Dr. Willis H. Carrier, Board Chairman of Carrier Corporation and founder of the industry, that "contrary to the belief of most persons, air conditioning is not a 'water hog.'"

"When air conditioning first made its bow to the public, it was the general conception that in order to cool and dehumidify air it was necessary to use a tremendous amount of water," Dr. Carrier said, "but it has been proved that with water-saving apparatus it is possible to conserve 95 to 98 per cent of the water necessary for the operation of an air conditioning system."

Dr. Carrier cited the experience of R. H. Macy & Company, which has one of the largest air conditioning systems in New York City. By recovering water from the air and re-using it in the system, the store saved 9,700 gallons of water in a single day. The bulk of this water, he explained, was moisture extracted from the air, and thus was never taken from the city reservoirs. This water was used in cooling towers atop the store.

Dr. Carrier's figures illustrate that the average water usage of an air conditioning plant is 100 gallons per hour per horsepower. With the installation of available water conservation equipment it is possible to re-use all but two to five per cent of the water needed to operate these systems. Over 60 per cent of all air conditioning installations in the country employ these conservation methods with a subsequent saving to the owners in reduced water bills.

Most installations cool and dehumidify the air, spray cooled water on coils, wash the air, and return it to the air conditioning systems; instead of allowing this water to be dumped into sewage, it is filtered and returned to the spray chambers and the cycle repeated. According to Dr. Carrier, this system provides great savings in power consumption as well as water consumption and as a direct result increases the compressor capacity.

Dr. Carrier states that the reduction in water requirements has been demonstrated throughout the country during the past several years and that large users of air conditioning have provided their systems with the water saving apparatus as a measure of precaution against any possible water conditions.

A Wagner Letter Installation "MADE" the "Main Corner" of Tacoma



This Roxy "main corner" location was changed from "gloom" to attractive "cheerfulness" by a Wagner Multiple-Size Letter installation. The pictures tell the story.

Send for illustrated literature.

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. ..... CHICAGO
706 E. Hancock Ave. ..... DETROIT
123 W. 64th St. ..... NEW YORK
6 Britain St. ..... TORONTO

Pacific Coast Representative: B. F. Shearer Company

ACOUSTICON

SO THAT 20,000,000 DEAFENED MAY HEAR YOUR PICTURES

580 FIFTH AVENUE, NEW YORK CITY • WRITE FOR FREE BOOKLET 413

NO DANGER

Negligence charges recently brought against five defendants by five New York City firemen in connection with a fire in which the plaintiffs claimed they were injured by toxic gases were dismissed by Justice Stoddart in Queens County Supreme Court in a decision that held freon gas "should not be classified as inherently dangerous."

The charges were brought in behalf of five firemen, allegedly injured by the gas during the fire. The defendants were a refrigeration manufacturer, two air conditioning concerns and the owners of a fur business and a building.

In dismissing the complaint after three weeks of plaintiff's testimony, Judge Stoddart said in his opinion no negligence had been shown. He decided also that the proof given was insufficient to show that the alleged injuries were caused by freon gas poisoning. Judge Stoddart stated also that the firemen assumed the risks involved in fighting a fire.

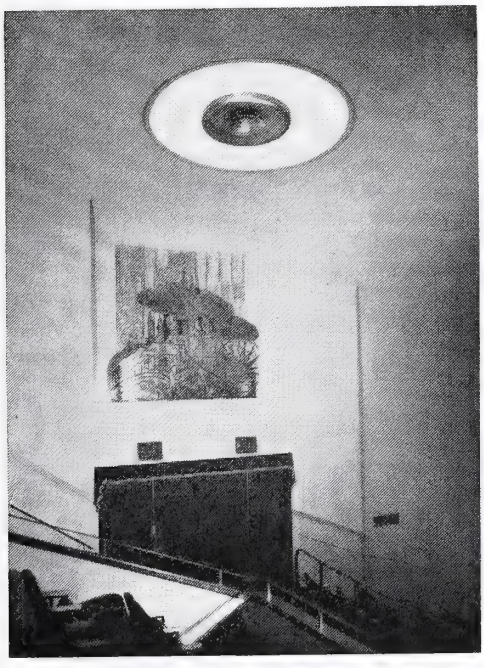
Brooklyn Housing Project Inspires a Handsome New Cinema

(Continued from page 33)

terials and the method of construction of the building.

COMPLETELY AIR CONDITIONED

The theatre is completely air conditioned through an elaborate system of duct work arranged so as to uniformly condition and regulate the air without



Detail feature over exit doors leading to outside fire stair at end of cross-over. Wainscot of tinted cement, acoustical plastered walls and ceilings, draftless air diffuser with dome and aluminized cut-out depicting "the aspiration to leisure."

creating drafts and as well to maintain a uniform temperature throughout the auditorium. Cooling is accomplished by means of a supply well and also a diffusing well, each driven down 125 feet, and the air is purified by a series of filters.

All decorations for the Clinton were designed by Mr. Hohauser, who engineered the project completely, supervising the selection of furnishings and all equipment involved. A member of the Advisory Board of The Modern Theatre Planning Institute, Mr. Hohauser has to his credit some 25 other fine theatres erected in the New York area during the past few years.

The new Clinton Theatre in Brooklyn is an excellent example of opportunity fully exploited. It fits the better housing situation perfectly.

Plaster Base Should Provide Insulation

If the walls and ceilings of the theatre interior are to be plastered, specify a base that will give *plus advantages*. An insulating lath meets the primary requirement of a good plaster base by providing an excellent bonding surface. It will withstand a plaster pull of over 700 pounds per square foot—many more times the bonding strength needed. In addition, for the same cost, it builds into the walls and ceilings the proved modern insulation needed in theatre interiors today.

Sound as well as heat insulation is provided with such a product, for noise like heat has difficulty in penetrating its closely knit fibre structure. It minimizes extraneous noises and stops passage of annoying sounds from room to room.

The modern insulating lath goes up easily, bends around moderate curves without breaking and insures an interior permanently free from ugly, disfiguring lath marks. Moreover, it reduces the chance of cracking plaster by providing a continuous uninterrupted plaster base.

OPTIMISTIC

The outlook for theatre equipment improvements during 1940 appears "very good," according to Homer B. Snook, RCA Photophone reproducer sales manager, who has just returned from a lengthy business trip into the deep South and Middlewest.

"My talks with exhibitors, chain operators and others on the 'firing line' in the motion picture industry leads me to anticipate a volume of equipment business substantially ahead of 1939, which was a good year as far as our business is concerned," Mr. Snook said. "The brighter outlook is the result of increasing boxoffice receipts and an overall improvement of business conditions throughout the country."

Looking back over 1939, Mr. Snook said that the new series of equipments introduced by his company early in the year had met with an enthusiastic reception from both chain and independent exhibitors.

IDENTIFICATION

With this issue, The Modern Theatre section inaugurates a new practice of identifying principal sources of services, materials, equipments and furnishings involved in the construction of theatres, general case histories and planning details of which are appraised editorially in this and future issues.

Under the sub-head, "Identification," appearing with such presentations, reference will be made to concerns and individuals who participated in the project, from information and reports given us by the architect or the owners of theatres. In event the reader may wish additional information on any phase of the project presented, it may be secured by addressing The Modern Theatre Information Bureau.

The New Lens . . . A New Principle in Projection Optics

(Continued from page 56)

with complex systems of optical parts, light transmission can be increased tremendously. Equally important is the reduction of halo and the improvement in image contrast.

This radical new lens development should strike a responsive chord throughout the theatre operating industry since it will tend materially to reduce an existent gap between the qualities of photography and projection—a move which the movie-going populace will certainly applaud.



● Super-clean your screen as easily as your floor. Your own men can do it. Piping, other high-up places too. And safely, no ladders, no scaffolds — everything cleaned better right from the floor.

Do You Make Money When You Cut Expenses? You Ask Which Expenses? And How Cut?

Expenses for rugs, curtains, drapes, ornaments, decorations. They last so much longer if Super-cleaned. How much do you save if carpets last only five or six years longer? Which is easily in the cards. One new screen costs how much? Is it worth anything to kill lamp house dust? What does it cost to take down curtains and draperies, clean, and rehang them? Cut those expenses. Your Super investment comes back fast. Dividends continue for years after. Give your house presents, plenty of good Super cleanings. You know how badly it needs them. The **way** to cut expenses is to accept a free trial offer and prove expenses **are** cut. **Costs you nothing.** No risk yours—all risk ours. Ask your jobber or write.



● The Super Floor Lite shows operator what he is doing, where to clean, finds lost objects, cuts out big house lights, kills the meter. Just one of many Super features engineered for saving you money.

THE NATIONAL SUPER SERVICE COMPANY

1941 N. 13TH STREET, TOLEDO, OHIO

THE SUPPLY MART

WHAT YOU MAY NEED AND WHERE TO FIND IT

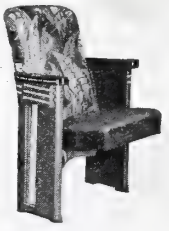
LOUNGE FURNITURE

SPECIALISTS in SMART MODERN or PERIOD FURNITURE for THEATRE LOBBIES and LOUNGES.

DAVIDSON LTD.
420 N. Orleans St. Chicago

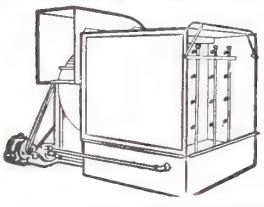


WHEN YOU FASTEN ANYTHING IN MASONRY, DEPEND ON THESE CHICAGO PRODUCTS
Expansion nuts where exterior finish is important.
Four theatre style expansion bolts for fastening theatre seats permanently.
Drill points, chucks and setting tools.
SEE YOUR DEALER — or write us.
CHICAGO EXPANSION BOLT CO.
Room 601, 134 S. Clinton St., Chicago



NEW SEAT CATALOG NOW READY—WRITE
Pictures and describes all types Peabody Theatre Seats. Attractive modern designs. Comfortable quality seats for every theatre need. Free Catalog sent on request.
Peabody Seating Co.
North Manchester, Ind.

"Magic-Weather" Fans, Air Washers
Combination Units



"Tops" in Cooling and Performance—Increased Summer Patronage — Low First Cost — Low Operating Cost — 1940's Biggest Box Office Attraction — Install Now—Write for Prices.

THE BALLANTYNE COMPANY
222 NORTH 16TH ST. OMAHA, NEBRASKA

ADLER SILHOUETTE LETTERS and STAINLESS STEEL SUPPORTING FRAMES
in All Sizes and Constructions.
Protected by National Patent Corn.
ADLER SIGN LETTER COMPANY
2909 Indiana Ave. CHICAGO

DECORATES-INSULATES-QUIETS NOISE
. . . at amazingly low cost! You get these benefits with NU-WOOD, the modern theatre interior finish that gives triple value, plus ease of application either in existing buildings or in new construction. Investigate Nu-Wood for your theatre. Write—
WOOD CONVERSION COMPANY
Dept. 134-2 First National Bank Building
St. Paul, Minnesota

GENERAL CHAIRS
"The Worlds Finest"
GENERAL
SOLD EVERYWHERE BY DEALERS SQUARE

IN ANSWERING THESE AND OTHER ADS—PLEASE TELL 'EM YOU SAW IT IN "THE MODERN THEATRE SECTION OF BOX-OFFICE."

HEYWOOD - WAKEFIELD
Streamline
SEATS
Made to Order for the Modern Theatre

MODERN THEATRE LIGHTING



It will pay you to modernize now, with new up to the minute lighting fixtures. Sidewall, ceiling and exit fixtures designed for beauty and soft colored effects. Special fixtures made to order. Write for descriptive literature.

MODERN THEATRE SUPPLY CO.
320 Douglas St., N. W.
Grand Rapids . . . . . Michigan



Quick, Easy Way to Make
LOBBY DISPLAYS
Now, make swell business getting lobby displays. Less time. Less work. Simply trace enlargements of photos, ads, etc., in natural color with Postoscope Projector. Anyone can do it.
FREE Get full details, liberal TRIAL OFFER, low prices now. Write
F. D. KEES MFG. COMPANY
Dept. 102 Beatrice, Nebraska

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL
EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE
"GET IT FROM NATIONAL"

INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

A
Adler Sign Letter Co. 62
American Seating Co. 58
Anemostat Corp. of America 47
Automatic Devices Co. 58

B
Ballantyne Company ..... 58 & 62
Best Devices Co. 56

C
Carrier Corporation ..... Second Cover
Chicago Expansion Bolt Co. 62

D
Davidson, Ltd. 62
Dictograph Products Corp. 60

G
General Electric Co. (Air Conditioning) 37
General Electric Co. (Lighting) 42
General Seating Co. 62

H
Hertner Electric Co. 55
Heywood-Wakefield Co. 62

I
Ideal Seating Co. 43
International Projector Corp. ..... Fourth Cover
International Seat Corp. ..... Third Cover
Irwin Seating Co. 40

K
Kees, F. D., Mfg. Co. 62

M
Modern Theatre Supply Co. 62

N
National Carbon Co., Inc. 59
National Super Service Co. 61
National Theatre Supply Co. ..... 57 & 62

P
Peabody Seating Co. 62

R
RCA Manufacturing Co., Inc. 27
Reynolds Manufacturing Co. 56

S
Smith, Alexander & Sons Carpet Co. 28
Strong Electric Corp. 51

U
Union Carbide & Carbon Corp. 59

W
Wagner Sign Service, Inc. 60
Wood Conversion Co. 62

INDIVIDUALITY



International chairs from their inception have possessed individual characteristics. Basically new—patented construction—not patterned after any other chair—gives extra years of trouble-free service. Embodying hingeless seat suspension—all welded construction—no exposed screws or bolts—floating comfort seats—upholstered backs without tacks—rapid interchangeability of seats in theatre to equalize upholstery wear.

In selecting International "The Chair That Has Revolutionized Seating" you get: Tested Values—Top Quality—Extra and Exclusive Features—Laboratory and Field-Proven Durable Strength—Exquisite Beauty—Relaxing Comfort—with an exceptional low cost per year investment.
Ask for a sample.

INTERNATIONAL SEAT CORP.
Union City - - Indiana

International

Model 650-PV

CHAIRS



"SPREADING COMFORT TO MILLIONS"

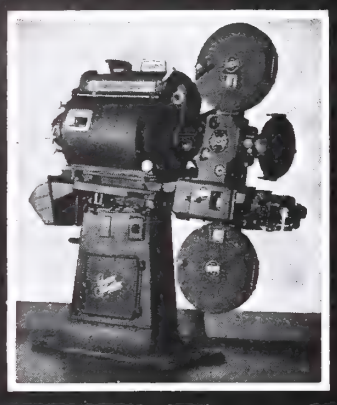
Simplex
REG. U.S. PAT. OFF.

SERVICE supplements

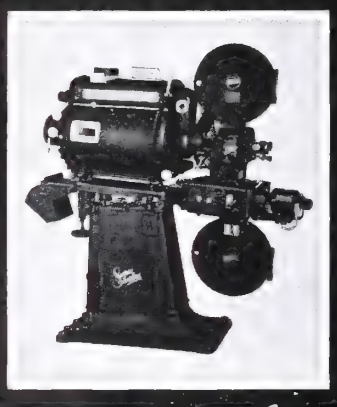
Simplex QUALITY

★

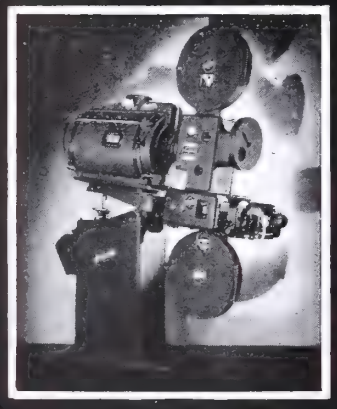
PURCHASERS OF Simplex PROJECTORS and Simplex ★★★★ Sound



Simplex E-7



Super Simplex



Simplex SI

CAN DEPEND UPON SIMPLEX DISTRIBUTOR SERVICE

Exhibitors know they can Rely Upon Simplex Distributors for Satisfactory Installation of Simplex Equipment, Advice and Help when Emergencies Arise and Prompt Delivery of Genuine Simplex Parts when needed.

Oldest and largest manufacturers of Motion Picture Projectors and only company in the world making a complete line of standard professional Sound and Visual Motion Picture Projection Equipment.

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.

Simplex SOUND 35-16 PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

"Wind" and Its Devisers Gather Academy's Coveted Laurels

"Gone With the Wind," produced by Selznick-International for Metro release, was acclaimed the most outstanding motion picture produced during 1939 at the 12th annual Awards Banquet staged February 29 by the Academy of Motion Picture Arts and Sciences. The 12,000 members of the industry who competed in what has come to be accepted as one of Hollywood's most significant yearly functions—naming of what they consider the finest achievements in film-making during the year—selected Robert Donat as the best actor, because of his work in "Goodbye, Mr. Chips," produced by Metro, and Vivien Leigh as the best actress for her work in "Gone With the Wind," the S-I production.

The affair, held in the Cocoanut Grove of the Ambassador Hotel, was a complete sell-out, with every one of the 1,170 seats occupied by stars, executives and others connected with the industry who were on hand to extend plaudits to those who won the coveted Academy statuettes.

Other winners included:

Thomas Mitchell, chosen as the best actor in a supporting role, for his work in "Stagecoach," produced by Walter Wanger. Named as best actress in a supporting role was Hattie McDaniels, as a result of her portrayal in "Gone With the Wind," the S-I production.

Fleming's Direction Cited

For the best achievement in directing:

Victor Fleming, pilot of "Gone With the Wind."

For the best-written screenplay:

"Gone With the Wind," scripted by Sidney Howard.

For the best original motion picture story:

"Mr. Smith Goes to Washington," a Columbia production, written by Lewis R. Foster.

Lyle Wheeler won the art direction award for "Gone With the Wind," an S-I production. Recognition for the best achievement in film editing went to Hal C. Kern and James E. Newcom for "Gone With the Wind." In the sound recording division, honors went to Bernard B. Brown for "When Tomorrow Comes," produced by Universal.

For his camera work on "Wuthering Heights," a Samuel Goldwyn production, Gregg Toland won honors in the black-and-white division. In the color classification, the award went to Ernest Haller and Ray Rennahan, who photographed "Gone With the Wind."

In the music field, the best original score, with primary emphasis on original composition, was deemed that written by Herbert Stothart for "Wizard of Oz," produced by Metro. Selected as the best musical score without regard to source was that done by Richard Mageman, Frank Harling, John Leipold and Leo Shuken for "Stagecoach," a Walter Wanger production. "Over the Rainbow," in "Wizard of Oz," produced by Metro, was chosen as the best song, the citation going to its authors, E. Y. Harburg and Harold Arlen.

Pick Disney Cartoon

"The Ugly Duckling" was chosen as the outstanding cartoon subject produced during the year. It was produced by Walt Disney. Winner of the award as best short subject of 1,000 feet or less in length was "Busy Little Bears," produced by Paramount. Selected as the best short subject in the 1,000 to 3,000 feet division was "Sons of Liberty," which Warner Bros. produced.

The special effects created in "The Rains Came" garnered the award in this classification for Fred Sersen and E. H. Hansen. The film was produced by 20th Century-Fox.

Recipients of special awards, named as the result of conferences between the awards committee and the Academy's board of governors, were:

Douglas Fairbanks sr., to whom tribute was paid with a commemorative award recognizing the "unique and outstanding contributions to international development of motion pictures;" Technicolor, Inc., for its contributions in bringing three-color production to the screen; the Motion Picture Relief Fund, presented to its representatives Jean Hersholt, Ralph Morgan, Ralph Block and Conrad Nagel in acknowledgment of its outstanding services to the industry during the year; Judy Garland—for her outstanding performance as a screen juvenile during the year; William Cameron Menzies, for outstanding achievement in use of color for enhancement of dramatic mood in "Gone With the Wind."

Thalberg Award to Selznick

For maintaining the most consistently excellent standard in production throughout the year, David O. Selznick was presented with the Irving G. Thalberg Memorial Award. This kudo was delivered to the winner by Dr. J. W. Hopkins, president of Dartmouth University, who was one of the honored guests at the affair. The directorial award was presented by Mervyn LeRoy, who also was chairman of the committee which arranged details of the banquet.

Voting ended at midnight, February 26. Ballots were tabulated by Price, Waterhouse Co., certified public accountants, and the results were not made known until the evening of the banquet.

Two-Reel Short of Academy Banquet

That a two-reel short subject recording the presentation of the statuettes and other events during the 12th annual Awards banquet would be filmed at the Ambassador Hotel during the affair was confirmed by officials of the Academy, who declared proceeds from the sale of film rights would be used in the organization's cultural program. Approval for the stunt was obtained from the Screen Actors Guild, Theatre Authority and the Producers' Ass'n—the SAG okaying the appearance of its members in the picture without salary and Theatre Authority collecting its customary 10 per cent from the Academy on the grounds that the presence of film stars in the short was construed as a benefit performance.

The short will be filmed and released by Warner.

Because of the short subjects tieup, newsreel companies have been barred from taking shots of the affair for the first time, Academy officials disclosed.

Crowded Labor Calendar

Pending resumption of negotiations with representatives of American Federation of Labor crafts concerning the ten per cent wage increase which producers are endeavoring to have rescinded, officials of the Hays office have been catching their breath during the hiatus resulting when the parleys were indefinitely adjourned.

Next meeting of the Producers' Association membership has been called for March 4.

Announcement of Dies Probe Doesn't Faze Film Colony

Announcement from Washington that the Congressional committee headed by Rep. Martin Dies will, in the near future, begin an investigation of what Dies termed "Nazi and Communist activities on the west coast, including those of the motion picture industry," seems not to have altered one iota the film colony's general sentiments in regard to the Congressman from Texas and his sallies against the screen citadel. Liberals and conservatives alike apparently do not intend to discard their battle-cry, "Take your best hold," and from all outward aspects have not slowed down in their campaign of rebuttal.

Latest barrage against Dies is being undertaken by the Screen Writers Guild, which decided, at an open meeting of its executive board, to appoint a committee to formulate a statement in refutation of Dies' *Liberty* magazine articles—in which he catalogued a number of film scriveners, all unnamed, in the "left wing" division. Dies himself will be a recipient of one copy of the rebuttal, while another will be dispatched to the California Congressional delegation.

With the Hollywood League for Democratic Action as the spearhead of the movement, the Dies Continuation Committee has been formulated, comprising representatives from some 80 local civic, educational and progressive organizations. This committee will prepare another anti-Dies attack to follow the HLDA-sponsored mass meeting February 21 at the Philharmonic auditorium. A capacity crowd of 1,800 turned out for that affair, at which Dies was lampooned in a dramatic skit satirizing one of his "hearings," with speakers including Donald Ogden Stewart, chairman of the HLDA; Mary McCall jr., screen writer; Herb Sorrell, business manager of the motion picture painters and others. Lieut-Gov. Ellis Patterson, unable to attend, sent his regrets together with a telegraphic denunciation of Dies and his principles. The two-hour was transcribed on wax by 20th Century-International Radio Newsreel and a disc was shipped to the chairman of the un-Americanism committee.

HLDA Benefit Concert Features Exiled Pianist From Germany

Temporarily sidetracking its barrage against Rep. Martin Dies and his cries of "Communism" in Hollywood, the Hollywood League for Democratic Action and kindred organizations took time out to peer into the international scene by sponsoring a concert featuring Morris Rosenthal, noted pianist and exile from Nazi Germany, at the Philharmonic auditorium February 28.

A portion of the proceeds from the concert were turned over to the European Film Fund for distribution to needy German artists, exiles from their native land, who are now living in concentration camps in France. Sponsors and patrons of the affair included Mr. and Mrs. Arnold, Mayor Fletcher Bowron, Gov. Culbert Olson, Moss Hart, Vera Zorina, Louis Bromfield, Mr. and Mrs. Jean Hersholt, Judge Isaac Pacht and other industry, social and civic leaders.

Cinémarks

A capacity throng of 2,000 studio employes turned out for Metro's annual studio club dance at Earl Carroll's. With George Murphy as master of ceremonies, entertainment was supplied by Mickey Rooney, Judy Garland, Eddie (Rochester) Anderson, Lana Turner and Tito Schipa. E. J. Mannix, Sam Katz, Al Lichtman, Oscar Doob, Sam Zimbalist, J. J. Cohn, Ben Thau and Victor Saville represented the executive contingent. Louis B. Mayer was unable to be on hand because of illness . . . T. K. Stevenson, president of Electrical Research Products, Inc., checked in from New York for business conferences with local representatives. His wife and daughter accompanied him.

*

Del Frazier, who is preparing to produce a feature with an all-Indian cast, is in Arizona doing research into Indian customs and superstitions.

*

A family evening at home marked the 21st wedding anniversary of Mr. and Mrs. Pete Smith recently.

*

Priscilla and Rosemary Lane, Warner players, have been designated as honorary hostesses at the national convention of Pi Beta Phi Sorority, which is to be staged at the Hotel Huntington in Pasadena early this month.

*

Y. Frank Freeman, Paramount vice-president in charge of studio operations, is back at his desk after spending the weekend in Phoenix . . . William Jacobs, Warner associate producer, checked in at the Burbank plant after an extended leave of absence.

*

Norman Taurog returns from a Phoenix vacation next week to begin preparations for his next directorial assignment at Metro . . . Mr. and Mrs. Darryl Zanuck left for Sun Valley after the local premiere of "Grapes of Wrath." They plan to holiday for a month or more.

*

Producer Harlan Thompson of Paramount, who planed to the homeoffice last week, is expected to spend several more days in New York before returning to the coast.

Orderly Greeting for "Grapes" in L. A.

As had been anticipated by studio, circuit and exchange executives, no rioting, no demonstrations and no evidences of even the milder form of heckling marred the western premiere of 20th Century-Fox's "Grapes of Wrath" at Fox West Coast's Four Star in Los Angeles February 27. Likewise, FWC executives reported that enthusiasm was the only emotion keynoting the widely-discussed picture's opening a day later at Grauman's Chinese in Hollywood and Loew's State, downtown.

Likewise, no violence, organized attempts to stop its showing or discourage attendance when "Grapes of Wrath" begins its runs in other spots throughout the state this week and next are looked for by FWC circuit officials, in whose houses the film will, predominantly, be shown. Declaring they "won't cross that bridge till we come to it," chain executives shared the opinion of studio heads and exchangemen that, at the most, such opposition might possibly take the form of a whispering campaign on the part of reactionary groups, particularly in the agricultural districts which play such an important role in both the book and film.

To Open in Sacramento Valley

The film was scheduled to open at the Fox in Bakersfield February 28, and will follow shortly thereafter in Fresno, Salinas, Modesto, Stockton, San Jose, Watsonville, Vallejo and Palo Alto—most of which towns are in the Sacramento Valley area, centralization point for most of the migrant "Okies." Even in these locales, however, whatever opposition may arise will, in the opinion of circuit executives and judging from past performances, stimulate wide interest in the film and result in top grosses.

Locally, Manager Bruce Fowler of the Four Star reported the gross for the premiere was in excess of $3,000—a high figure in view of the fact 300 seats were set aside for the press. Remainder of the house sold out at $5.50 per seat. Fowler expects the film to run for from eight to ten weeks. The Four Star manager did not find it necessary to call for police reenforcements at any time and the evening progressed with the utmost serenity.

The following day "Grapes of Wrath" opened day and date at Grauman's Chinese and Loew's State, and began its regular run at the Four Star at standard prices, five shows daily. At the State the film drew the best opening day business for the first hour that the theatre has ever had.

$196,000 Stahl "U" Draw; $91,000 for Cowdin

NEW YORK—John Stahl received from Universal $196,000 in the fiscal year ended October 28, 1939, it is revealed in the company's report to SEC. Deanna Durbin received $174,916 and Irene Dunne and Bing Crosby $150,000 each. Universal paid to the Standard Capital Co., $91,000 for the services of J. Cheever Cowdin as chief financial executive.



MITCHELL LEISEN . . .

Current Release:

"Remember the Night"

In Preparation:

"The Polonaise"

"Skylark"

Production Upbeat Portent in Announced Studio Schedules

A production upbeat for March, and the probability that a fast pace in film-making will continue through spring, is on tap as the result of definite schedules for the next few weeks announced by a majority of local studios.

Republic, for example, is slated to shift into high gear immediately, following the announcement that 18 films are to be made and released before July 1—winding up the studio's 1939-40 program. Warner has slotted starts for seven features during March, including "January Heights," "Brother Orchid" and "River's End." Paramount will gun five during the same period, of which "Virginia" and C. B. De Mille's "North West Mounted Police" are top-budgeters.

Lead-off vehicle for the four which 20th Century-Fox will film in March is the re-make of "The Great Commandment," rights to which were purchased from Cathedral Pictures. Columbia, however, has erased from its March schedule the projected start on "Arizona," big-budgeted western, which now carries an April 1 starting tag. No decision as yet has been reached on whether the Wesley Ruggles production will be filmed in black-and-white or in Technicolor.

Beginning preliminary preparations on the 1940-41 schedule, Lee Marcus has been assigned production supervision over six RKO Radio features. They include "Anne's House of Dreams," starring Anne Shirley; "Laddie," with Tim Holt; "Freckles;" "Men Against the Sky," on which Howard Benedict will be the associate producer, and "Man Without a World," as well as an untitled Peter B. Kyne story. RKO Radio has also closed a deal with Stephens-Lang Productions calling for three more films in the "Dr. Christian" series starring Jean Hersholt.

Herbert Wilcox and his star, Anna Neagle, are set to check out for England, having recently completed "Irene" for RKO Radio. Upon their return, another vehicle starring Miss Neagle will go before the cameras, to be based upon a story which Wilcox will work out abroad.

Judell Franchise Holders Meet; Course Unknown

Other than a meeting of franchise holders of Ben Judell's Producers Pictures Corp. in New York, no developments have been recorded as to the status of the company, or whether production is to be continued. Representatives of Pathe Laboratories, including Robert S. Benjamin, local attorney for the company, sat in on the session. Reports reaching the coast indicated that tentative plans were discussed whereby PPC may be kept in operation.

Benjamin is expected to return to Hollywood shortly, at which time he will call a meeting of PPC's local creditors. Pathe, holding liens for negative costs and processing on seven films, is PPC's largest creditor.

Out-of-Town Premiere Lineup Increases

With the Warner publicity whistle-blowers continuing to blast away, full steam, in their efforts to put the dual debut of "Virginia City" in Reno and Virginia City, Nev., over the top next March 16, the lineup of out-of-town premieres for the spring season has been increased by still another, although its exact date has not yet been set. As the result of suggestions emanating from the chamber of commerce and business interests in the community, 20th Century-Fox has announced it will premiere "Lillian Russell," starring Alice Faye, in Clinton, Ia., where the renowned stage beauty was born. This showing will be held simultaneously with the picture's debut in New York City, probably some time in May, studio spokesmen declared.

Elite See "Grapes" Bow

Top hats and glittering limousines contrasted vividly with the subject matter of the film when 20th Century-Fox staged the formal western premiere of "Grapes of Wrath" at the Four Star. The elite of the film colony turned out for the affair and John Steinbeck, who authored the sensational novel, emerged from his hideaway ranch to be on hand as one of the honored guests. Crowds which thronged the bleachers set up for the affair were not disappointed with the calibre of the attending celebrities, a partial list of whom includes:

Mr. and Mrs. Darryl Zanuck, Steinbeck, Kenneth Macgowan, Raymond Griffith, Edward Arnold, Edgar Bergen, Leon Schlesinger, Alan Dwan, Jane Darwell, Frank Darien, Russell Simpson, Henry Fonda, John Carradine, Garson Kanin, John Ford, John O'Hara, Irving Pichel, Charles Rogers, Gregory Ratoff, John Stone, Mr. and Mrs. George Temple, Norma Shearer and George Raft, Arthur Stebbins, Lamar Trotti, Marlene Dietrich, Walter Wanger and Joan Bennett, Richard Barthelmess, Lewis Milestone, Jack Warner, Robert Riskin, Elsa Maxwell, Rouben Mamoulian, Rosalind Russell, Basil Rathbone, Mervyn LeRoy and David Hempstead.

Paramount has announced plans to give "Those Were the Days" its world premiere in Galesburg, Ill., May 21. The film, originally titled "At Good Old Siwash," was filmed from stories based upon activities at Knox College in Galesburg, at which institution many of the scenes for the picture were made. Coincident with the premiere, Paramount has launched an "All-American College Queen" contest, to be chosen from among 462 colleges throughout the country. One girl will be chosen to represent each state; from these, 12 will be selected to attend the premiere, where the "Queen" will be named and shipped to Hollywood for talent tests at the Marathon Street studio.

Universal, bitten by the same bug, pulled a dual premiere of "Black Friday" and "The House of Seven Gables" at the Palace Theatre in Chicago. Arrangements were handled by John Joseph of the studio publicity department, who planed to the Windy City for the affair. Stars on hand included Bela Lugosi and Vincent Price, who went east from Hollywood, and Margaret Lindsay, who planed there from New York.

Broadcasts for "Virginia City"

New developments in the "Virginia City" campaign found Warner completing arrangements for a series of broadcasts titled "Virginia City Cavalcade," booked over the California Radio System to plug the premiere. Programs will originate in Reno and will be carried locally by KFWB. They will present a history of Virginia City during the Comstock Lode era. With more than 3,000 of the 4,200 seats in three Reno theatres figuring in the premiere already reserved, the studio is anticipating a complete sellout. The picture will be screened in Virginia City on the afternoon of March 16, while the three Reno openings will take place simultaneously that evening. Complete cooperation with the studio has been pledged by Gov. E. P. Carville, of Nevada, and his executive committee, which spent several days here in conference with Jack Warner and other executives of the company.

More than 1,200 riders and horses have been entered in the "Old West" parade which will be a feature of the premiere.

With the work of reconstruction in Albany, Ga., devastated by a tornado, well under way, Paramount is pushing plans to premiere "The Biscuit Eater" there April 10. Screen celebrities, civic notables, and newspapermen from southeastern states will attend, with Jack Moss, the producer, and Director Stuart Heisler heading the Hollywood delegation. Adolph C. Gortatowski, Georgia exhibitor, is chairman of the arrangements committee.

Florence Rice Borrowed For Lead by 20th-Fox

Florence Rice has been borrowed from Metro by 20th Century-Fox for the lead in "Million Dollar Diamond," a Sol Wurtzel production rolling March 11. Ricardo Cortez will direct from an original screenplay by Barry Trivers and Clay Adams.

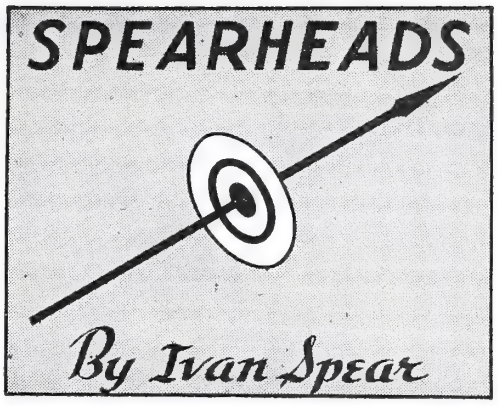
'The American Cavalcade' By WB as a Short Film

Initial historical short subject on Warner's 1940-41 program will be "The American Cavalcade." The film, to be supervised by Gordon Hollingshead, will embrace highlight scenes from previous entries in the series.

Correction

Through a typographical mistake in the printing plant, an error was made in the tabulation of credits for Mitchell Leisen, of Paramount, in his advertisement in the 1940 edition of BOXOFFICE BAROMETER.

The advertisement, in the form in which it should have appeared, is reprinted in the current issue of BOXOFFICE.



PRODUCER JAMES ROOSEVELT, who plans to make features for United Artists release, may discover that his recently-announced tieup with the Mills Novelty Company will do little to enhance his popularity among the nation's exhibitors.

Under terms of the arrangement, Roosevelt will produce a series of one-reel subjects, the entertainment qualities of which will be dispensed through the medium of an automatic nickel-in-the-slot apparatus in cocktail bars, restaurants, railroad stations and other spots—taking its place beside fortune-telling machines, pin-ball games and other gadgets of similar ilk. A separate company, with Roosevelt and Fred L. Mills as partners, will be set up to handle production of the films and distribution of the projection equipment, probably through a franchise arrangement.

Present plans are to produce a series of musical subjects using vaudeville and night-club entertainers, the reels to run about three minutes in length. The Mills organization, one of the largest manufacturers of automatic vending machines in the world, produces the "jute-box" phonographs, jackpot gambling machines and other coin-grabbing devices.

Whether their attitude is entirely logical or not, the fact remains that the consensus among showmen holds that any venture which exhibits motion picture film —regardless of subject, length or surrounding circumstances—in any other place than theatres is competitive to the theatre business, and must be frowned on accordingly.

Mr. Roosevelt probably will have this attitude brought forcefully to his attention when the full significance of his Globe-Mills undertaking seeps through to the exhibition hinterlands.

→

From local gossip column: "The Arthur Hornblows are one of the largest lime growers in town, all raised on their Hidden Valley Ranch."

All except a few at Paramount and Metro.

→

Nepotism Note, from Louella:

"Fascinating was Harriet Parsons' preview of screen snapshots. The dialogue is scintillating and each short tells a complete story this year which is a great improvement."

Leo Carrillo is reported taking rabies shots after a bout with three coyotes on his ranch.

Wonder what the coyotes are taking?

→

The modest meanderings of Jimmie Fidler declare:

"Metro execs must have been impressed by our recent poll on double features for they've decided to single bill 'Northwest Passage' in 93 per cent of their theatres . . ."

The fact that the exhibition policy for "Passage" was announced before the results of the Fidler poll doesn't seem to be considered. Why not take credit for the single-bill showing of "Gone With the Wind"—and "Ben Hur?"

→

Leo's space grabbers announce that "a nationwide search which will be the most extensive talent hunt ever conducted for a single screen role, begins this week when M-G-M sends scouts from Hollywood with instructions to assemble every boy who can possibly portray the role of Jody in the filmization of Marjorie Kinnan Rawlings' best-selling novel, 'The Yearling'."

Which should furnish Master-Blurbist Russell Birdwell a chuckle and a glow of self-satisfaction when he remembers the "exhaustive nationwide search" he conducted to find a lad for the title role of Selznick's "Tom Sawyer." But that was more than two years ago; which makes the idea virtually original for Howard Strickling's boys.

Comedy, Convicts, Cowboys and Corny

Film fare in the lighter vein won the limited distinction existent in a comparatively dull and unimportant preview week, with Columbia's "Blondie on a Budget" and Metro's "The Ghost Comes Home" attracting the little critical enthusiasm engendered by the lineup of six features.

Employing the same adroit blend of humorous and dramatic elements which have made previous entries in the series such popular fare, Columbia's latest "Blondie" is another hilarious chapter in the film lives of this screen and comic-strip family. The picture was turned out by the same combination of technicians responsible for its predecessors—Director Frank R. Strayer, Producer Robert Sparks and Scenarist Richard Flournoy—who again account for a tightly-woven endeavor that should meet with general success. Flournoy based his script upon an original story by Charles Molyneux Brown.

The worm-that-turns formula is given a fresh and amusing slant in "The Ghost Comes Home"—a feature that is made to order for fans of Frank Morgan and his particular brand of comedy, and one that will serve with satisfaction wherever it is exhibited. Albert E. Levoy's production guidance is beyond reproach, while Richard Maibaum and Harry Ruskin contributed an unusually well-plotted screenplay, taken from a play by Georg Kaiser. William Thiele directed competently.

Two of the sextet took refuge behind prison walls for their locale. For United Artists release, Walter Wanger presented "The House Across the Bay," produced on an impressive scale and lifted from the run-of-the-mill category through several new and refreshing story angles in the original by Myles Connolly and the script by Kathryn Scola. This, plus an established cast, should assure satisfactory reception for the feature, albeit Archie Mayo's direction veers toward the unnecessarily dramatic and there are uncomfortable stretches of tedious dialogue.

Warner's "Castle on the Hudson" varies not a whit from the established formula, the timeworn situations in which hold nothing new for theatre-goers. Sam Bischoff produced and Anatole Litvak directed. The film, under its original title of "Years Without Days," was reviewed in BOXOFFICE in the issue of Dec. 16, 1939.

* * *

To the customary accompaniment of free victuals and vintages, Producer Harry Sherman supplied the outdoor touch by unfurling "The Showdown," another high-ranking chapter in the veteran "Hopalong Cassidy" series for Paramount. As usual, it contains an abundance of action, comedy, striking outdoor photography and a pair of highly acceptable musical interpolations. Jack Jungmeyer created the original story from which Harold and Daniel Kusell wrote the screenplay. Howard Bretherton directed with a fast pace throughout.

* * *

Not nearly so opulent in entertainment wherewithall as its title would indicate, RKO Radio's "Millionaire Playboy" finished a trailing sixth. Only those who thoroughly enjoy Joe Penner—a Joe Penner who, it might be added, shows signs of rapid aging—can be expected to find any diverting moments in this, which to others will be looked upon as another of Hollywood's less funny moments, the kind that must be endured while waiting to see the top half of the bill. Weak in story, direction and supporting cast, it specializes in slapstick of an extremely low classification. Robert Sisk produced and Leslie Goodwins directed.

She Really Goes For Pictures

Denver—Miss Irene Scroggs of Pueblo, Colo., lays claim to being a champ moviegoer, or at least a high runner-up, having seen about 4,000 flickers since 1915. She has clippings and dates to substantiate her claim.

Uncle Sam Digs in Hollywood For All-Trade Suit Data

With the federal government's criminal conspiracy action against Fox West Coast and nine major distributors temporarily in abeyance, Albert J. Law, special department of justice prober assigned to this territory, is shouldering a new task. Working in association with eastern representatives of the government, Law has begun a series of hearings to take depositions from writers, directors and others in the industry, from which a report will be compiled concerning various phases of production, for use in the federal anti-trust suit against the major companies, to be tried in New York.

Law's running-partner, Harold Collins, has been out of action for several weeks, stricken with pneumonia, from which he is now recuperating. Meanwhile no further developments in the FWC case are expected until the crowded district court calendar has been cleared sufficiently to allow a date for the trial to be set.

Charles Carr, who came here some months ago to probe reports of income tax evasions, charges of labor racketeering and other matters pertaining to films, has resigned his position as a U. S. attorney to go into private law practice. Carr was assigned here by Frank Murphy, then attorney-general, and it was through his investigation that William Bioff, IATSE leader, was indicted by the federal grand jury on a charge of defrauding the government of some $80,000 in income taxes.

Disney Stock Prospectus To SEC in Two Weeks

Prospectus of a plan involving the issue of $4,000,000 in preferred stock in Walt Disney Productions, Inc., will be completed and submitted to the securities and exchange commission in Washington within two weeks, according to spokesmen for Roy Disney, executive vice-president of the company, who is currently drafting the necessary changes in the firm's corporate setup. The executive himself would not, however, issue any statements amplifying the development beyond what has already been made public.

Others associated with the Disney plant indicated, however, that the proposed stock issue—the first ever contemplated for public sale—was deemed advisable for two reasons:

1. To give Disney increased working capital during the lengthy periods of production on his feature-length cartoons, during which huge sums are tied up.

2. To increase Disney's yearly production output and to aid in financing a studio expansion program, in which nearly $3,000,000 in a new studio and equipment has already been invested.

Roy Disney returned to Hollywood from New York this week after conferring in the east with investment houses concerning details of the plan to issue stock. The present corporation lists 200,000 shares of capital stock, with a par value of $10 per share, none of which has been offered for sale.

Fibber McGee Is Set For Trio Annually

A long-term deal, under which they will appear in three pictures yearly, has been signed by Jim and Marian Jordan (Fibber McGee and Molly of the airwaves) with Mel Shauer, who will produce independently for an as yet unset major release. The Jordans appear in a weekly radio program broadcast over the National Broadcasting network. The ether comedians made their screen debut about two years ago in "This Way, Please," a Paramount film on which Shauer functioned as associate producer.

Other Activity

Lester Cowan has effected a "sharecropping" deal with Columbia, under which that company will release his production of "And So Goodbye," from a story by James Hilton. Hilton will do the screenplay, camera work to start in June.

An untitled vehicle in his "Renfrew of the Mounted" series was gunned at Monogram by Phil Goldstone, with Ralph Staub directing. Jimmy Newill and Louise Stanley have the leads. Monogram will release.

Academic Pictures Co. has been incorporated by Max and Arthur Alexander, in association with Alfred Stern. The new firm has announced a schedule of 12 short subjects dealing with American historical topics, all of them for state-right distribution. The films will be written and directed by Arthur Durlam, with "Our Constitution" slated as the initialer.

Jewish Art Pictures, Inc. of New York has leased space at Sunset Studios to turn out four Yiddish films during the next six months. Sid Blake, in charge of production, will turn out "Monkey Business," a musical comedy, as the first, the film to roll early in April. Louis Weiss and Shirley Gross will star.

GN Assets Auctioned

James Roosevelt has added "The Life of Horace Mann," dealing with the noted American educator, to his Globe Productions schedule for United Artists release. It will go before the cameras next fall. Houston Branch is doing the screenplay.

With Michael Tauber as auctioneer, Grand National's physical assets, including cameras, lights, equipment and movable property, went under the hammer to wipe out the last vestiges of GN as a production organization. Spokesmen for him declared Franklyn Warner, president of Fine Arts Pictures, would be one of the bidders for the equipment, as Warner believes the property is more suited to the type of pictures his unit will make than he could acquire elsewhere. The GN lot itself cannot be sold, as Western Electric holds a heavy mortgage on it.

Third on the schedule of David L. Loew and Albert Lewin for United Artists release will be "Mothers and Sons," a story idea being developed by Irwin Shaw. Loew and Lewin have trained for New York to see "Night Music," stage play by Clifford Odets, to which they hold the screen rights as their second production. They also plan to confer with UA distribution executives and will remain in the east for ten days. Initial Loew-Lewin film will be "Flotsam," from a story by Erich Maria Remarque.

Wage Report Mirrors Dip in Production

Slight drop in production during the first weeks of the new year reflected itself in the average weekly earnings of studio employes, according to the monthly bulletin issued by the California labor statistics department, as compiled by H. C. Carrasco, labor commissioner. Figures, tabulated principally as a matter of record for use in determining unemployment insurance benefits, showed that the average weekly wage for some 12,000 studio workers—exclusive of the uppermost executive brackets—was $41.72 in January, compared to the average $42.39 paycheck drawn each week in December, 1939. Number of workers on studio payrolls also dropped, with 11,441 collecting salaries in January, a slip from 12,144 in December. Total weekly payroll for the first month of 1940 was $477,226, while the weekly average for December was $514,809.

Edward Gross has checked off the Republic lot, where he was on the payroll for two months as an associate producer. He failed to get together with Republic executives on the subject matter for an assignment.

Jed Prouty has obtained a release from his acting commitment at 20th Century-Fox, where he has been portraying "Pa" in the "Jones Family" series for the past four years. Prouty had been endeavoring to negotiate a new term contract with the company, calling for an increased salary and the right to make outside pictures. His departure did not deter the studio from beginning camera work on "On Their Own," latest in the family series, script for which was written around Prouty.

Henry Ginsberg has reported to Paramount to begin his new duties as executive assistant to Y. Frank Freeman, vice-president in charge of studio operations. Freeman made the appointment a short time ago.

Crosby-Hope Film Set

Next co-starring vehicle for Bing Crosby and Bob Hope at Paramount will be "Follow Through," re-make of the musical comedy first filmed by the studio in 1930. The original stage production was written by Lawrence Schwab and Buddy DeSylva.

Draws Beach Story

"Flowing Gold," a Rex Beach story, has been turned over to Edmund Grainger for production at Warner. Grainger will first produce "College Widow," starring Ann Sheridan.

Intensify Production After Republic Meet

Following the regional parley of Republic's Pacific Coast sales representatives, which wound up February 22 at the North Hollywood studio, an intensive production drive is being launched at the plant, with 27 features to be produced and released through July 1. This will clean up Republic's 1939-40 schedule of 52 features and four serials.

Program, as plotted by Herbert J. Yates, board chairman, and James R. Grainger, president, conforms to the policy announced by Yates at the sales meeting, under which the studio's picture-making lineup is to be charted for a maximum of three to four months in advance. Under this setup, Yates explained, the company will be able to keep a closer watch on new developments in product trends and public tastes.

Of the 27 to be produced during the next four months, five are in the cutting rooms now and four will go before the cameras immediately. Now being edited are "The Dark Command," "Forgotten Girls," "Pioneers of the West," "Rancho Grande" and "Ghost Valley Raiders." Scheduled for camera work within a few days are "In Old Missouri," "Young Buffalo Bill," starring Roy Rogers; "Grandpa Goes to Town," one of the "Higgins Family" series, and "Women in War."

In the feature bracket nine films are scheduled for production, including "Doctors Don't Tell," "The Crooked Road," "Gangs of Chicago," "Sing, Dance, Plenty Hot," "Grand Old Opry," "Lady From New Orleans," "Scatterbrain," "The Girl From God's Country" and "Should Wives Work?"

The western category includes two Gene Autry starrers, "The Old Mill Stream" and "Carolina Moon;" two starring the Three Mesquiteers, "Covered Wagon Days" and "Rocky Mountain Pioneers;" one featuring Don Barry, "Go Get 'Em, Cowboy;" three Roy Rogers starrers, "The Oomph Girl and the Cowboy," "Days of '49" and "Carson City Kid," and one special, "Wagons Westward."

Yates and Grainger worked out the program with M. J. Siegel, studio production head, and William Saal, special representative. Grainger checks out for New York shortly, while Yates is scheduled to remain at the plant for another month.

Six Pre-Release Test Runs for "Dr. Cyclops"

Six pre-release test engagements in as many cities are being planned by Paramount for "Dr. Cyclops."

It will be screened March 6 in Kansas City and Denver; March 7 in Hartford and Providence; March 8 in Altoona and March 9 in Nashville. Special advertising campaigns, 24-sheet and teaser posting and other exploitation will back up each engagement. Leon Benson of the studio publicity staff will handle the Denver screening; Maxwell Joice, Kansas City; Tom Jefferson, Hartford and Providence; Bud Getschall, Nashville, and Charles Perry, Altoona.

Ten Completed Features Dip Production Total

Production has taken a downward turn, the total in work standing at 37. Completion of ten features and the start of only seven replacements caused the drop.

Columbia has three before the cameras, none a new start. Metro, likewise launching no new ones, stands at the top of the heap with nine in production. Phil Goldstone gunned a new untitled "Renfrew" for Monogram, which has two in work, having completed "Covered Wagon Trails."

An untitled "Aldrich Family" feature went into production at Paramount, where three are being filmed. RKO Radio launched "Anne of Windy Poplars" and "Change Your Luck," at the same time sending "You Can't Fool Your Wife" into the cutting room. Four are in production. With "Dark Command," "Rancho Grande" and "Ghost Valley Raiders" all hitting the finish line, Republic launched but one, "In Old Missouri," as a replacement.

Twentieth Century-Fox is filming four. "Rogue of the Rio Grande" got away from the wire, while "Earthbound," "Star Dust" and "Charlie Chan's Oriental Cruise" went into the cutting rooms. For United Artists, Walter Wanger gunned "Personal History;" Charles Chaplin completed his Production No. 6 and Sol Lesser put the lid on "Our Town." Warner has five in work, including a new start, "Flight No. 8."

To Re-make "Four Sons"

A re-make of "Four Sons," World war melodrama, has been added to 20th Century-Fox's production slate, with Archie Mayo set to direct from a modernized script by John Howard Lawson. Harry Joe Brown will produce. Original version was made in 1928.

REVIEW FLASHES

BLACK FRIDAY (Univ)—The reputation of this company for delivering films that have been making the ticket selling machinery click merrily, is enhanced in a satisfactory manner by this thriller. It is not big time drama, but it will give satisfaction. Stanley Ridges outstanding. Boris Karloff and Bela Lugosi are the chief players. Arthur Lubin directed.

STRANGE CARGO (M-G-M)—Deals with the redemption of the souls of a group of murderous derelicts, from Devil's Island. The theme loses itself rather completely in a labyrinth of overabundant, extreme and contradictory situations and is bogged down further by unnatural and lengthy dialogue. Star-studded cast headed by Clark Gable and Joan Crawford. Joseph L. Mankiewicz produced; Frank Borzage directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Long-Awaited Visit Made by Johnston

After delaying his visit for several weeks because of illness, W. Ray Johnston, president of Monogram, has arrived at the local studio for a month or more of conferences with Scott R. Dunlap, studio production head, on current and forthcoming picture-making activity. En route west Johnston stopped off at a number of the company's exchanges. He was preceded here by Edward Golden, vice-president in charge of sales, who has been parleying with Ray Olmstead and Howard Stubbins, territorial franchise holders, and Dunlap. It is Golden's first trip to the coast since he took over the sales managership from George Weeks, who resigned some time ago.

Wallis and Einfeld Arrive

Hal Wallis, Warner executive producer, and Charlie Einfeld, the company's publicity-advertising chieftain, both came in from New York, having attended the premieres of "Dr. Ehrlich's Magic Bullet" in that metropolis and Albany. Wallis is focussing his attention upon the studio's spring production lineup, while Einfeld is working on the national campaign for "Virginia City," highlight of which is its dual world premiere in Reno and Virginia City, Nevada, March 16. Also in at the Burbank plant for conferences with Wallis, Jack L. Warner and other executives, is Oscar J. Brooks, assistant general sales manager for Mexico, who headquarters in Mexico City. Brooks declares that the Mexican market is on the upswing insofar as consumption of American-made films is concerned.

Loew and Doob Visit

Planning to spend about ten days at the Culver City plant looking at product, Arthur Loew, Metro's foreign sales chief, and Oscar Doob, Loew theatre executive, checked in at M-G-M from New York. It is Doob's first visit to the coast for several years.

Expected in from New York next week is Alexander Korda, who has been producing for United Artists in England. He plans to film closing sequences for "The Thief of Bagdad" here. Most of the picture was shot abroad. His brother, Director Zoltan Korda, has been in Hollywood for several weeks, accompanied by Sabu, boy star. Preparations will be launched shortly for filming "Jungle Boy," with Sabu in the title role, here.

Cliff Work, head man on the Universal lot, is back at his desk after a short trip to Gotham, where he testified at the federal government's anti-trust suit hearings.

Having granted Ingrid Bergman permission to accept an engagement in "Liliom," stage play opening on Broadway this spring, David O. Selznick has deferred his projected April start on "Joan of Arc," starring Miss Bergman, until late summer. The Selznick International lot will be maintained until that time on a skeletonized basis, with emphasis on rentals to outside producers. Selznick, when final editing on "Rebecca" has been completed, plans a trip to New York and, possibly, a vacation in South America.

Hollywood Personnelities

Barnstomers

—Monogram

TEX RITTER opens personal appearance tour in Brawley. The cowboy star will do one-night stands through California and Arizona.

Cleffers

—Columbia

MORRIS STOLOFF recording music for "I Married Adventure," the Osa Johnson vehicle.

—Metro

DANIELE AMFITHEATROF scoring "SOS Medico," a short subject.

ARCHIE BLEYER signed to do special musical arrangements.

BRONISLAW KAPER begins pre-recording for "The Mortal Storm."

EUGENE ZADOR, composer, given term contract. He is working on the score of "Florian."

—Monogram

JOHNNY LANGE and LEW PORTER sell a new song, "In Prairie Fairyland," for use in a forthcoming Tex Ritter western, "Colorado Trail," which Edward Finney will produce.

—Paramount

FREDERICK HOLLANDER writing musical background for "The Biscuit Eater." SIGMUND KRUMGOLD will score.

EDWIN LESTER, conductor-composer, set to work out musical finale for "Interlochen."

—Republic

"Blow, Breeze, Blow," a song by PETER TINTURIN, sold for use in "Young Buffalo Bill," a Roy Rogers western.

—Stephens-Lang

WILLIAM LAVA completes scoring "Courageous Dr. Christian." CONSTANTINE BAKALEINKOFF conducted the recording orchestra.

Meggers

—Columbia

CHARLES BARTON to "Dead Man's Isle," melodrama starring Peter Lorre. Production starts March 3 under the supervision of Wallace MacDonald.

JOSEPH H. LEWIS to the next Charles Starrett western, untitled.

—Metro

NORMAN TAUROG to the untitled sequel to "Boys Town," which John W. Considine jr. will produce.

S. SYLVAN SIMON to "Dulcy," a re-make, to be produced by Edgar Selwyn.

RICHARD THORPE to the next untitled "Tarzan" picture, following completion of his chore on "Twenty-Mule Team."

—Republic

JOHN H. AUER to "Women in War," a Sol Siegel production.

—20th Century-Fox

ALLAN DWAN to "The Young People," Shirley Temple starrer. He replaces Sidney Lanfield, who has a conflicting commitment on "Public Deb No. 1."

—Universal

AL ROGELL to "Trouble in B-Flat," a musical. James Edward Grant wrote the original.

—Warner

KURT BERNHARDT to "You Can't Escape Forever," which goes before the cameras March 11. Bernhardt was originally scheduled to make his American directorial debut with "Money and the Woman," which will be assigned to another director.

Options

—Columbia

MICHAEL FESSIER joins writing staff.

—Metro

FELIX BRESSART given term acting contract.

LOU SMITH, Clark Gable's stand-in, given stock acting contract.

MARVIN WALD joins writing staff to work on an untitled original.

—RKO Radio

WENDY BARRIE signed to new three-picture acting deal.

—Harry Sherman

THE KING'S MEN, male quartet, signed to appear in six "Hopalong Cassidy" westerns.

DON WILSON set to play leading role in "The Round-Up," to be made for Paramount release.

—20th Century-Fox

EDWARD POWELL, member of the music department, held for another term.

FRED SERSEN given new one-year contract as special effects director.

—Universal

WILLIAM CASTLE signs writing contract.

BILLY HALOP, HUNTZ HALL, BERNARD PUNSLEY and GABRIEL DELL, of the "Dead End Kids," sign two-picture deal.

—Warner

GORDON KAHN joins writing staff.

HENRY MYERS joins writing staff to work on a story for Producer Edmund Grainger.

Percenteers

DAVID BARON joins Al Kingston Agency as an associate.

Scripters

—Columbia

ABEM KANDEL to "Singapore." Sam Bischoff produces.

—Samuel Goldwyn

JAN FORTUNE teamed with JO SWERLING on "Natchez."

—Loew-Lewin

IRWIN SHAW to "Mothers and Sons."

—Metro

MARC CONNELLY to "The Life of Chopin."

JOHN MEEHAN to "We Live Our Lives." a mystery story, which Irving Asher will produce.

—Paramount

DORIS ANDERSON completes "Angels in Furs," which Dale Van Every will produce.

LIEUT. BIERNE LAY JR. to "I Wanted Wings," his own original, which Arthur Hornblow jr. will produce. ELEANORE GRIFFIN has completed an adaptation of the story.

LEONARD LEE to "Merchant Marine," an Anthony Veiller production.

—RKO Radio

LOUIS BROMFIELD to "Half a Rogue," a story by Garrett Fort, in which Charles Laughton is to star for Producer Erich Pommer.

GENE FOWLER to "Sanda Mala," a South Seas story by Maurice Collins, which Robert Sisk will produce.

JAMES HILTON to "Water Gypsies."

SAM and BELLA SPEWACK to "Two on an Island," from the play by Elmer Rice.

—Republic

JACK TOWNLEY to "Scatterbrain," which Gus Meins will produce and direct as a Judy Canova starrer.

GARNETT WESTON to "Backfire." Robert North will produce.

—Hal Roach

MIKEL NOVAK and BERNE GILER to "Nomads of the North."

—20th Century-Fox

WALTER BULLOCK to an untitled "Cisco Kid" vehicle.

OLIVER H. P. GARRETT to "I Married a Nazi."

ETHEL HILL to "Dance Hall."

—Universal

OLIVE COOPER to "Argentine Nights."

JAY DRATLER to "Siege of the Alcazar."

SHERMAN LOWE to "Points West."

MARTIN MOONEY to "Pier 17."

SAM ROBINS to an untitled vehicle in the action series co-starring Richard Arlen and Andy Devine. Ben Pivar produces.

PAUL GERARD SMITH to "Trouble in B-Flat," which Al Rogell will direct for Producer Ken Goldsmith.

CLARENCE YOUNG to "No Exit," from an original by Elizabeth Troy.

—Warner

GUY ENDORE to "The Life of Freud," slated as a starrer for Edward G. Robinson.

JULIUS and PHIL EPSTEIN complete "No Time for Comedy," forthcoming Bette Davis vehicle.

JAY GORNEY and HENRY MYERS to "College Widow," based on a story by George Ade, which will star Ann Sheridan. Edmund Grainger will produce.

WALLY KLEIN and AENEAS MACKENZIE complete "Captain Horatio Hornblower."

HOWARD KOCH to "The Letter," from a story by W. Somerset Maugham.

ROBERT ROSSON to "Fiesta in Manhattan," from a story by Charles Kaufman.

RICHARD WEIL to "Putting Over a Deb,"

second in the series of short subjects starring Elsa Maxwell.

JERRY WALD and RICHARD MACAULAY to "Calamity Jane," an Ann Sheridan starrer.

Story Buys

—Gregory Ratoff

"Ballerina," a novel by Lady Eleanor Smith, dramatized by Margaret Kennedy and Basil Deane. Ratoff may make it independently, as he is allowed one picture outside of his 20th Century-Fox pact each year. Frederick Kohner is writing the screenplay.

—RKO Radio

"Wrapped in Cellophane," a racetrack story by Vina Delmar. Robert Sisk will produce.

—20th Century-Fox

"The Life of Sam Dreben," biography of a famous American soldier. Screenplay will be written by William Anthony McGuire.

"Rain or Shine," by Vina Delmar. Harold Buchman is rushing a screenplay for a March 18 start, with David Burton directing.

—Universal

"No Exit," by Elizabeth Troy.

Technically

—Frank Capra

WILLIAM HOLMAN named production manager on "The Life of John Doe."

—Frank Lloyd

JACK MURTON joins staff as casting director.

—Metro

JERRY BRESLER named unit manager on "Boom Town."

DR. ORSON GREELEY, faculty member at the U. S. C. medical school, functioning as technical advisor on classroom sequences in "The Mortal Storm."

HUGH HARMON begins production of "Tom Turkey," a one-reel Technicolor cartoon designed for Thanksgiving release.

JOHNNY HINES to direct "Spots Before Your Eyes," a Pete Smith Specialty.

RUDOLF ISING begins production of "Milky Way," a one-reel cartoon.

RUDOLF ISING preparing "Swing Social" as his next Technicolor cartoon.

EDDIE LARKIN directing dance routines for "Two Girls on Broadway."

JOE NEWMAN checks in from Fort Lauderdale, Florida, where he filmed "Facing the Lion," a Pete Smith Specialty.

VINCE RUSH of studio production department dispatched to Wisconsin, seeking deer for use in "The Yearling." From there he goes to Florida to set location sites for the film.

FRANK WHITBECK producing "The Wizard of Menlo Park," a one-reel exploitation film tying in with the company's "Young Tom Edison" and "Edison, the Man."

—Paramount

ERNST FEGTE named art director on "Virginia," forthcoming Edward H. Griffith production.

LOU HARRIS directing special newsreel trailer exploiting the Golden Gloves contests sponsored by the Memphis Commercial Appeal and "Golden Gloves," forthcoming feature. GAYNE WHITMAN has been set as commentator.

CHARLES MCCORMICK set as property manager on the forthcoming "Henry Aldrich" feature starring Jackie Cooper.

JOSEPH THOMPSON set as property manager on "North West Mounted Police."

—20th Century-Fox

LUCIEN ANDRIOT photographing "Rogue of the Rio Grande."

—Universal

GEORGE KING directing dance sequences in "If I Had My Way."

—Walter Wanger

RUDOLF MATE to photograph "Personal History." EDDIE BERNOUDY has been set as assistant to Director Alfred Hitchcock.

—Warner

TED SCHMIDT of American Airlines set as technical advisor on "Flight 8," starring Virginia Bruce and Ralph Bellamy.

Many Extras Protest Autonomy Move by Screen Actors Guild

With negotiations between producers and the Conference of Studio Unions at a temporary standstill, the labor spotlight has been focused on the Screen Actors Guild and the tumult arising as a result of the announcement it intends to grant complete autonomy and a separate charter to extra players, numbering some 3,500, now belonging to what is known as the Class B division.

Immediately after the SAG directorate made the announcement, Guild headquarters were swamped with calls from extras protesting the projected change in setup. Thereafter, in a lengthy and heated session, the Class B council drew up a resolution declaring it would reject any plan giving the extras complete independence, although reiterating its desire to see the B players given a louder voice in the SAG's affairs. Despite this development, however, the SAG's executive staff and legal department have begun drafting an autonomy plan for submission to the directorate. If approved by that body it will be submitted to a vote of both the A and B groups. Under its provisions, extras would be allowed to handle their own affairs, collect their own dues and conduct their own bargaining negotiations with producers.

Date for resumption of the producer parleys with representatives of AFL and IATSE crafts has not been set. Hal Mohr, president of the International Photographers Local 659, has been drafted to step in as chairman of the laborites' negotiating committee, effective if William Bioff, present committee head, is unable to return from Chicago, where he is at liberty on bond on a 17-year-old pandering conviction. After two meetings, the parley had been recessed while production executives prepared figures on expenditures, foreign receipts, etc., to substantiate their contention that the 10 per cent wage increase granted studio workers last fall should be rescinded. Shortly after the second meeting terminated, Bioff went east, while Y. Frank Freeman, chairman of the producers' committee, departed for Arizona for the weekend.

Following in the footsteps of the Screen Writers Guild, the Screen Directors Guild directorate, in its regular weekly session, voted to condemn the Neely Bill because of its censorship and blind-selling clauses. It will appoint a special committee shortly to appear against the measure when it comes up for a hearing in Washington, around March 15.

In response to its demands for a 10 per cent wage increase, the Society of Motion Picture Film Editors was informed by producers that the boost will be granted if, as the result of current negotiations, the 10 per cent hike given other crafts is to be retained. The editors' board of directors called a general membership meeting for March 1 to vote on acceptance or rejection of the offer. Nearly 1,000 workers would be affected by the increase.

Centering the discussion on combative action against Martin Dies, the Screen Writers Guild directorate held an open meeting at which the secondary topic was the SWG's rights to handle arbitrational disputes for film writers. Since the abrogation of the Screen Playwrights, Inc., contract, there is no provision for settlement of such disputes in writer-producer contracts.

Publicists Sign Up

Its long battle with producers ended, the Screen Publicists Guild has begun signing contractual agreements with the major studios and has begun a drive to line up independent film-makers. The pact was signed first by Universal and RKO Radio, with Warner and Hal Roach following. The contract, retroactive to October 3, 1939, is expected to result in payment of some $30,000 in back pay to SPG members. The victory now won, the SPG's independent publicity office, operating as the Guild Publicity Bureau, Inc., has opened headquarters. Its purpose, as explained by President Lesley Mason, is to handle public relations for various groups in and out of the industry and, thereby, to furnish jobs for Guild members who, from time to time, are without a studio connection. Mason stressed that the bureau will handle only individuals who are eligible for free-lance publicity. Gabe Yorke is in charge of the office.

The Screen Readers Guild has requested another meeting with producers concerning its efforts to secure a closed shop pact with a minimum salary of $45 weekly. Producers have offered a minimum scale beginning at $40. The Screen Office Employes Guild is preparing a rough draft of a proposed contract which will be submitted to producers shortly.

Expected in from New York was Pat Casey, producer-labor contact working out of the Hays office, who went east on personal business.

LOS ANGELES

JAMES COSTON, Warner circuit head in Chicago, checked in for a vacation here and in Palm Springs . . . John Spalo sr., operator of the Bryn Mawr in Chicago, was another Windy City visitor at the Warner studio . . . Guest of Producer Harry Sherman is Rotus Harvey, independent circuit owner in the San Francisco Bay district.

Al O'Keefe, Universal's western district manager, has checked in at the local office after a business jaunt to San Francisco. A special drive in his honor is to be launched throughout the western territory, with exchanges in San Francisco, Portland, Seattle, Denver, Salt Lake City and Los Angeles competing. Drive opens April 7 and closes May 4 . . . F. T. Murray, manager of branch operations for Universal, headquartering in New York, is in on a business visit.

The Metro exchange personnel is having its woes. Elsie Schultz, of the inspection department, is recuperating at Methodist Hospital from painful injuries received in an automobile accident in which she and her husband both were hurt. Also Jimmie "Flash" Elms, shipping clerk at M-G-M, has been at home for several days nursing a sprained ligament.

George Diamos, of the Lyric Amusement Co., came in from Tucson, Ariz., to book for his five houses in the southwestern part of that state . . . Gladys Brown, of Metro's accounting department, is off on an early vacation with her parents.

Mrs. Foster Jackson, owner of the Elsinore in Elsinore, is virtually recovered from the accident incurred during her trip to New York last summer. She is expected to visit Filmrow soon . . . Mel Hulling, Monogram's western division sales head, planed in from San Francisco to meet Eddie Golden, the company's general sales manager, who is in for studio and exchange conferences.

The Arlington, Cinema, Bill Robinson and Bell Gardens are the latest to install the new Revolvo lobby display, according to Manny Hoffman and S. F. Greenbaum, its distributors . . . Metro's self-styled "wizards of the ice" will have a new rendezvous shortly for their weekly skating parties. Announcement has been made that a new ice-rink is to be constructed on the site of the Palomar ballroom, which burned to the ground a while back.

Jack Jacobs, Metro salesman, went to the hospital for a checkup. Nothing serious, however . . . Booking visitors: Tommy Huntington, Seville, Chula Vista; Al Galston of the Marcal and Center; Emil Umann, Regina, Beverly Hills.

Don G. West, chief buyer for the Tri-States circuit of Des Moines, was a visitor on the Warner lot in Burbank.

Jerome Safron, Columbia's western district manager, has checked in at the local office after a vacation in Palm Springs and Sun Valley . . . Majestic Distributing Corp. has booked the perennial "Ecstasy," starring Hedy Lamarr, into the Regina, Beverly Hills, for an indefinite run.

In at the United Artists office is Ben Fish, western district manager, taking time out after making one of his periodic treks around the territory . . . Coast Pictures has acquired "The Golem," French film starring Harry Baur, and "Finland Speaks," a short subject, for distribution in this territory.

Booking visitors: George Bromley, of the Campus; Jack Chazen, operator of the Rosebud; Dave Cantor, Ebell, Long Beach; Philip Greenbaum, Castle and Mecca theatres; Boris Posner, of the Arlington.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

PCCITO Convention Plans Elaborate

LOS ANGELES—Although the convention date is still more than two months away, elaborate preliminary plans are already being laid for the first annual get-together of members of the Pacific Coast Conference of Independent Theatre Owners, to be staged at the Ambassador Hotel here May 8-9-10. Following a meeting of the PCCITO convention program committee, to be held within two weeks, permanent headquarters will be set up at the hotel with Nat Tanchuck in charge of arranging details.

Activities for women during the three-day session are being formulated by a committee comprising Mesdames Jack Y. Berman and Hugh Bruen, of Los Angeles; Rotus Harvey and Ben Levin, San Francisco; and L. O. Lukan and William Ripley of Seattle. Husbands of these committeewomen, in addition to Bob White and A. West Johnston of Portland, comprise the PCCITO convention arrangements committee.

Paying tribute to independent operators in this area for raising $14,352.66 in the recent infantile paralysis drive, Joseph M. Schenck was host at a luncheon at 20th Century-Fox to members of the ITO of So. Calif. and Ariz. and their wives February 28. Following the luncheon the visitors attended a special private screening of "The Grapes of Wrath" in one of the studio projection rooms.

The affair was preceded by a routine membership meeting, over which Robert Poole, executive director of the ITO, presided.

A Son to Henry Fondas

NEW YORK—A son was born last Friday to Mr. and Mrs. Henry Fonda at the LeRoy Sanitarium here. It is their second child.

Robinson as Freud

HOLLYWOOD—Edward G. Robinson will be starred in the Warner film version of "The Life of Freud." Guy Endore will script.

S' FRANCISCO

THIS was the wettest week in many a year for this community. Five consecutive days of steady rain not only played havoc with the lowlands and disrupted train schedules, but completely wrecked theatre grosses. Oakland, on Monday, had enough rain in 12 hours to shatter a record that had stood since 1891. Exchanges were practically idle, with out-of-town exhibitors unable or undesirous of getting to the Row. Many exchange people arrived at their desks hours late, and some never did make it on Tuesday, when the downpour was heaviest.

Theatres in the flood areas either closed or played to scant audiences. However, there were some humorous sidelights to it all. The three-story high display of the sinking ship which the Golden Gate had on its marquee for "Swiss Family Robinson," was just about ready to go down a third time when eight men were dispatched to dismantle the huge affair. The noise of the wind, which provided natural sound effects for the display, was completely drowned out by the howling of the gale that blew across the city. The Gate management remarked it could have saved a lot of money had it been informed of the coming weather.

Mary E. Morris, known to theatrical folk over the nation as "Hamburger Mary," died here this week. She had staked hundreds of performers to meals and financial aid, and returned here last year after selling her restaurant in New York . . . "Gone With the Wind" closes at the Warfield next week after a highly successful six weeks . . . D. B. Levine will open his new Mission Street house, the Grand, about the middle of March. While it is small, seating about 800, the Grand is expected to provide plenty of competition to the other houses on the street of big second runs . . . Harry Stern is in town scouting for an exchangeman to handle Film Alliance products, for which he holds the Pacific Coast franchise.

"Grapes of Wrath" opened on the 29th at the Fox. Twentieth Century-Fox is putting on the biggest posting campaign in its history for this picture . . . The sympathy of all Filmrow folk is extended to Vada Fink of the Patterson, Patterson, whose husband was seriously injured when a blow-torch exploded, burning him severely about the face and chest . . . Pacific Premium is now taking moving pictures of all openings of their book and dish nights. Credit Bob Lippert with the innovation . . . Al O'Keefe, district manager, and F. T. Murray, branch operations manager, were Universal visitors this week. The last week of Universal's Bill A. Scully drive has been designated as "Al O'Keefe Month." It runs from April 7 to May 4.

A "double feature" took place in Reno, February 22 when two local couples took time out from theatrical duties to elope and have a twin stitching. Morry O'Hearn, assistant manager of the Curran, married Eudine Saunders, one of the Peggy O'Neil line at the Gate. Hillary Decker, treasurer of the Curran, "merged" with Lalia Jackson, treasurer of the San Francisco Opera Ass'n.

Anderson Will Build New Theatre at Ely, Nev.

ELY, NEV.—A new 740-seat theatre will be built here by P. V. Anderson.

Announcement of the proposed construction was made by Intermountain Theatre Supply of Salt Lake. The house will be known as the Nevada.

Interest in New Hollywood Theatre to Harry Rackin

LOS ANGELES—An interest in Harry Feigenbaum's Monica, now under construction in Hollywood, has been acquired by Harry Rackin, of Exhibitors' Service. The 600-seat house will open about March 15.

Wisteria in Sierra Madre Will Open This Month

SIERRA MADRE, CAL.—John Slate and Milton Webber will open their new Wisteria, a 350-seater, early in March, bringing films into this community for the first time.

Plans Are Drawn for New House in Beaumont, Cal.

BEAUMONT, CAL.—Plans are being drawn up for the construction of a 400-seat theatre here by C. L. James and Markley Morgan. Building will be launched some time in April.

Ted Cunningham Buys the Brentwood From Reitz

BRENTWOOD, CAL.—W. C. Reitz has sold his Brentwood to Ted Cunningham, former booker for the Elite in Beverly Hills.

Parker Escapes Disaster When Car Overturns

SEATTLE—Bill Parker, exploiteer for the Metro branches in Seattle and Portland, had a narrow escape when his car went off the road near Boise, Ida. Parker was handling the premiere of "Northwest Passage" in Boise, and was transporting Ilona Massey and Alan Curtis, "guest" stars at the opening, when from around a curve another machine came head on. Bill pulled over into a ditch, turning the car over, but with no serious injury.

Mrs. Brown, wife of Senator Brown, who was riding in the back seat, suffered a broken arm.

Casino in San Francisco Is Sued by Ten-O-Win

SAN FRANCISCO—The Ten-O-Win Co. has filed suit in the federal district court against the Casino, owned and operated by P. H. Markowitz. The complaint charges infringement of Ten-O-Win patents and copyrights and asks damages in excess of $100,000.

In addition, the suit charges unfair practice of deception, and misappropriation by the Casino of the exclusive property of Ten-O-Win. Since January 1, the theatre has played a game called "States," which Ten-O-Win claims is similar in all details and equipment. The Casino played Ten-O-Win from Oct. 26, 1939, to January 1.



Sextet on a Studio Set—

Ben Levin, of the General Theatrical Co., San Francisco, and also a member of the directorate of the ITO of No. California and Arizona, visits the Warner studio with a party of friends. Here is Levin (second from left) on the "Till We Meet Again" set with George Brent.

SEATTLE

EVENT of the week was the dinner given by the members of the Northwest Film Club honoring Al Ulbrickson, coach of the University of Washington crews. Bill Stober, manager of the Burien, and former crew man, did the introducing.

Whitney "Cy" Young and his wife, Addie, celebrated their silver anniversary with a gathering of friends at their home. Among those present were Mr. and Mrs. Bill Shartin, Jimmy and Sylvia O'Neal, Bill and Dorothy Forman, Al and Rose Bloom, Morrie and Hazel Segel, Dorothy Mercy and Marion Walton. Fred Mercy jr. and Eddie Walton were both in California.

The Bill Stobers will be three sometime in May. She is the former Dorothy Potts, for some years on the switchboard at the Sterling theatres . . . Report has it that the Mercy circuit will construct a new house in Clarkston. Mrs. J. A. Pulver, owner of the Liberty and other theatres in Lewiston, Ida., across the river from Clarkston, also announces she will open a house in Clarkston.

Word from New York tells of the sudden death of Mrs. Theresa Mercy, former wife of Fred Mercy sr., head of the Mercy circuit. She is survived by three sons, Fred jr. and Edgar of Seattle and Paul of Yakima . . . Henry Herbel, western division head for Warner, is visiting the local branch, accompanied by Norman Moray of the short subjects department in New York. While here they are holding meetings with Bill Shartin, local manager, and his sales force and bookers.

L. J. McGinley is entertaining Tom Murray of the Universal home office . . . Gordon Morris of B. F. Shearer has a Montana license on his car. The other night he found a note attached to his swipe telling him that drivers in Washington are better motorists than those from Montana. Gordon is from here . . . Bill Englen will take over the management of the Roxy in Sumner for Mike Barovic.

Jim Ahearn of Premiere Pictures, while attending a meeting in Los Angeles, received word that his mother was very low. Jim planed to New York but his mother had died before he arrived . . . Barclay Ardell, manager of Altec, on a visit to Vancouver, B. C., combining business and pleasure . . . Morrie Saffle by plane to San Francisco for a regional meeting of the Metro branch managers . . . Death claimed Mrs. J. E. MacPherson this week. She was motion picture chairman of the Washington State Federation of Women's Clubs and past president and former chairman of the Seattle Better Films Council.

Tom O'Donnell has hied himself off to Miami, Fla., for a little vacation . . . Jack Flannery keeping his birthday a big secret, but Charlie Greime found it out, so that's how we know . . . Jim Kendall has been appointed manager of the Rivoli . . . Leo Abrams, short subjects sales manager for Universal, is expected in from New York any day now.

Ned Edris back from the extended pleasure trip to Cuba, and brought greetings to all the gang from Butch Wingham, now in San Francisco . . . Harriet Lamb well on the mend and talking about going home soon.

Visitors this week include Bud Benson of Anacortes; Charlie Greime of Wenatchee; Mickey DeLeo of Port Townsend; Ed Halberg and Henry Davidson of Port Angeles; A. G. Basil from Raymond; Mrs. Bessie Maylor of Oak Harbor; Rufus Gould, for many years an exhibitor at Pe El, and talking of starting in the business again; George Jackson from Portland; Jack Kloepper, branch manager for United Artists in Portland; Joe Rosenfield from Spokane.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

PORTLAND

INDEPENDENT Theatre Owners of Oregon met last week to listen to reading of the minutes of the Pacific Coast conference at Los Angeles, and to the reports of the Oregon delegates, Wes Johnston, Eugene, and Bob White of Portland. The next meeting will be some time in March upon call of the trustees.

M. A. Rhoads of Woodland, Wash., was reported to have opened his new theatre in Battleground before giving it a name, with 50 bucks offered to the patron making the best suggestion. Western Theatre Equipment Co. furnished the bulk of the equipment for the thoroughly modern, 300-seat house—the only one in Battleground. The prize contest for the name bolsters the publicity on the opening.

F. T. Murray of New York, branch operations manager for Universal, paid Portland a flying visit en route from Seattle to San Francisco and photographed Branch Manager Slats Wilson before the embryonic administration building at the new Portland super-airport. The tall one is Wilson, but the building is going up fast.

Helloed on Filmrow: Mrs. Harriett Edwards of Reedsport; C. F. Brenner, Glendale; Eina Hemmila, Medford; S. G. Mendenhall, Grants Pass, and Donn Radabaugh, Roseburg . . . Charlie White figures he responded to at least 5,000 inquiries on the where and when of the local showing of "Grapes of Wrath" during the two weeks his "star room" collection of stills was exhibited at Meier and Frank's. Total number of questions reported answered by Charlie was about 100,000. He plans a 20-minute lecture for future showings.

Notify Locals IATSE Will Convene in Minneapolis

SEATTLE—Notice has been received by affiliated unions here that the IATSE convention will be held the first week in June at Minneapolis, according to Basil Gray, stage employes' union business agent.

Three delegates will go from Seattle, Ernest Clark from the stage employes, and James McNabb and Harry Lampman from the projectionists.

Sound Truck Operation Banned in Salt Lake

SALT LAKE CITY—The operation of sound trucks, loud speakers and similar devices has been banned from city streets here.

Exceptions will be made on special permits to be granted by the city commission for a fee of $1.00 for the broadcasting of "any important current events or happenings of public interest."

Jim Hone Joins MPTOA National Directorate

SEATTLE—Jim Hone, executive secretary of the Independent Theatre Owners, has been appointed to the directorate of the Motion Picture Theatre Owners of America.

Hone will attend all the national meetings, representing the Seattle group.

Duo Within Rights as Booth Operators

SEATTLE—Superior Judge William J. Wilkins has granted a declaratory judgment in which he held that two partners in the theatre at White Center have a right to operate in the booth without being required to hire a union operator.

W. T. Coy and Ernest Lindgren, copartners in the theatre, asked an anti-picketing and $25 a day for a period of several weeks last summer when the theatre was picketed by the IATSE union.

Coy testified, that although they required no operators other than themselves, the union picketed until they agreed to employ a union operator part time.

Judge Wilkins, although refusing an anti-picketing injunction, ruled that "partners conducting their own business in a motion picture business who show that they require no outside operator are not required by any law to hire operators" other than themselves.

Higgins Succeeds Navarre At UA Helm in Seattle

SEATTLE—Guy Navarre, for the past seven years branch manager of the Seattle office of United Artists, has resigned from that post to enter other business. He has been succeeded by Pete Higgins of the local UA sales force.

Other changes announced by Ben Fish, western division manager, include the transfer of A. J. Sullivan, now sales representative in eastern Washington, who will come to the coast territory and work out of the Seattle office. He will be succeeded in the eastern spot by Al Bloom, former manager of Grand National.

Tuey Buys the Eaton

COLORADO SPRINGS, COLO.—E. J. Tuey has bought the Eaton at Eaton, Colo., from Annabelle Hogue.



Visit Brenda Marshall—

H. Summers Bennett (right), exhibitor from Auburn, Wash., and his wife and son visit Brenda Marshall on the set of "The Sea Hawk" at the Warner Studio in Burbank.

DENVER

AFTER staying at the Orpheum for four weeks, during which it broke every house record, "Gone With the Wind" has been moved to the Broadway after a lapse of a week, where it will stay indefinitely, with prices 75c-$1.12-$1.50, the same as at the Orpheum. Three shows will be given daily, with the nights and Sundays reserved. The film played to near capacity the first two weeks at the Orpheum. The film was the first to play a full week in both Casper, Wyo., and Santa Fe, N. M.

Fred Knill, booker for Gibralter theatres, was operated on at St. Joseph's Hospital and is getting along as well as could be expected.

Footman Bros., operators of the Liberty in Colorado Springs, have taken over the Peak there from the Westland theatres.

Screened at the Paramount exchange and voted by all who saw it to be one of the best such films they had seen, was Jam Handy's "South Dakota Saga," filmed principally around and on the grounds and in the mine of the Homestake Milling and Mining Co.

With a local auto dealer as the sponsor the State is putting on a 15-minute quiz and reverse auction on the stage once a week that is proving a hit. The program is broadcast over radio station KVOD. Cash prizes are given for answers and also for articles a person is wearing or might have in his possession.

Ed Schulte, owner of theatres in Casper, Wyo., is spending some time in New Mexico on vacation. His American and Rex at Casper are practically being rebuilt with the spending of $40,000 on remodeling, redecoration, reseating, new front, and all the incidentals that will make both houses of the top rank.

Mrs. Stan Stanfill of Craig, Colo., is the mother of a fine baby daughter, born in Craig. Hubby is manager of the Craig there.

SALT LAKE

GREATER mining activity in the past year backlogs a forecast that an increase of $30,000,000 in the assessed valuation of Utah mines, for property tax purposes, will be shown.

A tieup with the Paris Company here, was effected for the showing of "Vigil in the Night," at the Rialto, operated by Joe Lawrence. The company ran a picture in the paper of Anne Shirley, featured in the film, and advertised its beauty services.

The Capitol Theatre at Logan is being used to present a play put on by the Utah State Agricultural College . . . Manager G. S. Pinnell of the local Sheffield-Republic exchange is due back from a trip into southern Utah . . . Sam Gardner, Metro branch manager, is back from Montana . . . Advance exploitation, in the form of a 24-sheet lobby display, has been launched by Earl Baughman at the Utah for "Congo Maisie."

Kirsch's Contention Becomes a Reality

By GENE RICH

CHICAGO—When Jack Kirsch took over as head of Allied of Illinois, he promised that if Balaban & Katz houses ever went to single bill programs, members of his organization would immediately follow.

Time for action came last weekend as B&K played "Mr. Smith Goes to Washington" alone at the Central Park, Berwyn and LaGrange. And as announced in last week's issue of BOXOFFICE as an expected move, 11 other houses in the southwest section immediately followed suit with single feature programs.

Reports of how the various houses did were somewhat varied. However, in the majority of cases, business on the single features was off compared to corresponding double-feature programs on other weeks.

The B&K Central Park fared better than the other two B&K houses who tried the venture, primarily, it is thought, because other houses around it were also single featuring, while the Berwyn and LaGrange had all double-feature competition around them.

While He Was in Florida

All this happened while Kirsch was vacationing in Florida, but it carried through his contention of a year and a half ago, that his Allied members would go single if given even the slightest encouragement.

Because all bookings could not be switched, some of the theatres which had intended to do so, did not play singles last week. However, those that did included the California and White Palace, operated by Sinuel Roberts and Marvin Lowenthal; the Marshall Square and Douglas, Goodman & Harrison theatres; the Schoenstadts' Atlantic; the 20th Century, Gold and Circle, operated by Kirsch and Charlie Cooper, and the Grand (Pulaski Road), Lindy (Ogden Ave.) and the Road.

All houses went back to double features after the experiment. Many independent and circuit operators felt that such a short test is not an accurate one, since the pictures single-featured by the "C" and first week houses had already been dualed with other big pictures in the "A" and "B" weeks.

Various independent exhibitors, most of them members of Allied, and located in other sections of the city, this week said that they, too, will go single feature if other circuit houses about them do so. Likewise, Allied announced again that those houses which went single last week, will follow B&K's lead in this respect.

It is Kirsch's contention that "at least 95 per cent of the exhibitor members of Allied will go back to single features if the chain theatres do."

Halperin Would Include All in Singles Try

CHICAGO—Speaking from the exhibitor's point of view, Alex Halperin, head booker for Warner theatres in this district, tells BOXOFFICE that "The weekend experiment of a few exhibitors to try singles is a start in the right direction," but adds that the "best and fairest test (of singles) would be over a more lengthy period and with the entire Chicago area trying it.

"I would suggest," Halperin goes on, "a three-month period during the summer—June, July and August—during which all houses would run single features. It could start with the big 'A' houses singling the releases as they became available to them in June, with all other week-of-release houses following in order. Thus, all would get the same test, and we wouldn't find some smaller houses trying to run attractions single when they had already been doubled in bigger houses."

Many other exhibitors agreed with Halperin, and said they would be willing to try.

John Balaban, who is away on a California vacation, and who will not be back until about March 10, could not be reached for comment. All circuits and independents in Chicago appear willing, according to a cursory survey by BOXOFFICE, to try such an experiment.

B&K, however, has consistently contended the public is "bargain-conscious" and still wants double features.

Discuss Protection Over New Drive-In

BELOIT, WIS.—The matter of clearance with reference to the new drive-in being erected in nearby Brookfield, was taken up at a regional meeting here of the ITPA of Wisconsin and Upper Michigan.

Exhibitors who operate in their communities 12 months a year believe they are entitled to protection over a theatre of this kind which will operate only four or five months a year. The drive-in, to cost about $30,000, is the first of its kind in Wisconsin.

Among those who attended the meeting, at which T. M. Ellis jr., local exhibitor, was host, were W. L. Ainsworth, Fond du Lac, president; Harry Perlewitz, Milwaukee, business manager; Charles Trampe and Ben Marcus, Milwaukee, member and chairman of the membership committee, respectively, and F. J. McWilliams, Portage, and Ross Baldwin, Wauwatosa, directors.

Blum, Porter and Lipp Join AA in Chicago

CHICAGO—Jack Blum and Henry Porter of Photoplay Advertising, and Morris Lipp of Chicago Poster Service, were to join Advertising Accessories, Inc., here this week. Transfer of the two independent poster exchanges was to become effective this weekend to the National Screen subsidiary.

Bowling Banquet April 10

CHICAGO—The annual banquet of the Film Bowling League of Chicago has been set for April 10. Affair is expected to be held at Harry's New York Cabaret.

Meins Gets "Scatterbrain"

HOLLYWOOD—Gus Meins will produce and direct "Scatterbrain," Judy Canova starrer, for Republic. Jack Townley will do the screenplay.

Court in Clash With Chicago's Censors

CHICAGO—A serious test for the police censor board's life appears in the offing as the result of another clash in court here over "Birth of a Nation."

The first skirmish resulted in a setback for the police department when the judge who granted a permanent injunction for the film to be shown, gave a new order for it to be exhibited. The picture opened Friday at the Sonotone, operated by Mannie Stutz.

Recently, Lieut. Harry Costello, police censor, pulled the picture from the Admiral. Then, Art Telzer, who has distribution rights on a modernized version of the film in Illinois and Indiana, learned of an old permanent injunction granted the film on March 5, 1917, preventing the police department interference.

Superior Judge Donald S. McKinley Monday ruled the picture could be shown pending a hearing on March 26 as to why the police department should not be held in contempt of court for attempting to interfere.

The court record of the film—which new version is dubbed with sound and musical effects—shows that it has been the central theme in 25 years of 10 jury trials here.

The star, Lillian Gish, is currently a success in "Life With Father," the stage success produced by Oscar Serlin, now at the Blackstone here.

"Birth of Nation" Clashes Boom Chicago Interest

CHICAGO—The revived public interest in "Birth of a Nation" here, after its latest altercation with the police censor board, was getting it plenty of play in the local dailies, all good, for the opening of the picture Friday at the Sonotone.

As an aftermath, Mannie Stutz, operator of the theatre, presented Lillian Gish, star of the picture and currently at the Blackstone in the stage play, "Life With Father," a silver engraved invitation to attend the showing of the modernized version. The presentation was made on the basis of the 25th anniversary of the film.

Joseph P. Binns, general manager of the Stevens Hotel, was to host a supper party Saturday night, in honor of this 25th anniversary. Guests were to be Miss Gish, members of the cast of the Blackstone stage play, and Chicago critics.

German-Made "Living Dead" Gets Chicago Censor Boot

CHICAGO—Another film is banned by the Chicago police censor board.

This time it is the German-made and Hitler-banned, "The Living Dead," smuggled out of the Reich, and distributed in this territory by Midwest Film Exchange. The group's report carried that the picture is "intensely morbid in theme . . . making it unfit for public showing."

The picture has been passed elsewhere and it was expected steps would be taken to petition Police Commissioner Allman and Mayor Kelly for revocation of the board's action.



—Photo by Martin's

In New Terre Haute Exhibitor Unit—

Members of the newly formed Terre Haute Theatres Ass'n, which pushed a cooperative patriotic program as one of its first official activities. Seated, left to right: John Wyckoff, manager of the Liberty and American; J. B. Stine, owner of the Garfield; Shannon Katzenbach, city manager Fourth Avenue Amusement Co. controlling the Grand, Indiana, Liberty and American, vice-president. Standing, same order: A. H. Kaufman, Fountain, president; Nat Blank, Orpheum, Gregory circuit house; Boyd Bell, Lyceum; Jack Van Borsum, West, and Herman Arnold, Indiana. Also members, but not shown here, are Maurice Reinking of the Idaho and Swan, secretary-treasurer; Ben Van Borsum of the Savoy, and H. Jeffries of the Rex.

Cooperative Patriotic Program By Terre Haute Houses Clicks

TERRE HAUTE—One of the first official actions of the new Terre Haute Theatres Ass'n, a special Americanization program at local theatres with the cooperation of the high schools, clicked here with the active support of civic leaders and city officials. Other participating organizations were local American Legion posts and the Elks club.

Mayor Duffy proclaimed an Americanization Day, front paged by both local dailies, and requested all stores to display the flag. High school students marched to the theatres, preceded by their individual bands and police escorts. Prominent speakers used the bill of rights as the patriotic topic.

Special programs were presented by local theatres, in which the ceremony of allegiance to the flag highlighted activities. The film fare was contributed by the various distributors, the exhibitors charged no admission and projectionists and staff members contributed their services.

Students of the Wiley high school attended the Liberty, Gerstmeyer students the American, and pupils of the Laboratory high school and parochial high schools went to the Orpheum.

Charge Three With Using Lottery in Indianapolis

INDIANAPOLIS—George Settos, owner of the Ohio here; his manager, Orvin Moore, and another employe, William H. Douglass, are again charged by police with operating a lottery scheme and gift enterprise at the theatre.

This is the second time in recent weeks that a police vice squad has raided a Bank Roll night conducted at the Ohio. In a previous raid, Moore and an usher, James Kenny, were arrested, then acquitted by a municipal court jury.

The police, in their second foray, confiscated all Bank Roll signs, a barrel for shuffling numbers and a registration book.

The three principals charged with operating Bank Roll have been granted a jury trial which will probably be called for next week.

"Gambling" in Churches Attacked by Churchman

MILWAUKEE—Dr. Herbert W. Blashfield, minister of the Whitefish Bay Community Church, in a recent sermon censured gambling and games of chance to raise money for churches. Specifically, he hit Bingo and bridge played for prizes, and golf played for "10 cents a hole" along with the "more serious" gambling devices and machines which, he charged, are becoming commonplace in lives of Christians and even as instruments to finance religion.

Television Program

CHICAGO—Another television program, "The Story of Man," was to be telecast from the Field Museum, Friday evening, in cooperation with the Zenith Radio Corp.'s station W9XZV.

Indiana Employment Drops in January

INDIANAPOLIS—Indiana employment and payrolls in January were generally below the December peak. However, nearly all industries studied showed substantial gains over January, 1939.

Estimates for all manufacturing wage earners placed the January employment at 285,242. This was 4.9 per cent, or approximately 15,000 wage earners, below the December level. Weekly factory payrolls of $7,675,000 in mid-January were 8.1 per cent, or $676,000 below the mid-December average. These losses, while above the seasonal average, were not considered excessive in view of the rapid expansion during the last half of 1939.

Losses in heavier industries were less than in the non-durable goods manufacturing group. In the latter manufacturing industries, losses of 7.9 per cent in employment and 9.4 per cent in payrolls were recorded for the period from December to January. Heavy industries reduced employment 3.6 per cent and payrolls 7.6 per cent.

Of the 14 major classifications of manufacturing industries, only the machinery group increased both employment and payrolls from December to January.

The effects of seasonal influences were quite evident in the non-manufacturing industries. Estimates for seven groups in this category showed losses of 13.1 per cent in employment and 10 per cent in payrolls. Indiana retailers reduced employment 17.6 per cent and payrolls 12.2 per cent in January and there was a decrease of approximately 21,700 in retail employment and $280,000 in weekly payrolls from December to January.

Compared with a year ago, however, most industries studied recorded gains in employment and payrolls. Manufacturing industries were employing 40,500 more wage earners than a year ago, or a gain of 16.6 per cent, while weekly factory payrolls were $1,562,000, or 25.6 per cent above January, 1939.

The average weekly earnings of Indiana factory workers in January was $26.91, a decrease of 3.3 per cent from the December average. This is attributed to a decrease of 3.3 per cent in the number of hours worked per week from December to January. The average hourly earnings of factory workers in January remained at 70.3 cents.

RCA Buys New Plant in Bloomington, Ind.

BLOOMINGTON, IND.—RCA Manufacturing Co. has purchased the Showers Bros. Furniture Co. plant here where it will manufacture table model radios. This is the second time in the past three years that RCA has chosen an Indiana city as a site for a plant.

The new RCA plant was built in 1919 by the Showers company and has 176,000 square feet of floor space. From 500 to 700 persons, about 80 per cent of them women, are to be employed when the company starts production about July 1 and, according to plans, this number may be increased to 1,000 by the end of the year.

MILWAUKEE

"GONE WITH THE WIND" has entered upon its fifth and final week at Fox's Palace here . . . Fox has raised its admission top from 50 to 60 cents for the showing of "Grapes of Wrath" at its Wisconsin Theatre here and is opening the house two hours earlier in the morning. Loge section is selling for 75 cents during the performance.

Mary Howard, portrayer of Ann Rutledge in "Abe Lincoln of Illinois," was a visitor en route to Hollywood . . . Edward H. Spranger recently observed his 43rd anniversary as chief stage electrician at the Pabst here.

Warner-Saxe's Savoy, National and Egyptian theatres here have announced a new Book Night offer . . . Mer Mac Theatre in New London is now running its serial programs on Fridays and Saturdays instead of Saturdays and Sundays, as in the past.

G. E. Miner and L. W. Webster, Rice Lake theatre executives, are financially interested in a new corporation for the manufacture of a machine for building metal snow fences . . . A Wednesday matinee at the Sheboygan featured a program of cooking, fashions and music.

Harold Knudsen, manager of Fox's Fond du Lac theatres, discussed the Neely bill at a reviewers' meeting of the Fond du Lac Better Films Council . . . The Princess in Superior utilized a front page story in the local press announcing the selection of "Dark Victory" as one of the ten best feature pictures of the past year, to plug the flicker in advertising its showing at the Princess.

The Majestic, Sheboygan, captioned its advertisement for the showing of "Dancing Co-Ed" with: "Swing King and Glamour Queen Now on Honeymoon," thereby capitalizing on the surprise marriage of Artie Shaw and Lana Turner, who appear in the flicker.

"Remember Scarlett O'Hara in 'Gone With the Wind'?" was the caption used by the Rex, Sheboygan, to plug the showing of "Fire Over England." A photo of Vivien Leigh in the costume worn in "GWTW" was featured in the ad.

Massey Addresses Chicago Congregation on Lincoln

CHICAGO—Raymond Massey, star of "Abe Lincoln in Illinois," was the speaker at the weekly religious service of Sinai Temple. He spoke on "My experiences in acting 'Abe Lincoln in Illinois,'" and read numerous passages from Lincoln's speeches.

Big Feature Rights Will Handle Fine Arts Films

INDIANAPOLIS—Lee Goldberg, head of Big Feature Rights, an independent exchange system, announces his company will distribute Fine Arts product in the Indianapolis, Cincinnati and Cleveland territories.

Favor Club Leader's Stand Against Neely

CHICAGO—Reaction among women's clubs in Chicago is favorable to the talk given by Mrs. Richard M. McClure, president of the Chicago Better Films Council, before the group, rapping the Neely bill, as "discriminatory and dangerous."

Before taking her stand against the bill, Mrs. McClure spent over two years doing research work on the proposed legislation. She is a former co-operator of a theatre on Chicago's south side and has had almost 15 years experience studying the film industry from the women's organization viewpoint.

She spoke as an individual and not for the Better Films Council, which has not yet taken a stand on the bill.

Mrs. McClure cited that motion pictures today are 75 per cent better as far as quality is concerned, showing the small number of rejections and limited permits granted pictures by the police censors here in 1939 as compared with ten years ago.

"No obscene pictures are produced today by the majors and no exhibitor is forced to show any picture he feels is objectionable," she said. She added that less than 10 per cent of the film contracts today are for entire blocks of pictures.

She explained that because of the variety of opinions of various groups in a community, no exhibitor can ever let the community in which he operates select the pictures he will show and still remain in business. Nor can the exhibitor expect to read hundreds of synopses of proposed pictures and then select the ones he wants to buy, as suggested by the bill.

"The public is being used unfairly to settle what is purely an industry trade practice," she told the women. She added that the bill will cause chaos in an industry already full of its own troubles."

Station WAAF Presents Both Sides on Neely Measure

CHICAGO—Officials of Station WAAF, it is learned, demanded that a speaker be provided to give the arguments against the Neely bill on its Saturday morning program, after the Illinois Federation of Women's Clubs had presented a program for the proposed law.

Irvin E. Deere, midwest representative of the Hays office, was to be interviewed by Mrs. Harry Slater, motion picture chairman of the third district of the Federation, to present reasons why the bill is detrimental to the industry.

The station's position was taken after seeing the script of the interview between Mrs. Slater and Tom Hungerford, Oak Park manager for Essaness, over the station. Officials said, it is understood, that a subject of such controversial nature should have arguments pro and con presented, and agreed to presentation of the original program only upon the condition that the Federation would have a speaker against the bill a week later.

Fessier Joins Columbia

HOLLYWOOD—Michael Fessier has joined Columbia's writing department.

INDIANAPOLIS

IT'S A BOY for the Trueman Rembusches. Rembusch is operator of theatres in Franklin, Elwood and Columbus . . . Rex Carr, manager of the Alamo and Ambassador theatres, is confined to his home with the flu.

Virginia Parsons has resigned as bookkeeper at National Theatre Supply to join Success Publishing Co. She is succeeded by Helen Conwell . . . John Servaas, head of Exhibitors Exchange and operator of several Indiana theatres, has returned from Florida.

Roy E. Harrold, president, and Don R. Rossiter, executive secretary, are delegates from Indiana to the convention of the Ohio Independent Theatre Owners . . . E. W. Penrod, Bank Night distributor, has returned from a business trip to Chicago and Milwaukee. Penrod leaves March 2 for New Orleans and points south. He will be accompanied by Mrs. Penrod.

The Ritz, Indianapolis, an Olson circuit house managed by James Kennedy, was held up by a well-dressed gunman. Miss Anne Yosha, cashier, turned over to the bandits more than $60 which he stuffed into his overcoat pocket and ran.

Amateur Winners to Rio

CHICAGO—The Morris B. Sachs' radio amateur show winners appear on the stage of the Rio, Chicago Heights, on Sunday. The house is operated by Rube Levine.

FRIENDS

tell friends

Nothing's quite so effective as word-of-mouth advertising. Today we deal fairly and squarely with a theatre man—tomorrow he tells a friend-in-the-trade about us.

Giving F & Y complete contralized authority is a friendly gesture for which a friendly service is rendered. You soon find that we put our heart in our work—in your work—cutting costs, using the best showmanship and creating original designs to give you a building that both serves your need and fits your ability to pay.

The friendship lives on as you continue to find us present in low maintenance costs, trimmed utility bills and better boxoffice reaction.

Friends tell friends about the buildings we build for them and that builds our business.



F & Y BUILDING SERVICE

328 E. Town St. Columbus, Ohio

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

Trial Seeking Return Of Legal Fees Opens

ST. LOUIS—The trial of the suit brought some months ago by Fanchon & Marco and two subsidiaries for the return of $42,200 paid in legal fees to John S. Leahy, Lambert E. Walther and Harold F. Hecker, attorneys, is underway before Circuit Judge Joseph J. Ward. The greater part of the opening day was taken up by the presentation of the opening statement of the plaintiffs by their counsel, Ben H. Liberman, and the introduction of various financial records.

Harry K. Arthur jr., vice-president and general manager of Fanchon & Marco, was the first witness. He detailed how his company secured operating control of the Ambassador, Missouri and New Grand Central theatres in 1936. He stated Leahy told him that Walther and Harry Koplar, pioneer St. Louis exhibitor, planned to submit leases for the theatres, but that the bondholders committees were not willing to accept the bid.

"I told Mr. Leahy I was not interested in the proposition, because I knew the Skouras Brothers were bidding for it," Arthur said, "and I didn't want to incur the Skouras' enmity. However, subsequently when I realized Skouras was holding me responsible for Koplar's entrance into the picture anyway, I decided the only way to save myself was to join forces with Koplar."

Arthur stated, at this point, that Skouras had threatened to take away Fanchon & Marco's film services at the Fox and St. Louis theatres because of Koplar's appearance as a bidder for the Ambassador and Missouri leases.

Seek Injunction on Notes

In addition to seeking the return of the $42,200 allegedly paid to the attorney, Fanchon & Marco is asking for an injunction to prevent the sale or transfer of $42,800 in unpaid notes given in part payment for legal fees charged by Leahy, Walther and Hecker.

In his opening statement, Liberman referred to the state anti-trust proceeding instituted early in 1936 against Warner Bros., Paramount, RKO, et al., about the time Fanchon & Marco, through the department of justice, was pressing anti-trust charges against the same film interests. He said Arthur presented Fanchon & Marco's film problems to Leahy, and said he had been advised by another Fanchon & Marco official that state proceedings might be started.

"Leahy told Arthur he thought the plan feasible," Liberman continued, "but pointed out he was a Republican and all the Missouri officials then were Democrats. So Mr. Leahy suggested that James P. Aylward be employed."

Aylward, who resides in Kansas City, is the Democratic national committeeman from Missouri and an influential political leader in the state.

"And," Liberman added, "Aylward was paid $5,000 to start the proceedings and got $25,000 to stop it after a settlement had been made with the film producers by Mr. Arthur."

It was after the settlement of the controversy with Warner, Paramount and RKO that legal compensation for Leahy was considered. Leahy, according to Liberman, contended he was entitled by contract to a 20 per cent interest in Fanchon & Marco's business. He was paid $10,000 and notes were given for the balance of his $65,000 fee, Liberman stated.

ST. LOUIS

FRISINA Amusement Co.'s new theatre in Effingham, Ill., the Hart, a 700-seater, has been doing nicely since it opened, January 25. Russell Hoag is manager . . . Due to illness, Terry Kilburn cancelled his two personal appearances set for Fanchon & Marco's Fox, February 23. The 12-year-old star was stricken while making a stage appearance in Kansas City.

Simone Simon made her first stage appearance here at the American Theatre February 25. Vehicle is "Three After Three." Co-starred Mitzi Green, Mary Brian and Stepin Fetchit . . . Helen Hayes will be guest of honor at a luncheon and fashion show, March 7, at Hotel Chase to raise funds for the St. Louis Finnish Relief Fund.

"Gone With the Wind" opened its sixth week at Loew's, March 1. It is causing more talk than the Big Wind of Ireland. Which is going some . . . Larry Sunbrock's rodeo and thrillshow at the Municipal Auditorium attracted 40,000 to four shows.

Some of the St. Louis Amusement Co. houses have apparently departed from the "no merchandise gifts" policy. In conjunction with neighborhood merchants, they are presenting "scooters" to lucky boys at Sunday matiness.

The board of aldermen passed an ordinance to impose a tax of 3 per cent on the gross receipts of professional ice skating exhibitions—just in time to knick the big show under way at the Arena.

First "after dark" pop concert of the St. Louis Symphony Orchestra at the Municipal Auditorium drew 3,300 cash customers.

Taking of Testimony Opens Suit by G. A. Levy Co.

ST. LOUIS—The taking of testimony in the $50,000 damage suit of the G. A. Levy & Co., Inc., manufacturers of electric signs, against four union business agents and seven other sign companies has opened before Circuit Judge William S. Connor. The suit charges the defendants conspired to drive the Levy company out of business. It asks $30,000 actual and $20,000 punitive damages.

The defendants include: H. W. Brady, Gail Gibson, Edward Seymour and Arthur Hunn, union leaders; and the Robert Tunica Electric Co., Keller Sign Co., G. C. Kirn Sign Service Co., Missouri Jewelite Co., Zeiser Brothers Sign Co., Crystal Sign Co., and Federal Brilliant Co.

Lead in "The Round-Up"

HOLLYWOOD—Producer Harry Sherman has signed Don Wilson for the leading role in "The Round-Up." Paramount will release.

Defense by Dennis of 16mm Film Releases

WABASH, IND.—Emphasizing his contention that the 16mm releases of the Dennis Film Bureau, Inc., do not compete with established theatres, LeRoy Dennis calls attention to the following paragraph of his letter reproduced in reduced size by this publication, February 17:

"If you are in a town with a theatre or if the merchants of your town have already contracted for motion pictures this summer, then please disregard this letter."

The subject of 16mm competition was highlighted by the presentation of "evidence" major company product was being distributed on the narrow gauge film. It came in a plea by the Associated Theatre Owners of Indiana to distributors to discontinue 16mm franchises.

"The paragraph in our letter is important," Dennis says, "because it shows we do not compete with theatres and have no shows in towns with theatres. This has been my policy since we started in 1926.

"The question is this," he continues: "If a man owns a theatre in a certain town, does that give him a franchise to keep entertainment out of every other surrounding town, where he spends no money and where local residents would gladly support a theatre if he would build one? Should he refuse to build a theatre in that town and still keep everything else out of the town? Showing in towns with a theatre is something else, and your article frees us of any question of doing that."

Unlicensed 16mm Shows Tracked Down in Chicago

CHICAGO—Lieut. Harry Costello, police film censor, is still after the 16mm film operators on charges of lack of permits for the films they are showing.

Costello says he will continue halting all shows of 16mm films, whether in taverns, halls or clubs, where some sort of an admission charge is made. The case of one tavern owner was discharged in police court after the owner was warned to secure a permit for his next shows.

The case of Boles Patzkoski, charged with showing a 16mm print of "The Invasion of Poland by Hitler," without a permit, was continued until March 12.

Moline Alderman to Pick Up License Fight Later

MOLINE, ILL.—Alderman Harry Roman, who failed in his first attempt to increase local theatre license fees, tells BOXOFFICE he is dropping the matter only temporarily, and that he is "going to take it up at a later date."

The alderman, who claims theatres do not pay proportionate fees with other Moline businesses, proposed that licenses be upped to $150 annually for theatres with 500 seats or less, with a rate of 20 cents per seat applying to additional capacity. Three of Moline's four theatres now pay an annual fee of $50, the fourth $75.

Charles Einfeld Sounds High Note in Chicago

CHICAGO—Vague about convention plans, but certain about the merit of his company's pictures, which he unhesitatingly termed "the best in the business," Charles Einfeld managed to wedge in both an exploitation conference and to enumerate the forthcoming product Warner will release, during an inter-train pause here, while en route to the coast.

The conference that occupied the Warner advertising director was with Bill Hollander, B&K publicity head, on exploitation for "Dr. Ehrlich's Magic Bullet."

"The Life of Freud" was a likely Warner production, revealed Einfeld, to follow the next two Edward G. Robinson starrers, "Brother Orchid" and "Benjamin Franklin."

"City of Conquest" will co-star Bette Davis and James Cagney; and Errol Flynn's next is expected to be "Capt. Horatio Hornblower." The next Paul Muni starrer, as yet untitled, will start July 1. An all-star cast, to include Pat O'Brien, George Brent, Merle Oberon and Geraldine Fitzgerald, is slated for "Till We Meet Again."

Fame to London, Ind., in A Film Radio Broadcast

LONDON, IND.—Although this town isn't blessed with many miles of sidewalks, the world was told about its blissful peace in a national radio broadcast featuring the new motion picture, "Sidewalks of London." The telling was done by Marshall King, telephone manager at London, who went to New York to appear on the broadcast as the representative of Hoosier London.

A Special Screening of "The City" in Chicago

CHICAGO—"The City," four-reel documentary film produced by Oscar Serlin under a Carnegie Foundation grant, was screened for an audience of civic and social group leaders at the Esquire. Present also were members of the Chicago cast of "Life With Father," stage hit produced by Serlin. The picture opens next week at the Esquire.

Dicker for Whiteman

CHICAGO—Paul Whiteman's band, now on tour, is expected to play a Chicago theatre date next month. Both the B&K Chicago and the Jones, Linick & Schaefer Oriental are dickering.

60 Attend "Open House"

CHICAGO—About 60 members and their guests attended the recent "open house" celebration of the Amusement Club of Chicago, held in the new club rooms at the Stevens Hotel.

Reopens Roxy in Saybrook

SAYBROOK, ILL.—E. G. Arthur, former M-G-M checker in Chicago, has reopened the Roxy here.

CHICAGO

BILL BRUMBERG of Warner is having bad luck with his new car. He recently had an accident with a taxicab. About a week after he had it fixed, he banged it up again in another taxicab collision.

All exchanges closed at 1 o'clock for Washington's Birthday . . . Frank Nardi of Republic is a father. It's a girl, Mary Catherine; 7 pounds, 14 ounces at birth.

Frank Smith was home several days with a cold. Smith is manager of the RKO Palace . . . A cold also laid low Johnny Kemptgen, office manager at M-G-M.

Bill Tresnick is the new treasurer at the Palace, succeeding Matt Plunkett, who resigned to join the office of the secretary of state.

Catherine Littlefield, Chicago ballet director, has been named dance director of the "American Jubilee," coming this season to the New York World's Fair.

Harry Blumenthal of Ad-Art Displays is back from his sojourn in Florida with a tan . . . W. Van Gelder, Filmrow's insurance man, is back on the job after a two-week illness.

Art O'Toole, M-G-M booker, is again wrestling with playdates after a vacation in California . . . William Kall, Warner salesman, has resigned.

Billy Weinberg, Hollywood Amusement's traveling ambassador, drops a note to Herb Wheeler of Warner theatres, all the way from Mexico.

Funeral services were held Monday for Louis Bursky, 72, uncle of the Balaban brothers . . . Gertrude Studdert, secretary to Walter Immerman at B&K, is due back Monday from a Mexican vacation.

Ted Reisch, manager of the Dale, Riverdale, is the father of a new baby boy . . . John Balaban is scheduled back from his short Hollywod trip about March 10 or 11.

The Finnish Relief Fund collections at the Warner houses here amounted to $721.

Ed Nikodem, manager of the Woods, certainly gets some appropriate atmosphere flowers from Amlings in Maywood for display during the run there of "Gone With the Wind."

Nate Gross, assistant city editor and feature writer of the Chicago *Herald-American*, turned thespian to play the role of a magazine writer in the third act of "Thanks for My Wife" at the Selwyn. The play stars Alan Dinehart, Glenda Farrell, Lyle Talbot and Shelia Bromley.

Tippy Harrison is back from Florida nice and brown . . . Jimmy Fidler's stage troupe stopped off in Chicago en route to Pittsburgh, the columnist's first stop on his stage tour. The troupe included Edith Fellows, Olympe Bradna, Helen Mack, Mary Healy and Michael Whalen.

Fred Astaire and his wife were on the Super Chief when it arrived from the coast last week. They were en route east.

Jack Flynn, M-G-M district manager, who is vacationing in Florida, is due back around March 20.

Bill Brumberg Talks on WB's Patriotic Series

CHICAGO—Bill Brumberg, Warner assistant branch manager, in a talk before the Chicago Better Films Council, asked his nearly 100 listeners for encouragement of his company's patriotic short subject series by asking them to urge exhibitors to give the films more playing time.

Brumberg also touched on Warner's plan to form a committee of 100 foremost educators to select the ten subjects in American history most worthy as material for future patriotic shorts.

Wallis Confers on Film With Mrs. Knute Rockne

CHICAGO—While in Chicago en route to the west coast, Hal Wallis, Warner executive producer, conferred with Mrs. Knute Rockne concerning the forthcoming "Life of Rockne," which Warner will produce. With Wallis was his wife, Louise Fazenda.

Drive for Hyland

CHICAGO—Walter Hyland, head booker at Universal, is being given recognition for his 25 years with the company, through a date drive. "Walter Hyland Anniversary Drive" will be held April 20 to May 4.

Rites in Logansport

LOGANSPORT, IND.—Funeral services were held here for the father of Herb Sullivan, who died from injuries sustained in an automobile accident in Lafayette. Sullivan is a city manager for the Gregory circuit.

Art Cinema League at DePauw

GREENCASTLE, IND.—DePauw University here has announced plans for an Art Cinema League for students, under the direction of Prof. H. J. Skornia.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

Nick "Last Chance" Seen as Fading

ST. LOUIS—Observers believe there is little chance of John P. Nick and Clyde A. Weston pushing successfully the remaining hope to regain control of the affairs of IATSE Local No. 143. That hope is a petition to the state supreme court for a writ of error questioning the ruling of the court of appeals rejecting without comment the appeal of Nick from the order of Circuit Judge Ernest F. Oakley ousting him and Weston from the Local. Observers point to the fact that the state's high tribunal recently held it lacked jurisdiction, sending the matter to the court of appeals.

Judge Oakley appointed temporary receivers for the union last April, after issuing a preliminary injunction against Nick and Weston.

In asking for a rehearing, Nick and Weston contended that the court ignored a law which requires the members of voluntary organizations to exhaust the remedies of their own organizations for relief against complained-of ills before going into courts of law. They also charge that the court had drawn "unwarranted conclusions" from the evidence presented by the members of the union who had brought the action against Nick and Weston.

Judge Oakley now is in a position to decide on whether he shall make the receivership and injunction against Nick and Weston permanent. He has that matter under advisement.

Distributor Executives Due For Gary Theatre Suit

CHICAGO—The home office executives of several major distributing companies are due here for the opening of the Gary Theatre anti-trust suit hearing.

The hearing, according to information relayed by Albert Gavit, one of the plaintiff's attorneys, has been continued to March 11.

Confer With Bioff

CHICAGO—Studio labor leaders from the coast are here conferring with William Bioff, extradited IATSE chieftain, on the next move pertaining to the 10 per cent wage hike issue.

Brotman's Main Demolished

CHICAGO—The Main, operated at 4815 Armitage Ave., by Isaac Brotman, was recently destroyed by fire at an estimated loss of about $20,000.

Bryan Picketed on Opening

BRYAN, IND.—The new Bryan opening here was greeted by a union operator picket.

Tanner Opens at Pana

PANA, ILL.—Harry Tanner's new Roseland has opened. The theatre, seating 900, was built at a cost of $100,000.

"Pinocchio" Going Into Chicago Palace Mar. 21

CHICAGO—"Pinocchio" will go into the RKO Palace for an indefinite run on March 21 at regular prices. Children's admissions for this Disney feature are expected to be 25 cents, as were those for "Snow White."

RKO's "Abe Lincoln in Illinois," which will also play at the Palace, will be set in sometime after the stage version, now current at the Grand Opera House, closes on March 30.

Phi Delta Theta to Hear Will Hays at Banquet

INDIANAPOLIS—Will H. Hays, president of the MPPDA and past president of the general council of Phi Delta Theta, will be principal speaker at the forthcoming annual Founders' Day Banquet in the Columbia Club, March 9.

Hays, a former resident of Crawfordsville and Sullivan, graduated from Wabash College in 1900.

To Operate Skating Rinks

INDIANAPOLIS—A new corporation has formed here to be known as the Winterland Ice Revue, Inc. N. Taylor Todd is agent. The new corporation, to have 300 shares of $100 par value stock, is incorporated to operate permanent or portable ice skating rinks.

Gets Metro Pact

HOLLYWOOD — Jane Drummond, young Chicago actress, has been given a contract with Metro-Goldwyn-Mayer as the result of a recent screen test.



Honeymooners—

The newlyweds, George Kerasotes, general manager of the Kerasotes chain of central Illinois theatres, and Marjorie Birnbaum, to whom he was married February 3, are perched on the square at Havana, Cuba, where they went for their wedding trip. The couple are now at home in Springfield.

See 10-Week Run for "Wind" at Oriental

CHICAGO—"Gone With the Wind," which is still doing big business at the Oriental, will probably go at least ten weeks in the Jones, Linick & Schaefer house, according to Johnny Jones. Jones added, however, that as long as the control figure is reached, he will continue to run the picture.

Jones has been making regular trips to New York in an attempt to line up suitable product to continue the Oriental in the first-run category in the loop. He said he hopes to keep the admission up to 75 cents with top films, if available.

Meanwhile, the fourth week of "GWTW" at the Woods was a little under the first three, due to a dropping off at the matinees.

Columbia Short on FBI Is Praised by Hoover

NEW YORK—J. Edgar Hoover, director of the FBI, has put his stamp of approval upon Columbia's short subject titled, "Inside the Federal Bureau of Investigation," in a letter commending the company for its production of the one-reel film. Hoover wrote: "I appreciated very much the opportunity of seeing a preview of your new picture, 'Inside the Federal Bureau of Investigation.'

"We of the FBI were happy to work with members of your staff and you in the making of this picture in our building. I feel that you have done an excellent job in portraying certain of our activities.

"In times likes these, I think it is particularly important that citizens be acquainted with the advances which have been made in scientific crime detection and the facilities which their law enforcement agencies have available to carry on their responsibility of protecting society."

Muni Due for Chi Stage Appearance April 1

CHICAGO—Paul Muni's first stage appearance here since the spring of 1933 when he appeared here in Elmer's Rice's "Counselor-at-Law," will be on April 1. He is set then for a three-week run at the Selwyn in the Playwrights Company's "Key Largo," Maxwell Anderson's latest dramatic success.

M. E. Berman Broadcasts

SPRINGFIELD, ILL.—M. E. Berman, manager of the Orpheum, was guest speaker on the "Meet the Merchant" program over WCBS, local radio station, last week. He discussed "Entertainment."

Kirsch, Cooper Take Over

CHICAGO—Jack Kirsch and Charlie Cooper have taken over the operation of the Circle, formerly operated by Mrs. Fred Cleveland.

Allied Arbitration Proposal "Late"

CHICAGO—"Allied's arbitration proposal at such a late date after its lukewarm reception of the distributors' proposal months ago comes as a surprise and is hard for me to understand," said William F. Rodgers, Metro general sales manager and chairman of the distributor committee in code negotiations.

Rodgers said that Abram Myers, Allied general counsel, had addressed Nicholas M. Schenck, Loew's chief, suggesting that Allied was interested in arbitration, but had advanced no definite proposals. Disposition of the matter awaits the return of Rodgers and Schenck to New York.

Despite the 400 prints expected on "Gone With the Wind" by April 1, Rodgers said that Metro cannot take split weeks until after most of the present dates are worked off, but will accept them on the basis now prevailing. He said that Metro would not release any additional gross figures on the picture.

Enthusiastic over the remainder of the season's lineup, Rodgers said that the new three-year franchise deal with National Theatres had been closed months ago.

Scott-Interstate Suit Hearing on March 7

DALLAS—Paul P. Scott's damage suit against Interstate, Paramount and Karl Hoblitzelle and Robert J. O'Donnell is slated to get under way in federal court here March 7.

Scott formerly operated the Varsity here and currently runs the River Oak, Houston. Interstate bought the house, but Scott claims he sustained a $70,000 loss and $45,000 in damages in lost profits because of alleged restrictions imposed upon him by the defendants. His suit, therefore, totals $115,000 which, if tripled, would total $345,000.

His present theatre in Houston enters the action in that Scott claims interference there by Interstate through the Alabama, Interstate house, eight-tenths of a mile away and the clearance he says it enjoys over the River Oak.

Would Counter Dualling by Filming One-Act Plays

AUSTIN, TEX.—Filmization of one-act plays as a means of combating dual features and also for the playlets' intrinsic entertainment value is advanced by Dr. E. P. Conkle, associate professor of drama at the University of Texas and author of two Broadway plays.

Among the other advantages of the brief drama, advanced by Dr. Conkle, were the opportunities offered by such films as a proving ground for acting, writing, directing, and other talent.

Film "Siege of Alcazar"

HOLLYWOOD—Universal will make "Siege of the Alcazar," an incident prominent in the nation's headlines for a time during the civil strife in Spain. Jay Dratler will script.

How Did It Do at Your Boxoffice?—Mail This Coupon Today

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

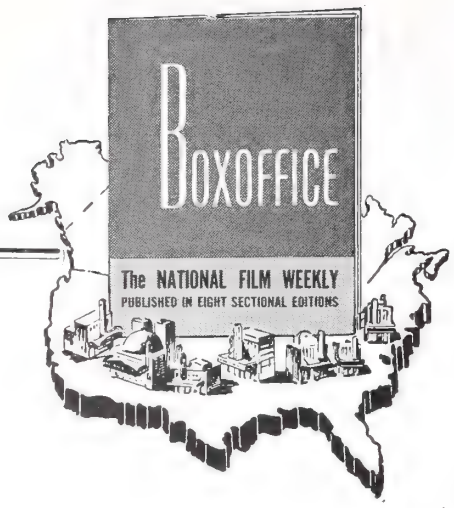
Exhibitor .....

Theatre ..... **Seating Capacity**.....

Type Patronage..... **Admission Scale**.....

Town ..... **State**.....

Population.....



The *Most Complete* Trade Paper Service in the Industry

***Covering Every Phase of the Motion Picture Business*— Every Place in the Industry!**

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

Urges Writing Solons Against Neely Bill

DES MOINES—"Write your congressman," G. Ralph Branton advised 600 Des Moines Women's club members here, "and tell him to vote against the Neely bill."

The direct plea put the general manager of the Tri-States Theatre circuit unreservedly with the anti-Neely bill forces.

"The bill has been passed by the Senate and is now in the House," Branton reminded the women in Hoyt Sherman Auditorium here. "Part of the reason it passed in the Senate is because there has been a lot of misinformation handed to the women of the country.

"The fact is, Washington is trying to ram something down our throats."

Branton scorned the reported evils of block booking.

"You've heard a lot about block booking," he asserted, "but we don't do block booking. We do block buying—but every one of my contracts with major producing firms carries a cancellation clause. I see every picture before it is shown in our theatres. The cancellation clause is there if the picture doesn't meet with my approval. We do block buying—but not block booking.

"If I could buy only two pictures at a time, what pictures do you suppose I would select? Those that would make money, of course—just as I do now.

"The responsibility for every picture we offer is mine, directly, and I accept it. If we show anything you don't like, I'm the man to call."

Branton also ridiculed the idea of film censorship — pointing derisively toward Boston's Sunday censorship plan. He termed the nation's women the real censors, advised them to know the sort of films their children see just as they know the sort of books they read.

" 'The Grapes of Wrath' proves that a great book can be made into a great movie —without the filth of the book," he remarked. "I think every adult should see 'The Grapes of Wrath.' But I don't plan to let my 12-year-old daughter see it. I wonder how many of you are as careful about keeping the book from children's eyes."

Branton had to relinquish the floor during part of his talk because of a throat difficulty. A. G. Stolte, Tri-States district manager, carried on for him until the general manager could return.

Grover Parsons Assumes U Helm in Kansas City

KANSAS CITY—The Universal exchange here was taken over this week by Grover C. Parsons, branch manager, succeeding LeRoy J. Miller, who goes to another branch office. Parsons comes here from the west coast, where, in the San Francisco area, he was with Metro for 19 years.

In 1936 Parsons joined Republic as western sales manager, a post he held until last fall. Since then he has been taking care of real estate interests. Miller has been here two years, following a period at the Omaha branch.

Hollingsworth Files Anti-Trust Action Against Fox Midwest

LINCOLN—Naming Fox Midwest as theatre operator defendant, and M-G-M, Fox, RKO, Universal, United Artists, Paramount and Republic as distributor defendants, the long threatened anti-trust action to recover $234,300 triple damages ($78,100 alleged actual) was filed in federal court here by Frank E. Hollingsworth, who has the New Pix and Rialto in Beatrice, Neb.

Also named as individual defendants in their capacities as exchange managers for defendant distributors were Joe Scott, 20th-Fox; Harry Shumow, M-G-M, and Carl Reese, of Republic.

Hollingsworth claims the Fox Midwest people entered into a conspiracy to stifle him in Beatrice, by first getting the distributors to agree to let him have film, if he took up the lease on the New Pix, which was dropped earlier by Fox Midwest after a rental squabble. After he leased the place for $18,000 for five years and spent $16,000 on equipment, he claims his operations from Oct. 23, 1939, to the present time lost him $3,150, and that he was finally forced to close his New Pix because of inability to get enough films to run the place.

Charges Rivoli Overbought

At the same time, he claims the one Fox Midwest house, the Rivoli, had more films contracted to it by three times than the house was ever able to play in its best year, and has resorted to a clipping of prices by 30 per cent since he opened in order to bring, with the cream of the product of the defendant majors and low prices, the full blow of competition down upon him.

Hollingsworth charges the whole arrangement was a scheme entered willingly by all defendants to get Fox Midwest out of having to go to the expense of two theatre operations in Beatrice, through surrender of the lease of one of them (the New Pix), with a view to controlling all available first run pictures and thereby eliminating the plaintiff from competition.

Claims Warner Liabilities

Petition claims that Fox Midwest tried to buy film from every company except Vitagraph for the 1939-40 season, pursuing the original plan of crushing the plaintiff's business. As a result, Hollingsworth, in addition to the operating loss, charges he has liabilities of $2,750 to Warner and Columbia, making the complete damages from it along with investment, lease and repairs.

Hollingsworth hired for his legal representation two attorneys who know the film business from past experience, G. F. Nye, who served for years as the legal counsel of the Omaha film board of trade, and Paul F. Good, once the Nebraska attorney general and in on preparations of two previous anti-trust actions. One of them was the case of William F. Youngclaus, who, while running a theatre at Madison, Neb., sued under the clearance measures allegedly taken by the majors to protect first runs in key towns. This was guided by Good to a $25,000 settlement.

Steffes Message Will Be Read to Allied

MINNEAPOLIS—Ill health will prevent W. A. Steffes, Northwest Allied president, from attending the organization's annual convention here March 6 and 7, but he'll be present through the medium of a written message which will be read to the independents.

It is reported that Steffes has dictated the message from his hospital bed in Washington where he's being treated for a heart ailment and it will be read from the convention floor.

Among other things, it's believed a certainty, Steffes will call upon members to use pressure upon their representatives in Congress to support the Neely bill. A more determined stand against percentages also will be urged.

All independents in the territory, regardless of organization affiliation or lack of it, have been invited to attend the convention here. The Twin City section of the organization is expected to go into fears of a product shortage later in the season due to the playing time consumed by "Gone With the Wind" and numerous recent holdover pictures. "Fairer" and "more equitable" clearance in Minneapolis and St. Paul is expected to be demanded.

The "heavy" terms being demanded for "Gone With the Wind" and other pictures also will come in for considerable discussion, along with all angles of that M-G-M picture and next season's products and its terms.

Talk of Anti-Neely Move Stirs Wrath of Berger

MINNEAPOLIS—Reports that Paramount executives are preparing to wage a vigorous fight against the Neely bill drew the fire of Bennie Berger, former president of Northwest Allied and still a leader in that unit.

"No wonder Paramount doesn't want the Neely bill," said Berger. "Their circuit theatres now enjoy all the advantages that would result for independent exhibitors if the bill became a law. Their chain theatres now only have to play outstanding pictures, instead of all the releases.

"Naturally, Paramount doesn't want opposition independent exhibitors to have the same advantages which mean so much to it. Self-interest dictates their attitude on the bill."

Woodruff Into Waverly, Kas.

WAVERLY, KAS.—L. O Woodruff, formerly of the Yale, Fort Scott, Kas., has taken over the Bailey here from Jim Bailey.

Signs With RKO for Three

HOLLYWOOD—Wendy Barrie has signed a three-picture acting deal at RKO.

Extended Playing Time Seen As Independents' Salvation

MINNEAPOLIS—The only present salvation of independent exhibitors is extended playing time, in view of the fact so many big boxoffice pictures are being released and impend. This is the view of some of the leading exchange heads here.

These exchange heads believe a change in theatre policy is imminent all along the line and think that exhibitors will curtail their changes of bill. Houses now making three weekly changes will go to two, for example, in their opinion.

While exhibitors will buy fewer pictures, the outstanding pictures will bring a substantially larger return to the distributors and, at the same time, exhibitors will be considerable money ahead, according to this view.

It is pointed out outstanding pictures on preferred playing time gross more as a rule on Monday and Tuesday, after having been played Sunday, than the theatre exhibiting them takes in the rest of the week, excluding Saturday, perhaps. Exchange heads holding this opinion assert many pictures now running three days could be retained one or more additional days profitably.

Such releases as have been in circulation recently are just what has been needed to bring back the public to theatres and to make new film converts, they declared.

OMAHA

CHARTER members of the Future Fathers Club are Charlie Lieb, Metro salesman, and your BOXOFFICE scribe. Charlie is getting his announcements ready for June while BOXOFFICE is readying a news flash for May 1 . . . The Saturday night parties at Omaha Variety Club are bigger and better every week.

J. W. Morrison is the new owner of the Strand at Walnut, Ia., taking it over from W. F. Carter, who was managing the house for George F. Burch. Note to circulation department: Put Exhibitor Morrison back on the subscribers' list. He says the first thing he learned about running a theatre was to read BOXOFFICE*!*

Sol Francis and Sol Yeager, the Monogram twins, are both on diets in an attempt to reduce. So far it hasn't affected either one of them where they need it most, said an Iowa exhibitor . . . Herman Fields, exhibitor at Clarinda, Ia., took a fast trip to Florida, Cuba and return in two weeks.

L. J. "Jack" Schlaifer, United Artists vice-prexy and western general sales manager, was here to see Don McLucas. Jack was all excited about UA's "Rebecca" . . . Bill Bogart, Orpheum, Rock Valley, Ia., has been sick but is recovering nicely, our scouts tell us . . . Wally Dupree, Woodbine, Woodbine, Ia., was in town.

Wally Johnson, Plaza, Friend, Neb., spends most of his spare time in Omaha. In the first place, his girl works here. In the second place, Wally goes ice skating at the Ak-Sar-Ben rink. In the third place, it's too cold to play golf. Wally is a successful restaurant owner in addition to operating theatres at Friend and Exeter.

John S. Harrington of the Monogram home office was here to see Sol Francis . . . Latest on the poster department deals is that National Screen will take over the vacant office formerly housing Grand National. That will give more space in the Paramount exchange, we're told. Universal and Columbia are supposed to be next in line, but nothing definite.

U. G. Evans is the new owner of the Gayety at Arcadia, Neb., formerly operated by Ed Panowicz . . . Mrs. Hazel Dunn, wife of the husky exhibitor at Valentine, Neb., looked into the window at Quality Theatre Supply and saw her picture stuck to a lamp house. The sign said "A picture free with every lamp" . . . Several exhibitors wanted to know, if they bought a lamp, would they get a picture of good looking Mrs. Dunn or a picture of their own wives!

Warm weather brought a lot of exhibitors to Omaha. Davenport street specials were Vernon Van, Strand, Wakefield, Neb.; Martinas Biemond, Ord, Ord, Neb.; Sol Slomenski, Liberty, Loup City, Neb.; A. G. Myrick, State, Lake Park, Ia.; John McQuistan, Star, Bloomfield, Neb.; Sol Reif, Cornhusker, Hastings, Neb.; Mons Thompson, Riviera, St. Paul, Neb.

Roosevelt in DM to Tilt Prices for "Blue Bird"

DES MOINES—An experiment will be tried out here at Easter time when "The Blue Bird" will open as the exclusive feature at the suburban Roosevelt.

Prices will be slightly advanced. Heretofore, the Roosevelt has played simultaneously and at regular prices the main feature showing at the Des Moines Theatre in the loop.

Premiere for Clinton

CLINTON, IA.—Following suggestions made by the local chamber of commerce, 20th Century-Fox will premiere "Lillian Russell," starring Alice Faye, here, where the renowned stage beauty was born. The showing will be held simultaneously with the picture's debut in New York City, probably some time in May.

"Sanda Mala" to Fowler

HOLLYWOOD—Gene Fowler is adapting "Sanda Mala," South Seas story, for Producer Robert Sisk at RKO.

Twin Cities Shelling Out to See "Wind"

MINNEAPOLIS—The three record-breaking weeks of "Gone With the Wind" at the Orpheum brought in the staggering sum of almost $103,000. The gross for the St. Paul Orpheum's three record-breaking weeks was close to $66,000. For the Twin Cities, thus, the total three-week take was nearly $170,000, or an average of nearly $57,000 a week. M-G-M here took 70 per cent of this total for film rental. The theatres' 30 per cent, however, represented a substantial profit.

The gross for the third and final Minneapolis Orpheum week was just under $33,000; that for the St. Paul Orpheum, nearly $17,000. The first Minneapolis Orpheum week was around $34,500; the second, just under $36,000.

Because of previous stage show commitments, "Gone With the Wind" moved from the Minneapolis Orpheum over to the Century for an extension of its loop run, and did a big business in its fourth week downtown or first at the latter house. It now is in its fifth loop and second Century week.

Best Sellers in Film Form Compete in Minneapolis

MINNEAPOLIS—Two "best selling" novels currently are carrying on in big league style on local screens. Both "Gone With the Wind" and "Northwest Passage" are showing simultaneously and in opposition to one another, but each is doing a landoffice business.

"Wind" is in its fifth week downtown, now occupying the Century screen. "Northwest Passage" has started a second week at the State.

Still another top seller, "The Grapes of Wrath," is scheduled to follow "Northwest Passage" at the State. It is regarded as a certainty that the former, too, will attract smash patronage.

Nobody Sees "Wind" Free During Minneapolis Run

MINNEAPOLIS—The sign "Free List Entirely Suspended" that has been hung on the boxoffice during the "Gone With the Wind" run means just that. Never before in local theatrical history has it been so difficult to crash the gate—never before have so few people succeeded in doing it.

Even employes of the Minnesota Amusement Co., in whose theatres it has been showing, have had to buy tickets if they wanted to see "Gone With the Wind."

Barrie Burke, supervisor of Minnesota Amusement Co. Twin City loop theatres, reveals that neither he nor John J. Friedl, the circuit's general manager, has seen the picture as yet.

"We were told by W. H. Workman, M-G-M branch manager, to go and buy tickets like the others," says Burke. "Haven't gotten around to doing it yet, but you can rest assured we'll see the picture before the first run is over."

Adapts "Life of Chopin"

HOLLYWOOD—"The Life of Chopin" is being adapted for Metro by Marc Connelly.

NO WONDER

Everyone Is Talking About

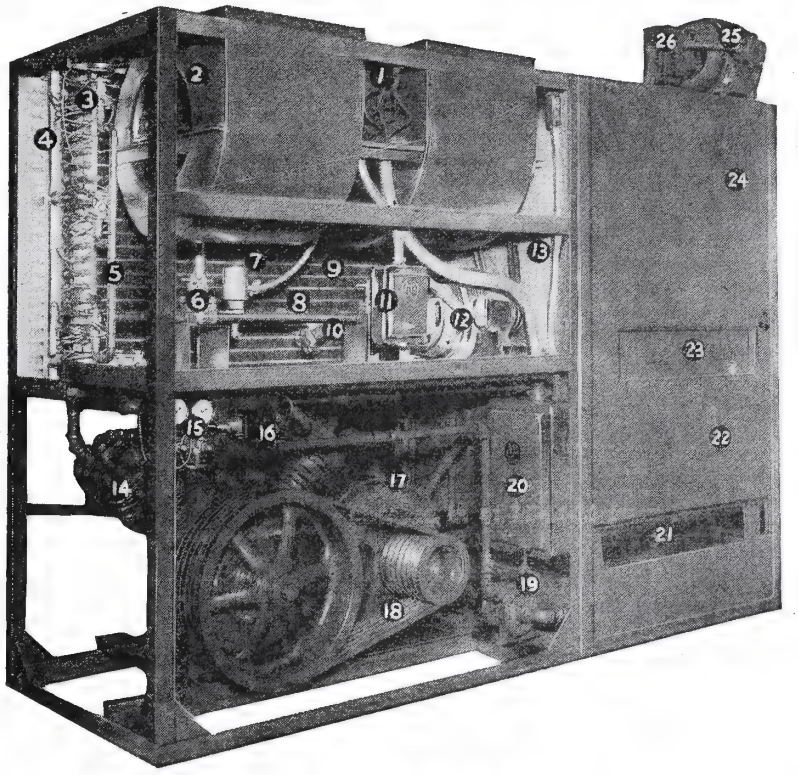
GOVERNAIR

Air Conditioning Systems

Ye horse and buggy days
are gone forever
so are the old fashioned methods
of air conditioning

WHY INSTALL *Old Fashioned* OBSOLETE EQUIPMENT?

1. Junction box for all wiring
2. Conditioned Air Blowers
3. Refrigerant Expansion Valves
4. Welded suction header
5. Liquid line and by-pass
6. Refrigerant shutoff valves
7. Solenoid Refrigerant valve
8. Permanent refrigerant sight glasses
9. Copper finned cooling coil, 6 rows
10. "Henry" refrigerant strainer
11. Blower motor starter switch
12. Blower motor and vee belt drive
13. Insulation on sides of conditioner
14. Slow speed Freon compressor
15. Permanent compressor gauges
16. Automatic pressure cutoff switches
17. Heavy duty compressor motor
18. Heavy multi vee belt drive
19. Bronze impellor water pump
20. Compressor motor control switch
21. Galvanized water tank and float valve
22. 10 row copper condenser coil
23. Brass spray nozzles chamber
24. Evaporative condenser blower
25. Condenser blower motor
26. Starting switch



MODERNIZE WITH STREAMLINED GOVERNAIR SYSTEM

IT MUST BE RIGHT
24 REPEAT ORDERS

have been placed by one large chain theatre operator. This operator bought Governair after having tried out most all of the other makes of air conditioning equipment. The operating costs of the Governair units were substantially lower than other systems.

- **The lowest priced system available** due to the compact design, sound engineering and careful assembly. Self contained design and integrally constructed mechanism are essential to peak efficiencies and low manufacturing costs.
- **Systems come completely assembled,** fully tested, and ready for operation. No delays—no guess work on the job—all joints welded (not soldered)—the finest equipment available carefully assembled and balanced.
- **No expensive installation crews** are needed to install a Governair System. Simply connect your power, water, and duct connections to the unit and it is ready to operate. Units mounted on skids to facilitate installation. Units are only 35" wide.
- **A size for every need.** Governair units are made in a full range of sizes from 3 Ton to 30 Ton capacities. Often it may be necessary to install more than one unit to properly control large installations and obtain maximum efficiencies. Why run a large unit when often there is only a partial load.
- **Write today for full information** how you too may enjoy the benefit of Governair Conditioning Systems.

302 SO. HARWOOD **CONSOLIDATED ENGINEERING** DALLAS, TEX.

DES MOINES

JUST to be on the safe side, we're going to move our prophecy for the Spandau-Esther nuptials out of May into the middle of April . . . Jere's secretary, Loretta Dieling, either doesn't know a thing or has been warned not to talk to wandering BOXOFFICE reporters, but when a man starts in February to search seriously for a four-bedroom apartment, May sounds too far distant for this seasoned forecaster.

Leo McKechneay of Tri-States' shekel department now knows the difference between a winter front and a fly screen for a Buick radiator . . . but he had to buy and install a fly screen one blizzardy day to acquire this valuable bit of knowledge . . . What would Art Anderson rather do than listen to a symphony at the Shrine? He did it . . . Universal is struggling to maintain second place in the Bill Scully Drive with St. Louis trying to take it away from them . . . Pete Dana, district manager from Kaycee, was to return from his sojourn in the Florida sunshine, March 4.

Ray Copeland's Little Paramount screening room was so jammed with *R&T* newsmen who thought they were going to see "My Little Chickadee" the other evening that there wasn't even room for BOXOFFICE & Co. who arrived late . . . DD fooled the Mae West fans, though, and screened "The Earl of Chicago" and "The Road to Singapore" instead . . . Madge Ward shipped a cute red, white and blue chain bracelet to Mary Allen, who was operated on in Omaha, February 17.

Dorothy Day (DD) wore a violet corsage, sniffed a bouquet of roses, and will evenually do what you'd expect with the hankies she received from the Tri-States girls on her birthday, February 21 . . . On February 22, Ken Clayton was wined and dined and then wined again because it was his birthday . . . The G. Ralph Brantons left for Hollywood, February 29, for a two or three-week stay.

The A. H. Blanks and Ray celebrated George Washington's birthday by returning to DM from Hollywood, Florida and Mexico City, respectively . . . Leo McKechneay's little boy, Douglas, was severely burned recently when he fell out of bed onto a vaporizer . . . Tri-States' girls had a post-nuptial shower on Georgia Bricker, Friday, at Hazel Dunn's (how can you tell I've been up at the Tri-States offices?) . . . Chuck Elder of Paramount Accessories couldn't be as young as he looks in that green sweater-and-slacks outfit he was wearing the other day.

Chick Friedman makes so many trips back and fourth between DM and Omaha these days he has to be reminded which town he's in each morning when he wakes up . . . Wilsonne Long and her mother turned over in their car recently, and Wilsonne complained because she got her cute new coat with the monk's hood dirty! . . . Mr. and Mrs. Jacob Spandau, who came here from Atlantic City, N. J., to visit their little boy, Jere, and make a big hit with everybody who met them, returned home last week.

Margaret Sullivan left National Screen so she could start doing her own dusting. Clara Crawford replaces her . . . Grace Simons gave her DM political friend the air, but kept in good with the GOP by annexing an out-of-town Republican who sent her red roses February 14 . . . Those lace hose were the offering of another of the Simons entourage . . . The Harry Lloyds spent the weekend down in Kaycee.

Speed Lambert stopped in town long enough to have a coke with a special DM flavor (no, not smokey) . . . If Ann Lipovac owes you anything, better telephone her, because she opens her mail box only about once a month. She just this week discovered a valentine which had been coyly awaiting her perusal since February 14 . . . That special showing of "Grapes of Wrath" was not in vain. It got a movie-everybody-oughta-see mention in Beanie Zwart's column, and will receive a extra-special review by Film Editor Clayton himself.

When the good lady handling the program at the Woman's Club added "Abe Lincoln in Illinois" to G. Ralph Branton's good upcoming list, Branton scored a hit by saying he hadn't mentioned it himself because it wasn't coming to one of his theatres . . . Raymond Massey, "Abe" in the film, will be here with the play April 3. Wonder if he'll bring his wife and wonder if the Masseys will remember those two stowaways on their Harrisburg-to-Washington, D. C. chartered plane (BOXOFFICE & Co.)?

Because we spent so much time away from DM after we were married, those congratulations got ahead of us. But thanks to Jesse Shlyen, also Benny, Schlozman, Brown, Formby, Sam Clark of Warners, Barney and Vada Oldfield, and pitcher people in Hollywood.

No Happy Ending

DES MOINES—Courtesy of the Des Moines *Register* editorial columns:

VERSE LIBRE

A mighty book and a mighty movie;
Margaret Mitchell and Em Gee Em;
A thousand pages; ten miles of film—
What! And still no happy ending?

DES MOINES—Since bragging about "GWTW" grosses has ceased to be news, G. Ralph Branton of Tri-States managed to stand out with a man-bite-dog stunt when he said:

"We lost money on 'Gone With the Wind'."

Asked for an explanation, he replied:

"Our other houses lost money while it was playing at our Paramount."

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

KERMIT CARR was so busy with "GWTW" reservations in Ottumwa that he couldn't leave the Ottumwa Theatre boxoffice You can imagine how grateful he was when the thoughtful Speed Lambert and Jake Cohen brought him a sandwich. But dare you imagine what he said when he opened it, mouth watering, and discovered lettuce and eggshells between two slices of burnt toast? (Censored!)

Eugene Zumhof, insurance man in Dubuque, has been selected by M-G-M to act as one of the three special representatives for the state of Iowa to check the showings of "GWTW" throughout the state, it was announced Saturday.

The Iowa Theatre in Lake City was gutted by fire February 21 . . . Bob Bernau says he'll rebuild right away, bigger and better than ever.

DM independent theatres started Sunday to use a new make-up on their ads . . . a heavy bar around each section ends at just below the theatre name, thus emphasizing it.

Especially for Leo Wolcott of Eldora and the Allied exhibitors: Horace Heidt, featured on the Pot O' Gold program you don't go for and in DM Tuesday, has been signed by Jimmy Roosevelt to make a Pot O' Gold film.

We didn't see them but we know they were there . . . an exploiteer, a newspaper managing editor, and a theatre manager thoroughly investigated Burlington's new membership club Friday night—and morning.

Ray Lumsden of the Pastime in Iowa City purchased some new seats for his house the other day before spending an evening in Gilly Wells' whoopee room.

Hayden Peterson of the State in Lee township jittered through an evening with the crowds for Horace Heidt at the Tromar with the lovely queen of his boxoffice . . . Hayden ought to feel pretty good about that publicity his house got because someone who must have known the columnist sat all alone through the last half of "Birth of a Nation."

It couldn't be the product offered on the Row these days, so it must be that Nate Rosenthal of the Iowa in Waterloo is getting too particular . . . he spent a whole day trying to fill one date and then wasn't quite satisfied . . . don't go away mad, though, Nate!

KAYCEE

Kaycee Barkers Install Jay Means as Chief

KANSAS CITY—The most successful of the inaugural affairs, which mark formal installation of new officers of Variety Club, was held by Kansas City barkers in the main ballroom of the Hotel Muehlebach, Friday, March 1. Jay Means of the Oak Park accepted the gavel from George Baker of Baker Enterprises as chief barker. Other new officers are Jerry Zigmond, Newman, vice-president; C. E. Gregory, National Screen Service, vice-president; Jim States, Paramount, treasurer, and Arthur Cole, Paramount, secretary.

It was a night of entertainment and good fellowship; speeches were held to a minimum, and only Jay Means and George Baker talked, and that briefly. The club presented retiring Chief Barker George Baker his choice of a specially designed pin or ring, and he selected the pin.

The entertainment committee, headed by Jerry Zigmond, provided a floor show of five acts, with Vic Allen emceeing, and Little Jack Little and his orchestra. In addition there was an orchestra for dancing until late. An innovation was the Oyster Bar, with hors d'oeuvres and drinks, off the main ballroom, which was used by the guests just before dinner.

The meeting at Variety Club last Monday night was to plug the inaugural ball, and was the first at which Jay Means had officiated. A near-record attendance for a business session heard Zigmond and Don Woods of Warner Bros. discuss the show.

Approximately 40 Plan Trip To Convention in Dallas

KANSAS CITY—Approximately 40 members of Variety Club are expected to attend the national convention in Dallas in April from here, according to C. E. Gregory, National Screen Service, who is chairman of the On-to-Dallas committee. Some 35 or 40 from Minneapolis and a group from Omaha will probably join the group here, and the remainder of the trip will likely be made by special train, Gregory indicated.

Billiard Elimination Contest Starts at Club March 4

KANSAS CITY—On Monday, March 4, the elimination contests for straight rail and three-cushion billiards will begin at Variety Club, according to Bob Withers of Republic-Midwest and George Baker of Baker Enterprises, who are in charge of the competition. Entrance fees are 25 cents, and contestants will shoot 25 straight rail and 10 3-cushion billiards. A number already have entered.

Benny Benjamin Assumes K. C. Monogram Helm

KANSAS CITY—Benny Benjamin, formerly branch manager here for Universal, has taken over the Monogram exchange here. It is understood that Douglas Desch, who has been managing, will remain with the exchange.

Ray Johnston, head of Monogram, and George West were here over the weekend, en route by air to California.

H. C. KAUFMAN, exchange operations manager for Columbia, was here this week visiting the local branch.

Miss Elizabeth Jordan is the new switchboard operator at RKO. She replaces Miss Dorothy Hughes, who goes on the desk formerly handled by Miss Louise Phillipi. Miss Phillipi replaces Miss Esther Frost, who is moving to Cleveland.

Speaking of moves, Leon Abraham, also of RKO, moved this week to 5104 Noll Ave., where he can mow a lawn. He emphatically asserts that there will be no formal or informal opening—except for those who want to work.

On the Row: Frank Cassil, Rialto, St. Joseph, Mo.; Homer Strowig, Plaza, Abilene, Kas.; Stan Schwahn, city manager, Lawrence, Kas.; Lloyd Lenhart, Clinton, Mo.

The Variety Club has a new game, dart baseball, which is leaving the arms of a lot of the boys stiff and sore these early mornings. It doesn't take very many throws to do that, either. The boys may even develop a team to compete in the local dart-throwing leagues.

Ulric "Yic" Williams and George Williams, Delphus, Carthage, Mo., were on the Row this week for the first time in a long while.

Alvin Goodwin, sales manager of Quality Premiums, Philadelphia, was here this week visiting Alex Schneiderman, who is in charge of local distribution for the company . . . Joe Lysowski of Altec is handling the raffle of six tickets to George White's "Scandals" to get money for the Cinema Club's family.

Thieves broke into the apartment of Jerry Zigmond, Newman manager, the other evening while the Zigmonds were entertaining guests, and stole $200, then gathered up the coats of guests and dumped them in the backyard. The coats were found the next morning, after the guests had gone home in the cold, with makeshift wrappers dug out by the Zigmonds.

Among visitors here was Harry Taylor, western division manager for National Screen Service, who was en route east.

More on the Row: M. A. Otto, Linn, Pleasanton, Kas., with Mrs. Linn; Tom A. Spurgin, Moderne, Stanberry, Mo.; Charley Fisk, Fisk, Butler, Mo.

Terry Kilburn, "Swiss Family Robinson" star, suffered a relapse and went to Menorah Hospital, February 27. He has been at the Hotel Muehlebach here, suffering from an attack of influenza. His condition is reported not serious.

Jack Barnett, that master of the newsreel and of dialect, made a speech not long ago over the Mutual network from the St. Paul winter carnival. Jack told of a narrow escape or two he had, and otherwise discussed the newsreel business. We read it, and it wasn't a bad speech, either—if he wrote it.

Dorothy Hughes, formerly at Paramount, is now on the board at RKO . . . Pete Dana, district manager at Universal, and Mrs. Dana have been spending a couple weeks in Florida.

"Village Barn Dance" (Vera Vague, Kidoodlers, Don Wilson, etc.) is doing okay. Shirley Booth, Rich Hill, Mo., exhibitor, reports that even the employes of the theatre there liked it, and that it did a very good business.

The Brookside, Kansas City, celebrated its second anniversary as a Fox Midwest house the other day with free cake for everybody.

New-Owner Fulton to Drop Foreign Films at Vogue

KANSAS CITY—The Vogue has been taken over by W. D. Fulton, who formerly operated the theatre. The suburban house has been playing foreign made and foreign language pictures, in addition to special American films, for the past year or so, while under lease to the Rosener interests. This special policy will be continued for another four or five weeks by Fulton, and then will be returned to a "Hollywood policy." George Mode, who has been at the Southtown, is managing.

Krueger Dillinger, formerly at the Mary Lue, now is managing the Strand, which Fulton recently took over from John Wolfberg.

Pact to Gable's Stand-In

HOLLYWOOD—Lou Smith, Clark Gable's stand-in, has been given a stock acting contract at Metro.

FOR PALATABLE POPCORN

That Brings Customers Back for More.

Order From Us and Be Convinced.

WE HANDLE THE BEST ON THE MARKET

Try Our High Grade Flav-O-Nut Oil

—Also Sacks, Boxes, and Salt—

RUBE MELCHER - - - GRand 0672

POPPERS' SUPPLY CO. —1717 Wyandotte — Kansas City, Mo.

Making a Breeze of Production

DES MOINES—" 'Gone With the Wind' will gross $20,000,000, it is now indicated. Already Hollywood producers are talking of a 'Gone With the Wind' cycle."

That news item provided the springboard for the following editorial in Tuesday's Des Moines *Register*:

Producer—I tell ya we gotta do a "Wind" picture.

Assistant—Well, we can try that new book, "Out With the Gale."

Producer—Don't be ridiculous. It's got no Atlanta fire!

Assistant—How about the scenario "In With the Tide?"

Producer—Bah! The heroine is a good woman. Worse than that, the hero is a gentleman! You can't gross 20 million with a story about them kind of people.

Assistant—I got just the woman for the part.

Producer—For what part?

Assistant—For the part we'd have if we had the right scenario.

Producer—Never mind that stuff, yet. There was a writer in here last week with a scenario that had two Scarlett O'Haras in it, both worse than Selznick's. He had three Atlanta fires and the whole of Sherman's march to the sea.

Assistant—I've got a friend who has a book called "The Hurricane in Illinois." It sort of combines the features of "Gone With the Wind" and these Abe Lincoln pictures. It's got everything except plantations.

Producer—It's gotta have plantations.

Assistant—I've been thinking an idea . . . it combines "Uncle Tom's Cabin" and "Birth of a Nation" with "Abe Lincoln in Illinois" and "Grapes of Wrath." We could burn Richmond, Chicago and maybe Des Moines.

Producer—How about the principal characters? Are they both positively low-grade no-goods?

Assistant—The heroine marries six times, twice during the funeral of her last husband, and steals two sweethearts from her own sister.

Producer—Great!

Assistant—The hero is strictly a louse.

Producer—Now we're getting some place! Could we make it last four hours?

Assistant—Listen, that stuff can go on for six hours!

Producer (triumphantly)—Boys, we got it! A forty million gross! What a picture! Let's go!

MINNEAPOLIS

SHIRLEY SHUMAN, who left Universal to take the marriage vows a year ago, is a proud mother . . . A. Selby Carr, Paramount office manager, recovered from his illness and back on the job . . . "Hy" Chapman and his Columbia bunch working hard on the Abe Montague fifteenth anniversary sales' drive and getting nice results, too . . . Charlie Weiner's Monogram testimonial drive also going great guns . . . Mickey Coen, M-G-M salesman, back from a three weeks' vacation in Missouri.

Out-of-town exhibitors visiting Filmrow included John Piller, Valley City, N. D.; Don Buckley, Redwood Falls, Minn., who is building a new home; A. M. Inman, Fairfax, Minn.; Jack Wright, Red Wing, Minn.; Paul Perizzo, Winnebago, Minn., and Charlie Lyons, Aitken, Minn. . . . Jerry Weisfeldt, who resigned from the Warner booking staff, has returned to his home in Milwaukee.

Warner Bros. here in second place in its district in the Sears sales drive. Incidentally, a painful ear ailment is keeping C. K. Olson, branch manager, on the shelf . . . Bill Katz, National Screen home office auditor, in town briefly . . . Ask Charlie Jackson of Warner's about the joke the boys in the office played on him. It has to do with the blackboard reporting the salesmen's standing in the Sears drive derby.

W. H. Workman, M-G-M branch manager, having a good time in Puerto Rico . . . Four of the original "Dead End Kids" were in town the past week. They appeared in person at the Orpheum . . . Paramount looked at "The Road to Singapore" and they're calling it a "honey" . . . Elliot E. Pearlman, National Screen home office comptroller, paid a visit . . . Charlie Fogel, M-G-M home office maintenance department representative, off to Des Moines after a few days here.

Walter Mitchell, Universal shipper, sustained an injured hand in a basketball game . . . "Nickey" Goldhammer, RKO district manager, visited Omaha and Des Moines branches . . . Jay Haas, National Screen traveling ad sales supervisor, in town . . . Kenny Adams, RKO head booker, still telling everybody that recently arrived baby is "the world's greatest." Weighs seven pounds, 11 ounces now . . . 20th-Fox screened "Grapes of Wrath" for the critics and raves were the order of the day . . . Fay Dressel, RKO branch manager, smashed a finger on his left hand in closing the door to his auto and the doctor isn't sure it can be saved.

E. T. Gomersall, Universal district manager, dropped off for a call on Harold B. Johnson, branch manager . . . Al Stern, RKO office manager, claims ping pong championship of Filmrow and challenges all comers. Incidentally, the RKO team apparently can't be dislodged from first place in the film bowling league. It won all three of its games last week and will blossom out shortly with new shirts adorned with the RKO emblem.

The "Hy" Chapmans celebrated their 20th wedding anniversary. "Hy" is Columbia branch manager . . . Sidney Volk, prominent independent circuit operator, back from a glorious five weeks Florida vacation, is authority for the statement that the girls he saw in the Southland have nothing on those of Minneapolis for looks and glamour. He'll take the home-town gals every time, he asserts. Sidney left his brother-partner, Bill, in Florida, having the time of his young life.

J. L. Stern happy over the way that the Louis-Godoy fight pictures are going over in the territory . . . Nelson Eddy gave concert recital here this week to a large audience. Among those present was another screen favorite, Allen Jones, in the Twin Cities for a St. Paul concert appearance.

LINCOLN

HAPPY RKO FACES item: "Pinocchio," opening here day and date with the southwest premiere in Oklahoma City, and southern premiere in Miami, and in a much smaller town, had a better per capita gross. Working with House Manager M. E. Lofgren at the Stuart was William Scholl, RKO exploiteer out of Minneapolis, with Jim Clark, Disney representative from New York, and Russ Egner, RKO exchange manager, Omaha, standing by applauding.

Paramount, through efforts of Ted Mendenhall, has tied up the Daily Nebraskan, *at the University of Nebraska, with Editor Dick DeBrown, to go on the "In Old Siwash" hunt for a beauty queen . . . Barbara Livingston, wife of Bob, the Capitol manager, leaves Tucson, Ariz., where she's been wintering, about March 2, for the long train ride back . . . Speaking of train rides, what about it, Monroe Rubinger? . . . When Major Bowes announced that one of his units was scheduled for Lincoln, March 1-2, a week and a half before it happened, Bob Huffman had to scamper around and find a place to insert the show, the Nebraska finally picked. The Bowes unit will be the first show to play on a stage here without Bill Taylor as stage manager, he having died recently.*

Mary Coyle, onetime Ziegfeld Follies girl, came home to visit her parents here, and filed suit for divorce from her husband, Adolfo Rosquellas, who is professionally known as Pancho, the Rhumba orchestra leader, in New York.

Bill Knight, after his experience with Eva LeGallienne's legit show at the Liberty, says he likes pictures best. After a legit show, half the audience wants to go backstage and meet the star, but in the film business, he says he has never run onto anybody who wants to go up to the booth and take a look in the film can . . . Bill Scholl is a ping-pong demon (RKO readers NOTE: But only AFTER hours).

Most called guy in Omaha from Lincoln last week: Joe Scott. Nature of the call, and reasonable facsimile of the conversation: "Lissen, Joe, you being Darryl Zanuck's right hand man, and a personal friend of Sonja Henie, how about getting me a couple of ducats for the ice show?"

Davis and Donat Are Selected by Critics

MINNEAPOLIS—Bette Davis, who won the poll of the Newspaper Film Critics of America for the best performance by an actress in 1938, again emerged victorious in the balloting just completed for 1939, being the critics' overwhelming choice for her work in "Dark Victory." The poll was conducted by Merle Potter, Minneapolis *Times-Tribune* motion picture critic.

With "Gone With the Wind" not considered a 1939 release, the critics selected "Goodbye, Mr. Chips" as the year's best picture, second and third place going to "Mr. Smith Goes to Washington" and "Wuthering Heights," respectively.

Robert Donat in "Goodbye, Mr. Chips" finished first in the balloting for the best performance by an actor, followed by James Stewart in "Mr. Smith Goes to Washington" and Spencer Tracy in "Stanley and Livingstone." Runners-up to Miss Davis were Greta Garbo in "Ninotchka" and Rosalind Russell in "The Women."

The critics also decided the best performance by a male supporting player was that of Thomas Mitchell in "Stagecoach," with Brian Aherne in "Juarez" and Akim Tamiroff in "Disputed Passage" second and third. Greer Garson in "Goodbye, Mr. Chips" was the best performance by a female supporting player, the runners-up being Rosalind Russell in "The Women" and Alice Brady in "Young Mr. Lincoln," according to the critics.

Young actor and actress most likely to win the greatest fame in 1940 are Jeffery Lynn and Maureen O'Hara, with Eddie Albert, John Howard, Linda Darnell and Lana Turner runners-up, the critics believe.

Roller Skating Promotion Enters Lists in Kaycee

KANSAS CITY—The Roller Derby, a roller skating promotion, rolled into town last Wednesday and began taking in shekels at the American Royal building. An outside promotion, sponsored here by the Shrine, the same show went six weeks in Columbus, Ohio, and really gave exhibitors there a headache. It is scheduled for a four-week run.

Asked why showmen hadn't done something about the derby, one exhibitor commented that "the movies haven't any monopoly on the entertainment business. Others have a perfect right to come in and give it a whirl—if they can sell the public. Anyway, all the movie people do is complain. They haven't an organization, and don't do anything till it's too late to do anything but complain."

Mahnke Picks DM

DES MOINES—This city has been selected by Carl F. Mahnke, head of Vocational Guidance Films, Inc., as the distribution center for "Your Life Work," vocational guidance 16mm films, designed specifically for visual education work. The prints, which are distributed through the Burton Holmes organization, are sold to schools.

Short Subjects Ride High on Wave of Public Demand

MINNEAPOLIS—There has been a greater gain for short subjects during the past six months than in the entire preceding ten years, according to Norman Moray, Vitagraph sales manager. Here for a brief visit at the local Warner exchange, Moray declared the improvement in the quality of shorts, their increasing boxoffice value and public demand for them, account for their zooming importance in the program scheme of things.

There never has been a time when the industry released so many short subjects possessing real boxoffice value, Moray asserts. He also feels the current development is due in large part to the fact that the film public has been fed up with too many features following identical patterns and is demanding the sort of variety and novelty only short subjects have been able to provide.

Moray says he sent questionnaires to 4,000 exhibitors throughout the country asking for advice, suggestions and criticisms regarding short subjects. Replies were received from no less than 3,800, he said, indicating the exhibitors' great interest in shorts and the desire and willingness of theatre owners to inform the producers what they want. The results, he feels, are a testimonial to the great interest that they take in their business.

Questionnaire answers make it clear exhibitors want shorts and are happy because of the improvement in their quality. They are hopeful that the short subjects will be able to banish double features from the industry. Historical subjects, the kind Warner has been specializing on, have found a particular welcome from patrons in these critical times, exhibitors told Moray. He declares that the Warner short, "Teddy, the Rough Rider," is the finest short the company has ever turned out. While here, he screened it for John J. Friedl, Minnesota Amusement Co. general manager, who was equally enthusiastic.

The Minneapolis Warner exchange was the 11th in 14 days to be visited by Moray. From here he flew to Seattle. Before returning east, he will spend a month at the studio in Hollywood, acquainting producers with the sort of shorts exhibitors and fans wish.

Sells for Columbia

KANSAS CITY—M. G. Shackelford has been named to the Columbia Pictures sales staff here under Ben Marcus. Shackelford has been selling for Monogram in the Wichita, Kas., area for the past year or so.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

How Did It Do at Your Boxoffice?--Mail This Coupon Today

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

Exhibitor .....

Theatre ..... Seating Capacity.....

Type Patronage..... Admission Scale.....

Town ..... State.....

Population.....

Allotments for PWA Projects Near End

KANSAS CITY—Most of the auditorium projects of the Public Works Administration are completed or are nearing completion, in this territory as well as over the country, according to E. W. Clark, acting commissioner of Public Works. The PWA appropriation act of 1938 provided that no funds appropriated under the act could be allotted for any project which, in the determination of the administrator, could not be started before January 1, 1939, or the completion of which cannot be substantially accomplished prior to June 30, 1940. In other words, no allotments are being made for any new projects.

St. Louis Alumni View Iowa University Film

IOWA CITY, IA.—There was a preview showing Sunday of "Highlights of Iowa," a color motion picture depicting various departments and activities on the University of Iowa campus for the alumni of St. Louis, Mo.

The picture, which has scenes from 14 departments, was shown before the dinner meeting of the St. Louis area alumni. It was taken by Lee Cochrane and Vernon Putnam of the Visual Education department.

Meadows Transfer Sues Railroad for $7,363

DES MOINES—The Meadows Transfer Co. (Iles & McKinney) is suing the trustees of the Rock Island railroad for $7,363.46. The suit is an outgrowth of a collision of one of the company's trucks with a locomotive at Cedar Falls, December 28.

Sues for Divorce

MINNEAPOLIS—Mrs. Adelaide F. Larson, mother of 15-year-old Susanna Foster, screen singer whose debut in the film "The Great Victor Herbert" proved so auspicious, has filed suit for divorce against her husband, Lester F., charging non-support. The family formerly lived in Minneapolis.

"Old Lady 31" to Metro

HOLLYWOOD—M-G-M has acquired motion picture rights to "Old Lady 31," by Mary Louise Foster, and the two stage dramatizations, by Jeanette Wade and Rachel Crothers. Miss Crothers' play, an outstanding success of the New York stage, has also been published in book form.

Two-Way Griffith Chore

HOLLYWOOD — Edward H. Griffith will produce and direct Paramount's "There's Always Juliet," based on John Van Druten's stage success. Fred MacMurray and Madeleine Carroll will co-star and Virginia Van Upp will script.

No Action Taken on Curfew Proposal

CLEVELAND—No further action has been taken by the city council on the proposal aimed to regulate the ages at which young people up to 21 years may attend theatres and public places of amusement.

While the first reaction of several women's clubs was to endorse the ordinance, which would make it a misdemeanor to permit children under 10 unaccompanied by an adult to remain in theatres after 7 p. m.; for children under 16 to remain after 10:30 p. m.; to employ minors under 17 in amusement places, etc., they have changed their attitude upon closer examination of the ordinance.

Some of the difficulties of enforcement, it is pointed out, are: Proof of the age of children challenged, and proof of parentage or guardianship of the adult accompanying a child to a place of amusement.

Capt. Arthur Roth, head of the police juvenile bureau, who requested that the measure be drawn up by the law department and submitted to the council, states that mothers complain their children sit through two or three shows, which is injurious to health.

Halts "Horror" Stunt; $25 Prize to Finnish Fund

DETROIT—Because of a curfew law which makes it illegal for women under 21 to be on the streets after 1:00 a. m., Ira Kaplan, manager of the Cinema, dropped his planned ballyhoo of finding a woman to sit alone through a midnight preview of "The Demon Barber of Fleet Street" and "The Return of the Frog." Instead, he contributed the $25 he had offered as a reward, to the Finnish Relief Fund.

Theatres in Detroit Net Over $1,000 for Finland

DETROIT—Local theatres netted over $1,000 for Finnish relief, according to the report made by William Carlson and Tom McGuire, who were in charge of the campaign here.

Girls dressed in native Finnish costume were stationed in 61 local houses, while in 38 others coin boxes were placed in lobbies.

Judge Telfer Is Easy on Three Track Greasers

DETROIT—Three youths who pleaded guilty to greasing the tracks which carried the ancient train, sponsored by M-G-M, to Port Huron for the premiere of "Young Tom Edison," got off easy when Circuit Judge Telfer refused to accept their pleas and ordered them to return to the justice of the peace for a rehearing.

"Their purpose was to get a good look at Mickey Rooney, the film actor, and they had no intention of wrecking the train. "It was just a prank," the court commented.

Add Another Theatre in Cleveland MPEA Suit

CLEVELAND—The Cleveland Motion Picture Exhibitors Ass'n, which last week filed suit in common pleas court against eight independent exhibitors for alleged unpaid dues and assessments, this week sued another theatre, bringing the total number of defendants to nine.

Latest included in the suit is the Mount Pleasant and its former operator, Sam Fine. The other eight are the Heights, Astor, Haltnorth, Abby, Marvel, Waldorf, Grand and Cedar.

Erdmann Denies Report of Strike Threat in 1937

CLEVELAND—George W. Erdmann, secretary of the Cleveland M. P. Association, denies a report in the January 24 issue of BOXOFFICE to the effect that an operators' strike was averted in 1937 through an agreement with the IATSE to employ a specified number of stagehands. The MPEA is presently suing nine theatres for approximately $5,700 for stagehand assessments and dues.

Time Debuts in Detroit; Third Unit for Broder

DETROIT—The Broder circuit has opened its third house here, the Time, 680-seater, which was remodeled from a former garage building on east Jefferson Ave. Joe Tracy, who formerly was booker for Vitagraph, is manager.

The Time, like Broder's Rainbo, is near a major second run house, the Cinderella.

Two New Theatres Open In Upstate Michigan

DETROIT—Two upstate theatre openings divided the spotlight this week, with Associated Theatres, in cooperation with Dr. A. Eiseman, opening the new Nortown, 900-seater at Flint, on February 23. Event was in the nature of a civic celebration, and was attended by a number of exhibitors from various parts of the state.

On Wednesday, Harold Schuckert and Niles Stafford were hosts at Cass City as their new Cass opened. This house was rebuilt to replace the old theatre, burned down last fall.

Two Promotions Reported By Warner's Nat Wolf

CLEVELAND—Nat Wolf, Warner zone manager, announces that George Frazier has been upped from assistant manager at the Lyric, Portsmouth, to manager of the Columbia, Portsmouth, as successor to Dick Crusiger, who died recently. Paul Jacobs, who was assistant to J. Knox Strahan at the LaRoy, takes over Frazier's job at the Lyric.

Would License Billboards

FRANKFORT, KY.—A bill which would license billboards located on state highways, has been introduced before the Kentucky legislature.

Zoning Law Would Create Problem

DETROIT—Proposal of a new zoning law for Detroit, now under consideration before the city council, would gravely affect future theatre construction, it is indicated. The requirement that would most affect construction is that each public auditorium must provide 150 square feet of parking space for each eight seats, on the assumption that one of two people in the house come by car, four to a car.

The typical 1,500-seat neighborhood house would thus require a parking lot for 188 cars, or one with 28,200 square feet of area. This would work out to a lot 141 feet deep, with a 200-foot frontage.

Detroit exhibitors have long realized that parking lots are a necessity to the modern theatre, but the imposition of such restrictions would certainly hinder future construction. At present, theatres are able to make arrangements with local parking lots to care for their patrons.

Midwest-Cooperative Case Finally Comes to Court

DETROIT—The suit of Midwest Theatres, representing the Raymond Schreiber circuit, against Cooperative Theatres of Michigan, was up in federal district court on Monday before Judge Edward J. Moinet. The suit was filed about six months ago over alleged difficulties of the Schreiber theatres in getting pictures.

On Monday, attorneys in the case were asked to "get together" in an effort to secure agreement over the move of the defendant, Cooperative Theatres, for a more detailed bill of complaint. Cooperative's motion also asked for a delay until ownership of the Midwest Theatres was determined by a pending suit in which Jacob Schreiber, former owner, challenges the right of Raymond E. Schreiber, a nephew and present operator, to control the houses.

Attorneys are to appear again in court next Monday.

Bank Night Continuance Is Threatened in Alliance

ALLIANCE, OHIO—Threatening the continuance of Bank Night in the four theatres here is an ordinance which would repeal the present law licensing the drawings and giving the city ten per cent of the winnings. The measure is pending before the council.

Opposition to the present licensing arrangement is voiced by church and women's club groups here.

Permit Canton Building

CANTON, OHIO—Council approval of a zone change from residential to business has removed the last obstacle in the way of construction of a new $150,000 neighborhood theatre at 30th St. and Cleveland Ave., on the Akron-Cleveland highway. S. D. Stanson, Inc., of Akron, is behind the venture, work on which will be started in the spring.

Sights Other Ways Besides a Club

CLEVELAND—Sam Gorrell of Republic Pictures has a letter which gives him and his company a bit of a boost, but which in addition supplies a bit of reasoning observers believe should be more plentiful in the trade. It seems Sam was curious to get the reaction of E. E. Bair of the Defiance Theatres, Defiance, Ohio, to "South of the Border" at Bair's ace house there. So Sam wrote E. E. a letter, getting the following reply:

A quotation by YOUNG—"Thoughts, shut up, want air and spoil like bales unopened to the Sun"——So I'll take a little time and reduce them to writing

You wanted to know how "South of the Border" would do, since giving it preferred time in the "A" house. H—ll, I don't have to wait until I play it—one can almost smell in advance what certain pictures will do but that is not the only reason I write this letter.

I just read several editorials in the trade press. There I saw opinions pro and con of the Neely Bill—the guys in the middle don't know whether he is riding a horse or a bicycle after he hears the divergent views. Charges and counter charges, truths and lies, negative and positive . . . since Thomas Edison monkeyed with the "little black box" there has always been something "screwy" with this business, some sort of fight or reform on the docket, be it double features, clearance, NRA, zoning or two for ones. Now, the latest chapter still to be completed is the Neely Bill.

One sometimes wonders if the leaders of the industry are all that they are cracked up to be when it is so obvious that all is needed is a generous supply of of plain common or horse sense.

We'll grant that self preservation is the first law of Nature and we'll also grant that Generosity is the most extreme form of selfishness . . . so if one can find the balance between these two quotations we should begin to be at least more or less balanced.

A bit ago I mentioned horse-sense . . . the industry has been seeking that balance all these years by hurling charges and counter charges from one side of the fence to the other all these years and they're getting farther from first base as time goes on. You know that honey and vinegar proverb . . . it's a good one, too.

WHATINTHEHELL, then is the matter, why can't this industry read something pleasant about itself once in a while? There's one word for it all, Sam, let's not spell it with capital letters either, it's selfishness on both sides of the fence, fostered aided and abetted by . . . let's call it propaganda. For what? Surely for not the good of the business.

Here's an example of what I am driving at. Yours is not one of the Big Eight companies—butit'ssure a Hell of a big NINE. Since knee pants days we have done business, good, sound, healthy business. You did not try to take the gold out of my teeth and I believe you still possess yours—neither slipped backward, neither did either of us bend over backward to understand our mutual problems—each knew the other wanted to make good, there wasn't any charges and counter charges standing in our way of pleasant relations—you sold and I bought—it was as simple as all of that . . . mutual understanding. So I'm not worrying about Gene Autry in the big house on a Sunday date. Not me.

Isn't it a dam pity the whole industry can't do business like we do? The Neely Bill and block booking would have died abornin'.

Lake Shore Sales Gets A Religious Feature

CLEVELAND—Lake Shore Sales Co. has acquired territorial distribution rights to an eight-reel religious feature, "Perpetual Sacrifice." Produced by Religious Films, Inc., of San Antonio, Tex., it tells the story of the mass.

Lake Shore also has completed arrangements whereby it has available a new bicycle for its merchant tieup deal.

The company says that the Associated circuit has booked "Give Grand and a Girl," a free two-reeler made by the Hudson Motor Co.

CINCINNATI

E. N. BOOTH, Metro's branch manager, has been reappointed zone chairman for the Will Rogers Memorial Drive, week of April 18.

Lawrence Holthaus, 36, manager of Wess Huss' Highland, Fort Thomas, Ky., was accidentally killed by monoxide gas, from his running auto in the garage at his home. He leaves a wife and a 12-year-old son.

Terry Kilburn, youthful star in "Swiss Family Robinson," was guest of Stanley Jacques, RKO business manager at the Variety Club, with critics, radio commentators and the mayor present.

Twentieth-Fox J. J. Grady reports "Grapes of Wrath," opened to the biggest business since "Alexander's Rag Time Band," at RKO Capitol, where the picture is booked indefinitely.

H. K. McGowan, Cincinnati agent for the Berlo Vending Co., and Miss Evelyn Cartwrite were married Tuesday . . . Warner's Constance Jamison was married to William Owens, in a surprise wedding. The Warner Club presented the couple a chair.

It was SRO at the sell-out stag banquet staged by the Cincinnati Cinema Club, for the first annual installation at the Variety Club. Every film salesman, sales manager, and practically all exhibitors in Cincy were present. A large delegation, including Ev Bennet, Fred Krim, Bill Keyes, Roy Wells, Paul Banker and Bill McKay came in from Dayton. The mayor and many civic officials also attended.

Fire completely razed the Lyric, Winona, W. Va., owned by E. H. Whitaker. The house was uninsured. A similar loss was suffered at the Slagle, Slagle, W. Va., when that house also burned to the ground this week. It was owned by C. B. Hager.



Exchange Visitor—

Perusing a Columbia house organ is Edith Fellows, who is appearing at the Stanley in Pittsburgh. Guiding the star on her visit to the local Columbia exchange, is Art Levy, branch manager.

Mrs. Cassinelli, wife of the Hazard, Ky., exhibitor, has completely recovered after an appendectomy and is back at her home.

Mr. and Mrs. Paul Allison, Advertising Accessories, Inc., visited the local office. Billy Bein, now connected with AA, was also here, receiving congratulations on his new connections and also over the fact that Mrs. Bein is rapidly convalescing from her recent operation.

Metro's Esther Shedd is on the sick list . . . "Doc" Newbold, Newbold & Keesling circuit, still is confined to Mayo's Clinic, Rochester, where he is undergoing treatments. E. L. Keesling is carrying on the circuit business during Doc's absence.

The Strand, Portsmouth, has been taken over by C. A. Metro, former manager of the Garden in that city.

Columbia's representative, Link Davis, was here for a short stay. Harry Wheeler of Gallipolis and J. Carnahan, Beattyville, visited, as did Jonas Thomas, wearing a nice coat of Florida tan . . . Mr. and Mrs. Christian Pfister, Troy, are leaving for a three-week stay in the southland.

Queen City Variety Club will honor Billy Bein, charter member, with a testimonial dinner, March 4, at 7 p. m. Bein will take up residence in New York City, having recently disposed of his Theatre Poster Supply Co., to Advertising Accessories, Inc., and accepted an important post with the latter firm.

Action Against Paper Is Lost in Akron

AKRON, OHIO—Judge Oscar A. Hunsicker of common pleas court held a newspaper may publish whatever advertisements they deem to be in their best interests in the conduct of their business and may refuse advertisements they do not desire to publish.

The ruling was made in a mandamus action brought by the Independent Theatre group, and association of motion picture house operators who sought to compel the *Beacon Journal*, only daily newspaper here, to extend them a group rate for their advertising. The court dismissed the suit by sustaining a demurrer which was filed by Attorney Donald Gottwald.

The plaintiff alleged that the *Beacon Journal* accepts advertisements of other groups with no restrictions as to minimum space and claimed "rules which the *Beacon Journal* seeks to impose upon the Independent Theatre group are unreasonable and discriminatory."

It was further alleged that a newspaper is impressed with public interests and in effect a quasi-public corporation. Judge Hunsicker's finding in holding against this contention was "restrictions, however placed upon newspapers, are moral in large measure and not legal."

CLEVELAND

ONE of the sights of the town—Louis Gross of the Johnson & Gross film delivery service, in the driver's seat of one of his own trucks, when the regular driver was taken ill . . . George Washington and M. B. Horwitz, general manager of the Washington circuit, both celebrated their birthdays on February 22, but M. B. had a better time.

Leroy Kendis of the exhibitors poster rental company now affiliated with Advertising Accessories, Inc., is counting the days till May 12 when he will walk down the one-way aisle with Charlotte Gottlieb of this city.

Dave Polster of the Community circuit is undergoing repairs at Mount Sinai Hospital . . . Lester Zucker, Columbia branch manager, was in charge of last Monday's Variety stag night when Spencer Irwin, *Plain Dealer* associate editor and foreign affairs columnist, was guest speaker.

I. J. Schmertz, 20th-Fox branch manager, says he did not enjoy his Florida vacation at all, reason being that he was ill more than half the time he was in the south. Now that he is home, he is feeling okay.

Miss Marie Flynn of the M-G-M typewriter brigade, is sporting a sparkler these days and she makes no secret of the fact that the donor was Bud O'Neil of Cleveland, but not a filmite.

The local M-G-M exchange had two casualties last week. Jean Chapman slipped on the ice in front of the office with a resultant sprained ankle while Dorothy Barber had the flu.

The LaRue at LaRue, which was badly damaged by fire last week, will be reconditioned right away. The house is closed temporarily . . . Mrs. Nazera Zegiob, owner of three theatres in Lorain, is at Fort Myers, Fla., where she is indulging in her first vacation in ten years. She plans to be away about six weeks during which time Maurice Brown is in charge of theatre operations . . . Effective March 1, E. A. Olszeski of the Rex Theatre at Dillonvale, became a partner of H. H. Barlow at the Old Trail, St. Clairsville.

It's a boy for the Wayne Williamses of Manfield, where the new daddy is manager of Warner's Majestic . . . Manny Manishor reports that the Louis-Godoy fight pictures are playing extended runs in all important key spots. In Cleveland it played two weeks at the Allen downtown and at Keith's East 105th Street it played through four feature changes which is some sort of record.

Frank Poroszinski of the Victory and Garfield, Cleveland, postcards from Mexico where he is having a fine time . . . Dick Wright, Warner theatre district manager, states that the Lincoln, Massillon, has passed the trial stage of a Quiz Program in conjunction with a local radio station and the program is now a definitely established policy. General questions, submitted by radio station WHBC and broadcast over that station, are asked the audience at random by a master of ceremony who circulates through the audience. A cash award is given to those answering the questions correctly.

Jerry Steel, Apollo, Oberlin, was one of the week's visitors, who looks forward with mixed feelings of emotions as to his forthcoming showing of "GWTW." Sticking close to the theatre from ten in the morning until after midnight as a daily program, is not Jerry's idea of a pleasant life.

Everett Steinbuck announces that Loew's State, of which he is resident manager, has installed the newest type lenses designed to increase the effectiveness of color pictures 25 per cent.

P. E. Essick of the Scoville, Essick and Reif circuit, who has been in town all winter, is beginning to weaken and is talking about a trip to Hot Springs, Ark., in the very near future . . . P. R. Touney of the Princess, Wauseon, braved the elements for a personal visit around the exchanges last week.

Huprichs Into Caldwell

DOVER, OHIO—Mr. and Mrs. Chester E. Huprich, for many years associated with the State and Nugent, now part of the Shea Corp., have purchased the Noble in Caldwell, Ohio, and took over the house March 1. Huprich has resigned as manager of the two local houses.

Packed Houses Watch "Wind" in Cleveland

CLEVELAND—"Gone With the Wind" has just finished its fourth week at Loew's Stillman with a record of 28 evening performances completely sold out. Advance reservations indicate capacity for the next four weeks. The 10 a. m. performance also has been to a full house each day of the engagement, with only a few scattered seats at afternoon shows.

The February 22 business was really big. Lines started forming early in the morning, and more than 4,000 were turned away for the two daytime shows. The guessers are guessing that the picture will play 10 or 12 weeks.

From some quarters, concern has been expressed on the ground that the long downtown run will "milk" the city dry of patrons, but on closer inspection, observers see no cause for the subsequent runs to worry. They point out the Stillman is officially listed as having 1,876 seats, and say that if it played to capacity for all performances during ten weeks, it would have shown to some 390,000 people. Cleveland has a population of over a million.

Leavitt Planes to Florida

CLEVELAND—Joe Leavitt, who operates the Independent Screen Room here left Thursday by plane for Florida where he will spend the month of March. Mrs. Leavitt is in Hot Springs, Ark.

Breaking Box-Office Records

Held Over In First Run Theatres

LOUIS-GODOY

FIGHT PICTURES

WHY DID THE JUDGES SPLIT THEIR DECISION?

DID GODOY BEAT LOUIS?

LET YOUR AUDIENCE DECIDE!

Wire or Phone for Dates

MONOGRAM PICTURES
1634 Central Parkway
Parkway 0179
CINCINNATI, OHIO

REGAL FILM SERVICE
507 Film Building
PRO. 2741
CLEVELAND, OHIO

LOUISVILLE

TENTATIVE plans call for some improvements at Switow's Kentucky Theatre on the Row, including a mezzanine balcony which would up the seating capacity by some 250 . . . Stanley Cytron, who formerly ran the Cozy in Louisville for the Switows, has taken over the managerial reins of the chain's newly-acquired Elks, New Albany, Ind.

"GWTW" is doing as well as could be expected at the Brown, where it ended its second week Friday, Manager Harry J. Newton said. The matinees have been holding up well, but the night shows—reserved seat proposition—haven't been doing much. The picture's three-week run at Loew's apparently sapped the enthusiasm.

Loew's is doing big business with "Northwest Passage," which opened last week. The house was filled Sunday night . . . W. E. Carrell of the Falls City Theatre Equipment Co., left on a business swing over Kentucky territory.

New projection lamps have been installed in Scott's Margie Grand, Harlan, Ky. Price Coomer did the same thing at his Harlan theatre—the Harlan—a few weeks ago. Must be stiff competition.

The Williston chain, now building a new place to supplant its old Palace, caught in a slum clearance project, has taken over the Dixie, bringing its total of colored theatres here to four.

Teamed on "Natchez" Script

HOLLYWOOD—Jan Fortune and Jo Swerling are collaborating on the script of "Natchez" for Producer Samuel Goldwyn.

New 400-Seat House to Be Built in Fairdale

CARMICHAELS, PA.—Plans have been completed for a new 400-seat $25,000 theatre to be erected at Fairdale, the general contract for which is to be let within a few days. Benny Gugliotta and sons are the owners.

The Ross here has been purchased by John Lund from Felix Palone, and plans have been made for extensive remodeling.

New Beckley, W. Va., House To Cost Around $60,000

BECKLEY, W. VA.—Carl Meadows and W. A. Stanley of the Lyric Theatre Co. announce plans for a new theatre building, with stores and apartments, to be erected here. The brick building will be modernly constructed and will have a balcony. Total seating will be around 850. Cost will be around $60,000.

The Port in Lumberport Reverts to Danny Davis

LUMBERPORT, W. VA.—The Port, under lease for a number of months to Dorwin L. Robinson, has reverted to Irving Daniel Davis. Well known in the trade as Danny Davis, the Lumberport exhibitor was formerly secretary of the Allied ITO of West Virginia.

Paramount in Sistersville Will Undergo Remodeling

SISTERSVILLE, W. VA.—S. A. Peters' Paramount will undergo extensive remodeling this spring. New front will be erected and the seating capacity will be increased.



PITTSBURGH

SAM KAPLAN and Lawrence W. Davee, who is now field executive for Kaplan's projectors, were here on business with Art Morrone of Superior M. P. Supply Co., distributors . . . George Sallows and George Comuntzis, Morgantown, W. Va., theatre owners, and Roy "Legs" Hawley, athletic director for West Virginia University, are vacationing in Florida . . . Anthony Latella, Roscoe exhibitor, was an orchestra director and manager and a night club operator before he cast his lot with the theatre business. He is a nephew of Guy V. Ida, McDonald and Springdale exhibitor . . . Joseph R. Kauffman, Cleveland manager for Universal and formerly in charge of the local branch office, and Bert M. Stearn, district manager for United Artists and who was formerly resident manager for this company, were visitors here several days ago.

Richard D. Marks, president of the Allied ITO of W. Va., here on business last Friday, stated he would attend the convention of the ITO of Ohio at Columbus . . . Filmrow was especially "dead" on George Washington's birthday, most exchanges having declared a half holiday . . . One of those professional boxoffice gyp artists was on the job here last week and in one evening "took" three cashiers. Described as a dude gent of 60, he presents a $10 bill and gets change and a ticket, then decides he will change another bill, thus confusing the cashier while other ticket purchasers wait to be served. In his "business" he usually "gets" an extra $5.

Harold Lund, Ross Federal Service district manager, is vacationing in Florida, as is Joe Hiller, theatrical booker . . . Vic Weschler of the Colonial Amusement Co., Erie, is on a cruise down Cuba way . . . Ben Welansky, Monogram franchise holder for the Boston and Pittsburgh exchanges, was here on business this week with Mark Goldman, local manager . . . Danny Davis, distributor of Pula-Blok-O'-Gold, reports Albert Hiser of the Inskeep Hall, Moorfield, W. Va., and John Panopoulos of the Seneca, Belington, W. Va., are using this giveaway plan.

Miss Mathilda Kiel of the AMPTO office had two slivers of steel taken from one of her eyes last week. No accounting for them being there . . . Munhall council has passed a $50 annual license tax for pinball machines . . . Mr. and Mrs. William Richman of the Century-Family and their son, Melvin, and his bride-to-be, Miss Sylvia Chotiner, have returned from a vacation in Hollywood. The Richmans' daughter, Pauline Pearl, became Mrs. Harry Greenfield while on the west coast and she has remained there. The Richmans' son Jack was a benedict four months ago . . . Parents of Frank Fairgraves of the Regent, Erie, are vacationing in Florida . . . Spring is here, or so it seems, as witness: George Elmo's new suit and Ike Sweeney's new green hat. A page from Esquire, *to be sure . . . Ladies of the Variety Club plan to renovate the emergency room of the Passavent Hospital and install a new sterilizer.*

DETROIT

RAY SCHREIBER, Colonial, has booked the Three Stooges for the week of March 29 . . . James N. Robertson, Mutual Theatres chieftain, is around again after a flu attack . . . Pearl M. Sprott, Allied Theatres office manager, was unable to attend the ITO meeting at Columbus . . . Mildred Todd, Midwest Theatres cashier, was on the sick list Monday.

Emil Beck wishes some of those bookers weren't so busy on the phone all the time . . . Joe Beck, Emil's brother, who is projectionist at Schram & Goldberg's Echo, found the rear of his car all smashed in by a hit run driver the other day.

William Brock, formerly manager of the Majestic, has been made manager of the Rainbo for the Broder circuit, succeeding Eddie Jacobson who is now at the Harmony . . . Sol Krim, circuit owner, who just went to Florida, is on his way back . . . Brother Mac Krim, left here in charge, reminisces of the days when they had headquarters at the Granada.

Helen A. Mann and Wilma H. Wackerle have formed the Variety Service Bureau on Cass Ave. . . . Tom McGuire's Finnish relief committee reports $700 collected in local theatres.

Max Heine has left for another trip to New Orleans . . . Clare Winnie is reseating the Wolverine . . . George W Craig is electrician at the Wilson, "for the duration" of "GWTW" . . . Herbert Rockards reports everything running smoothy at Industrial Pictures.

Ed Carlson, who used to be assistant to Bill Schuttenhelm, is remaining as manager of the Dawn, recently taken over by Barney Kilbride. Kilbride is starting work on complete rebuilding of the front of the house . . . Lew Wisper has returned from his brief Florida trip . . . G. W. Funk is putting a new marquee on the Great Lakes.

Ed Fisher, UA exploiteer, was up here working on "Of Mice and Men" . . . Gil Green, manager of UDT's Annex, is having jitterbug contests out there again . . . Charles N. Agree, theatrical architect, had to walk downstairs when the elevator in the Book Bldg. struck the other night . . . David E. Flayer has decided to name his new Loyal the Alvin, instead of the Town. Opening soon.

Charles P. Nathanson, attorney-exhibitor, is still looking for new theatres . . . Wini Shaw, screen actress, was a visitor to Manager Charlie Perry of the Adams Thursday.

Record Runs Wanted

Detroit—OLD-TIMERS, ATTENTION! BOXOFFICE wants to establish the records of the pictures with the longest runs in Detroit, and Michigan, both talking and silent. Will you write in about any data you have, to BOXOFFICE, 424 Book Bldg., Detroit?

Lester Sturm, 20th-Fox manager, had a district managers' meeting in New York yesterday . . . Irving Belinsky's Film Drug bowlers are about set to take first place—and Irving, bowling for 20th-Fox himself, got the two top scores of the week.

W. J. Turnbull, NTS manager, can really show things in the dark with that new fluorescent carpeting . . . Col. L. T. Lewis, roadshowman, has returned from St. Louis . . . Charlie Garner, handling distribution of "Monastery," reports heavy Lenten bookings.

Theatrical Post Notes—Bill Marley and Walter Rickens are off the sick list . . . Past Commanders' Night last Thursday at the Bowery . . . Max Kolin reported specializing in fragrant posies . . . Harry Carson a victim of insomnia at the meeting.

George W. Trendle, ex-president of United Detroit Theatres, is in Florida until about April 1 . . . Cully Buermele, Co-op general manager, returning from six-weeks vacation, postcards from Hot Springs, Ark., en route.

Floyd Chrysler, M-G-M salesman, wowed his Rotary Club audience at Imlay City, Mich., while talking on the Neely bill. Incidentally, Chrysler is a native of Imlay City.

WOLVERINE DOINGS:

W. E. Lyons, who is 70, and runs the Burton at Flint, went to celebrate his father's 100th birthday in Iowa, last month. A few days later, and his father died. His brother also died there, following an operation a week later. Returning, he had a car accident near home and found Mrs. Lyons ill when he got back.

L. C. Becker, American Seating manager, has returned from a trek through northern Michigan . . . M. B. (Tiny) Worden, projectionist at the Michigan, Jackson, is the father of an eight-and-a-half-pound boy, James Edward.

Clarence Williamson, National Theatre Supply, is responsible for those new chairs in Harold Schuckert's house at Cass City . . . W. R. Sturgess, whose son runs the Gem at Saginaw, has joined Monogram as state salesman, making his home in Saginaw.

Horwitz Confirms Exit Notice to Ohio ITO

CLEVELAND—M. B. Horwitz, general manager of the Washington circuit, confirms the report that he has resigned as treasurer of the Independent Theatre Owners of Ohio and as a member of the ITO board of directors. However, it is understood that, to date, his resignation has not been accepted.

Garrett Adapts Nazi Story

HOLLYWOOD—Oliver H. P. Garrett has been assigned to script "I Married a Nazi" at 20th-Fox.

New Variety Quarters in Pitt to Open March 15

PITTSBURGH—The gala opening of the new and larger quarters of the Variety Club has been announced for Friday evening, March 15. They are in the William Penn Hotel and are said to be the most elaborate in the country. C. J. Latta, chief barker, is endeavoring to have a 100 per cent turnout for this occasion. Only members and wives, or sweethearts, will be admitted at the opening. The tax will be $5 per couple. The following evening will be "open house" for members and friends, and on Sunday, March 17, at 4 p. m., there will be a cocktail party.

First annual Hollywood costume ball, sponsored by Variety, will be staged Sunday, April 7, at 9 p. m., in the hotel's ball room on the 17th floor. There will be prizes for the most comical, original and beautiful costumes and a midnight supper will be served. Maurice Spitalny and his KDKA orchestra will furnish music and there will be a number of entertaining acts. Tony Stern is taking reservations at $10 per couple.

Mr. and Mrs. John T. McGreevey are in charge of the March 8 Family Night Party. Mr. and Mrs. Mort England were in charge at the February 23 affair and Mr. and Mrs. Joseph Misrach had the March 1 date.

David Kimelman and his Paramount gang will be "Kings" at the March 4 dinner. Last Monday's "King" was Sid Jacobs.

FRIENDS tell friends

Nothing's quite so effective as word-of-mouth advertising. Today we deal fairly and squarely with a theatre man—tomorrow he tells a friend-in-the-trade about us.

Giving F & Y complete centralized authority is a friendly gesture for which a friendly service is rendered. You soon find that we put our heart in our work—in your work—cutting costs, using the best showmanship and creating original designs to give you a building that both serves your need and fits your ability to pay.

The friendship lives on as you continue to find us present in low maintenance costs, trimmed utility bills and better boxoffice reaction.

Friends tell friends about the buildings we build for them and that builds our business.

F & Y BUILDING SERVICE

328 E. Town St. Columbus, Ohio

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

IATSE Acts to Organize Lab Men in Auto City

DETROIT—An important extension of activity by the IATSE in this territory is under way and two conferences have been held by Roger Kennedy, local business agent and vice-president of the International, with the laboratory employes of both Jam Handy and Wilding Pictures.

At present, two laboratory locals exist, Kennedy said, one each in New York City and Hollywood, under IA jurisdiction. Plans call for the organization of a separate local here for all lab men. This move trails the installation of extensive laboratory facilities by Jam Handy and Wilding, who rank among the largest producers of industrial films in the country.

450 Attend Local 38's Annual Dinner-Dance

DETROIT—About 450 members and guests attended the 29th anniversary dinner-dance of Projectionists' Local 38, IATSE, Wednesday night at the Book-Cadillac Hotel.

Speeches were "out" and the entire evening was given over to entertainment. James Padfield was in charge of arrangements.

Claims Projectionist Was Fired Over CIO Activity

PITTSBURGH—The state labor board trial examiner this week heard testimony that Mike Matuscak, projectionist at the Mary Ann, Burgettstown, was fired from his job because of his membership and activity in a CIO union last September.

Joseph Abate, union organizer, and others testified they were told that Anthony Mungello, owner of the theatre, and his brother, Dominick, would operate the projectors themselves if the employes insisted on joining a union.

Defense witnesses were to make a denial of unfair labor practices at hearings later this week.

L. H. Gardner Leaves on Trip to Recoup Health

DETROIT—L. H. Gardner, in charge of theatre operations and booking for United Detroit Theatres, is leaving on an extended leave of absence because of ill health, and his departure occasions a shift of duties among several staff members at UDT, with all assignments temporary until his return.

Harold Brown, booker, takes over full booking responsibility, with Dow Thompson, manager of the Broadway-Capitol, coming in to assist him. Rufus Sheperd, manager of the Vogue, takes over Thompson's job at the Broadway-Capitol.

James Easson, manager of the Alger, takes Sheperd's post at the Vogue, and James N. Bonino, assistant manager of the Palms-State, succeeds Easson. Forest Mountz, assistant manager of the Palms-State, steps up to Bonino's post.

Racetrack Story to RKO

HOLLYWOOD—"Wrapped in Cellophane," a racetrack story by Vina Delmar, has been purchased by RKO as a Robert Sisk production.

Harmony Was Absent

DETROIT—The Harmony Theatre here was anything but that the other day when a female gate-crasher cracked the cashier on the chin for breaking up her attempt to get a new pair of stockings from the management.

As the story goes, the "patron" walked past the ticket box without paying admission, and the girl stationed there, seeking to avoid a "scene," gave up trying to collect after she was seated.

But on her way out, after seeing the show, the "patron" approached Manager Edward Jacobson and demanded payment for a pair of stockings she claimed she tore on a theatre seat. The cashier, Helen Kern, put in an appearance about that time and told Jacobson of the gate-crashing stunt, whereupon the "patron" let go with a "one-two" to Miss Kern's face. In recorder's court, she was fined $5 for assault and battery.

The incident made the front pages of all three local Sunday papers, and Jacobson had a hard time convincing Mac Krim, owner of the Harmony, it wasn't a publicity gag.

Government Supervision Of Industry Condemned

PITTSBURGH—Campaigns to place the industry under federal and state supervision were condemned by Dr. Martin L. Reymert, president of the Illinois state advisory council in the division of delinquency prevention, in an address here before the International Council for Exceptional Children.

"We certainly do not want dictatorial state and federal regulation of motion pictures, radio, newspapers or literature," he told the educators' conference, which is seeking methods of reducing juvenile delinquency.

Upstate Michigan Runs of "Wind" Get a Good Start

DETROIT—"Gone With the Wind," which is breaking gross records in Detroit, is off to a good start upstate. Fourteen key situations opened the picture last week, including mostly houses of the Butterfield circuit.

With the local showing at the United Artists and Wilson already in a combined run of 12 weeks, Detroit swung ahead of all other key cities, except New York, in total playing time for the film.

Abandon Downtown

DETROIT—Plans of undisclosed New York interests to reopen the Downtown Theatre, long considered the "problem child" of local houses because of the many times it has been opened and closed, have been abandoned.

Two RKO Deals

CLEVELAND—RKO has closed product deals with the Associated circuit of 32 theatres, and the Lefkowich-Greenberger circuit of 16 theatres, according to Branch Manager George Lefko.

Stroke Proves Fatal to John E. Sliney at 64

CLEVELAND—John E. Sliney, 64, who until his retirement two years ago managed theatres here for more than 25 years, suffered a stroke while attending the Grotto Circus at the Arena and died shortly after in Polyclinic Hospital.

For 17 years, Sliney was associated with Paul Gusdanovic as manager of the Regent. Prior to that he managed the Orpheum and Reel, both downtown theatres, no longer in existence.

Before coming to Cleveland in 1912, Sliney worked for B. F. Keith's in Boston, where he was born. Funeral services were held Wednesday at St. Benedict's Catholic Church.

Surviving are his wife, two daughters, Mrs. Florence Smith and Miss Lillian Sliney, and three sons, Melvin, Harold and Raymond.

No Michigan Law Requires Concrete Theatre Floors

DETROIT—Worry of Michigan exhibitors over reports that the state would require replacement of all wooden floors in theatres, is allayed by the statement of Arnold C. Renner, chief of the fire marshal's division of the Michigan state police.

Renner said, "There is no law requiring concrete flooring in auditoriums and balconies of theatres." He added such a law, while proposed several times, has never been passed.

Amateur Night Wednesday At Harmony in Detroit

DETROIT—The trend toward the use of more vaudeville in local theatres received further impetus with the adoption of amateur nights on Wednesdays at the Krim brothers' harmony. The house is using strictly amateur shows, and the first two weeks' reaction has been good. Edward Jacobson manages the Harmony.

To Remodel Bijou

BATTLE CREEK, MICH.—The Bijou, local Butterfield house, will close March 17 for a remodeling program. The house marked the entry of the late Col. W. S. Butterfield into the film industry in 1907. It is scheduled to reopen in September.

Lutes Injured in Auto Mishap

FRANKFORT, KY.—Gene Lutes, in charge of three theatres here, was slightly injured in an automobile accident while returning from Louisville where he went to see "Gone With the Wind."

Drive Response Delights Zucker

CLEVELAND — Lester Zucker, Columbia branch manager, is delighted with the exhibitor response, to date, in behalf of the drive commemorating Abe Montague's 15th year as sales manager.

Megs "Boys Town" Sequel

HOLLYWOOD—Metro has assigned Director Norman Taurog to an untitled sequel to "Boys Town," which John W. Considine jr. will produce.

Mechanics Union Drive

PITTSBURGH—Theatre mechanics employed by supply dealers are being lined up by the IATSE representatives for new contracts, according to Larry Katz, International representative.

Two Time Loser

CLEVELAND — Sanford Leavitt of the Washington circuit suffered a sock in the jaw and the loss of $300 when he was attacked in the lobby of the Globe late Sunday afternoon.

Will Build in Millersburg

MILLERSBURG, OHIO—Announcement is made by Mr. and Mrs. Roy L. Russell, operators of the Opera House, only motion picture theatre here, that a new house would be built here within the near future on a site already acquired by them.

Undergoes Dental Treatment

CARROLLTON, KY.—Fred May, owner-operator of the Royal here, is recuperating nicely after considerable dental treatment. His son has been filling in for him at the theatre.

Billboards Hit Anew

HARRISBURG—The state-wide campaign to abolish billboards scored again this week when Pennsylvania's Water and Power Resources Board banned billboards on state roads under its jurisdiction.

Remodel in Hodgensville

HODGENSVILLE, KY.—Andy Anderson will start remodeling of his Lincoln Theatre here in a very short while.

BOWLING

PITTSBURGH—Universal pulled into a "one-game-behind" position in the Film-row Bowling League games when it took three games from 20th-Fox, while the league leader, Republic, copped but one of three contests from Monarch.

Joe Pemberton, league secretary, was awarded the $1 for the week's high individual score, 202, in addition to scoring 550 for three games, the second highest of the season.

Standing of the teams:

Team	Won	Lost
Republic	40	20
Universal	39	21
Columbia	38	19
Loew's	29	31
Monarch	29	31
20th-Fox	22	35

DETROIT—Republic this week held its lead in the Film Bowling League race:

Team	Won	Lost
Republic	64	20
Film Drug	49	35
United Artists	45	39
Film Truck	42	42
Cooperative	40	44
Amusement Supply	36	48
20th Century-Fox	33	51
Monogram	26	58

High rollers: Jack Susami, 214; Irving Belinsky, 213 and 201; Wallhausen, 205, and Barney Adair, 201.

DETROIT—National Theatre Supply continues to cling to the lead in the closing stretch of the Nightingale Club's bowling race:

	Won	Lost
National Theatre Supply	55	33
McArthur Theatre Supply	49	39
Oliver Theatre Supply	48	40
Motiograph	46	42
Amusement Supply Co.	46	42
Brenkert Projectors	37	51
Lorenzen Flower Shop	36	52
National Carbon Co.	33	55

High series were rolled by: F. W. Wise, 583; Edgar Douville, 571; M. J. Haskins, 526; J. S. Goossen, 523; Loren C. Loy, 519; Jack Lindenthal, 521; Mingoine, 508; Jack M. Hall, 500; William Swistak, 512; Gil Light, 528; Thomas T. Smale, 512.

Charge Industry Ignores Social Responsibilities

COLUMBUS—Definitely pessimistic is the attitude of the Ohio pastors as exemplified at the annual convention here. The convention accused the industry of ignoring its social responsibilities and presented a study made by the committee on films which "revealed a preponderance of pictures that portray mixed or inverted ethics, overly exciting scenes, the condoning of sex irregularities and the glorification of the criminal."

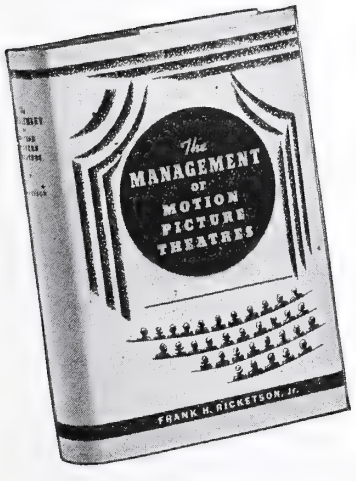
Bank Night and other games of chance conducted by theatres came in for their share of "condemnation." Such games were held by the pastors to be "a definite feeder of the gambling mania." The convention recommended that the ministers lose no opportunity to denounce the games.

The committee issued a blast at "suave Mr. Will Hays" for "easing the public's cinema pains with sedatives." Judging from the report, the only bright spot in the industry today is the work of Joseph I. Breen, head of the Production Code Administration, in censoring pictures.

Adapts "Horatio Hornblower"

HOLLYWOOD—Wally Klein is scripting WB's "Captain Horatio Hornblower."

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, vitreous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 3-2-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

Statistical Report Cheers Trade in New England

BOSTON—New England theatremen, wondering if the local betterment in motion picture patronage will hold up, were encouraged last week by a report of the New England Council in which the statistical organization estimated that not only will general trade in this territory continue better this year, but the probabilities are that the upturn will average during the next few months from five to ten per cent better than that in the first half of 1939. New England business that year was from ten to 15 per cent ahead of that in 1938.

The general course of business activity in this territory moved upwards throughout 1939 as it did the year before, but the fluctuations from month to month were considerably less than they were in 1938. Industrial production here is operating at some six per cent above the estimated normal for the first time in over two years.

"Among the more encouraging factors for the short-term outlook for business in New England in 1940 was a steady increase in industrial employment throughout the year and the recent sharp increase in freight carloadings," the council said. "The first factor is indicative of a general expansion in purchasing power; and the second, of a movement of goods into industry and consumption and the prevention of an over-inventoried position."

January Retail Sales Are Up 14% in Connecticut

NEW HAVEN—Connecticut's increase in dollar volume of retail store business over January, 1939, was reported the third highest of 30 states, showing a rise of 14 per cent. Ohio and Pennsylvania ranked ahead of Connecticut. In New Haven, 26 stores reported a gain of 22 per cent.

Holdover Earners Dam Up Product in Boston

BOSTON—"Northwest Passage," drawing heavily its initial days at Loew's State and Orpheum, seemed an almost certain holdover at press time. The move further muddles the Boston first-run release situation, complicated by five weeks of "GWTW" day-and-date at Loew's State and Orpheum and an additional three weeks at the Loew's Orpheum. M-G-M acted again last week to clear the situation by selling "Judge Hardy and Son" to the M&P Theatres Corp. which put it in the Metropolitan first-run and will move latter for a week, day-and-date, at the first-run Paramount and Fenway.

Mekelburg Makes Deals For Three FA Features

BOSTON—Marcel Mekelburg, New England distributor for Fine Arts producers, announces that three Boston first-run engagements have been set. Mekelburg stated he concluded a deal with E. Harold Stoneman, Ed Ansin for bookings of "Fatal Hour" and "East Side" at the Trans Lux. Harry McDonald, RKO divisional manager, is to set a date for "Chasing Trouble" at the RKO Boston.

Bachelor Dinner for Julian Rifkin Set

BOSTON—Julian Rifkin, general manager of the eight houses in the growing Rifkin circuit, will be tendered a bachelor dinner by film district associates at the Hotel Statler on Tuesday, March 12, at 7:00 p. m. Julian Rifkin, son of the recent Republic director and New England franchise owner, plans to marry on St. Patrick's Day.

Steve Broidy, Monogram director and New England sales manager for the distributor, is chairman in charge of the committee working in behalf of the testimonial. Harry Rogovin, Columbia branch manager in Boston, is secretary. M. Murray Weiss, associated with equipment man, Joe Cifre, is acting as treasurer.

"The bachelor dinner has been arranged for Julian," Broidy said, "as an expression of good will and the spontaneous desire of his host of friends to do him honor.

"There isn't much time between now and March 12," Broidy continued. "The committee has much to do and will appreciate the prompt affirmation of local film men as to whether they will, or will not, be able to attend."

Communications, Broidy said, should be addressed to Murray Weiss at 694 Washington Street, Boston. The total tariff is $4.00.

The general committee includes Edward Ansin and E. Harold Stoneman, partners in the Interstate Theatres Corp.; Norman Ayers, Boston branch manager for Warner; Jack Byrne, M-G-M branch manager; Edward X. Callahan, 20th-Fox branch manager; Russ Cropper, RKO branch manager; John Dervin, UA branch manager.

Nate Furst, Monogram special sales representative; Morris Goldstein, M-G-M city salesman; Chester Grenier, film printer; Major Patrick F. Healey, department of public safety official; Al Kane, Paramount branch manager; William P. Kelly, Universal branch manager.

Harry Kirchgessner, National Screen Service branch manager; Louis Klebenov, film candy distributor; E. M. Loew, circuit owner; William Mancuso, accessories distributor; Ed Morey, Republic sales manager; Jack Myers, Hub Film Exchange owner; Phil Smith, circuit owner; Ben Welansky, owner of several Boston theatres; Maurice N. Wolf, Boston Friars Club president; Ralph Snider, local circuit owner, and Ed Reed, Archie Silverman, and Martin Tuohy, prominent southern New England exhibitors.

MPTO of Connecticut to Hold Luncheon March 19

NEW HAVEN—Connecticut MPTO will meet for luncheon at 12:30 p. m. on Tuesday, March 19, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding.

The new legislative and grievance committees of Allied Theatres of Connecticut made reports at the regular luncheon meeting at the Hotel Garde, Tuesday. A. M. Schuman presided.

Lull in M&R Action Will Prevail Until April

BOSTON—No outward action on the Morse and Rothenberg anti-trust case, which was heard before a U. S. district court master in Boston for three calendar years, is expected before April 1. Arguments of counsel will then probably commence at the local Federal Building and will not likely conclude before at least two weeks have elapsed.

George S. Ryan will represent the plaintiffs. Edward F. McClennen will generally represent the defendant distributors and exhibitors. John Spalding will specifically represent the Maine and New Hampshire Theatres Co., while Frank Crocker will represent Columbia Pictures in the Nashua, N. H., action.

Gorham Suit Dismissal Bid Questions Jurisdiction

BOSTON—Interstate Theatres Corp. has filed a motion in the U. S. district court in Burlington, Vt., for dismissal of the Kenneth Gorham anti-trust suit because of alleged lack of jurisdiction. George S. Ryan is representing the Middlebury, Vt., exhibitor. Other defendants have filed answers in the action.

Answers have been filed in U. S. district court in the anti-trust suit in which Andrew Tegu, Vermont exhibitor, is plaintiff.

George S. Ryan is understood to be planning to take depositions in the Gorham case in about a week.

Plans to Break Ground For a New Black Rock

BRIDGEPORT—A. M. Schuman, operator of the Black Rock, reports he will break ground for his 936-seat new Black Rock, a few blocks from his presently leased house as soon as weather permits. The theatre building will include four stores. Charles Abramowitz has drawn plans for an all-fireproof modern style building, with a six-color artificial stone front, a promenade entrance, a stadium type interior, and other new features.

New Haven, Washington Studied for Allied Meet

BOSTON — The next eastern regional meeting of Allied States Ass'n probably will be held either in Washington, D. C., or in New Haven where the Connecticut unit of Allied is being rejuvenated. No date has been set.

The next meeting of the Independent Exhibitors, Inc., in Boston will be held March 12, business manager Arthur K. Howard advised this week.

Gruber Sells Partnership Stake in Premium Firm

BOSTON—Meyer Gruber has sold out his interest in the premium concern he built up in partnership with Harry Bloomberg. The transfer went into effect this week. Gruber and Bloomberg were partners in the BG Film Co. following Gruber's resignation as local manager of First Division.

BOSTON

JOSEPH P. KENNEDY, ambassador to Great Britain, underwent a physical examination at the Lahey Clinic here last week. The going-over required several hours. Kennedy, suffering from a cold, appeared considerably thinner than he was on his previous return to the Hub.

William Lilis, RKO, was in a dangerous condition at City Hospital last week . . . Additional snow and sleet last week kept the film district practically deserted . . . E. M. Loew has sold the Royal in Lowell. He acquired the house only a few weeks ago.

Tom Fermoyle, M&P booker, is chairman in charge of the nearing St. Patrick's Day dinner-dance of the Boston Cinema Club . . . Elizabeth Fermento, operator of the Park in Lee, plans to open a second house in the municipality late next month.

Sonja Henie has been termed by the Boston Post *"the best attraction in the sporting and entertainment world today." She left here last week for New York . . . George Barnes, vice-president of Heywood-Wakefield, was on the committee in charge of the last week's local commemoration of the 150th anniversary of the founding of the United States Patent Office.*

Abe Garbose has taken over the Orange in the Massachusetts town of the same name. Kenneth Forkey formerly operated the house . . . George Kraska held "Katia," starring Danielle Darrieux, for a second consecutive week at the Fine Arts.

Minna Robertson of M&P Theatres Corp. has been honeymooning. She is secretary to Marion Cole, circuit treasurer . . . Al McEvoy, operator of the Bates and Union in Attleboro, was in the district the other Friday . . . Les Young, Portland theatre man, formerly publicity agent here for Harry Asher, was recently in Boston.

William Syl Champlin, display artist for local RKO theatres, is still troubled with headaches, although a recent observation period at Charlesgate Hospital revealed nothing wrong . . . J. E. Francke, 74-year-old film district figure, found memories aroused by a recently discovered 1905 Steinert Hall program. The program heralded a local appearance of Songstress Olga Samaroff, then managed by Francke who later introduced her to Leopold Stokowski. The meeting led to a wedding.

Ose Tessier, New Bedford exhibitor, was in the district the latter part of last week . . . Tom Gaffney, Taunton exhibitor, was on Filmrow, enthusiastic because he has Columbia product this year . . . Al Lauder, manager of the local Trans-Lux which is operated by Interstate in a partnership deal with Trans-Lux of New York, has been sojourning in Florida.

Ray Curran, Maine salesman for M-G-M, and Mrs. Curran have a new citizen at their Bangor home. It's a 6½-pound boy . . . Marie Reid of Keith's Memorial is now engaged and looking forward to a fall wedding . . . Doris Vatcher of the same house has advised her husband to lay in a stock of cigars.

Vera Steinberg is the newest employe at the local Bank Night office . . . Harry Asher has contracted with Ben Domingo, city manager for RKO Theatres, for his first-run engagement of "Mercy Plane" at the RKO Boston, beginning March 7.

Lou Richmond, field manager for the E. M. Loew circuit, is still sun-tanned from a Florida vacation . . . E. M. Loew continued south last week . . . Tallulah Bankhead was in town . . . Herman and Julian Rifkin were inspecting their five Springfield theatres last week.

Max and Joe Levenson booked the condensed version of "Ski Chase," owned and edited by George Kraska of the Fine Arts, for the South Station Theatre late last week. The deal was made with Bill Murphy, local manager for Harry Segal.

Marjory Adams, Boston *Globe* critic, said concerning "Northwest Passage" last week: "So fine is Spencer Tracy as Major Rogers, that it looks as if he might be a three-time Academy Award winner."

Joe DiPesa and Joe and Al Longo of Loew's publicity department pulled one out of the hat in exploiting "Raffles" by handing out a number of large cardboard hearts to downtown pedestrians. The pieces, needless to say, were plastered with advertising. The gag was that if the heart was in nowise bent or folded, its presentation to the Loew's State doorman within certain hours would equal a free pass.

Walter Huston is in Boston . . . Phil Spitalny was featured on the RKO stage throughout last week . . . Franchot Tone has been in town . . . Ed O'Donnell has been given another managerial contract at the State in Webster by operators E. M. Loew, Edgar Hill and A. L. Hill.

Joe Cahill, manager of the Brockton in the Massachusetts community of the same name, caught juvenile trade for "Geronimo!" by extending time limit on low admission prices . . . Bill Kelly, local Universal branch manager, reports progress in the present William A. Scully anniversary sales drive is promising . . . The Ned Depinet drive at RKO will run through to May 10, according to Branch Manager Russ Cropper.

Charles Wilson, Republic booker, reported that Massachusetts exhibitors using Dick Tracy serials this week included Tom McNulty at the Warwick in Marblehead, Ed Fain at the State in Milford, Julius Joelson at the Capitol and Ball Square in Somerville, Phil Dimodico at Ware's in Wareham, and the M&P Theatres Corp. at Fields Corner in Dorchester. In New Hampshire, Reg Morse has been showing the serial two days a week at the Arcadia in Portsmouth.

Russ Monroe, manager of the Adams in Adams, is a member of the 1940 board of directors of the Board of Trade in the Massachusetts municipality . . . Tom Kelley has been supervising renovations at the Rialto in Brockton.

Ed Comi, owner of the Theatre Service and Supply Co., was in New York on business . . . Shop space at the local equipment and repair shop is being enlarged to handle the output of new-type shutter and Motiograph projectors.

Marion Bell, M-G-M, went skiing at Groton last week. The secretary to Divisional Manager M. N. Wolf was one of the few film districtites to see the San Francisco World's Fair last year. She plans to take in the New York fiesta in the spring.

Henry Sperling was forced to darken the Central in Manville, R. I., when a transformer blew. The storm handicapped the transportation of replacements. Sperling was formerly an independent film distributor here.

Frank Borrelli, head of FB Theatre Enterprises, drove over 1,000 miles through-

(Contniued on page 100-C)

Genesis of an Adjunct

BOSTON—New England's film delivery system, proved during the recent storms which snow-bound many parts of this territory, was not always the smoothly working setup it now is. The recent death of Harry Decker, late owner of the Film Exchange Transfer Co., brought to many minds these past few days the genesis of it all.

Thad C. Barrows, perpetual president of the Moving Picture Operators Union, Local 182, and a member of the AMPAS, came close to starting it all when he rebelled against the former custom of operators delivering reels to and from local exchanges.

When the General Film Co. moved to the dark recesses of Commercial Street and Atlantic Avenue by the Boston waterfront, Barrows adopted the practice of leaving his film cases at the South Station, local railroad terminal. He mailed the checking room tabs to the exchange office. Barrows' move gained momentum.

Ed Farrell, then manager of the General Film, contracted with the Fitzgerald Trucking Co. to handle local film transportation matters. As exhibitors and operators followed Barrows' example, other exchanges posted Decker nightly at the corner of Hayward Place and Washington St. to collect films from projectionists.

Events progressed. More and more operators declined to be errand boys. A fire resulting in a local subway, perhaps because someone carried the celluloid in a paper bag and put the bundle too near a heater, precipitated the enactment of protective measures. Decker swapped a horse and wagon for a Ford truck. A new branch of the motion picture industry came into being.

THE

BOSTON CINEMA CLUB

CORDIALLY INVITES YOU TO ATTEND

4th ANNUAL BENEFIT DINNER DANCE

at the

COCOANUT GROVE

in the Boston Film District

March Seventeen - - Sunday

Reception 6:30 P. M. **Dinner 7:00 P. M.**

Tickets $2.50

BRIDGEPORT

ASSISTANT Manager Benjamin Katz of the Warner has been transferred to Worcester to be assistant to Edgar Lynch.

"The Fighting 69th" drew extra time at the State, Waterbury.

The boys along the rialto are beginning to wonder what has become of Ted Holt.

Claude Saunders, the granddaddy of all film exploitation men, has emerged from retirement and was in town ahead of "Geronimo." Saunders now makes his permanent home in Redding, only a few miles from here.

Larry Spann's activities at the Pickwick, Greenwich, are developing him into quite a master of ceremonies.

Bonnie Jackson, chief of staff at the Loew-Poli is back, after recovering from a foot injury.

The Plainville is booking in stage shows on Fridays and Saturdays.

The Rialto, New Britain, was the first house in the state to show "Wedad."

The Louis-Godoy fight pictures went big here, moving from the Loew-Poli to the Globe for a holdover.

Matt L. Saunders and Otto Esposito of the Loew-Poli and Donald Leonard, advertising manager of the Post-Telegram, *were in New Haven for a luncheon and preview of "Grapes of Wrath."*

Carey Cronan, former film critic on the *Sunday Herald,* is back from Daytona Beach, Fla.

The Lyric has closed for the remainder of Lent. Reopening is set for March 25.

Martin Laighton has joined the usher corps at the Warner. His father was a former theatre owner.

Molly Rosenthal, wife of the Majestic manager, was in charge of the collections for the Finnish Relief Fund in the theatre.

James Quinn, general agent for the O. C. Buck Shows, is the first carnival agent to hit the city.

Al Domain is back on the Loew-Poli staff after being stationed in Boston and other cities to help promote "'Gone With the Wind."

Support Ascap Competitor

NEW HAVEN—All Connecticut radio stations except WBRY, Waterbury and New Haven, and WNLC, New London, have agreed to support Broadcast Music, Inc., new radio music production company designed to supplant Ascap.

"GWTW" Ends in New Haven

NEW HAVEN—"GWTW" engagement has been announced as ending after four and one-half weeks at the College and the Bijou, which has been substituting as a holdover house, will definitely go into Saturday vaudeville shows on March 9.

Cinema Club's Annual Dance on March 17

BOSTON—The fourth annual dinner-dance of the Boston Cinema Club will be held at the Cocoanut Grove, film district night club, on Sunday, March 17. Abe Barry, Columbia booker, is in charge of reservations. Charles Repec heads the advertising committee, William Cuddy of RKO is in charge of programs. General chairman is Thomas Fermoyle of M&P Theatres Corp. Subscription for the charity affair is $2.50.

Schlar, Lewis Represent Paramount in Club

BOSTON—Harry Schlar of Paramount, a member of the executive board of the Boston Cinema Club, and Bud Lewis, a second Paramount booker, represent that exchange in the local film fraternity of bookers and office managers whose membership now numbers over 50 film men. Sam Richmond, Julian Rifkin, Eli Levitt, Leo Griffin, William Cummins, Robert Levine and Edward Feltman recently joined the Cinema Club.

Russell and Rubin Head Loew Dollar Club List

NEW HAVEN—Bob Russell and Nat Rubin of the Loew-Poli will be first on the Loew Dollar Club list for 1940 as a result of their selling 2,300 seats to the Boys Club for the Wednesday night performance of "Northwest Passage." The boys gathered at the Green and marched to the theatre to the accompaniment of a band, banners, and other paraphernalia supplied by Russell and Rubin.

Lou Schaefer showed "Heritage of the Desert" and shorts for a group of Scouts at the Paramount, New Haven, Saturday morning. Occasion was a camp reunion, with talks, cheers and songs for boys from New Haven and surrounding towns.

NEW HAMPSHIRE

VALMORE GAGNE, who, with his father, Peter Gagne, operates the Somersworth in Somersworth, is a candidate for delegate-at-large alternate from the first district for the Democratic national convention.

The Chase Barn Playhouse will open its seventh summer theatre season in Whitefield in July . . . Ansel N. Sanborn, Carroll county exhibitor-legislator, presided at one of the meetings held in connection with the fifth regional conference on highway safety and motor vehicle problems in New York.

Theatres throughout the state felt a few days dent in their business as a result of the blizzards of February 14 and 21, which cause the worst traffic tieups in many years. Scores of New Hampshire folk were marooned in Boston, where they had gone to witness a personal appearance of Sonja Henie.

PORTLAND

CONGRATULATIONS to the A. J. Moreaus on the birth of a son, John Norris, February 17. The second son of the M&P district manager's household was delivered at the Maine General Hospital weighing eight and one-half pounds . . . From Florida and Barbara Casey, Moreau's secretary, comes news. Secretaries in the sunny southland are "big shots" and rate high notice in the Miami dailies, she writes.

The Deering, a subsequent run dark a couple of weeks, has been reopened, with George Gannellas, former part owner, as manager . . . New fluorescent lights have been installed in the display cases at the State . . . As a sort of sixth anniversary celebration, Harry Botwick, the State's house manager since Mar. 6, 1934, has had his offices redecorated and repainted. A swinging gate and railing have also been installed near the front entrance. Filmrowites call it, the "Thou Shalt Not Pass" gate.

The Saco open-air theatre, which operated last summer with considerable success, is expected to be reopened on April 1, weather permitting. This is the only "ozoner" in Maine . . . Rumor and "wishful thinking" are again trying to have it that the Maine Civic Theatre, the short-lived legitimate venture of last fall, is to be reopened Easter Monday. Harry Smith, manager, and other officials of the operating company, say final papers on the stock enterprise have not been passed to date, although New York reports quote Producer Guy Palmerton to the effect that he will open here "immediately after Easter." Palmerton operates the Whalon summer theatre, outside Fitchburg, Mass.

A severe snow storm which left about 12 inches of snow in Greater Portland, cut heavily into grosses at all houses. Traffic was almost at a standstill during the storm, which lasted two days and one night . . . Two snow trains and several special busses carried hundreds of skiing enthusiasts into the mountains for the international ski-jumping championship meet at Berlin, N. H. Skiing is now at its height all over Maine and New Hampshire.

Frank Vennett, manager of the Opera House, Bath, Me., who has been ill about two months, is expected to be back on the job soon. Meanwhile Arthur Allaire, M&P relief manager, is subbing for him . . . Something new in radio programs is to be introduced over WCSH some time in March, according to Harry Botwick of the State. It's to be a musical program, but other than that we are not free to say . . . Filmrow visitors: Carl Divizia, RKO; John Feloney of 20th-Fox and Earnie Warren, Universal salesman, who really isn't a visitor since he established his home here a few months ago.

Closes Till Easter

BRIDGEPORT—The Lyric, leased from Loew's and operated since the beginning of the fall season as a burlesque house, closed February 25. It is announced the theatre will reopen on Easter.

HARTFORD

Terror a la Theatre Campaign Mapped

BOSTON—The stunt of daring feminine patrons to sit alone at midnight screenings of so-called horror pictures is an increasingly popular New England publicity fad which is collecting columns of newspaper publicity. Theatre men recently putting over the exploitation angle have been Morris Simms of the Olympia in New Bedford, Al Lashway of the Strand in Pawtucket, and Jack Saef of the Paramount and Fenway in Boston.

The main advertising office of the M&P Theatres Corp. offers the following formula:

"Become convinced that the picture is C-R-E-E-P-S! As a showman, you know how they love C-R-E-E-P-S! So give 'em C-R-E-E-P-S! and give it to 'em with this one person Spook Show.

"Give it to 'em as part of your advance campaign. Give it to 'em in the theatre and out. Give it to 'em as part of your show when it opens, and keep on giving it to 'em throughout your engagement! Thrill 'em and rock 'em; chill 'em and shock 'em—they'll come back for more and send their friends down for their share.

"After you have scared the daylights out of 'em give them a chance to calm off by offering free coffee in your lobby. It's good-will and good showmanship. A local merchant might cooperate.

"Doll up your ushers in black costumes that cover them from head to feet, allowing peep holes for eyes. On the backs of the costumes, paint white skeletons. Paint face of cat green on heads of their flash lights. Make your campaign a real thriller."

M&P Reminds of Access To Editorial Columns

BOSTON—"Occasionally the studios supply us with a picture that has for its plot a patriotic turn of moral significance; pictures that help sway the masses in the right direction," M&P Theatres Corp. advertising department told managers this week. "As these pictures carry a message to the public, newspaper editors can be very easily sold on an editorial. Space in this column is a great help in selling a picture in the right way.

"When you are booked for a picture of this type, get in touch with your editor for a plug in the editorial column. It can be done!"

Shuffle by Warner Trails Resignation of Binstock

NEW HAVEN—Following the resignation of Paul Binstock as manager of the Lyric, Hartford, the Warner theatre department announces that William Flanagan, formerly of the Lenox, will take over the position. Thomas Maller of the Rialto, Hartford, replaces Flanagan, and Victor Morelli of the Bristol, recently destroyed by fire, steps into Maller's post. Meantime, Joe Borenstein of the Embassy, New Britain, takes charge of the "GWTW" engagement at the Capitol, which Morelli has been supervising.

NOTES of a Rambling Reporter: Manager Jack A. Simons, Loew-Poli, was in New York . . . Victor Morrelli, new manager of the WB Rialto, is former manager of the Bristol, Bristol . . . Hamilton Thompson, ex-20th-Fox executive who managed the Connecticut exhibit at the New York World's Fair, was a visitor . . . George Flynn, substitute stagehand, has succeeded the late Dinny Sullivan at E. M. Loew's Plymouth, Worcester . . . Bernard M. Levy, manager of Proven Pictures, visited in Boston.

"GWTW" is doing a fourth week at the Loew-Poli Palace . . . Lansing Carpenter, formerly of Farmington, is now living in Tucson, Ariz. . . . Through cooperation of the Loew-Poli Strand, Regal, Lenox, Lyric, Rialto, Colonial, and Central theatres, costumed girls collected funds for Finnish relief in the theatre lobbies . . . Andy Sette, Capitol, Springfield, was in New Haven to attend the funeral of his wife's grandmother . . . Manager Jack Sanson of the State, Manchester, delivered a testimonial address before that town's chamber of commerce . . . Eddie Downs, Loew-Poli usher, was down with the grippe.

The Critics Chided for "Mice" Ovation

BRIDGEPORT, CONN.—Writing under the heading of "The Critics and the Public," George C. Waldo, publisher of the *Post* and *Telegram*, says: "John Steinbeck's other sensational story, 'Of Mice and Men' has received what is described as an ovation from the New York film critics. Yet 'Of Mice and Men' is a study in degeneracy. It is the story of a big, hulking degenerate who murdered a woman in an absent-minded moment and was afterwards shot by his own pal to escape being lynched. This pretty little thing was put on with the blessings of the Hays office as part of the educational campaign to make the little tots of America art-conscious. Blessings like this bestowed upon the young people of America by Hollywood, help to make the movies popular in respectable homes.

"As for the movie critics, they live in a world of their own. In a world far removed from common people who find most of the films highly touted by the critics boring, and most of the films which the critics sneer at, entertaining."

Block Buying

BOSTON—Les Bendslev, operator of the Community at Wellesley, has received a $100 advance order for a block of seats for the showing of "Gone With the Wind," from the Perkins Institute of the Blind.

John Francois Dies

BOSTON—John Francois, Massachusetts exhibitor, was fatally stricken last week. Francois operated Florence Hall in South Barre, Mass.

Vehicle for O'Brien

HOLLYWOOD — RKO has purchased "Three-Way Justice," a story by Jack Roberts and Arnold Belgard, as a George O'Brien western.

Reports from the west coast have it that either Warner or Paramount will produce a motion picture on the life of Col. Samuel H. Colt, local arms maker . . . Two of screenland's "Little Tough Guys," Hally Chester and Harris Berger, appeared on the boards of the Strand in Plainville . . . Student Assistant Russell Grant, Loew-Poli, has taken over 800 photos during the past year. It's a hobby with him . . . Al Cerio, Bridgeport Lyric scenic artist, is reported recovering from injuries suffered in a fall from a backstage ladder . . . Harold Yudain, formerly with the late Heywood Broun's Nutmeg, is now doing publicity for the Stamford Palace.

About Town: Wallace J. Cooper, assistant manager at Loew's Poli, was in Waterbury the other day . . . "The Aldrich Family," starring Ezra Stone, and an assorted stage show played the State . . . Glasbake Oven Glassware is a new giveaway at the Capitol, Waterbury . . . Bingo, they say, is gaining more sponsors in the Brass City . . . Edward M. Dowling, Capitol, Pittsfield, opened a special boxoffice to sell tickets for "GWTW" . . . E. M. Loew's Court Square, Springfield, was to have introduced "Bankey" to its patrons starting February 27.

When Buddy Ebsen, screen star, walked into the State Motor Vehicles offices to get a driver's license and plates, he found he was not only among friends, but relatives as well. Elizabeth McNamara, secretary to one of the bosses, is an aunt of Bob Dolan, noted orchestra leader, whose wife is Vilma Ebsen, Buddy's sister and a stage notable in her own right . . . The Hartford *Times* editorially attacked the showing of prize fight films in theatres.

Jimmy Fidler and a troupe of screen stars come to town on March 8 . . . George Spelvin is an addition to the theatre and motion picture department of the Hartford Times *. . . Gerald Goldberg is a new part-time usher at the Loew-Poli . . . Capitol Casino, giving patrons services similar to those offered at the popular danceterias in New York and elsewhere, has reopened at 900 Wethersfield Ave.*

Jottings: "The Fighting 69th" went into fourth week at the WB Regal . . . E. M. Loew's defeated the Crown Theatre in a bowling match. Oscar Cappucio captained the victors . . . Thomas Jefferson, member of the Paramount home office exploitation department was in town to smooth the way for "Dr. Cyclops," due soon at the M&P Allyn.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

NEW HAVEN

CAMPAIGN CAPERS: Tim O'Toole, manager at Columbia, wagered $50 that the New Haven office would wind up highest in its division at the end of the current Montague Campaign. The intrepid Philadelphians have taken him up, and the race is on. O'Toole is also mailing blotters, imprinted with fan photos of himself, Ben Lourie and Sid Swirsky, which are bound to wow the trade . . . Universal has slid up from eleventh to second in the Bill Scully Drive . . . Barney Pitkin, whose exchange ranks first in the country in the RKO Ned Depinet Drive, reports exhibitors are giving him special cooperation during March, which is Andy Smith jr. month . . . Warner exchange is hanging on to first place in the division, with eight weeks to go.

Tripping around: The Harry F. Shaws are all ready to leave by train for another visit to California and Mexico, March 10 *. . . Sam Badamo, College manager, also slightly "wind-blown," is looking forward to a vacation about that date. Sam put in plenty of work to chalk up that* $45,000 *five-week take for "GWTW" . . . Morris Joseph, "U" manager, has a prize coat of tan and full recovery from his recent illness, as a result of his Miami sojourn . . . Eddie Ruff, Paramount manager, is back after a pleasant Havana cruise . . . The Lou Browns (he is Loew-Poli publicity chief) also back in town after a rest at Coronado Beach . . . Ted Jacocks of the Branford is talking about a trip to Mexico.*

Ben Simon, 20th-Fox manager, will visit with his family on the west coast about March 15 and go on from there to the Chicago convention April 1 . . . Charles Leach, Ross Federal checking manager here, took his family to New York for a spree . . . Congratulations to the James Brackens of Warner's theatre department, on their tenth wedding anniversary, which they celebrated in Atlantic City . . . Harold Eskin of the Stamford and Avon in town looking for bigger things at his Cameo and Avon, Newark, with the conversion of Newark Airport into airplane manufacturing plants . . . Aaron Fishman and family of Fairfield are the latest addition to the Fishman winter colony in Miami . . . Philip Saslau is sporting a beautiful Florida sunburn.

Loew-Palace, Meriden and Hartford, have new marquees . . . Carpeting and matting of Strand Amusement's Hippodrome, Bridgeport, just completed and new front and marquee are due in the spring. Floor is being poured at the new Whitney, Hamden . . . Modern Theatre Equipment has put new rubber matting in blue, gold and red in the Howard . . . George Comden's Fine Arts, Westport, opened on the 28th instead of Washington's Birthday, as scheduled, to the "Oh's" and "Ah's" of the territory . . . Alhambra, Torrington; Capitol, New Britain, and Poli, Meriden, slipped quietly back into darkness after "GWTW" engagements . . . Ground not yet broken for the new Warner, Bristol . . . Ridgefield Playhouse, new Irwin Wheeler 700-*seater, set for opening about March* 23, *has projection and carpeting by National Theatre Supply, RCA sound and Heywood-Wakefield seats.*

Ben Simon made his maiden radio address while Jimmy Milne held the WELI mike at the Hotel Taft last Wednesday, where newspaper men from New Haven, Bridgeport and Meriden lunched before seeing "The Grapes of Wrath" at the screening room. In the party were Dr. William Lyon Phelps, Donald Eldridge (chairman school visual education), Harry F. Shaw, Matt Saunders, Otto Esposito, Jimmy Hague, Don Leonard, Arthur Sloane, Roger Connolly, Edward Fitzpatrick, Bob Russell, Nat Rubin, Morris Mendelsohn, Joe Samartaro, C. Allen. Unanimous opinion was the film is tops, heart-and-mind-wrenching, unforgettable . . . Last week must have been Polish week in the territory. Rialto, New Britain, featured a personal appearance of Jadwiga Smosarska, sweetheart of the Polish stage and screen, recently arrived in this country, and two Polish pictures to packed houses. The lady made a speech on the plight of her country which had even the bouncer in tears . . . Strand, Palace, featured an all-Polish program . . . The Lincoln, New Haven, put in the Polish "Mr. Twardowski" as a weekend attraction.

"Pinocchio" looks like the Easter week offering at Loew's in Hartford and Waterbury and at Warner's in all other towns . . . "Road to Singapore" will probably play at the Paramount, New Haven, Easter week . . . Harold Rubin of Metro Premium adds to his sheaf of contracts a peasant handcraft deal and a de luxe stemware series with Nick Mascoli, Carroll, Waterbury. Both begin in April. Also Sunburst tableware for the Empire, New London . . . The Dixwell Playhouse started its Price Premium cobalt bakeware deal on the day of the blizzard . . . Jules Livingston tells this one on himself: Having spurned Max Tabackman, his usual partner, for the New Haven Bridge Tournament last week, and chosen an expert of experts, the invincible Livingston combination wound up seventh; while Max and his partner made third place!

Here's one about a New England exhibitor who combined business with pleasure by installing a gambling machine in his office. Employes were forbidden to use it, but whenever the boss was tired of the film business (and that was all day) the coins dropped merrily into the slot. His luck was uniformly bad. Came a film salesman who never gambles, and dropped in a dime just to impress his man. You guessed —out came the $30 jackpot . . . Edward Callahan of Coumbia was in reminiscing with several of the boys in the Film Building . . . Selig Fishman is mending nicely after suffering a fractured knee in a fall . . . Baruch Le Witt, attending the New York University School of Finance, spends his weekends assisting his father at the Strand, Plainville; also helps with the booking on Meadow Street . . . C. G. Barrett, Warner theatre district manager, is confined to New Haven Hospital with pneumonia.

Bob Schaefer, son of Lou Schaefer, Paramount Theatre manager, miraculously escaped injury when the family car skidded into a guard rail and was badly damaged. The Schaefers now have a new Buick sedan . . . Dr. Nelson Ludington, father-in-law of Raymond Massey, was a guest at the recent preview of "Abe Lincoln in Illinois" . . . Congratulations to Lenore LaVine Olderman, formerly of the Warner office, who is mother of Susan Toby, born last week at Grace Hospital . . . Phil Gravitz, Metro booker, is back at his desk minus his appendix . . . Armand Denis and Leila Roosevelt ("Dark Rapture") are back home in Putnam after their latest jungle explorations . . . C. Finch of the FCC is latest to join the film and radio colony in Newtown with the purchase of 100 *acres for a little home. The girls see in Bill Canelli more than an RKO salesman—a second Robert Taylor! . . . Tony Caselli, Bijou booth operator, is another southern sojourner.*

Operators' union will meet Sunday, March 17, at Trades Council Hall, says Business Agent Matthew Kennedy . . . "Abe Lincoln in Illinois" has its New England premiere at the Roger Sherman, March 6 . . . The State, Hartford, ran a "Confucius Say" contest with five $1 prizes awarded each day during the Ezra Stone and Aldrich Family engagement . . . The Allyn, Hartford, plugged Vivien Leigh in "Sidewalks of London" while the Palace completed its four-week "GWTW" run . . . "The Fighting 69th," which ran into the Ice Follies in New Haven, fared outstandingly in a four-week engagement at Warner's, Hartford . . . Errata: Erle Wright, formerly with Loew-Poli here, not only directs publicity for the Goldstein circuit, but is assistant to General Manager Harry Smith in supervision of all houses in the field . . . "Hurricane" returned to the Stratford last week "by request" . . . The Barnum did well with "All Quiet on the Western Front" . . . Bushnell Memorial presented an all-Irish movie and concert.

Hubby Gets Revenge On W. U. Songstress

Bridgeport, Conn.—Still blushing is the Western Union thrush here, since she bonered by singing a "happy birthday" greeting to Lena Smith instead of a Valentine Day song. So Hubby Al, manager of the Lyric, got his revenge by phoning back to the W. U. office and singing a St. Patrick's day greeting to the bewildered girl who had blundered.

Buys "Ballerina"

HOLLYWOOD—Gregory Ratoff has purchased "Ballerina," a novel by Lady Eleanor Smith. Ratoff may make it independently, as he is allowed one picture outside of his 20th-Fox pact each year. Frederick Kohner is scripting.

Directs Next Starrett

HOLLYWOOD — Next Charles Starrett western for Columbia will be directed by Joseph H. Lewis.

BOSTON

(Continued from page 98)

Henry and His Spirits Fall in a Mud Puddle

DANIELSON, CONN.—When a manager lies awake nights thinking of special ballyhoos to put the boss' picture across, he should be rewarded by a special Providence or something.

Henry Johnson, manager of the Orpheum, was playing a cowboy picture and wanted something special in the way of a stagecoach. All the way to East Killingly he drove for the nearest approach—an old buggy and a horse, which a few tricks might transform into the desired stagecoach. Henry started to drive back in high spirits, when, half way to Danielson, the contraption broke down—and down came Henry, spirits and all, in a generous mud puddle.

The boys in Danielson have a way of keeping the incident fresh with passing exclamations of "Yippee!"

Forty Filmites Sign for Catholic Guild Retreat

BOSTON—Forty film district men have already signed for the Catholic Motion Picture Guild Retreat at Campion Hall in North Andover on March 8, 9 and 10, the recently formed film group reports. The Retreat will be under the direction of the Rev. John T. McGrory and will run from Friday evening at 6:30 to Sunday evening at 7:30. Non-Catholics are invited to participate. Reservations may be secured from Major Patrick F. Healey, William Doyle, Frank McManus, William Murphy, Tom Duane, and Frank Lydon.

A Complete Remodeling For Pittsfield House

PITTSFIELD, MASS.—Nathan E. Goldstein, president of Western Massachusetts Theatres, Inc., is planning a complete renovation of the Capitol here. The house will be closed for 20 days, following the current "GWTW" engagement, for the work.

Auditorium of the theatre will be repainted, decorated and recarpeted, and walls will be panelled with silk damask and treated acoustically. New front, entrance and lobby will be built. The marquee will be rebuilt.

Reports Cyclex Trend

BOSTON—The smaller New England exhibitors, in particular, are going for Cyclex in increasing numbers, Kenneth R. Douglass, Capitol Theatre Supply Co. head, told this publication this week. "Cyclex, both because it utilizes the light produced by both carbons and because one power unit replaces a generator or two rectifiers, is proving the most dependable and economic projection apparatus ever used in this territory," adds Douglass.

Plan General Meeting

NEW HAVEN—Faculty advisers and student chairmen of the Junior Motion Picture councils in the public schools will meet March 14 to formulate plans for a general meeting. Donald A. Eldridge, director of audio-visual education, will preside.

out Maine and northern New England last week without a mishap, only to get stuck in the snow upon his return to Somerville, a Boston suburb.

The Premier in Meredith, operated for some time by A. P. Stuart, is now running regularly only on Friday and Saturday . . . E. M. Loew is reported negotiating for the property of the Reading Theatre, Reading, now operated by Morris Pouzzner.

William Brown, manager of the Park in Worcester, has pulled off a second anniversary drive at the house . . . Warren Nichols, operator of the Gem in Peterboro, was down from New Hampshire . . . Also in town from the White Mountain state was Arthur Sharby.

Les Bendslev, operator of the Community Playhouse at Wellesley Hills, will open March 4 with "GWTW" . . . Zeke Lawsine of the comptrollers office in Boston of the Metro Premium Co., and Mrs. Lawsine, have a baby girl.

Seidman Buys Site for 1,000-Seater and Stores

BRIDGEPORT, CONN.—An 11½-acre tract of land has been purchased by Louis L. Seidman and a New York syndicate for use as a site for a theatre and commercial block. The structure to be erected will cost $225,000 and the theatre will have 1,000 seats. Louis Anger, owner of the Barnum, will operate the theatre, which will be of the auditorium type. Plans have been made to provide the new theatre ample parking facilities.

Finish Sound Studio

BOSTON—The new sound studio at the Master Motion Picture Co. on Piedmont Street has been completed. Renovations continue at the film district site which includes the former offices of Harry Asher, now located at 16 Piedmont Street. Maurice Master plans to have the rejuvenation completed within the next few weeks.

Assign Herb Graffam

BOSTON—Herb Graffam has been assigned to the Cameo in South Weymouth by circuit-owner Arthur Lockwood and Louis Gordon. Graffam was formerly assistant chief of staff to Manager Fred Greenway at Loew's State in Boston.

"U" Signs Four "Dead Enders"

HOLLYWOOD—Universal has signed four of the original "Dead Enders" to a two-picture deal. The quartet includes Billy Halop, Huntz Hall, Bernard Punsley and Gabriel Dell.

Install Sound and Screen

NEW HAVEN—Fishman Theatres will install Altec sound and a National Theatre Supply screen in the 760-seat Lawrence here.

Safety Ruling May Curb Flesh in Connecticut

NEW HAVEN—Exhibitors in the territory have been notified by the department of state police that a solid fireproof construction and asbestos curtain, to separate the audience from the stage, are required before theatres will be permitted to operate stage shows of any kind. About ten smaller houses in the territory, which recently have offered one-night stands of vaudeville or amateur shows, will be affected by the ruling.

LEO BONOFF has already discontinued vaudeville at the Madison and Saybrook theatres, and Michael Daly at the Plainfield. George LeWitt will also shortly discontinue shows at the Strand, Plainville. The Loew-Poli houses running vaudeville —the Globe, Bridgeport; Poli, Waterbury, and now the Loew-Poli Bijou, New Haven —fill the necessary safety requirements.

Bijou in New Haven Will Feature Flesh Weekly

NEW HAVEN—The 1,482-seat Loew-Poli Bijou, downtown subsequent run, inaugurates its one-a-week vaudeville policy Saturday, March 9, with a five-act show to be given at each performance during the day, with no increase in admissions.

The acts will be the same as Loew's use at the Palace, Meriden, and Poli, Waterbury. Gus Meyers and his seven-piece orchestra, will accompany.

The house will also change to a three-programs-a-week policy. A first run show will be tried Saturdays with the vaudeville. Second change will be Sunday through Tuesday, and third, Wednesday through Friday.

"Kiss the Boys Goodbye" At Palace in Stamford

STAMFORD—The Palace presented "Kiss the Boys Goodbye" for the first time in a film theatre last week. The cast was made up of New York and Chicago players.

The Avon, first independent to play "GWTW" in Connecticut, held the picture three weeks.

Reveal High Tax

BOSTON—Local theatre owners were concerned last week in the statement by Ray Wenzlick, real estate counsel to insurance companies and banks in 138 cities, that Boston's real estate tax load per family is $297.50, the second highest in the country. The national average, Wenzlick said, is $121.30.

Lawrence G. O'Toole

BOSTON—Lawrence G. O'Toole, Clinton film critic, died there last week at the age of 63. Burial in St. John's Cemetery in the Massachusetts town followed a High Mass of Requiem in St. John's Church.

Nominations in March

BOSTON—The Theatrical Exchange Employes local is scheduled to nominate 1940 officers next month. The meeting may be held Monday, March 31. Two recent meetings of the local union were postponed because of storm conditions.

Says the "Post"

BOSTON—Greta Garbo, Charlie Chaplin and "Ninotchka" were applauded editorially last week by the conservative Boston *Post*, the leading New England breakfast paper.

"On the last day of this month the Academy of Motion Picture Arts and Sciences will name the best actor and actress of 1939, the best movie, the best director, the best supporting roles, etc.," the *Post* editorialized. "The Academy has been making these awards for 12 years now and the decisions have come to play an important part in the careers of many connected with the film industry.

"In the opinion of many, the outstanding feminine personality in the movie world is Greta Garbo. She has never yet won the Academy award, nor has Charlie Chaplin, whose magnificent comedy comes close to being the best thing the movies have produced. Chaplin did not appear in any new picture in 1939, and therefore cannot be considered for the coming award.

"Garbo, because of her performance in the sparkling 'Ninotchka,' has been nominated for consideration. Were she to be chosen for the top honors this time, the selection would undoubtedly prove popular among the movie fans."

Change at Lowell

BOSTON—William Lavery, operator of the Lafayette at Haverhill, has bought the Royal at Lowell from E. M. Loew.

Heads Bridge Tourney

BOSTON—Arthur K. Howard, business manager of the Independent Exhibitors, Inc., is chairman of the tournament committee for the forthcoming 1940 New England contract bridge championships. The Boston Chess Club is sponsoring the 11th annual affair which will be held this year, under the auspices of the New England Bridge Association, at the Salle Moderne in the Hotel Statler on March 8, 9, and 16.

Sonja Henie Draws

BOSTON—Sonja Henie illustrated the moving picture drawing power and also proved prime theatre competitor during a six-night engagement at Boston Garden when she played to a total gate attendance of 85,416 despite weather that left many film houses nearly empty. The 20th-Fox star's share of the gross was approximately $40,000.

Celebrate May Day

BOSTON—The moving picture machine operators union, Local 182, will hold its 30th anniversary banquet and ball at the Copley Plaza Hotel on May 1. Thad C. Barrows, president of the local, is general chairman for the event.

Adapts "Constant Nymph"

HOLLYWOOD—"The Constant Nymph," to co-star Merle Oberon and George Brent, will be adapted by Robert Blees for Warner.

Virtues Live On

HARTFORD — "GWTW" notwithstanding, the twin virtues of hospitality and chivalry are not yet dead, as some 20 patrons learned recently when a snowstorm temporarily stranded them at the Loew-Poli Palace after a performance of the film version of the Margaret Mitchell novel of pre-Civil War south and its disintegration.

Manager Lou Cohen, learning that some of his patrons were having a bit of difficulty getting transportation home, ordered that chairs be brought into the lobby, opened up his office, and supervised free use of the theatre's telephones.

Eats were brought in and everybody was having a good time to the point where they didn't like the idea of leaving the "party" when their taxicabs and other means of transportation arrived.

Levine Reports Deals

BOSTON—Sam Levine, head of the recently organized Northeastern Film Co., reports that the local exchange has closed deals with the M&P Theatres Corp., Morse and Rothenberg, and Loew's Poli on "Manhattan Shakedown," "Special Inspector," "Murder Is News," and "Death Goes North."

"Pier 17" to Mooney

HOLLYWOOD—Martin Mooney is scripting "Pier 17" for Universal.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

March 7 Trial Date Of Paul Scott Suit

DALLAS—The combination damage and injunction suit by Paul P. Scott against the Interstate Circuit and others, is set for trial on March 7 in Judge W. H. Atwell's federal court.

Scott, a former Dallas neighborhood exhibitor now operating the River Oaks in Houston, opened the Varsity in Dallas during 1929. In subsequent years, Interstate Circuit expanded its neighborhood operations here, buying several houses. Flippen-Prather Realty Co. wanted a de luxe house in Highland Park as the backbone of their Shopping Village. They built this house, the Village, rated as the "A" neighborhood in Greater Dallas, the operation of which was turned over to Interstate, with the opening in November of 1935. Interstate also owned the Melrose which with the Village is in the north section of town where Scott's theatre was located.

Interstate later bought the Varsity for $55,000. Scott claims he sustained a $70,000 loss here as the house had been making $18,000 a year profit and was worth $125,000. Scott also claims, and asks for, $45,000 damages in lost profits because of alleged restrictions imposed on him by the defendants. The suit, therefore, is for $115,000 in damages which, if tripled, amounts to $345,000.

Also Asks for Injunction

Tacked on to the damage suit, Scott asks an injunction against Interstate from alleged interference by defendants in his River Oaks in Houston. He pleads that Interstate built the Alabama, eight tenths a mile away from his theatre and that clearance for the River Oaks was for a longer period than for Interstate houses in Houston.

Various film contracts are expected to be introduced at the trial. The defendants are Interstate Circuit and its subsidiary, Texas Consolidated Theatres, Inc., Paramount (being a partner in the circuit), and the individuals, Karl Hoblitzelle and R. J. O'Donnell.

Attorneys for the defense are Capt. S. M. Leftwich, George Wright and John Moroney. Attorneys for Scott are Joe Worsham, William Burrow, and J. I. Worsham of the firm bearing those names.

Pre-trial skirmishes of minor importance and in the form of motions to strike, were heard by Judge Atwell on several occasions. The defense asked that Texas Consolidated be eliminated from the case and that the injunction provision affecting the Houston situation be separated from the claim for damages in Dallas. This and other motions by the defense, including one for dismissal, were denied.

Outstate Louisiana Is Demanding Product

NEW ORLEANS—With the recent cold spell at an end, salesmen covering territory outside New Orleans report a greatly increased inquiry for product. Most of the demand is coming from the oil section in southwest Louisiana, although other sections, too, are well represented.

Part of U. S. Plaint Against Crescent Chain Stricken Out

NASHVILLE — Reduction of admission prices, cash giveaways, operation of theatres at a loss and a monopoly on product in a restricted area, are local matters and, in the absence of any allegation that they have been a part of a conspiracy to restrain interstate commerce, cannot be held to "burden" interstate commerce, Federal Judge Elmer Davies ruled here in granting a motion to strike out a portion of the government's bill of complaint against Crescent Amusement Co. and affiliates.

The court also granted, in part, the defendant petition for a more definite statement and a bill of particulars.

Judge Davies ordered stricken from paragraph 54 of the government's complaint the following: "In addition, defendant exhibitors have lowered their prices, given away large sums of money as prizes, and operated some of their theatres at a loss with the purpose and effect of driving their competitors out of business and giving defendant exhibitors a monopoly in the exhibition of motion pictures in the area in which they operate."

He held this paragraph referred to matters of a "purely local nature" and that such local acts in themselves, "not alleged to have been a part of a conspiracy for the purpose of restraining interstate commerce, do not directly restrain or burden interstate commerce, and the court does not regard the acts alleged as creating a direct and substantial burden on interstate commerce."

Although film is shipped in interstate commerce, Judge Davies explained in his opinion that when it comes to rest at its point of delivery, "the showing of the picture and operation of the theatre is purely a local matter."

Dunbar-Interstate Settlement

Dallas—The general understanding is that a settlement has been worked out within the last few days between the Interstate circuit and L. L. Dunbar, operator of the Cliff-Queen in Fort Worth. In the settlement, the two theatres at Mexia, Tex., the National and Palace, formerly operated by Texas Consolidated Theatres, Interstate subsidiary, are understood to have become the property of Dunbar.

Interstate officials Wednesday declined to make a statement on the settlement or its terms at this time, although they did not deny one had been reached.

Dunbar was suing Interstate for damages allegedly suffered by his theatre during the minimum 25 cents price restrictions. The case was set in Judge Atwell's federal court for February 26, then was postponed to March 15.

Another State Law Yields to Ascap

NASHVILLE — Another restrictive state measure bows to the American Society of Composers, Authors and Publishers in the "permanent and perpetual injunction" against enforcement of a law passed in 1937 by the Tennessee legislature. The action by a three-judge constitutionality court in Knoxville follows closely a similar enjoinder in Nebraska.

The law denied the right of copyright owners to levy a fee collectively for the performance of music for profit and required them to do individually what Ascap does as a group.

Court records state that when the law became effective there were 217 contracts with Ascap in Tennessee—166 theatres, 38 dance halls, 13 radio stations.

The judges' decision declared (in part): "Compliance with the statute would require each member to ascertain separately the nature of each establishment, organization, etc. It would cost complainants approximately $300,000 to attempt to compile and file a list of musical compositions required by statute and $50,000 additional each year to supplement said list. All complainants would be required to surrender Ascap membership at a loss of $5,000 each annually, in some cases as much as $50,000."

The statute was termed "class legislation aimed only at proprietors of music copyrights and no other copyrights and it exempts the performance of musical works which are protected only by common law."

"Water Gypsies" to Hilton

HOLLYWOOD—James Hilton ("Goodbye, Mr. Chips" and "Lost Horizon") will adapt "Water Gypsies" for RKO.

Postpone Defamation Suit Over "Man of Conquest"

HOUSTON—The $1,000,000 suit of General Andrew Jackson Houston against Interstate circuit, other exhibitors and Republic Pictures, claiming damage to the memory of his father, Gen. Sam Houston, in "Man of Conquest," has been postponed until March 18.

By request of attorneys for both sides, the case was to have been heard this week. When it was called for assignment, Kirby Fitzpatrick, attorney for General Houston, sought and obtained the postponement from District Judge Ewing Boyd.

Azteca Celebrating Fifth Year in San Antonio

SAN ANTONIO, TEX.—The Azteca Films Distributing Co. of Texas (Latin-American film exchange here) celebrates March as its fifth anniversary of serving territorial exhibitors with Mexican, Argentine and Spanish productions. Manager J. J. Jimenez has been a pioneer in the now flourishing Spanish film industry. These pictures are shown in colleges, universities and schools throughout the country.

Sol E. Gordon Dies At Johns Hopkins

DALLAS—Telegrams reached here Wednesday morning relating the death of Sol E. Gordon the night before at Johns Hopkins Hospital, Baltimore.



SOL E. GORDON

He was prominent for many years in Texas theatre circles as chairman of the board of Jefferson Amusement Co., with home offices in Beaumont where he lived.

During the early part of his career, Gordon was an important practicing attorney in Beaumont, from which profession he retired to devote full time to his theatre interests. He was extremely active in exhibition the past 20 years.

Funeral services were to be held in Beaumont at 3 o'clock Friday afternoon from the home. He is survived by his wife; one son, Julius Gordon, who is now the active head of the Jefferson circuit; and a daughter, Mrs. Beverly Horswell.

Many theatre and film men of the southwest planned to attend the funeral.

To Increase Capacity of Peak in East Dallas

DALLAS—P. G. Cameron has elaborate plans to remodel and increase the capacity of his Peak Theatre in east Dallas. He has purchased a lot joining the theatre's north wall and will use 25 feet there for the entrance, lobby and office spaces. The space occupied by the present theatre will be utilized for seating and is expected to add about 400 seats to the present number of about 500. A ramp-style balcony will be constructed. Work will start in the near future.

Cameron said construction on his new Airway Theatre in the Love Field section has been delayed until about March 15.

Autry and His Horse Are Attractions in Dallas

DALLAS—Gene Autry, Republic's western star, was a Dallas celebrity along with his horse "Champion," both of whom are credited with a sellout at the horse show for Finnish Relief in the Fair Park livestock arena on Thursday night. The star was also featured in a downtown parade.

Theatres overlooked no bets. The world premiere of Autry's latest, "Shootin' High," along with an Autry personal appearance, was the attraction Wednesday night at the Rialto.

Little Advance Ballyhoo In Dallas for "Grapes"

DALLAS—With little advance publicity, "Grapes of Wrath" was to open Saturday at the Majestic on Elm Street. The picture comes in on the tail end of "Gone With the Wind," which made boxoffice history at the Melba.

Three Lawyers to Rule on Status of J. B. Dudley

OKLAHOMA CITY—Federal Judge A. P. Murrah has named three Oklahoma City lawyers to rule upon Attorney J. B. Dudley's request for an opinion as to whether he can serve as defense counsel in the Momand anti-trust suits against major producers, distributors and the Griffith Amusement Co.

Charles France was named chairman with Clayton B. Pierce and Ned Looney, members.

The bar grievance committee will rule on Dudley's fitness to represent the Griffith Amusement Co. in the action.

Momand filed objection to Dudley's appearance as attorney for the Griffith Amusement Co. He claimed Dudley represented him in a suit against Paramount-Publix Corp., had access to his confidential files, and knows full particulars of the similar action against the Griffith company.

Dudley petitioned the court for a ruling.

Memphis Orpheum Turned Over to M. A. Lightman

MEMPHIS—With the acquisition of the Orpheum here by the M. A. Lightman interests, Chalmers Cullins and Nate Evans, erstwhile managers, turn their attention to the operation of the colored theatre that is theirs, in North Memphis.

Operation procedure of the Orpheum is indefinite, pending some action by Lightman as regards the Malco Palace, which he operates in partnership with Paramount on a five year lease expiring April 30. The Malco Palace lease has not been renewed by Loew's, and all parties involved are noncommittal as to the future.

In the meantime the Orpheum's staff of 42 are casting about for jobs, as it becomes evident the house will have little need for them before April.



Into a Drive—

C. V. Jones, Dallas general manager of the Robb & Rowley-United Theatres, is shown here at the right virtually turning over the circuit's booking books to J. B. Underwood, Columbia's branch manager, for the Montague 15th Anniversary Campaign now under way.

Returns Citizenship Rights to Horwitz

HOUSTON—President Roosevelt has granted Will Horwitz, Houston exhibitor, a full pardon and has restored to him citizenship and civil rights. The department of justice, at the request of Rep. Albert Thomas, made an investigation and recommended the full pardon.

In 1932, Horwitz was convicted and sentenced to serve a year and a day in Leavenworth (Kas.) prison on a charge of conspiracy to use the mails in furtherance of a lottery in connection with his operation of a radio station in Mexico. Because of good behavior, he was paroled at the end of seven months and returned to Houston.

Horwitz, head of the Horwitz circuit in Houston, was overjoyed on receiving word of the President's actions. "I am going to frame that pardon and hang it right over my desk," he said. "When you have your citizenship rights you don't appreciate them. After you lose them, you realize their value."

Horwitz, who operates four theatres in downtown Houston and has other business interests here, will be mailed a pardon bearing the President's signature. All records of the case will also be returned to him.

Starz Comes to Houston For Ground Breaking

HOUSTON—Frank Starz, Interstate publicity head, came down from Dallas to be present as construction began on Interstate's new Almeda, suburban house. Ground breaking ceremonies, with city and state officials present, were held Monday morning under the supervision of Al Lever, interstate's Houston executive.

Adelman in Dallas Looking Over Theatre Equipment

DALLAS—I. B. Adelman of Fort Worth was in looking over new theatre equipment presumably in connection with the new theatre Interstate circuit is now building in the Almeda road section of Houston, with the location at Ewing and Binz streets. He is a partner with the circuit in this new enterprise which opens up new theatre territory in that expanding town.

The new house is closer to the Delman, also an Interstate house, than any other theatre. Adelman has extensive theatre partnership interests with Interstate in a half dozen de luxe neighborhood houses, including the Tower, Alabama and Delman in Houston, and the Tivoli and Parkway in Fort Worth.

Reopens in Lockney

LOCKNEY, TEX.—R. E. Bagwell, formerly of Big Lake, who has leased the Isis here, reopened the house Thursday night. He formerly operated the Texas at Big Lake which is operated now by H. L. Senteney.

Finish Bette Davis Story

HOLLYWOOD—Julius and Phil Epstein have completed their script of "No Time for Comedy," next Bette Davis vehicle for Warner.

NO WONDER

Everyone Is Talking About

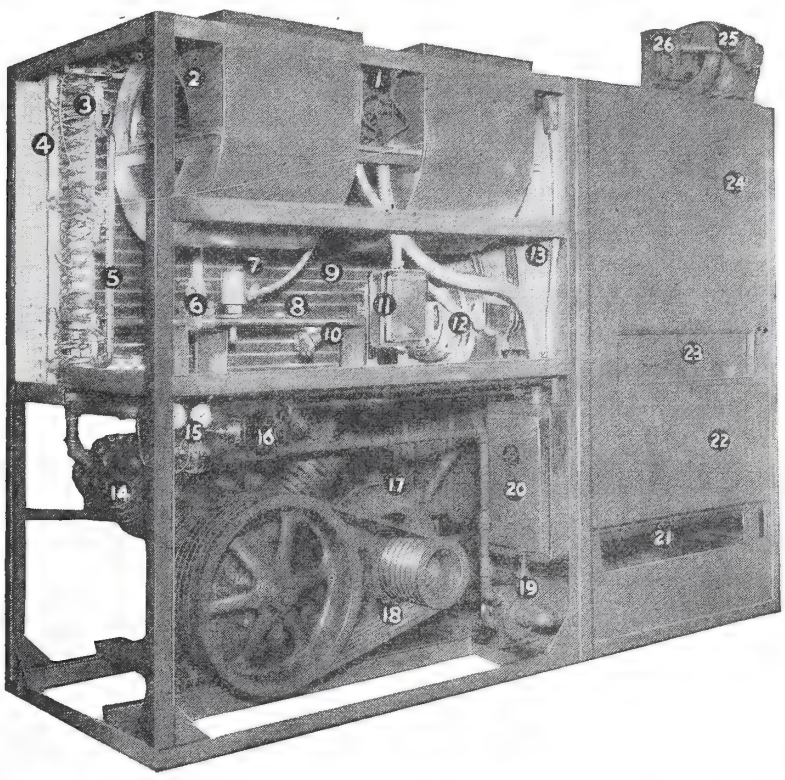
GOVERNAIR

Air Conditioning Systems

Ye horse and buggy days
are gone forever
so are the old fashioned methods
of air conditioning

WHY INSTALL *Old Fashioned* OBSOLETE EQUIPMENT?

1. Junction box for all wiring
2. Conditioned Air Blowers
3. Refrigerant Expansion Valves
4. Welded suction header
5. Liquid line and by-pass
6. Refrigerant shutoff valves
7. Solenoid Refrigerant valve
8. Permanent refrigerant sight glasses
9. Copper finned cooling coil, 6 rows
10. "Henry" refrigerant strainer
11. Blower motor starter switch
12. Blower motor and vee belt drive
13. Insulation on sides of conditioner
14. Slow speed Freon compressor
15. Permanent compressor gauges
16. Automatic pressure cutoff switches
17. Heavy duty compressor motor
18. Heavy multi vee belt drive
19. Bronze impellor water pump
20. Compressor motor control switch
21. Galvanized water tank and float valve
22. 10 row copper condenser coil
23. Brass spray nozzles chamber
24. Evaporative condenser blower
25. Condenser blower motor
26. Starting switch



MODERNIZE WITH STREAMLINED GOVERNAIR SYSTEM

IT MUST BE RIGHT
24 REPEAT ORDERS

have been placed by one large chain theatre operator. This operator bought Governair after having tried out most all of the other makes of air conditioning equipment. The operating costs of the Governair units were substantially lower than other systems.

- **The lowest priced system available** due to the compact design, sound engineering and careful assembly. Self contained design and integrally constructed mechanism are essential to peak efficiencies and low manufacturing costs.
- **Systems come completely assembled,** fully tested, and ready for operation. No delays—no guess work on the job—all joints welded (not soldered)—the finest equipment available carefully assembled and balanced.
- **No expensive installation crews** are needed to install a Governair System. Simply connect your power, water, and duct connections to the unit and it is ready to operate. Units mounted on skids to facilitate installation. Units are only 35" wide.
- **A size for every need.** Governair units are made in a full range of sizes from 3 Ton to 30 Ton capacities. Often it may be necessary to install more than one unit to properly control large installations and obtain maximum efficiencies. Why run a large unit when often there is only a partial load.
- **Write today for full information** how you too may enjoy the benefit of Governair Conditioning Systems.

302 SO. HARWOOD **CONSOLIDATED ENGINEERING** DALLAS, TEX.

ATLANTA

VISITORS: James Jarrell, Roxy, Commerce, Ga.; Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; Aubrey Gay, Al-Dun Amusement Co., West Point, Ga.; Hugh Martin and E. D. Martin, Columbus, Ga.; Rufus Davis, Houston, Dothan, Ala.; J. O. Biddle, Fay, Jasper, Fla.; Mrs. Violet Edwards, Royal, Monticello, Ga.; Mrs. W. Wood, Strand, Washington, Ga., and G. W. Broadway, Star, Huntsville, Ala.

George Weeks, general sales manager of Monogram Southern Exchanges, New York, in town for a few days.

Charlie Karr, booker for Martin Theatres, is in New Orleans to do a little booking.

"Willie" Scruggs, manager of the Cascade, seen on the Row sporting a new Dodge.

Sam Berry, Southland Theatre & Equipment Co., is back from a trip through Alabama and Tennessee and reports business on the upgrade.

Carl Floyd, Republic Pictures, reported to work the other morning looking very worried and sleepy. On investigation it was found he had an early appointment with Judge Cone. Carl said he wasn't speeding, the law says he was, so, the judge said, $12.00, please." Anyhow, he said he was "glad it was over."

W. M. Yarbrough, manager of the Fulton, Hapeville, Ga., was wed to Miss Marjorie Maddox, February 16. Aubrey Nesbit, manager of the Park, College Park, Ga., was the best man. The newlyweds are now on a honeymoon in Florida and will return this week.

Leon Robbins, who is building a new house in Valdosta, Ga., in town getting his bookings set so that he can open March 15.

It is reported the Royal, Opp, Ala., was destroyed by fire this week. Extent of the damage has not been learned.

R. E. Hawkins has purchased the Hangar Bowling Alley from Judge Neil Leach and the Hangar Theatre, restaurant and bowling alley is now incorporated under the name of Hangar Amusement Co. John Elder, manager, extends to all an invitation to come out and visit him.

J. D. Chaffin, who handles bookings for Ray Corrigan and Max Terhune, in town booking personal appearances for these stars.

Forest Hynds Harris, who for a number of years was associated with Lucas & Jenkins, has been added to the personnel of the Georgia Theatre Service Corp., in the capacity of secretary to H. P. "Dusty" Rhodes, the new booker.

Mr. and Mrs. A. C. Bromberg have returned from an extended vacation in Miami, and are getting ready to move into their new home on Habersham Road.

Al Rook, Republic salesman, enjoyed the visit of his brothers, Charlie and Marion, Texas exhibitors, over the weekend.

Ted Toddy, Dixie Film Exchange, has returned from a territorial trip and states that "Keep Punching," all-colored cast picture, played to a tremendous business and was held over at the Famous, Birmingham, Ala. The picture is now playing in Jacksonville, Memphis and Miami and is being held over in a number of situations.

A. D. Tippen, formerly associated in Tennille, Ga., and Anderson, S. C., was a new visitor to the Row this week, booking for the new Mazda, Calhoun Falls, S. C.

The New Miller, Augusta, Ga., gala opening the past week was attended by Wm. K. Jenkins, L&J Theatres, Roy M. Avey, branch manager, M-G-M, E. E. Whitaker, L&J Theatres, and H. P. "Dusty" Rhodes, Georgia Theatre Service Corp., and many others. The opening attraction was the famous show out of New York entitled "International Casino."

G. L. Sears, Warner Bros. general sales manager, stopped at the Municipal Airport on his way to Florida last week for a few minutes visit with Benjamin Kalmenson, western division sales manager; Fred Jack, southern district manager, and R. L. McCoy, Atlanta branch manager, all of Warner Bros.

David Thomas, Warner Bros., has just returned from a trip to his home in Greensboro, N. C., due to the illness of his mother. However, he reports her much improved.

H. J. Woodward, Strand, Winder, Ga., in town booking. He states that he has just remodeled the front of the Strand.

Ralph C. Brown, general manager of the Southern Automatic Candy Co., has just returned from Charlotte, where he visited a new branch.

PREPARE NOW - - - - - -

For the Hot Summer Months Ahead

Costs are lower now on all types of cooling equipment. You can save as high as 20% by buying early.

U. S. AIRCO

FANS — WASHERS — DEFLECTORS

and a complete line of all other cooling equipment.

Our engineers will make your surveys now. Use our convenient time payment plan to have your equipment ready for operation on those first warm days ahead.

"Everything for the theatre except film"

WIL-KIN THEATRE SUPPLY, INC.

150 Walton St., ATLANTA
Phone WALnut 4613

321 S. Church, CHARLOTTE
Phone 8620

Complete Stage Equipment
ATLANTA SCENIC STUDIOS
Oscar J. Howell, Mgr.
161 Walton St., N. W., Atlanta, Ga.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

NOTICE!

TO OUR FRIENDS AND ACCOUNTS

THE POSTER EXCHANGE

ATLANTA, GEORGIA

HAS NOT SOLD OUT!

This Concern Is Still Doing Business in the Usual Manner and will Continue to do so, although being Threatened with extermination.

THE POSTER EXCHANGE

183-1-2 WALTON STREET, N. W. ATLANTA, GA.

AUSTIN

AFTER the strain of managing the State during the two-week push of "GWTW," Mose Macow is now taking a week of his annual vacation in the hill country, fishing and shooting. With him are Dick Waite and E. P. Ischy, assistant manager and projectionist, respectively, of the Paramount. The film grossed a record $25,000 in its stay here.

Old-timers at Gerald Raines' Texas: "Bluebeard's Eighth Wife," "Wells Fargo," "Stella Dallas," "A Star Is Born," and "No Man of Her Own." Clifton Lackey is a new addition to the service staff at the Texas . . . Francis Vickers, at the helm of the Austin de luxe neighborhooder in South Austin, says everything's running smoothly in his neck of the woods . . . Bill Hellums, skipper at the Capitol, back on the job looking pale and puny after that recent illness.

Kenneth Francis, Paramount usher, "mighty fond" of his new express rifle . . . Eddie Cope, BOXOFFICE correspondent, had another of his original radio plays, "Lawyers Are Lousy Lovers," aired over KTBC . . . Austin *Daily Tribune* is now carrying the daily ads of every picture house in town. Amusement page editor, however, has not been officially named yet.

Jack Lamb, famed outdoorsman and photographer, exhibited his color motion pictures here under the auspices of the Austin American-Statesman *. . . "Rocky Boy in Action," a three-reeler, was shown here privately.*

Amateur dramatics: "Our Town" and "Shoemaker's Holiday," University of Texas Curtain Club; "The Night of January 16th," Austin Little Theatre; and "Johnny Appleseed," the Experimental Theatre.

Lasater and Joe Mauldin Lease New Lubbock Unit

LUBBOCK, TEX.—A new theatre building, under construction here at 1805 Broadway, is under lease to W. J. Lasater and Joe B. Mauldin, who will operate. A $13,635 permit was issued for the building.

Joe Mauldin is a brother of W. A. (Andy) Mauldin, who formerly was active in theatre operations here.

HOUSTON

A RECENT transfer of treasurers, brought about by the resignation of Jack Hooks at the Met, brings Pat Daley to replace Hooks. Ross Valone has taken Daley's former post at the Majestic. At the Eastwood as Valone's successor is E. Bourne from the Yale.

H. M. (Scotty) Scott, Majestic stage manager, received hospital treatment for injuries to his right hand after doing some repair work on a fan . . . Helen Maples of the Majestic boxoffice is under hospital care.

To give better service to the Interstate telephone callers, Al Lever, city manager, moves the PBX board and its two pretty operators into new and larger quarters. The addition of new theatres in Houston made this move necessary.

Ben Hill came to town to publicize Paramount's "Seventeen" for the Kirby opening . . . Hyman Werner is the "indispensable" assistant to everybody in the publicity office of Interstate.

Interstate neighborhood theatres cooperated in giving Irving Caesar's "Sing a Song of Safety" books to school children in Houston.

Cool Today—BUT

HOT Tomorrow

—and tomorrow is just about here.

YOU NEED

WASHED AIR COOLING

PROPERLY ENGINEERED

Our 12 years experience in handling new cooling installations and remodeling obsolete systems is worth considering.

Let us handle your cooling just as we have handled hundreds of satisfactory installations in the southwest.

Act Now—Avoid the Rush

HERBER BROTHERS

210 S. HARWOOD DALLAS, TEXAS

DALLAS

THE first real bit of spring on Monday, after a bad winter season, saw Filmrow crowded with visiting exhibitors, which included: S. G. Fry, Tyler; Bob Hooks, Mineola; J. S. Walker, Grand Prairie; Mrs. Ella Blankenship and sons, Bogata; Herbert Stroud, Hamilton; Preston Tate, Santa Anna; Karl Tate, Valley Mills; B. R. McLendon, Atlanta; L. C. Tidball, Ft. Worth; R. I. Condron, Forney; John Stewart, Kaufman, and M. D. Stewart, DeLeon.

Harold Schwarz, vice-president of the Alexander Prevue Co., was in town . . . John Jenkins, special representative for Million Dollar Productions, was here to meet H. M. Popkin, who was due in Dallas from the west coast, and to confer with Alfred Sack, distributor for these films.

Carl Allday, who operates the modern Elva at Calvert, was on the Row booking and seeing a number of friends . . . R. E. Bagwell passed through Monday en route to Lockney where he was on close schedule to open the Isis there Thursday night. He formerly operated the Texas at Big Lake.

Jack K. Adams, owner of the Adams Film Exchange, visited Filmrow the other day for the first time since leaving the hospital where he underwent treatment. He seems fully recovered . . . Pete Crown of Oklahoma City, who operates two or three theatres in west Texas oil towns, was a business visitor during the week. He inquired about likely theatres for sale in the Lone Star territory.

Col. H. A. Cole returned Tuesday from Oklahoma City where he attended the funeral of Charles Arnold, who was a nephew by marriage . . . Following that sad mission, Cole, accompanied by J. M. (Soda) Reynolds, motored to Greenville to see Jack Lilly, who has been under the weather with flu. Lilly, he said, recently had an appendicitis attack and, recovering from that, developed flu. Cole said Lilly's condition was all right now, although he has lost 10 to 15 pounds.

Theo. Routt of Bay City, general manager for the J. G. Long circuit, was on the Row for two days contacting exchanges. He said the past few weeks have been almost a total loss as far as theatre receipts are concerned, but that more favorable weather now has brightened the picture . . . Harry Hardgrave of Sherman, and Earl Schultz of Crockett, were two R&R managers who conferred at the home office this week on bookings. Roy Brockman of McKinney, affiliated with R&R, drove down to attend the horse show at Fair Park with Mrs. Brockman.

While here Wednesday, John Stewart of Kaufman was getting the low-down on the ginners' convention which will be held here soon and which he plans to attend. Besides two theatres, Stewart holds gin interests . . . A. M. Riley and O. B. Siler of Logansport, La., were on the Row. Riley operates the Castle there.

Friday night was the scheduled opening date for E. Lee Scarborough's new Queen at Teneha. Technicians from Herber Bros. have been busy installing projection and sound in that house.

Atlanta Poster Exchange Continues Operation

ATLANTA—The Poster Exchange was not included in the deal whereby Advertising Accessories, Inc., acquired a number of poster renters throughout the country, according to R. H. Robinson, owner. The Atlanta exchange will continue its service as in the past, Robinson declares in issuing the following statement:

"All publicity in regard to The Poster Exchange, Atlanta, Ga., which has been circulated and printed recently is without foundation. The group picture appearing on page 17, of the *Motion Picture Herald*, issue of February 17, was not an official picture of the owners of the Poster Exchanges selling out, but was merely a group picture of those invited to go through the National Screen plant to see how the trailers were made. It was suggested that a picture be made—thus, the outcome in the above issue and this misleading fact.

"The Poster Exchange, Atlanta, Ga., will continue operation and doing business as usual.

"At any time The Poster Exchange is sold out, our friends and accounts will be notified in the proper business-like manner."

Break Ground for New 965-Seater in Miami

MIAMI—Ground is being broken for a new $100,000 theatre on Biscayne Boulevard coincident with preparations for the formal opening of the new Center on NW Seventh Ave.

The new 965-seat theatre, to be named the Boulevard, is being erected by Biscayne Boulevard Theatre Corp., whose president is Lester R. Duxstad. The new organization's treasurer is Melvin G. Harstead.

The Boulevard will be located three blocks east of Wometco's Rosetta and ten blocks east of the Miami Drive-In.

N. Carolina Lottery Laws Discourage Cash Games

RALEIGH, N. C.—According to Assistant Attorney General T. Wade Bruton, all forms of Bank Night appear to be illegal under a state law prohibiting lotteries. Bruton said request for opinions on the legality of certain variations of Bank Night have been received on an average of one every two weeks.

Walter Powell Will Build New House at Kannapolis

KANNAPOLIS, N. C.—Walter Powell, general manager of the Towel City Theatres, Inc., will build a new $50,000 house here.

Powell has contracted with RCA for the sound equipment.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

Dixie Doin's

By "AL" HENDERSON

THIS column is small again this week as your correspondent is still on the sick list. However, he managed to glean a few items from here and there and so here goes:

E. I. Hawkins, who owns and operates the Hawkins at Newellton, La., has returned home from Mississippi where he buried his brother.

Bill Jones, for many years with Saenger at Natchez, Miss., and recently appointed manager of the new Pix in suburban Jackson, Miss., will hold a formal opening on March 4. Bill Jones is the brother of that well known old timer, Johnny Jones, now retired and living in Pensacola. Our best wishes to this new enterprise.

Trencher to Rebuild Fire Gutted Kannapolis House

KANNAPOLIS, N. C.—A fire destroyed the Colonial, with a loss estimated to be $50,000. Sam Trencher is manager of the theatre.

Practically all of the theatre equipment was destroyed, but some of the furnishings of an apartment on the second floor of the building, occupied by Mr. and Mrs. Trencher, were saved.

Trencher said that the theatre will be rebuilt immediately and expected to have it ready for opening within six or eight weeks.

Change at Baldwyn

BALDWYN, MISS.—A. L. Coggins, operator of the Baldwyn here, has sold the controlling interest in the house to Jack W. Harmon, a newcomer to the trade.

Guy Adams, operating the Grand at Vicksburg, Miss., has begun construction of a new colored house.

Here is a fresh bit of news: Bill Carmicheal, operating theatres at Crystal Springs and Hazelhurst, Miss., is ready to build a new theatre at Hazelhurst to seat 454 down and 192 in the balcony. He expects to have this house ready for opening about the middle of April and he will operate the present theatre, the Queen, as a "B" house.

R. E. Fowler, who for many years managed the Lake at Lake Providence, La., is now manager of the Arcade at Brookhaven, Miss., owned by Slim Higganbotham. He succeeds Ed Boyle, who has been transferred to the managerial spot of the Rex at Abbeville, La.

Had a pleasant visit recently with Harlow Merryday who operates the New at Palatka, Fla., and found him working industriously on his sloop preparing for a fishing trip. Was kindly invited to go along, but I had to work. He is installing new projection equipment and a new screen.

Leo Seicshnaydre, Republic manager at New Orleans, was in Atlanta attending a sales meeting and when seen was ready to leave town for the Crescent City. Hope you had a nice trip, Leo.

Saenger has purchased "Gone With the Wind" and it will have its first showing in Mississippi at the Paramount in Jackson, Miss., beginning March 7 for an indefinite run.

Simplex
TRADE MARK REG'D.
E-7 PROJECTORS — 4 STAR SOUND
●
THERE ARE IMITATIONS
BUT NO SUBSTITUTIONS---!
●
NATIONAL THEATRE SUPPLY COMPANY
Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

NEW ORLEANS

JUNE PREISSER is in the city visiting her parents . . . Carolyn Simon of Greenville, Miss., who has been winning beauty contests since she was 14 years of age, is in New Orleans preparatory to going to Hollywood to enter pictures. She is studying dramatics.

Visitors on the Row: B. O. Conrad, Conrad Theatre, Breaux Bridge, La.; O. J. Gaude, Magic, Port Allen, La.; Joe Barcelona, Baton Rouge; W. L. Mosley, Ritz, Picayune, Miss.; Max Connett, Roxy, Newton, Miss.; A. L. Royal, Royal, Hattiesburg, Miss.; Claude Darce, Opera House, Morgan City, La.; Sydney Harp, Grand, Donaldsonville, La.

W. H. Prewett, local representative of the American Seating Co., now has offices with the Louisiana Motion Picture Equipment Co. . . . Bob Kelly, now office manager for Columbia, is much improved in health.

June Kelley of Chicago is expected in New Orleans the early part of April as assistant to the author of this column . . . In order to answer many inquiries as to the whereabouts of Genevive Portwood, who for six years was secretary at the local office of this column, it might be stated that the lady is in St. Louis and is shopping for a baby buggy.

The girls of the musical tab now at the Lafayette are planning a leap year party early the coming month . . . Mardi Gras for next year is scheduled for February 21, which will give us all an opportunity to don lighter clothes, parade Canal Street.

Free motion picture films will be the order of the night at both Audubon and City Parks and Pontchairan Beach this summer. In addition to free attractions and music—the hot dogs and popcorn will cost just the same . . . It has been suggested that Phil Sliman of Atlantic Pictures, Inc., purchase an airplane in order to expedite his trips to New Iberia.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.



Plan the Music—

Paul Short, executive chairman of the National Variety Club convention here April 18-20, confers with Jaques Singer (right), who has been named musical director of the convention.

Musical Director Named For Variety Convention

DALLAS—R. J. O'Donnell, Interstate's chieftain and executive chairman of the national convention of Variety Clubs of America to be held here April 18-20, has appointed Jaques Singer musical director for the occasion.

Singer, who conducts the Dallas Symphony Orchestra, will select the musicians and supervise the musical programs, including the frontier frolic, the Mexican fiesta, the twilight jamboree and the formal banquet. Forty-five musicians, in formal attire, will appear on a bandstand decorated with Texas bluebonnets and Texas roses, official flowers of the convention.

Buys Mullins Chain

ATLANTA—Luke Stein of Jacksonville, Fla., has purchased the Fred Mullins circuit of several theatres.

Mexican - Argentine - Spanish Talking Pictures

AZTECA FILMS DISTRIBUTING COMPANY OF TEXAS
GArfield 2882 ▲ FAnnin 6497
610 Soledad Street
San Antonio, Texas

LATIN-AMERICAN FILM EXCHANGE
J. J. JIMENEZ, Manager
Celebrating Its Fifth Anniversary of Service

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

MEMPHIS

WITH OLD MAN WINTER loosening his grip on the Memphis territory, more exhibitors were seen on the Row this past week than for any time in the past two months, among whom were: Gordon Lee Hutchins, Corning, Corning, Ark.; Orris Collins, Capitol, Paragould, Ark.; Charles Collier, Globe, Shaw, Miss.; G. E. Sibley, New, Adamsville, Tenn.; Norman Fair, Fair, Somerville, Tenn.; Lyle Richmond, Missouri, Senath, Mo.; C. H. Collier and George Hale, Globe, Drew, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; Odis Taylor, Uptown, Dresden, Tenn.; Jack Marshall, Frances, Dyersburg, Tenn.; W. F. Ruffin, Ruffin, Covington, Tenn.; W. T. Ellis, Ellis, Cleveland, Miss.; K. K. King, Rialto, Searcy, Ark.; R. B. Cox, Batesville, Batesville, Miss.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; B. Haberfeld, Varsity, Amory, Miss.; C. W. Tipton of Manila, Monette and Carraway, Ark., and John Mohrstadt, Missouri, Hayti, Mo.

Robert Mochrie, RKO's southern district manager, spent practically the past week with Al Avery, his local branch manager . . . Bill Mattingly, Monogram's salesman, is confined to his home with a fractured hip, which he received from a fall on the icy pavement, during the severe weather.

Tony Carruth, Warner's Arkansas salesman, is driving a new Mercury these days . . . Virginia Brown of the Malco office is recuperating from an appendectomy. She expects to be back at her desk within the next ten days . . . Jack Wilbanks of Hinz, Walnut, Miss., was on the Row adjusting his bookings and advised he was closing his show except on Friday and Saturday for the next few weeks.

John Mangham, president of Monogram Southern, spent several days this past week with Bill Osborne, his local branch manager . . . Dave Flexer of the Ritz, Memphis, has just returned from a business trip to Nashville, where he spent several days . . . Tom Kirk, Metro's office manager, is driving a new car . . . R. H. Fisher and M. H. Alexander of the Crescent, Belzoni, were recent Filmrow visitors.

Sid Metcalf, who, approximately two years ago, built the Ritz in Morrilton, Ark., advises his house was destroyed in the big fire which razed almost an entire block of the downtown section. His plans for rebuilding were incomplete at this time.

Mrs. Cianciolo, mother of "Uncle Mike," and grandmother of Augustine Cianciolo of the Rosemary, Memphis, died at the age of 83. She had been ill for some time.

G. W. Haynes of the Strand Enterprises, Inc., has purchased a home in Memphis and soon expects to have his family comfortably settled here . . . Elsie M. Wagner, Film Transit Inc., is back from a trip into the territory.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

France Films Reports Progress in Canada

MONTREAL—Both from the production point of view and that of Canadian distribution of French films, France Films Co. reports material progress for January and February of this year with spring and summer months programs well filled.

In spite of war conditions in Europe, J. M. deRoussy, commercial manager of France Films, said that France fully realized the trade value in the production and distribution of French films throughout the world. To this end, every facility is being utilized, said deRoussy, to continue without interruption the making of films in France. The government there has temporarily demobilized both young and middle aged actors in order that they might fulfil their contracts with studios. "Certainly," said deRoussy, "there would appear to be no scarcity of talent available for Paris studios, and for those productions which are at present being made in the vicinity of Nice to which territory French producers have recently gone as an alternative center should Paris be bombed. Thus, it may be said that France is still producing.

"For our part, here in Montreal, France Films had quite a supply of films on hand at the beginning of the war, having to some extent anticipated the European trouble. In fact, without any replacements, we have sufficient product until the spring of 1941."

"We are finding that many of the old successes of former years are doing extremely well wherever shown; the public would appear to be in the mood of looking to the past for inspiration during the war times.

"There is some evidence at the present that the west, as well as Ontario, is becoming more conscious of French films. Also the Maritimes may be included in this summary," he added. "While our market is primarily Quebec province, certainly from the commercial angle, we are taking advantage of every opportunity to extend the distribution of French films throughout Canada. Possibly the best medium for this extension is that of the French films with English titles, which idea is well worked out in the states. Through this medium, which we find financially possible, there is made an entering wedge for the all-French film."

Quite a fruitful source of the company's distribution is that of the 16mm talkies, suitable for parish halls, schools and gatherings of different sorts. Mr. deRoussy said his firm did not release 16mm films in competition to established theatres playing his product.

Rites for Marrs

HAMILTON—The burial of the late Harry D. Marrs, 58, manager of the Orpheum, Moose Jaw, Sask., at the time of his death, was held here. He had spent a lifetime in the theatre business, traveling Canada as manager of roadshows before the last war, later becoming an exhibitor.

A Town Revives

TORONTO—A ghost town come to sudden life is the experience of Collingwood, Ont., a town of 5,500 on the shores of Georgian Bay. Long famed as a lake port and shipbuilding center, Collingwood fell upon dismal ways a decade ago because of the falling off in shipping traffic and the broad main thoroughfare became almost a row of empty stores. The shipyards have sprung to activity, however, with the placing of orders for naval craft and a boom has started.

The two local exhibitors hurried to the film exchanges in Toronto to arrange business details for the coming months and revealed something of the change that has come over Collingwood. Sam Russ is the proprietor of the Gayety which seats 551, while Bull Bros. own the Regent which has 500 seats. For some years the town has relied mainly on the nearby summer resort trade but it has become a beehive of industry once more, thanks to the war.

London Canadian Center Headed by Sweetman

TORONTO—Word has been received of the military appointment of H. J. Sweetman as captain in his capacity as director of the Beaver Club, the official recreational center in London, England, for Canadian troops. Capt. Sweetman, who served during the last war, was manager of the Community Theatre, Kapuskasing, Ont., for many years prior to going overseas in the present conflict. He was present at the club a few days ago when the premises were formally opened by Their Majesties King George and Queen Elizabeth when a number of prominent Canadians were in attendance including Lord Greenwood, Rt. Hon. R. B. Bennett, formerly Canadian Prime Minister, Sir Edward Peacock and Vincent Massey, Canadian high commissioner to the United Kingdom.

Juvenile Admission Ban Enforcement Demanded

MONTREAL—Strict enforcement of Quebec's Moving Pictures Act, which denies children under 16 years of age admission to cinemas, has been requested by the Montreal Committee of Catholic Workmen, in a letter sent to Hon. Wilfrid Girouard, attorney general of the province.

The letter cites the recent admission of children to see "Gulliver's Travels" at Loew's Montreal, and while finding the feature "excellent," condemns the balance of the program as having been "unsuitable."

The committee contends that pictures for the children should be limited to exhibition in schools.

Norrie Transfers

WINNIPEG—Len Norrie, formerly assistant manager at the Uptown and in charge of the supply department, goes to Portage la Prairie as assistant manager of Charlie Taylor's Playhouse.

Bureau Will Release One Film a Month

TORONTO—A comprehensive program has been drawn up by the bureau of public information of the Canadian government following the appointment of G. Herbert Lash, former newspaper editor, as director of the bureau in succession to Walter S. Thompson who has retired because of ill health. Col. John A. Cooper, president of the Motion Picture Distributors of Canada, is filling a prominent role in the organization of this program in his capacity as national film commissioner of the national film board because of preparations for the release of one government film each month until further notice, with theatres throughout the Dominion extending cooperation in the presentation of these pictures. Each of these films is to be exploited in weekly programs by the Canadian Broadcasting Corp. over the National Network in a series which is to be called "Carry On, Canada," with J. Frank Willis, director of feature broadcasts of the CBC, acting as official observer in the making of the pictures so that dramatized versions can be put on the air. Willis recently accompanied the March of Time unit, headed by Producer George Black and Cameraman Johnny Geisel, in the making of a film dealing with Canada's war effort, the release of which in a few weeks is to be sponsored by the Dominion government as the first of the "Carry On" pictures.

The Canadian films are to be bilingual, with both English and French versions, and prints are to be rushed at intervals to England and France for the use of Canadian troops and also to other countries.

The photography has been completed for the official films to be released in April and May, the first to be "Privates' Lives," depicting the life of a Canadian soldier in overseas service, and the second "Atlantic Patrol" which will show naval and air force work and coastal defense features. Production has been started on an untitled picture covering the activities of Canadian women in wartime while further pictures on schedule will show Canadian industries under the supervision of the war supply board and also the work of the foreign exchange control board. Early in the summer a picture will be produced dealing with the Empire air training plan for the training of thousands of war pilots from various Dominions. Announcement is made that the authorities will steer clear of straight propaganda in these films, the policy being to indicate what is actually being accomplished.

Hamilton United Declares Dividend on Preferred

TORONTO—Hamilton United Theatres, Ltd., a subsidiary of Famous Players Canadian Corp., operating several theatres in Hamilton, Ont., has declared a dividend of 1½ per cent on the preferred shares of the company payable March 30. The announcement was made by N. G. Barrow of Toronto, secretary of the board.

VANCOUVER

LARRY BEARG'S long cherished plan for the improvement of some of the Famous Players houses in his territory has now taken shape with two of Vancouver's and one of Victoria's theatres earmarked for early action. The iron workers are busy erecting the framework for a new sign on the Capitol which will be completed in step with a complete overhauling and amplification of the ventilating system. The Dominion in Vancouver, as well as the Dominion in Victoria, are to have new floors and new seats.

Billy Moore, long associated with the film industry, and for many years salesman out of the Winnipeg office of Paramount, has signed an eight-year lease of the Royal in this city as president of West Coast Theatres, and will open at midnight on March 3. He plans to give the house a thorough cleaning, make repairs, do essential decorating, and give life to the front with a 30-foot high Neon sign. He proposes to augment the screen attractions with some stage shows.

Harold Warren was in the city making arrangements for the opening of his new theatre, the Roxy, in Alberni, B. C., for which he has set March 26. It is a 300-seat house and will have to compete with the Port and the Capitol in Port Alberni very close by; while the combined population of the two towns is about 4,000, the mills and camps in the vicinity contribute largely to the audiences.

Dick McCartie, Metro and Fox in New Westminster, is on his way to California and Mexico on a well-earned vacation with the two houses in care of his associate, E. L. Bovier, who recently joined him in his enterprise.

Mrs. Dawson, wife of R. John Dawson, Plaza and Paradise, is rapidly convalescing at the Vancouver General Hospital where she has been under treatment.

Frank Gow, suburban theatres manager for F-P, is away on one of his periodical trips in the interior . . . M. Chechick is en route for Montreal with a stopover at Winnipeg.

Joins Warner Writers

HOLLYWOOD—Gordon Kahn has joined the Warner writing staff.

Earning Its Living Is Vital Now

Montreal—Widespread use of television depends on the ability of the medium to earn its own living, and this problem seems further from solution than any of the technical ones, M. E. Strieby, high frequency transmission engineer of the Bell Telephone Laboratory, told a meeting of the Science Association of the National Research Council of Canada.

Company Income Tax Upped in Ontario

TORONTO—The Ontario legislature adopted the Corporation Tax Act 1940 which provides for a 150 per cent increase of the provincial levy on company income, this having been passed in lieu of an amusement tax for the coming year. The new statute, as it affects theatre circuits, individual theatre companies, film exchanges and equipment businesses, provides an increase from 2 to 5 per cent in the levy on corporation profits during a year.

One of the worst features of this act is that it has been made retroactive to January 31, 1939, with the result that the companies are compelled to pay the additional tax on profits for 11 months of last year in spite of the fact that financial statements for 1939 may have been issued and dividends already paid on the basis of apparent profits.

In its original form the act called for the profits tax increase on companies whose fiscal year terminates later than the close of the calendar year and was made retroactive on all companies in that position during 1939. This would have levied the tax increase on 1938 profits as well but, in the face of many protests, the bill was amended so that 1939 profits only would be affected. The new act is expected to bring in an additional $3,000,000 revenue whereas the old amusement tax gave $2,000,000 revenue in a year.



Canadians on "Torrid Zone"—

Frank Knight, showman from Blenheim, Ont. (second from right), with Mrs. Knight and a friend, are entertained by Pat O'Brien on the set of "Torrid Zone" at the Warner studio.

TORONTO

HON. EARL LAWSON, former Toronto exhibitor and now solicitor for various theatre companies, has retired from the political race after having served 15 years as a member of the Federal House of Commons with a short term as a cabinet minister. He continues to take an active part in politics, however, as a speaker in the current election campaign although he is not a candidate for re-election.

Ambrose Nolan, proprietor of the Pix Theatre, Aylmer, and son of Patrick J. Nolan, owner of three theatres in Ottawa and a former mayor of the city, has been elected president of the Aylmer Liberal Ass'n and presided at a political rally in the Pix in support of the candidate Dr. Rodolphe Leduc, the sitting member.

The exodus to Florida is under way at last—with several Toronto theatre men choosing California instead. One party, leaving the Ontario capitol in a snowstorm on February 25, included Sam Firestone, proprietor of the Aster and Esquire, here, and the Esquire, Brantford; Jake Smith, Revue and Tecumseh, and Abe Polakoff, Toronto Mayfair. Another pair to head for Florida were Sam Ulster, owner of the Embassy, and his wife. Nat Taylor, general manager of 20th Century Theatres, Mrs. Taylor and child, have departed for California where President Harry Alexander of the Independent Theatres Ass'n, and Mrs. Alexander are also spending the remainder of the winter. Alexander is the proprietor of the Lansdowne.

Ed H. Wells, secretary of the Canadian Film Boards of Trade, is preparing to join the coterie of film men who have become gentlemen-farmers, having investigated farm properties for establishment of a country residence . . . The Bowling league of Empire-Universal Films, Ltd., is swinging into the final stretch with eight teams in action. Irving Stern holds the high individual honors with a single score of 216.

A distant visitor to local film offices has been Jack E. Butler, proprietor of the Imperial, a 600-seater at Moncton, N. B. . . . Brock Farrow has been named to manage the Kingsway in Islington, northwest of Toronto in the rapidly growing Kingsway district. The theatre, which is being built by his father, will be open in a few weeks.

George Oullahan, manager of Sovereign Films, specializing in 16mm product, reports business very brisk with preparations under way for the spring and summer season throughout Ontario by itinerant exhibitors.

Sam Glazer, Toronto branch manager of United Artists Corp., is the one representative of local distributing offices now sojourning in Florida but he will probably be joined by others in the early future . . . Intimation is forthcoming that no successor will be appointed to the late Mike Wilkes as director of publicity for Canadian United Artists.

Because of increasing business demands, the sixth floor of the Film Exchange building, 277 Victoria Street, Toronto, is being

remodeled to provide more offices. The premises of the Toronto branch of Regal Films Limited on the ground floor have been overhauled and new lighting fixtures installed.

J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp., and L. M. Devaney, general manager of RKO Distributing Corp. of Canada, have both made business trips to New York City . . . Archie Laurie, president of the new Laurie Theatres, Ltd., opened his swanky offices in the Film Exchange Bldg., Toronto, February 26.

Fred Guest, theatre owner of Hamilton, Ont., called on Toronto film distributors following his recent stay in Vancouver, B. C., where he also has a cinema. Guest avoids much of the severe Ontario winters by going to the coast. Another visitor from Hamilton was Anthony Patzalek of the Playhouse.

A busy caller in Toronto was Sam Fingold who has three theatres in different points of western Ontario—the Roxy at Harriston, Roxy at Chesley and the Lauder at Mount Forest. Tony Allevato was also in from Wallaceburg where he opened a new house some time ago, in addition to his Allevato in the northern mining town of Rouyn.

Absent for some weeks although he usually makes the Toronto rounds at frequent intervals, Abe Rappaport, owner of the Hollywood, Campbellford, arrived on the scene and reported that he had been under the weather. He saw a medical specialist while in Toronto . . . With the close of "A Girl Must Live" in a record run at Bob Eve's Eglinton, Manager Jimmie Lynch is having a while with the picture at the Runnymede.

Ray Lewis staged a theatre party at the Pylon for the workers of the Voluntary Registration of Canadian Women, the feature being "The Lion Has Wings" . . . Maude Eburne, one of the Gleason family featured in "The Covered Trailer," now playing Toronto theatres, is another Canadian contribution to the screen, it has been discovered. Miss Eburne was born at Bronte, Ont., 35 miles west of Toronto.

Al Sedgwick, manager of the Belsize, presented the prizes for the bowling league of the Mount Pleasant Businessmen's Ass'n, from which he recently retired as president, at a dinner party which was attended by 100. *The Bayview Businessmen's Ass'n held its annual theatre night at the Bayview when* 135 *prizes were distributed in a lottery in conjunction with a special film and vaudeville show.*

James Davidson, general manager of Regent Film Co., has returned from a business tour of northern Ontario where the mines and lumber industry are operating full blast to meet war requirements.

Robert E. Reynolds, 52, *musician, passed away suddenly, leaving three sons, two of whom are with the Royal Montreal Regiment in the Canadian Overseas Force. He was a member of the orchestra of Loew's and the Capitol, Ottawa.*

Bill McKnight, formerly manager of the Madison and Alhambra, Toronto, has been appointed manager of the Capitol, Woodstock, Ont., an independent house.

SASKATCHEWAN

THE trade mourned the loss of one of its oldest members, Harry Marrs, manager of the Orpheum Theatre, Moose Jaw. Always a leader in industry affairs, especially in the Saskatchewan Motion Picture Ass'n, he had a varied and interesting career that went back into the hey-dey of vaudeville when he starred in his own right. The body was sent to Hamilton, Ont., for burial there.

Another sad bit of news was word from Manager Charles Bahrynowski of the Metropolitan, Regina, that his aged mother died at her home in Fort William before he could reach her bedside after a 'plane and rail dash.

Reservations for tickets from as far away as Prince Albert, 330 miles north of Regina, have been pouring into the office of Bill Novak, manager of the Capitol, Regina, for "Gone With the Wind."

Added to the assaults on theatre gates in the major Saskatchewan cities of hockey, curling and regular church Bingoes has come the patriotic programs sponsored by various groups to raise funds for entertainment or assisting military forces billeted in these points. A recent combination of a hockey game, basketball tourney, card parties and a huge civic Bingo in the city hall for the soldiers knocked Regina theatremen for a loop, for instance.

The use of motion pictures to show women the benefits of proper corseting is the latest wrinkle seen in Saskatchewan's major stores. S. H. Camp & Co. sponsors the showing.

General Films, Regina, has just completed a motion picture record of the work being done in clearing Saskatchewan's northern bush areas for benefit of re-establishing farmers from the drought area.

MONTREAL

P C. TAYLOR and Jim Foy, representing Photo Night, were here from Toronto opening up local accounts for that form of diversion which they hope to inaugurate in Montreal theatres shortly.

"Gone With the Wind" has achieved a local record in tieups with stores during its appearance at Loew's . . . Lloyd C. Pearson, general sales manager of Dominion Sound Equipments, Ltd., has been in Vancouver and Victoria on a trans-Canada business tour.

Roy Tash, Associated Screen News ace cameraman, was recalled from a holiday to film the funeral ceremonies of the late Governor-General, Lord Tweedsmuir. Special films were made for various newsreel companies by ASN and issued from their Montreal laboratories.

Howard Knevels, manager of the Imperial, who has been on the sick list, is on the job again, and has introduced a new monthly feature in the form of a Sunday broadcast from the stage by Ken Soble of CFRB, Toronto . . . George Blair of Eastman Kodak was a visitor in town en route to Ottawa.

Frank O'Byrne, of Associated Screen News Toronto office, visited Huntsville, Ont., and made a film story of winter sports for Universal Newsreel . . . A well-remembered figure in local theatres disappeared with the death of Robert Emmett Reynolds, seven years trap drummer at the Imperial, Montreal, and 20 years at Loew's, Ottawa. When talkies drove vaudeville from Canadian theatres he toured the West Indies, Central and South America with dance bands, and accompanied Sir Harry Lauder on his last North American tour.

George Ganetakos, general manager of United Amusement Corp., and his son-in-law, Harold Giles of Suburban Theatres, Ltd., are among the vacationists in Florida, where D. A. Murray, vice-president of United, preceded them.

There is talk on Filmrow of Confederation Amusement, Ltd., removing their offices from St. Alexander St. to the building on Monkland Ave. occupied by United Amusement Corp.

Sir Kenneth Clark, film publicity director at the British Ministry of Information, has approached a British producer with a suggestion that he use the story of the Royal Navy's rescue of 300 *British prisoners from the German prison ship,* Altmark, *as basis of a feature film. Charles Laughton may be asked to play the part of the* Altmark's *skipper, and Norway may be asked to permit filming of background scenes at Gjossingfjord where the exploit took place. It also is understood Paramount plans to include the exploit in its forthcoming "Mystery Ship."*

Managers of theatres in Montreal are given the palm as the city's champion telephonists. They are constantly in touch by phone with their confreres about the drawing powers of pictures being exhibited in different theatres, and conversations are reported to be very lengthy at times.

Religious films appropriate to the Lenten season were shown at St. Clement's Anglican Church, Verdun. They were "Ministry of Jesus," "The Early Church," "Pilgrimage to Canterbury," "Children in Search of God" and "Barrabas."

French-Canadian fans were particularly interested in a report of the elopement of Pauline Garon and John Alban, radio star. Miss Garon, ex-wife of the late Lowell Sherman, actor and director, is a native of Montreal.

"Bill" O'Regan, of the Laurier, Hull, Que,. was a Filmrow visitor . . . William Elman, manager of Columbia, is back in his office after a few days in the hospital . . . A number of Filmrow athletes spent the weekend skiing at St. Margaret's. They included M. Isman, of Empire-Universal, and John Ganetakos, Bill Mannard and J. Parker of United Amusement.

EDMONTON

VISITORS to Edmonton from Calgary recently include Abe Feinstein of United Artists; W. O. Kelly of Paramount, and Patton Taylor of RKO. Another recent visitor to Edmonton was J. Lavett of Regal Films, Winnipeg.

Plans for extensive alterations to the Chaba at Jasper are under way by its managers, Max Garfin and Mr. Jeffery, who at present are visiting Edmonton and viewing recently altered houses in the city.

A return to stage attractions is being planned at the Strand, according to Arnold Entwistle of the Entwistle chain. First attraction to appear will be the Paramount starlets, the Hollywood Juvenile stars, several of whom appeared in Bing Crosby's "Star Maker." This will be followed by an appearance by "Red" Newman, Ross (Marjorie) Hamilton and Pat Rafferty, formerly of the Dumbells who are at present touring the Dominion.

Applications for tickets to "Gone With the Wind," which shortly will have its premiere at the Capitol, have been received from country points as far away as 400 miles, according to Manager Walter Wilson.

Theatre employes' bowling teams in Edmonton have been particularly active this season, according to L. C. Straw, manager of the teams. Each of the city's eight theatres boast a team and competition is keen.

WINNIPEG

TAKING advantage of radio station contest for tieups on the quiz program "Information Please," Don Gauld has extensively used radio this week for a tieup with the current issue of the film short of this subject at the Metropolitan. Gauld is getting a large number of spot announcements during the week as well as radio plugs in a tieup with *Pic* magazine, utilized by RKO in their publicity campaign.

Discovery of a cut telephone wire occasioned some excitement at the Capitol Theatre when a police squad descended upon the scene. However, it developed that the wires were those cut a month ago, when the theatre was broken into, and had been left, after new wiring was installed.

H. Sabblut, who recently joined the staff of Grand National here, following an honorable discharge from the army, was the recipient of an inscribed silver cigarette case from the men of his former company, the Queen's Own Cameron Highlanders.

Russell Succeeds Toraldo

WINNIPEG—Bill Russell, formerly of the Roxy, succeeds Leno Toraldo as manager of the Tivoli. Toraldo goes to the newly reopened Orpheum as manager.

Pictures for the Orpheum

WINNIPEG — The Orpheum which has been dark for a long time will be reopened March 1 as a motion picture house.

Amusement Tax Leash Motives Questioned

TORONTO—"The premier wants to be able to say, 'What a good boy am I,'" declared Hon. George S. Henry in the Ontario legislature in leveling criticism at the provincial government headed by Premier Mitchell Hepburn with regard to taxation and government expenditures. The reference was to the decision of Hepburn not to revive the amusement tax in Ontario, which, as a nuisance levy, had produced $2,000,000 in revenue before its repeal in 1937.

"It was evident that the government had made all preparations for the imposing of an amusement tax but decided not to do so," declared Henry, who is a former provincial government leader. "It is very obvious that elections will be held next year—perhaps they may even be held this year—and so there is no amusement tax. This will give the premier the opportunity to say, 'What a good boy am I.'"

Premier Hepburn made no comment.

Later Hon. Leopold Macaulay, chief financial critic, condemned the expenditure of $42,525 for the censorship and theatre inspection branch of the treasury department.

"Do they ever turn down any pictures?" Macaulay asked.

"Come up and see me some time and I'll show you a few," replied Premier Hepburn amid laughter. Hepburn offered season passes to Macaulay and Hon. T. L. Kennedy, another opposition critic, so that they could attend the sittings of the Ontario Board of Moving Picture Censors when they could see the "naughty" pictures banned for public consumption.

The item went through as a part of the 1940-41 budget without reduction.

Subsequently it was divulged that the last feature to be banned by the Ontario government was "Beau Geste," for which a license was refused last September, not because it was immoral, but because the theme might have a detrimental effect upon recruiting in the Dominion.

TILBURY

MANY localites are rushing to Detroit to see "Gone With the Wind." They are of the opinion the Canadian showing will be cut. However, the American discount on Canadian money has kept a great many show-going Canadians away from the border and is helping local showmen.

Several local operators, taking their exams for licenses in Windsor recently, report they never experienced such difficult papers.

Show owners in general are pleased that there will be no amusement tax for Ontario for the present.

A tieup with Orange Mission is proving a gratifying boxoffice stimulant at the Plaza. The caps from the bottles are accepted for cash and redeemed by the manufacturer.

CALGARY

"GONE WITH THE WIND" has gone into its second week here at the Capitol, roadshowed at $1.50 top. Although not capacity business on first week, build-up increased to justify holdover.

J. B. Barron of the Grand stated that he will take over the Walker in Winnipeg on May 1. Renovation on the old legitimate house will be started early in May.

Al Iscove of Grand National, who is handling the war propaganda film, "France Is Ready," reports capacity and holdover business in the Calgary territory. He is now using three prints in this district.

Glen Peacock, controlling the Isis, left this week for New York and Florida. Accompanied by his wife, the Calgary theatreman will spend six weeks in the south.

Fall of snow and return of sub-zero weather has affected mercantile business in Calgary, but so far has had little effect on downtown theatre business. Suburban houses have fallen off this week.

MARITIMES

MR. AND MRS. W. W. O. FENETY, of the Gaiety, Fredericton, N. B., and Mr. and Mrs. J. M. Franklin and Mitchell Franklin of the Franklin-Herschorn Theatres of Saint John and Halifax are spending several weeks in Florida.

George Heiber, United Artists booker, recently spent about a week visiting his former home in Toronto.

"Gone With the Wind" will be opening for an extended run in the Capitol, Saint John, on March 8. The advance publicity has been under way for some time now and many social activities are being arranged around the showing of this picture.

Recent visitors to Filmrow included M. E. Walker of the Gaiety, Halifax, N. S.; York, New Germany, N. S., and Imperial, Sackville, N. B.; Donald Fraser of the Community, Plaster Rock, N. B.; and Colin Danson of the Strand, Sussex, N. B.

British Defenses Against Air Attack Are Shown

LONDON, ONT.—"The Warning," an Alliance Films' production depicting the methods which Great Britain has developed for defense against attack by Germans, was shown to a number of military officials of the London district, in a private screening at the Capitol Theatre here.

Officers also came from the Royal Canadian Air Force detachment at nearby St. Thomas to see the show. The private screening preceded public showing.

In addition to the examples of British defense organization, Canada's role in the war is also shown and with it is an explanatory talk by Hon. Norman Rogers, Canadian minister of national defense.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams

Very entertaining picture that pleased. These two stars are polished actors and play their parts with grace and marked ability. The story is interesting and easily understood. Wed., Thurs. Weather: Cool. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Beware, Spooks!

Drew very well, however the picture is not especially outstanding, although quite satisfactory to most of the patrons. The mad escapades through the Fun House get many laughs and some thrills. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Golden Boy

A real good picture, but the cold weather hurt us at the boxoffice. Sat., Sun. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500. —Harland Rankin, Plaza, Tilbury, Ont.

Kongo, the Wild Stallion

Excellent entertainment. A picture you can be proud to play. Fri., Sat. Weather: Mild. Admission: 20-10. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Mr. Smith Goes to Washington

Very good. But, Mr. Capra, when you make a fairy tale, wind it up by showing the prince and princess "living happily ever after." Our audience was reluctant to leave when "the end" popped up on the screen. They wanted to see at least a clinch. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Mr. Smith Goes to Washington

I can only add to the very many volumes of praise that this picture has received. In my opinion this is a picture that is a definite must. The exhibitor who does not play it that can is passing up a most outstanding production. Sun., Mon. Weather: Cold. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

U-Boat 29

I thought this a pretty good picture, especially at this time, but the audience did not seem to care for it and neither did the boxoffice. Cosmopolitan patronage. Population: 700. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

First National

Each Dawn I Die

Well received. Good for any small town. Wed., Thurs. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Metro-Goldwyn-Mayer

Another Thin Man

Whoever picked this story should be demoted. Powell and Loy just as good as ever, but they get nowhere with the illogical tripe given them. Let's be more careful next time, M-G-M. Audience: Indifferent. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Bad Little Angel

A very nice little program picture. We played it on Sunday due to a hard date to fill with another bigger picture. It pleased all. It's almost a Sunday school lesson on film. Sun., Mon. Weather: Warm. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Broadway Serenade

Very disappointing and did not draw. M-G-M seems to have made a mistake in splitting up the team of Nelson Eddy and Jeanette MacDonald. Fri., Sat. Weather: Fair. Admission: 35-10. General patronage. Population: 850. Capacity: 320. —John E. Moore, Star, Coronation, Alta., Canada.

Calling Dr. Kildare

This picture met with only fair reception. Played to a fair crowd first night, but then dropped off with every show. Those who did see it enjoyed it. Fri., Sat. Weather: Fair. Admission: 35-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

It's a Wonderful World

Excellent entertainment and good business. Stewart as usual turns in his likeable acting. This picture shows two people impossibly dumb. Perhaps that's the appeal. Fri., Sat. Weather: Cold. Admission: 25-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

Miracles for Sale

Very good; enjoyed by everyone who saw it. Wed., Thurs. Weather: Snow. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Nick Carter, Master Detective

Of no great consequence. Contains a little interesting information but not much entertainment. Walter Pidgeon deserves better material than this. Audience: No reaction much. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Remember?

Very much can't be said for this picture. There was nothing really funny or entertaining about it. People got up and left feeling they had not received their money's worth. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Secret of Dr. Kildare

Definitely up to the usual standard. Lew Ayres is increasing in favor with our audience. Hope Metro can keep these good. Audience: Liked it. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Shop Around the Corner

A little slow in getting started, but a good finish and that's what brings 'em back for more. Audience reaction: Seemed to get a real "bang" out of it. Boxoffice: About average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Paramount

Beau Geste

This was a good show of its type, but did not do any business for some reason. The few who saw it liked the show very much. Shows of this type are not the kind for this town. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Cat and the Canary, The

Nice mystery drama. Bob Hope at his best. Sun., Mon. Weather: Cold. Admission: 35-25-10. Rural patronage. Population: 600. Capacity: 275. --E. L. Danielson, Castle, Mabel, Minn.

Cat and the Canary, The

I believe the line in the preview which said, "Even your goose-pimples will have goose-pimples" turned the trick on this one. Bob Hope does his best job to date and Paulette Goddard shows up well. Audience liked it. B. O. above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Great Victor Herbert, The

Very good production. Cast all very good. Looks like the Martin girl can go places. This shows what good actors can do when given good material. Audience: Liked it. Boxoffice: Not so good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg Ariz.

Jamaica Inn

Why a picture like this should be made is beyond me. For us it brought in a few peculiars, but everyone else stayed away. Audience: What audience? Boxoffice: Might as well have remained closed. Admission: 40-10. Cosmopolitan patronage. Population: 700.—Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Law of the Pampas

These Hopalong Cassidys continue to do above average business on Friday and Saturday nights. Paramount made a mistake, in my opinion, by leaving out George "Windy" Hayes in the present series. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 700.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Our Neighbors, the Carters

Good show, but it didn't mean anything at the boxoffice. Sun., Mon., Tues. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Republic

Sabotage

A very timely picture that deals with sabotage in a small town airplane factory with light comedy intermingled. Played it with "Little Accident" and the crowds were well satisfied with it. Mon., Tues. Weather: Mild. Admission: 35-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

20th Century-Fox

Chicken Wagon Family

Jane Withers has made better than this. However, business wasn't bad. Fri., Sat. Weather: Mild. Admission: 20-10. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Day-Time Wife

Pretty good idea, but they mised in trying to make the end clever. You have to respect them for trying, but they still missed. Audience: Mild approval. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Hollywood Cavalcade

Very good. The old sequences wowed them. Better than any so-called comedies we have had in a long time. Sun., Mon., Tues. Weather: Mild. Admission: 20-10. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Honeymoon's Over

Good programmer. Friday. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Susannah of the Mounties

They liked it very much, but did the poorest business on this than on any Shirley Temple we have ever played. Sun., Mon. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

United Artists

Man in the Iron Mask, The

Just fair. Wed., Thurs. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Real Glory, The

Lots of action. Okay, but not a big show as UA would want you to believe. Wed., Thurs. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 275.—E. L. Danielson, Castle, Mabel, Minn.

Winter Carnival

Poor story; too long and draggy. Wed., Thurs. Weather: Snow. Admission: 20-10. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Winter Carnival

Very misleading title. The audience came expecting to see winter sports and left disappointed when they found it just another weak love story. A good picture to leave out. Mon., Tues. Weather: Cold. Admission: 35-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

Universal

Two Bright Boys

Jackie Cooper and Freddie Bartholomew do a swell job in this. Great for any situation. Admission: 20-10. General patronage. Population: 138,000. Capacity: 408.—Alyce Cornell, Galewood, Grand Rapids, Mich.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

He Dares Prior Runs To Milk Big Ones

DETROIT—The possibilities of outstanding pictures never are drained by prior runs, in the opinion of A. Milo DeHaven, manager of the Grand, Belmont and Ambassador, and a champion of the "revival" school of playdating.

"The better class of screen productions never can be over-exploited, and there always are customers waiting to buy the tops and hit entertainment when it arrives," he declares. "Good pictures always will have a ready made demand audience regardless of what salesmanship has gone before," he says, and continues:

"First, second, third and fourth runs don't milk a good piece of screen merchandise dry. Word-of-mouth publicity after the key showing creates an additional audience in the popular-price theatregoer, the occasional moviegoer, and those who have been sold on the 'must see' basis.

"Good pictures always have a market, no matter how old, and regardless of prior runs, if the prospective patron has knowledge of the coming of the picture he is interested in. RKO's 'The Informer' recently played the Belmont a fourth time—and a telephone call as to running time, etc., brought a party of 11 from Toledo, 60 miles away in another state.

"The law of averages in daily theatre attendance in downtown and neighborhood houses still leaves on the credit side of the ledger—the amusement shopper for better productions, those prevented from seeing certain pictures at their neighborhood, and many theatregoers who prefer to see a good picture for a second time in a smaller de luxe theatre.

"Showmanship is a matter of individuality plus creative ideas in making each prospective patron purchase each individual entertainment offering at the location in question, even to the extent of going out of his own territory.

"Our personal interest in any picture is not what it has grossed in any location, or how many prior runs the picture had, but in salesmanship plus to enable every film to pay dividends at the boxoffice."

Outstanding example of DeHaven's own practice is the current booking of "Jezebel" for a nine-day run, following a former 22-day run.

Free Admissions Offered To Non-Film Fans

ATLANTA—To interest persons who have never seen a motion picture, two theatres in the Atlanta area offered free admissions. Newspaper reading notices were printed in Toccoa, Ga., by Manager W. J. Collins for the New Ritz and Star and in Cornelia, Ga., by Manager Ben Tisdale for the Dixie. Admission was upon presentation of the newspaper clipping.

"Pinocchio" Parties Grow Popular

New York—The Center Theatre, which premiered "Pinocchio," has tied in with six hotels to date for "Pinocchio" parties. The theatre provides costumes and orchestra music. The Hotel New Yorker plans to give prizes for the best "Pinocchio" drawings, with band leader Bob Crosby announcing the contest and noted artists acting as judges.

Ballroom and skating rinks are staging these parties as well.

Clever Cards to Bally Metro's "Remember?"

SLATER, MO.—Harold Sachse, manager of the Kiva, had the newspaper print up five hundred 3x7-inch cards on "Remember?" that read, "Remember, it's a date to see, etc." In the middle was the picture of a hand with a pointing finger and a red string tied in a bow knot around the finger. At the bottom were stars, picture, theatre, date, etc. Cards were given at the door at each break, one week in advance.

Sachse also had napkins from cafes and drug stores printed on each side (outside the fold) with "REMEMBER?" This aroused a lot of comment and questions. Drug clerks and waitresses were equipped to answer the questions.

Cigar Manufacturers Ass'n Tieup for "Dr. Ehrlich"

NEW YORK—The exploiting of "Dr. Ehrlich's Magic Bullet" through the cooperation of the Cigar Manufacturers Ass'n is the latest stunt by Warner. Through a tieup with the association, 350,000 especially prepared booklets are being distributed to dealers. A personal letter from Alvaro M. Garcia, president of the organization, accompanies the booklet and asks dealers to cooperate where the picture is shown locally.

There are two pictures of Edward G. Robinson and another with Garcia printed on the booklet. Robinson is an inveterate cigar smoker off the screen and in the picture repeats the private-life habit.

Gives Out "Faint Checks" For a "Horror" Program

PHILADELPHIA—You've heard of rain checks, snow checks, sickness checks. Well, now it's "faint checks."

The idea comes from Dominic Lucente, Alhambra. Running the double horror show, "The Return of the Frog" and the "Demon Barber of Fleet Street," he handed out tickets stating: "This ticket entitles you to return and see a complete show if you faint while seeing the world's most horrible of horror double features."

Baby Crib in Lobby for "Another Thin Man"

INDEPENDENCE, KAS.—For "Another Thin Man," William Wagner of the Booth set up a lobby display consisting of a baby's crib with child's lettered blocks on the bed spelling out "NICK JR." A large card read, "WE'RE EXPECTING." This was ten days in advance.

Three days later the theatre used a three-sheet cutout of Powell, Loy and the baby with large built-up hand lettered title and copy on one side of the crib; on the other was a cutout of Asta and a fireplug.

For two weeks in advance, the theatre gave out 500 cards with candy cigars attached, at show breaks. Copy on the card read: "Celebrating the arrival of Nick Charles jr. in 'Another Thin Man' . . . Asta Will Be There, Too." The theatre also had a tiein with the infant's wear department of a local department store. Copy read, "Your Gentleman, Junior, can find all his needs," etc.

Wagner saved the rings from the candy cigars and used them in a promotion for "I Take This Woman." A week in advance the men were handed small cards with a ring attached. Copy read, "Give Your Wife and/or Sweetheart a Ring. She'll be glad to know that 'I Take This Woman' starring, etc."

Confucius Says a Good Word for Morty Almes

PHILADELPHIA—With Confucius saying all over town, why shouldn't he say a good word for me? Morty Almes, Felton, asked himself. So he printed flyers attributing to the Chinese sage such wise sayings as—

"He who pay single at Felton see double in feature."

And—"Confucius he say, 'Go to the Felton today; you're sure to have fun; see two shows priced as one'."

An "Ali-Money" Twist for "He Married His Wife"

INDEPENDENCE, KAS.—"Ali-money" helped Bill Wagner promote "He Married His Wife" at the Booth here. He issued some free admissions in the shape of "Ali-Money—$1,500 worth. Save it. Present at boxoffice for free admission to 1,500 laughs in two hours, etc." The "ali-money" was in the shape and had the appearance, roughly, of paper currency.

"Hunchback" of Snow

DANVILLE, ILL.—Dan Knapp of the Fischer took advantage of a snow storm to stage a contest for "The Hunchback of Notre Dame," in which youngsters built a huge "Hunchback" of snow. Boys and girls throughout the community joined in the modeling stunt, which attracted the attention of many passersby.

Rifle Display and Legion Invitation Sell "69th"

OSAWATOMIE, KAS.—To plug "The Fighting 69th," R. W. Ferguson, manager of the Osawa here, sent 75 invitations to members of the local American Legion. Fifty-two replied with paid admissions enclosed.

The theatre mounted a German machine gun in the lobby with a sandbag barricade and a placard: "This German machine gun captured by 'The Fighting 69th' —Showing here Sunday and Monday, with . . . " A downtown window displayed a German and American rifle with this copy on the German weapon: "This type rifle used by Germans in World War." On American: "This type rifle used by 'The Fighting 69th' showing at Osawa, etc."

The theatre promoted a downtown parade Saturday afternoon. Boy Scouts and the drum corps carried a 3x16-foot banner: "We are going to the Osawa Theatre Sunday and Monday to see 'The Fighting 69th' with, etc." Two National Guardsmen in uniform walked guard duty in front of the theatre during the showing—equipped with army rifles.

Akron Legion Post Tieup For "Fighting 69th"

AKRON, OHIO—Newspaper publicity and public enthusiasm went hand in hand to send "The Fighting 69th" off to a swell start at the Colonial, managed by R. W. Rhodes. A tieup with the local Legion post, which resulted in the promotion of a box-car of the "40 and 8" division of the American Legion well covered with two-sheets plugging the engagement, took care of the street traffic. Rhodes also met J. Monroe Johnson, assistant secretary of commerce, who was in town, and had him interviewed on the picture by the local papers.

American Legion Friends Attend Show in Slater, Mo.

SLATER, MO.—For "The Fighting 69th," Harold Sachse of the Kiva invited American Legion members to attend the show free. Nearly every one of them brought one or more patrons, for whom he paid, and the stunt rated front page publicity in the local newspaper. This is an especially good stunt for small towns.

Award Merit Passes to Schoolboy Safety Patrols

HARTFORD—Hoping to promote the activities of schoolboy safety patrols in both public and parochial schools, four Greater Hartford theatres will give free passes to children doing meritorious work, the Citizens Traffic Safety Committee and the Hartford Chamber of Commerce have announced.

Each month, according to present plans, the M&P Allyn, Loew-Poli, Rivoli and Webster theatres will provide a free pass to each child whose safety work has been outstanding. Awards will be determined by Harry A. Barnicle, director of safety education in the public schools, and school principals.

The Neighbors By George Clark



"If we go in now, will we see this week's show or what's coming for the rest of the season?"

How subscribing newspapers presented the views of the artist for News Syndicate Co., Inc., on the advance trailer situation.

"Subpoenas" to Be Issued For Showing of "Drunk"

SAN FRANCISCO—Twenty thousand San Franciscans will be given "subpoenas" by the Telenews to appear at the theatre to see the M-G-M short, "Drunk Driving." The "subpoenas" will be handed out in the accepted legal manner to make it all look real.

Capitalizing on the current drive against traffic violators, Ellis Levy, Telenews manager, has obtained the Federation of Women's Clubs to sponsor the short. The police department and the *News* and *Examiner* are also tying in.

NUGGETS

FEATURING a "Lights Out" angle, Manager C. M. Morehead of the Fox America, Ft. Collins, Colo., challenged the public to see "Hunchback of Notre Dame" at a midnight matinee. Newspaper ads, window displays and cutouts comprised his publicity.

●

A unit of ROTC boys is sent weekly to the Utah in Salt Lake City to view the current program, the admission being paid by the West Side High School.

●

The Bijou in New Haven used an old cab as a street ballyhoo for "Little Old New York." Manager Bill Elder also arranged tieups with leading toy stores and others on model boats.

●

Manager Jack Simon of Loew's Poli in Hartford, Conn., used a girl dressed in regulation nurse's outfit and special telephone calls to a large number of local doctors as factors in the promotion of "Vigil in the Night." Mailing of postcards to all nurses in the community and tie-ins with drug stores also were employed.

A Tribute to "Wind" in Ad by Milwaukee Store

MILWAUKEE—"It Takes 'Box Office!'" was the caption of a newspaper advertisement by Schuster's, local department store, which paid tribute to "Gone With the Wind" and offered wearing apparel styled in the picture.

Copy in the advertisement declared in part: "'Box Office' . . . the magical quality that means all the difference between a brilliant success and a dismal failure!

"'Box Office!' . . . the mysterious attraction that draws people day in and day out!

"'Gone With the Wind' has it . . . 'gripping, terrific, magnificent, colossal,' says Hollywood. But all the high-sounding adjectives in the world laid end-to-end, aren't worth a continental next to the simple remark, 'I like it!' by millions of people."

Luncheon, Costume Ball Start "Wind" in Philly

PHILADELPHIA—The dual premiere of "GWTW" at the Boyd and Earle here got off to a big start with a Robert E. Lee luncheon and a costume ball put on by the Daughters of the Southern Confederacy. Both affairs enjoyed front page attention.

Costume tieups were arranged with all leading department stores and fashion salons. Full page art breaks were secured in a number of newspapers in Sunday roto sections and an eight-page ad supplement was secured in the *Record*.

A Relic Contest Conducted in Indianapolis for "GWTW"

INDIANAPOLIS—A Civil War relic contest was sponsored by Block's big local department store here, on a tieup for "Gone With the Wind." The public, through a series of ads and news stories, was invited to submit costumes, souvenirs and relics of the Civil War period, with $100 in cash as prizes. Seven of the store's windows were turned over to a "GWTW" display. Tieups also were arranged with N. W. Ayres, Sears, Roebuck, Grant, Neisner's, Masson's and other large stores.

Lands a Half-Page Co-op Ad for "Old New York"

BRIDGEPORT, CONN.—Matt Saunders landed a striking half-page co-op ad with United Illuminating Co. in the Bridgeport *Telegram* for "Little Old New York." "It makes little difference," the ad read, "whether you live in little old New York or our own bigger, greater Bridgeport—electricity plays a most important part in our everyday lives." The layout featured artwork of old New York and Bridgeport.

Saunders also placed a special story and picture on the *Post* school page for "High School," and guested the school page staff.

Distribute "Pic" Breaks

NEW YORK—Extensive breaks in *Pic* magazine for RKO Radio's "Primrose Path" and "Information Please" have been mailed to 7,500 theatres for lobby and theatre front displays and as the basis for cooperative exploitation with newsstands and all dealers handling *Pic*.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
OCT. 28	24 Comedy **1011** **Beware, Spooks!** (65) Joe E. Brown R—Oct. 28 29 Drama **1032** **Miracle on Main St.** (78); R—Jan. 27	27 Com. Drama **10** **Bad Little Angel** (77) Virginia Weidler Henry Hull R—Oct. 28	1 Act. Drama **3816** **Danger Flight** (61) J. Trent R—Nov. 4 25 Drama **3803** **Mutiny in the Big House** (84) R—Oct. 21; Bickford	27 Drama **3905** **Disputed Passage** (87) Dorothy Lamour Akim Tamiroff John Howard R—Oct. 21	27 Mus. Drama **912** **Jeepers Creepers** (69) Weaver Bros. and Elviry Roy Rogers R—Nov. 4	27 Drama **012** **Sued for Libel** (65) Kent Taylor Linda Hayes R—Oct. 21	27 Act. Drama **013** **20,000 Men a Year** (84) R—Oct. 28 27 D'mentary **062** **First World War** (78) (Reissue) R—Nov. 17, '34	26 Comedy **Housekeeper's Daughter** (80) Joan Bennett William Gargan Adolphe Menjou R—Sept. 16	27 Comedy **4019** **Little Accident** (65) Sandy Henville Florence Rice R—Nov. 4	28 Drama **WB403** **Roaring Twenties** (104) James Cagney Priscilla Lane R—Oct. 21	22 M'drama **P-D-C** **Torture Ship** (57) **Lyle Talbot** **Irving** Pichel **Jacqueline** Wells **R—Dec. 23**
NOV. 4	2 Western **1202** **Stranger From Texas** (55) Charles Starrett R—Dec. 23	3 Com. Drama **7** **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	31 Western **3857** **Overland Mail** (53) Jack Randall R—Nov. 18	3 Western **3955** **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	3 Drama **905** **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	3 Comedy **010** **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 3 Western **081** **Marshal of Mesa City** (61); R-Oct. 7	3 Drama **019** **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		3 Melodrama **4020** **Call a Messenger** (65) R—Sept. 9 Little Tough Guys 3 Drama **Reissue** **Road Back** (79) Richard Cromwell	4 Com. Dr. **WB411** **Kid Nightingale** (58) R—Sept. 16 John Payne **Jane Wyman**	29 Drama **P-D-C** **Goose Step** (90) **(Form. "Hitler—Beast of Berlin")** **Roland Drew** **Steffi Duna** **R—Nov. 11**
NOV. 11	9 Comedy **1013** **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	10 Drama **11** **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	5 Act. Drama **3937** **Fighting Mad** (60) James Newill 7 Melodrama **3919** **Heroes in Blue** (61) R—Nov. 18	10 Melodrama **3909** **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	10 Comedy **915** **Covered Trailer** (66) Gleason Family R—Nov. 18	10 O'door Dr. **006** **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	10 Drama **015** ✪◎**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		10 Act. Drama **4030** **One Hour to Live** (59); R—Sept. 16 3 Melodrama **53** **Legion of Lost Flyers** (64); R-Dec. 16	11 Drama **WB402** ◎**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	6 M'drama **P-D-C** **Buried Alive** (74) Beverly Roberts Robert Wilcox **R—Jan. 27**
NOV. 18		17 Com. Drama **13** **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama **3923** **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama **3910** **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western **848** **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama **005** **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy **016** **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. **3002** **First Love** (84) R—Nov. 11 17 Melodrama **4012** **Tower of London** R—Nov. 25	18 Com. Dr. **WB413** **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama **P-D-C** **Invisible Killer** (60) Grace Bradley **Roland Drew** **R—Feb. 10**
NOV. 25	23 Mys. Com. **7** **The Amazing Mr. Williams** (86) Joan Blondell **Melvyn Douglas** R—Nov. 25	24 Drama **12** **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western **3951** **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy **3911** **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western **952** **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical **011** **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama **020** **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western **4060** **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama **4016** **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama **FN458** **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	30 Drama **1030** **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama **3938** **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama **021** **City of Darkness** (74); R—Nov. 25 1 Melodrama **022** **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama **1026** **Fugitive at Large** (66) R—Aug. 5 7 Western **1211** **Taming of the West** (54) R—Oct. 21	8 Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** ✪◎**Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) **(Form. "Send Another Coffin")** R—Jan. 13	22 Comedy **4011** **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama **3916** ✪**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. **M'dr. 18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 13	**Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	**Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	Danger Ahead (60) 15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	**Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	**Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	**Lupe Velez** (67) Lupe Velez R—Dec. 16	**Lynn Bari** Donald Woods C. Aubrey Smith R—Dec. 30	**(104)** Burgess Meredith R—Dec. 30	**turns** (81) Nan Grey Vincent Price R—Jan. 13	**Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63)	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4011** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (63) R. Hudson 1 Western **1212** **Pioneers of the Frontier** (58)	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4055** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (60) Edith Fellows	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	
FEB. 24		23 Drama **25** **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (..) James Newill 20 Western **3962** **Cheyenne Kid** (51) Jack Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe		2 Drama **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (70) Penny Singleton R—Mar. 2	1 Drama **23** **Strange Cargo** (113) Clark Gable Joan Crawford	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (..) Ernest Truex John Sheffield	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (..) Joan Bennett Geo. Raft R—Mar. 2	1 Melodrama **Double Alibi** (69) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN** **Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson Ruth Gordon R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (56); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 M'drama **3916** **Human Monster** (73) Bela Lugosi	8 Western **3957** **Showdown** (..) William Boyd Russell Hayden R—Mar. 2		8 Drama **017** **Isle of Destiny** (..) William Gargan June Lang	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 Drama **Zanzibar** (..) Lola Lane James Craig		
MAR. 16	14 Drama **Men Without Souls** (..) Rochelle Hudson John Litel	15 Drama **28** **Young Tom Edison** (82); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	10 Western **964** **Pioneers of the West** (..) Three Mesquiteers	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **Ma, He's Making Eyes at Me** (..) Tom Brown Constance Moore	16 Comedy **FN** **Three Cheers for the Irish** (..) Dennis Morgan Priscilla Lane	
MAR. 23	21 Com. Drama **Too Many Husbands** (..) Jean Arthur Melvyn Douglas Fred MacMurray	23 Drama **29** **Florian** (..) Robert Young Helen Gilbert	20 Melodrama **Midnight Limited** (..) Marjorie Reynolds John King	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	15 Drama **Forgotten Girls** (..) Louise Platt Donald Wood	22 Drama **023** **Primrose Path** (..) Ginger Rogers Joel McCrea	22 Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (..) Brian Aherne Madeleine Carroll	22 Com. with Mus. **It's a Date** (..) Deanna Durbin Kay Francis Walter Pidgeon	23 Drama **WB** **Virginia City** (..) Errol Flynn Miriam Hopkins	
MAR. 30		29 Drama **Dr. Kildare's Girl** (..) Lew Ayres Lionel Barrymore L. Day	30 Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	25 Western **942** **Rancho Grande** (..) Gene Autry Smiley Burnette	29 Mus. Comedy **Irene** (..) Anna Neagle Ray Milland	29 Com. Drama **037** **Free, Blonde and 21** (..) Lynn Bari Henry Wilcoxon	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27	29 Melodrama **Black Friday** (..) Bela Lugosi Boris Karloff		
APR. 6			5 Com. Drama **Tomboy** (..) Marsha Mae Jones Jackie Moran	5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	25 Western **Ghost Valley Raiders** (..) Donald Barry Lona Andre	5 Western **Bullet Code** (59) 5 Drama **Courageous Dr. Christian** (..)	5 Drama **036** **Star Dust** (..) Linda Darnell John Payne	5 Fantasy **1,000,000 B. C.** (..) Lon Chaney jr. Carroll Landis	5 Drama **Half a Singer** (..) 5 Western **Riders of Pasco Basin** (..)		
APR. 13			10 Western **Covered Wagon Trails** (..) Jack Randall	12 M'drama **3929** **Dr. Cyclops** (..) Janice Logan Albert Dekker		12 Com. Drama **My Favorite Wife** (..) Irene Dunne Cary Grant Randolph Scott	12 O'door Drama **Viva Cisco Kid** (..) Cesar Romero Jean Rogers		12 Melodrama **House of Seven Gables** (..) Margaret Lindsay George Sanders		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) ..... Dec. 15
Glove Slingers (18) ..... Nov. 24
Mooching Through Georgia (19) ..... Aug. 11
Nothing But Pleasure (..)...Jan. 19
Now It Can Be Sold (17)..... June 2
Pest From the West (18½)...June 16
Rattling Romeo (17)..... July 14
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19)..... Sept. 22
Teacher's Pest (16½)..... Nov. 3
The Awful Goof (17)..... Dec. 22
Trouble Finds Andy Clyde (18) ..... July 28

CINESCOPES

World of 1960 (Futurama) (..) ..... Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) ..... Jan. 12
Crop Chasers (8) ..... Sept. 22
Dreams on Ice (6½)..... Oct. 20
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7)..... Aug. 11
Mother Goose in Swingtime (7) ..... Dec. 8
Mountain Ears (7½)..... Nov. 3
Nell's Yells (7) ..... June 30
The House That Jack Built (7) ..... Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10) .Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½) ..... Sept. 15
Life in Paris (..) ..... Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10) ..... Aug. 11
New Hampshire (..) ..... Dec. 22
Sojourn in India (9½)..... July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11) ..... Nov. 17
No. 5 (Gypsy Songs) (..)..... Dec. 29
No. 6 (..) ..... Feb. 2
No. 8 Strauss Waltzes (11)...Apr. 21
No. 10 Songs of Romance (10) .June 16

FABLES CARTOON

Little Lost Sheep..(7)..... Oct. 6
Park Your Baby (6)..... Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11)..... Sept. 1
No. 2 Charles Goodyear (10½) .Oct. 6

HAPPY HOUR

Book of Books (10)..... Oct. 6
Building of Boys (11)..... Oct. 12

MUSIC HALL VANITIES (New Series)

Montmarte Madness (10½)...June 30

PHANTASIES CARTOON

Man of Tin (..)..... Feb. 23
Millionaire Hobo (7) ..... Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) ..... Jan. 26

SCRAPPY CARTOONS

A Worm's Eye View (7)..... Apr. 28
Scrappy's Rodeo (6)..... June 2

SCREEN SNAPSHOTS (Series 18)

No. 11 (10) ..... June 29
No. 12 (10) ..... July 28

(Series 19)

No. 1 (9½) ..... Sept. 22
Art of makeup.
No. 2 (10) ..... Oct. 20
Training animal stars.
No. 3 (10) ..... Dec. 1
No. 4 (..) ..... Jan. 5
No. 5 (..) ..... Feb. 9

SPORT REELS

Big Fish (10) ..... Aug. 18
Bows and Arrows (9½)..... Oct. 6
Flying Targets (..) ..... Dec. 29
Jai Alai (8½) ..... Nov. 30
Jockeys Up (10½) ..... June 2
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)..... July 15

THREE STOOGES COMEDIES

Calling All Curs (17½)..... Aug. 25
Oily to Bed, Oily to Rise (18½) ..... Oct. 6
Rockin' Thru the Rockies (..) ..... Jan. 5
Saved by the Belle (17)..... June 30
Three Sappy People (18½)..... Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10) ..... Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21)..... Oct. 28
Help Wanted (21)..... June 10
Pound Foolish (20)..... Dec. 23
Think First (21)..... Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11) ..... Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9) ..... Oct. 7
Old Natchez (9) ..... Dec. 30
Quaint St. Augustine (9)..... Nov. 4
Valiant Venezuela (9) ..... Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8) ..... Nov. 4
Miracle at Lourdes (sepia) (11) ..... Dec. 30
Prophets Without Honor (11) ..... May 20
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11)..... Sept. 9
Where Turf Meets Surf (sepia) (..) ..... Jan. 6

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11) ..... July 15
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9)..... Dec. 9
◎The Bear That Couldn't Sleep (9) ..... June 10
◎The Blue Danube (7)..... Dec. 16
◎The Bookworm (9)..... Aug. 26
The Mad Maestro (8)..... Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10) ..... July 22
Captain Spanky's Showboat (11) ..... Sept. 9
Dad for a Day (11)..... Oct. 21
Dog Daze (11) ..... July 1
Joy Scouts (10) ..... June 24
Time Out for Lessons (11)..... Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) ..... Dec. 9
Giant of Norway (11) Sepia...June 24
Story That Couldn't Be Printed (11) ..... July 22
Unseen Guardians (11)..... Aug. 26
Yankee Doodle Goes to Town (11) Sepia ..... June 17

PETE SMITH SPECIALTIES

Culinary Carving (9) ..... July 1
Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11)..... Oct. 28
Poetry of Nature (8) Sepia...June 17
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10)..... Sept. 30
Ski Birds (8) ..... Nov. 18
Take a Cue (Sepia) (9)..... Aug 12

ROBERT BENCHLEY

How to Eat (10)..... June 10
See Your Doctor (8)..... Dec. 16
That Inferior Feeling (9)..... Dec. 9
The Day of Rest (9)..... Sept. 16

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7) ..... July 7
The Scared Crows (7)..... June 9
Yip Yip Yippy (7)..... Aug. 11

COLOR CLASSICS

The Barnyard Brat (7)..... June 30
The Fresh Vegetable Mystery (8) ..... Sept. 22
◎Little Lambkin (7) ..... Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10) ..... Nov. 10
Cuba (10) ..... Jan. 5
Ecuador (10) ..... Sept. 1
Peru (9) ..... Oct. 6
Isle of Columbus (10)..... Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10) ..... Sept. 8
Frankie Masters and his Orchestra (10) ..... Dec. 29
Here's Hal (10) ..... Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) ..... Feb. 2
Moments of Charm of 1940 (Cinecolor) (11) ..... Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11)..... Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) ..... Oct. 6
Tempo of Tomorrow (10)..... June 2
Richard Himber and his orchestra.
The Champagne Music of Lawrence Welk (10) ..... Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11)..... Nov. 17
Breaking the News (10)..... Aug. 25
Busy Little Bears (10)..... Oct. 20
Farewell Vienna (10) ..... June 23
Paramount Pictorial (V9-6) (10) ..... Feb. 16
Public Hobby Number One (11) ..... Sept. 22
Sugar Wind (10) ..... Jan. 19
Touchdown Review (10)..... Dec. 22

PARAMOUNT PICTORIAL

No. 11 (10) ..... June 2
Three stories about water.
No. 12 (10) ..... July 14

POPEYE CARTOONS

Ghosks Is the Bunk (7)..... June 16
Hello, How Am I? (7)..... July 14
It's the Natural Thing to Do (7) ..... July 28
Never Sock a Baby (6)..... Nov. 3
Shakespearean Spinach (7) ..... Jan. 19

POPULAR SCIENCE (In Cinecolor)

No. 6 (11) ..... Aug. 4
No. J9-1 (11) ..... Sept. 15
No. J9-2 (10) ..... Nov. 3
No. J9-3 10) ..... Dec. 15
No. J9-4 (10) ..... Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) ..... Nov. 24
A Desert Adventure (10)..... Sept. 29
A Dog Is Born (10)..... Nov. 3
Bowling Skill (10)..... Jan. 26
Catching Whoppers (10)..... Oct. 13
Death Valley Thrills (10)..... June 9
Diamond Dust (10)..... May 12
Human Fish (10) ..... Feb. 23
Hydro-Maniacs (10) ..... Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Watch Your Step (10)..... July 7

STONE AGE CARTOONS

Way Back When a Triangle Had Its Points (7) ..... Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11) ..... Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11)..... Oct. 13
No. 2 (11)..... Nov. 17
No. L9-3 (10) ..... Jan. 19

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Beach Picnic (8)..... June 9
Donald's Cousin Gus (7)..... May 19
Donald's Penguin (8)..... Aug. 11
Officer Duck (8)..... Sept. 22
Sea Scouts (8) ..... June 30
The Pointer (8) ..... July 21

EDGAR KENNEDY COMEDIES

Act Your Age (18)..... Oct. 6
Baby Daze (15)..... May 19
Feathered Pests (16)..... July 28
Kennedy the Great (19)..... Dec. 1
Slightly at Sea (16)..... Feb. 9

HEADLINER COMEDIES

Sales Slips (17) ..... June 2

LEON ERROL COMEDIES

Moving Vanities (17)..... May 5
Ring Madness (19)..... June 30
Truth Aches (19)..... Nov. 3
Wrong Room, The (19)..... Sept. 22

MARCH OF TIME

No. 10 (20) ..... May 12
Dixie—The nation's number one problem.
No. 11 (19) ..... June 9
War, Peace and Propaganda.
No. 12 (22)..... July 7
The Movies March On.
No. 13 (18) ..... Aug. 4
Metropolis—1939.
No. 1 (19) ..... Sept. 1
Soldiers with wings.
No. 2 (19) ..... Sept. 29
The Battle Fleets of England.
No. 3 (18)..... Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) ..... Nov. 24
Newsfronts of War—1940.
No. 5 (17) ..... Dec. 22
Crisis in the Pacific.
No. 6 (18)..... Jan. 19
The Republic of Finland.

PATHE INFORMATION PLEASE

No. 1 (11)..... Sept. 8
No. 2 (11)..... Oct. 6
No. 3 (10)..... Nov. 3
No. 4 (11)..... Dec. 1
No. 5 (10)..... Dec. 29
No. 6 (11)..... Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18)..... Dec. 29
Coat Tales (18)..... Nov. 17
Marriage-Go-Round (18)..... July 28
Twinceuplets (20) ..... Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) ..... Jan. 19
Devil Drivers (9) ..... June 16
Gun Play (9) ..... Sept. 1
Hunting Hounds (9) ..... Sept. 29
Ice Cutters (9) ..... Oct. 27
Kennel Kings (9) ..... Aug. 11
Riding the Crest (9) ..... July 14
Surfboard riding at Waikiki beach.
Sky Game (9) ..... Dec. 22
Winter Playground (9) ..... Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)..... Dec. 15
Cupid Rides the Range (18)..Sept. 8
Sagebrush Serenade (19)..... June 16

REELISMS (New Series)

Acres of Plenty (9).....**Oct. 13**
American Royal (9).....**Nov. 10**
Men of Muscle (9).....**Jan. 12**
Navajo Land (10).....**Mar. 1**
Nevada Unlimited (8).....**Sept. 15**
Pack Trip (9).....**Aug. 18**
Television (9).....**May 5**
Vacation Diary (10).....**Feb. 2**
West Wall (10).....**Dec. 8**
World of Tomorrow (9).....**June 23**
Zoo (9).....**July 21**

TWO-REEL SPECIAL

Five Times Five (19).....**July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) **Aug. 18**
Filming the Fleet (11).....**Oct. 27**
Sky Fighters (11).....**Dec. 8**

ED THORGERSEN—SPORTS

Big Game Fishing (10).....**Sept. 1**
Clocking the Jockeys (11)....**Nov. 24**
Sports Immortals (11).....**June 23**
Top-Notch Tennis (10).....

FATHER HUBBARD'S ALASKAN ADVENTURES

Birthplace of Icebergs (11) **Aug. 4**
The Aghileen Pinnacles (11)..**Nov. 10**

FASHIONS
(In Technicolor)

Fashion Forecasts No. 4 (10)..**July 7**
Fashion Forecasts No. 5 (10).**Sept. 15**
Fashion Forecasts No. 6 (10)..**Dec. 22**

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Monkeys Is the Cwaziest People (10).....**Sept. 29**
The Silly Season (10).....**Jan. 5**

LOWELL THOMAS MAGIC CARPET

Tempest Over Tunis (11)....**June 9**
The Evergreen Empire (11)..**Oct. 13**

TERRY-TOONS

A Bully Romance (7).....**June 16**
Africa Squawks (7).....**June 30**
Barnyard Baseball (7).....**July 14**
Barnyard Egg-Citement (11) **May 5**
Hook, Line and Sinker (7)..**Sept. 8**
One Mouse in a Million (7)...**Nov. 3**
Sheep in the Meadow (7)....**Sept. 22**
The First Robin (7).....**Dec. 29**
The Golden West (7).....**Aug. 25**
The Hitch-Hiker (7).....**Dec. 1**
The Old Fire Horse (7).....**July 28**
The Orphan Duck (7).....**Oct. 6**
The Prize Guest (7).....**June 2**
The Watchdog (7).....**Oct. 20**
Two Headed Giant (7).....**Aug. 11**
Wicky-Wacky Romance (7).**Nov. 17**

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) **Sept. 4**
Andy Panda Goes Fishing (8).**Jan. 22**
Bird on Nellie's Hat.....**June 19**
Kittens Mittens (8).....**Feb. 12**
Life Begins for Andy Panda (8).....**Oct. 9**
Scrambled Eggs (9).....**Nov. 20**
Silly Superstitions (7).....**Aug. 28**
Slap Happy Valley (7).....**Aug. 21**
Sleeping Princess (9).....**Dec. 4**
Snuffy's Party (7).....**Aug. 7**
Stubborn Mule (7).....**July 31**
Tom Thumb jr. (..).....**Mar. 4**

GOING PLACES WITH GRAHAM McNAMEE

No. 64 (9).....**June 26**
No. 65 (9).....**July 17**
No. 66 (9).....**Sept. 25**
No. 67 (9).....**Oct. 16**
No. 68 (9).....**Nov. 13**
No. 69 (8).....**Dec. 11**
No. 70 (8).....**Dec. 25**
No. 71 (..).....**Jan. 15**
No. 72 (..).....**Feb. 5**
No. 73 (..).....**Feb. 26**
No. 74 (..).....**Mar. 18**
No. 75 (..).....**Apr. 8**
No. 76 (..).....**Apr. 29**

MENTONE PRODUCTIONS

Gals and Gallons (18).....**July 12**
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
Swing Sanatorium (18).....**June 14**
Dorothy Stone-Charles Collins.
With Best Dishes (17).....**Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 63 (9).....**June 5**
No. 64 (10).....**July 3**
No. 65 (9).....**Aug. 7**
No. 66 (8½).....**Sept. 18**
No. 67 (9).....**Oct. 9**
No. 68 (9).....**Nov. 6**
No. 69 (9).....**Dec. 4**
No. 70 (9).....**Dec. 25**
No. 71 (9).....**Jan. 8**
No. 72 (..).....**Jan. 29**
No. 73 (..).....**Feb. 19**
No. 74 (..).....**Mar. 11**
No. 75 (..).....**Apr. 1**
No. 76 (..).....**Apr. 15**

TWO REEL MUSICALS

Rhumba Land (18½).....**Nov. 15**
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....**Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Ballets and Ballads (17½)...**Feb. 14**
International Revels (..).....**Mar. 13**
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree.....**Jan. 17**
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....**Dec. 13**
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....**Oct. 18**
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21).....**Sept. 6**

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....**July 22**
Broadway Buckaroo (20).....**June 3**
Ice Frolics (20).....**Oct. 28**
One for the Book (20).....**Feb. 3**
Ride, Cowboy, Ride (20).....**Sept. 9**
Royal Rodeo (15).....**Nov. 25**
Seeing Red (20).....**Aug. 26**
Seeing Spots (20).....**Apr. 29**
Slapsie Maxie (17).....**Sept. 10**
Wardrobe Girl (20).....**June 17**
World's Fair jr. (20).....**Dec. 9**

THE COLOR PARADE
(New Series)

American Saddle Horses (10).**Nov. 11**
Mechanix Illustrated No. 1 (10).....**Sept. 30**
Mechanix Illustrated No. 2 (10).....**Dec. 2**
Mechanix Illustrated No. 3 (10).....**Feb. 17**
Modern Methods (9).....**July 15**
New Horizons (10).....**Jan. 6**

LOONEY TUNES CARTOONS

Africa Squeaks (7).....**Jan. 27**
Ali Baba Bound (7).....**Feb. 10**
Film Fan, The (7).....**Dec. 16**
Jeepers Creepers (7).....**Sept. 23**
Naughty Neighbors (7).....**Oct. 7**
Pied Piper Porky (7).....**Nov. 4**
Pilgrim Porky (7).....**Mar. 16**
Roar Pals (7).....**June 3**
Porky, the Giant Killer (8)..**Nov. 18**
Porky's Hotel (7).....**Sept. 2**
Porky's Last Stand (7).....**Jan. 6**
Porky's Picnic (7).....**July 15**
Scalp Trouble (7).....**June 24**
Wise Quack (7).....**Aug. 5**

NEWSREELS

TUESDAY, FEBRUARY 20

Movietone News, No. 47

Record snowfall in east; fire in Buffalo; Philadelphia family attends movies; Roosevelt off on Panama cruise; Chicago subway; envoys leave for Europe; Philadelphia gets Republican convention; Miami lifeguards in beauty contest; baseball players in golf meet; coast rowing; skiing; Lew Lehr.

News of the Day, No. 245

Roosevelt cruise; envoys sail; Philadelphia for Republican convention; snow in Boston; American ambulances blessed in Paris; lifeguard beauty contest; barefoot dancing in Miami; baseball players try golf; Santa Anita horseracing.

Paramount News, No. 50

Buffalo fire; Lord Tweedsmuir funeral; envoys sail; Washington memorial services in Virginia; fish in Florida aquarium; Republicans pick Philadelphia; Dr. Frank prepares for campaign; sportsmen's show in N. Y.; Armand Denis and Leila Roosevelt return from Oriental expedition; snow in east.

RKO Pathe News, No. 62

Envoys sail for Europe; funeral of Lord Tweedsmuir; Republicans set convention; traveling hospitals for farm workers in California; tea wagons for British troops; Virginia assembly meets; Australian volunteer coast patrol; Hialeah races.

Universal Newsreel, No. 851

Eastern snowstorm; Roosevelt off on cruise; Republicans pick Philadelphia; envoys sail; bless Paris ambulances; life guards in beauty contests; Denis-Roosevelt expedition returns; ball players at golf; sportsmen's show; California rowing.

THURSDAY, FEBRUARY 22

Movietone News, No. 48

England rushes defenses at Hong Kong; Swedish air force maneuvers; Marineland, Fla. aquarium; cavalry drill in Vermont; Vyvyan Donner flys south with models for style show; Lew Lehr; Golden Gloves; Chicago ice skating; outboard racing in Seattle.

News of the Day, No. 246

British rush defenses of Hong Kong; Marineland, Fla. aquarium; Swedish air force maneuvers; fair sex in streamlined fashions for Easter; hobby horse craze in Chicago; Golden Gloves; outboard racing in Seattle.

Paramount News, No. 51

Seattle outboard racing; Australian envoy arrives in Los Angeles; "speed up" fins for swimmers; Adolph Zukor in Chile; aircraft carrier "Wasp" off for trials; leap year gags in Chicago; Golden Gloves; Chicago ice skating.

RKO Pathe News, No. 63

Louisiana elections; Australian air cadets; dog show winner; Australian envoy arrives on west coast; Golden Gloves.

Universal Newsreel, No. 852

Plane carrier off for trials; English royalty reviews troops; LeBrun inspects naval base; English cut wood to help win war; Marineland, Fla. aquarium; new Easter hats for children; Chicago food exhibit; Chicago hobby horse craze; steam roller cooks for workmen; Chicago ice skating; Golden Gloves.

MELODY MASTERS

Artie Shaw & Orchestra (10)..**Dec. 30**
Dave Apollon & Orch. (10)..**Mar. 2**
Eddie DeLange and Orchestra (10).....**Aug. 12**
Leith Stevens & Orch. (10)..**June 10**
Rita Rio & Orch. (10).....**July 1**
Rubinoff and His Orchestra (10).....**Nov. 11**
Swing Styles (10).....**Sept. 2**
The Coquettes (10).....**Feb. 17**
Vincent Lopez and Orch. (10).**Sept. 30**
Will Osborne & Orch. (10)....**July 22**

MERRIE MELODIES (In Color)

Believe It or Else (7).....**June 3**
Busy Bakers (7).....**Feb. 10**
Curious Puppy (8).....**Dec. 30**
Dangerous Dan McFoo (7)..**July 15**
Detouring America (7).....**Aug. 26**
Early Worm Gets the Bird (7).....**Jan. 13**
Elmer's Candid Camera (7)..**Mar. 2**
Fagin's Freshmen (7).....**Nov. 18**
Fresh Fish (7).....**Nov. 4**
Good Egg, The (7).....**Oct. 21**
Hare-um Scare-um (7).....**Aug. 12**
Land of the Midnight Sun (7).....**Sept. 23**
Little Brother Rat (7).....**Sept. 2**
Little Lion Hunter (7).....**Oct. 7**
Mighty Hunters (7).....**Jan. 27**
Old Glory (10).....**July 1**
Screwball Football (8).....**Dec. 16**
Sniffles and Bookworm (8)...**Dec. 2**
Sioux Me (7).....**Sept. 9**
Snow Man's Land (7).....**July 29**
Thugs With Dirty Mugs (7)...**May 6**

TECHNICOLOR

Bill of Rights (20).....**Aug. 12**
Old Hickory (17).....**Dec. 23**
Sons of the Plains (19).....**July 30**
Mauch Twins, Rosella Towne.
Teddy the Rough Rider (19)..**Feb. 24**
The Monroe Doctrine (16)..**Oct. 14**
The Royal Rodeo (20).....**Nov. 25**

SPECIALS (Tech.)

The Master's Touch (10).....**Feb. 18**

VITAPHONE VARIETIES

An Organ Novelty (10).....**Jan. 13**
One Day Stand (10).....**Aug. 19**
Sword Fishing (10).....**Oct. 21**
Vote Trouble (10).....**Sept. 9**
Witness Trouble (10).....**July 29**

TRUE ADVENTURES
(By Floyd Gibbons)

Haunted House (11).....**June 3**
Lives in Peril (11).....**July 7**
Three-Minute Fuse (11).....**July 29**
Verge of Disaster (10).....**Aug. 26**

SERIALS

COLUMBIA

The Shadow.....**Jan. 5**
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters.....**June 10**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
Dick Tracy's G-Men.....**Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....**Dec. 16**
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....**Apr. 11**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Green Hornet.....**Jan. 9**
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters)....**July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps.....**Oct. 17**
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Offenders of the Law—Jack Holt, Marian Marsh, Phillip Terry, Robert Barrat, Jack LaRue. Director: Lewis D. Collins. Producer: Larry Darmour. Original Screenplay: Albert Demond. **(Completed)**

MONOGRAM

Covered Wagon Trails—Jack Randall, Sally Cairns, Steve Clark, Dave Sharpe. Director: Raymond K. Johnson. Producer: Harry Webb. **(Completed)**

PARAMOUNT

Untitled—Jackie Cooper, Leila Ernst, Eddie Bracken. Director: Ted Reed. Producer: Ted Reed. Original Screenplay: Don Hartman, Clifford Goldsmith. **(Starting)**

RKO RADIO

Anne of Windy Poplars—Anne Shirley. Director: Jack Hively. Producer: Cliff Reid. Original: L. M. Montgomery. **(Starting)**

You Can't Fool Your Wife—Lucille Ball, James Ellison, Robert Coote, William Halligan, Emma Dunn. Director: Ray McCarey. Producer: Cliff Reid. Original: Richard Carroll, Ray McCarey. Screenplay: Jerry Cady. **(Completed)**

REPUBLIC

The Dark Command—John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers, Porter Hall, Raymond Walburn. Director: Raoul Walsh. Producer: Sol Siegel. Original: W. R. Burnett. Screenplay: Grover Jones, Lionel Houser. **(Completed)**

20TH CENTURY-FOX

Rogue of the Rio Grande—Cesar Romero, Mary Beth Hughes, Evelyn Venable, Dana Andrews, Willard Robertson. Director: H. Bruce Humberstone. Producer: John Stone. Original Screenplay: Robert Ellis, Helen Logan. **(Starting)**

Charlie Chan's Oriental Cruise—Sidney Toler, Marjorie Weaver, Robert Lowery, Leo Carrillo, Charles Middleton. Director: Eugene Forde. Producer: John Stone. Screenplay: Frances Hyland, Lester Ziffren, Robertson White. **(Completed)**

UNITED ARTISTS

Personal History—Joel McCrea. Director: Alfred Hitchcock. Producer: Walter Wanger. Original: Vincent Sheean. Screenplay: James Hilton, Robert Benchley, Charles Bennett, Joan Harrison, Alma Reville. **(Starting)**

Our Town—William Holden, Martha Scott, Stuart Erwin, Fay Bainter, Frank Craven, Beulah Bondi, Gene Lockhart. Director: Sam Wood. Producer: Sol Lesser. Original: Thornton Wilder. Screenplay: Thornton Wilder, Frank Craven. **(Completed)**

WARNER-FN

Flight No. 8—Wayne Morris, Virginia Bruce, Ralph Bellamy, Jane Wyman. Director: Lew Seiler. Producer: Bryan Foy. **(Starting)**

Title Changes on Reviews

CASTLE ON THE HUDSON (FN)—Reviewed December 16 under title: "Years Without Days."

CAFE HOSTESS (Col) — Reviewed January 13 under title: "Street of Missing Women."

SECRET FOUR (Mono)—Reviewed December 16 under title: "Four Just Men."

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

10 Bad Little Angel .....M-G-M
17 Balalaika .....M-G-M
026 Barricade 20th-Fox
1011 Beware, Spooks! .....Col
4016 Big Guy .....Univ
.... Black Friday .....Univ
1013 Blondie Brings Up Baby...Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
.... Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
4020 Call a Messenger .....Univ
420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
.... Courageous Dr. Christian..RKO
915 Covered Trailer .....Rep
.... Covered Wagon Trails...Mono
962 Cowboy From Texas.....Rep

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
3816 Danger Flight .....Mono
4055 Danger on Wheels.....Univ
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3908 Disputed Passage .....Para
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Girl.....M-G-M
.... Dr. Ehrlich's Magic Bullet.FN
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
.... Escape From the Big House .....Col
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
062 First World War.....20th-Fox
1020 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
010 Flying Deuces .....RKO
.... Forgotten Girls .....Rep
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
.... Ghost Valley Raiders.....Rep
.... Goose Step .....P-D-C
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

.... Half a Sinner.....Univ
023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
3919 Heroes in Blue .....Mono
963 Heroes of the Saddle.....Rep
3922 Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... House of Seven Gables....Univ
.... Housekeeper's Daughter ....UA
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Invisible Killer .....P-D-C
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
.... Irene .....RKO
017 Isle of Destiny .....RKO
.... It's a Date .....Univ

J

914 Jeepers Creepers .....Rep
14 Joe and Ethel Turp Call on the President .....M-G-M
16 Judge Hardy and Son...M-G-M

K

411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9031 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
4019 Little Accident .....Univ
020 Little Orvie .....RKO
031 Little Old New York..20th-Fox
3913 Llano Kid .....Para
1019 Lone Wolf Strikes.....Col
.... Lucky Texan (Reissue)....Mono

M

.... Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
016 Mexican Spitfire .....RKO
.... Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
1032 Miracle on Main Street....Col
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
3803 Mutiny in the Big House.Mono
4051 Mutiny on Black Hawk...Univ
.... My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
4030 One Hour to Live.....Univ
.... 1,000,000 B. C. .....UA
3911 Our Neighbors—the Carters .....Para
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA
3857 Overland Mail .....Mono

P

3920 Parole Fixer .....Para
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
.... Riders of Pasco Basin....Univ
4014 Rio .....Univ
.... Road Back, reissue.....Univ
3926 Road to Singapore.....Para
403 Roaring Twenties .....WB
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

952 Saga of Death Valley.....Rep
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
3924 Seventeen .....Para
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
.... Son of the Navy .....Mono
941 South of the Border.....Rep
036 Star Dust 20th-Fox
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
012 Sued for Libel .....RKO
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
.... Three Cheers for the Irish.FN
328 To the Rescue .....GN
.... Tomboy .....Mono
016 Too Busy to Work....20th-Fox
.... Too Many Husbands.....Col
.... Torture Ship .....P-D-C
4012 Tower of London.....Univ
1203 Two-Fisted Rangers .....Col
013 Two Thoroughbreds .....RKO
013 20,000 Men a Year....20th-Fox

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
.... Virginia City .....WB
.... Viva Cisco Kid.....20th-Fox

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

032 Young as You Feel...20th-Fox
28 Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mono

Z

.... Zanzibar .....Univ

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

THREE YEARS TO PAY—Think of it! Buy new sound projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., New York.

REAL BUYS IN USED CHAIRS—2,000 used chairs, 18, 19, 20-inch—Veneers, $1.00 each. Upholstered spring bottoms, $1.50. Spring bottom, padded back, $2.00 each. WESTERN THEATRE SUPPLY, Omaha, Neb.

LOOK AT THESE FROM OUR JUBILEE SALE CATALOG—Spotlights, $3.95; six ampere rectifier bulbs, $1.98; leatherette, 69c yard; Bausch Lomb Lenses, $6.95; soundscreens, 19½c foot; exciter lamps, 33c; fifty slidemats, 79c; exit boxes, 98c; stereopticans, $19.95. S.O.S. CINEMA SUPPLY CORP., New York.

WANTED—Baby arc lamps and rectifiers; also 16mm film. F. SHAFER, Washington, Ind.

FOR SALE—35mm, 16mm portables; also features, shorts, serials. F. SHAFER, Washington, Ind.

NEW EQUIPMENT

TWO CLOSEOUTS from our tremendous stock—Tickets, roll or folded, misprints, 22½c roll; brand new blowers, 3,000 cubic feet capacity, worth $90.00, now $29.50. S.O.S. CINEMA SUPPLY CORP., New York.

USED EQUIPMENT

TWO REBUILT SIMPLEX PROJECTORS—Lamps and rectifiers, RCA sound heads, $725.00. Free trial; write for information. VIRGIL CASE, 4619 S. Ashland Ave., Chicago.

FOR SALE—Theatre equipment; two Simplex projectors; amplifier, chairs, other fixtures. Write Lock Box 7, Onaway, Mich.

THEATRE GAMES

PLAY (70 WAY) BINGO—Play to capacity business. 70 ways to win for the audience. Different, simple. Holds audience interest to very end. PREMIUM PRODUCTS, 354, West 44th St., New York City.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

205 INSERTED PANEL BACK CHAIRS with upholstered cushions, 75c. Thousands of others equally cheap, send for bulletin. S.O.S. CINEMA SUPPLY CORP., New York.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

WINDOW CARD ADVERTISING

WINDOW CARDS—Two to six changes. Size 14x22; two colors; unexcelled quality. 15 cards $2.00; 25 cards $2.50; 50 cards $3.00; 75 cards $3.50; 100 cards $4.00; 200 cards $7.00. Shipping charges prepaid. Cash with order; samples on request. 24 hour service. TRIBUNE PRINTERS, Lineville, Iowa.

HELP WANTED

WANTED—Experienced operators to book circuit of town in their neighboring towns. We rent 16mm Victor machines and films weekly to responsible parties with proper references. If you are hustler and reliable, you can have a business of your own the year around. MERTZ AMUSEMENTS, Virginia, Ill.

RELIABLE MEN to handle games in each film exchange. Commission only. Must be acquainted with owners and managers. Write brief summary of past employment reference. STANLEY GAMES, INC., 127 North Fifth St., Philadelphia, Pa.

SALESMEN WANTED—Lease theatre screen games. Weekly advance, 40% commission. Car required. SCREEN GAMES ATTRACTIONS, 1243 So. Wabash Ave., Chicago, Ill.

OPERATORS AND MANAGERS—Movie circuits; 518 State Theatre, Pittsburgh, Pa., or P. O. B. 1001, Memphis.

POSITIONS WANTED

THEATRE MANAGER—Thoroughly experienced, highly recommended, wants position in Texas as theatre manager, or a selling proposition to theatres. B-1223, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

SPECIAL LICENSE OPERATOR — Do not smoke or drink; married and want steady work; Massachusetts. Good references. PAUL LAKUTES, 41 Cliff St., Fitchburg, Mass.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

THEATRES WANTED

WANTED—Paying theatre in small Ohio town; write full particulars. E. D. ENGLE, 562 Belvidere Ave., Columbus, Ohio.

WILL PAY CASH for theatre in midwest town of about 2,000. B-1222, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE WANTED—Within or near Wisconsin. Write Box 208, Little Chute, Wis.

THEATRES FOR SALE

FOR SALE—South Texas attractive new theatre; 322 seats. No competition; oil town, 1,200 population with steady payroll. Good income. B-1220, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRE FOR SALE—One of the finest theatres on Chicago north side. Completely remodeled throughout; new seats, carpeting, ventilating system, etc. Best of booth equipment. 700 seats. Most reasonable rental for theatre of this size; 15-year lease. Price $14,000 ALL CASH. (Please do not respond unless you have $14,000 cash and are interested in operating a theatre.) A. G. SPENCER, 1250 South Wabash Ave., Chicago, Ill.

FOR SALE — Theatre building, fully equipped; Missouri county seat town, 1,100. Nearest competition 35 miles. Cash only. Box 231, Warsaw, Mo.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BE PREPARED! "Understanding Theatre Television"—only $1.00. 20,000 word book by Aaron Nadell explains complete theatre television installations. Illustrated and indexed, 69 pages. Send check or money order for $1.00 to ASSOCIATED PUBLICATIONS, 4804 E. 9th St., Kansas City, Mo.

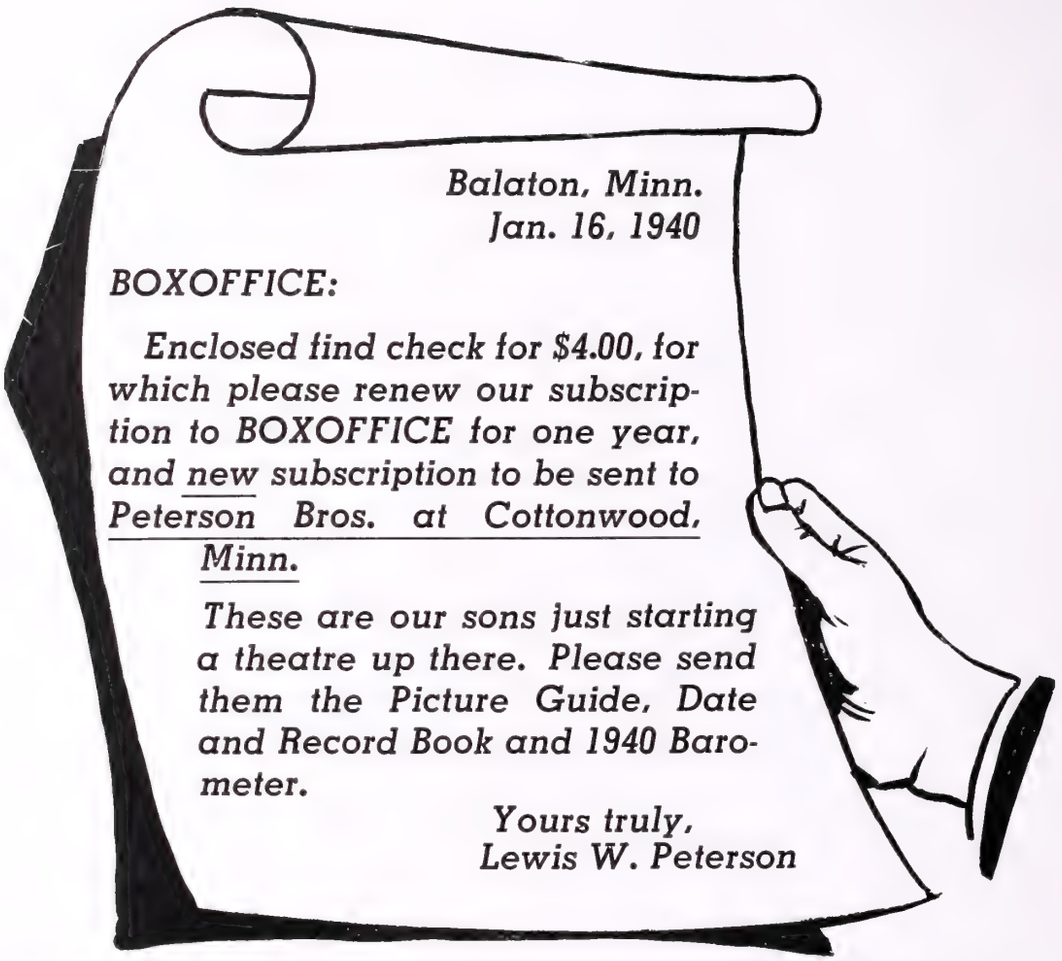
FOR RESULTS

Advertise in

THE CLEARING HOUSE

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

From FATHER *to* SONS



Balaton, Minn.
Jan. 16, 1940

BOXOFFICE:

Enclosed find check for $4.00, for which please renew our subscription to BOXOFFICE for one year, and new subscription to be sent to Peterson Bros. at Cottonwood, Minn.

These are our sons just starting a theatre up there. Please send them the Picture Guide, Date and Record Book and 1940 Barometer.

Yours truly,
Lewis W. Peterson

For "Beginner" or "Old Timer"—

BOXOFFICE

The Pulse of the Motion Picture Industry

The Pulse of the Motion Picture Industry

BOXOFFICE

MARCH 9, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 10c Per Copy. Per Year $2. NATIONAL EDITION

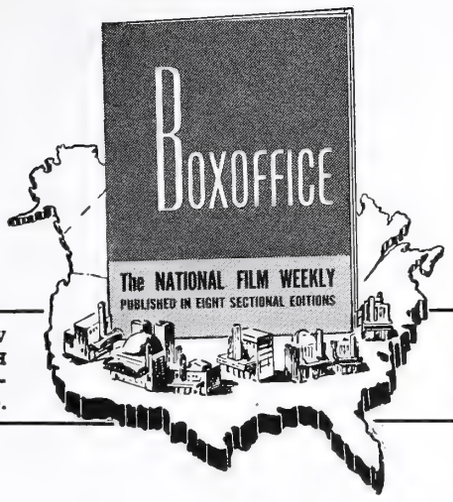


"DEEP IN THE CORE"

Page three explains


"What does BOX-OFFICE mean, papa?"
"That's easy son. It's when you've got Metro-Goldwyn-Mayer Pictures!"
CLARK GABLE
JOAN CRAWFORD
"STRANGE CARGO"
with
IAN HUNTER • PETER LORRE • PAUL LUKAS
Albert Dekker • J. Edward Bromberg • Eduardo Ciannelli
A FRANK BORZAGE PRODUCTION
Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage • A Metro-Goldwyn-Mayer Picture
Produced by Joseph L. Mankiewicz

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 16
March 9, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

DEEP IN THE CORE

THE more your observer considers the synopsis provision of the Neely bill, the more does he become convinced its application would tend to create a form of censorship potentially more dangerous than any the industry has known.

Crediting the champions of the proposed law with the highest of purposes only and granting for this one day, at least, their objective is beyond criticism, that danger is present, nevertheless. It is there because in the very core of the synopsis clause are embraced the seeds of a condition which could get beyond control and end up by wrapping around the shoulders of this industry a pressure which it might not be able to shake off. We shall endeavor to tell why.

The synopsis clause makes possible opening the avenue wide to any groups sufficiently well financed or sufficiently articulate to attempt a kind of production dictatorship by the reverse method of registering objections to specific attractions through the exhibitor. Some of those objections may be sound; some may be lodged in honesty and in conviction. Undoubtedly, this would be so. Others may be a blind for special interests of who knows what brand, leaping to a ready-made opportunity allowing them to seek a control of Hollywood for their own purposes. Where one activity would begin and the other pick up would be impossible to define. Therein, exactly, is the danger.

Public demand is not always representative of the wishes of the greatest number. Public insistence can be, and has been, tricked up to suit a definite purpose by creating issues; by organizing for and against them, as the aim may be; by whooping it up through telegrams and letters; by mass meetings, small and large; by confusion consciously created through false fronts. It depends largely on who is running the show and why. And it must be borne in mind, also, that for every one individual who registers his opinion honestly, or is bamboozled into believing he has, there may be a thousand who believe otherwise and never have their point of view explained because no organized effort is made to capture it.

In considering the Neely bill, therefore, the exhibitor should bear this in mind: He may have something on his hands if the day arrives when responsible and crackpot guardians of sacred and, perhaps, profound causes wield a legally endowed authority of instructing him in what his theatre is to play. Once this way is forged, the season will be open and the opportunity extended in one direction made available in all directions regardless of merit or otherwise. Confusion well might be the consequence.

Present, too, is the serious question of what constructive purpose this would serve. We have said before, and now repeat, it is the responsibility of the producer to make the product. His own self-created censorship through Production Code Administration assures the theatreman and the public for whom the exhibitor serves as middleman a flow of film in good taste, if not always in acceptable entertainment content. The producer requires no new control piled on top of the one he voluntarily has pledged himself to observe. It is best for him and for all that he be permitted to operate with as few outside restraints as possible and be removed from the living fear that new insistences applied by current and future pressure groups may curb his enterprise and crowd his ingenuity into circumscribed channels.

Some one part of this business has to display the courage represented by taking a chance. Some one group has to display the nerve to step where no one has ventured before. By any other approach, the first sound film would not have been made. Walt Disney never would have attempted "Snow White." Biography would have been permanently shelved. Films would have remained within their black and white framework.

This courage and this nerve are among the vital organs of the industry. Their function must suffer no interruption, must meet with no newly conceived handicaps if progress is to rise above the freezing point. The gamble is enormous enough and the failures are too common, but the successes too sweet to be stymied by imposts attempted by those who may think they know what they are about when actually they do not.

It does not follow at all this is an argument that the producer is always right. He is not, as his own varying performance demonstrates. But, since his product is the blood stream along which the industry travels, his task should not be made heavier by the type of outside interference which the synopsis clause makes possible.

This is a time for complete dependence upon the established system. True, it does not work with the perfection which visionaries demand. At least, it works and that's something.

Kann

UA and Universal Lone Hands; No Stipulations in U. S. Suit

NEW YORK—Counsel for UA and Universal will have no truck with the government on pre-trial conferences or make any stipulations as outlined recently by the department of justice.

States counsel for the two distributor companies, "If the list of things asked by the government is stipulated we might as well throw our case out of the window."

Declaring most of the material sought by the government is "ridiculous," counsel for these two distributors without theatre affiliations adds, "We will concede nothing. The thing to do in a law suit is to fight and not stipulate.

"It's all right for the government to say we want to save time, insofar as stipulation is concerned, but they have their courage in making us go through the records for material to answer their interrogatories after they have been through all our files and we have given them everything they have asked.

"We are in a fight and we might as well conduct ourselves accordingly," the attorney adds. He points out that the government wants stipulated, among other things, that a metropolitan first run must have major product to operate successfully. In answer to this, the lawyer says it is common knowledge that some theatres getting the cream are losing money.

"Same as Consent Decree"

Another attorney, commenting on the government's proposed stipulations, says, "If we signed that we might as well say we are signaturing a consent decree. Because that's about what it amounts to. Most of the things in the proposal are the issues to be decided by the court."

It is held that much of the material sought by stipulation is, or has been, provided in the distributors' answers to the government's 59 interrogatories.

Among offenses charged are items which state: The producer-exhibitor defendants have integrated the principal exhibition, distribution and production facilities; in order to fill surplus time they give the time to other defendants; that first run exhibition is necessary for an exhibitor to survive; in acquiring theatres the majors have not gone into territories occupied by each other; each major exhibitor has acquired one or more theatres from an independent; even division of product where two majors or more operate; contracts are negotiated between themselves before an independent has a chance to bid; most valuable stars and technicians are under contract to the majors and in some cases two or more companies have the same star under contract and are made available to each other.

Citing this as an example, distributor counsel feel all the government has done is to boil its petition to as few pages as possible and "ask us to admit to its allegations."

Loew's and M-G-M were the first to file answers to the government's interrogatories. Second was Warner with National Theatres and 20th-Fox next and RKO fourth. Upon receipt, the information was dispatched to Washington for study.

Even Serious Trials Have Their Humor

New York—Moving from Room 301, then to 235 and lastly to 1604 in the federal building for the depositions of industry leaders in the government suit, the examination of Ned E. Depinet was interrupted on two occasions for a bit of humor.

The first time the telephone rang John Caskey of Dwight, Harris, Koegel & Caskey answered. It was a woman on the other end. After a brief conversation, the lawyer said: "It was quite a lovely girl, but I don't know who she was."

The second incident found an elderly man insisting the room was where the internal revenue bureau was making its headquarters. He said he had been to Room 301 and 235 and the notice on the latter door said to go to 1604. So he took his leave, apologizing for the intrusion.

Promptly Squelches Settlement Rumor

NEW YORK—Renewed rumblings of a possible settlement of the all-industry suit flashed through the federal court building early in the week and were quickly squelched by Senior Judge John C. Knox, Col. William J. Donovan of Donovan, Leisure, Lumbard and Newton, and Robert L. Wright and William P. Farnsworth of the department of justice.

The first hint of a probable settlement appeared in an indirect reference Judge Knox made in a decision outside the industry. It was stated later the senior judge of the southern district court for New York held a telephone conference with Washington on the disposition of the suit.

Judge Knox was quick to deny the report when it was brought to his attention. Col. Donovan told BOXOFFICE, "We are going ahead with the preparation of our witnesses. We've agreed to the trial date, have prepared the answers to the government's interrogatories and I know of no settlement pending.

"Further," he said, "You can never tell. It may be an act of God. I don't know what the government is doing." But as far as he is concerned, he frankly confesses he is not participating in any negotiations for a settlement, if there are any.

Wright dismissed the rumblings with a few words. He declared "It's a lot of nonsense." Farnsworth asserted he had heard nothing of the reports and was continuing with the procedure outlined by Washington.

In most instances, the companies held as confidential data on production costs, capital investments, gross income, borrowing and loaning of talent, technicians and sets, film rentals and bookings and percentage arrangements on product.

Gov't Loses Point; Coercion Order Out

By BILL ORNSTEIN

NEW YORK—Denying the government's motion for a court order prohibiting defendants from "intimidating, coercing or harassing" witnesses, distributor counsel—chiefly Former Judge Thomas D. Thacher, Edward C. Raftery, John F. Caskey, Robert W. Perkins, Louis D. Frohlich, and a lawyer representing Chase National Bank—won an important point in the development of the preliminary issues in the all-industry suit.

Paul Williams, assistant to the attorney general, asked that before making known the government's list of probable 550 independent exhibitor witnesses the proper protection should be made by the court so that "no intimidation, reprisal or harassment should be visited on them."

He brought out the fact approximately 150 of the probable witnesses had been known to the distributors. These represented a group which approved of the department of justice sending their complaints to film companies for whatever adjustments could be made. The three other groups, he cited among the 400, represented (1) those who did not want their names disclosed at all. (2) those who did not want their names known until date of trial and (3) those who would not talk at all to the department.

Williams read the affidavit of Nathan Yamins, former president of national Allied and also head of the Independent Exhibitors of New England. Judge Thacher later referred to the affidavit and said that "he is the fellow who has a closed town and has had it ever since he entered it." Then he asked, "Has he a right to a monopoly?"

One of 156 Known

Judge Thacher added Yamins is one of the 156 men known to the distributors as a government witness and pointed out he is still in business. He pointed out also that the Yamins affidavit does not say he himself fears reprisal, but believes others do.

"What does Mr. Williams want?" Judge Thacher asked the court. "He wants you to sign a paper to let these fearful souls sleep nights."

Although Williams did not read the H. A. Cole affidavit, he went into the history of the Ruben Frels case, stating that, in a suit against Paramount, Frels testified falsely and "this is the kind of evidence brought in to sustain relief."

Judge Thacher then referred to the statute which provides for a year in jail and $1,000 fine for intimidating witnesses. Caskey at a later point in the argument found another statute which carries a $5,000 penalty and six months term in jail for intimidating or coercing witnesses during the pendency of a case.

Caskey's reference to Colonel Cole was vitriolic. He called him "a professional agitator." Then he added, "Any place two people get together, Colonel Cole will stand up and make a speech. He has two theatres, is still in business and has never been intimidated."

It was also Caskey who referred back

(Continued on page 9)





Whew!!!!

the big WIND is on the way...

TYPHOON

IN TECHNICOLOR!

DOROTHY LAMOUR

ROBERT PRESTON



A Paramount Picture with

LYNNE OVERMAN

J. CARROL NAISH

Screen Play by Allen Rivkin

Based on a Story by Steve Fisher

Directed by LOUIS KING

EXCUSE OUR HASTE . . . BUT . . .

In your enthusiasm for the coming Paramount hits, "Sidewalks of London," "Road to Singapore," "Dr. Cyclops" don't forget to prepare, now, to play that tropic tornado of love thrills, of action thrills . . . "Typhoon" and reap a terrific box office whirlwind. It's due May 17 . . . and it's emotional dynamite!

Paramount Pictures

$21,740,494 Is "U's" Gross in America

NEW YORK—Universal grossed $21,740,494 in the United States for the year ended October 28, 1939, it is revealed in its report to SEC. Foreign revenue totaled $3,649,586. It was in this fiscal year that the company reported a net of $1,153,321.

Salaries of employes in the United States totaled $2,179,998, and in foreign countries, $608,975. The combined payroll, therefore, was $2,788,974. It is pointed out that agents' commissions in this country aggregated $1,840,496.

A grand total of $520,491 was spent for publicity and advertising in all countries, of which $433,860 was charged off to domestic and $86,631 to foreign. Cost of sales, including amortization of film costs of $13,608,255 and royalties of $576,580 amounted to $14,501,739 in this country, and $512,794 overseas. Accessory sales in this country showed a gross of $373,253 and $180,120 abroad.

The company has on deposit in foreign countries with restrictions about $235,200, of which approximately $148,600 is fixed assets. Relative to the net equities in foreign countries, it is pointed out the company has a $464,417 obligation to repay a British subsidiary, in addition to $405,015 indebtedness to other foreign units.

Into Convention Plans Upon Scully's Return

NEW YORK — Shortly after William A. Scully, general sales manager of Universal, returns from his Miami vacation, home office executives will go into a huddle on convention plans for the new season. He is due about the middle of the month.

Preliminary to the convention, however, two changes in the branch managerial setup have been made. Grover C. Parsons, for years Republic coast division head, has been named Kansas City manager, succeeding LeRoy Miller, who has been transferred to Minneapolis to a similar post. Harold B. Johnson, Minneapolis manager, is expected to be shifted to another territory.

"Birth of Nation" Remake Considered by Aitkens

CHICAGO—Harry and Roy Aitken of Epoch Pictures, original producers with D. W. Griffith of "The Birth of a Nation," are understood to be considering a modern remake of the film in Technicolor, with Griffith as technical director.

The Aitkens have retained distribution rights to the film for the 25 years it has been in circulation.

Nine Loew Bonuses $1,255,612; Beery Top Star at $355,000

Schenck Permits His Option to Slide

New York—Nicholas M. Schenck, president of Loew's, has not taken advantage of his option to pick up 29,095 1/5 shares of the company's stock over the past three years. Although the purchase price is $40, and the stock is selling slightly under that currently, it has been much higher at the market. Under his original agreement, Schenck is permitted to pick up annually, for five years, 9,698 2/5 shares, as of December 31, 1937.

NEW YORK—Nine Loew-M-G-M executives were paid a total of $1,255,612 in bonuses, in addition to $390,817, which was paid back to the company by four of the men in pursuance of a court order resulting from a minority stockholders' suit, according to figures, filed for its 1939 fiscal year with the SEC.

In only three instances are salaries listed. These cover Louis B. Mayer, managing director of production; Wallace Beery, the highest paid star on the lot, and Hunt Stromberg, supervisor. Mayer received $688,369, of which $514,119 was additional compensation after he paid back to the company a total of $167,195 in compliance with the federal court order. Beery's income is listed at $355,000, while Stromberg netted $328,817, of which $68,818 was his share of percentage of the profits.

Salaries Not Mentioned

Other bonuses paid include $145,513 to Nicholas M. Schenck, president, after he returned to the treasury $69,447; David Bernstein, $87,307, after he returned $41,668; J. Robert Rubin, $114,244, after he returned $112,505; E. J. Mannix, $91,956; Sam Katz, the same as Mannix; Al Lichtman $68,817; Benjamin Thau, $45,878. The Irving Thalberg estate paid Loew's $136,985 as part of its share of the court order. Bonuses reported are exclusive of salaries which are not mentioned.

Proskauer, Rose & Paskus, which handled the stockholders' suit for the company, received $75,000. Emil K. Ellis, attorney representing the suing stockholders, got $64,025; Pollack & Nemerov, received $28,500, and Bernard Reis & Co., accountants employed by the plaintiffs, $30,000.

The aggregate remuneration of all directors was $1,171,922. There are 14. The aggregate salaries of all officers, other than those who are directors of Loew's, of which there are 11, totaled $934,934. The total remuneration of all getting in excess of $20,000 annually was $16,461,798. This embraces 236 personalities and executives.

Allied Arbitration Is "News" to Him

NEW YORK—"If there is a plan to consider the suggestion of Allied that distributors adopt some sort of arbitration system I know nothing of it," states William F. Rodgers, key figure in the exhibitor-distributor trade practice code negotiations. While making it clear his own position is not to be construed as representative of the majors, Rodgers, who has returned from an extended trip to the coast, observes there appears to be no active disposition to take up the Allied proposal.

A checkup among major executives reveals they received communications from Allied pointing out its stand and enclosing copies of the organization's formal resolution to that effect. However, in no instance was a plan of arbitration suggested by Allied, they say.

Only routine subjects were discussed during his conferences with M-G-M executives on the coast, he declares. Numerically, the company's lineup for 1940-41 will be virtually the same as for the current season, he adds. In view of the fact M-G-M has long term deals with large circuits, none of which expires this year, it will not be necessary to hold a convention until "late," Rodgers states, because subsequent runs do not begin to use the company's product until October.

How Metro, Universal Amortize Features

NEW YORK—M-G-M amortizes its films over a two-year period, while Universal works on a 75-week basis for its features, westerns and serials and 45 weeks for its shorts.

The M-G-M basis is 65 per cent for domestic, including Canada, and 35 per cent for foreign. The plan is as follows:

Weeks	Total	Domestic	Foreign
12	49.66	76.4	...
24	66.02	97.2	8.1
36	74.18	98.4	29.2
52	88.17	100.	62.2
80	95.59	...	87.4
104	100.	...	100.

The Universal Plan, Except Shorts:

Weeks	Features	Westerns	Serials
13	42.05	30.75	14.
26	66.75	61.50	45.75
39	87.25	81.50	70.50
52	97.	95.	86.50
60	100.	100.	92.50
65	...	...	95.
75	...	...	100.

Loew Surplus Controls Dividends

New York—Dividend restrictions by Loew's, or any other distribution, is permitted if the consolidated surplus is reduced below $37,000,000, or if the consolidated current and working assets are reduced to less than twice the consolidated current liabilities. No dividend on the common is permitted while dividends or sinking fund requirements on the preferred stock are in arrears. Dividends on the common, payable in Loew common, may be declared if such dividends do not reduce the consolidated surplus below $5,000,000.

M-G-M's reserve for books and other literary rights increased from $1,285,780.80 at the beginning of the last fiscal year to $1,400,833.51 at the close of the latest 12-month period, August 31, 1939.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA—903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

OF COURSE. It was only a matter of time before the Hearst newspapers, which see a Communist under every press, would take their usual hysterical crack at Hollywood, now that Martin Dies is making loud squeaks through his tin horn.

"Tainted Movies; Exposure Makes Hollywood's Face Red As Its Films" is the way the "New York Journal-American" captions its sterling evidence of editorial accuracy which talks about very embarrassing chickens coming home to roost in Hollywood because "for too many years, important producers permitted their bright young men to coquet with the doctrines of Communism, which they mistook for a species of social reform. The screen was crowded with pseudo philosophy of a politically pinkish hue."

Pretty positive statement to throw around loosely without endeavoring to muster any evidence. Outrageous as well is this:

"Hollywood can best wash off the pink tint and taint of Communism it has so foolishly acquired by making pictures that expose all ultra-radical ideologies and that emphasize and encourage genuine American democracy."

In Hearst's eyes, the case is closed when actually it has not even begun. His editorialists go flag-waving about genuine American democracy, yet un-democratically find guilty a defendant who has not been tried.

Hearst is the great contemporary exponent of the expose routine because it fits into his pattern of yellow journalism and sells papers. He has the resources. He has the reporters. He has Louella Parsons. If there are facts to dig out, the combination of all three should be able to drag them into the daylight, although it might be straining to depend on Louella. But that would be the time for Hearst to do his shouting. Until then, he merely thrusts his uncertain lance at a confident windmill.

Explaining It

For fun purposes, there is that recent enterprise of Ben Crisler, who writes for the "New York Times" although many of the gentlemen of the pressagentry reflect no particular cheer over it. By this time, many must have read and chortled over his lexicon for Hollywood, but the chuckles that rolled off his typewriter ought to be spread around generally. For example:

> Investment: That part of a picture which the producer naively expects a critic to be impressed by when the picture has nothing else about it to inspire respect. Too often the beglamoured critic forgets that the investment theory, if sound, must work two ways: That the public's money is at least as important to the public as the producer's money is to the producer.

Then one defining infancy which goes:

> That happy, mindless, irresponsible state in which the art of the motion picture has blissfully and profitably puled for more than half a century. Still solemnly alluded to by graybeards who entered the industry as apple-cheeked youths in the Nineties, usually in the heartily self-indulgent remark, "After all, the motion picture is still in its infancy."

Finally, a critic's approach on Product (Class B), slightly magnified in the type display:

> What every self-respecting film company at the beginning of every fiscal year solemnly announced that it will produce no more of. Nevertheless, Class B pictures, or their artistic equivalent, continue to form about 85 per cent of the output of each major studio.

Hands—Left, Right

Jimmy Roosevelt, his apprenticeship with Sam Goldwyn qualifying him as a producer, full-fledged, has both hands busy. Whether coordination is all it might be is another story and about it there is speculation. On the one hand, Jimmy plans pictures for UA release—"The Bat" is one and "Pot O' Gold" is another. On the other, he has a deal to join his company with Mills Novelty of Chicago. Together, they will make films for automatic projectors in taverns, cafes, cocktail bars, etc., at a nickel a throw.

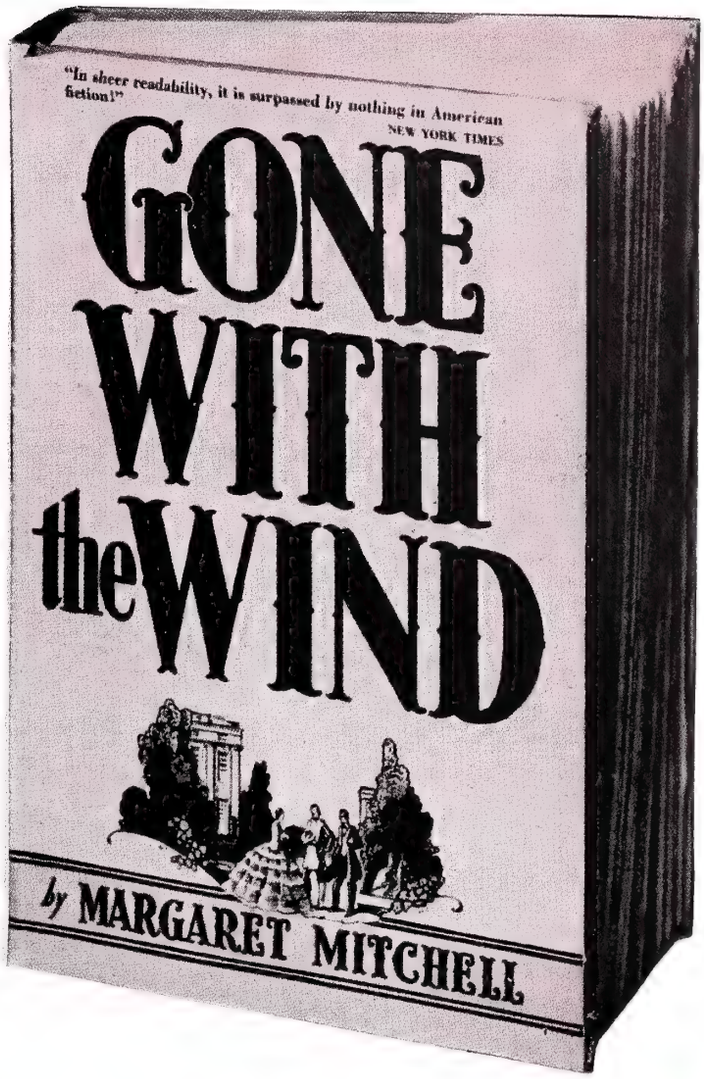
Roosevelt may see no competitive criss-crossing here. The exhibitor, it's a cinch as early as this, will have other ideas.

Final Straw

"The last thing I want to do," observes a Hollywood actor, "is to work for a producer who has good judgment.

"You don't think I can afford to take that chance, do you?"





TEN CONGRATULATIONS MR. SELZNICK

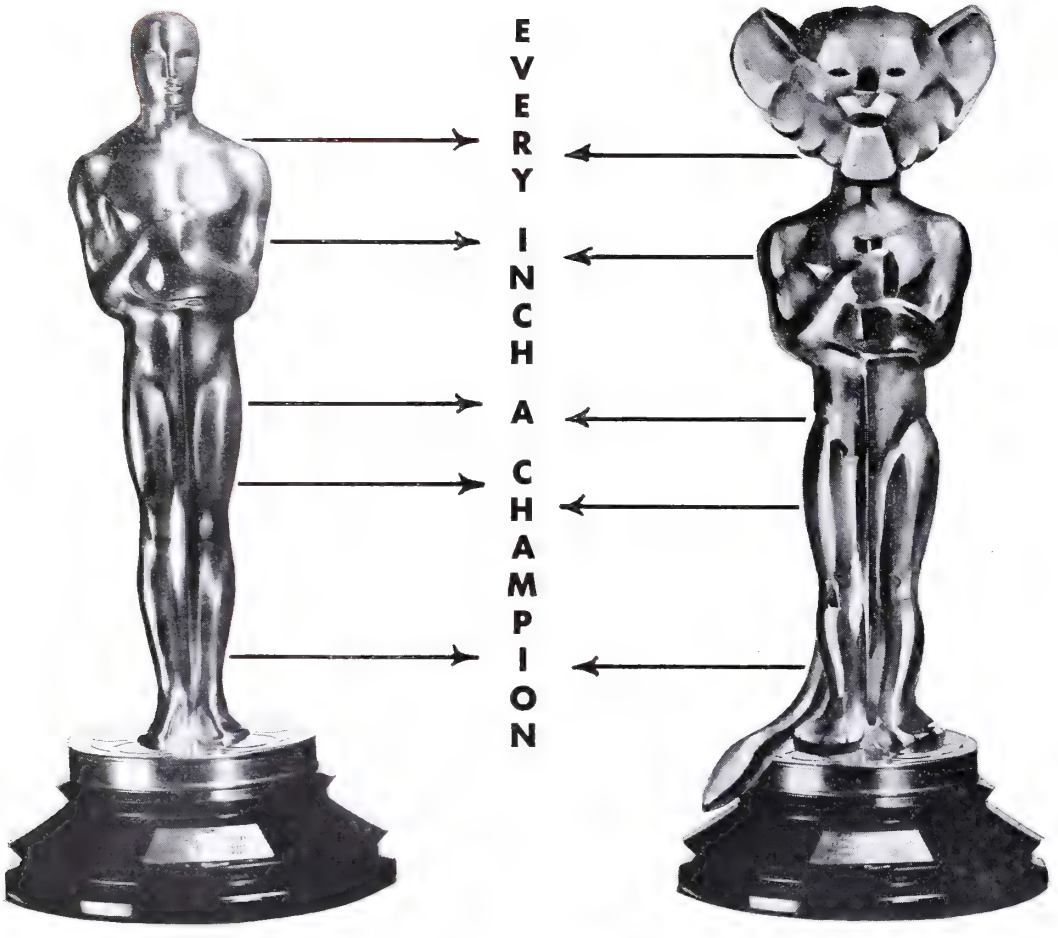
and Selznick-International!

The Academy Awards to your organization are the Talk of the Industry. M-G-M, as the distributor, is proud of the privilege to serve your great production.

(over)

THE PERFECT FIGURE

OSCAR AND LEO



M-G-M gratefully acknowledges its new Academy Awards: Best Male Performance: Robert Donat in "Goodbye Mr. Chips". Best Original Musical Score: Herbert Stothart's for "Wizard of Oz". Special Award to Judy Garland for outstanding performance of juvenile roles. Today M-G-M gets Academy Awards—yesterday it was 600 Film Critics of America who heaped honors on Leo; before that it was *Film Daily's Ten Best*, and *Quigley's Box-Office Champions* and *Variety* and *Box-Office Magazine* and all the others! We're happy to merit these annual tributes, but we're proudest of the golden rewards that come to *your* box-office every day in the year when you play M-G-M pictures!

Gov't Loses Point; Coercion Order Out

(Continued from page 4)

to the Yamins affidavit which talks about "things getting worse for the independent exhibitor. Yet," he continued, "Yamins was at Palm Beach when he signed it."

Williams emphasized, in asking for the order, that he was discharging an obligation to the witnesses who have asked their names be held confidential. Under the new rules, they must be listed in answers to interrogatories.

Frohlich held the order was an invasion of the defendants' constitutional rights. It would prevent two people having business from talking with each other, he said.

Raftery referred to the Westway case, the Johnny Jones case in Chicago, stating these individuals have testified against the distributors but continue in business without intimidation. He said the witnesses want something. "They want a court order and want to use it against us."

Perkins referred to the Joseph Conway affidavit, pointing out that "all it says is the Warner circuit has a dominating power in Philadelphia, but what that power is no one knows." He added the circuit has less theatres in that area than it had ten years ago. He also mentioned the Schine case and another suit in Chicago where witnesses had testified and are still in business.

Williams stated "a fear exists among independents and we feel it should be quieted." He added two or three probable witnesses would not even talk to the department of justice for that reason.

At the end of the hearing, Judge Goddard stated: "I am inclined to deny the order, but with prejudice for your renewal. The court will do its utmost to see that there is no intimidation. You can tell your witnesses that.

"I hope the independent exhibitors," the court went on to say, "will realize the government and court will see no one intimidates them. If you find anyone, don't hesitate to bring him here. I won't see anyone's rights molested."

Hearings on pre-trial conferences are set for March 22.

New Carbon Arc Light Source Is Developed

CLEVELAND—Production of the new "One Kilowatt" high intensity carbon arc sources of projection light, designed to bring the advantages of modern high intensity screen illumination to the small theatre, has been announced by National Carbon Co., Inc.

The arc is aimed particularly at owners of small theatres who continued use of low intensity projection after the advent of the "Suprex" type of lamp which broadened the field of high intensity screen illumination. The new carbon arc light sources are keyed to the requirements of the modern black and white as well as color films, available in both alternating and direct current types.

Probable Witnesses Include Important Allied Bigwigs

NEW YORK—Allied leaders appear in the list of 337 probable government witnesses made public. However, Paul Williams, assistant to the attorney general, has indicated "there are many others." Distributor counsel, before and after glancing at the list, declared they were aware of many of the names and most are no surprise to them.

The list, as released by the government for each state, follows:

Albany—Abraham Stone, Eagle Theatre.

Atlanta—Charles A. Adams, L. W. Carter, Jack Elwell, O. L. Gaston, Madison Theatre; Frank Harris; Robert R. Meyer, Birmingham; W. T. Murray, Rialto Theatre; C. H. Rogers, Southern Theatres, Inc., Avondale Estates, Ga.; Claude D. Swint, George Wilby.

Boston—Irving Isaacs; Max L. Levenson; Frederick E. Lieberman, Tremont Theatre; Walter B. Littlefield; E. M. Loew; David Stoneham; Max Shulman; Nathan Yamins, Fall River.

Brooklyn, N. Y. — Julius Charnow; Samuel Rhonheimer; Rudolph Sanders; Samuel Strausberg; William H. Applegate jr., Century Circuit; Samuel Goodman, Century Circuit; Albert A. Hovel, Century Circuit; Edward L. Hyman, Century Circuit; S. W. Kaufman; Jack La Reaux, Century Circuit; H. Clay Miner, Century Circuit; Charles H. Moses, Martin Newman, Century Circuit; William Price, Rugoff and Becker; Fred J. Schwartz, Century Circuit; Leslie R. Schwartz, Century Circuit; Joseph R. Springer, Century Circuit.

Buffalo—Nicholas J. Basil; Nikitas Dipson, Century Theatre; A. C. Hayman, Lafayette Theatre; Max Yellen.

Charlotte — Ellis Blumenthal, Tryon Theatre; W. G. Carmichael, Robert G. Hofheimer, T. A. Little, J. F. White jr., Asheboro, N. C.

Chicago—Angelo Brescia, Harold Costello, Robert Farrell, Fred A. Gilford, Aaron Jones, John Jones, Jack Kirsch, Edward Mager, Sam Meyers, Wilmette, Ill.; Jack Rose, Maurice H. Salkin, Carmelo Scribno, Irving Sevin, Edwin Silverman, Harry Solomon, Leo Solomon, Emil Stern, Salvatore Tomaso, Herman Zoble.

Cincinnati—Frank W. Huss jr.; Harold Bernstein, Plaza Theatre, Norwood; Asher Mayer, New York City; Saul H. Greenberg.

Cleveland—Meyer Kaplan; Meyer S. Fine, Max Lefkowich, Moe B. Horowitz, Pierce E. Essick, Allen Theatre.

Dallas—L. G. Bessinger, Queen Theatre; H. A. Cole; Donald Dixon, Haskell Theatre; L. L. Dunbar, Queen Theatre; O. C. Easter, Peak Theatre; Bob Euler; R. Z. Glass, Knox Theatre; Chas. L. Hefley; H. C. Houston, Trinity Theatre; Paul Scott, Varsity Theatre; R. J. Stinnett; R. P. Condron, Forney; F. M. Baker, Handley.

Denver—E. B. Ellison; DeWitt C. Webber, Webber Theatre; Charles McIntire.

Houston—O. B. Bridges; J. L. Greenwood, Joy Theatre; Jack Groves, New Queen Theatre; Sam Kirchheimer; T. G. Teeter, Joy Theatre; Robert Wygant.

Kansas City—Charles Esterly, Bijou Theatre; Frank C. Grubel, Electric Theatre, Kansas City, Kas.; Emanuel Rolsky, St. John Theatre; Stanley H. Schwartz; Jack F. Truitt, Electric Theatre, Kansas City, Kas.

Los Angeles—Max Chotiner; Joe Leo, Los Angeles Theatre; Robert Gumbiner; Joseph G. Venable; Independent Theatre Owners of Southern California; Milton Arthur; Jack Berman; William Fox; H. W. Chotiner; R. D. Whitson, Los Feliz Theatre; Herman Lewis, Hunly Theatre.

Memphis—J. J. Rhodes, Crittenden Theatre, West Memphis, Ark.

Milwaukee — Ross J. Baldwin, Rosa Theatre, Wauwatosa; James Boden, Grand Theatre, South Milwaukee; George Fischer, Capitol Theatre, West Allis; B. K. Fischer, Mozart Theatre; Andrew Gutenberg, Grand Theatre; J. E. Honthauer, Comet Theatre; Elmer G. Huhnke, Peerless Theatre; Ernst Langemack, Colonial Theatre; Harry Perlewitz; John H. Silliman, Avalon Theatre; Wilfred Wagner, Garden Theatre, South Milwaukee; Charles Washicheck, Layton Park Theatre.

Minneapolis—Bennie Berger; George Benz, Palace Theatre; William A. Steffes, World Theatre.

Newark, N. J.—A. Bannon; John Firnkoess, New York City; George Gold; H. A. Kridel; Myron Robinson, New York City; M. B. Schlesinger; B. Tendler.

New Orleans—J. L. Alsina, Famous Theatre; M. J. Brunet, Harlequin Theatre; R. J. Brunet, Imperial Theatre; Clarence Chandler, Roxy Theatre; Gustave Coats, Casino Theatre; W. A. Fonseca, Ashton Theatre; Alfred E. Grosz, Cortez Theatre; Frank R. Heiderich, Lyceum Theatre; M. S. Hemstreet, Queen Theatre; Miss E. Junqua, Bell Theatre; Bert Kiern, Happy Hour Theatre; R. J. Langridge, Avenue Theatre; Henry Lazarus, Wonderland Theatre; Michel Pisciatto, Casino Theatre; Frank Ruffino, Gaiety Theatre; W. J. Salles, Garden Theatre; Philip A. Sliman; John Winberry, Laurel Theatre; E. M. Thomassie, Hollywood, Gretna.

New York—Laurence Bolognino, John Bolte, Howard S. Cullman, Dave Rosensweig, Joseph M. Seider, Monroe Stein, Israel Zatkin, Bernard Zimetbaum.

Omaha—Ralph D. Goldberg; Sam Epstein, Roseland Theatre.

Philadelphia—David Barrist; Allen M. Benn, Belmont Theatre; Herbert Elliott, Fernrock Theatre; Ben Fertel, William Goldman; George T. Graves, Carman Theatre; Thomas Lazarick, New Ritz Theatre; David Milgram; George Naudascher, Cambria Theatre; Harry Perelman, Lehigh Theatre; Milton Rogasner, Iris Theatre; Henry Rosinsky, New Broadway Theatre; Sidney Samuelson, Charles Segall; David Shapiro, Admiral; Sam Somerson, Palm Theatre; William Siegal, New Lyric Theatre; Columbus Stamper, Great Northern Theatre; Samuel Waldman, Garden Theatre; I. Yaffe, Unique Theatre; George F. Wielland.

Pittsburgh—William D. Davis, Liberty Theatre; Thomas A. Gilbert, New Oakland Theatre; Charles Morse, Boston.

Portland, Ore.—R. W. Wood, Circle Theatre; Bob White, Bob White Theatre;

(Continued on page 12)

Selznick-International possible the following awar tion Picture Arts and Scienc

VICTOR FLEMING

★ *Best Direction*

VIVIEN LEIGH

★ *Best Performance by an Actress*

HATTIE McDANIEL

★ *Best Performance by Supporting Actress*

WILLIAM CAMERON MENZIES

★ *Outstanding Achievement in the Use of Color for Enhancement of Dramatic Mood*



ERNEST HALLER and RAY RENNAHAN

★ *Cinematography in Color*

LYLE WHEELER

★ *Art Direction*

HAL C. KERN and JAMES E. NEWCOM

★ *Film Editing*

thanks all those who made ds of The Academy of Mo- es for "Gone With the Wind"

All the Men and Women of the Staff who made

possible the Award for the

"best production of 1939"

"GONE WITH THE WIND"

And expresses its debt to the late

SIDNEY HOWARD

posthumously honored with the

Award for the

BEST SCREEN PLAY



From

DAVID O. SELZNICK

great gratitude to the Men and Women

of Hollywood

for honoring him with the

IRVING G. THALBERG AWARD

Depinet Explains How, Where RKO Gets First Run Outlets

NEW YORK—In practically all instances where theatres have pooling arrangements or partnerships, Ned E. Depinet, vice-president of RKO, did not discuss product deals for his output with home office representatives of the affiliated companies, he testified at examinations before trial in the government suit. RKO's first run accounts in 36 key cities are, according to Depinet:

Albany: During last three or four years, Si Fabian for the Palace, Grand and Harmanus-Bleecker Hall. A franchise exists here. The witness was not familiar with reports of an RKO-Fabian pool. He also said he did not believe product had been split with Warner for the Strand and Ritz. Probably latter used one or two pictures Fabian couldn't. Also stated RKO may have sold Chris Buckley when he had the Harmanus-Bleecker Hall before the Fabian franchise was entered into.

Atlanta: Lucas & Jenkins. Couldn't remember if they are affiliated with Paramount. Deal made first several years ago. Had previously sold Bob Wilby. L. & J. also has number of important subsequent runs. Long-term deal prevails.

Baltimore: Izzy Rappaport for the Hippodrome. Sold him first five or six years ago and has stuck by him since, although Warner and Loew operate in the city.

Boston: Keith Memorial and Boston. Has been first run account since he joined RKO. All deals made by O'Connor, Meyers and Fellerman and approved by KAO board. Has sold away individual pictures "generally rejected or which did not fit into the scheme of things."

Brooklyn: Albee. First run since he joined company. Only in specific cases are pictures sold away, usually films which Albee relinquishes.

Buffalo: Basil & Dipson for the 20th Century. First deal made this year. Previously sold to Shea-Publix group operating Great States and Hippodrome. Vincent McFaul handled these deals. Previous to that sold Charles Hayman of the Lafayette. Didn't know if Shea-Publix is a Paramount affiliate. Has sold McFaul this year for subsequent runs.

Charlotte: Mike Kincey for Charlotte, Broadway and Imperial. Deal made with Kincey and no representative of Warner or Paramount sat in on negotiations.

Chicago: RKO Palace. Has been first run account since he joined company. Has sold some pictures to B. & K., also negotiated with State Lake and other first runs. However, this season no negotiations with B. & K. or State Lake closed.

Cincinnati: RKO Midwest of which Ike Libson is in charge. Understands RKO financially interested in circuit. No long term deals exists and no other negotiations have been carried on for first run time.

Cleveland: RKO Hippodrome, Allen, Palace and Lake. Hippodrome and Lake are Warner houses and no Warner executive participated in negotiations.

Dallas: Interstate, operated by Karl Hoblitzelle and Bob O'Donnell. Doesn't know if officially affiliated with Paramount. Pointed out RKO operated the Majestic, Dallas, "before we went broke." Interstate again operates Majestic. "We got it from them and we turned it back."

Denver: RKO Orpheum. For few years first run. Lost the house for a while when RKO went into bankruptcy, then got it back. Understands Loew is a partner.

Des Moines: RKO Orpheum. Did not know if Paramount interested in a pool. Says he knows there was a joint management deal with Tri-States and RKO. Latter has had first run since he joined company. No Paramount executive ever sat in on negotiations.

Detroit: Has sold some to United Detroit's Michigan, Madison, United Artists and State. Believes it is a Paramount affiliate. Also has sold some first runs to Fox and Adams, a deal being made with David Idzal for the Fox and then the pictures are moved over to the Adams. Previously sold the Fox and before that George W. Trendle. Leon Netter did not sit in on deals with United Detroit.

Houston: Interstate. Sold them ever since lost Majestic "when we went into financial difficulties"

Indianapolis: Greater Indianapolis Theatres, Harry Katz, Dave Chatkin and Fred Dolle, for the Circle, Indiana and Apollo. Has sold away some George O'Brien westerns.

Kansas City: RKO Orpheum. Has been first run account for year or better. Sold RKO before then, but played in the Mainstreet. Orpheum used to close and open. Doesn't know if Paramount and 20th-Fox

(Continued on page 14)

Gov't Investigator Quits His Post

Washington—The government has lost one of its film investigators, Seymour Simon, who has joined Gordon L. Bazelon as a partner in a new Chicago law firm.

However, it is pointed out Simon's name has never been mentioned among the lawyers for the government who would be active in prosecution of the suit.

Probable Witnesses Take In Allied Bigwigs

(Continued from page 9)

J. J. Updegraff, Roseway Theatre; C. Mitchell, Hugh McCredie; Carl Lowe, Mt. Tabor Theatre; Lillian Lockwood, Irvington Theatre; G. E. Jackson, Circle Theatre; William Graeper jr., Egyptian Theatre; I. Geller, William Cutts, Kenneth Cocheline; Joseph Brandt, Bagdad Theatre; Kenneth Ames, Ames Theatre; H. L. Aikins, Capitol Theatre.

San Francisco — Joseph Blumenfeld; William Fox, Fox Theatre; John J. Franklin, Strand Theatre; Al Hixon, Empire Theatre; H. LeBallister, Allen Lee, H. S. Levin, N. Mamler, M. L. Markowitz, Charles G. Michaels, George Nasser, Charles E. Petersen.

Seattle—J. Von Herberg, Liberty Theatre; LeRoy V. Johnson, Bagdad Theatre.

St. Paul—Bennie Berger, Minneapolis; Howard Dale; Milton E. Montgomery, Garrick Theatre; Joseph Friedman; William A. Steffes, World Theatre, Minneapolis.

Washington, D. C.—Fred S. Kogod; Charles H. Oliver, Atlas Theatre; William E. S. Wilcox.

Gov't Directs Guns On Theatre Pools

NEW YORK—For the first time since defense witnesses have been examined by the government, Robert L. Wright, handling depositions for the government, attempted to have Ned E. Depinet, vice-president of RKO, admit to various theatre pools and partnerships where his company sells its product. In most cases he said the names mentioned by Wright were understood to be so in the trade, that he had no official knowledge of agreements and any information along those lines would be hearsay testimony. Louis Phillips of Paramount and John Caskey, for 20th-Fox, objected and asked the answers be withdrawn on the grounds of hearsay testimony and that the records would speak for themselves.

In addition, Wright attempts to show that where such pools or partnerships existed negotiations for product were carried on by other parties, as well as the operators of the theatres.

In two instances, Cleveland and Los Angeles, the witness was queried whether or not he had anything to do with negotiating pooling arrangements between circuits.

Not only did Depinet deny he had anything to do in both cases, but added he had never even been consulted. In Cleveland there is an RKO deal with Warner on the operation of the Hippodrome, Allen, Palace and Lake. It has been in effect several years.

In Los Angeles, RKO entered into a pool with Rodney Pantages which brought under one operation the Hillstreet and Pantages.

At one point of the questioning, Herman Finkelstein, representing Columbia, wanted to know from Wright whether the information being sought "is to prove conspiracy."

Wright answered: "I don't think I should be called upon at this time to answer that."

Which brought an objection from Finkelstein who said the line of questioning was immaterial to the inquiry.

In New Haven, for instance, where Loew and Warner have a split deal with RKO, Depinet said he tries to advise both circuits how to divide the product, but they decide for themselves.

"We advise both companies what we are making and we try to be fair to both in advising them. In the case of 'Snow White,' we let them decide for themselves."

WOMEN'S ADS WITH A MAN-SIZE WALLOP!

...for the year's greatest woman's picture!

ADVANCE

She gambled his love ...TO SAVE HIS LIFE!

He gave up all other women for her. Hand in hand they climbed to a success so swift and a happiness so ecstatic that in a split-second it all crashed. The most amazingly different picture you've seen this year!



Walter Wanger presents

GEORGE RAFT JOAN BENNETT

in

The HOUSE ACROSS the BAY

with

LLOYD NOLAN · GLADYS GEORGE and WALTER PIDGEON

Directed by Archie Mayo · Released thru United Artists

HELD OVER SECOND WEEK



HOLD-OVER

CURRENT

DON'T EVER FORGET you belong to me!

"I gave up all other women for you. Play the game my way and we'll go to the top of the world together". She went with him gladly, while he fought his way up—to the most dramatic, "different" climax of the screen year! George Raft plays a vital, amazingly new role...joining with beautiful, smoldering Joan Bennett in the season's most sensational hit-drama.



Walter Wanger presents

GEORGE RAFT JOAN BENNETT

in

The HOUSE ACROSS the BAY

with

LLOYD NOLAN · GLADYS GEORGE and WALTER PIDGEON

Directed by Archie Mayo · Released thru United Artists

STARTS TODAY

Walter Wanger's most important picture since his prize-winning "Stagecoach". A RAFT of romantic dynamite for the ladies. Plus BENNETT as a smoldering invitation to the men...

Depinet Explains First Run Sources

(Continued from page 12)

interested in a pool. Also has sold Elmer C. Rhoden for the Newman.

Los Angeles: RKO Hillstreet and Pantages. Also has sold Charles Skouras for Carthay Circle and Four Star. Also the Arthur Brothers, F. & M. for the Paramount. Also has sold the Orpheum, an independent.

Memphis: Malco, M. A. Lightman. Paramount is supposed to be interested, he said, although no home office representative entered into negotiations. Formerly sold some product to Warner and the Orpheum, which burned. Doesn't remember if the Warner and Lightman deals called for a split. Principal customer is Lightman, but still occasionally sells others.

Milwaukee: Warner for the Warner. RKO once had the Riverside but that was "before the crash." Clayton Bond, James Coston and Alex Halperin sat in for Warner. Also sells away to others "either because of congestion or Warner decides not to play."

Minneapolis: RKO Orpheum. Understands there is some sort of arrangement with John J. Friedl. Pictures play in Orpheum, Century or other Minnesota Amusement houses. No Paramount official sits in.

Newark, N. J.: RKO Proctor. First run since he joined company.

New Haven: Poli-New England and Warner for the Roger Sherman. Deal is for an even split.

New Orleans: RKO, Orpheum and Liberty. Mort H. Singer interested. Had sold Orpheum first runs since he joined company. Has been selling Liberty three or four years.

New York City: Principal customer, Music Hall. Also Rivoli, Rialto, Center, Roxy, Criterion; sometimes the Globe and other small houses on Broadway. All pictures first offered to the Music Hall which has been first run account since opened seven years ago.

Oklahoma City: Joe Cooper (Standard Theatres Co.), Paramount and Warners reported interested, but doesn't know details. Ten year franchise ends this year. Says all negotiations with Cooper, known as the "Lone Wolf" and with whom you have to do business "when you can find him."

Omaha: Brandeis, operated by RKO in which Mort Singer is interested. First run for five or six years. At one time RKO had Orpheum and lost it. May have sold Tri-States between brief period after losing Orpheum and when Singer opened Brandeis.

Philadelphia: Warner Bros. first run since he joined company. Has sold few individual pictures and shorts to others.

Pittsburgh: Warner Bros. had the Warner, Stanley and William Penn. Loew's, he understands, owns the William Penn. RKO product has played in all three houses. Also sold several pictures to other first runs which Warners said they could not use for one reason or another.

Portland, Ore.: — Hamrick-Evergreen. Managed by Al Fink, who changed his name from Finkelstein, legally, on January 1. Deals negotiated with Spyros and Charles Skouras and William Powers. Believes National Theatres interested. RKO had Orpheum until it went into bankruptcy, then sold franchise to John Hamrick who then made deal with Evergreen and franchise continued. Believes it has expired.

Salt Lake City: J. Lawrence, owner of the Rialto. Formerly was second run, but this year became first run. Is an independent. Prior to deal with him, RKO had the Orpheum, lost in bankruptcy. May have made deal with Harry David, but not quite sure. David had Utah, Paramount and Studio. Paramount is believed interested, but doesn't know. Also negotiated with David for first run 1939-40 product. Reason for same was good business move and belief pictures could earn more money if better advertised and better management at the Rialto. One of the reasons sold away from David was RKO pictures not advertised in manner in which they should have been.

San Francisco: RKO Golden Gate has been first run customer since he joined company.

Seattle: Hamrick-Evergreen. Situation similar to Portland, Ore.

St. Louis: Fanchon & Marco. Made franchise three or four years ago for Fox, Missouri, Ambassador and St. Louis. Before that RKO had a two year deal with Warner Bros. Previous to that had deal with Harry Koplar who operated the St. Louis.

St. Paul: RKO, Orpheum and Palace. Doesn't believe Mort Singer interested and doesn't know about Paramount. When questioned as to who makes pooling deals for RKO, said he didn't know. Caskey objected to implications.

Washington, D. C.: RKO-Keith. First run since he joined the company, but also has sold a few pictures away—those which Keith could not play.



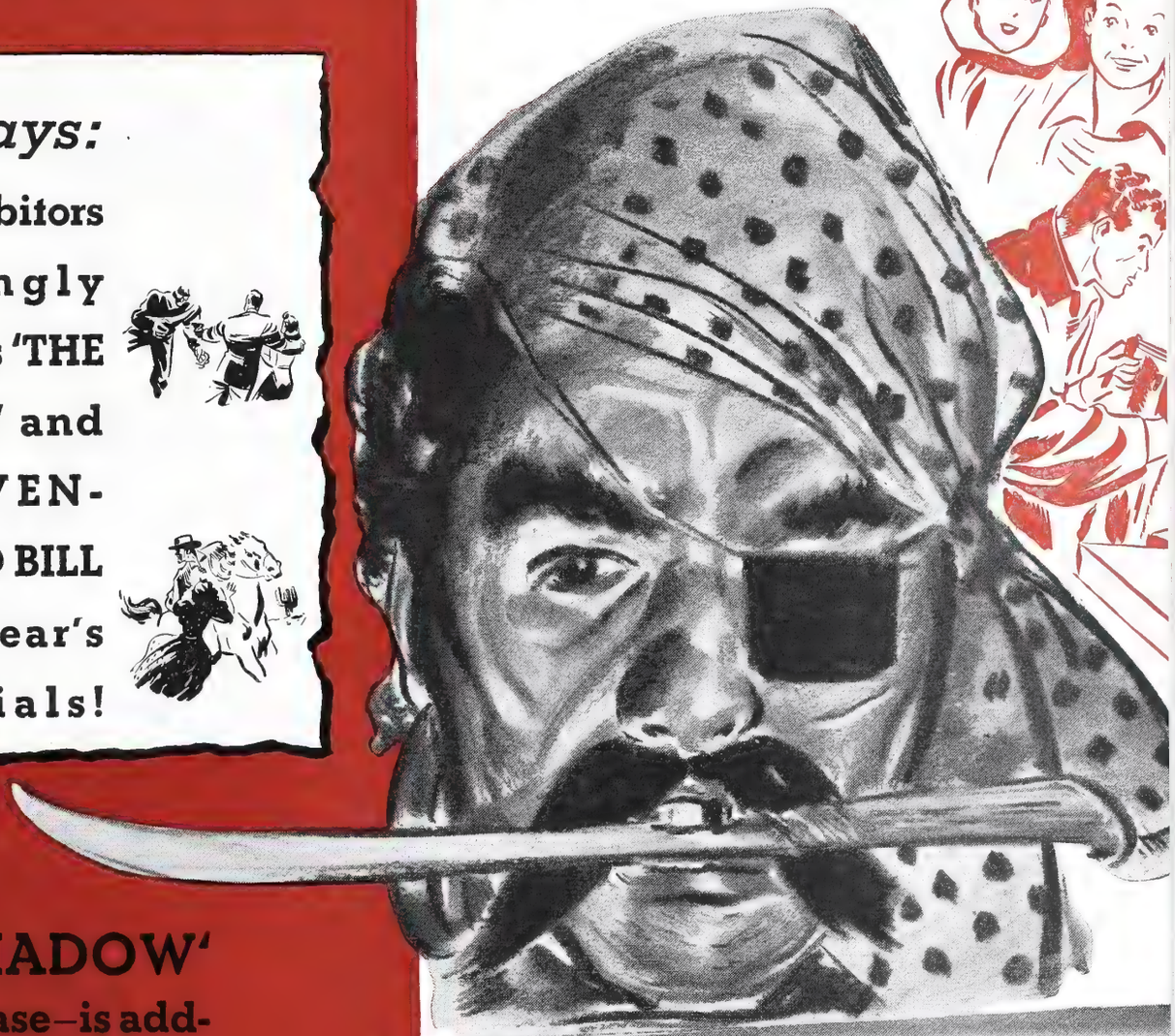


COLUMBIA'S SERIALS LEAD ALL THE FIELD!



FAME *says:*

America's exhibitors overwhelmingly pick Columbia's 'THE SPIDER'S WEB' and 'GREAT ADVENTURES OF WILD BILL HICKOK' as year's greatest serials!



...and 'THE SHADOW' currently in release—is adding new box-office records to an ever-growing list!



Get ready now for Columbia's next money serial ➡

TERRY AND THE PIRATES

Based on the Milton Caniff-Famous Artists Syndicate strip read by millions!

with

WILLIAM TRACY
"Brother Rat" of stage and screen!

GRANVILLE OWENS
Pacific Coast Golden Gloves Heavyweight Champ!

A "natural" cast to portray the exciting, youthful characters of a great strip!

COLUMBIA PICTURES

The Men and Women

of

TECHNICOLOR

Express Their Deepest Appreciation

HERBERT T. KALMUS

President

Special Award

For its contributions in successfully bringing three-color feature production to the screen



1939

ACADEMY

OF MOTION PICTURE ARTS AND SCIENCES

AWARD

Jitney Machines Under Way Soon

CHICAGO—It will be about 60 days before actual production is started on the new automatic slot-machine projectors by Mills Novelty Co. here, Jimmy Roosevelt said upon his arrival to work out final details with the concern. Roosevelt's Globe Productions has been pooled with Mills, and a new organization, Mills-Globe Co., formed to handle the new project.

The new machine will be about the size of the nickel automatic phonograph machines used in cafes and lounges. It will be built on the order of television sets, with a screen 18x24 inches. The film, to run between two and one-half and three minutes, will be 16mm and will run automatically upon the insertion of either a nickel or dime, depending upon what Mills-Globe decides to make the fee. The sound will be comparable to that of the phonograph machines. As many will be able to see the pictures as can crowd around the projectors.

Roosevelt said it may be ten days or more before full details will be released.

Globe Productions will continue with its plans to make "The Bat" and it is expected to get under way about April 15. Roosevelt was non-committal on reports that John Stahl would handle the production. His next feature, based on the Horace Heidt "Pot O' Gold" radio program, and with Heidt in the picture, will start July 15.

Says Goldwyn May Go to 20th-Fox

New York—Sidney Skolsky, writing from Hollywood, declares in the "New York Post":

"If and when Sam Goldwyn wins his suit against United Artists, he'll release his pictures through 20th Century-Fox."

Postpone GN Sale; Check Inventory

NEW YORK—Proposed sale of the assets of Grand National now in the hands of the trustee, including about 950 pictures of which 29 are Grand National features, 30 Atlantic Pictures and the rest shorts, was postponed to March 27 to allow the trustee time to prepare an inventory of assets.

The highest bid was that of Bert L. Mayers, of Fitelson and Mayers for Dino Rossini, Far East distributor. This bid was $16,000. Other bids, which in all probability will be increased, were those of Nat Saland's Mohawk Pictures at $15,000, or $10,000 plus 30 per cent of the gross up to $100,000 and 50 per cent over $100,000. Another bid of $13,500 was received from Gustav De Lamis. Some 44 Educational negatives and six Shirley Temple shorts were not included in the sale, as a dispute arose over ownership.

: *Hays Observes 18th Anniversary by Working* :

NEW YORK—*On March 5, Will H. Hays entered his nineteen year as president of the MPPDA. His 18th anniversary turned out to be a routine day, as the following minute-by-minute log demonstrates. What he did and when:*

8:30 A. M.—Arrives at office.

8:30-10—Reads mail, studies daily reports of departmental heads, meets with staff members, dictates.

10:10-45—Holds appointments with callers, including a theatre owner from the west with suggestions, nature undivulged.

10:45-11:30—Confers with foreign managers to consider overseas problems of which there are plenty these days.

11:30-11:45—Confers with group representing youth organizations.

11:45-12:30—Holds meetings to discuss suggestions for current industry undertakings.

12:30-1:15—Confers with educators relative to use of films in classrooms.

1:15-1:45—Lunches in office with several Hollywood executives, currently visiting New York.

1:45-2:00—Holds telephone conferences with various other executives in Hollywood.

2-2:15—Dictates cables.

2:15-3:00—Meets with company executives.

3-3:15—Again telephones Hollywood.

3:15-3:30—Confers on Production Code and Advertising Code Administrations, settles a title dispute.

3:30-4:30—Sees several callers who had requested appointments during the day.

4:30-5:00—Checks with staff members on latest developments.

5-5:45—Meets a visiting company president.

5:45-6:30—Signs mail, outlines activities to be undertaken by staff members the following day.

6:30—Leaves office. Takes along material to work at home on annual report for 1939 and on speech to be delivered March 12 at Princeton University.



8:30—He reaches his office



10:00—He studies reports



—Photos by Cosmo-Sileo

6:30—He leaves his office

MPTOA Strikes for Code in Contracts

NEW YORK—Incorporation of "certain features of the lately proposed trade practice code" into new season contracts is urged by Ed Kuykendall, MPTOA president.

"Certainly the proposals offered by the distributors were modest enough and were presented with plenty of reservations and restrictions so that any company need have no fear they will lose anything," he points out.

Kuykendall suggests such a procedure would be tantamount to "trade practice reform by contract," the provisions of which could become "an integral part of their contract relations, subject to simple, practical arbitration if the contract provides for optional arbitration, or if both parties will submit to contract arbitration on any complaint that may arise."

This would preclude overbuying, clearance, non-theatricals, cut-rate competition, forcing shorts and newsreels with features, and other trade practices that cannot be dealt with in exhibition contracts, he states. The practice, if adopted, Kuykendall adds, would not require the approval of the department of justice and "no questions of any anti-trust law violation can possibly be involved."

Offers Six Proposals

He offers six proposals which "we believe each company should put in their own contracts." They are:

1.—A minimum unconditional option to cancel at least 20 per cent of pictures licensed. As an alternate suggestion, an option to cancel upon reasonable notice one picture out of each group of five or more, in the order of release.

2.—An option to cancel any picture on reasonable notice which it can be demonstrated is locally offensive on moral, religious or racial grounds. Disputes on the score to be left to "simple arbitration."

3.—An option to change percentage pictures designated for preferred playdates on reasonable notice that the picture is considered unsuitable in fact for the dates designated, with disputes subject to "simple arbitration."

4.—A provision that no score charge shall be added to the film rental specified in the contract.

5.—A provision that prices and terms for each picture licensed must be fixed by the distributor not later than the date of the notice of availability.

6.—A provision that the option to reject pictures on selective contracts must be exercised within 21 days after notice of availability; otherwise the option is void and the picture released in due course to subsequent runs.

The proposals are offered to distributors, Kuykendall states, "as a challenge" to those who "really want to improve the business and who honestly seek a fair basis of doing business with small independent exhibitors."

Criticizing "dollar sign publicity," he urges discontinuance of "the boasting of fabulous production costs, staggering box-office receipts, record-breaking money totals, etc." as an element that "invites hard pressed legislators with critical budget worries to levy more taxes on the movies."

Kuykendall "views with alarm" the legal entanglements the industry has drifted into. Observing that numerous vital industry issues will have to be decided in the courts, the processes of which "do not permit constructive solutions," he asks: "In the meantime, must the commercial and economic development of our business come to a standstill? Do we have to stand by and see abuses and injustices eat holes in our business relations like termites?"

He characterizes as "an impossible situation" the "alibi for those on top to get out of doing what they don't want to do" in the purported attitude of distributors in telling exhibitors "we cannot cooperate with each other to remove abuses and prevent injustices because if we do adjust complaints by such organized self-regulation we will be prosecuted under the anti-trust laws.

"We believe they are badly advised to use the alibi," Kuykendall states, "because they are being sued under the same law for refusing to adjust the same complaints and abuses."

The MPTOA head urges all local exhibitor organizations to study the "substantial results" achieved by the newly formed Pacific Coast Conference in solving disputes of local character. Such experiments, he points out, "may offer the only practical way to get something done under present circumstances, which may continue for a long, long time, unless someone takes the initiative to try out new ideas."

Suggests a Statute

Growing opposition among exhibitors to the Neely bill, he observes, has caused the promoters of the measure "to hurl invectives and wild charges at anyone and everyone who dares to disagree with their own misguided activities." Even should exposition of the bill "as a fake" cause its defeat, this will not solve the problem of block booking and blind selling, he states. In this respect he observes "it may be well for the industry, which refuses to provide a uniform option to cancel, to consider a more practical statute." This might be accomplished "in the form of a simple statute providing that no license agreement for the exhibition of five or more copyrighted motion picture films over 2,000 feet in length shall be valid and enforceable at law unless it provides an option to cancel upon reasonable notice one picture out of each group of five in the order of release without liability.

"If the distributor fails to provide in the contract such a minimum option to cancel pictures as they are released," Kuykendall's suggestion continues, "the whole contract will become invalid and unenforceable, thus making the cancellation privilege 100 per cent. No criminal penalties would be needed. It might be well for the industry to give this suggestion some consideration as an alternative to the much more impractical and destructive Neely bill," he states.

In conclusion, he points out that consultation with widely separated theatre operators reveals the "best treatment" for the "Pot O' Gold" radio program is to ignore it.

401 of 473 Texas Theatre Towns Oppose Neely

DALLAS—Of the 473 towns in Texas in which theatres are operating, 401 are on record opposing the Neely bill, eight are in favor, and 64 have not declared their positions, a survey by the Theatre Owners Protective Ass'n states.

The poll also shows that, of a total of 899 theatres in these situations, 789 protest passage of the bill, 17 are in favor and 93 are undeclared.

Davidson Is Named Trustee for GN

NEW YORK—Court news of the week was highlighted by the appointment of James A. Davidson, present receiver of Educational Pictures, as trustee of the company. Large claims had been voted for Davidson and for Harry Abrams, but many were disallowed for purposes of voting, leaving the final choice to John E. Joyce, referee.

Suit against Harold Lloyd by William Jordan Rapp, and Lowell Brentano for $75,000 for alleged plagiarism of the play, "Greek to You," in "Professor Beware," got under way in the federal court before Judge Henry Warren Goddard.

Justice Isador Wasservogel in supreme court set trial of the Lexington Avenue and 59th Street Corp.'s suit against Fox Theatres, William Fox, and Fox Film Corp., for June 3. Action seeks $1,250,000 claiming breach of contract in failure to erect a theatre.

Walter Pollak's suit against Loew's, M-G-M Pictures Corp., M-G-M Distributing Corp., and Culver Export Co. for $74,046 for legal services has been marked off the trial calendar, pending submission to an arbitrator. Action seeks payment of legal services, with Loew's asserting it paid $11,757 in full settlement.

Norman Wolf and Mannes Fuld, minority Loew stockholders, have filed appeals in supreme court from an order of Justice Louis A. Valente on February 6, dismissing a $5,000,000 action against Loew's, A. T. & T., Western Electric, Erpi, the Chase Bank, Halsey Stuart and Clarence Dillon. Action sought an accounting on sound contracts.

RKO was represented by the granting of three claims by RCA, Lehman Brothers, and the Lehman Corp. totaling $32,174 as unsecured claims, by Federal Judge William O. Bondy. J. and W. Seligman and Co., depository under the debenture agreement of 1931 of RKO, filed claims for allowances totaling $8,750.

Takes Mobeel Unit

NEW YORK—Century circuit has taken over operation of the Glenwood, Brooklyn, formerly operated by Mobeel Enterprises, which recently settled an anti-trust suit against the majors out of court. In its complaint, Mobeel objects to clearances over it by the Randforce string of theatres.







—Photos by Pat Clark

At the Academy Awards Banquet—

Photo at left shows David O. Selznick accepting the Irving G. Thalberg Award of the Academy of M. P. Arts and Sciences for maintaining the most consistently excellent standard in production through 1939. *Dr. Ernest Hopkins, president of Dartmouth University, makes the presentation. Selznick's "Gone With the Wind" was voted the most outstanding film of the year. Center photo shows Spencer Tracy, last year's winning actor, presenting the "Oscar" for the best male performance of* 1939 *to Victor Saville, who accepts for Robert Donat, selected for his role in "Goodbye, Mr. Chips." Photo at right shows Tracy, this time presenting the award for the best actress to Vivien Leigh for her "Scarlett O'Hara" role in "Gone With the Wind."*

26 "A", 26 "B" on New 20th-Fox List

NEW YORK—"We're still in a double bill country. Our program of 52 pictures for next season will probably be more like 26 'A's' and 26 'B's,' not 45 'A's' and seven 'B's,'" Herman Wobber, general distribution manager of 20th Century-Fox, informed BOXOFFICE at the conclusion of a district managers' meeting attended by "25 of our top men."

Although the two-day session was designed for a "frank discussion of our problems," it wound up with a general figure of $30,000,000 being set for the 1940-41 lineup. The declared boost over the budget for the expiring program, while not of startling proportions, represents "a terrific increase in spite of the gloomy outlook for the future," he declared. Wobber paid tribute to the "courageous" attitude of company executives.

While the huddles centered largely around "how we are to get more money out of our pictures," Wobber declared this was not indicative of higher rentals as much as it was "for ascertaining our weaknesses and needs and for improvement amongst ourselves."

20th-Fox Asserts "Grapes" Is Topping Previous Records

NEW YORK—"The Grapes of Wrath" has topped the record of its previous high grosser for the current season in 22 cities and equalled it in four spots, according to 20th Century-Fox.

Cited as significant are the figures for California and Oklahoma engagements, where criticism of the book on which it is based ran high. As given out at the home office they are: Paramount, Oakland, $11,727 in four days; Fox, San Diego, $6,783 in four days; Pomona, $875 opening day; Santa Barbara, $833 opening day; Fresno, $1,587 opening day, and Orpheum, Tulsa, $4,017 in three days.

Golden Back March 17 From Extended Tour

NEW YORK—Edward A. Golden, Monogram sales manager, is due back March 17 from a visit to the company's studios and conferences with franchise holders in Portland, Seattle, Denver, Kansas City, Des Moines, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and Albany.

In Kansas City, Golden was tendered a luncheon Friday. He has been in Hollywood where he discussed production with Scott R. Dunlap, W. Ray Johnston, Howard Stubbins and Ray Olmstead, the latter two of the Los Angeles exchange.

Goodman on Tour

MEXICO CITY—Morris Goodman, Republic foreign chief, arrived here by plane from New York on the first lap of a tour which will take him to Panama, Ecuador, Peru, Chile, Argentina, Brazil, Trinidad, Venezuela, Puerto Rico and Cuba.

"U's" Intangibilities Listed at $137,501

New York—In its report to SEC, Universal lists intangible assets, including trade marks, trade names and goodwill at $137,501. Familiars with corporate film structures regard the figure as extremely low.

Largest items appearing in the company's table of amortization rates, interestingly enough, are studio automobiles and sound and equipment modernization, at 25 per cent, not negatives as normally prevails.

Laboratory equipment at the studio is marked off at the rate of 10 per cent; home office furniture, equipment and fixtures at 10 to 20 per cent; Hollywood laboratory buildings, five per cent; Woodridge, N. J., buildings, two to four per cent; Woodridge, N. J., machinery and equipment at five to 10 per cent; and the coast studio itself, at five per cent.

Paid Out $158,500 Under Former Pacts

NEW YORK — R. H. Cochrane, former vice-president, and Charles R. Rogers, former production head, were paid $106,500 and $52,000, respectively, by Universal last year under their contract settlements.

Irene Dunne and Bing Crosby were each paid $150,000 for their services, while Deanna Durbin received $175,000. To John Stahl, the director, was paid $196,000.

Executive fees and salaries paid directors of the company totaled $205,325. This was distributed among 15 men. Salaries paid to officers other than directors, amounted to $235,132. A total of $3,191,-019 was paid out to 55 directors, producers and artists.

J. Cheever Cowdin, chairman of the board, received $91,000 as chief financial executive. However, this sum is paid Standard Capital.

Scant Response to Plan To Pool Jewish Films

NEW YORK—The proposal for the pooling of all Jewish films for distribution through one central agency has received scant response, according to Sydney Singerman of Maymon Films, with whom the plan originated. Producers of such films were afforded an opportunity, he says, to receive financial support and benefit from the rental of a group of pictures rather than single sales. The assurance of a steady flow of Jewish product, he states, would be instrumental in getting operators to set up a policy designed to attract Jewish patronage.

Non-Theatricals Bother

DETROIT—Exhibitors in this area report their disturbance over cut-price non-theatrical shows and so are the responsible non-theatrical distributors.

Moves to Ease Restrictions in French Currency Export

NEW YORK—Representatives of the majors are negotiating with the French government to ease restrictions on export of currency so that revenue from rentals is not frozen entirely. Basis of the conferences is said to center around suggestions that France permit the release of rentals similar to the setup in England.

Foreign sales executives say business in France has fallen off considerably since the war and that a complete stoppage of currency would not be of a drastic nature. However, they point out their desire to keep open the flow of currency, even on a controlled basis, is important in that this would help set up precedents where other countries might contemplate shutting off entirely.

Rumania has been added to the list of countries where exchange of free currency has been affected. This market, however, is said to be "very slight" and no undue concern is being manifested among foreign sales executives, it appears.

Some anxiety exists over the situation in England, however, where the six-month trial period for present quota requirements expires April 1. Although negotiations with British officials are under way, there is no indication how the wind will blow beyond the expiration date. Appeals for relief are being presented on the grounds that adherence to quota requirements is difficult because production in England has been hampered due to lack of personnel.

The English legislation states American companies must "acquire" certain films commensurate with the total they export to Great Britain. While it has been virtually impossible for American producers to make pictures themselves, they also have found it extremely difficult to purchase English-made films to meet quota provisions.



—Metropolitan Photos

Korda Found Him—

John Justin, representing the British producer's latest bid for screen fame, as he arrived from London on the Washington *en route to the coast. There, he will appear in additional scenes for "Thief of Bagdad."*

Ontario Bans Time Reel On "Canada at War"

TORONTO—The March of Time reel, "Canada at War," has been banned by Premier Hepburn for exhibition in Ontario until after the federal elections on March 26. Hepburn, whose criticism that Canada was lagging in its war effort, brought about the elections, contends the film is "political propaganda."



Well on Their Way by Now—

Aboard the Santa Elena *immediately prior to its sailing from New York for South America, this reveals Joseph A. McConville, Columbia's foreign manager, his wife and their daughter, Janet.*

Lange Here, Dubious Over the Continent

NEW YORK—Outwardly pessimistic over the future of operations in Europe, Fred W. Lange, Paramount's continental European manager, states the only possible safe course remains in the production of "big pictures" for those markets. He is here on an annual visit.

His conclusions in respect to "big pictures" are based on the observation that these are "the only kinds that draw the people into theatres." The net financial position to the company after taxes, print costs and other assessments is so low that the situation does not warrant the distribution of any but topflight attractions, he says.

Answering reports that foreign markets may soon vanish entirely so far as getting revenue is concerned, Lange declared: "I don't think the foreign business will ever be washed up. What will replace it? The operators are not turning their theatres into garages." He admits, however, currency restrictions make it extremely difficult to realize any appreciable "net profit," although in some countries, namely Germany and Spain, "fortunes are being made internally."

The length of the war is the prime factor insofar as the immediate future is concerned, he says. "Someone has to pay for the cost of the war and the film companies are easy pickings," is the view. Europe will undoubtedly be "poor" after the war, he observed, but a "post war boom" might take place as after the first World War to balance the ledger.

Italy has no "intention of letting down the bars," he said. The government-controlled film monopoly is "waiting for us to make a move." After personally making a survey of that market, Lange said theatres had access to about 270 pictures, both domestic and imported, and did not feel the pinch of the absence of American product. The recent appearance in Italy of a few UA and Universal pictures might mean "breaking the ice" as far as other distributors are concerned. Asked if he would recommend that Paramount attempt an Italian deal, he said: "It may not be a paying proposition to stand around and see the other fellow get in. It means some money." The danger in breaking away from the "united front," he declared, lies in the precedent it would establish among other countries that might be impelled to follow Italy's monopoly procedure.

Lange said there "is no hope" of getting money out of Spain because the country "has no foreign exchange." French studios have about 40 uncompleted pictures, he said, none of which will be finished until personnel, which has been called to the colors, returns to active production. The industry in France is "completely disrupted," he stated.

Premiums Sweep Toronto

TORONTO—What appears to be a wave of premium stunts is sweeping independents here in simultaneous adoption of a dictionary giveaway in opposition to "Book Night" used by the Associated circuit.

Para't's Pools Made In Field-Balaban

NEW YORK—All pooling deals in which Paramount theatres are interested are made by the company's partners locally, Barney Balaban, president, stated at his examination before trial in the government suit. While most deals are submitted to New York there is no contractual obligation by the partners to do so. Where management contracts exist, the managers receive from 12½ to 15 per cent, according to Balaban.

Discussing various situations, he added the Hammond, Ind., pool between B&K and Warner for the Pantheon, Paramount and Orpheum was made by John Balaban. The arrangement has resulted in a more economic operation, he declared.

In La Salle and Peru, Ill., B&K turned over its houses to an affiliate. The two towns are close together and bookings had conflicted until the affiliate took over operation.

In Brooklyn, the Paramount has been turned over to Si Fabian, who runs the Fox and also operates the Strand on a year-to-year deal.

Although he could not give definite information as to the pool in Oklahoma City with Joe Cooper, Balaban said Paramount has not received any benefits in the five years it has been in effect and "we have never straightened out the deal with Cooper."

The witness was not familiar with pools in Grand Rapids, Rochester, Minneapolis, and St. Paul. In Kansas City, the company's theatre operates with a local manager and there is no pool. There also is no pool in Des Moines or Buffalo. Paramount did have a Buffalo theatre and at bankruptcy there was an obligation of approximately $600,000 outstanding. In revamping the setup, the landlord and M-G-M agreed to each take 50 per cent of the profits until the claims were liquidated.

The relationship between Paramount, its partner or person having a management contract, Balaban said, "is a little different from a buyer and a seller in that we feel we are members of the same family. We hope and expect more sympathetic handling of our product." That not only applies to bookings but also advertising, he said.

"These theatres in the aggregate represent a very large customer and an assured outlet for Paramount and I don't want to minimize our investment," he added.

Asked if Paramount is better off for having invested in these properties, Balaban answered in the affirmative. "But reduced directly to film rentals, I don't believe we are."

In discussing the major benefits of the B&K deal made by Paramount, the witness said, "There is a comfort in knowing B&K is assured, at least, one supply of product."

Drive for Sussman

NEW YORK — Exchanges under his division will hold a sales drive for William Sussman, eastern division head for 20th-Fox, from April 1-30.

Gov't Tips Hand on 298 Other Potential, Probable Witnesses

NEW YORK—Indicative of the extent to which the justice department has gone in preparing its prosecution of the all-industry suit is a second list of 298 potential and probable witnesses, in addition to the 337 mentioned in its answer (*see page* 9) to the distributors' first interrogatory.

These possibilities for the witness box are embraced in the government's answer to the distributors' eighth interrogatory which requests information "as to the charge that certain defendants have attempted to monopolize and have monopolized the first or preferred run exhibition of motion pictures throughout the United States wherever any theatres 'affiliated' with any one or more of said defendants operate or exist."

The government's rejoinder cites Paramount 97 times; Fox, 84; Warner, 50; Loew's, 17, and RKO, 11. The appended list of states—43 of them—includes those who have "knowledge that in the area in which he is located the producer-exhibitor defendant (or defendants) indicates has (or have) monopolized the first or preferred run exhibition of motion pictures:"

Alabama

W. E. Bruce, Selma; D. E. Ponder, Rainbow Theatre, Opelika.

Arizona

Robert F. Killeen, Phoenix; Nick and Frank Diamos, Lyric Amusement Co., Tucson.

Arkansas

M. J. Kilbourn, Royal, Bentonville; R. V. McGinnis, Hope; Saul Harris and Eugene T. Oliver, Little Rock; F. J. Daugherty, Palace, West Helena; J. J. Rhodes, Crittenden, West Memphis.

California

Richard L. Bare, Filmarte, Carmel; William J. Fahey, Compton; G. W. Page, Exeter; David L. Loew, producer, Hollywood; Steve Chorak, New Shastona, Mt. Shasta; L. L. Bard, Bard's Colorado, Pasadena; W. H. Braman, San Bernardino; D. B. Levin, Baywood, San Mateo.

Colorado

H. E. Gollogher, Durango, Durango; A. N. Beezley, New Grand, Littleton; J. J. Goodstein, Longmont, Longmont.

Connecticut

William Brown and Edward J. Peskay, Pickwick, Greenwich; E. M. Loew, Loew's Theatre, Hartford.

Delaware

A. J. Belair and Harry Brubaker, Wilmington.

Florida

Robert H. Boardman, Playhouse, St. Petersburg; Harry Bott, Miami; Mrs. Jessie Mae Browne, Wallace, Bradenton and Palmetto, Palmetto; J. E. Churchwell, Panama, Panama City; Aaron Courshen, Miami Beach; John A. Cunningham, Edison, Miami; N. V. Darley, Tampa; Louis Goodbread, Lake Worth; B. E. Gore, Broadway, Tampa; B. L. Hall, Joy, Deland; D. V. Marquis, Fort Pierce; Harlow Merryday, New, Palatka; Sidney Meyer, Wometco Theatres, Miami; M. C. Moore, Riverside, Jacksonville; H. Pitman, Clearwater; Guy M. Ragan, Sarasota; Erwin Reiss, Park, St. Petersburg; W. J. Stewart, Palmetto; Charles Walder, Tivoli, Miami; Herman Weingarten, Surf, Miami.

Georgia

O. L. Gaston, Madison, Atlanta; Mrs. T. L. Liggett, National, McRae; Frank Plaginas, Gainesville; Wallace Smith jr., Gem, Barnesville; Fred G. Weis, Savannah, Savannah.

Idaho

A. C. Gordon, Boise; A. L. Cowan, Stadium, Caldwell; Paul De Mordaunt and Hugh Drennen, Rio, Idaho Falls; Joseph George and Albert Hager, Idaho Falls; Herman J. Brown, Inland Amusement Co., Nampa; N. B. Gressman and Harry C. O'Leary, Capitol, Pocatello.

Illinois

Joseph Desberger, Alton; Noah Bloomer, Ritz, Belleville; Arnold L. Lund, Berwyn; N. Frye, Danville; John M. Duncan, Alhambra, Decatur; Gust Constan, Avon, Decatur; Louis Moroni, Jackson City; Steve Bennis, Lincoln, Lincoln; H. Williams, Stockton; M. Silverman, Valencia, Waukegan.

Indiana

Oscar Fine, Grand-Carlton Corp., Evansville; Verner U. Young, Gary; Billy Connors, Luna-Lite, Marion; Lewis Cochovety, South Bend.

Iowa

J. M. Anderson and Mrs. J. M. Anderson, Princess, Boone; Ira H. Lee, Avon, Burlington; Leo F. Wolcott, Eldora; Gail L. Pettit, Houston; Charles V. Brown and Thomas A. Brown, Strand, and Roy J. Lumsden, Pastime, Iowa City; Ludy Bosten, Uptown, Muscatine; Vern S. Brown, Omaha, Neb.; Bruno Pierce and Joe Staak, Oscaloosa; A. B. Friedman, Iowa Theatre; Jack Gelfand, Garden Theatre; Odes A. B. Hilton, Park Theatre; Abe Sadoff, Nathan Sadoff, Sol Shulkin, Iowa Theatre, all of Sioux City; Nathan Rosenthal, New Iowa, Waterloo.

Kansas

H. F. Strowig, Plaza, Abilene; S. M. Wetmore, Starr, Arkansas City; H. L. Dunnuck, Madrid, Atchison; Delmer F. Harris, Concordia; E. O. Briles, Lyric, Emporia; Russell L. Harris, Harris, Hugoton; W. A. Weaver, Pic, Iola; Joseph A. Lenski, Cozy, Pittsburg; E. B. Danielson, Mainstreet, Russell; Gus Diamond, Vogue, Salina; M. D. Utterback, Lyric, Wellington; O. F. Sullivan, Civic, Wichita.

Kentucky

Joseph W. Shuck jr., Orpheum, Fulton; Lee W. Moffitt, Seville Amusement Co., Owensboro.

Louisiana

Gordon C. Ogden, Climes, Baton Rouge; George H. Mercer, Cedar Grove; Claude Darce, New Opera House, Morgan City; Roland Siegle, Siegle, Monroe; Harry Suddath, Amusu, Natchitoches; Arthur R. Cunningham, Glenwood, Shreveport; R. L. Carnahan, Roosevelt, Sulphur.

Maine

Newell B Kurson, Bangor; Willard B. Harwood, Strand, Gardiner; Erland E. Hardy, John Alton Bragg and H. H. Paul, State, Farmington; Wilbur F. Goodwin, Lyric and Strand, Kennebunkport; Abraham L. Goldsmith, Orono; Abraham Goodside, Strand, Portland; E. M. Loew, Boston; Carroll T. Cooney sr. and Carroll T. Cooney jr., Waldo, Waldoboro.

Massachusetts

John S. Giles, Cambridge; F. M. Perry, Orpheum, Foxboro; Edward T. Bloomberg, Gloucester; William Siano, Lexington, Lexington; George Ramsdall, Granada, Malden; Joseph G. Spitz, Julius Jolsen Theatres, Somerville; Adolph Bendsley, Community, Wellesley Hills.

Michigan

Paul D. Ratliff, Our, Berrien Springs; Margaret R. Vanden Berg, Crescent, Grand Haven; Samuel H. Himelstein, Grand Rapids; Milton Ward, Ionia; Hollis H. Chase, Lake, Lake Odessa; Harvey Callier, Strand, Loyola; W. A. Cassidy, Frolic, Midland; Oscar W. Kendall, Our, Muskegon; Gerald L. Kern, Niles; M. G. Willett, New Owosso, Owosso.

Minnesota

Irving Gillman, Roxy, St. Paul; Mrs. Jessie L. Jensen, Avalon, White Bear Lake; Carl P. Knudsen, Red Lake Falls.

Mississippi

Raymond H. Fisher, Crescent, Belzoni; B. Sudduth, Ritz, Laurel; W. R. Pattie, Temple, Leland; Guy Adams, Grand, Vicksburg.

Missouri

Mrs. Marion C. Miller, Casino, Boonville; Oliver W. Williams, Civic, Brookfield; A. C. Bowman, Arbo, Nevada; J. T. Ghosen, Uptown, Sedalia; G. L. Hooper, Topeka, Kas.

Montana

William E. Woolfall and E. E. Harris, Park

(Continued on page 18)

Trade Paper Men On the Bench

New York—Probably it will never happen again. But when skirmish-like examinations in the government suit were transferred from room 301 to 1106, the new quarters turned out to be an unoccupied courtroom. Since no judge presides at this phase of the case, two of the trade paper reporters decided to occupy the bench. From that vantage point they observed the proceedings below. So far there has been no decision, but off-record opinion is Ned E. Depinet of RKO made a good witness.

When his examination was interrupted to effect the transfer, Depinet remarked, "I've been thrown out of better places than this."

Gov't Tips Hand on Witness Prospects

(Continued from page 17)

Theatre Co., Butte; C. L. Griffith, Empire, Billings; Oscar C. Paisley, Roxy, Missoula.

Nebraska

Frank E. Hollingsworth, Pix, Beatrice; E. C. Luchsinger, Pawnee, Columbus; William N. Youngclaus, Grand Island; Sol O. Reif, Cornhusker, Hastings; Frank D. Eager and George F. Monroe, Liberty; Donald F. Monroe and George O. Monroe, Colonial, Lincoln.

New Hampshire

E. Charbonneau, Concord, Concord; Newell B. Kurson, Kurson's Theatre, Franklin; Louis S. Rothenberg and Charles Morse, Arcadia, Portsmouth.

New Jersey

Frank P. Gravatt, Casino, Atlantic City; Samuel and Joseph Verbalow, Walt Whitman Theatre, Camden; Jerome and Moe Kridel, Palace; Adolph J. Rettig, Ormont, East Orange; Louis S. Rothenberg and Charles Morse, Capitol, Elizabeth; Frank Gerstein, Englewood, Englewood; Max Snider, Liberty, Freehold; Jacob Unger, Mayfair, Hillside; Benjamin Berkowitz, Charles Robinson and B. Spiegel, Cameo, Jersey City; Julius Charnow, Leonia, Leonia; Aaron Dollinger, Plaza, Linden; Monroe Schram, Rivoli, Matawan; James C. Forgione, Forum, Metuchen; Fred W. Falkner, Palace, Netcong; E. Thornton Kelly and George D. Roedels, Grant Lee, Pal'sade; Howard Lesser, Rialto, Paterson; Giaccomo Siccardi, Liberty, Plainfield; Frank Warren, Garden, Princeton; James Rosensohn and Benjamin Cohen, Roslyn, Roselle; Roth Bros., Strand, Summit; James Binkov, Temple and A. Nicoletti, City, Union City; Eugene Mori, Landis, Vineland; W. E. Smith, Windsor, West Orange.

New Mexico

Frank Maloof, Las Vegas; Victor Bachechi, Albuquerque.

North Carolina

F. C. Hanks jr., Avon, Lenoir; Boyd R. Horton, State, Concord; Alfred E. Miller, Oasis, Wilson; Joe W. Mitchell, Spencer, Spencer.

North Dakota

William McCarthy, McCarthy Theatre Supply Co., Fargo.

Ohio

Robert C. Menches, Liberty, Akron; Moe Horowitz, Alhambra, Cuyahoga Falls; Peter M. Wellman, New Mock, Girard; Theodore and Gus Chifos, Strand, Logan; D. P. Bowman, Oakland, Marion; Earl V. Seitz and Alden Seitz, Sandusky; William Settos, Liberty, Springfield; Joseph W. Trunk, Mahoning, Youngstown; John Papulias, Steubenville; J. M. Ulmer, Ulmer, Berne & Gordon, Cleveland.

Oregon

F. W. Harrigan, Oregon State, Corvallis; John Neidenmeyer, Holly, Medford.

Pennsylvania

Harry Fried, Suburban, Ardmore; Joseph Conway, Egyptian, Bals-Cynwyd; Melvin Koff, Darby, Darby; Joseph Wodock, Doyleston; Chris Lampros, Capitol and Colonial, Farrell; Joseph, William and Al Weiss, McKeesport; H. A. Batastini, Alpine, Punxsutawney; I. Ouslander, Pinebrook, Scranton; Harry Stahl, NuLana, Sharon.

Rhode Island

M. A. Shea, Shea's Paramount, Newport; E. M. Loew, Music Hall and Capitol, Pawtucket; Louis S. Rothenberg and Charles Morse, Metropolitan, Providence.

South Carolina

Fred S. Curdts, Ritz, Greenville; W. E. Field, Branwood, West Greenville; P. C. Osteen, Anderson; H. B. Ram, Patricia, Aiken.

South Dakota

Robert Mass, Majestic; J. P. Hartman, Astor, Aberdeen; Nelson Logan, Mitchell Theatre Co., Mitchell; Richard H. Wagner, Capitol, Sioux Falls.

Tennessee

E. F. Stein, Jackson; George Denton, Knoxville.

Texas

Jim Golding, Rex, Amarillo; Barton McLendon, State, Atlanta; B. Legg, Superba, Denison; I. B. Adelman; Sam Archibald, Polly; C. A. Dickey, Avenue; D. J. Hightower, Texas; Leon B. Lewis, New Liberty; Louis Richker, Gaiety; L. C. Tidball, Rose, all of Ft. Worth; Sam Braslau, Galveston; L. M. Threet, Texas, Lufkin; B. F. White, Starland, Orange; T. W. Lewis, Princess, Texarkana; S. G. Fry and H. E. Fulgham, Joy, Tyler; Rubin Frels, Uptown, Victoria; George W. Belcher, Wharton; V. E. Hamm, Wichita Falls.

Utah

W. Vosco Call, Capitol, Brigham City.

Vermont

Newell B. Kurson, Campus, Middlebury; P. S. Murray, Opera House, Middlebury.

Virginia

J. F. Falls, Virginia, Danville; Emanuel J. Stutz, Capitol, Danville; J. B. Trent, Lynchburg; Robert Levine, Colony, Portsmouth; Jeff Hofheimer, Staunton.

Washington

J. A. Brandt, Tower, Bremerton; Mike Barovich, Puyallup; Loren Wahl, Grand Theatre Co., Bellingham; Benjamin F. Shearer, Tower, Bremerton; A. T. Dishman, Dishman, Dishman; W. B. McDonald, Avalon, Olympia; H. D. McBride, Howard Amusement Co., Spokane.

West Virginia

E. R. Custer, Kanawah Theatre Co., Charleston; R. J. Hiehle, Burwell, Parkersburg.

Wisconsin

C. J. Goetz, Beloit; William L. Ainsworth, Fond du Lac; Virginia Den Dooven, Green Bay; George Hannon, Grand, Green Bay; J. Zanias, Janesville; Frank Koppelberger, La Crosse; Arthur P. Desameaux, Majestic, Madison; Joseph Luntz, New York; Steve Dorcey, Crown, Racine; Mrs. W. Krusienske, Douglas, Racine; Max Krofta, Capitol, Racine; 20th Century Amusement Co., the Granada, Racine; August Berkholtz, West Bend.

Says System Not Changed Much Since Old Days

NEW YORK—Films were sold and distributed back in 1907 "very much in the same manner as today," Ned E. Depinet declared in reciting his experiences to Robert L. Wright, assistant to the attorney general, at examinations before trial in the government suit.

He told how he became a member of the industry in October, 1907, as a ticket taker and assistant operator of the Dreamland, New Orleans, a nickelodeon in those days, and after a few months moved to Imported Film and Supply Co.

The exhibitor, according to Depinet, had no idea what pictures he would play "until the train arrived with them." Pictures were then sold for "so much a week for so many films." A first and second run was sold for a town where there were two theatres.

"We would sell 14 reels not over 14 days old. The second run would be sold the same amount of reels not over 30 or 60 days old. We only had one print of each subject and we had to pay 10 to 12 cents a foot. That's how the producer got his revenue," he explained.

The First Long Picture

Later, producers like Biograph and Vitagraph which gained recognition started charging 12 cents a foot instead of 10 cents. This was in 1908-09. The witness was with Imported until 1911 or 1912.

Features began to lengthen about this time. The first long picture was "Ali Baba and the Forty Thieves," produced by Pathe Freres in France. Then producers began making their pictures in two reels, then three, four and finally five reels which became known as a feature. The American supply along about 1912 increased to about 75 reels a week. These were mainly one-reel subjects because theatres changed every day, he said.

After Imported, Depinet went to Consolidated Film and Supply Co., which operated 11 southern offices. He was there approximately 12 years until he joined Universal at the home office as southern sales manager. Consolidated had Universal exclusively in its 11 situations.

Practically everything was sold on flat rentals then. He then described buying Annette Kellerman's picture for the 11 southern states. The Kellerman picture was the first sold on percentage and there was a minimum 25 cents price restriction, he declared.

At this point, Depinet emphasized there has not been much difference in distribution in his 33 years in the business.

As producers began spending thousands, exhibitors were reluctant to pay increases and the solution was found whereby a percentage system would be set up, Depinet said.

Finds Independents Are in the Money

NEW YORK—Independent exhibition is very profitable, there is a general prosperity among most independent exhibitors, and "you don't have to look far to see how prosperous they are."

So stated Barney Balaban in his deposition before trial in the all-industry suit. He stated that, in a number of instances where B&K or Paramount could not operate theatres profitably they have been turned over to unaffiliates who have made a go of them.

One instance cited was Emil Stern of Essaness. Balaban said about 12 theatres in Chicago were turned over to the former B&K employe and "today he is as big as we (B&K) are."

The witness continued by explaining Stern was able to do a lot of things B&K couldn't, such as buy film cheaper "while we are forced to pay high prices."

The reason why B&K pays more for its film, Balaban asserted, was "Prices were established in our theatres from 1925, based on extremely high volume of attendance and admission prices at the time. Production costs increased through 1929." Paramount's average production cost today, he said, is double that of ten years ago. Other points were these:

Efforts at reductions meet with little or no success in view of the difficult problem of the exchange manager who has to help meet the company's increased production cost. Today attendance is no larger than in 1933 and admissions are much lower.

Film Buying the Key

Unable to secure rental reductions, this was an important factor in turning the group of houses over to Stern.

B&K has not been able to get its cost down, while independent exhibitors do, "I gather from the general impression in the industry."

The prosperity of independents is largely due to the way they buy film.

As a general rule an independent exhibitor, on a comparable basis, can buy pictures cheaper than major circuits. Independents also have low fixed charges, low wages to employes, while the various obligations a large operator must assume in his community seem endless.

Robert Wright, handling the examination, then asked, "If this is so why do you continue to be a large operator?"

"It is our obligation as manager of a business, our obligation to our stockholders to maintain that enterprise and to continue that operation whether some one can make more money than we can," answered Balaban. "As a whole, Paramount is making money. Some of the losing properties have been eliminated, but, on the whole, the theatre company's operation is profitable."

When Stern assumed the leases on the B&K theatres, the latter circuit benefited by 50 per cent of the profits. Since the leases have expired there is no return to B&K. However, Balaban criticized Stern for some of his recent actions, particularly in view of the "benign" gestures made by the Balabans.

Gradwell L. Sears, sales head for Warner, will be questioned Monday.

BROADWAY

STOP-WATCH speeches, lightning fast bows and a reaffirmation of the love of the publishing business for the industry, and vice-versa, marked a luncheon meeting of Ampa at Jack Dempsey's. The room bulged with men and women from the literary field. Most of them were called upon by President Paul Lazarus jr. for bows. Brian Aherne and Joan Fontaine were well received. Col. Theodore Roosevelt seemed to have struck the keynote of the publishers' attitude toward producers when he said his colleagues, far from feeling that films taken from popular books hurt their business, now consider they help their sale—"new markets are being opened up for books; people who see pictures nowadays are potential customers for the books."

Gilbert Seldes, however, observed rank and file theatregoers don't care where a film came from as long as it is "good." The one important factor in the comparatively recent adoption of novels as film sources, he said, is the pioneering aspect this affords. "If a book with an unusual theme is accepted by audiences, it means the producers can put over similar themes," he declared. Annie Laurie Williams, literary agent credited with the sale of "GWTW" to David O. Selznick, said there are "new frontiers" for authors since producers have recognized their efforts. John Selby, book critic of AP, was "happy" to notice that producers "are paying serious attention to books, rather than just their titles."

It was announced Ampa and ranking publishers have combined to present an annual award to the best film based on a "recent book." The committee will be chosen shortly. The next meeting will feature a television demonstration, in which Seldes will take part. Among the guests from the publishing field who were present were M. Lincoln Schuster, Pascal Covici, Donald Klopper, David Putnam, William Harlan Briggs, George Stevens, Bill Smith and Donald Reed.

Dave Loew left for the coast Friday after a week visiting with Brother Arthur . . . Harry M. Goetz plans to head for the coast in about two weeks to start production on "The American Way" for RKO. John Twist, who is writing the script, is still in town . . . Sam Rinzler will be back from Miami, Friday . . . Eddie Schnitzer got back from the resort in time for the Warner ball . . . Harry Decker leaves the end of the week for Miami and a vacation . . . John Howley was in Philadelphia, Friday, for his Princeton class dinner . . . William Zimmerman of the RKO legal force was in Dallas last week . . . Thomas Mitchell is here from the coast vacationing . . . Lynn Farnol and Edwin C. Stein flew to the coast over the weekend . . . I. Goldsmith, who produced "The Stars Look Down" in England and which is being released domestically by M-G-M, has returned from the coast . . . Osa Johnson arrives from Hollywood, Monday. She has been editing "I Married Adventure" there.

Charles Michael Reagan, western division manager for Paramount, is back from a month tour of exchanges under his supervision. He held meetings at each of the offices . . . Neil F. Agnew, general sales manager, is due back Monday from the south . . . Nicholas M. Schenck has interrupted his Miami vacation for a second time to return to New York to take care of a number of business matters. . . Eddie Peskay returned to Greenwich, Conn., Thursday after a brief stay here. He makes his headquarters there now, he says . . . Lillian Jeffrey leaves April 12 for Miami and a vacation . . . Joe Vogel and "Lep" Friedman left over the weekend for Miami and Havana . . . E. P. Kilroe, 20th-Fox attorney, is recuperating at Lenox Hill Hospital from pneumonia. It's his second visit to the hospital this year.

Madeleine Carroll got in on the Conte di Savoia, *after visiting her mother in Paris, and left immediately by plane for Hollywood and a role in "North West Mounted Police" . . . J. Walter Ruben, M-G-M producer, has returned to the coast after a brief visit here . . . Constance Bennett is in town for an extended holiday . . . Frank McHugh is dividing an eastern vacation between Gotham and New England . . . As part of the Ned Depinet Drive, the next four weeks have been designated as Smith Month in honor of Cresson E. Smith and A. W. Smith jr. of RKO . . . Leslie Roush of Paramount is lending his talents toward production of "Flight* 13," *a three-act mystery drama written by Lyman White of the M-G-M film department, which will be presented by an amateur cast in the Heckscher Theatre, March* 19-20. *Jess Goodman, Paramount office boy, is the producer . . . Edith Cassell of the M-G-M exchange billing department has become engaged to Benjamin Rosenberg . . . Phil Reisman stopped in Havana as first stop in a tour of RKO's Central American offices.*

"Bucky" Harris, RKO press agent, who formerly worked under Sol Schwartz covering the east side, Harlem and the Bronx, has switched with Eddie Sniderman and has taken over the latter's post, working with Russell Emde in Westchester, Union City and Newark . . . Paddy Grosso, formerly covering Charles McDonald's territory on Long Island and the west side, is now working with Lou Goldberg in Brooklyn, having switched with Fred Herkowitz . . . Just for the record, Leon Netter is working with M&P in Boston on partnership operations . . . Charlie Bowers of the Strand managerial staff is on the recuperating side of an operation performed at Fitch Sanitorium . . . Something elegant, is the new screening room Jack Cohn is having built for Columbia at 729.

While Stanton Griffis is in Florida, his secretary, Marjorie Hendrickson, is rounding out a second week under the doctor's care with a streptoccocic sore throat . . . Paul Peters, who handles films on Life, *is in Hollywood for a two-week stay . . . W. G. Van Schmus for the Music Hall and Lynn Farnol for UA co-hosted a large party for the press at a special screening of "My Son, My Son" at the Hall projection room with a round of cocktails to top it off . . . Frederic Ullman jr. of Pathe is due back from a trip to the company's coast office Monday . . . Morris Helprin concocted a fancy milk drink at Lindy's. The pink color looked good to Walter Gould. He ordered one. Now he's making 'em at home.*

Ben Ostrow and Herbert Lewis are doing special publicity for "The House of Seven Gables" . . . Blanche Ring of Broadway musical comedy fame of yesteryear has gone to Hollywood for her first role in a "talkie" . . . "Jimmy Roosevelt is in a new movie corporation that proposes to show movie shorts in nickel-in-the-slot machines," observes the *Sun's* Hi Phillips, who continues to observe: "It seems to us he has struck a great idea. There ought to be some way a man can see a movie and not see any of the flashes from next week's features."

Cresson E. Smith, RKO's western and southern sales manager, is in Dallas. After a short visit, he'll take in other branches in the southern territory . . . Herman Robbins, after a short trip back, has returned to Florida for a few weeks.



—Photo by Cosmo-Sileo

Must Have Been About "M—S. M— S—"

That book Jake Milstein has stuck so carelessly, perhaps, in his jacket is the giveaway, but nobody seems to worry about that. He and Jack Schlaifer, UA vice-president in charge of western sales, are linked in a coastwide telephonic hookup with the sales crew, telling the boys off.

Television Aloft Draws High Praise

By LEONARD WEISBERG

NEW YORK—In the absence of any standard of comparison, the television demonstration staged by RCA-NBC from an airplane must be accorded a praiseworthy nod in the direction of history-making events. Obviously performed under trying and unfamiliar conditions, the telecast was not received with the clarity usually compressed into a studio show. However, its significance far exceeds the call for quality definition.

For instance, the pioneer venture at once becomes an opening wedge for the immediate pick-up of special events that hitherto necessitated planning well in advance and the use of two 10-ton trucks. What television from a plane can mean when fully developed technically—providing an audience with receiving sets is there to justify it—can be conjured from a mental glimpse into the not too distant future. Floods, fires, any sort of ground disasters, observation of troop movements for military purposes, parades, sea events, etc., are a matter of minutes from the scene to the receiving set.

In the demonstration viewed in New York by the press, and said to have been picked up with good results in Schenectady, NBC-RCA used a new set of "vest pocket" apparatus, consisting of a two-camera chain with a lightweight relay transmitter, operating on a wave-length of 104 centimeters, weighing about 700 pounds. New iconoscopes used in the cameras are of a more sensitive nature than standard pick up tubes. A 4,000-watt gasoline-driven generator and a non-directional antenna array completed the equipment. All of this was put aboard a twin-motored Boeing 247-D transport plane at La Guardia Field.

In a second plane, in which engineers had installed a receiver, a group of aviation writers had the unique experience of seeing the outside of the plane in which they were flying as the television plane followed its course. The camera plane flew at altitudes of between 2,000 and 3,000 feet, circling the greater metropolitan area, picking out many landmarks. The factors said to have been responsible for hazy and somewhat distorted reception were said to have been the mist in the air at the time of the demonstration and the vibration of the plane motors.

Form Film Associates to Record Current History

NEW YORK—Film Associates, Inc., has been organized by Joseph Krumgold to make features and shorts, the first to deal with world history between the first and second World Wars. Production, it is declared, will be split between New York and Hollywood. The principals:

Felix Greene, currently American representative of the British Broadcasting Co. who will resign from that post; Gerald Heard, author; Aldous Huxley, well-known novelist; Theodore Lawrence, latterly European technical supervisor for 20th-Fox; Irving Reis, former radio producer and latterly a writer at Paramount, and Henwar Rodakiewicz, formerly with Paramount and M-G-M. H. William Fitelson is attorney.

"Divorcement" Remake A "Strong Drama"

Hollywood—RKO's remake of "A Bill of Divorcement," which long since has established its entertainment and boxoffice worth as a stage play and in two previous celluloid appearances, cannot miss being a solid hit with the customers who relish their drama strong and straight.

In every department — production mounting, direction, screenplay and cast —it shows definite improvement over previous film versions. Maureen O'Hara is cast in the part which brought acclaim to Katharine Hepburn.—SPEAR.

"Virginia City" Onlookers May Approximate 100,000

NEW YORK—Warner's advance agents working on the twin city premiere of "Virginia City" on March 16 report local committees in Reno and Virginia City are making arrangements to celebrate the occasion on a basis of estimates that onlookers would approximate 100,000, which would just double the population of Nevada for a day. That, incidentally, is a lot of people even to anticipate.

Undoubtedly the main attraction for the crowd will be the 16-car Southern Pacific special that will leave Hollywood carrying about 40 stars and 150 newspaper and magazine writers. The "names" include Errol Flynn, Miriam Hopkins, Humphrey Bogart, Randolph Scott, Alan Hale, Jean Parker, Eddie Albert and Priscilla, Rosemary and Lola Lane.

Additionally, Gov. E. P. Carville of Nevada has invited the governors of 10 other western states to be his guests. Three companies of the National Guard and half of the state's motor patrol have been ordered to assist in handling the crowd. Railroads and bus lines are announcing excursions for hundreds of miles around, it is said.

The Mutual network will hook up 40 western stations to carry the event over the air. The program will originate over Station KCH in Reno at 6:30 p. m., Pacific Coast time, and run for 30 minutes.

35 "Anti" Measures In Albany Hopper

NEW YORK—There are about 35 bills affecting theatres in the Albany legislative hopper, Harry Brandt, ITOA president, informed members at a meeting at the Hotel Astor. While a number are minor, the total represents an increase of 10 over last year, he said, pointing out the organization would wage a strong fight against all.

Brandt is sending a letter to Jimmy Fidler, Hollywood air columnist, asking him to support the industry that provides him with a livelihood by doing his share in fighting the Neely bill. Fidler, on his Tuesday night broadcast, minimized the "box-office poison" blast initiated by Brandt—without mentioning his name—and purported to show the stars Brandt criticized had acquitted themselves. Brandt said his letter would urge Fidler to acquaint himself with the contents of the Neely bill.

The organization, in response to a request by Mrs. W. F. Rowland, president of the New York City Federation of Women's Clubs, went on record as initiating immediately the practice of flashing the flag on the screen accompanied by the playing of the national anthem as each member house opens daily and the playing of a patriotic air upon closing.

An unnamed circuit was condemned for attempting to secure the lease on the Boro Hall, Brooklyn, which, it seems, has turned out to be something of a charitable venture on the part of a few ITOA members who have sought to help the family of Dr. Leon Greenfield operate it since Greenfield was committed to a sanitorium.

Representations were ordered directed to the city planning commission's proposed restriction against new theatres in certain metropolitan zones and proposals for the demolition of uprights and other electric signs that protrude from buildings.

ITOA Protests Trade's Participation in Fair

NEW YORK—The ITOA has registered a protest with the MPPDA over contemplated participation of the majors at the World's Fair. The organization states it will face "serious competition" when a lowered admission price of 50 cents goes into effect, and "that any cooperation in the way of free attractions to the public by the industry is inimical to our interests."

"Dramatic and Powerful"

Hollywood—Rarely is a photoplay so meticulously produced, so masterfully directed and so wisely cast as was "My Son, My Son," the Edward Small production for United Artists release.

Those who have read Howard Spring's best seller from which the film was adapted, will have some appreciation of the task which confronted Small in bringing it to the screen; and for that large ready-made audience, the picture will completely fill the novel's extravagant entertainment promises, albeit much of the original is deleted or changed. By the non-readers, who will be vastly in the majority, the feature will be welcomed as an intensely dramatic and emotionally powerful offering with a special appeal to the women trade.

There can be nothing but praise for the outstandingly fine performances by every member of the cast, with youthful Louis Hayward as the son winning a slight edge over his fellow mummers. Charles Vidor directed.—SPEAR.

WASHINGTON

RAY BELL, Loew publicist, embarked on that west coast junket, March 8 . . . No doubt will meet up with Bernie Kreisler, who pulled anchor on the first . . . Charlie Kosco of the Alpine circuit visited and advised that he and the missus will take a vacation cruise to Rio on the 18th . . . "GWTW" leaves the Palace on March 15 . . . Jimmie Fidler and his troupe of starlets booked in the Capitol for the 22nd . . . Henry Hiser packed them in with "Birth of a Nation" and Charlie Olive hung out the SRO at the Atlas while featuring Borrah Minnevitch and his rascals . . . RKO is second in the eastern group of the Ned Depinet drive . . . Pat Byrnes, RKO student booker, has been transferred to St. Louis, with Laurence Ady replacing him . . . Nat Levy, district manager, visited with Branch Manager Bob Folliard.

Metro banter: Rudy Berger advises by mail that the violet rays are getting warmer . . . Marge Dermody has returned from her southern jaunt looking like a million . . . Harry Cohen has checked in, too, but daughter and Mrs. Cohen have prolonged their stay . . . Chas. Aaron, home office auditor, is making the usual check . . . Mrs. Fred Rippingale is convalescing in Sibley Hospital . . . Charlie Mack, newscameraman, has returned following a siege of illness . . . In screening "Congo Maisie" the entire staff was thrilled with the appearance of Harold Weinberger, their former office manager, in a supporting role . . . Joe Kronman, cashier, is a cruise specialist and can quote figures and itineraries at leisure.

Lichtman theatres, the first colored chain in the country to show "GWTW," and simultaneous with downtown at advanced prices, announced a two-week sellout and holdover prior to the opening . . . Heine Scholtz, National Theatres, Roanoke, is back in harness following an illness . . . W. W. Snidow, Christianburg, Va., is holding his own as chess champ . . . R. F. Plank, Lyric, Blacksburg, Va., has returned following a siege of the flu . . . Mr. and Mrs. E. D. Leishman of Gloversville visited with Frank Boucher en route to the land of sunshine and babes with yarns . . . It will be wedding bells soon for Herb Brown, Waller, Laurel, Del. . . . If we didn't recognize Sam Galanty under that coat of tan we'd swear he was a coffee baron from down Brazil way . . . Seen along the Row: B. F. Southern, State, Clarksville; Eddie Barison of World Pictures; Ridley Green, Chase City; Leon Back, Rome theatres, Baltimore.

Twentieth-Fox chatter: The T. C. F. Dynamos held a meeting March 5 to arrange for a St. Pat's soiree the 16th . . . Birthday greetings to Charlie Mendelsohn . . . Bill Gehring, central division manager, interrupted his motor trip to the everglades for a tete-a-tete with Joe Cohan . . . Catherine Caruana's father is ailing . . . Sam Wheeler's daughter, Joan, celebrated her eighth birthday the 5th. Sam is pleased to learn that she has regained the weight lost in a recent illness, and gives most of the credit to Doctor Ole Sol . . . Sara Young and Ann Griffin visited with Ben Pitts in Fredericksburg for a bit of booking . . . Stanley Summers has returned from the sand dunes, being tanned by both the sun and the horses . . . While reviewing a film the other eve, Ann and Sara witnessed a preview to an old injun story, not too old to be still new . . . Marion Blaker is nursing a cold at home . . . Earl Taylor is coming along in grand style.

Every Tuesday Ray Bell pops out of the screening room for his buttermilk and crackers. Ray's recent hospitalization for leg paralysis was shortlived, just the nerves and the tendons having an argument . . . Miriam Hirsch is improving wonderfully at Will Rogers Memorial; has taken up knitting for a pastime . . . Bob Folliard's brother, Tom, having baffled the doctors for the past three weeks, has entered the Mt. Alto Hospital for a complete check . . . Monogram's Hazel Flint checked off another year March 4 . . . George Nathan, NSS, headed for Norfolk and surrounding accounts . . . Monogram's Buddy Hansen visited the Maryland situations . . . It is reported that "Mac" Woodson has been ill . . . Paramount's Jack Fruchtman and Goleum Ketchum, Dominion booker, are beachcombing . . . George Gill, Trio-Preferred, has returned from a New York conference.

Sam Soltz, Howard, Baltimore, has been confined to his home with illness . . . Jeanette MacDonald scored another success at the Lyric, Baltimore, with thousands turned away . . . Ray Gingell, manager of the Hiser, lined up a swell bally on the horror combo of "Bride of Frank-Dracula's Daughter" . . . Sidney Lust has joined with the civic leaders of Bethesda in sponsoring an egg hunt next to the Bethesda, and with the Kiwanis of Prince Georges county for similar hunts adjacent to his four theatres in the county . . . Cinderella story: Helen Pender, Metro biller, plays the lead. Spotted by a scout for the famous John Robert Powers model agency. Brunette and twenty-one, and conforming to all the requisites is regarded as a "gold mine" by Mr. Powers. Leaves immediately for New York for training and is heralded as another Kay Aldrich by Mr. Powers.

Industry Should Clean Up Its Own House, Says a Lawmaker

WASHINGTON—Conflicting interests in the motion picture industry should get together, iron out their differences and make the Neely bill unnecessary, according to Representative John G. Alexander (Rep., Minn.).

Setting forth in the "Congressional Record" views which are said to be shared by a large number of members, Representative Alexander asserted the industry should wake up and clean house but at the same time maintained that Congress should cease to interfere legislatively in businesses in which inter-industry conflicts arose.

As an illustration of what Congress is asked to deal with, he inserted a letter from Ben Ashe, secretary of Allied Theatre Owners of the Northwest, to W. H. Workman of M-G-M Distributing Corp., in which it was alleged the company had run a preview in Minneapolis at which speeches against the Neely bill were made by "paid members of the producers and affiliated theatres" and representatives of civic organizations present were asked to go on record against the legislation.

"For the past several months," the Congressman declared, "a large amount of the time of members of Congress has been taken up by proponents and opponents of the Neely motion picture measure, or anti-block booking bill, both in the way of private interviews and also in the form of letters, telegrams and petitions.

"Of course, we like to get the varied views of these interested parties, but it does seem, as a matter of good, ordinary business judgment, that, if there is need for this proposed legislation, if there is something wrong with the system now in vogue by the motion picture industry, then are we not justified in asking the question, Why in the name of common sense do they not wake up, clean their own house, and rectify their program so as to meet the criticism on the part of the public which favors the Neely bill?

"Why is it necessary to make such business problems matters of legislation? Why do we have to try, and I believe foolishly, to legislate business ethics and principles of business management? It is not only foolish but it is just another one of the many insidious ways in which we are doing away with individual initiative, contaminating business with politics, and otherwise destroying the sound and fundamental principles of free government originally set up in this country, and which worked so well for about 130 years that they made us the greatest industrial nation in the world."

20th-Fox Is After Outside Product

NEW YORK—Negotiations are under way by 20th Century-Fox for distribution of outside product for 1940-41 to be sold independently of its own lineup, it is learned. The move is said to be designed to offset the virtual elimination of series pictures, such as the Jones Family and "Charlie Chan." Present plans call for but one release of each of these series. However, there will be four "Cisco Kid" dramas, starring Cesar Romero.

Paul Terry, producer of Terry-Toons, may make a two or three reel cartoon special for next season, and Truman H. Talley, head of Movietone News, is considering two two-reel specials of unusual treatment.

Metro Has Cronin Story

NEW YORK—M-G-M has acquired for release here "The Stars Look Down," by A. J. Cronin, author of "The Citadel." Produced in England, the film stars Michael Redgrave, Margaret Lockwood and Emlyn Williams. Carol Reed directed.

PHILADELPHIA

VARIETY Clubbers blushingly confess they have arranged to have the Arthur Murray Dancers come around every Saturday afternoon to teach the less graceful members the mysteries of the rhumba and la Conga . . . Monogram is throwing the shivers into Vine Street passersby with a hair-raising display for "The Human Monster" . . . Dick Mayer, Studio, showed quick thinking when he booked "Mr. Chips" as soon as word was flashed on the Academy award . . . Mrs. Edna R. Carroll, chief censor, thanked exchange heads who financed her trip to Hollywood by treating them to a dinner . . . Al Fischer, Keswick, Glenside, is on his feet again after a bout with a throat infection.

Horlacher men are getting a pat on the back for getting the product through during the recent blizzards. When their trucks stalled they resorted to airplane, private car, ferry, tractor and—in one case— a farmer's plow. And no driver—or pedestrian—was hurt in the process . . . Comerford's Strand was damaged in the Shenandoah cave-in . . . "Road to Singapore" was screened at the weekend Variety Club get-together . . . Paul Klingler, Rialto, Lewistown, visited the street with his wife and some Lewistown friends . . . Bud Hissner, Academy, Lebanon, also brought his wife around to show her the inside workings of the business.

S. E. Applegate, Metro, is back from Florida, with a faceful of evidence that the sun shone while he was there . . . Mildred Rudo, secretary of Joseph Farrow, is off on vacation . . . Anna Haines Brennan, former Metro employe, is the mother of a husky son . . . Dom Lucente, persuasive Alhambra manager, got the nearby parochial schools to let the kids out a half hour earlier to see "Gulliver" . . . Stan Benford, Colonial, is beaming about the new house record he set with a "pot of gold" matinee—1,500 kids at one show . . . Bob Kessler, Benn, has become so friendly with the principal and teachers of the Tilden Junior High School that his programs appear in the daily school paper.

Herman Rubin, Paramount Philly salesman, and Ulrik Smith, sales manager, are sporting new autos . . . Smith is out showing it in the hinterland on a tour with Jack Holman, Harrisburg salesman . . . Paramounters sang Happy Birthday en masse to Jean Yoss on the 5th and Mrs. Naomi Greenberg on the 6th . . . Earle Sweigert was host to critics and circuit heads at a preview of "Dr. Cyclops," Technicolor phantasy . . . Benny Di Santo, head Paramount shipper, is reported by friends to have an interest in a young leather-pusher.

The Showmen's Club is negotiating for new quarters in a building near 12th and Walnut Sts. Al B. Blofson expects to close the deal this week. He reports complete settlement of the dispute with the St. James Hotel, where the club formerly was located . . . The Preview Promotion Syndicate's large new office in Clark Film's quarters is now formally open . . . William Goldman's Terminal played host to postmen of Llanerch and Upper Darby at a screening of "A Call on the President."

Movierow Calendar: Birthday celebrators so far this month have included Louise Carey, Metro, March 2; Al Zimbalist, Warner, on the 3rd; Marion Sullivan, Capital, and Tillie Lavan, Metro, 4th; Elmer Hirth, Goldman circuit, 5th; Anthony Pisentino, Paramount, and Rose Hamilton, Fox, 6th; Ray Schwartz, Affiliated, and Herb J. Elliott, Fern Rock, 7th; Mrs. I. Silverman, operator's union, 9th; Moe Sherman, Monogram, and Helene Milbury, Warner, 10th . . . And as for commemorations of the fateful march to the altar: Mr. and Mrs. A. Larry Mackey, Arcadia, marked theirs on the 9th, and Mr. and Mrs. Sol Lewis, Edgemont, on the 5th . . . Star birthday celebrator of the month is George Battersby, Warner paymaster, who reached the handsome age of 79 on March 5.

Harry Dressler, 20th-Fox, is shopping for train tickets to Florida . . . Mary Green and Angeline D'Amata, two pretty members of the 20th-Fox clerical staff, are recuperating from tedious illnesses and are expected back soon . . . Mrs. Anthony Blase, wife of the Vitagraph poster fellow, is ill . . . Mel Koff is preparing to close his Darby for renovations . . . Phil Manes, Model, contributed left-overs in his lost and found department to the Neighborhood Centre, welfare organization.

Atlas Is RKO's Largest Stockholder—Odlum

NEW YORK—Atlas Corporation is the largest stockholder in reorganized RKO, states Floyd B. Odlum, president, in his report to stockholders. The company's portfolio of stocks includes $2,169,850 in six per cent RKO debentures, series 1941, represented by full-paid certificates; $270,776 additional in the same series; 4,300 shares of first preferred cumulative convertible Paramount preferred; 5,000 shares of that company's second preferred and 7,000 shares of G. T. E. common.

Extends Time for Allowance Applications to March 25

NEW YORK — Federal Judge William Bondy has granted an extension to March 25 for attorneys to file applications for allowances in connection with the RKO reorganization. The extention is the second. Both were made on the request of Atlas and Irving Trust who assert they have been so busy consummating the plan, they have had no time to prepare requests for monies due them.

Consolidated Net Higher

NEW YORK—Consolidated Film Laboratories and its subsidiaries report a net profit of $628,297 for 1939, comparing with the $616,697 realized the previous year.

Rites for Philip Weinberg

NEW YORK—Services were held here Sunday for Philip Weinberg, father of Lou, Columbia sales executive.

Reserves Decision on Suit Against Walter Reade

TRENTON—Vice-chancellor Buchanan in chancery court has reserved decision in the suit brought by Leo Justin, Morris Jacks and Jerry Buckbinder against Walter Reade for fulfillment of a pooling agreement in Morristown. Victor Carton of Asbury Park represented Reade, while David Wilentz, New Jersey attorney general, argued the plaintiffs' case.

Justin and his two partners claim Reade abrogated his agreement, which the plaintiffs claim was to have run for 20 years, between the Community and Justin's Park and Palace.

Gary Theatre Anti-Trust Action on in Chicago

CHICAGO—First witness in the Gary Theatre Company's anti-trust suit against B&K, Warner Theatres and the majors, which got underway this week here, was V. U. Young, head of the Gary Theatre Co. Young contends he cannot get releases from the majors until after their product has played both the loop and the "A" week houses in suburban Chicago.

Defendant attorneys argued that run and clearance as such are legal and that no conspiracy exists, but merely competition among the various film companies. Several distributor home office executives are expected as defense witnesses next week.

Chicago Court Takes Bioff Case Under Advisement

CHICAGO—The decision on whether or not the west coast labor leader, William Bioff, must serve the remainder of a sentence on a pandering charge conviction back in 1922 will not be forthcoming for a few days, Judge John Prystalski, who is presiding, having taken the case under advisement.

Witnesses for Bioff testified that they understood the case to have been disposed of in his favor.

Milgram Suit Against WB Is Expected to Be Filed

PHILADELPHIA — Dave Milgram's (Affiliated circuit) suit against Warner was expected to be filed this weekend, according to the office of his counsel, Mayer, Magaziner and Brunswick.

The rehearing on the Landis (Vineland) anti-trust case against the Warner circuit and major distributors has been set to open March 25 before U. S. District Court Judge William H. Kirkpatrick.

Millett, Le Page Case Depositions March 18

BOSTON—Defendant depositions scheduled to be taken next week in the C. F. Millett and Frank Le Page anti-trust case have been postponed to March 18 and 19. George S. Ryan, counsel for the two Maine exhibitors, will take the depositions in Boston.

ALBANY

A METRO "Pep" Club has been formed with Sidney Stockton, office manager, as president; Jane Breen, cashier, as treasurer; Josephine Lasky, cashier's department, as secretary, and Ralph Pielow, branch manager, as honorary president . . . Harold Sugarman is the new United Artists salesman in the Albany territory, succeeding John Steele . . . Mitchell Conery has been booking personally for his theatres, mainly by phone from headquarters in Ravena. Alan Jones formerly was Conery circuit booker.

Fred Sliter, 20th Century-Fox salesman and father of Harold Sliter, Schine executive, escaped injury, but his car was quite badly damaged when another machine struck it in Watertown. He returned to Albany by train. Driving in North Country is no child's play for salesmen during the winter, several of them meeting with accidents last year . . . Stanley Goldberg, Columbia booker, Mrs. Goldberg and Goldberg's mother weekended in New York . . . Clarence Goodemote, operator of the Cozy, Broadalbin, contributed an article to Gloversville Herald *on the Townsend Plan. Goodemote, who is tax collector in Broadalbin, heads the Townsend Club there, and within the past year has organized similar clubs in Northville, Mayfield and other places. One is being formed in Amsterdam and* 11 *have been set up in Schenectady. Goodemote would not be eligible for the Townsend Plan for sometime, but he argues, and tells film salesmen, the plan would give jobs to young people now coming out of school, by "retiring" older folks.*

Exhibitors on Filmrow: Chris Marx, Highland and Rialto, Utica; Mrs. Inez Ferguson of Copake; Alec Papayanokos, American, Canton; Leonard Rosenthal, State, Troy; Ollie Mallory, Starr, Corinth; Jerry La Rocque, Fairyland, Warrensburg; Al Bothner, Palace, Troy; Jimmy La Belle, Family, Watervliet; Sid Dwore, Lincoln and Broadway, Schenectady; Bill Barney, Grand, Watervliet; Sam Davis, Phoenicia, Phoenicia . . . Bill Gaddoni, Metro chief booker, is back on the job and chipper after an operation in St. Peter's Hospital for removal of a stone which had formed in his throat. Bad luck for genial Gaddoni should have run its course by now; last fall he was confined to his home in New Rochelle by a sinus infection . . . A newcomer to Metro is Florence Bzikas, Watervliet, who is at the switchboard. Josephine Lasky transferred to cashier's department . . . Ralph Pielow, M-G-M manager, was due to return Saturday after three weeks in Miami. One of his companions at that resort was E. K. (Ted) O'Shea, now district manager and once Albany boss for Leo the Lion. Mrs. Pielow and Mrs. O'Shea were in the party.

Dan Houlihan, 20th Century-Fox booker, missed the heaviest snowstorm here, being in Miami, but returned as winter's coldest weather arrived. Report she met in warm, sunny Florida, Sam Rosenblatt, operator of the Palace, Schenectady, and an Albany garageman. Frank Williams, Benton booker, and Seth Field, Schine statistician, were Houlihan's companions on the trip . . . Bill Cooper, Republic cashier, spending Saturday afternoon in exchange compiling a monthly report . . . Harry Berkson, upstate Monogram franchise holder, stopped en route from New York to Buffalo . . . Date for visit of Edward A. Golden, Monogram general sales manager, to Albany has been changed.



Old Friends Meet in Albany—

It's Hal B. Wallis on the left, his wife, Louise Fazenda, on the right and Moe Silver, Warner theatre zone manager in Albany, in the middle. Old friends, they met as the executive producer at the Warner studio passed through en route from New York to the coast.

Paramount Publicity Setup Shuffled by Cliff Lewis

HOLLYWOOD — Realignment of Paramount's studio publicity staff has been effected by Cliff Lewis, who, under the new setup assumes active head of the department with Bert Holloway as general publicity assistant.

George Thomas is transferred from advertising to wire services, syndicates and other outlets, replacing Jean Bosquet, assigned to unit publicity writing. John Del Valle is shifted from special writing to the unit room. Robert Speers will continue to supervise local "planting," with Rufus Blair remaining in charge of national "planting" and Don King as news editor in charge of the unit room.

29 FA Franchise Deals In Edwards' Hands

NEW YORK—Sol Edwards, general sales representative for Fine Arts, is expected to conclude negotiations for setting up 29 franchises in key situations by next week. Meanwhile, Franklyn Warner, FA head, plans to put three pictures before the cameras simultaneously at the Educational studios he has acquired in Hollywood. The first is expected to be ready in three weeks.

Mayo's Mother Dies

NEW YORK—Funeral services were held during the week for Mrs. Emma Spiegel Kahn, mother of Archie Mayo, director. She died after a two-day illness, Mayo having arrived from the coast with his wife six hours too late. Interment was at Mount Nebo Cemetery.

New York Music Hall Is Set for Weeks to Come

NEW YORK—The Music Hall, which has known its product shortages, is now in that position sometimes described as an embarrassment of riches.

The big theatre is set for weeks to come. The current "Too Many Husbands" from Columbia will be followed by a two-week run of "Young Tom Edison," another M-G-M release made available by the backlog created at the Capitol by "Gone With the Wind" which has been replaced by "Northwest Passage."

"Rebecca" trails "Young Tom Edison" and it, in turn, by "My Son, My Son" which UA screened privately Tuesday night at the Music Hall and followed with a party. In line and in order also are "Over the Moon," a Korda film; "Irene," an RKO starring Anna Neagle, and "My Favorite Wife," likewise an RKO starring Irene Dunne and Cary Grant.

Columbia Sets Up Awards For Division Managers

NEW YORK—Columbia has set aside special division managers' awards as a further stimulus for the "Montague Fifteenth Anniversary Campaign," which ends May 10. The awards cover eight weeks ending April 26 and will go to the two division managers whose districts show the greatest improvement in billings.

Eligible are Nat Cohn, New York; Phil Dunas, Chicago; Sam Galanty, Washington; Sam Moscow, Atlanta; Jerome Safron, Los Angeles; and Carl Shalit, Detroit.

Two Leagues Will Pace Monogram 14-Week Drive

NEW YORK—On March 30, Monogram launches a "Spirit of Independence" drive. It will run 14 weeks. The company's 30 exchanges have been split into a "National League" and an "American League" by Edward A. Golden. Money awards are planned.

RICHMOND

CARRINGTON WADDELL, South Boston manager for Neighborhood Theatres, was in town long enough the other day to get a ticket for over parking on Main Street . . . Denver Aleshire, Luray exhibitor, is expecting increased business with the early erection of a new textile mill in his town . . . The Newport, Buck Wilder's ace house in Norfolk, has been completely renovated . . . Bob Bertscky, former salesman for United Artists and now Mathews Court House lone exhibitor, is planning extensive improvements to his Be-Jo either in April or October. Bob says he is going to put in a colored balcony to seat 200 and change the front . . . And now there is a Foreign Film Society in Lynchburg.

Virginia soon will have another open air theatre. This one will be in Norfolk county on the site of the Walkathon in Fairmount Park . . . Leon Nelson, Warner checker, is now back on the job after being out for several weeks following an appendectomy . . . Claude Wilson, maintenance engineer of the Byrd, bought a new car, but took the train for that weekend trip to New York . . . Morton G. Thalhimer is back on the job after being sick for a week . . . Jim Owen, RCA salesman, spent a couple of days in our midst . . . That was quite a large gathering at the Bellevue the other night for the surprise birthday party given for Mrs. Conrad McRee and Louis Pollard. Those attending included: Mr. and Mrs. Ober Boyd, Mr. and Mrs. Percy Pollard, Shirley McRee, Helen Nightingale, Travers Carter, Mr. and Mrs. Harold Hubbard, Edna Hoover, Luther Jones, Harvey Kelly, Betty Mayo, Pete Southward, Henry Hawkins, Carl Martin and Ruth Kelch.

Fred Beiersdorf, Warner branch manager, was in to see A. Frank O'Brien . . . Jerry Murphy, Fox salesman, was here also . . . Dave Kamsky has returned from visiting South Boston and Pulaski . . . Sam Wheeler, Bob Pollard and Harry Brown were in town, also Ralph Binns . . . The staffs of Wilmer and Vincent's Colonial, National and Carillon have received new spring uniforms . . . Herman Rubin, Petersburg general manager for Neighborhood Theatres, was in town conferring with Sam Bendheim jr. . . . Ben Pitts was also here from Fredericksburg . . . Zulie Carter, National cashier, who has been in the hospital, has returned home and expects to be back to work very soon . . . Billy Baltimore, operator of the Patrick Henry, has been very ill for several weeks . . . Elbert Grover, RKO salesman, was in town on his way down the Valley . . . Mack Scarborough, projectionist of the Park, visited Washington over the weekend . . . Claude Miles, projectionist, Carillon, has returned from Lynchburg, where he was called due to the illness of his mother.

Edith Lindeman, film editor of the Times Dispatch, *ran two stories on her page explaining about the Neely bill and the results it will have on the industry if passed . . .Thieves stripped Ira Ellis' car while it was parked down on Eighth Street the other night. Ira is engineer at the Grand and State . . . The Hippodrome put on an old-fashioned spook show last Sunday at midnight and packed the house.*

William Yoost Services Are Held in New York

NEW YORK—Funeral services for William Yoost, veteran theatre operator, were held Friday at Universal Chapel. Burial was at the Lutheran Cemetery in Queens. Yoost, who was 60 years old, died in Miami Beach. He is survived by his daughter, a sister and brother.

Yoost entered exhibition in 1914. At that time he acquired the Novelty and four years later built the Amphion, Royal, Chaloner, Superior, 34th Street and Regent.

ROCHESTER

LOU MAYER, manager of the Temple, claims his double feature of "Kentucky" and "Dodge City" is the first all-color dual to hit town . . . The Lake has reopened after being closed for redecorating. The auditorium was repainted, new drapes hung, and sound equipment was overhauled. Eugene Chiarmonti is manager . . . "Gone With the Wind" returns here for a week's engagement at Schine's Monroe, a neighborhood house, March 10. "GWTW" broke records when it played four weeks at Loew's Rochester. Same prices as prevailed at Loew's run will hold at Monroe. The theatre, of which John Tucker is manager, is installing new lenses for the picture.

Joe Deacon is the new manager at the West End, replacing Lee Stern, transferred by Schine's . . . Bob Meagher is handling publicity for Schine's Rochester houses . . . Vaudeville now is a Friday night feature at the State where Wally Folkins is manager, and Jitterbug Jamborees and vaudeville are packing them in at the Riviera on Friday nights.

Schine theatres are giving away 22 pairs of passes every day on a radio program over Station WSAY . . . William E. A. Wilson, 66, one-time organist at the Playhouse in Canandaigua, is dead . . . The original Lone Ranger of the films, Lee Powell, and Dorothy Davenport, screen actress, appeared here with the Shrine Circus.

Two men were killed, and two others injured, when a 30-foot brick building wall collapsed in nearby Canandaigua. The structure, recently leased by the Schine chain, was being remodeled for a theatre. J. J. Soppe, Wellsville, is owner of the property, and had agreed to remodel the structure under terms of a lease with the Schine enterprises, signed in January.

More than 1,000 children were at Loew's Rochester for a special Saturday Rodeo Show, sponsored by the *Democrat* and *Chronicle* . . . Still drawing big crowds are the Major Bowes Auditions at the RKO Palace every Monday night, and the Jitterbug Contests at the Century on Friday evenings . . . Nelson Eddy will appear in special recital at the Eastman on March 15 . . . "Juicy" weather—part rain and part snow—cut into business last Sunday and Monday.

BALTIMORE

JIMMY FIDLER and his Hollywood stars were feted at the Baltimore Press club last Tuesday night by Ted Routson, publicity chief of the Hippodrome. Anna McFaul, Baltimore juvenile singer, made a hit at the club and was given a part in the current show of film stars at the Hippodrome . . . William K. Saxton, Century, tied with Baltimore *News Post* with a series of color sketches. The drawings were adapted from scenes of "Northwest Passage," current attraction at the Century. Guest tickets and cash prizes were given for the best drawings . . . Sam Soltz, Howard, is on the sick list.

Volunteer inspectors from the Maryland state board of censors are now on the job inspecting theatres in the counties for fire hazards. Did you know that the state board that issues motion picture operator licenses issues them for Baltimore city only and that no license is required to operate a motion picture machine outside of Baltimore City? . . . Howard J. Cooling has just returned from making inspections of Allegheny and Washington county theatres for state censor board; he report good results . . . Allen Kahn, Pennington, has a sprained back . . . Moe Cohen, Main, is now one of the owners of the Miami Club . . . Joe Grant, Dunbar & Reo, has just returned from a Florida vacation . . . Ask Sam Diamond, 20th Century-Fox salesman, to do Laughton for you . . . "GWTW" is now playing at Loew's Valencia; same policy will prevail as when it played the Century.

Vivien Leigh is playing in nearly half of Baltimore's downtown theatres. William K. Saxton has her in "GWTW" at Loew's Valencia, Mac Weinberg has her in "Storm in a Teacup" at the Little, Rodney Collier has her in "Sidewalks of London" at Warner's Stanley, and Harry Meyerberg has her in "Dark Victory" at the Lexway . . . The swivel chair in the office of the Regent threw Ralph Martin jr., relief manager of United Theatres, for a loss. Result: Two stitches in the back of Ralph's head . . . I. M. Rappaport, who is cruising on a yacht in southern waters, is reported planning to return soon.

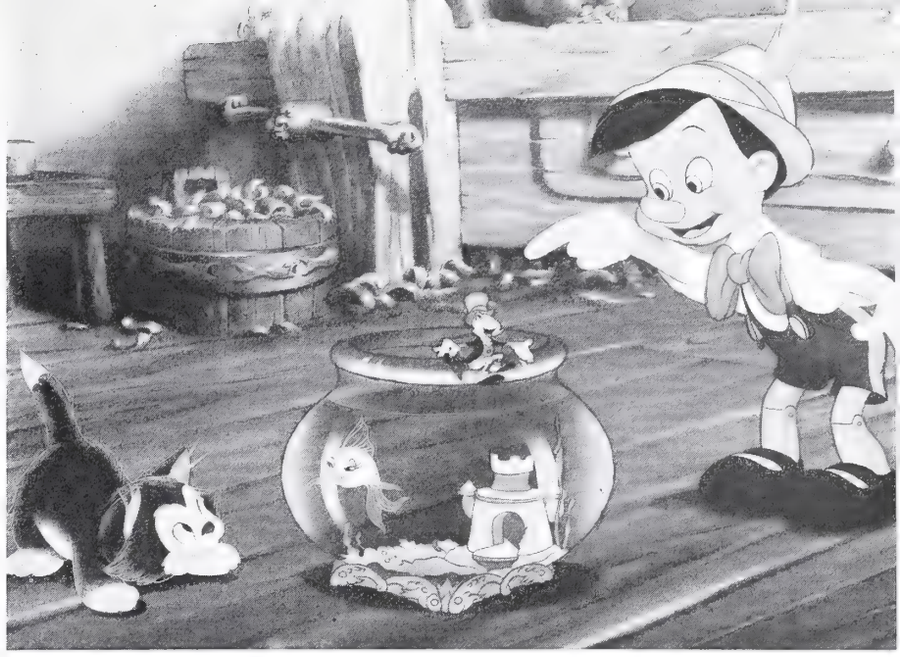
"King of Kings" soon will be shown free of charge in the morning from Tuesday to Friday. Doors will open at 10:30 a. m. in the following theatres: Tuesday, March 12, George Rummel, Belnord, and Harry Gaertner, Strand, Dundalk, Md.; Wednesday, Northway and Vilma; Thursday, Bill Hick, Hampden; Friday, Edgewood, and Saturday, Edw. Kimple sr., Capitol . . . Ruth Greene, Little, is on the sick list . . . A swell publicity stunt was pulled by Nathan Kantor, Astor, on "Destry Rides Again" by tying up with neighborhood merchants, giving prizes and putting out a cooperative program called Shoppers News, *which the merchants paid for in ads.*

Quitting MPPDA

NEW YORK—Maurice McKenzie, executive assistant to Will H. Hays, president of the MPPDA, is leaving the organization April 1. Francis Harmon, another assistant to Hays, will assume McKenzie's duties. McKenzie is retiring from business activity.



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.



"Pinocchio" Blue Ribbon Award Winner of February Releases

"Pinocchio," Walt Disney's latest feature-length animated creation, has been selected by the National Screen Council as the outstanding February release and winner of the BOXOFFICE Blue Ribbon Award for that month.

Distributed through RKO Radio Pictures, "Pinocchio" is filmed in multiplane Technicolor, and has an imposing staff of animators. The original story was written by Carlo Lorenzini under the pen name of C. Collodi, and was first published in Rome in 1880 in an Italian magazine. It came out in book form in 1883 and was first published in the English language at the turn of the century.

The story of "Pinocchio" concerns the adventures of a little puppet who becomes a real boy. The name Pinocchio means "little pine boy," and some of the beloved characters brought to the screen are: Geppetto, the woodcarver who creates Pinocchio; the Blue Fairy, whose magic gives life to Pinocchio; Jiminy Cricket, Pinocchio's conscience; J. Worthington Foulfellow and Giddy, the two villains.

Walt Disney's first feature-length cartoon, "Snow White and the Seven Dwarfs" won the BOXOFFICE Blue Ribbon Award for February, 1938.

Production Staff

Producer .....WALT DISNEY
Based on the story by....C. COLLODI
Lyrics .....NED WASHINGTON
Music .....LEIGH HARLINE
Multiplane Technicolor
.....NATALIE KALMUS
and
Staff of Animators.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Blondie Brings Up Baby
Some of the gags at the beginning of the picture missed fire. Latter part of picture weary. Audience liked it after it warmed up. Boxoffice was about average for this picture. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Metro-Goldwyn-Mayer

Andy Hardy Gets Spring Fever
The Hardys are very good comedy. Mickey Rooney is growing fast. In the public of moviegoers this picture did not do as expected for some. The reason was due to the weather. Sun., Mon. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Another Thin Man
A good picture that did better than average business. Plot a little complicated for some of my audience. Nick jr. is a delightful tot. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Blackmail
Edward G. Robinson always comes out with a good picture because he is a great actor himself. The public likes this type of show. Action and thrills is what it takes for a small town. Wed., Thurs. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Congo Maisie
A picture packed full of good entertainment. There were thrills and chills, but before one had time to feel them he was laughing. Keep up the good work, "Maisie." Thurs., Fri. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Henry Goes Arizona
A little weak in plot, but will get by with the Frank Morgan and Virginia Weidler fans. Played this on a double feature with "Heaven With a Barbed Wire Fence," a fair program picture. Attendance fair. Sat., Sun. Weather: Snow. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Paramount

Born to the West
Enjoyed nice weekend business on this one. Fri., Sat. Weather: Mild. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Great Victor Herbert, The
A marvelous picture. Everyone is familiar with Victor Herbert's music, therefore making the picture more real. Music, acting and costumes were great. Thurs., Fri. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex

Republic

Blue Montana Skies
I believe this was Gene's best picture. Could use more of Smiley's comedy. Biggest house we've had was on this. Saturday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Cowboy From Texas
The Three Mesquiteers in their best. Lots of fun and extra action in this western. Saturday. Weather: Clear. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Days of Jesse James
Roy Rogers turns out to be a big outlaw of the old days and comes out with a swell western. The title was perfect and a swell show. The country people went for this show in a big way. Fri., Sat. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

RKO Radio

Allegheny Uprising
This was another picture. I was going to do good on it, but when the boxoffice closed there was nothing—only a few dimes. Gave the school a chance and they failed. A swell story and a swell picture. Wed., Thurs. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Flying Deuces
This picture can be summed up in one word—"lousy." Laurel and Hardy should confine their so-called acting to single reels and not try to make features. RKO certainly has produced a lemon—and I do mean a lemon—with this picture! This picture is enough to make a person vote for the Neely bill. Sun., Mon. Weather: Fair. Admission: 35-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

Hunchback of Notre Dame
I was all set to knock them cold with this picture. Once in a while the comments were favorable. Some must have stayed away on purpose. The boxoffice take was only fair. Charles Laughton was above average in this picture. Thurs., Fri. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

That's Right, You're Wrong
This was a money-getter, for music and comedy were very fine. The public likes Kay Kyser on the radio. As for story there is not any, but the name is all you need on this one. Sun., Mon. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

20th Century-Fox

Everything Happens at Night
Your audience will enjoy this picture, but don't believe it's quite as good as some of Sonja Henie's other pictures. Business a little above average. Sat., Sun. Weather: Cold. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175. — Walter J. Buchholtz, New Haven, New Haven, Mo.

Here I Am a Stranger
This is a long drawn-out affair. The story is fair but slow. One is built up for a reunion scene at the end of the picture. You leave with an "unfinished" feeling. Richard Greene could be cast in better roles. Tues., Wed. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

High School
Jane Withers is like some of the rest—very good, but will not draw. The picture pleased all who saw it, but the trouble there were only a few and a small few at that. Tuesday (dime night). Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Hollywood Cavalcade
There is so much that can be said about this picture. Everyone enjoyed the silent sequences. The progress from year to year in the picture was a hit. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Swanee River
"Tops" is the word needed to describe this picture. Beautiful Technicolor, delightful music, fine acting and an interesting story of Stephen Foster's life leave nothing to be desired. Audience reaction 100 per cent favorable. Business considerably above average. Wed., Thurs., Fri. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Too Busy to Work
This picture stars the popular Jones family. It may be popular in places, but it sure isn't here. Had the most walkouts of any picture and not a single word of praise from anyone. If you want an empty house, here is your solution. Mon., Tues. Weather: Fair. Admission: 35-15. General patronage. Population: 850. Capacity: 320.—John E. Moore, Star, Coronation, Alta., Canada.

State Rights

Harvest
The 1939 winner for foreign films is breaking all records for attendance and boxoffice receipts here. The French film in all probability will have a lengthy run, now in its third week with sensational success.—Jack Schain, Clay, San Francisco, Cal.

Warner Bros.

Dead End Kids on Dress Parade
This is the first Dead End Kids picture I have played, but found same to be a very good programmer. Picture is a little more serious than some of the advertising will lead you to believe. Attendance only fair. Sat., Sun. Weather: Cold. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.



Mr. Exhibitor—

EARN EXTRA MONEY

IN YOUR SPARE TIME

We want a few exhibitors who are well-known in their vicinities, to use their spare time and sell our nationally-known item to exhibitors in other nearby towns. Sales are easily made. Commissions are liberal, permitting you to make up to several thousand dollars within the next 60 days. Write for full details to Box MS, % Associated Publications, 4804 East 9th St., Kansas City, Mo.

Columbia (1004) **74 Minutes** **Rel. Mar. 21, '40**

Brilliant and sophisticated comedy which vacillates between the farce and screwball varieties, with a dash of slapstick for garnishment, but well qualified to keep all audiences uproariously entertained for its entire length, this Wesley Ruggles production merits attention as one of the better of the season's lighter offerings. Its small cast, headed by a triple-threat star array, is thoroughly splendid, with Fred MacMurray and Melvyn Douglas in a photograph finish for acting honors. The screen play abounds in sparkling lines and sure-fire gag situations, while the story has to do with a streamlined Enoch Arden, thought drowned at sea, who returns to find his wife married to his erstwhile best friend and business partner. Produced and directed by Wesley Ruggles.

Jean Arthur, Melvyn Douglas, Fred MacMurray, Harry Davenport, Melville Cooper, Dorothy Peterson.

Too Many Husbands F Comedy

M-G-M (——) **105 Minutes** **Rel. Mar. 1, '40**

As long as there is a Devil's Island, screen writers will probably continue to try to devise new ways for men to escape from that dread penal colony. This latest effort turns toward allegory in its attempt to strike a different note, and deals with the redemption of the souls of a group of murderous derelicts. Its theme, however, loses itself rather completely in a labyrinth of overabundant, extreme and contradictory situations, and is bogged down still further by unnatural and lengthy dialogue. Whether the power of a star-studded cast, with Clark Gable and Joan Crawford at its head, and its several sequences of lusty action, can counteract those handicaps to elevate the feature above mediocrity, will depend upon the tastes of individual audiences. Frank Borzage directed.

Clark Gable, Joan Crawford, Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg.

Strange Cargo F Melodrama

RKO Radio (017) **85 Minutes** **Rel. Mar. 1, '40**

This is characterized by two "firsts." It is the first production from Franklyn Warner's Fine Arts organization for RKO Radio release and it is the initial feature to be filmed in the new Cosmocolor process. On the first count it scores rather substantially as a decidedly acceptable action melodrama, ably written and directed and satisfactorily enacted. The film may be depended upon to uphold its end of even the better dual programs. The locale is a tropical island used as a base for the U. S. Marines and also the headquarters for a gun-smuggling gang headed by Gilbert Roland. June Lang, portraying a globe-girdling debutante, lands there to visit her brother, the marine commander. Rivals for her hand are William Gargan and Wallace Ford, who help capture the gun-runners. Elmer Clifton directed.

William Gargan, Wallace Ford, June Lang, Gilbert Roland, Etienne Girardot, Katherine DeMille, Grant Richards.

Isle of Destiny F Melodrama

Universal (——) **— Minutes** **Rel. Apr. 12, '40**

A substantially made and superbly enacted drama based on Nathaniel Hawthorne's sombre saga of the early nineteenth century, this greatly transcends the production niche which its cast and staff might indicate and emerges as an exceptionally worthwhile parcel of entertainment. Noteworthy restraint marks direction and the work of each mummer, with the result that at no time is the picture permitted to become unduly melodramatic. The film has much to offer audiences of all ages and all classes. Of the cast, Margaret Lindsay, George Sanders and Vincent Price contribute particularly fine-grained and excellent performances. The general theme of Hawthorne's widely-read original has been retained, with enough changes in motivation to enhance the plot development and suspense. Directed by Joe May.

Margaret Lindsay, George Sanders, Vincent Price, Dick Foran, Nan Grey, Cecil Kellaway, Alan Napier.

The House of the Seven Gables F Drama

Universal (——) **70 Minutes** **Rel. Mar. 29, '40**

The reputation of this company for delivering films that have been making the ticket-selling machinery click merrily, is enhanced in satisfactory manner by this thriller. It could be properly described as a modern variation of the Jekyll-Hyde formula, with new angles and a performance that will bring Stanley Ridges to greater audience attention. The chief players, as far as name value is concerned, are Boris Karloff and Bela Lugosi. The story deals with surgery-brain transplantation. Karloff, as a college surgeon, saves his friend's life by replacing his damaged brain with that of a criminal. The criminal tendency comes to the surface and the narrative, in its telling of the eventual complications, has nary a dull moment. It is not bigtime drama, but it will give full satisfaction. Arthur Lubin directed.

Boris Karloff, Bela Lugosi, Stanley Ridges, Ann Nagel, Ann Gwynne, Virginia Brissac.

Black Friday F Melodrama

RKO Radio (020) **65 Minutes** **Rel. Mar. 1, '40**

A boy's frantic desire to own a dog, his father's ineffectual sympathy and his mother's adamant refusal are the basic elements in this clean-cut, unassuming feature, one that merits and with little doubt will be given enthusiastic support by kids and their parents alike—for it has something to offer both. Strong as a selling point is the name of Booth Tarkington, who wrote the "Little Orvie" stories from which it was adapted. In the van of the competent acting contingent is young Johnny Sheffield, "Orvie" to the life, with Ernest Truex and Dorothy Tree as his parents and some unbilled canine players, notably a Great Dane, who almost steal the show. Not until "Orvie" runs away does his mother give in and allow him a pet. Ray McCarey directed.

Johnny Sheffield, Ernest Truex, Dorothy Tree, Ann Todd, Daisy Mothershed, Fay Helm, Ray Turner.

Little Orvie F Comedy Drama

Paramount (3929) **79 Minutes** **Rel. Apr. 12, '40**

What patronage and acclaim may befall this highly imaginative chiller will be exclusively attributable to its novelty and technical appeal, which are considerable. Story is meager, and the cast to which it is entrusted at no time transcends its relative marquee weight. Technicolor, which has appeared to much greater advantage in all of its more recent applications, does little to enhance the feature's entertainment values. There is no romance, the suspense is fragmentary, while the laughs it might engender are scattered and may conceivably be directed at what were intended for horror-instilling sequences. The plot has to do with the weird villainies of a mad scientist who has discovered how to reduce living organisms, including humans, to diminutive proportions. Directed by Ernest Schoedsack.

Albert Dekker, Janice Logan, Thomas Coley, Charles Halton, Victor Kilian, Frank Yaconelli.

Dr. Cyclops F Melodrama

20th Century-Fox (——) **65 Minutes** **Rel. ———**

The adroit showmanship displayed in teaming, for the first time, two individual stars, each with widespread followings at the boxoffice, should make this vehicle a heavy money-maker. The picture itself is well done and deftly showcases the respective talents of Jane Withers and Cowboy Gene Autry under the astute direction of Alfred E. Green. It's a western, of course, with music, and a streamlined version of the boots-and-saddles formula throughout. Autry, the grandson of a famous sheriff of the old west, is involved in a feud with Jane's family and, to make matters more complicated, is in love with Jane's sister, Marjorie Weaver. Young Miss Withers, trying to be helpful, only makes things worse, but Autry smooths the situation out by proving himself a hero in a bank holdup.

Jane Withers, Gene Autry, Marjorie Weaver, Robert Lowery, Katharine Aldridge, Hobart Cavanaugh.

Shooting High F Comedy Western

Columbia (1020) **67 Minutes** **Rel. Feb. 8, '40**

Probably the purest set of pictures to be produced in Hollywood outside of the Shirley Temple stories, are the Columbia adventures of the Margaret Sidney book creations, The Peppers. They're obviously steamed for hinterland and neighborhood trade, because they're too goody-goody to survive competition with the more worldly marquee decorations in downtown situations. This is not as good a picture, either, as was the first one. Edith Fellows is the topliner, the daughter, who is good, kind, generous, and self-sacrificing, even to the point where it hurts not only herself, but the audience, too. Other principals are Dorothy Peterson, Dorothy Ann Seese, Ronald Sinclair, and Clarence Kolb. Story is about a mine property which threatens the family with bankruptcy and extinction.

Edith Fellows, Dorothy Ann Seese, Dorothy Peterson, Clarence Kolb, Ronald Sinclair, Charles Peck.

Five Little Peppers at Home F Melodrama

SELLING ANGLES: **"Isle of Destiny"**

Sell this one on the strength of its action content and stress the fact via marquee and advertising that it was filmed in color. Give the credits to William Gargan, Wallace Ford and June Lang. From a travel agency borrow some "South Seas" posters for display in the lobby, and build up a tropical atmosphere through the use of potted palms and other greenery. Tie up with grocers on special displays of pineapples, bananas and other tropical fruit. Print throwaways as "steamship tickets" good for one passage to "The Isle of Destiny."

CATCHLINES:

A Swashbuckling Story of Adventure in the Tropics . . . Packed With Action, Mystery and Romance.

They Scoured the South Seas for a Flying Heiress . . . Captured by Gun-Runners.

SELLING ANGLES: **"Strange Cargo"**

No trouble should be encountered in selling this cast, topped by Clark Gable and Joan Crawford and featuring such well-known players as Ian Hunter and Peter Lorre. Tie up with libraries and bookstores on Richard Sale's "Not Too Narrow, Not Too Deep," from which the film was made; also, arrange displays of other volumes dealing with escapes from Devil's Island. Build up a jungle atmosphere in the lobby with potted palms and greenery. Print "Escaped!" posters with Gable's portrait and snipe the town with them.

CATCHLINES:

Six Dangerous Men and a Girl . . . In Elemental Drama of Escape and Redemption.

Searing . . . Slashing Melodrama . . . As Six Felons and a Woman Make a Sensational Break for Freedom.

SELLING ANGLES: **"Too Many Husbands"**

Hold a special evening showing "for husbands only" and one on a matinee for "wives only." The marquee triumvirate of Jean Arthur, Fred MacMurray and Melvyn Douglas should be exploited to the hilt. Promote a letter-writing contest in cooperation with local newspaper, in which women write 100-word notes explaining which of the two—MacMurray or Douglas—they would prefer to have as a husband. As street ballyhoo have a "bride" pursued by two "grooms."

CATCHLINES:

Here at Last . . . Is the Brilliant Comedy Successor . . . to Columbia's "It Happened One Night" . . . and "The Awful Truth."

Here Comes the Bride . . . Married to Two Men . . . and Giving Up Neither.

SELLING ANGLES: **"Little Orvie"**

Booth Tarkington's name should go on the marquee along with young Johnnie Sheffield. Build up the latter as the screen's newest boy star. Tarkington's "Little Orvie" stories appeared in the Saturday Evening Post and as a book. Blow up sections of the Post stories for lobby display and tie up with libraries on the volume. Promote a "mutt show" in connection with a Saturday matinee, preceded by a parade of the kids and their dogs to the theatre. Hold a race among kids using their home-made roller-skate scooters, such as Orvie rides in the picture.

CATCHLINES:

Here You Are . . . As You Were . . . When You Were Eight Years Old . . . and Wanted a Dog.

America's Newest Boy Friend . . . Booth Tarkington's Famous Little Orvie.

SELLING ANGLES: **"Black Friday"**

Karloff and Lugosi should be played up for all their worth. In advertising, the curious scientific twist should be stressed. This also holds true for advance publicity stories. The angle might be further carried forth with a display of medical instruments in the lobby if your public can stand them. Give away handbills in the form of calendar pages which are imprinted with "Friday the 13th." Ridges' performances is one that should be watched for further appearances.

CATCHLINES:

The Doctor's Diary . . . Revealed As He Is Going to the Electric Chair to Pay for a Crime That He Could Not Quite Prevent.

He Watched His Experiment Run Amuck . . . His Patient Committed Six Murders . . . But He Eventually Paid for Them.

SELLING ANGLES: **"The House of the Seven Gables"**

Title is an ideal one to tie into a model-home contest. Secure local architect or contractor as judge and award prizes to amateurs submitting best designs for their own "dream homes." A collection of scale-models, secured from builders, contractors and lumber firms, would make an attractive lobby display. Tie up with libraries on displays of the Nathaniel Hawthorne classic from which this picture was made, and give the marquee credits to George Sanders, Margaret Lindsay and Nan Grey.

CATCHLINES:

One of Fiction's Deathless Classics Comes to the Screen With All Its Original Power and Drama.

The Year's Surprise Hit . . . A Glorious Film Version of Nathaniel Hawthorne's Renowned Love Story.

SELLING ANGLES: **"Five Little Peppers at Home"**

Call this one to attention of all the purity organizations which have been pestering exhibitors about no fit kid shows being shown. If "Peppers" doesn't get the purity audience, it'll never get any at all. Churches, schools, clubs, PTAs, etc., should go for this one, and if nothing happens in the way of business from them, exhibitors can throw it up to them from now on. It should be forced to their attention by every means— kid toy counters, candy stores, book shelves, etc. Might do a juvenile contest, on safety, since it involves a mine cavein.

CATCHLINES:

The Peppers Prove a Heart of Gold Is More Valuable Than a Copper Mine.

The Unforgettable Peppers—Their Good Fortune Thrilled You Once—Their Struggle to Hold It Will Again!

SELLING ANGLES: **"Shooting High"**

Build up the fact that this is the first time Jane Withers has ever been co-starred with Gene Autry. Both names should be potent marquee material. Contact exchange for information on commercial tieups made for both Autry and Withers. Offer prizes for best impersonators of the two stars. Tie in with the Wrigley Gum radio show starring Autry. Make over the lobby in western fashion and dress ushers and usherettes as cowhands. For lobby display, make blowups of the recent Saturday Evening Post article on Autry.

CATCHLINES:

Joyous Jane Withers . . . And Gallopin' Gene Autry . . . in a Riotous Roundup of Rhythm, Romance and Action.

It's a Rootin', Tootin' Get-Together . . . With Gene and Jane Making the Wild West Still Wilder.

SELLING ANGLES: **"Dr. Cyclops"**

Strike the "teaser" note in advance advertising and publicity. Snipe the town with posters reading simply: "Dr. Cyclops" surmounted by a question mark. Before the picture opens have an usherette page "Dr. Cyclops" in the audience at least once each evening. Hire a local hospital interne to test patrons' heartbeats upon entering the theatre, giving them "certificates" okaying them as being in physical condition to see the film. Decorate the lobby in jungle style with potted palms and other greenery.

CATCHLINES:

The Thrill Sensation of the Century . . . The Picture You Won't Believe Could Happen.

Introducing Dr. Cyclops . . . the Man Who Could Work Miracles . . . in the Adventure Sensation of the Year.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Labor Conferences Still Stalemated

Still stalemated are negotiations between producers and the Conference of Studio Unions, with the former giving no indication as to when conferences relative to the 10 per cent wage boost given the latter, and which producers now want rescinded, will be resumed. Under terms of the agreement reached last December, the matter is to be submitted to arbitration if studios are unable to convince the representatives of some 12,000 studio workers that they are not in a position to maintain the higher wage scale. Probability is that the delay will continue until some word has been received from William Bioff, IATSE executive and CSU committee head, currently at liberty under bond in Chicago on a 17-year-old pandering conviction.

Meantime the Society of Motion Picture Film Editors has voted to accept the 10 per cent wage increase offered by producers, retroactive to February 20. The boost, however, carries with it a proviso that it will be "kicked back" in the event the IATSE and other crafts agree to rescind their 10 per cent raise. The increase will involve a total boost of some $200,000.

Screen Publicists Guild has appointed Leon Benson and Bill Edwards to map a campaign for signing up independent studios, as all of the majors save Columbia and 20th Century-Fox have now affixed their signatures to the SPG closed-

(Continued on page 29)

Resolutions by HLDA and SWG Seeking the Removal of Dies

The old one-two, with Rep. Martin Dies on the receiving end, marked the climax to another round in Hollywood's campaign of rebuttal against charges by the Congressman from Texas that the film colony is rampant with "Communist activity" and that he will, in the near future, begin an investigation of what he terms "Nazi and Communist" infiltration here. In rapid succession, the Hollywood League for Democratic Action and the Screen Writers Guild adopted resolutions urging that Dies be removed from his post as chairman of the House committee investigating un-American activities, charging that he has expressed bias and prejudice.

Copies of the SWG resolution, drafted by a special committee comprising Mary McCall jr., Dore Schary, E. E. Paramore and John Wexley, were telegraphed to William B. Bankhead, speaker of the House of Representatives; President Roosevelt, and members of the California congressional delegation. The HLDA manifesto, created under the supervision of Sonja Dahl, executive secretary, was directed to the California congressmen with the demand that it be forwarded to members of the Dies committee.

As a follow-up to this action, the HLDA scheduled to open board meeting for March 7, attended by some 50 members, to discuss plans for a continuation of its anti-Dies barrage, which it launched at a mass meeting February 21.

The SWG resolution declared, in part, that Dies has, in the opinion of the 800 film writers which the organization represents, "acted improperly in writing two articles for magazine publication and in making statements to the press in which he gave opinions, made comments and revealed prejudice and bias upon matters relating to the motion picture industry;" that he "was, in effect, constituting himself a political censor of motion pictures;" and that he has, by such action, "disqualified himself as an impartial investigator of alleged un-American activities in the motion picture industry." The manifesto recommended that Dies be removed from the committee and that a replacement be made who "will conduct the aforesaid investigation in accordance with the established rules of fair inquiry." The document was signed by Sheridan Gibney, president of the SWG.

Largely similar was the HLDA's resolution. It charged that the Dies Committee has "piled slander on slander in every phase of progressive American life;" asserted that the series of articles written by him for *Liberty* magazine contained "wild and irresponsible charges against this community and the motion picture industry;" declared that "the persons and organizations libeled in these articles were never subpoenaed, questioned, or heard in their own defense;" and resolved that Dies' conduct is "a gross violation of the duties and responsibilities of a government official in that he personally published alleged evidence gathered by government investigators before the same to his committee." Dies was accused of expressing "bias and prejudice, disqualifying him from further investigating un-American activities," and urged his removal from the committee.

HLDA Plans Its Biggest Public Mass Meeting for April 6

Planned as the largest event of its kind ever undertaken by the organization, the Hollywood League for Democratic Action is preparing to stage a mass meeting April 6 under the general title of "America Declares Peace," and to which the general public, civic, social and religious leaders, and the film colony will be invited. Affair will be held either at the Olympic Coliseum or at the Shrine Auditorium, according to present plans.

Highlight of the affair will be the presentation of a "living newspaper," in which the HLDA, the Motion Picture Artists Committee, the Hollywood Peace Council and kindred liberal groups will participate. This dramatic sketch will include a skit in which the film colony's progressive organizations will demonstrate the ways and means in which they will combat any and all efforts to drag the United States into the present European war.

Mrs. Jean Sackheim, a member of the HLDA's executive committee, has been named temporary executive secretary of the League. She replaces Sonja Dahl, who has resigned her post and embarked on a month's holiday.

Sekely to Direct Pair Of Television Plays

Steve Sekely, film director, has been signed by W6XAO, the Don Lee experimental television station, to direct two one-hour plays, first of that length ever to be attempted by sight-and-sound broadcasters on the west coast. First of the pair will be telecast March 22.

Technicians Honored By Academy Council

As the concluding gesture in the annual Academy Awards banquet, the highlight of Hollywood's social year and the occasion when industry achievement is recognized, the following special awards for scientific and technical achievement were made by the Academy Research Council over and above the kudos distributed at the banquet itself:

To George Anderson, of Warner, for an improved positive head for sun arcs, producing a steadier and quieter light.

To John Arnold, of M-G-M, for the mobile camera crane, supplanting the conventional type of camera mounting.

To Thomas H. Moulton, Fred Albin and the Samuel Goldwyn sound department for the origination and application of the Delta db test to sound recording. This is a dynamic method of determining the best possible processing of variable density sound tracks.

To Emery Huse and Ralph B. Atkinson of the Eastman Kodak Co. for their specifications for chemical analysis of photographic developers and fixing baths, giving the industry the first complete, rapid and practicable method for analyzing photographic developing and fixing solutions.

To Farciot Edouart, Joseph E. Robbins, William Rudolph and Paramount for the design and construction of a quiet portable treadmill.

To Harold Nye of Warner for a miniature incandescent spot lamp which may be used without upsetting camera balance.

To A. J. Tondreau of Warner for the design and manufacture of an improved sound track printer.

In the field of process projection equipment, mention went to F. R. Abbot, Haller Belt, Alan Cook and the Bausch and Lomb Optical Co. for faster projection lenses; to the Mitchell Camera Co. for a new process projection head; to the Mole-Richardson Co. for a new automatically-controlled projection arc lamp; to Charley Handley, David Joy and the National Carbon Co. for improved, more stable high-intensity carbons; to Winton Hoch and Technicolor, Inc., for an auxiliary optical system; to Don Musgrave and Selznick International for pioneering in the use of the coordinated equipment in "Gone With the Wind."

The awards were announced by Darryl F. Zanuck, chairman of the Academy Research Council.



As They Passed Out the "Oscars"—

—Photos by Pat Clark

At the award dinner of the Academy of Motion Picture Arts and Sciences in the Cocoanut Grove of Los Angeles' Ambassador Hotel. Top left: Spencer Tracy, voted the best actor of 1938; Vivien Leigh, who, as Scarlett O'Hara in "Gone With the Wind," rated best actress award of 1939; Thomas Mitchell, winner of best supporting actor rating, as Doc Boone in "Stagecoach," and Fay Bainter, selected as best supporting actress of 1938. Top right: Douglas Fairbanks jr. accepts from Walter Wanger, Academy president, a gold award in honor of his father, founder and first president of the Academy. Center left: Bernhard B. Brown, head of Universal sound department, accepts from Darryl F. Zanuck the award for best sound technique of 1939 for "When Tomorrow Comes." Center: Sinclair Lewis, Nobel and Pulitzer prize winning author, presents the award for the best original screenplay (for "Mr. Smith Goes to Washington") to Lewis R. Foster. Center right: Dr. Herbert L. Kalmus, Technicolor head, receives from Zanuck the award for color progress. Lower left: Gene Buck, president of the American Society of Composers, Authors and Publishers, presents the honors to Dr. Herbert Stothart for the best original musical score, won for "The Wizard of Oz." Lower center: Mickey Rooney presents a special miniature gold award to Judy Garland as the screen's outstanding juvenile starlet. Lower right: Fay Bainter presents to Hattie McDaniel, the "Mammy" in "Gone With the Wind," the award for the best performance by a supporting actress. "Mammy" is the first Negro ever to win Academy recognition.

Loew and Lewin West After "Flotsam" Talks

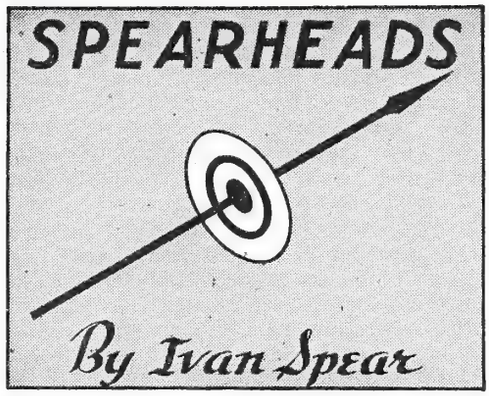
NEW YORK—David Loew, UA producer, returned to Hollywood over the weekend after a brief period here in connection with his first release, "Flotsam." Albert Lewin, associated with Loew, preceded him to the coast after home office conferences.

While here, Loew opened negotiations for casting the new film, which is expected to go before the cameras in July. Talbot Jennings, who wrote the script for "Northwest Passage" and "Tom Edison, the Man," is doing the "Flotsam" screenplay. A "rough budget" of $800,000 has been set. Loew's second release for UA's 1940-41 program will be "Night Music," Broadway show by Clifford Odets, who will do the script.

Tentatively set for his third is "Mother and Son," an "original idea" for which Irwin Shaw is preparing a screen treatment. Loew declared Erich Maria Remarque, author of "Flotsam," is preparing the story for book form, with Little, Brown & Co. as publishers. The name will be changed, as will the title of the film to conform with it.

New Darmour Start

With William Tracy in the title role, Larry Darmour has gunned "Terry and the Pirates," serial based on the cartoon strip, for Columbia release. James Horne is directing.



HOLLYWOOD has digested—literally and figuratively—another annual Academy Awards dinner. News of the winners of the coveted Oscars has occupied its dominant, albeit brief, moment in the attention of the industry and the public and has been relegated to the limbo of unimportant matters. Characteristically, the average toiler in the celluloid vineyards chooses to forget all about the Academy, its avowed functions, and its once-a-year highlight within 24 brief hours of the staging of that event; regardless of how much bickering, jealousy and politics preceded.

There is one, however, more analytically-minded than most, who elects to review the yearly hi-jinks—with emphasis on its significance and for what it might have presaged for the Academy's future. He is John LeRoy Johnston, Walter Wanger's able publicity chief and for many years ex-officio public relations counsel for the big banquet.

Johnston believes that the 1940 function erected a milestone in the history of the organization and for the industry as a whole because it so emphatically demonstrated Hollywood's democratic spirit, its inherent fairness, its charity and its growing cosmopolitan perspective. In substantiation of his claim, Johnston has compiled a list of significant Awards Dinner highlights, some of which deserve reproduction, as follows:

"The Academy has taken on a new vitality and the annual dinner presented to Hollywood's own (and all others) the most representative group of artistic leaders and creative minds any banquet in America has yet presented.

"Dr. Ernest M. Hopkins, president of a distinguished college (Dartmouth) presented the Irving Thalberg Award to a man who spent $4,000,000 and three years' time on a courageous gamble—and—won—making screen history.

"Y. Frank Freeman, head of the Producers Association and of a major studio, and a native of Atlanta presented the production award to 'Gone With the Wind.'

"Sinclair Lewis, Nobel and Pulitzer prize winner and one of the great authors of our time, presented the award for the year's best original screen story and an award for the best screen adaptation of the year by the late Sidney Howard. A magnificent tribute . . .

"Darryl F. Zanuck, producing head of a big studio and chairman of the Academy Research Council gave fitting credit to the scientists and artists who contribute brilliant but unromantic work behind the camera.

"Spencer Tracy, one of our greatest American actors, presented the year's award for outstanding acting to Robert Donat for 'Mr. Chips.' A fine gesture, Hollywood to England . . .

"Vivien Leigh won the actress' award her first year in Hollywood by sheer merit after starting well behind the 8 ball. Proof that Hollywood gives newcomers opportunity, and generous acknowledgment . . .

"Fay Bainter with deep sincerity and genuine graciousness presented the supporting actor's award to Thomas Mitchell, and gave the Academy a tremendous thrill in announcing that Hattie McDaniel, a Negress, had won the award for the best performance by a supporting actress. Miss McDaniel's response to this tribute was the emotional highlight of a memorable eveing. Hollywood in this award, voted by 12,000, demonstrated the great heart, the tolerance and liberality of our country.

"Basil O'Connor, New York attorney and head of the national infantile paralysis campaign presented special awards to Jean Hersholt, Ralph Morgan, Ralph Block and Conrad Nagel, who have contributed most in energy, heart and executive ability to the Motion Picture Relief Fund in administering relief to 16,000 cases of distress within the industry in 1939 (Proof that Hollywood takes care of her own) . . .

"Douglas Fairbanks jr.'s acceptance of a special award in honoring of his father, founder and first president of the Academy and a magnetic, healthy, gallant and romantic screen figure whose death left a void in the entertainment field, was intelligent, brief and sincerely modest.

"President Walter Wanger's statement of the aims of the Academy and his tribute to associates in motion pictures clearly and impressively stated the accomplishments and the ideals of motion pictures."

→

The columnists now report that "Leo Carrillo is eating off the mantel, a mule BIT him . . ." Last week it was coyotes. Just to keep the records straight, Senor Carrillo had best make up his mind as to just what IS eating him. It certainly can't be a dearth of parts or an overzealous publicity man?

→

Spring planting time is here and Metro's busy blurbists are sowing the annual crop of hair on Robert Taylor's chest, as indicated by this headline on an M-G-M publicity release: "Taylor Likes Baseball."

→

It's time that we
Learned which to say—
Vivien Leigh,
Or, Vivien Leigh.

→

The gapers at the preview of Warner's "Three Cheers for the Irish," might have found it a bit confusing when they heard the standard chant of the doorman: "Mr. Cohen's car," "Mr. Kahane's car," "Mr. Conn's car," "Mr. Riskin's car," "Mr. Briskin's car," etc., etc.—far into the night.

Apparently the O'Sullivans, Kelleys and Shaughnessys were walking.

→

Stills from the Academy Awards banquet show Master Mickey Rooney kissing Judy Garland. What with recent newsreel shots, a layout in a late "Life"—in which the Metro boy breadwinner was displayed exchanging osculations with most of Washington's official matrons—he has kissed everyone with whom he has been photographed during the past six months.

The only one to escape the Rooney caress was Henry Ford—who, after all, is very agile, considering his years.

Cu-u-u-rses, Creeps and Comatose

The dra-a-a-a-a-ma, with a hard "a," 100 proof and aged in the wood, had its inning during the week's preview marathon—and it was nothing short of that, inasmuch as ten features were unreeled for initial critical attention; four of which were very decidedly of the heavy emotion school. Three of the quartette, what's more, scored rather solidly for first nighters' acclaim.

In "A Bill of Divorcement" RKO Radio has a distinguished remake of Clemence Dane's powerful problem play, one that will establish itself with audiences who like their emoting strong and straight. In every department—Robert Sisk's production, John Farrow's direction, Dalton Trumbo's screenplay and the cast—it shows considerable improvement over the two previous screen versions, and should prove correspondingly successful at the wickets.

For United Artists release, Edward Small delivered a masterful effort in "My Son, My Son" — meticulously mounted, skillfully directed and wisely cast. By the many who have read Howard Spring's best-seller, from which this was adapted, Small's task in bringing it to the screen so excellently will be appreciated, although, through necessity, he was forced to delete or alter much of the original. Readers and non-readers alike will welcome it as highly dramatic, emotionally powerful fare, splendidly enacted and written with care and intelligence by Lenore Coffee. Charles Vidor directed.

Greatly transcending the production niche which its cast and staff might indicate, Universal's "House of Seven Gables" proved itself a substantially made and superbly played filmization of the sombre nineteenth century classic by Nathaniel Hawthorne, one that has considerable to offer audiences of all ages and classes. Joe May's direction is marked by noteworthy restraint, Burt Kelly martialed his produc-

(Continued on page 31)

Production Up to 42; 15 New Ones Start

On the upswing again, production is pegged at a 42-picture total, including 15 new starts, with eight others going into the cutting rooms.

Columbia boosted its total to five by gunning "Dead Man's Isle," "The Lone Wolf Meets a Lady" and an untitled western starring Bill Elliott. At the same time Larry Darmour completed "Offenders of the Law" for Columbia release. Metro launched "Boom Town" and completed "And One Was Beautiful" to retain its nine-picture total. Monogram launched "Tomboy" and "Colorado Trail" and completed "Son of the Navy" and an untitled vehicle in the "Renfrew" series.

"I Want a Divorce" and "Northwest Mounted Police" got the starting nod at Paramount, which is filming five. RKO's total dwindled to three with the completion of "The Saint Takes Over." Republic has four in work, having gunned "Young Buffalo Bill," "Grandpa Goes to Town" and "Women in War."

At 20th Century-Fox "Public Deb No. 1" and "Million Dollar Diamond" went before the cameras, while the lid was clamped on "On Their Own." Four are in work. One is in production for United Artists, Hal Roach's "Turnabout." Universal holds to a four-picture average, gunning "Trouble in B-Flat" and "Ski Patrol" and finishing "La Conga Nights" and "It's a Date." Warner is filming five, none a new start.

No Early Production Drop Reflected in Schedules

That the production lull predicted for the early months of 1940 will not materialize for months to come, if ever, is strongly indicated in spring picture-making schedules at most of the major plants.

Numbered among the busiest studios during this month and in April are Metro, Paramount, 20th Century-Fox and Warner. At the Metro plant, where nine films are already in work, two more are being lined up as supplements, both in the big-budget bracket—"The Yearling" and "Strike Up the Band."

Paramount launched its spring production schedule with C. B. DeMille's "Northwest Mounted Police," with nine others slated to be sent into work during the balance of the month. Included among them are "I Want a Divorce," "Ghost Music" and "The Polonaise." At the same time, however, E. H. Griffith's "Virginia" has been shelved until June because Madeleine Carroll, who has the feminine lead, will be unable to complete her role in the DeMille production for several weeks.

Sol Wurtzel will wind up his 1939-40 schedule for 20th Century-Fox before the end of the month by gunning "Million Dollar Diamond" March 11 and "Rain or Shine" March 18. The studio already has 19 stories in preparation for the 1940-41 slate, all of them okayed by Darryl Zanuck before the latter departed on a month's vacation to Sun Valley. Included among them are "Brigham Young," "Four Sons," Shirley Temple's "The Young People" and "Down to the Sea in Ships." Robert Kane, 20th Century-Fox's British production head, has left for London to begin preparations for filming "Molly, Bless Her," next vehicle for Gracie Fields. Kane spent nearly two months here conferring on the foreign and domestic outlook with Joseph M. Schenck, Zanuck and William Goetz.

RKO Radio has handed Lee Marcus executive production duties over six "specials" to be made for the 1940-41 slate, at a cost of $400,000 or more each, in addition to which he will turn out six program efforts and a half-dozen George O'Brien westerns.

Warner has a backlog of releases which will carry it through for the next four months, with 14 features either cutting or nearing completion. Nine are being edited and five are before the cameras. Additionally, nine vehicles are slated for camera starts during the balance of the month, with "Brother Orchid," "Money and the Woman" and "The Life of Knute Rockne" as the lead-offs.



To a Big Job—

Headed for an assignment to produce five pictures for Lee Marcus' unit at RKO is Cliff Reid. The quintet includes "Anne's House of Dreams," starring Anne Shirley; "Laddie," "Freckles," "Man Without a World" and an untitled Peter B. Kyne story.

Moray Helps Outline WB Shorts Program

Warner's short subject and featurette program for 1940-41 is being worked out in detail at the company's Burbank studio following the arrival of Norman H. Moray, Vitaphone sales manager, for conferences with Jack L. Warner and Gordon Hollingshead. Studio spokesmen report an increase in the number of historical featurettes is being considered. Moray will remain here for about two weeks, then will depart for Salt Lake City, Denver, Seattle and a swing around the Warner exchanges in the south before returning to his New York headquarters.

Gradwell Sears, Warner distribution chief, is expected to join Moray here about March 15 to sit in on the tag-end of the conferences and to take a look at the lineup of current and forthcoming product.

In for a two-week stay at 20th Century-Fox's Westwood plant is Joseph Moskovitz, homeoffice production executive. In the absence of Darryl Zanuck, currently vacationing at Sun Valley, Moskovitz will confer with William Goetz and Sol M. Wurtzel on plans for cleaning up the company's 1939-40 slate and embarking upon next season's quota.

Other arrivals:

Emanuel Silverstone, United Artists executive and American sales representative for Alexander Korda. The latter is expected in about two weeks, at which time he and Silverstone will embark on plans for producing "Jungle Boy" in Hollywood.

McCormick Due at RKO

Due in at RKO Radio from New York was S. Barret McCormick, advertising publicity director. He will parley with Harry Edington, J. J. Nolan and other studio executives on forthcoming production plans and will sit in with Perry Lieber, studio publicity head, mapping exploitation plans on films due for release in the near future.

Al Lichtman, Metro studio executive, has returned from New York, where he spent a week conferring with homeoffice executives on distribution matters.

J. S. Harrington, manager of exchange operations for Monogram, arrived from New York to inspect the local exchange, operated by Howard Stubbins and Ray Olmstead. Harrington also conferred brief-

"Dramatic and Powerful"

Hollywood—Rarely is a photoplay so meticulously produced, so masterfully directed and so wisely cast as was "My Son, My Son," the Edward Small production for United Artists release.

Those who have read Howard Spring's best seller from which the film was adapted, will have some appreciation of the task which confronted Small in bringing it to the screen; and for that large ready-made audience, the picture will completely fill the novel's extravagant entertainment promises, albeit much of the original is deleted or changed. By the non-readers, who will be vastly in the majority, the feature will be welcomed as an intensely dramatic and emotionally powerful offering with a special appeal to the women trade.

There can be nothing but praise for the outstandingly fine performances by every member of the cast, with youthful Louis Hayward as the son winning a slight edge over his fellow mummers. Charles Vidor directed.—SPEAR.

ly with Scott R. Dunlap, production head, and W. Ray Johnston, president of the company. He arrived shortly after the departure of Edward Golden, sales manager, who spent four days in conference with Dunlap, Olmstead and Stubbins and then pulled out for San Francisco. Golden will stop off at the company's western and midwestern exchanges on his return trip to New York.

John Joseph, Universal's publicity-advertising director, returned from Chicago, where he handled the dual premiere of "Black Friday" and "The House of the Seven Gables" at the Palace Theatre.

Arthur Loew, Metro vice-president and foreign distribution manager, has returned to New York after a 10-day stay here discussing the foreign situation with studio executives. Oscar Doob, advertising manager for Loew's circuit, accompanied him east.

Stahl Meets Briskin

John M. Stahl has reported to Columbia to confer with Producer Sam Briskin on plans for his first assignment under terms of a new producer-director deal with the studio. Stahl checked in from New York after spending a month in the east lining up the contract. Studio attaches could not say whether the Stahl-Columbia arrangement is for more than one picture.

Terminating an association of six years, George Stevens has secured a release from his producer-director ticket at RKO Radio. The pact had another year to run. It is believed Stevens will set up an independent production unit for a major release.

At the same time, however, Jesse L. Lasky was signed to an RKO producer contract and has begun conferences with Harry Edington and Lee Marcus relative to assignments. Lasky's last studio affiliation was with RKO, after which he handled the "Gateway to Hollywood" radio show with an RKO hookup.

Samuel Goldwyn has signed Lewis Milestone to direct extensive retakes on "The Westerner," replacing William Wyler, who piloted the original version of the Gary Cooper starrer, but who is now vacationing in the east. Dimitri Tiomkin has been set to write the musical score.

Another shift in RKO Radio's personnel found Lillie Messenger, story editor, transferred to the personal staff of J. J. Nolan, with Collier Young moving over from the Myron Selznick agency to take over the spot vacated by her.

Conferring in Chicago on Film Vending Machines

Final details of James Roosevelt's plan to affiliate with the Mills Novelty Co. in the manufacture of automatic machines vending short subjects in restaurants, bars, railroad stations and other non-theatrical situations, are being worked out in Chicago by Roosevelt, Henry Henigson, general manager of Roosevelt's Globe Productions, and Mills Co. executives.

Parking a Detroit Problem

DETROIT—New parking rules are beginning to plague exhibitors. Anchoring in front of a theatre entrance is out. After-midnight restrictions are proving tough on all-night houses.

Employment and Wages For Writers Fell in 1939

That both employment and wages for film writers took a drop during 1939 was disclosed in a tabulated questionnaire compiled by the Screen Writers Guild during the course of a survey made of the local scene as it affects scenarists. Out of 1,000 questionnaires sent by the SWG, 520 answers were received.

The survey revealed that 31 per cent made $50 or less per week during 1939, as compared to 24.3 per cent in 1938; that an average of 16.6 per cent were unemployed in 1939, compared to only 13.2 per cent in 1938; and that the average number of weeks worked in 1939 was 24.4, compared to 25.9 in 1938.

Mary Pickford has transferred her offices from the Samuel Goldwyn studio, where she had headquartered since 1922, to a suite in Beverly Hills. The late Douglas Fairbanks sr. vacated his offices on the lot shortly before his death. None of the original United Artists group now headquarters at that studio.

Vernon Harbin has been added to the RKO Radio studio staff as assistant to Danny Winkler, recently-appointed executive in charge of studio commitments. Harbin previously had served as aide to J. J. Nolan.

Terry DeLapp has resigned as Paramount's studio publicity director. Cliff Lewis, who has been in active charge of the publicity-advertising departments, has taken over control, with DeLapp's departure comprising the removal of one liaison between Lewis and the news side of the advertising-publicity unit. DeLapp intends to go into business for himself, servicing private accounts.

Labor and Foreign Market Discussed by Producers

A thorough discussion of the studio labor situation, as well as an analysis of the trend in foreign markets and other developments in the international scene, formed the topics for the bulk of discussion at the regular monthly meeting of members of the Producers' Ass'n March 4.

A detailed breakdown of industry expenditures and receipts as compiled by Fred Pelton, labor contact officer, was presented, while Attorney M. B. Silberberg told the gathering that new film quota restrictions being considered for adoption by a number of foreign countries are being viewed with alarm

No date was set for resumption of the producer parleys with the Conference of Studio Unions relative to the 10 per cent wage increase granted by the producers last October and which they are now attempting to have rescinded.

Among those present were Y. Frank Freeman, new president of the association, who functioned as chairman; B. B. Kahane, E. J. Mannix, Samuel Goldwyn, J. R. McDonough, Hal Roach, William Goetz, Cliff Work, Walter Wanger, H. M. and J. L. Warner, Silberberg and Edwin Loeb.

A few days earlier, the association's executive committee met at luncheon for a preliminary discussion of the industry's general problems.

Labor Conferences Still Stalemated

(Continued from page 25)

shop contract. The deal is retroactive to October 9 and involves the payment of more than $30,000 in back salary.

Clarifying the situation involving the granting of complete autonomy to extra players, Kenneth Thomson, executive secretary of the Screen Actors Guild, issued a statement pointing out that while the Class B council never made a "specific request" for full self-government, "certain members" of the council "made it clear that they thought they could run the Guild better than the board of directors." Accordingly, Thomson said, the SAG is proceeding with plans to give extras their own charter, which is to be submitted directly to the membership for approval or rejection. The announcement a short time ago precipitated a flood of protests from many "B" members opposing any change in the present setup.

February Placements Up

Simultaneously a report from Central Casting disclosed that extra placements and earnings for February registered a slight increase over January. A total of 15,438 work calls, earning $173,735, was placed during the month, as compared to 13,941 calls and $164,936 in earnings in January. Average daily wage in February, however, was only $11.25, compared to $11.85 in January.

The Hollywood Council of Independent Guilds has gone on record as favoring the extension of moral and, where necessary, financial support to all independent member-crafts during contract negotiations with the producers. The organization numbers, among its membership, the Screen Office Employes Guild, the Screen Readers Guild and other crafts. The latter organization held a membership meeting to discuss the progress being made in drafting of a proposed contract which will be, shortly, submitted to producers.

From Washington it was reported that attorneys for 11 producers presented to Congress a plan for amending the Wagner Act under which the National Labor Relations Board would terminate proceedings against the employer upon the latter's stipulation that he would abandon the labor practice complained of. Maurice Benjamin and Alfred Wright, the film attorneys, told the House Labor committee that producers are anxious, wherever possible, to avoid the protracted hearings and heavy expense involved in lengthy NLRB disputes. They represent 20th Century-Fox, Warner, Paramount, Columbia, Samuel Goldwyn, Universal, Metro, Hal Roach, Globe Productions, RKO Radio and Walter Wanger.

M-G-M Extends Contest

NEW YORK—Metro-Goldwyn-Mayer has extended its $10,000 exploitation contest for independent exhibitors in the United States and Canada to embrace all of the company's 1939-40 releases. Original closing date of the contest was March 1 and included all M-G-M releases between September 1 and December 31, 1939.

Hollywood Personnelities

Barnstormers

—Metro

MARX BROTHERS begin rehearsing stage version of their next film, "Go West," planning to leave April 1 on a three-week road tour.

—Paramount

ERNEST SCHOEDSACK and JANICE LOGAN, respectively director and featured player in "Dr. Cyclops," were guests at the Denver premiere of the picture March 6 and participated in a three-day celebration inaugurating the opening of the Denham Theatre there.

—RKO Radio

MAUREEN O'HARA makes four-day personal appearance with "A Bill of Divorcement," which opened at the Palace March 6.

Cleffers

—Paramount

VICTOR YOUNG writing background music for "The Way of All Flesh." Scoring will be handled by ANDREA SETARO.

FRANK LOESSER writing lyrics for use in "Dance, Little Lady."

—Republic

JIMMY CARR and MICHAEL KENNEDY, British song-writing team, to do tunes for "The Old Spanish Trail" and "Rosita," forthcoming Gene Autry westerns. Carr and Kennedy are in London and will write the scores there.

VICTOR YOUNG to score "The Dark Command."

—Warner

ERIC WOLFGANG KORNGOLD begins writing score for "The Sea Hawk."

MOE JEROME and JACK SCHOLL writing an original song, "Saturday's Children," for use in the picture of that name.

Options

—Metro

FREDERICK FAUST signs new writing termer. He uses the pen name of Max Brand.

HARRY KURNITZ set on new writing ticket. He scribbles under the pen name of Marco Page.

DIANE LEWIS given term contract as actress.

ANITA LOOS given term writing ticket.

—RKO Radio

LINDA HAYES, featured player, held for another term.

JOHN SHEFFIELD, child actor, held for two more vehicles in the "Little Orvie" series.

—Republic

WELA DABIES, English radio actress, handed one-year pact, making her debut in "Women in War."

—20th Century-Fox

RANDOLPH SCOTT given new three-picture deal.

—Warner

BILL MARSHALL, singer, signs term-acting contract.

THOMAS MITCHELL signs three-picture acting commitment.

Scripters

—Metro

LEON GORDON to "Cause for Alarm," a Lawrence Weingarten production.

RALPH DICKINSON to "Night Operator," an Edgar Selwyn production.

CYRIL HUME teamed with LAWRENCE KIMBALL on "Combat Car," a Wallace Beery starrer.

GEORGE O'NEILL to "The Girl With the 'Cello."

SID and LAURA PERELMAN to "The Golden Fleecing," Edgar Selwyn production to star Jimmy Stewart.

—Paramount

MAURICE RAPF to "Dance, Little Lady."

ALLEN RIVKIN completes "Dance, Little Lady," which Joseph Santley will produce and direct.

VIRGINIA VAN UPP to "There's Always Juliet."

—Republic

GARRETT FORT to "Doctors Don't Tell."

JOSEPH KRUMGOLD to "Broken Melody," a Robert North production.

BARRY TRIVERS polishing "Women in War" for Producer Sol C. Siegel.

—20th Century-Fox

ERNEST PASCAL to "How Green Was My Valley," from a novel by Richard Llewellyn.

ROBERTSON WHITE to "School for Angels," story of a training school for air hostesses. Ralph Dietrich and Walter Morosco will co-produce.

—Universal

EDMUND L. HARTMANN to "Modern Monte Cristo."

—Warner

ROBERT KENT to "Flowing Gold," a Rex Beach novel.

HOWARD KOCH completes "The Sentence," forthcoming Bette Davis vehicle.

BERTRAM MILHAUSER to "River's End," from the novel by James Oliver Curwood.

STEPHEN MOREHOUSE AVERY to "Four Mothers," a sequel to "Four Daughters."

FRED NIBLO JR. teamed with JAMES CAIN on "Money and the Woman."

MICHAEL SIMMONS to "First Trigger Man," biography of Samuel Colt, firearms manufacturer.

SALKA VIERTEL to "The Full Life," story of Katharine Gero, famous Hungarian "mother of orphans." The original story was written by Melchior Lengyel.

Story Buys

—Metro

"Little Nelly Kelly," early stage production by George M. Cohan, as a vehicle for Judy Garland.

—RKO Radio

"An Old Chinese Custom," by Bartlett Cormack. Robert Sisk will produce.

—20th Century-Fox

"The Hunted Woman," by James Oliver Curwood.

"Tobacco Road," play by Jack Kirkland. Walter Brennan will have the starring role of "Jeeter Lester."

—Warner

"Frontier Doctor," a novel by Urling C. Coe. Michael Curtiz has been set to direct and Paul Muni is being considered for the starring role.

Technically

—Frank Lloyd

NESTA CHARLES joins staff as script clerk on "Tree of Liberty."

—Metro

BERT GLAZER named assistant director and RICHARD DUCE set designer on "Early Birds," Our Gang comedy which Edward Cahn will direct.

JERRY BRESLER, unit manager, and HORACE HOUGH, assistant director on "Boom Town," set arrangements for location work in oil fields around Bakersfield.

LEONARD SMITH, of camera department, hunting locations around Salt Lake City for "The Mortal Storm" snow scenes.

—Paramount

ANNE BAUCHENS to edit C. B. DeMille's "Northwest Mounted Police."

HUGO GRENZBACH to mix sound on "I Want a Divorce."

EARL HEDRICK assigned as set designer on the untitled "Henry Aldrich" vehicle.

ROBERT ODELL named art director on "A Night at Earl Carroll's."

EDDIE PRINZ, dance director, testing dress extras for dancing sequence in "Destiny."

WILLIAM SHEA to edit the untitled "Henry Aldrich" comedy.

THEODORE SPARKUHL to photograph "I Want a Divorce," co-starring Joan Blondell and Dick Powell. Ralph Murphy will direct.

LEROY STONE to edit "I Want a Divorce," co-starring Dick Powell and Joan Blondell.

ROBERT WATSON set as exploitation consultant on "Northwest Mounted Police." He is a Canadian historian and novelist and former officer of the Hudson's Bay Co.

—Republic

EDWARD MANN to edit "Grandpa Goes

(Continued on page 32)

A $43,209 Week for "Grapes" in L. A.

Believed by circuit officials to be an accurate gauge of the film's expected drawing power in other parts of the state, and bearing out the contention of circuit, exchange and studio spokesmen that no violence, demonstrations or heckling would accompany its screening, 20th Century-Fox's "Grapes of Wrath" wound up its first week's run in three Los Angeles theatres with a combined gross of $43,209—a figure with which Fox West Coast executives described themselves as deeply satisfied.

The film version of John Steinbeck's novel played day-and-date at Grauman's Chinese, in Hollywood; Loew's State, downtown; and the Four Star, at which house it made its formal bow February 27 with a $5.50 premiere. At Loew's the film pulled in $21,028, more than $6,000 higher than the average. It took in $13,530 at the Chinese, which considers a $10,000 week more than satisfactory. At the Four Star, $8,651 went into the till, including an estimated $3,000 in receipts from the premiere. At this house it outgrossed such previous attractions as "Hollywood Cavalcade," "Four Feathers" and "On Borrowed Time;" established about the same mark as "Goodbye, Mr. Chips;" and drew second only to "Pygmalion" during 1939.

No Figures on Bakersfield

FWC executives were unable to supply accurate figures as to the film's run at the Fox Theatre, in Bakersfield, where it opened February 28. However, this locality—looked upon in some quarters as a "hot spot" because it is a focal point for migrant "Okies"—absorbed the picture's opening with no show of displeasure and, as the circuit had anticipated, there were no signs of trouble, no picketing and no apparent attempts to discourage attendance. Local newspaper critics, likewise, limited their remarks, for the most part, to the harmless conclusion that the 20th Century-Fox film was a faithful reproduction of the book.

FWC spokesmen, unable to present figures, indicated that in its Bakersfield run, as well as in Stockton and San Jose, where "Grapes of Wrath" opened March 1, above-average business is being recorded. Other openings were scheduled shortly thereafter for Fresno, Salinas, Modesto, Watsonville, Vallejo and Palo Alto—most of which towns are in the Sacramento Valley area forming the locale for most of the action in Steinbeck's novel.

Adhering to the usual policy, "Grapes of Wrath" played but one week at Loew's State and Grauman's Chinese here. It is slated for an indefinite run at the Four Star, however, where Manager Bruce Fowler declares it may stay for eight weeks or more.

"Sister Carrie" to Sisk

Production reins on RKO Radio's "Sister Carrie" have been handed to Robert Sisk. The Theodore Dreiser novel was purchased recently by the studio.

SPEARHEADS

(Continued from page 27)

tion elements well and the adaptation and screenplay by Harold Greene and Lester Cole, respectively, were both competently handled.

Metro's "Strange Cargo" fared comparatively poorly. Endeavoring to plot a new means of escape from Devil's Island for its characters, the writers responsible for it turned toward allegory in their attempt to be different. Consequently, Lawrence Hazard's screenplay, based on a book by Richard Sale, loses itself rather completely in a veritable labyrinth of extreme and contradictory situations and unnatural, lengthy dialogue. It will be up to audiences to decide whether the star-studded cast and a few lusty action sequences can overcome such a handicap. Joseph L. Mankiewicz produced and Frank Borzage directed.

* * *

Two worthwhile offerings in the less serious mood were Columbia's "Too Many Husbands" and RKO Radio's "Little Orvie." The former is a brilliant, sophisticated comedy, alternating between the farce and screwball varieties, which has all the elements to keep audiences uproariously entertained throughout. Claude Binyon's script, based upon a play by W. Somerset Maugham, literally abounds in sparkling lines and sure-fire gags, while the small cast, topped by a triple-threat star combination, is thoroughly splendid. Wesley Ruggles scores as both producer and director.

"Little Orvie" will undoubtedly be given enthusiastic support by kids and their parents alike. Efficiently directed by Ray McCarey under the production guidance of William Sistrom, it is a faithful screen translation of Booth Tarkington's famous boy stories, in which the mingling of humor and pathos was skillfully captured by Scenarists Lynn Root, Frank Fenton and Robert Chapin. It is unassuming, but clean-cut and sincere.

For those who found Southern California's first taste of summer heat waves a bit oppressing, there was a pair designed to bring chills. Universal has what appears to be another boxoffice winner in "Black Friday," which maintains the company's reputation for turning out spine-tinglers. Not big-time drama, it should nevertheless give general satisfaction. Burt Kelly produced, Arthur Lubin directed and Kurt Siodmak and Eric Taylor wrote the original screenplay.

Paramount's "Dr. Cyclops" must depend exclusively for patronage and acclaim upon its novelty and technical appeal. It is lightweight both as to story and cast, and its entertainment values are enhanced but little through the use of Technicolor, which has appeared to much greater advantage in all of its more recent applications. The venture was directed by Ernest Schoedsack from an original script by Tom Kilpatrick. Dale Van Every produced.

* * *

The highly essential action ingredient was supplied by RKO Radio's release of a Fine Arts production, "Isle of Destiny," and 20th Century-Fox's "Shooting High."

Initial feature to be filmed in the new Cosmocolor process, "Isle of Destiny" is decidedly acceptable in the action category, ably written by Arthur Hoerl, M. Coates Webster and Robert Lively from a story by Allan Vaughn Elston, capably produced by Franklyn Warner and speedily directed by Elmer Clifton.

Twentieth Century-Fox displayed adroit showmanship in teaming two popular players, Jane Withers and Gene Autry, in a vehicle that should be a heavy money-earner. Producer John Stone guided the enterprise well and Alfred E. Green contributed astute direction which deftly showcases the respective talents of its two stars. Lou Breslow and Owen Francis wrote the original script, a streamlined version of the boots-and-saddles formula.

Cinémarks

Harry Link, who is in charge of special promotion for the Leo Feist Music Publishing Co., checked in from New York to confer with M-G-M executives on song numbers featured in current Metro pictures.

*

Victor Fleming, Metro director, is planning a trip to Florida when he has recovered from a flu attack. Accompanied by Jay Marchant, unit production manager, Fleming, will make a final check on location lineups for "The Yearling."

*

Private services were held February 29 at the Little Church of the Flowers, Forest Lawn, for Linda Speers, 18-month-old daughter of Bob Speers, Paramount publicist. She died of pneumonia at the Cedars of Lebanon Hospital . . . Producer-Director William A. Wellman celebrated his 11th birthday February 29, having been born in 1896 as a "Leap Year" baby.

*

Jesse Lasky jr., winding up a six-month writing stint for Cecil B. DeMille, has pulled out for a holiday in San Francisco and Palm Springs. Alan LeMay, who worked with Lasky, checked out for Chicago to visit his family.

A Lavish Debut for "Virginia City"

With but one more week in which to complete its plans, Warner has virtually perfected the lavish setup under which "Virginia City" will receive its world premiere in Virginia City and Reno, Nev., March 16—next in the long line of films which studio exploiteers have on schedule for elaborate openings during the season.

The 250 Hollywood stars, executives and members of the press who will be conveyed to Reno via a "Virginia City Special" will be tendered a reception by Gov. E. P. Carville of Nevada, Gov. Culbert Olson of California and Gov. H. H. Smith of Wyoming. The guests will then motor to Virginia City to attend the film's matinee showing there, and will return to Reno to attend evening premieres of the picture in three local theatres. Climaxing the celebration will be a costume ball.

Indians and Cowhands

Arrival of the "special" will be heralded by some 300 Indians in full war regalia, accompanied by mounted cowhands, who will escort the train into Reno with a barrage of blanks from their six-guns. The premiere is to be broadcast over 40 Mutual network stations, originating at Station KOH in Reno, and the entire affair will be filmed by Warner for use as a trailer just prior to the picture's national release.

In addition to the 250 guests from Hollywood, nearly 200 exhibitors have signified they will attend, including Charles P. Skouras, of Fox West Coast; John Balaban of the Balaban-Katz circuit, Chicago; Bob O'Donnell, Interstate chain, Dallas; and Sam Rinzler of Brooklyn.

Plans for "Biscuit Eater"

Next on schedule will be Paramount's premiere of "The Biscuit Eater" in Albany, Ga., April 11. That city's chamber of commerce has obtained the use of Radium Springs, the $2,000,000 Barron Collier estate, as the setting for a gala ball to be staged by the Junior Hospital League, and for a barbecue at which celebrities and members of the press from southeastern states will be entertained. Adolph C. Gortatowski, Georgia showman and chairman of the arrangements committee, is spending close to $50,000 reconstructing his Albany Theatre, badly damaged by the recent tornado, in which house the premiere will take place, and has announced plans to stage a simultaneous showing for Albany's Negro population at the Liberty.

Paramount will follow this May 21 with a world premiere in Galesburg, Ill., of "Those Were the Days," filmed from stories based upon activities at Knox College there. At the affair an "All-American College Queen" will be selected from among more than 400 candidates and brought to Hollywood for Paramount talent tests.

Also coming up this spring will be a simultaneous premiere of 20th Century-Fox's "Lillian Russell," to be held in New York City and also in Clinton, Ia., birthplace of the renowned stage beauty.

"Dr. Cyclops" in Denver

The western premiere of Paramount's "Dr. Cyclops" was held March 6 at the Denham in Denver, Colo. Attending from Hollywood were Ernest Schoedsack, who directed, and Janice Logan, in the feminine lead. In addition to appearing at the film's debut, they lectured on the art of the motion picture at Denver University, addressed the Denver Junior Chamber of Commerce and attended other civic functions.

: PERSONNELITIES :

(Continued from page 30)

to Town," newest in the "Higgins Family" series.

—20th Century-Fox

JANE WITHERS checks in after two-month personal appearance tour throughout the east, south and midwest.

—Universal

LEW LANDERS to "Ski Patrol," a Ben Pivar production

—Warner

ELMER DECKER set as assistant director on "Patent Leather Kid."

WILLIAM KISSELL named assistant director on "You Can't Escape Forever."

JACK SAPER set as unit manager on "The Life of Knute Rockne."



From Air to Films—

Looking on as radio star Horace Heidt signs to appear in a film, is James Roosevelt. The film will be "Pot O' Gold" and will be distributed by UA.

Schulberg Will Join Col. As Associate Producer

Deal has been set and contracts are being drawn up whereby B. P. Schulberg will join Columbia as an associate producer. Schulberg was last actively connected with picture-making as a producer for Paramount.

Process Color Print

Cinecolor is processing the first print order on "Isle of Destiny," filmed in the Cosmocolor process by Franklyn Warner's Fine Arts Pictures for release by RKO Radio.

• REVIEW FLASHES •

HUMAN MONSTER, THE (Mono)—A heavy dose of horror, blended with odd sorts of characters and diabolic machinations, is offered here. Bela Lugosi, Hugh Williams, Greta Gynt.

THREE CHEERS FOR THE IRISH (WB)—There's enough wholesome Irish humor and sentiment in this to more than compensate for a story that has its faltering moments. Audiences will probably overlook that deficiency, however, in applauding the work of Thomas Mitchell, who steals the show with another sterling characterization. Sam Bischoff produced; Lloyd Bacon directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Cromwell's "Lincoln" Wins Him Educational Award

In recognition for his direction of RKO Radio's "Abe Lincoln in Illinois," John Cromwell has been awarded a special trophy by, and made a member of, the film advisory board of the National Educational Ass'n. Notification of the honor came from Dr. William Lewin, chairman of the NEA's motion picture committee, in New York.

Architect Will Address SMPE on Acoustics

S. Charles Lee, theatre architect, will be the principal speaker at a dinner meeting of the Society of Motion Picture Engineers, Pacific Coast section, March 11 at the Hollywood Athletic Club. His topic will be acoustics, sound and projection problems in modern theatre construction.

Also slated to appear on the program is E. H. Marks.

A Role for Lorre

Columbia announces signing of Peter Lorre for a principal role in "Dead Man's Isle."

"Divorcement" Remake A "Strong Drama"

Hollywood—RKO's remake of "A Bill of Divorcement," which long since has established its entertainment and boxoffice worth as a stage play and in two previous celluloid appearances, cannot miss being a solid hit with the customers who relish their drama strong and straight.

In every department — production mounting, direction, screenplay and cast —it shows definite improvement over previous film versions. Maureen O'Hara is cast in the part which brought acclaim to Katharine Hepburn.—SPEAR.

PORTLAND

HODKINSON & BLOUNT'S new house at Bend, the Tower, opened March 6 . . . Filmrow has another papa—Jimmy Sheffield. An eight-pound daughter was born to Mr. and Mrs. S. March 2 . . . Bill McCurdy returned last week from a swing north through Seattle and Vancouver in connection with the coming San Carlo Opera company tour. Mail orders for the company's scheduled run at the Paramount are ahead of last year.

Parris Emery is scheduled for an interview over KOIN Monday to tell the inside story of his experiences in covering the Northwest for Universal newsreel.

Norman Moray, Vitaphone short subjects chief from the New York office, stopped off in Portland for a day while making a western swing . . . Bill Ripley, Longview and Kelso exhibitor, is reported tearing out his Kelso house to begin an extensive remodeling job . . . B. J. Callahan also is reported readying plans for a new house at Seaside, and that Ted Francis of Newberg is doing the same.

Herb Hahn, Mrs. Pulver's chief projectionist at Lewiston, Ida., was a Portland caller last week . . . Mark Corey jr. has joined George De Waide, Howard Mapes and other Filmrow victims of the amateur camera bug . . . Frank Newman jr., reporting back after a trip to Los Angeles, reassured friends that the injuries to himself and Mrs. Newman in the automobile accident they experienced en route were slight . . . Jim Wyatt, theatre scribe and Five Star Final newscaster, left last week with Mrs. Wyatt for a month's trip to the Hawaiian Islands.

"Gone With the Wind" coiled its queue and closed at the Mayfair after stretching its scheduled two-week run into six weeks . . . Filmrow visitors last week included Mr. and Mrs. Lawrence Spraker, Stayton; G. A. Rose, Milton-Freewater; Harry Gamble, North Bonneville; Dad Long, Oregon City; C. L. Skiens, Burns; and Mr. and Mrs. Tom McElroy of the Rex at Vale.

Schoedsack and Logan See Debut of "Dr. Cyclops"

DENVER—Ernest Schoedsack and Janice Logan, director and featured player of Paramount's "Dr. Cyclops," attended the film's premiere here at the Denham, March 6.

A three-day celebration inaugurated the opening. Schoedsack addressed the chamber of commerce, luncheon groups and school and college groups, while Miss Logan was guest of honor at several luncheons.

The local showing of "Dr. Cyclops" was one of six advance engagements of the picture. Other cities which got first looks were Providence, Hartford, Altoona, Kansas City and Nashville.

Leon Benson of Paramount's studio exploitation staff handled the local premiere.

Ball Starts Rolling for PCCITO Conclave

LOS ANGELES—First meeting of the program committee planning details of the Pacific Coast Conference of Independent Theatre Owners' initial annual convention was held March 8 with Bob Poole, executive secretary, presiding. On hand to start the convention ball rolling, in addition to Poole, were Jack Y. Berman, Hugh Bruen, Ben Levin and Rotus Harvey, who comprise the arrangements committee. Berman and Bruen are members of the ITO of So Calif. and Ariz., of which Poole is the executive director, and which organization will function as host to the other PCCITO units at the affair, to be staged here May 8-9-10.

Permanent convention headquarters already have been set up at the Ambassador Hotel, with Nat Tanchuck, assistant to Poole, placed in charge.

Beyond mapping plans for the event, no further activities are on the ITO's calendar for the immediate future, since the combined luncheon and membership meeting held at 20th Century-Fox studios February 20. At that time Poole, who presided, reiterated the importance of the PCCITO and quoted a telegram from Hugh Bruen, who called it "the most effective thought to date in exhibitor organization" and one that "deserves serious thought by exhibitors of this territory." Bruen was unable to attend the session because of illness.

James McNabb Assaulted By Three Unknown Men

SEATTLE—Three unknown men assaulted and beat James McNabb while he was distributing union handbills in White Center, the business agent of Operators' Local 154 reported to union officials here.

He said his assailants choked him into signing a statement that he would stay out of White Center, where the management of the theatre recently won a court case against Local 154.

Rapf to "Dance, Little Lady"

HOLLYWOOD—Paramount has assigned Maurice Rapf to "Dance, Little Lady" as scripter.

LOS ANGELES

ASTOR Pictures has acquired releasing rights in this territory to "The Crooked Circle," starring Noah Beery sr., and a reissue of "Our Daily Bread." The latter film it is building up as an early version of "Grapes of Wrath," and claiming it utilizes the same motivation and same type of characters . . . Boris Posner, of the Arlington Theatre, was a booking visitor, as was Bill Knotts, operator of the Covina Theatre in Covina.

The Monogram exchange, operated by Howard Stubbins and Ray Olmstead, has secured release rights to the Garcia-Armstrong fight pictures in this territory from Henry Sonnenshine. They have already been booked first-run into the Orpheum downtown . . . After a stay of ten days, Armand Cohn, general manager of All-Star Feature Distributors, has returned to his San Francisco headquarters. While here he lined up several distribution deals with local independent producers.

The newly-formed Filmrow club comprising bookers, salesmen and office managers in its membership elected officers to serve for the coming year at a recent dinner-meeting. Ken MacKaig was named president, with Fred Gage, vice-president, Norman Newman, treasurer, and Pat Roth, temporary secretary. Next dinner meeting will be held March 18 at the Elk's Club.

Bob Montgomery, operator of a theatre in Ponca City, Okla., and George Gilmore, Denver showman, visited the Warner studio in Burbank as a feature of their current vacations in Southern California . . . W. R. Callaway, Warner branch manager, is back in town after a trip to San Diego, where he aided in handling the local premiere of "Dr. Ehrlich's Magic Bullet" at the Fox there.

Charles Muterpearl, showman from Orange, N. J., and N. M. Zipperman of the Western circuit, Westington, S. D., both visited the Warner studio in Burbank . . . Sam Clark, Warner's west coast exploitation representative, checked in from San Francisco after handling the campaign in connection with the opening of "Dr. Ehrlich's Magic Bullet" in that city.

Dave Acosta, of the Azteca in San Ber-

(Continued on page 35)



Johnsons Meet Reagan and Morris—

West Johnson (second from right), exhibitor from Eugene, Ore., and Mrs. Johnson meet Ronald Reagan (left) and Wayne Morris on the set of "An Angel From Texas" at the Warner studio.

SEATTLE

THE Northwest Film Club is now formulating plans for a Movie Ball. Contacts are being made with a name band and also film stars for personal appearances . . . Filmrow was virtually deserted when all its executives left for Yakima to attend the funeral of Mrs. Theresa Mercy, former wife of Fred Mercy sr. She is survived by three sons, Fred Mercy jr., Edgar and Paul. Among those attending the services were Herndon Edmond, Pete Higgins, Neal Walton, J. T. Sheffield, Eddie Walton, Dwight Spracher, Mac Rubenfeld, Bill Shartin, Jimmy O'Neal, Morrie Segel, Mendie Segel and Bill Parker.

Mark this down, boys, in case you should have occasion to visit New York. Troy Himmelman, just back from there, brings good wishes from Olsen & Johnson. Ole has bought a tavern and it is named the Ole Olsen Tavern, being situated at 4 West 40th. So on your next trip east, drop in and you can be sure of Hellzapoppin . . . Charlie Hardin, for many years branch manager of various exchanges here, and now retired, has taken as his bride Mrs. Mary Crawshow. Ceremony was performed by the Rev. Doctor Hastings and was followed by a dinner in the Film Club quarters . . . Jim Hone is back from Spokane where he conducted a meeting of the Independent Theatre Owners. Jim told the members of the success of the recent Seattle gathering of the organization.

Jay Haas, formerly with Paramount, and now with the Advertising Accessories, National Screen Service affiliate, in from Los Angeles for a meeting with Jack Flannery, the northwest head . . . Mrs. George Eder has taken over management of the theatre on Vashion Island. She will do all the buying and booking while George is busy with his pharmacy business . . . J. T. Sheffield and Eddie Walton, back from the Hollywood get-together of Republic Pictures men, tell of having a grand time playing golf with Gene Autry and Ben Roscoe . . . Eddie Golden, vice-president and general sales manager for Monogram, is in town for a few days accompanied by Mel Hulling, west coast division manager. Confabs are being held with Al Goldstein and his sales staff of Oregon and Washington.

C. Aubrey Smith, the character actor, is due here soon with a gang of cricket players. The team is scheduled to play in Vancouver and Victoria, B. C. . . . Mrs. J. D. Miller, secretary to L. J. McGinley, Universal branch manager, has resigned and gone to her former home, San Francisco. Her place has been filled by Jean Janish . . . Maury Saffle to San Francisco for a regional meeting, and back. Maury tells of slides in California causing the train to back up and be many hours late . . . Mrs. H. D. McBride is very ill in Spokane with pneumonia. Her husband runs the Granada there . . . Bill Shartin being interviewed by the press and waxing loudly about his Warner product . . . Cliff Chellew and his missus celebrating their silver anniversary.

Paul Volkman in town from his Liberty in Wapato . . . Ned Edris over to Spokane to attend the ITO meeting; also L. O. Lukan . . . Mrs. Melva Brooks, wife of Jimmy of 20th-Fox, is well again after an appendicitis operation . . . Henry Herbel, district manager for Warner, and Norman Moray of New York being shown around the Film Club . . . Jeff Fretland back from his tour of eastern Washington . . . Ollie Hartman in from Grand Coulee and Henry Davidson and Ed Halberg from Port Angeles . . . Walter Wessling visiting from Portland . . . Tom Dempsey back from the trip east and bringing home a new car. He got a bang out of stopping at Hotel Dempsey on the trip. His sidekick, Don Hoidale, went on to Arizona and will be home about the middle of March . . . Roy Irvine in from Ritzville and busy booking.



Pledge Their Support—

Left to right, Circuit Booker Roy Brown, General Manager Albert J. Finke and Publicity Director Mose Mesher of the Evergreen chain in Portland, assure Jimmy Beale, Columbia branch manager, of support in the Montague 15th Anniversary Campaign.

Two Get RCA

SEATTLE—The Liberty, Salem, Ore., and the Oak Harbor, Oak Harbor, Wash., are being outfitted with RCA sound. The former is operated by Bruce Keller and E. H. Randall, the latter by Bessie and Howard Mayler.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

Fined $200 for Showing "Birth of a Nation"

DENVER—Robert E. Allan, former manager of the Jewel, was fined $200 in county court after pleading guilty to a showing of "Birth of a Nation" in violation of a city ordinance prohibiting the exhibition of films that tend to incite race prejudice and race hatred. Allan entered his plea of guilty after a jury had been selected. Judge H. Lawrence Hinkley suspended half the fine and gave Allan 60 days in which to pay the balance.

Allan was fined $1,400, the limit on seven counts, in police court last April, and also was sentenced to serve 120 days in jail.

Depinet Drive Leaders Are Due in Portland

PORTLAND—Herb MacIntyre, captain of the Ned Depinet drive forces; Harry Michalson, short subject sales manager, and H. C. Cohen, western district manager, were due here March 5 for conferences with Mark Cory, local RKO branch head.

Following their visit here, MacIntyre and Michalson go to Seattle and Salt Lake after which they continue eastward. Previously, they visited RKO's exchanges in San Francisco and Los Angeles.

A Warrant Against Gene Buck to Be Withdrawn

HELENA, MONT. — The warrant charging Gene Buck, Ascap president, with obtaining money under false pretenses will be withdrawn following the refusal of Gov. Roy E. Ayers of Montana to ask the extradition of Buck from Phoenix, Ariz., where he is for his health.

County Attorney Edward T. Dussault of Missoula, Mont., issued the warrant when Buck notified Montana radio stations and other enterprises their licenses to play music copyrighted by Ascap would be withdrawn unless royalty fees were paid.

Wahoo Slide Approved

CHICAGO — Underwriters' Laboratories here has passed the patented electrical slide equipment used with the theatre game Wahoo, according to Phil Fischer of the Hollywood Amusement Co. He says this action is of particular interest to California exhibitors in view of the strict fire laws in the western state.

Power Is Upheld

SANTA FE, N. M.—The right of the revenue bureau to enforce a 1939 lottery statute has been upheld by the state supreme court. The statute's constitutionality was not considered in the ruling.

Acquires Dishman

SEATTLE—A. T. Dishman has taken over the Dishman in Dishman, Wash., from G. E. Hutchings. Hutchings has not announced his future plans.

LOS ANGELES

(Continued from page 33)

nardino, came in to do some booking . . . Ditto E. W. Calvert, operator of the Lompoc . . . Sam Klinger, Cleveland theatre operator, was a guest on the Warner lot. He's vacationing hereabouts.

Carl Bryan, Republic's office manager, bagged the weekly ski-ball prize at the exchange with a 390 score . . . H. M. Bessey, secretary-treasurer of Altec Service, has gone to New York on business . . . Visiting the local Universal exchange is F. T. Murray, branch operations manager, who headquarters in New York. He'll spend only a few days here.

Ray Olmstead, of Monogram's Olmstead-Stubbins, returned from a sales jaunt into Arizona . . . Larry Kent has checked back to his Fox West Coast duties as head film buyer, after resting up from a recent illness at Palm Springs.

Spyros Skouras, president of National Theatres, has returned to New York after a four-week stay here, conferring with his brother, Charles, headman at Fox West Coast. He was accompanied east by his secretary, John Healy, and Ed Zabel . . . Chick Sturdivant came in to do some booking for his Orpheum in Yuma, Ariz.

Frieda Cooper, sister of Jack Cooper, Metro booker, became the bride of Irving Cantor February 25. Another brother, Sam, came out from Salt Lake City especially for the occasion. The newlyweds are honeymooning at Palm Springs . . . All the Universal exchange needs now is the new furniture, expected any day, to complete its remodeling job.

The Admiral, of which Arthur Rice is the operating manager, is scheduled to open some time this month. It's located on Hollywood Blvd. . . . John Mastellos has re-named his Casino local house, the Vernon.

Booking: Mr. and Mrs. Richard LeMucchi, Granada and Arvin in Bakersfield and Arvin, respectively. They took time out while here to see "Gone With the Wind"—sort of a postman's holiday . . . Mr. and Mrs. Ray Pierson, Lone Pine Theatre, Lone Pine, boasting about their new grandson . . . Claude Spaeth, manager of the Congress.

"Combat Car" to Metro

HOLLYWOOD—"Combat Car," story by Lawrence Kimble dealing with the mechanization of cavalry, has been purchased by Metro as a vehicle for Wallace Beery. J. Walter Ruben will produce.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

"Five-Cent Mat" Room Popular at Embassy

SAN FRANCISCO—An innovation that has proven most successful is the "5 Cent Mat" room which Dan McLean has established in the Embassy here. Unwilling to clutter up the attractive lobby with candy and popcorn machines, and yet desirous of obtaining the revenue these machines bring, McLean solved the problem by converting a vacant room off of the lobby into a merchandising center.

A wide variety of vending machines including candy, cigarettes, soft drinks, popcorn, and gum is a source of considerable income. The prolific use of silk bannerettes advertising the coming attractions decorate the walls. According to McLean this has been very effective in bringing the patrons back to his house.

Work Habit Early

SALT LAKE CITY—In a series of vignettes featuring former newsboy carrier salesman of the Salt Lake *Tribune* and *Telegram* "who have become successful in their chosen fields," was included David K. Edwards who has made theatre work his "combined hobby and vocation." Edwards is assistant manager to Joe Lawrence, who operates the Rialto, State, Southeast and Murray theatres here.

The article related that Edwards covered about 7,500 miles on foot during the years he carried the Salt Lake *Tribune* routes, he declaring that "that would be quite a cross-country jaunt in one piece of mileage."

Edwards started early in the theatre business, and as a boy in high school he ushered in show houses until late at night, then arose at 5 a. m. to carry his papers.

After high school Edwards spent ten years with the L. Marcus theatre enterprises, starting as usher.

SALT LAKE

AN INCREASE in employment here during the month of January 1940, as compared with the same period last year and the year before is reported. Also retail sales in the state show a 11.1 per cent increase in 1939 over the preceding year, according to a commerce department report.

A stopover visitor here was Darryl Zanuck, en route to Sun Valley, Ida. The 20th-Fox production executive declared that the world premiere of "Brigham Young" will be presented in Salt Lake City, probably in October.

H. C. Kaufman, official from the home offices of Columbia, is conferring here with Manager Bill Seib of the exchange . . . W. W. McKendrick of Monogram is back from a sales trip into southern Utah.

Jack Braunagel succeeds John Trewhela as manager at the Provo, an Intermountain house. Trewhela has been transferred to the helm of the Roxy at Logan.

"Man From Dakota" was screened by the Metro exchange here . . . The motion picture committee of the Salt Lake district federated women's clubs met here to discuss current films a few days ago.

Ad Accessories Moved

SALT LAKE CITY—Advertising Accessories, Inc., has taken over the National Screen Accessories and is doing business at 200 East First South St. Accessories from the Paramount and RKO exchanges have been moved to the new combine. Clarence Burdette is in charge.

Opens in Kodiak, Alaska

SEATTLE—The new Orpheum at Kodiak, Alaska, is now completed and open for business under the management of Rollen Nipps, formerly of Cordova.

In More Than 3,500 Theatres, All Over America,

WAHOO is the favorite box-office attraction. In more than 3,500 theatres, both big and small, WAHOO is delivering box-office power . . . packing in the crowds and bringing them back week after week without let-up. This fact in itself is positive proof that you can depend on WAHOO to do a real job for you. It is your assurance that

WAHOO

is a tried and proved feature. Not an experiment, not an overnight flash, but a steady, permanent, year-round attraction! Why not let us tell you just how WAHOO can increase your box-office receipts. There is no obligation on your part.

Our patented electrical equipment is approved by Underwriters' Laboratories.

HOLLYWOOD AMUSEMENT CO., Inc.
831 South Wabash Avenue **Chicago, Illinois**

License Revocation Threat Is Deferred in Seattle

SEATTLE — As a result of a concession granted by the city council, the Rialto, threatened with revocation of its license for alleged indecent stage performances, gets an additional lease of life of at least several days. On motion, the council, by unanimous vote, granted B. D. Breitenstein, owner of the theatre, that a proposed new public hearing be postponed to March 13. In the meantime, it was agreed, the theatre will continue to operate with the performances "kept free from objectionable features."

McGinley Calls Exchange Heads for Rogers Drive

SEATTLE—L. J. McGinley, zone chairman, called a special meeting of all exchange managers to plan participation in the annual Will Rogers National Theatre Week which begins April 18. All Seattle theatres will cooperate.

McGinley is in charge of all the Will Rogers activity in this territory.

To Reopen S. F. Fair

SAN FRANCISCO—Susanna Foster, Paramount's 15-year-old songstress, has been chosen by executives of the Golden Gate Exposition as the "Rainbow Girl" to officially reopen the "Fair for '40" on Treasure Island, May 25.

: A Collection That Pays :

PORTLAND—An exhibition of some 12,000 portraits of motion picture personalities and stills from film productions over a period of a quarter of a century drew an estimated 50,000 persons to the auditorium of the Meier & Frank department store during its two-week showing. The display was arranged by Charlie White, "the nation's No. 1 movie fan," who reports a number of inquiries from other cities and is considering taking his collection "on the road."

Film actress Gale Page was an opening-day caller, and the newsreel of her visit, filmed by Pathe, was shown concurrently at the Liberty.

White, a restaurant chef formerly of Hollywood, has collected more than 25,000 pictures, many of them autographed, together with fan and trade magazines, posters, advertising matter and other motion picture mementos. His "star room" has become a mecca for stars, directors and others connected with the film industry who visit Portland.

No Longer Theatreless Town

JOHNSTOWN, COLO.—The Pix has been opened here by R. E. Heald. The theatre is a 200-seater in a town that has been without a theatre.

Judy Garland Vehicle

HOLLYWOOD—Metro has purchased the early stage production of George M. Cohan, "Little Nelly Kelly," as a vehicle for Judy Garland.

Ben Roscoe Contacts Trade For Hollywood Interests

SEATTLE—Ben Roscoe of Hollywood is now in the northwest covering Oregon, Washington and British Columbia, lining up exhibitors for future business with Hollywood Interests, Inc.

This new corporation involves personal appearance of screen stars, radio transcriptions, newspaper syndicate and motion picture relations. Roy Rogers, singing cowboy star, and Roscoe are the owners of Hollywood Interests.

Plan April Opening for Admiral in Hollywood

HOLLYWOOD—An April opening is being planned for A. E. Rice's Admiral, now under construction on Hollywood Blvd. The 700-seat house was designed by S. Charles Lee.

FWC Signs for "Lion"

LOS ANGELES—The Fox West Coast circuit has contracted to play UA's Alexander Korda-produced "The Lion Has Wings" over the entire chain.

Ovid Theatre Transferred

OVID, COLO.—James Meis has bought the theatre here from A. V. Jecminek.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Orders Nick, Weston Remit Sum to Union

ST. LOUIS—Circuit Judge Ernest F. Oakley, who last April ousted John P. Nick, vice-president of the IATSE and Clyde A. Weston, business manager of Local No. 143 of the operators union, from control of the assets and affairs of that organization, on Tuesday called upon them to pay to the union various sums of money.

From Nick, Judge Oakley ordered he pay to Local No. 143, $10,000 collected from theatre owners in the fall of 1936, and he also ordered Nick and Weston to pay the union $38,399, including $6,500 obtained from theatre owners in 1937.

Not Guilty of Extortion

On January 11, Circuit Judge Thomas J. Rowe jr., ordered a jury to return a verdict of "Not Guilty" at Nick's fourth trial on a charge of extortion in connection with the $10,000 payment by the theatremen in 1936, and on March 4, the same jurist, suggested that Circuit Attorney Franklin J. Miller nolle prosse a similar charge against State Representative Edward M. Brady, who had been jointly charged with Nick in the $10,000 deal. Judge Rowe took the position that the state didn't have sufficient evidence to warrant a conviction.

Nick and Weston will go to trial on Monday, March 11, on a charge of extorting the $6,500 from the theatremen in 1937 to forestall an operator's wage increase.

In his decree Judge Oakley says that "Through Brady, Nick secretly received $10,000, which was paid by the exhibitors to Brady in October, 1936" as the inducement for a contract which failed to provide the wage increases but virtually maintained the prevailing scale.

The court charged that Weston, acting as Nick's agent, took up the pay negotiations the next year, stating that the exhibitors were told that for $6,500 the new wage increase demands could be avoided.

"$6,500 Paid Secretly"

The decree adds: "By and through Weston, Nick and Weston received $6,500, which was paid secretly in November, 1937, by the exhibitors to Weston" after which a new contract, making little changes in rates, was delivered to the theatre owners.

In addition to the $6,500, the balance of $31,899 that the court demands Nick and Weston shall return to the union, includes $13,000 paid to Paul Dillon, an attorney, purported for legal services to the union, although Judge Oakley contends "There were no legal services rendered of any consequence justifying such expenditures; $15,000 paid to Dillon for legal services to Nick and Weston as individual defendants in this case in court (the receivership action) not in behalf of the union; $1,000 withdrawn by Weston for his "personal benefit," and $2,899 spent in political contributions.

The expenditures that Judge Oakley has questioned were made by Nick and Weston with the approval of Nick, first vice-president of the IATSE.

"These sums were improperly expended or converted to their own use," the decree charged.

In his decree Judge Oakley made permanent the receivership for Local No. 143, but ordered an election of union officers, in which only those members who belonged prior to the date in 1935 when Nick took control, shall participate, and when the reorganized union is ready to take over affairs of Local No. 143, the present receivers will be discharged.

James A. McKeown and William M. Brandt, the temporary receivers, will continue in charge of the union pending the completion of satisfactory reorganization under the terms of the decree.

The court also made permanent the injunction against Nick and Weston, prohibiting them and their international from interfering with the management and operation of Local No. 143.

Support Move in Chicago for A Summer Trial of Singles

By GENE RICH

CHICAGO—Numerous exhibitors approved the idea of Alex Halperin, head booker of Warner Theatres in this district, of trying a three-month period of single features in all Chicago theatres during the summer months of June, July and August. Halperin's suggestion came as an individual exhibitor and not as representative of the circuit, though it is known the Warner circuit here has been favorable to single bills for some time.

Many exhibitors feel that a three-month trial of singles during the summer would wean away the public from dual programs.

"'Film fans would necessarily be trained not to expect double features any more," said Elmer Balaban of the H&E Balaban Theatres. "They will not stop going to pictures and if there are no duals, they'll go to single feature attractions if that is all there is for them to see.

"Then, by the time the bigger product of the fall season is ready in September, after the summer, we could reap the benefit of the 'breaking-in' period of those three months," Balaban continued.

Many exhibitors state that in 1933, when singles seemingly took hold overnight, there was no drop in attendance, while others, arguing for the singles trial, contend the present situation demands a change and that they can do no worse, at least, with single features.

Product Dearth for Subsequents Seen

MILWAUKEE—Five weeks of "Gone With the Wind" at Fox's Palace and a number of first-run holdovers in other houses since January 1, is expected to result shortly in a dearth of product for subsequent-run houses.

To meet this anticipated shortage, various neighborhood houses are purchasing independent product as a fill-in, according to reports. Independent exchanges have been suffering in recent months because major producers have sold more product to a greater number of small neighborhood houses in years.

Reports are that M-G-M, for example, has sold its product to some neighborhood spots for the first time in two and three years. As a consequence, independent exchanges are hopeful that they will be able to regain some of this lost business through the shortage of available product off the first run houses, which is now beginning to manifest itself.

Fox's Strand, which has been playing off the circuit's Palace and Wisconsin and the Warner as continued first runs, this week played "The Village Barn Dance," city's first showing, with "My Little Chickadee" off the Warner. However, this one new flicker is expected to be of little help toward moderating the jam.

Similarly, to meet the anticipated shortage, Fox played "South of the Border" in its subsequent run Miller, Zenith and Plaza theatres, the city's first showing of the flicker, together with second run films.

There is likelihood that the product situation may become more complicated with the opening of the new $30,000 drive-in theatre just west of the city. Local exhibitors have indicated they will fight attempts of exchanges to sell this theatre on a selective basis. Another possible headache to local exhibitors is the proposal to erect a new 500-seat house in Elm Grove, a suburb just west of Milwaukee.

Says Original Essanay Still in Existence

CHICAGO—Albert W. Mahone has advised BOXOFFICE that the stock of the Essanay Film Manufacturing Co. passed from George K. Spoor to Mahone in 1932.

This is in reference to a story in these columns some months ago in regard tc many of the unusual sales ideas used by Essanay 25 years ago, when it was one of the largest film companies in existence. The article stated that Essanay no longer existed, but should have referred to the Spoor and Ahbe Film Corp., which also utilized the trade-name of Essanay, and which did become liquidated a year or so ago. The original Essanay Film Manufacturing Co., while not in production, has continued in existence.

A. A. Tempo Up

CHICAGO—With the taking over of Photoplay Advertising and Chicago Poster by Advertising Accessories, Inc., Morton Van Praag, National Screen district manager, said that A. A. now is functioning with day and night shifts.

Hickey RKO Publicist

CHICAGO—Bob Hickey, former publicist for the Chicago Stadium, has been named district publicity director for RKO. Working out of Chicago he will also cover St. Louis and Milwaukee.

16mm Battle Centers on Area Considerably Competitive

INDIANAPOLIS—A sharp division between exhibitors and distributors in the definition of an area in which exhibition of 16mm reduction of feature pictures becomes competitive to established theatres is seen in the rebuttal of the Associated Theatre Owners of Indiana to major company contentions they do not permit non-theatrical showings to vie for the theatre dollar.

The organization's position is summed up in the following statement from the office of its secretary here:

"In answer to the various arguments advanced by the distributors and exhibitors of 16mm reductions of standard 35mm feature releases, the one thing which they overlook is the fact that the narrow gauge film is an outgrowth of a major industry that has millions of dollars invested in its production, distribution and exhibition. So why shouldn't the motion picture industry take steps to protect those investments from the inroads of a by-product?

"The demand made recently by a number of exhibitor groups that producers control the 16mm distribution rights was not without a sound basis. Considerable research had been gone into and it was not that the exhibitors wished to deprive the public of entertainment. The number one consideration of the exhibitors was that the 16mm operator is delivering to the public without an admission charge, motion picture entertainment, upon which the theatre owner must depend for a livelihood.

"Another claim made by the 16mm operators is the fact that very seldom do they operate in a town having a legitimate established theatre. Now the question arises, just how far away from a legitimate theatre a 16mm operator would have to play to be considered no competition. In a number of cases his 16mm competition is within a radius of 5 to 15 miles. At the time the theatre owner made his investment in his theatre, he took into consideration the number of people within that radius as being his potential customers, thereby justifying his large investment in a building, equipment, and licenses.

"With this large investment in mind, just how long would the 16mm transient exhibitor with his small investment last in any one of the small towns in which he is now playing, even if he had to subsist on an admission of 10 or 15 cents per patron? My guess is he would last less than a week.

"According to reports gathered by the ATOI the great part of the 16mm competition throughout Indiana was within that radius of 5 to 15 miles.

"The only principle upon which the 16mm operator can hope to sell his service is by convincing the local merchants that through the offering of his free shows, he can lure people into town, who normally do not buy in that trading center, which is offering the free movies. Just how much additional revenue the merchant derives from this source is doubtful, altho we do admit that the shows are well attended. And why shouldn't they be? We venture to say that if a storekeeper in a nearby town was giving away the same kind of merchandise that the merchants in the surrounding towns were trying to sell, that he, too, would be well patronized.

$7.50 for 90-Minute Show

"According to an offer recently made by a 16mm film distributor, he can furnish sufficient film for a 90-minute show for only $7.50. What legitimate theatre owner can rent film at this low figure for an entire program? If the film rentals to the 16mm operators were on the same basis that they are to legitimate theatres, the 16mm operator would find that he could not sell his proposition to the merchants as his prices would be necessarily prohibitive.

"Let's not befog the issue by placing carnivals, circuses and other forms of outdoor attractions in the same category, as they are not involved in this case. Nor do we have any quarrel with the educational pictures released either on 16mm or 35mm film. The only issue involved is the unfair competition placed on legitimate motion picture theatres. These theatres have made possible the high production standard now obtained in the motion picture industry through payment of substantial film rentals to distributors. Then for these producers to make these same feature pictures available to 16mm operators, who pay a minimum film rental and exhibit the pictures without an admission charge, is totally unfair.

"We feel it is the plain duty of the producers to see that no feature length pictures, either 35mm or 16mm be made available to non-theatrical accounts. By non-theatrical accounts we mean any exhibition that is not conducted in a theatre proper where an admission is charged and the exhibitor is bound by a standard exhibition contract."

Four Majors Answer ATOI

INDIANAPOLIS—Replies to the protest by Associated Theatre Owners of Indiana against reduction of features to 16mm for exhibition in competition to established theatres have been received from four major companies, the ATOI office here reveals:

Says N. E. Depinet, RKO Radio:

"Your letter of February 12, addressed to Mr. Leo Spitz, has my attention . . .

"For your information, we do not permit RKO Radio Pictures to be reduced to 16mm and distributed in the manner which the Dennis Film Bureau does for merchants' sponsored free motion picture shows. The fact of the matter is, we do not permit 16mm versions of our films to be shown anywhere in competition with legitimate motion picture theatres.

"The Joe E. Brown picture, 'Riding on Air,' was produced and is owned by David Loew. We distributed 35mm versions of this, but Mr. Loew would not grant us any rights to 16mm versions and we are not responsible in any way for what he has done, or is doing, with 16mm versions. We request that you so advise members of your organization."

Says Gradwell L. Sears, Warner Bros.:

"Your letter of February 12 addressed to Mr. H. M. Warner has been referred to me for reply.

"Apparently your letter to Mr. Warner is a circular letter which has been sent to all the producers. In any event, the contents of same do not apply in any respect to Warner Bros. or its distributing subsidiary, Vitagraph, Inc. We do not reduce to 16mm any of the subjects distributed by Vitagraph and should it come to your attention that anyone at anytime is exhibiting a Warner Bros. feature on 16mm we will appreciate it if you will notify this office immediately as such an exhibition would be entirely unauthorized. We readily appreciate the position of the exhibitor with respect to this question, and being theatre operators ourselves we know the full jeopardy of your position. You may believe us when we say we will extend every protection to which the bonafide motion picture exhibitor is entitled."

Says Herman Stern, Universal:

"In response to your letter of the 12th, addressed to Mr. Blumberg, kindly be advised that this matter has been brought to my attention.

"As you know, we are primarily interested in the exhibition of our motion pictures in regularly established theatres. The welfare of a theatre is our principal concern.

"Insofar as we authorize the use of some of our subjects for 16mm exhibitions, these are carefully restricted so as, under no circumstances, to be competitive to any theatres. A careful check and followup is maintained at all times so that no possible conflict can arise.

"For your information Mr. Dennis, to whom you refer in your letter, is not licensed to use any of our 16mm subjects.

"We assure you that Universal's policy is that the exhibitor comes first."

Says W. C. Michel, 20th Century-Fox:

"I have your letter of the 12th instant addressed to Mr. Kent, who is away from his desk at present.

"We can say with assurance that none of our feature pictures has ever been sold for 16mm purposes and we have always followed this policy rigidly, and while there have been many calls and presentations of deals, etc., to accomplish this, we have always refused by stating that it is the policy of the company to refrain from having any of our 35mm feature films reduced to 16mm. We have followed this rule religiously and at the present time can see no reason why it should change."

"Orchid" Script Ready

HOLLYWOOD — Script for Warner's "Brother Orchid," to star Edward G. Robinson, has been turned in by Earl Baldwin.

CHICAGO

THOSE leap year newsreel shots made at Chicago's marriage license bureau by Red Felbinger for Paramount News got plenty of laughs in every house in which they were shown in the city.

Frederic Ullman, Pathe News editor, stopped off between trains en route to the west coast . . . Beth Morganstern has been going about her spring cleaning in Allied's office for the last couple weeks.

Edgar Kennedy, currently at the State-Lake, arrived a week in advance aboard a TWA plane from the west coast . . . Benny Lasker is due shortly from Palm Springs where he visited his father and mother who are wintering there.

The Monroe turned in the most collections for the recent Finnish Relief Drive in local theatres . . . Max Sachs and Marvin Lowenthal were pretty busy the other day in Allied headquarters. Doing what? Pitching pennies!

Evelyn (Suzie) Friedland is the latest of the Filmack office girls' crew to take the matrimonial leap. She will be married to Sidney Goldstein the last day of March at the Knickerbocker Hotel.

Al Simon had a "flood" at his restaurant last Saturday. The heavy rain backed up from the alley into the kitchen and all the help was wading around in ankle-deep water.

Edith Balaban of the B&K offices is vacationing in Hollywood. She'll be back about March 25.

BOXOFFICE *extends its sympathies to Martin Barnett, local newsreel cameraman, whose wife died suddenly last week.*

Hugh (Scotty) Martin, manager of the Colfax for Great States in South Bend, is the father of a newly-born son, named Jim.

Eddie Silverman of Essaness is a proud father for the first time, an eight-pound baby son, born to Mrs. Silverman, Tuesday, at Michael Reese Hospital.

Seymour Gumbiner, son of Abraham Gumbiner, will be married Sunday, March 17, to Miss Ruth Schwartz, daughter of Mr. and Mrs. Abraham Schwartz, at the Belden-Stratford Hotel. Young Gumbiner is general manager of the Paulina, Royal and Banner. The couple will return to Chicago to live after a Los Angeles honeymoon.

Arthur Benjamin Handles Short Film on Finland

CHICAGO—Arthur S. Benjamin of Midwest Film Exchange is releasing a one-reel short, "Finland Speaks," made with the cooperation of the Finnish government. Benjamin says the film is being shown by leading circuits throughout the country. He is now dickering for a first-run date in the loop. Narration is by Maurice Hart.



Bringing Their Date Books Along—

As the banner over the Chicago Universal booking desk says, it's Walter Hyland's 25th anniversary with Universal, and lining up to give him dates on the occasion are, left to right, Moe Wells, Ben Bartlestein, Ted Reisch of Riverdale, Al Bartlestein, Hyland, Clarence Wagner of the Bugg, and Abe Feder of the Metro. Hyland, who has been connected with the amusement industry since he was 18, has been with Universal in Chicago the entire 25 years since he joined the company.

"Grapes of Wrath" Tops In the Chicago Loop

CHICAGO — Twentieth Century - Fox's "Grapes of Wrath" led the boxoffice parade in the loop this week. The picturization of the John Steinbeck novel received rave reviews and did outstanding business at the Chicago, with a definite second week holdover set.

"Northwest Passage" held up well in its second week at the United Artists, while "Gone With the Wind" continued its merry way in its sixth week at the Oriental and Woods.

"The Birth of a Nation," riding on the crest of publicity incident to its revival here by court order, did the top business the Sonotone has enjoyed in about five years, and will go a second week.

Business in the suburban houses was spotty.

Al Dezel Sells Two in Texas and Oklahoma

CHICAGO—Al Dezel is back from a trip into Texas and Oklahoma where he booked "Main Street Girl" and "Sinful Souls." He reports that due to the cold weather the southern states have suffered the last few weeks, business has been off considerable. He said Enid, Okla., suffered its worst snow storm in 34 years and that the town was snowed in four days, before a snow plow brought in from Tulsa opened highways.

Phil Fischer Reveals Plan To Expand in Illinois

CHICAGO—Phil Fischer, head of Hollywood Amusement Co. here, said this week that he is planning to build or purchase houses in several Illinois towns.

Among the situations he mentioned were Joliet, Aurora, Bloomington, Danville and Decatur.

Chicago Esquire Patrons Guess Award Winners

CHICAGO—Bill Galligan, manager of the Esquire, found a novel way to tie up with the Academy awards that was interesting to his patrons.

Galligan had his patrons vote on their choice for the best picture, best actor and actress, along the same lines as the Academy members did. The patrons whose choices most closely approached those of the Academy received passes.

"Goodbye, Mr. Chips" was the choice of most patrons, with "Gone With the Wind" a close second. Robert Donat outclassed Jimmy Stewart, while Bette Davis outclassed Vivien Leigh, both by considerable margins.

"Information, Please" was selected the best short subject.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.
WE PRINT EVERYTHING THEATRICAL
1225 South Wabash — Chicago
For lowest prices Call—VIC 3456

INDIANAPOLIS

PAUL WHITEMAN and his orchestra are scheduled at the Lyric the week of March 8. During the engagement, Block's Department Store will hold an amateur vocal contest with Whiteman personally selecting six amateur voices from records made by the contestants and presenting one each evening on his show.

Virginia Grant, a local girl who led the Indiana division in parade at the 1938 *American Legion convention in Los Angeles, has joined N. T. Granlund's "Fairest of the Fair" revue which played at the Lyric last week. Miss Grant is a dancer.*

Claude Allison, manager of Olson's Strand, reports what we believe is some sort of a record. According to Claude, Dr. John F. Kerr, who operates a sanatorium across the street from the theatre, has gone to the movies on an average of four times a week since 1916. Claude rates Dr. Kerr as his best customer.

Col. Kenneth Collins, manager of the Apollo and Indiana, announces "GWTW" will play a return engagement at the Apollo March 8. *It will be presented on the roadshow basis used for its premiere here at Loew's.*

Frank Ryan, former Indianapolis advertising man, is working on the script of "Our Town" to be released by United Artists. Ryan does all his film writing by drawing pictures—hundreds of them in series . . . George Landis, manager at 20th Cenutry-Fox, has been in New York attending a home office conference.

District Manager W. J. Heineman was a visitor at the local office of Universal . . . Charles Reagan, division manager for Paramount, spent several days here . . . Martha Gale, Paramount biller, is on the sick list.

Mitzi Green, former child screen star and now appearing on the legitimate stage, was forced to retire from the cast of "Three After Three," which was presented at English's, due to an appendectomy. Her place in the show was taken by Frances Williams. Mary Brian, Simone Simon, Art Jarrett and Stepin Fetchit are others in the cast.

Local theatres will cooperate with the Indianapolis Church Federation by running a trailer urging attendance at Good Friday services. The trailer will run for one week preceding Good Friday.

Employes at the Farnsworth Television and Radio Corp. in Marion, Ind., were granted a hearing to present arguments for and against an election to determine a bargaining agent. Record of the hearing was forwarded to the NLRB at Washington for final action. The election was requested by the International Brotherhood of Electrical Workers (AFL) and was opposed by the United Electrical Radio and Machine Workers (CIO).

Mrs. Ruth Reeves Sipe, cashier in the M-G-M office, is confined to the St. Vincents Hospital in Indianapolis where her condition is reported to be quite serious.

Ed Flynn, manager of the Cantor Bros. Parker, has become quite a radio singing star, having appeared on three different programs in one week over WFBM . . . Dick Nieman, manager of John Servaas' Mecca, is proud of the new improvements just completed at the theatre, which include new sound and projection, new lighting fixtures and a redecorated interior . . . Al Hedding of the Olson's Uptown recently entertained Butler University students as is the custom when they have a home victory in basketball.

Charlie Tamler of the Garfield will give candy to all the kiddies as a treat surprise for the opening of the serial "The Phantom Creeps" on March 8 . . . *Al Wingate of the Old Trails played host to more than* 900 *Wayne township school children recently.*

Seen along the Row: Walter Easley, Tree Theatre, Greensburg; D. D. Lee, Rex, Montezuma; Bill Passen, AmuseU, Jacksonville; William Studebaker, Logan, Logansport; Mrs. Will J. Haney, Milan, Milan; Dewey Sheets, Ritz, Mooresville; Joe Schilling, Auditorium, Connersville; E. R. Crouch, Fairmount, Fairmount; J. N. Dixon and wife, Flora Theatre, Flora; J. B. Stine, Garfield, Terre Haute; Karl Gast, Madrid, Akron; H. G. Reckley, Chateau, Greencastle; Dallas E. Cannon, Kent, Kentland; Nick Paikos, Diana, Tipton.



A Silver Invitation—

Presenting Lillian Gish an engraved silver invitation to attend the 25th anniversary showing of her starrer, "Birth of a Nation," at the Sonotone, is Mannie Stutz, manager. Looking on is Art Telzer, distributor of the film. The presentation was made on the stage of the Blackstone, where Miss Gish is starring in "Life With Father," and which accounts for the costume.

Nazi Story to 20th-Fox

HOLLYWOOD—Twentieth-Fox will produce "I Married a Nazi," story by Oscar Schisgall published serially in *Liberty*. Raymond Griffith will produce and George Sanders will play one of the leading roles.

RACINE

MEMBERS of the Racine Better Films League, at their March 1 meeting, heard a pro and con discussion of the Neely bill to eliminate block booking. Speaking in opposition was Stanley Lambert, manager of Warner's Rialto, and supporting the bill was Mrs. L. W. Brann, past president of the Better Films League. At the April meeting, Lora Miller, Racine girl who lived in Hollywood for some time and who appeared in several Charlie Chase comedies, will give her impressions of the film capital.

"The Grapes of Wrath" opened on March 1 *at the Venetian as a single feature. The management reported a gratifying weekend take, and plans to run the film a full week.*

Each Tuesday (and on additional days in some weeks), Managers Stanley Lambert and Eli Arkin of the Rialto and Venetian, Warner houses, go to Milwaukee for screenings of coming attractions.

Racine schools are becoming conscious of the educational value of motion pictures and several have secured the necessary equipment for this type of visual education. To raise funds to purchase such equipment, a carnival is being held this weekend at the Franklin junior high schools.

Representatives of a Minnesota independent group assumed management of the Granada, neighborhood house, on March 3, succeeding Stanley Kohlberg.

"Those Were the Days" To Bow at Galesburg

CHICAGO—Paramount is planning to world premiere "Those Were the Days" May 21 in Galesburg, Ill., home of Knox College, where many of the background shots for the picture were made.

A tieup has been made between Paramount and *Movie and Radio Guide* whereby 12 of the most beautiful and outstanding college girls in the country will be flown to the premiere by Paramount as guests for the affair.

Robert Gillham and Cliff Lewis handled details for Paramount, and Martin Lewis for *Movie and Radio Guide*. The contest will be conducted through the national fan magazine.

Close Book Gift Deals

ST. LOUIS—Conclusion here of a deal by Andy Dietz and John Caporal for distribution as a theatre premium of the Nelson Encyclopedia marks the completion of franchises in eight exchange centers. The others are via Monogram in Kansas City, Chicago, Cincinnati, Indianapolis, Buffalo and Albany, and Alliance Films in New York.

Hold "Wind" in Chicago

CHICAGO—"Gone With the Wind" will play at least another three weeks at both the Oriental and Woods here, the local M-G-M office reports.

Indianapolis Tradesmen At Fowler Pre-Opening

FOWLER, IND.—The pre-opening of the new Fowler was held here February 29 by Dick Vlastos, with a number of Indianapolis tradesmen in attendance. A banquet in the local high school gym concluded the evening's entertainment.

The Indianapolis delegation included: Joe Neger and Laddie Hancock, 20th Century-Fox; Wilbur Grant, Universal; Fritz Wagoner, Paramount; Herb Kaufman, Columbia; Guy Hancock, RKO; Dick Frank, Elmer Donnelly and Ed Golden, United Artists; Frank Reimer, Warner; "Shorty" Phillips; Ben Hopkins, Ger-Bar, Inc.; W. H. Trunick, RCA; Earl Bell, ATOI vice-president of the third district and operator of the Howard in Indianapolis; and Don R. Rossiter, ATOI secretary.

In addition to the approximately 125 local business men and their wives, those present included: Dallas E. Cannon and his wife of the Kent, Kentland; Anthony Bokas, Lido, Argos; and Alex Kalafat of the Gala, Garrett.

Vlastos also operates the Dreamland here, the Williams in Williamsport, and the Fairy and Knox in Knox.

The Fowler was opened to the public on March 1.

Prepare to Take Bids for New East Peoria House

EAST PEORIA, ILL.—Bids will be sought within the next few days for the new theatre, to be known as the Luxe, that will replace the fire-destroyed Blue Bird.

The new house, according to Architects Klein and Coyle of Peoria, is to seat 600 persons, will be air conditioned and fireproof. C. Murlin Ewing, who operated the Blue Bird, will manage the new Luxe, which is expected to be ready for opening by late spring.



Picture of a Picture—

Warner executive producer, Hal Wallis, looks on as his wife, Louise Fazenda, sits for her portrait in the Chicago union station picture automat. The couple were en route to the coast.

MILWAUKEE

ART WENZEL, local lad appearing in "South of the Border," visited his mother here recently . . . Martha Raye, following the close of a week's stand at the Riverside here February 29, stayed in town for a week's layoff before opening in Minneapolis.

"Gone With the Wind," which closed a five-week run February 29 at Fox's Palace here, goes into the circuit's Strand March 8 under the same policy for an indefinite stay . . . Allan Jones, film star, in town for a concert appearance last week, performed before a comfortably filled house at the Pabst.

Martha Raye, during her local appearance at the Riverside, visited Jerome Safur, 17-year-old paralysis victim, who has been confined to an "iron lung" in a local hospital, just before his removal to Chicago . . . Mary Ellen McKenny, former cashier at the Rio, Appleton, is now Mrs. Charles E. McKenny.

The Wisconsin State Auxiliary of the Junior Chamber of Commerce is sponsoring benefit theatre parties at the Wisconsin, Palace, Strand and Varsity theatres here to raise funds for the purchase of an "iron lung."

The Orpheum in Kenosha, in connection with the opening announcement of a new glasbake giveaway, gave away 200 pies free to first ladies receiving the dishes.

Prolonged "Wind" Run Ups Take for Vaude House

CHICAGO—Since "Gone With the Wind" has been at the Oriental, leaving the B&K State-Lake as the only medium-priced loop theatre with a stage show, it is estimated that the take at the theatre has been upped weekly about 10 to 15 per cent.

Both the State-Lake and the Oriental, operated by Jones, Linick and Schaefer, were 40-cent-top houses before the latter took on the roadshow of "GWTW" six weeks ago.

J-L-S is still juggling with ideas on what to do with the Oriental after "GWTW" leaves in about another four to five weeks. Johnny Jones would like to maintain the price level of the house at from 60 to 75 cents if he can get comparable film a stage attractions.

Meanwhile, the B&K Chicago still is doing well on its film-vaude policy at 75-cent top, while the RKO Palace has had many bad weeks trying to maintain the 75-cent top with a straight film policy.

King and Smith Launch Kentucky Film Transit

INDIANAPOLIS—The Kentucky Film Transit Co. has started operation here. Overnight service to the Kentucky territory served out of Indianapolis is planned.

Chester King and Lawrence Smith are owners. They say they are not connected with any other film transit service here.



Exhibitor Visits Star—

John Spalo sr. of the Bryn Mawr Theatre, Chicago, is a visitor of Ann Sheridan's on the set of "Torrid Zone" at the Warner studio.

Technicality Prevented Confiscation of Print

CHICAGO—A technicality, it is learned, kept Lieut. Harry Costello, police film censor, from confiscating the print of "The Birth of a Nation" and closing its run at the Sonotone before it had been started.

As late as midnight of the night before the opening day, Costello contended the permanent injunction obtained in behalf of the picture 23 years ago here would not hold good today because the new showing was to be with sound-track carrying music and sound effects.

However, Art Telzer, distributor of the film, and Mannie Stutz, operator of the Sonotone, contended if Costello intended to become technical on the matter they could actually run a silent print and use the musical and sound effects on records. This they did, and continued to run the film all this week. Costello was on hand at the opening show to see that a silent print was used with the records.

Telzer said the entire matter will be thrashed out at a forthcoming hearing before Judge Donald McKinley on March 26, when the police department is ordered to show why it should not be held in contempt of court for attempting to interfere with the showing of the film.

Ted Leibtag Will Head AA Firm in Indianapolis

INDIANAPOLIS—Ted Leibtag, owner and operator of the Movie Poster Service Co. here for many years, is scheduled to be manager for the Indianapolis office of Advertising Accessories, Inc.

Leibtag was one of the many independent poster exchange operators who recently sold to the new subsidiary of National Screen Service.

Musicians Present Case on Amateur Band "Inroads"

INDIANAPOLIS—Charging that "inroads made by amateur bands have forced the professional musician to protect his rights," the Indianapolis Musicians' Local No. 3 this week outlined its position in the controversy over playing a band, made up of juvenile musicians, during baseball games at Perry Stadium. The union statement is as follows:

"Requests are received weekly by Local 3 to grant the release of high school, factory and other amateur bands to play for expositions, parades, commercial broadcasts and other functions. The oft repeated statement that no money is available to employ professional musicians does not provide bread and butter or pay the taxes of our members. The theatres, night clubs, ballrooms and other places do not obtain music gratis. Why discriminate?

"Many engagements which helped to provide a living for the wage earning musician are no more. The inroads made by amateur bands, aided and abetted by instrument manufacturers, music companies, etc., have forced the professional musician to protect his rights.

"Exploitation of amateur musicians to satisfy the pecuniary ambitions of selfish individuals or firms has grown into a big business.

"It is gratifying to note that many states are correcting the evil of amateur competition and Indiana will not lag behind. The right to earn a living cannot be denied even though the music profession is classed by many as a 'good will' business, to be offered as a sacrifice upon the altar of commercialism."

The above statement was made by A. Hammerschlag, secretary of the local.

Picket, Claiming False Arrest, Seeks $50,000

ST. LOUIS—Harold Toman, a picket for Local 143, operators' union, has filed suit in the circuit court for $50,000 damages, alleging false arrest on January 20. He claims he was arrested on a false peace disturbance charge while picketing in front of the Granada, a St. Louis Amusement Co. house. He was acquitted of the charge by City Judge James F. Nangle.

Named as defendants in the petition are the St. Louis Amusement Co., Fanchon & Marco Service Co., James H. Arthur, Chauncey B. Nelson and Richard R. Fitzmaurice. The last named is manager of the Granada.

Niesse Adopts Quizzes

INDIANAPOLIS—Carl Niesse, generalissimo of the Olson Theatre circuit, announced this week the start of "Quiz" nights at the Strand, Uptown, Ritz, Vogue, Oriental and St. Clair theatres. The contest will be conducted one night a week at each theatre. Questions will be asked by Pete French, Radio Station WIRE announcer, as emcee and two Butler University students will select members of the audience to answer the questions. The program will be 20 minutes.

ST. LOUIS

O. K. BOURGEOIS, sales manager of Astor Pictures, was a recent visitor to Filmrow . . . Kaimann Brothers circuit is improving its Salisbury, North St. Louis.

Harry Crawford, manager of the Ambassador, St. Louis, starred as installing officer, when University City's chamber of commerce inducted new slate of officers at Norwood Hills Country Club.

Burton Holmes told of "Great Little Holland" at the Muny Opera House, March 4 . . . Helen Hayes is at the American in "Ladies and Gentlemen" this week.

"Gone With the Wind" was to check out of Loew's March 7, after six weeks. "Take" of about $250,000 was extracted from some 260,000 patrons.

George A. Hoffmann, 23, formerly with the Beaumont High School Glee Club, the Municipal Opera and various local radio stations, is en route to Hollywood, where he will work under a seven-year contract with Warner Bros.

Mayor Bernard F. Dickmann delayed the signing of a bill passed by the board of aldermen to place a three per cent tax on the gross receipts of ice skating exhibitions until after the conclusion of the "Ice Follies of 1940."

Grace McDonald, New York actress, replaced Mitzi Green in the role of Rhoda Gibson in "Three After Three," stage attraction at the American. Mitzi became ill in Chicago and left there for New York for medical treatment.

"Gone With the Wind" established a new St. Louis record for continuous run for a motion picture before it bowed out at Loew's. According to the management, it outgrossed any other film during a first-run engagement.

"Mr. Twister," a new radio quiz program, operates on the stage of the Fox, being aired by Station KWK. It will be on the air each Thursday evening commencing at 8 o'clock. It is bankrolled by a local candy company to exploit a new product.

SPR'GFIELD

MARY INNOCENTI, cashier at the Roxy, has been visiting in Chicago.

The Strand-Senate basketball team has won the national Muny league title.

Record crowds have been greeting "The Grapes of Wrath," on an indefinite run at the Fox-Lincoln. A. R. Zimmer, manager, expects the picture to equal or surpass the record set by "Jesse James."

Barney Rosenthal of St. Louis, who has been supplying Springfield theatres with films for more than 30 years, was in the city in the interest of Republic Productions, Inc. Barney reports a big year in 1939 with better prospects during 1940.

John Joseph Premieres Duo On Three Days' Notice

CHICAGO—John Joseph, formerly advertising manager for the RKO district theatres here, and now director of advertising and publicity of Universal, had a fast job thrown at him last week and came through.

Universal decided to premiere two of their new horror films, "House of Seven Gables" and "Black Friday," three days before they actually opened at the Palace here. Joseph was advised on the west coast and he flew here immediately. The studio sent Vincent Price, who appears in "House of Seven Gables," and Bela Lugosi, who is in "Black Friday," on for opening-day personal appearances.

Aided by Tom Gorman, district manager for RKO, and Bob Haley, publicity head, Joseph rounded out a quick campaign, which resulted in much better than average business the opening day at the house, and which continued the rest of the week.

February Releases Are Rated by Film Council

CHICAGO—Family films listed in the February list of the Chicago Better Films Council included:

"Blondie Brings Up Baby" (Col); "The Flying Deuces" (RKO); "Judge Hardy and Son" (M-G-M); "Little Old New York" (20th-Fox); and "Oh, Johnny, How You Can Love" (Univ).

The mature group included:

"Balalaika," "Nick Carter, Master Detective," and "Earl of Chicago" (M-G-M); "Fighting 69th" and "Invisible Stripes" (WB); "The Invisible Man Returns" and "My Little Chickadee" (Univ); "The Light That Failed" (Para); "Slightly Honorable" (UA); and "Rasputin" (Hoffberg).

Marchesis to Open House In Mt. Carroll May 1

MT. CARROLL, ILL.—May 1 has been set by Marchesi Brothers as the opening date for the Carroll, which they are erecting here. The house is being converted from an old garage building.

Work is also progressing on the remodeling of a store building by the Marchesis in Amboy for the new location of their theatre in that town. They also operate theatres in Freeport, Warren, Prophetstown and Lockport.

Patriotic Film Tests

DECATUR, ILL.—The first test runs of Warner patriotic shorts in a Great States town to encourage attendance of high school students, is planned here at the Lincoln and Empress. Paul Witte, city manager, is working out details with Fred Bartowe, Warner publicist from Chicago.

Repair in El Paso, Ill.

EL PASO, ILL.—John E. and Harold Schlink, operators of the El Paso, which was severely damaged some weeks ago by fire, are planning to reopen the house as soon as extensive repairs are completed.

Chicago April Releases

WEEK OF APRIL 7

010—Flying Deuces (RKO)—68.
081—Marshal of Mesa City (RKO)—60.
.....—Torpedo Raider (Mono)—68.
3940—Murder on the Yukon (Mono)—60.
3917—Emergency Squad (Para)—58.
14—Joe and Ethel Turp Call on the President (M-G-M)—69.
027—City of Chance (20th-Fox)—58.
.....—Housekeeper's Daughter (UA)—78.
415—A Child Is Born (WB)—82.
494—Haunted Gold (WB)—58 reissue.
1020—Five Little Peppers at Home (Col)—67.
4009—Invisible Man Returns (Univ)—79.

WEEK OF APRIL 14

013—Two Thoroughbreds (RKO)—62.
.....—Midnight Limited (Mono)—64.
.....—Face Behind the Scar (Mono)—73.
3923—Knights of the Range (Para)—70.
16—Judge Hardy and Son (M-G-M)—88.
408—Invisible Stripes (WB)—79.
451—Fighting 69th (FN)—90.
.....—Slightly Honorable (UA)—85.
1018—Music in My Heart (Col)—70.
4038—Honeymoon Deferred (Univ)—59.
.....—Forgotten Girls (Rep)

WEEK OF APRIL 21

018—Marines Fly High (RKO)—67.
.....—Keep Punching (Mono)—76.
3961—Cheyenne Kid (Mono)—50.
3920—Parole Fixer (Para)—59.
18—Earl of Chicago (M-G-M)—86.
031—Little Old New York (20th-Fox)—99.
416—British Intelligence (WB)—61.
1034—Convicted Woman (Col)—66.
1212—Pioneers of the Frontier (Col)—58.
4004—My Little Chickadee (Univ)—83.
4061—West of Carson City (Univ)—55.
942—Rancho Grande (Rep)

WEEK OF APRIL 28

007—Vigil in the Night (RKO)—96.
.....—Son of the Navy (Mono)—73.
.....—Crooked Circle (Mono)—70.
3918—Geronimo (Para)—88.
17—Balalaika (M-G-M)—101.
032—Young as You Feel (20th-Fox)—59.
481—The Mad Empress (FN)—70.
1003—His Girl Friday (Col)—91.
4034—Double Alibi (Univ)—59.
.....—Ghost Valley Raiders (Rep)

National Screen Bowlers Retain Lead in Chicago

CHICAGO—National Screen is still leading the film bowlers though they won only one from Paramount. Film Carriers took two from Republic, Universal defeated Photoplay twice, while 20th Century-Fox did likewise to Warner. Jack Kirsch is still leading with an individual average of 183.14.

The standings:

	Won	Lost	Pct.
National Screen	41	28	.594
Republic	39	30	.565
Film Carriers	39	30	.565
Photoplay	36	33	.514
20th Century-Fox	33	36	.478
Paramount	32	37	.464
Universal	30	39	.435
Warner Bros.	25	44	.362

Lakeland in Settlement With Kenneth Uglow

ELKHORN, WIS.—A settlement was agreed upon here March 1 in the case of the Lakeland Theatres, Inc., vs. Kenneth G. Uglow, Whitewater, concerning the Strand in that city and involving rental payments, following the expiration of a lease. Judge L. L. Darling, Jefferson, had been called here to hear the case.

Extensive Huntington Remodeling

HUNTINGTON, IND.—About $75,000 is to be spent on the remodeling of the Huntington, according to Gail Lancaster, manager. The entire interior is being renovated, as well as the front.

Van Noy Vacation in South

ANDERSON, IND.—Harry Van Noy, operator of the Paramount and Starland, and Mrs. Van Noy are on a vacation trip in the south. They expect to be gone about a week or ten days.

Dies a Little Late; Fidler Tells All

WISCONSIN DELLS, WIS.—W. A. Drumb, publisher of the Wisconsin Dells *Events*, in his "Tales by the Wayside" column, commented recently as follows on the Dies committee investigation of Hollywood:

"And now, we are told, the Dies committee will next investigate Hollywood. And here we have always thought that the lives of the people of Hollywood were, if not an open book, at least of the loose leaf variety, so that it could be looked into without any seventy-five thousand dollar-a-year committee nosing around in the records.

"With Jimmy Fidler on the job three nights and seven days a week giving us inside information about the coming events at least a week before they happen, what is there left for the Dies committee to do? We think they are starting in kinda late and that by the time they get their stuff compiled and before the public, it will be as stale as a census report, and about as interesting as last year's bowling score."

James C. Espy

ST. LOUIS—Funeral services were held here Thursday morning for James C. Espy, the father of Reeves Espy, vice-president of United Artists, Inc., and Cullen Espy, district manager in Los Angeles, for the Fox West Coast chain. In addition to his sons he is survived by his wife, Mrs. Elizabeth Espy and a daughter, Mrs. William W. MacDonald.

Flu Confines Paikos

TIPTON, IND.—Nick Paikos, operator of the Diana, was confined to his home over a week with the flu.

Government Counsel Roll Left by Seymour Simon

CHICAGO—Seymour Simon, who resigned from the U. S. attorney general's office to enter the local law firm of Gordon L. Bazelon, has returned from Washington where he conferred on several cases. Bazelon specializes in tax and corporate cases, and administrative law.



SEYMOUR SIMON

Simon was one of the government attorneys who has been working on the local contempt case the government has filed against Barney Balaban, B&K and all the major companies except Columbia. Of recent months he was working more on the building labor union investigation which recently resulted in several indictments in Chicago.

He graduated from Northwestern Law School where he led his law class. Simon was a member of Phi Beta Kappa and the Order of the Coif. He was with the department of justice approximately two years.

Neon Manufacturer Gives Up Suit Against Unions

ST. LOUIS—The $50,000 damage suit of G. A. Levy & Co., Inc., neon sign manufacturer, against four labor union officials and seven other sign companies, has been dismissed on plaintiff's motion alleging the plaintiff could not secure in the circuit court a jury "which is not composed largely of union sympathizers."

Memorial Stamp Sale in A Short by Paramount

GREENFIELD, IND.—Scenes of the first day sale of James Whitcomb Riley memorial stamps are included in a short prepared by Paramount. First day sales totaled 193,573 stamps.

Insurance Film Ready

ST. LOUIS — "American Portrait," the second interpretative motion picture of the Institute of Life Insurance, now is being previewed by insurance officials and agents throughout the country and will be available for public showings on March 18. The 25-minute sound picture was produced in Hollywood through the facilities of the Hal Roach studios.

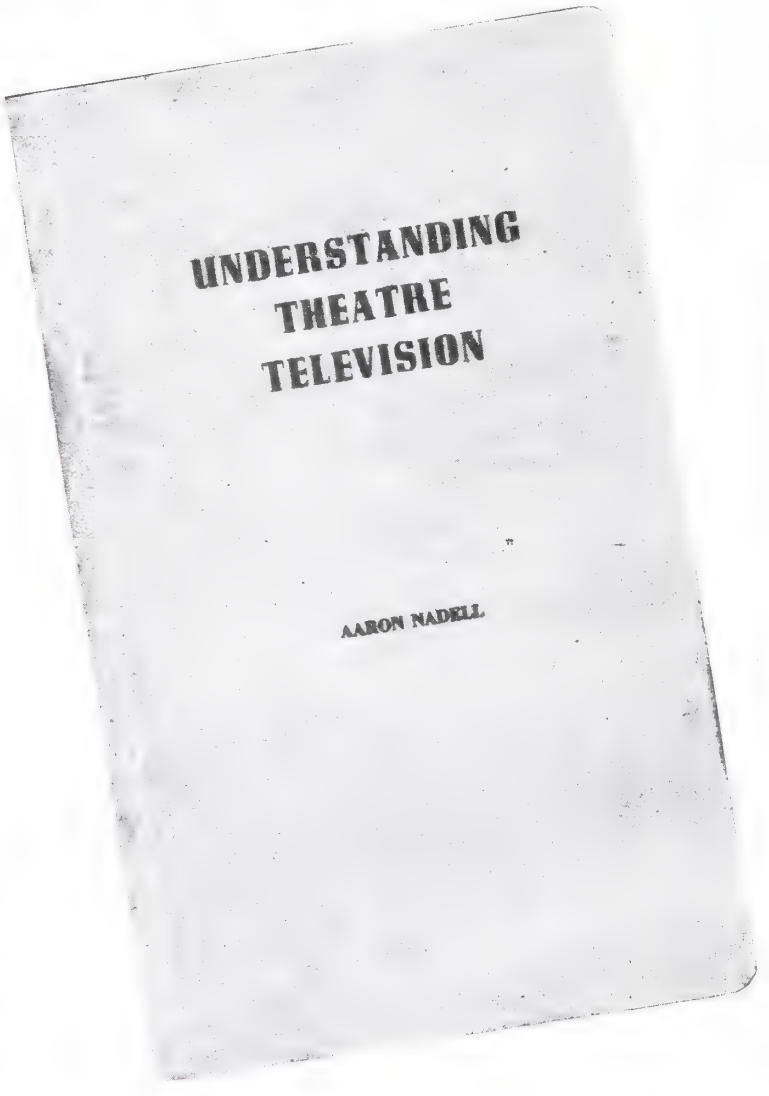
Dean Hall's Mother Dies

WHEELER, ILL.—The mother of Dean Hall, BOXOFFICE representative, died here Thursday after a short illness. Hall attended the funeral services at Newton.

Change at Clinton, Wis.

CLINTON, WIS.—J. J. Reeder of Delavan has taken over the Clinton. He will be assisted by Dick Egdorf and Julius Westergaard.

ARE YOU READY?



EXCLUSIVELY
DEVOTED TO
THEATRE
TELEVISION

DON'T BE CAUGHT UNPREPARED (AS SO MANY WERE CAUGHT BY SOUND) WHEN COMPLETELY NEW APPARATUS comes into YOUR theatre. Do you understand synchronizing impulse circuits?—cathode ray tubes?—mechanical scanning?—projecting THIRTY frames a second from standard film running at standard speed?—complete theatre television installations? KNOW what it is all about. Twenty thousand word book of television facts, written in YOUR language by Aaron Nadell, author of "Projecting Sound Pictures," etc., etc., explains theatre television—what the equipment is—how it works—what makes it work.

Sixty-Nine Pages, Illustrated and Indexed
Only $1.00. Order Your Copy Today!

Send Check or Money Order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

RKO Is Asking 50% For "Pinocchio"

Minneapolis—RKO is asking 50 per cent for "Pinocchio" in the territory and, according to L. E. Goldhammer, district manager, is getting it. A number of deals already have been made outside the Twin Cities. Selling of Minneapolis and St. Paul accounts hasn't started yet.

Danger Growing of Product Shortage

MINNEAPOLIS — Danger of a product shortage for local neighborhood houses is seen as being aggravated. Last week there was only one new picture in an "A" house and that, "Brother Rat and a Baby," was played with a stage show. Both leading straight film houses, the State and Century, held over their attractions, "Northwest Passage" remaining a second week at the State and "Gone With the Wind" holding forth for a fifth and final week at the Century. The only other newcomers were at the 25 cent Gopher and the double features at the 15-25 cent Aster. Independent neighborhood houses claim they can't play picture profitably after they've played the Gopher or Aster.

Still another holdover last week was "We Are Not Alone" at the World. That made three in all.

In its five-week run downtown, "Gone With the Wind" grossed approximately $125,000 here. "Northwest Passage" did very big for a fortnight at the State where it has been succeeded by "'Grapes of Wrath" which is attracting capacity crowds.

Pioneer Circuit to Move Offices to Minneapolis

MINNEAPOLIS—The Pioneer circuit of Iowa will close its Des Moines main offices and move them to the St. Louis Park theatre building here, according to Harold Field, president of the chain of 17 houses.

Frank Rubel, who has been the circuit's general manager for the past nine years, has resigned. Field has not named his successor yet.

LeRoy Miller Heads "U" Minneapolis Exchange

MINNEAPOLIS — LeRoy Miller, veteran Universal executive, has been transferred from Kansas City to Minneapolis as local branch manager. Harold B. Johnson, who has been branch manager here, becomes special representative and, among other things, will handle city sales.

Gillman to Build

MINNEAPOLIS—Irving Gillman, owner of the Esquire, will start work at once on a new 800-seat theatre to cost $75,000 at Chisholm, Minn. He expects to open it in April. Town has two other houses.

Northwest Allied Demands the Abolition of Forced Buying

MINNEAPOLIS—Abolition of forced buying of shorts and newsreels is demanded in a resolution adopted by the territory's independent exhibitors, meeting in convention at Northwest Allied's call.

The independents also branded percentage pictures as "unfair" and instructed officers to urge theatre owners to refrain from their purchase.

In other resolutions unanimously adopted, independents declared themselves wholeheartedly in favor of the Neely bill and directed its officers to do everything within their power to obtain its passage; demanded that producers cease making and distributing 16mm pictures, and called upon exhibitors to defer buying until after a scheduled convention on or about May 15.

It was decided that everybody present should send a telegram to his member of Congress and to the House committee members handling the Neely bill urging favorable action on it.

The convention also sent a telegram to Herman Wobber, 20th-Fox sales manager, complaining that the company's branch here is refusing to allow the 20 per cent cancellation privilege which, it was claimed, he has stated that exhibitor-customers are entitled to have. Wobber was asked to instruct his local representatives to grant the privilege.

In reply to the convention's telegram demanding 20 per cent cancellation, 20th-Fox replied that its cancellation is 10, 15 and 20 per cent unless otherwise agreed with exhibitors. It developed that most contracts signed by members call for ten per cent, but it was decided to send another telegram requesting 20 per cent because the buyers had been led to believe they would have that privilege.

Plan Free Show Battle

The independents will take steps to halt free shows, the showing of 16mm films in beer taverns and niteries and opposition from the University of Minnesota.

Exhibitors complained that the University of Minnesota on the main campus is exhibiting highlights from five newsreels and the "March of Time" in its theatre once a week and advertising the hour and a half program over the radio at a nickel admission. At the farm school, it was declared, there are five film shows a week open to the public and features are frequently exhibited a week ahead of local 25 cent houses.

Decide on District Meetings

It was decided to instruct the board of governors to work out a plan of dividing the territory into districts to be headed by regional directors who will work with the central Northwest Allied office. It is proposed that districts hold their own meetings at intervals throughout the year. The plan will make for a larger and more effective organization with greater cooperation among independent exhibitors in fighting trade evils, it was predicted.

Action was deferred on a proposal to query Jimmy Roosevelt as to how he can expect exhibitors to contract for his features if he releases 16mm films through slot machines or otherwise in opposition to them.

W. R. Frank, head of a circuit of 16 large theatres urging support for the Neely bill, asserted exhibitors today live in constant fear.

"It's a crying shame that we independent exhibitors will sit supinely by and let a few men in control of the industry throw the fear of God into us while we grovel quiveringly at their feet," said Frank. "If we don't show some backbone they'll take all our theatres away from us. We're at the crossroads in the show business now. If we don't help ourselves we'll be ruined. This is our last chance to save ourselves."

Bad Faith Is Charged

The meeting frequently became quite heated as personalities were exchanged. A number of the speakers declared that the independent exhibitors themselves were to blame for their present "plight"—with film deals "wrecking" them—because they refuse to cooperate and do not abide by the Northwest Allied recommendations and resolutions. Bad faith among exhibitors was charged.

Claim Majors Renege On Cancellations

MINNEAPOLIS—Northwest Allied's convention was enlivened by accusations that some major distributors are refusing to permit independent exhibitors to make the 10 to 20 per cent cancellations called for in film contracts.

Certain branch managers were charged with intimidating exhibitors who requested the cancellations. It was declared the "little fellows" are powerless in the matter—that they can't afford to sue the exchanges for breach of contract or antagonize the branch managers.

Ben Ashe, Northwest Allied secretary, was one of those who leveled charges against exchanges. In addition to being general manager of the Bennie Berger independent circuit, he also owns a theatre at Fergus Falls, Minn., where, he charges, cancellations were refused.

"Distributors are not living up to their agreement," Ashe declared. "But the little fellows apparently can't do anything about it."

Gayety to Reopen

MINNEAPOLIS—The Gayety will reopen for its annual spring stock burlesque season March 29, it's announced by Harry Hirsch. Harry Katz again will manage.

Teamed on "Combat Car"

HOLLYWOOD—Cyril Hume and Lawrence Kimball have been teamed by Metro to script "Combat Car."

Metro "Methods" Against Neely Aired in Minneapolis Paper

MINNEAPOLIS—The fight over the Neely bill hit the newspapers here when Ben Ashe, Northwest Allied secretary, issued an open letter to W. H. Workman, M-G-M branch manager, charging the exchange with using an invitational preview of "Young Tom Edison" as a pretext to spread propaganda against the measure.

Ashe let it be known Northwest Allied was angered at the M-G-M "methods." He requested that when meetings on the Neely bill are arranged, the independents be given the opportunity to present their arguments for it.

Ashe states the city-wide Leisure Time Activities committee of the PTA central council were invited to the preview.

"To this preview and under the pretense of showing this picture and for no other reason, you asked the city-wide Leisure Time Activities committee of the PTA, Minneapolis central council, to invite its members," said Ashe in his letter.

"After you had succeeded in bringing a large number of PTA members to the theatre, you asked them to listen to speeches by four hirelings of the producers and their affiliated theatres on the Neely bill. Immediately after the speeches by the paid representatives of the producers and affiliated theatres, and as an apparent part of a well covered-up scheme, someone arose from the floor and made a motion that the group go on record against the Neely bill.

"It is a tribute to the intelligence of the people present that they refused to be hoodwinked and for that reason would not vote on this motion.

"We, of course, have no objections to any meetings which are designed to throw light on the Neely bill and what it means to all theatres in the U. S. and to the theatregoing public. We know that the Central PTA council also is desirous of obtaining such information. This is especially true in view of the fact that the National Council of the PTA is on record unqualifiedly indorsing the Neely bill and that its national officers have appeared before Congressional committees urging its passage.

"We know that the city-wide Leisure Time Activities committee of Minneapolis did not realize that it was being called to a meeting at which your company and other opponents of the bill would be present to give them a one-sided discussion and explanation without offering the opportunity to hear the other side.

"We ask whether you are afraid to have the other side presented. The purpose of this letter is to suggest to you that if you plan to hold other meetings of a similar nature, in fairness to those whom you invite, you advise the invited guests of the meeting's real purpose and you be so kind as to invite members of Northwest Allied, favoring the bill, and permit them to state their views on the measure's merits."

W. H. Workman, M-G-M branch manager, is out of the city. W. P. Cameron, in charge during his vacation absence, said the exchange did not issue the PTA invitation—that it must have come from some other source. The branch had not even known PTA members were to be present, has never heard of the Leisure-Time committee and had no plans to get a vote on the bill from the people present, according to Cameron.

"It's true, however, that speakers were present and explained the bill," said Cameron. "But if someone tries to tear down your house you have a right to defend it.

"A woman arose and offered a motion for the group to go on record against the bill, but I don't know who she was and didn't know of her plan to offer the motion. No vote was taken on the motion."

Barney Oldfield Gets a Break

Lincoln—When R. W. "Bob" Huffman, city manager of the Lincoln Theatres Corp. (J. H. Cooper-Paramount), renewed the Sunday "Journal and Star's" Hollywood chatterer, Barney Oldfield, he forgot to look at the calendar. The way the contract is made out, it will have to run until 1944, because it was signed February 29.

Program has been radioed via KFOR for going on three years—every night except Sunday.

Say They Will Wait A Year for "Wind"

MINNEAPOLIS—Twin City independent exhibitors generally are asserting they will not book "Gone With the Wind" this year as a 75c-$1.10 attraction but will wait until it is available in 1941 in the expected curtailed form at regular admission prices.

It isn't only the idea of splitting 70-30 for the picture that is causing the independents to fight shy of the picture. What is influencing them even more, is the belief the film's loop run, concluding this week, has "milked" the higher priced trade dry, that there would be comparatively little left in the way of patronage for them to grab at this time and that the plan of morning and afternoon showings and night reserved seats is impractical for them.

Although no statement has been forthcoming from M-G-M here, it is understood the distributor is not greatly perturbed over the independents' attitude. The fact that M-G-M has agreed to guarantee a 10 per cent profit to all exhibitors showing "Gone With the Wind" may help to explain its apparent indifference in the matter.

Entertainment Trail Blazer in "Grapes"

DES MOINES—"Emotional entertainment" is seen editorially by the Des Moines *Register* as a possible film trend with the opening of "The Grapes of Wrath" at the Des Moines and Roosevelt here.

Concerning the possible effect of the filming of the Steinbeck novel, the *Register* says:

"Social Document Films"

"Screen entertainment remained little more than entertainment through several decades of evolution toward technical perfection, and did not change that character radically even with the coming of sound and color.

"There have been, of course, many films with a 'purpose;' many deliberately aimed at propagandizing, and countless others in which a 'cause' has been more or less cleverly insinuated. For the most part, these have failed to meet great popular acclaim for the simple reason that movie audiences have not been entertained or amused by them.

"It is not improbable, however, that 'The Grapes of Wrath' may introduce in films the same combination of emotional entertainment—all entertainment is not amusing—and 'social document' which the novel and other forms of literature effect now and then.

"The successful filming of Steinbeck's work, moreover, may serve to fan, rather than quench, the fire of controversy still raging over it. For without sacrifice of force, the screen version has dispensed with those elements of the story over which protest has sounded most loudly."

Cliff Edwards to Lincoln Amid Much Badge-Pinning

LINCOLN—When Cliff "Ukelele Ike" Edwards came here as the "voice" of Jiminy Cricket in Walt Disney's new feature, Pinocchio," for a one-day personal appearance, it was the signal for much badge-pinning. He had no sooner stepped off the train, when Mayor Copeland hung him with one labeled "Official Conscience." Edwards retaliated and tagged the Mayor as his deputy. Then they both made a dive for Bob Huffman, city manager of the Lincoln Theatres Corp.

He was hung with a big one labeling him as "Officially Unconscious."

Kearney Empress Ground Bought by Monroe

LINCOLN—Don Monroe, acting in the absence of his father, George O. Monroe, who has the Colonial here and has been in the hospital, purchased the site of the old Empress in Kearney, Neb., this week. It burned, a total loss, a month ago.

Ed Sessinghaus, theatre planner for Bob Ballantyne's equipment company in Omaha, landed the contract to rebuild the theatre, which will be a venture approximating $25,000. He will start work Monday on the reconstruction.

See More Giveaways For Kaycee Area

KANSAS CITY—The possibility that more giveaways will be used by theatres here and in the territory this year than were used in 1939, is based partly on an increased awareness of exhibitors for radio giveaways, and partly on the fact business for the calendar year up to March 1 was well below last year at the same time, due to sub-zero weather and snow.

The "Pot O' Gold" giveaway dramatized radio money awards, and awakened exhibitors to the fact there were a lot of them besides the Tums award. Even though some exhibitors feel the program didn't hurt Tuesday night receipts—and a number of them in this area do feel that way—and in spite of the fact the peak of the program's pull appears to have passed, giveaway competition from the radio field is no longer being overlooked by exhibitors.

Use Many Premiums

Kansas City, where competition is always stiff, is a large user of premiums and giveaways. Here, the number of theatres using some form of premium or free merchandise currently is running from 18 to 25 per cent throughout the week. In a recent week the score ran like this: Monday, 20 per cent of the theatres were offering something free; Tuesday, 25 per cent; Wednesday, 25 per cent; Thursday, 18 per cent; Friday, 20, and Saturday, 18.

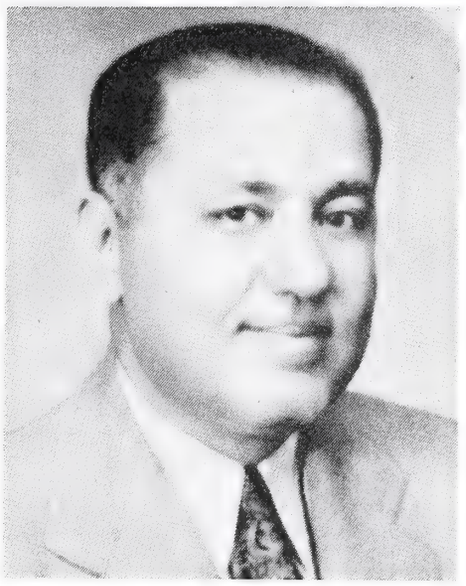
There is little change in the type of stuff offered: Wares—oven, dinner, color, beauty; groceries, candy, bath and kitchen equipment, cutlery, towels, ice cream, books and two admissions for the price of one. Money giveaways are almost out in both Kansas and Missouri.

Another exhibitor breaks free stuff down into two classifications: Giveaways and premiums. Giveaways, he thinks, as distinguished from premiums, have become a permanent part of the film business and will always be good, if properly used. Premiums, on the other hand—dishes, coupons, etc.—are not much good now except occasionally where they have novelty, and then it must have appeal for a particular audience.

What They Tried

The Griffith-Dickinson circuit has not found giveaways effective enough to employ to any extent. Homer Strowig, Plaza, Abilene, Kas., tried a money giveaway last October, but was unable to gain any boxoffice momentum from it. Jay Means has just started a new dish deal at the Oak Park which runs about two years. He has used playing cards for those who don't want dishes. The Fox Rockhill recently introduced a musical auction quiz: An auction of merchandise and groceries; after the auction, the organist plays a number—if the patron guesses the title of the piece, he or she gets a dollar credit on the purchase.

The general opinion is that there will certainly be no diminution in use of giveaways and premiums by theatres this year, and there is very likely to be an increase. One thing that is obvious about the situation in Kansas City is this: Most of the theatres using giveaways are 15-cent spots.



William Benjamin—

Monogram's vice-president and sales manager in Kansas City.

Kaycee Trade Attends Monogram Open House

KANSAS CITY—Exhibitors here and from the territory and friends from Filmrow attended the open house at Monogram yesterday, Friday, March 8. Benny Benjamin, new branch manager for Monogram, was host at the affair, which started off with a buffet luncheon, and an honored guest was Eddie Golden, general manager for Monogram. On hand also were Douglas Desch, Stanley Goldberg, and other members of the exchange staff. Benjamin took over the branch last week.

Following open house, Monogram presented a trade preview of "The Human Monster."

Foresees a Return of the Upstairs Opera House

LINCOLN — Two prices in film theatres, different scales for balcony and main floor seats, will take the show business back to the old days, according to Bob Livingston of the Capitol.

"People are getting so balcony and price conscious," he said, "it won't be long until the upstairs opera house will return."

Scans Salt Lake Locations

HOLLYWOOD—Leonard Smith of Metro's camera department is hunting locations around Salt Lake for "Mortal Storm" snow scenes.

KAYCEE

GUS DIAMOND has left Menorah Hospital and is recovering at the Biarritz apartments from an appendectomy. Gus operates the Vogue, Saline, Kas.; Howard, Arkansas City, Kas., and Ritz, Eldorado, Kas. . . . W. P. Bernfield, also at the Menorah last week, is now recuperating at home . . . R. W. McEwan is over his flu attack. He was visited by Samuel Diamond of Diamond Sales Corp. early this week.

Neil Agnew, vice-president and general sales manager of Paramount, and Charles M. Reagan, western divisional sales manager, were in conferring with local exchange officials.

The Ritz has given up. It won't even attempt to figure out for itself how long a triple bill will last. It just advertises, "Shows 7 till?"

Virginia McMillan, Paramount, thinks there's nothing like "Road to Singapore" for real entertainment. (Adv.) Where are the posies she always has on her desk?

What good looking gal at what good looking exchange on the south side of west 18th street wore a diamond ring on a certain finger the other day?

High point in the billiard tournament at Variety Club this week was the bitter and silent feud between A. F. "Peck" Baker and R. R. "Dick" Biechele, each of whom is seeking to outwait the other into getting a forfeit. One may get clear to the finals if "bye" holds out.

On the Row: Walt Talbott, Rogers, Ark.; A. H. Dula Holyrood, Holyrood, Kas.; Lloyd Lenhart, Clinton, Mo.; Bob Shelton, Warrensburg, Mo.; Rex Barrett, Columbia, Mo.; Simon Galitzki with Mrs. Galitzki, Coed, Topeka, Kas.

Mr. and Mrs. Pete Dana have returned from Miami where they have been vacationing . . . Max Barewin reports the sale of ovenware or pantry deals to the Waldo, Vista, Gladstone, and Rockhill, Fox Midwest houses here.

Harry Taylor, west coast division manager for National Screen, here on a visit, is back in Kansas City after a weekend trip to Omaha.

Milhauser on "River's End"

HOLLYWOOD — Bertram Milhauser has been assigned by Warner to script "River's End," from the novel by James Oliver Curwood.

BRING YOUR POPCORN PATRONS BACK

BY GIVING THEM IOWA'S FINEST

IT'S THE BEST IN THE LAND

Try Our High Grade Flav-O-Nut Oil
—Also Sacks, Boxes, and Salt—

RUBE MELCHER
GRand 0672

POPPERS' SUPPLY CO.
1717 Wyandotte St.
Kansas City, Mo.

LINCOLN

HAVING been moved onto the mainline, from Norfolk, Neb., to Kearney, Neb., Maynard Nelson, now manager of the World, writes he is ready to sell one slightly-used dogsled . . . Joe Scott is on the pan for starting something, because ever since "Rains Came" has been playing this territory second run, they have—and on Saturday, which kills the business.

Scoop of the week goes to Mrs. BOXOFFICE: *Naturally reserved, she hung back in the crowd welcoming Cliff Edwards, and spotted Gloria Dickson in the station, who, at the time, was being reported lost by her husband, Perc Westmore, in Hollywood.*

"Pinocchio" and the opening was the highlight of the week, since it was being given one of three (Lincoln, Oklahoma City, and Miami Beach) tests here for audience approval . . . J. A. "Jim" Clark rubbed his hands when the first day's take, with less favorable weather, boomed 10 per cent higher than "Snow White." Clark was Walt Disney's representative, who came on for a look at the boxoffice reports and to handle arrangements for the Edwards series of personal appearances . . . Another happy guy was Bill Scholl, who had been tying up the normal channels of business for ten days by roping every window in town with "Pinoke" stuff . . . Still another was M. E. Lofgren, who besides managing the Stuart, took himself so seriously building "Pinocchio" to an opening, went home to bed for a rest, before the tally was in—completely exhausted.

Best thing happening to George O. Monroe to get him out of the sick bed was news of the terrific Colonial business for "South of the Border" starring Gene (Carl Reese) Autry . . . Sid Rose, Warner's best flinch and rook player, gets contracts that way. When he and Howard Federer play, the pot looks something like this: Federer's IOU for three close order playdates of some of last year's Bs (Warner doesn't make them anymore), against Sid's promise not to ask 50 per cent on the next good flicker.

Jules Rachman is warning newshawks to prepare for a sensational announcement about his future, when the penitentiary gates swing out and free him this fall . . . Saw Milton Overman in Omaha the other night, at which time he said Omaha wouldn't take anything but a double feature. Milt looks heftier than when here, and as if the world is being good to him. Reports nicely on Leland "Papa" Mischnick and Harold "Papa-to-Be" Hellerich, a couple of Lincoln boys now working for him . . . Norvell, the astrologer, after fair business here against keen competition, held over three extra days, then went to B. M. Montee's Rivoli in Beatrice for a span of star-gazing.

Bob Livingston circularized all exhibitors in Nebraska asking a vote for Gov. R. L. Cochran for senator, and if they would play a trailer announcing his candidacy on the screen . . . Frank E. Hollingsworth, Beatrice, finally has cast the anti-trust suit into federal court, and is concentrating on operating his Rialto, a second runner . . . Alvin Hendricks gave "Jeepers Creepers" the backwoods touch, and dressed all the Varsity staff in late 19th century models of clothing . . . University of Nebraska, with the Daily Nebraskan *(Dick DeBrown, editor) and Sunday* Journal *and* Star *helping, has been picked to participate in Paramount's All-American college girl contest.*

The Griffith Faces Suit for "Lottery"

LINCOLN—First re-appearance of an attempt at money giveaways approximating Bank Night came to light here this week when news of the filing against the Griffith, Nebraska City, by County Attorney Edwin Moran, was reported here.

The Griffith is a member of the recently acquired Griffith Bros. Circuit property, formerly owned by the Booth Bros.

Moran, in bringing the charges, said the plan of luring theatre patronage was so similar to the Bank Night plan, it falls under the lottery provisions of Nebraska law. Bank Night was ruled a lottery in a supreme court test in Nebraska a couple of years ago.

Leaders in Minneapolis Would Bring Ace Legit

MINNEAPOLIS—With legitimate roadshows coming as close to Minneapolis as St. Paul, Des Moines and Sioux City, and then remaining away, business and civic leaders are greatly concerned. Drama editors also are speculating as to what's wrong and a movement has started to rectify the situation.

Organization of sponsoring body to bring to Minneapolis without change in cast or deterioration the best shows which New York produces, was urged during a radio broadcast symposium on the situation. The symposium was conducted by Earl N. Pomeroy, *Tribune* drama editor, and W. J. McNally, the latter one of the *Tribune's* owners and a playwright-novelist. A number of civic leaders participated.

Question Statute Barring Obscene Picture Owning

DUBUQUE, IA.—Oliver G. Schrup, Dubuque business man, was fined $400 and sentenced to 30 days in the county jail last Saturday when he pleaded guilty to a state charge of possession of obscene pictures.

Obscene motion pictures and still photographs of locally prominent young men and women allegedly were found in Schrup's possession and were reported screened behind the locked courtroom doors during the hearing.

Schrup's attorneys posted a $500 appeal bond and say they plan to appeal the sentence to the state supreme court on the ground that the state law dealing with possession of obscene pictures is unconstitutional.

Schrup still faces a federal Mann act charge.

OMAHA

JOHNNY O'KEEFE, in the poster department at the Fox exchange, has resigned . . . The new exhibitors at Walnut, Ia., Mr. and Mrs. J. W. Morrison, were on the Row booking pictures . . . Jack White of Quality Theatre Supply may be an artist if he changes his mind about being a doctor . . . Phil Lannon, West Point, Neb., a visitor.

Charlie Lieb, the Metro salesman, celebrates his first wedding anniversary this week . . . It's a birthday for Nell Marie Johnson at Warner . . . Swain A. Madsen, Warner booker, was leading the drive at the WB exchange at last reports . . . Ed J. Schoenthal, Sun, Holdrege, Neb., had a birthday.

Horn and Morgan at Hay Springs, Neb., operate the Star, but in addition they have the telephone exchange, a filling station, insurance, loans and real estate business . . . Bob Hansen, Fox booker, celebrates his first wedding anniversary next week . . . Lou Ireland, Logan, Ia., spotted on Davenport street.

A lot of exhibitors are making Tuesday their day to visit Filmrow instead of the regular Monday call. One reason may be that it has snowed in the Omaha territory for nine straight Saturdays, and it takes the exhibitors until Tuesday to dig out . . . Mr. and Mrs. Ralph Hintz, Tecumseh, Neb., were here this week.

Bill Miller of Omaha, former exhibitor at Ashland, Neb., is running for public state office . . . Woodrow Simek, who now has the theatre at Ashland, also in town . . . First time we've seen Bob Oliver, Iowa, Onawa, Ia., on Davenport street for some weeks . . . George Bergh, Sharon, New Sharon, Ia., celebrated his 20th wedding anniversary.

The Omaha scribe for BOXOFFICE *has been compiling the birthdays and anniversaries of the exhibitors in this area. You exhibitors are asked to help by giving your birthday and wedding anniversary to any booker on Filmrow. They'll see that it gets to* BOXOFFICE. *Thanks for your help!*

DuWayne Hartzell, Charter Oak, Ia., in town and out of town before we could see him . . . Phil March, Wayne, Neb., was here on business in connection with some remodeling work . . . Paul Walter, Ritz, Eldon, Ia., has a birthday soon. He'll be 38 years old and he says BOXOFFICE is "doing O. K." . . . Tom Brown, Strand, Iowa City, Ia., celebrates his 41st wedding anniversary.

Columbia exchange here now second in the Montague drive and Joe Jacobs says his bunch will go into first place soon. They're leading the midwest division now and Freddie Horn got special mention for playdate work. Joe is betting cold cash with the other exchanges on the outcome. He says thanks to the exhibitors in the Omaha territory for their fine support.

Fred Baker, exhibitor at Homer and Winnebago, Neb., died this week of a heart attack. Fred was a veteran in the business, an exhibitor for at least 20 years. In addition to running the theatre he was the station agent at Winnebago.

Finds One "Barometer" Copy Not Enough

"Have just received the 1940 issue of BOXOFFICE BAROMETER, but just as it was last year one copy is hardly enough for us here," writes Melvin Dinger, manager of the State at Ironton, Mo. "Our operator, Mr. Gilbert, would like to have a copy as well as I. If at all possible, send us another copy, collect for charges, for which we thank you."

EDITOR'S NOTE: The BOXOFFICE BAROMETER is free with a year's subscription to BOXOFFICE; is not sold separately. Mr. Gilbert, therefore, is getting a year of BOXOFFICE and a copy of BOXOFFICE BAROMETER—all for $2, with 13 issues of MODERN THEATRE (of special technical interest) thrown in for good measure. Who's next?

Tri-States Dispute Over Ottumwa House Settled

OTTUMWA, IA.—Two years of litigation between the Tri-States Theatres Corp. and the owners of the Grand Opera House building here has been settled by stipulation.

This was revealed with the sale of the building to the Ottumwa Theatre Co. No decision as to whether the building will be torn down or remodeled has been made.

Several years ago the opera house company leased the building to the Main Street Realty Corp., which sold the lease to the Tri-States firm. The lease was to extend until 1951.

Later a petition by Tri-States to have the lease terminated was denied by the district court. Steps to appeal the decision were taken and defendants brought a counter claim. That was the status of the case at the time of the out-of-court settlement.

A $20,000 mortgage on the property for some years is reported disposed of as a result of the sale. The building is about 50 years old.

Clinton's Hopes for a World Premiere Mount

CLINTON, IA.—That hubbub along Main street here was occasioned by Iowa Gov. George Wilson's bid to 20th Century-Fox for the "Lillian Russell" premiere in Clinton.

Business interests already are discussing a possible supporting program in case the film does get its first showing here.

The governor addressed the annual Iowa picnic in Long Beach, Cal., and has been vacationing in that vicinity with his family.

A Surprise Elopement

LINCOLN—Lyman Borin, assistant manager of the Stuart, was married this week in a surprise elopement with Betty Ballenger, Nebraska cashier. Borin has been at the Stuart about a year.

DES MOINES

UNACCUSTOMED as he is to public speaking, M-G-M's George Baumeister gave a whooper-dooper of a speech to the Spencer Chamber of Commerce . . . and who'd ever expect George (who still owes BOXOFFICE & Co. a chicken dinner) to pop up (or off) at a C. of C. meeting?

An old item we've kept fresh on ice: The Leo McKechneays and the Art Stoltes went to the Sonja Henie ice carnival in Omaha . . . BOXOFFICE & Co. stayed home from the "Blue Bird" screening for the PTA, Tuesday, to do BOXOFFICE copy, and were busy with other work when it was shown for the preachers Saturday morning . . . We sent our boss' little boy, Michael, instead . . . He was very enthusiastic and put his mommy (who dislikes La Temple) on the spot by demanding that she see the picture as soon as Tri-States gives her the opportunity to fork over her dough.

The long-expected Sid Rose blessed event manifested itself February 28, and we hope he names the boy child "Bud" . . . The Bing Millers are gonna be copy-cats sometime in August . . . The hospital nurses were responsible, we hear, for Jacqueline Frost's name . . . Marj O'Laughlin was in Minneapolis to see her Singer Sewing Machine, March 2, and if she got the mate to that diamond ring while she was there, she's wearing it on a string around her neck.

This will clear things up for you if you've been wondering how come Kennie Weldon can count only up to ten and can't spell "cat" . . . He's just a itty-bitty boy who celebrated his sixth birthday, February 29! Chick Friedman was in Omaha, March 1, but that's not news, he's always in Omaha . . . Harry Taylor, National Screen district manager from Los Angeles, and Chick were at the George White's "Scandals," Thursday, to see what they could see . . . So were Stanley Mayer (whose "Grapes of Wrath" opened the same night at the Des Moines), Ray Blank and the McKechneays . . . Opal Judd took Walt Lohman to see the gals as her Sadie Hawkins contribution, and the Dimples was resplendent in celery boutonniere, et al.

F. E. Judd's mother fell, out in Salt Lake City, and broke her leg, fracturing it in eight places . . . Meantime, he had his second accident here in DM with the new Olds . . . The precipitous Judds! . . . Saw Jere Spandau and the bride-to-be, Esther, dining at Bishops with Jere's folks just before the popular old folks left for their return journey home.

This is about the third week for Paul Walsh on the road for Warner. He was booker before Harry Hermann left. Before taking over New Hampton's theatre, Harry will visit his kinfolk in NY, stop off at Cedar Rapids, and visit Doc Banford in Chicago where he's M-G-M branch manager (Doc's the fellow who used to be so popular on the DM Row, and about whom Speed Lambert tells a story that's a bender).

Art Anderson was expecting Jimmy Winn, Vitagraph district manager, in last weekend with Sid Rose, Omaha branch manager. Jimmy's little brother John is working in DM for Art now . . . Bernice Tilton proved conclusively she can't hit the broad side of a barn, but little Gracie Simons just missed the bull's eye any number of times. The girls were shooting it out with rifles the other night.

We saw an exchange manager mopping the other eve—and we don't mean his brow . . . Monroe Rubinger wants us to explain to you readers that the baby contest has nothing to do with his drinking milk—it's for that schoolgirl complexion he says these midwestern gals seem to prefer to his eastern pallor.

RKO sent Clayton three Victrola records by Raymond Massey to plug "Abe Lincoln in Illinois." But Clayton's got no machine to play 'em on . . . Managing Editor MacDonald can't understand why he didn't get some too, because he's all fixed up with a Victrola. How about it McCormick? . . . Leo Pillot and Clint Bolton are the extra-special exploitation men expected to hit Iowa any day now to negotiate four-in-hand tieups on "Pinocchio" at key points.

Monday was an azure day for Bill Scholl and Emil Franke. They started the morning by trying to sell a cooperative page ad to stores in business since the time Abe Lincoln was in Illinois. A paucity of such establishments turned them toward an order of beans instead at Thompson's Cafe. Thompson's were fresh outa beans. The disconsolate pair moved on down the street and ordered tomato soup at Harkerts. No tomatoes! In a final bid for a bit of cheer, they braved Locust Street traffic to the R&T to market an idea for interviewing a Union veteran . . . no soap. When last seen, they were pouring over library volumes to see if Abe ever said anything about a third term. There's no discouraging the RKO-Orpheum combo.

This One Sure to Be a Revival

Ames, Ia.—Preparation of a motion picture for the one hundred eighty-seventh generation yet to come is being tentatively planned by H. L. Kooser, assistant professor of visual education at Iowa State college.

T. K. Peters of Oglethorpe university in Georgia has requested a film on the Iowa grasshopper, taken by Kooser in 1937, to be placed in the Crypt of Civilization at Oglethorpe. This crypt is to be sealed for 6,173 years and opened by a man in 8113. Kooser plans to put the grasshopper record on specially processed film, neutralized chemically and placed in a glass cylinder.

If the proposed arrangements are completed, Kooser will receive for his pains, "a plate of imperishable metal, to be handed down through the 187 generations of his family and presented in the year 8113 for admission at the opening of the crypt."

MINNEAPOLIS

RUD LOHRENZ, Warner district manager, was a visitor . . . E. P. Gomersall, Universal district manager, also in town . . . "My Girl Friday," Columbia's smash, finally set for State, April 5 . . . RKO has closed a deal with Abe Kaplan for the Dale and Faust theatres, St. Paul, and the Hollywood here . . . Universal's "Green Hell" ticketed for World here later this month . . . Lowell Kaplan back from a tour of the western end of the Welworth circuit in the interest of the Eddie Ruben managers' testimonial drive.

Out-of-town exhibitors visiting Filmrow included: Gay Hower, Worthington, Minn.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Jack Wright, Red Wing, Minn.; Pete De Fae, Milbank, S. D.; Leo Molitor, Norwood, Minn.; Paul Perrizo, Winnebago, Minn.; Lot Campion, Chatfield, Minn., and Charlie Connaught, Olivia, Minn.

Fay Dressel, RKO branch manager, still nursing a badly crushed finger. It was injured in an auto mishap and the physicians aren't sure yet they can save it . . . Universal sign plugs salesmen's drive April 14 to May 4. Pleads for "help" for the boys. Points out "Pat is a new papa; Sylvan is a new husband; Archie has a new home; Fred is a new salesman, so patronize a New Universal."

Moe Levy, 20th-Fox district manager, in New York for a sales conference . . . In spite of the handicap of new shirt uniforms, RKO still is in first place in the Film Bowling League. It hasn't lost a series since the league's inception . . . Dewey Johnson, who has many friends among the film crowd and frequently has gone out of his way to help the industry, will be a Farmer-Labor candidate for governor. He's a former congressman.

They're asking why Mannie Sgutt, Columbia salesman, is so interested in the Sioux Falls, S. D., political campaign . . . Ruth Fitzgerald has resigned from the M-G-M office staff to take a position outside of the industry. She will be succeeded by Mary Hanon at the telephone switchboard . . . Earl Perkins continues in first place and Ernie Hill in second place in the Warner salesmen's derby in the Sears drive. Charlie Jackson, in third place, presses them closely . . . The local Columbia branch has moved up to sixth place and is now in the money in the Abe Montague anniversary drive.

A. Selby Carr, Paramount office manager, driving a new auto . . . Bob Marston, former RKO poster clerk, now a booker at National Screen . . . "Hy" Chapman, Columbia branch manager, visited Iron Range towns. He held a special midnight screening of "Too Many Husbands" for independents attending the Northwest Allied convention at the Esquire . . . C. K. Olson, Warner branch manager, still laid up with a serious ear ailment . . . Neil Agnew, Paramount vice-president, a visitor.

Lillian Mullen, Warner contract clerk, recovering from a minor operation . . . "Nickey" Goldhammer, RKO district manager, went to Omaha to meet J. H. MacIntyre and Harry Michalson, Depinet drive leader and short subject sales manager, respectively. They'll be here for a sales meeting, March 12.

Ike Lawler, impresario of the popular Yellow Lantern fun palace near Sioux Falls, S. D., is booking in the old silent film, "The Egg Crate Wallop," with Charles Ray. He called in Mannie Goodman, the valance man, to make up a special banner for this attraction in black and blue colors . . . Dorothy Crane of the Welworth circuit offices, looking as chirp as a spring bird, boarded a luxury liner for a three-week stay in Miami, Fla. . . . Ben Spewak will install RCA sound in his new palatial yacht. The deal was made with A. B. Bill of Photophone.

Orchids are being heaped upon Newt Green, theatrical sign artist, for the Neon display he has created for "Northwest Passage" . . . Charlie Weiner, Monogram branch manager, is going great guns with his "Life of Seabiscuit" reel since the horse's triumph at Santa Anita. Filmrow wags call the combination "Weiner Biscuit" . . . Dick Wagner, Sioux Falls, S. D., showman and fight promoter, has a nifty novelty lined up for his next ring card. A genuine fight between a wife and husband with Dick himself serving as referee. That's a tough assignment, Dick.

Eddie Swanson, manager of the Metro, Red Wing, Minn., issued a broadside in the form of a letter of protest to Liberty *magazine, protesting that publication's three-star rating of "Shop Around the Corner." Eddie claims it rates four stars. So did the Red Wing public which responded with a big turnout for this attraction . . . Udell Gill, owner of the Lyric, Farmington, and Lake, Lakeville, Minn., said, "Will you marry me?" to pretty Jessie Steinberg this past week. She accepted.*

Bill Evidon, Columbia office manager, who took this column's advice and became engaged a couple of weeks ago (as reported exclusively in BOXOFFICE), has announced June as the sweetest month of all . . . John Cliplef, manager of the Hollywood, Montevideo, is giving "Grapes of Wrath" plenty of advance ballyhoo with a portable 24-sheet billboard. He moves it around the county wherever the most people congregate. His colleague, Clayton Severson, across the street at the Monte, landed a big audience and a lot of laughs with a baby-diapering contest for males only. It was a plug for "Little Accident."

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

White on "School for Angels"

HOLLYWOOD—Robertson White is scripting "School for Angels" for 20th-Fox. Ralph Dietrich and Walter Morosco will co-produce.

J. C. Jenkins, 82, Dies At Neligh, Neb., Home

OMAHA—Col. J. C. Jenkins, veteran exhibitor and theatre publication writer, died Tuesday at Neligh, Neb., where he previously operated the town's first theatre. Jenkins lacked a week of being 82 years old.

The colonel handed over his show business to his son-in-law, Walt Bradley, some years ago and became a columnist and national representative for *Motion Picture Herald.*

Concert Appearances by Singing Film Players

MINNEAPOLIS—Two motion picture singing stars, Nelson Eddy and Allan Jones, made concert appearances in the Twin Cities the past week. Eddy sang to more than 5,000 people in the Minneapolis Auditorium. A comparatively small audience heard Jones in the St. Paul Auditorium.

Nelson to Kearney

LINCOLN—Maynard Nelson, formerly at the Granada, Norfolk, Neb., is now manager of the World in Kearney, Neb. He replaces Nevins Lynn, who is reported to have moved to an Iowa branch of the Central States Theatres, Inc., Harry Warren's string.

Fox Midwest Improves

KANSAS CITY—New air conditioning is being installed by Fox Midwest in the Orpheum, Wichita, and the Orpheum, Marion, Ill. The Miller, Wichita, is getting 1,200 new seats; Lincoln, Belleville, Ill., 1,000, and the Palace, Muscatine, Ia., 600.

Paradise to Fowler

LINDSTROM, MINN.—The Paradise here has been taken over from R. A. Horton by F. C. Fowler, Forest Lake, Minn. He is remodeling the house and when he reopens it will call it the Tri-Town.

Dickerman in Racine

MINNEAPOLIS—Harry Dickerman, independent circuit operator here, has bought the Granada, Racine, Wis. It's a 1,200-seat neighborhood house which cost $210,000 to build in 1929.

Raze Empress

KANSAS CITY—Wreckers shortly will start razing the Empress, downtown theatre built in 1910 for vaudeville and which later turned to burlesque. It has been dark since 1936, but prior to that was opened off and on for several years with burlesque or films.

Tentative Muni Starrer

HOLLYWOOD—"Frontier Doctor," a novel by Urling C. Coe, has been purchased by Warner and is being considered as a Paul Muni starrer. Michael Curtiz will direct.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

HORSE SENSE is something we've never had any of . . . but things are different now . . . we've got exactly five of those HORSE CENTS ducats Roy Hill is using to drive patrons into the State at State Center.

Charlie and Walt Peterson from Hampton don't often leave the home fires unattended by one or the other, but they broke the rule the other day by appearing simultaneously on the Row.

The grosses at the Princess in Guttenberg must be looking up, because we're hearing that C. H. Harris' disposition i growing sweeter'n sweeter with every trip to DM.

Ed Nordhus, who operates the Strand at McGregor, is closing the Star at Marquette temporarily (a case of not enough sugar there).

F. R. Thompson, the new owner of the Rose at Audubon, is a brother of Arlo Thompson who's head of the house at the Mills in Lake Mills . . . we hear F. R. is a forgetful gent, too.

We hasten to make known the first uncherubic thing we've ever heard abou the fantastically popular Barney Brotm of the Paradise in Moline: He is reported to have been "kicking like hell" about something in one Filmrow establishment last week!

We were piqued because we didn't get to see "My Little Chickadee" the other evening, but we didn't know until later that we should have been piqued with Stuart Peake about it . . . Stuart was having Mae and Bill strut their stuff for him at the Pastime in Maquoketa.

The young lady with Alice Bonaparte and her husband on the Row the other day is causing a lot of comment . . . not only because she looks lovely, but also because she's such a perfect little mimeograph of Alice who runs the Oriental in Bonaparte.

BOXOFFICE & Co. may sue Lou Kahn if those night shots we were taking up on the Capitol extension were ruined by his Lee Township patrons who chose to leave his Grand Theatre just in time to stroll past our camera (and they were talking like money-back customers, too, Lou).

We thought maybe both Lee Henry and Stuart, Iowa, had disappeared off the face of the earth until we saw that cute pic from there of Karen Kirkman, whom we once bathed in olive oil . . . give the four-year-old damsel our love and Mitzi's, Lee.

That Iowa exhibs are all brothers under the skin is no idle chit-chat . . . another example is the good-looking operator from the Fenton in Fenton . . . he's the brother of George Thacker who runs the house at West Bend.

We do hope Mrs. Jack Keuch, who has been very ill, is feeling better now . . . Jack has the Gem at Charles City, and is the town's best booster.

The Don Grans, who operate the houses at Sioux Rapids and Garner, were on the Row . . . so was A. O. Ludwig of the Riada at Adair.

If those Iowa circuit clouds do swell up this spring and bust (don't anyone change that to "burst" either) as we predicted, maybe you'd like to know who'll be behind the guns . . . here's most of Iowa's portable circuit operators, we believe:

First there's J. D. Peck, singer of the railroad ditty, who operates in 60 towns out of Van Cleve. . . . until recently, he had eight circuits of six towns each . . . now he's got ten circuits of six towns each . . . we'll put a little of our dough on his little turned-up nose to give a good account of himself.

Then there's Dayton Frederick operating from Ollie . . . George Moore who trots out from DM . . . Harry Campbell handling six towns out of Manchester . . . H. D. Furnice showing his Dale's Movies on two circuits of six towns each out of Denison, Iowa . . . and C. B. Roof's Roadshows edifying the population of four towns out of Blanchard, Iowa.

If we could referee, we'd call the game on account of rain (and this'll probably be a drouth year).

Tent No. 8 Offers Secret Quartets at Luncheon

KANSAS CITY—Probably the most unusual, amazing, and confounding program Variety Club will present this season is on schedule for the luncheon at the clubrooms Monday. At that time, one, two, or possibly three barber shop quartets, recruited secretly from members of the trade here, will present a program of singing. Actual performers are being kept under wraps until the Monday. Jay Means will be in the chair.

A party for the entire club membership is being arranged for Saturday night, March 30, by Jerry Zigmond, chairman of the entertainment committee.

Means Improves House

KANSAS CITY—Jay Means has renamed the Bagdad the Carrol Theatre, has installed a new marquee, and is changing the policy from a 10 and 15 cent house to straight 15 cents on all three changes. Formerly the Bagdad showed on its Sunday change for 10 cents, the other two programs for 15.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. 708 West Grand Ave.
GR. 2864 Oklahoma City,
Kansas City, Mo. Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

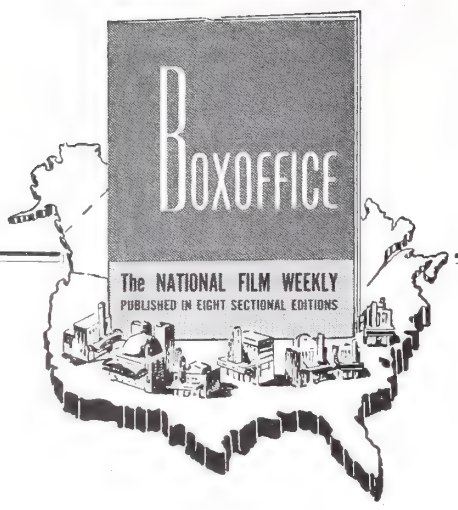
National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694



The *Most Complete* Trade Paper Service in the Industry

Covering Every Phase of the Motion Picture Business—
Every Place in the Industry!

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

Ohio ITO in Drive to Assure Concessions Majors Pledged

COLUMBUS—A drive to assure independent exhibitors of concessions promised by major distributors is moving rapidly in the wake of the Independent Theatre Owners of Ohio convention here.

During convention discussions it was claimed there have been violations of declared distributor policies in 1939-40 contracts, despite assertions to P. J. Wood, secretary, in reply to his trade practice questionnaire. A resolution instructed Wood to advise companies of contract "violations." Photostatic copies of contracts and written agreements will be prepared as proof in substantiation of the alleged violations. Reproduced on this page is the questionnaire submitted by Wood to major distributors, and the replies of major executives.

Abram F. Myers, Allied general counsel, gave but little attention to the Neely bill. However, speaking of the tactics of the opposition he accused them of being "villainously unfair . . . doing irreparable harm to the goodwill of the industry." In a change of pace, he commended the activities of the Ohio ITO in keeping theatre taxes to a minimum, in a "state infamous for taxes due to high state expenditures for administration and relief."

Sees Extended-Run Breakers

Discussing "Gone With the Wind" and similar extended-run pictures, Myers said, "I don't like to be a ghost at a banquet. I would prefer to echo the headlines and assure you that you only need to hold out your hat so that it may be filled with gold. But viewing the situation as I do, I can only warn you that there are breakers ahead and you should be figuring on ways and means of saving your own skins." He contended by way of explanation that long runs will have a decidedly adverse effect: 1. Backlogging of bookings, delaying runs in neighborhoods; 2. Set standards which make other shows dull by comparison, and 3. Remove too much showmoney from the district.

Charles Casanave, general manager of Advertising Accessories, Inc., asserted the monopoly charge was out of order, contending the various mergers are for the purpose of service to the exhibitor. He stated that six years work had been necessary prior to actuality, adding that in the near future he hoped to be able to announce affiliation of all major companies. To offset charges of price increases, Casanave offered five-year contracts as guarantees. Myers announced he approved of the new setup, stating however, that the future of the organization depends entirely upon exhibitor approval, "and this approval comes only from fair dealings."

H. M. Richey, in charge of exhibitor relations for RKO, made a brief to-the-point talk, expressing the thought that the trouble with the boxoffice is that the customers "know too damned much about the business." By way of remedy, he suggested the internal troubles be kept more or less under cover, a problem of the industry, and a defense be provided to build up the reputation of the business to the public.

Darold I. Greek, one of the attorneys representing the ITO in the two taxpayer's suits involving non-payment of sales tax on film rentals, reviewing the action to date, admitted the outcome may not be pleasant. He told the exhibitors that they will have to foot the bill, if the court rules in favor of the action. To date, he said, approximately $270,000,000 is at stake, including penalties, and increasing at the rate of about $35,000 monthly.

Martin Smith, Toledo, in his president's address lauded the work of the directors in building the ITO. He made a plea for a unified front in fighting problems of the industry, particularly those facing the independent exhibitor. Smith classed the newly announced coin-operated motion picture machines a "new boxoffice menace," viewing with alarm the action of Jimmy Roosevelt in agreeing to furnish product to the Mills Novelty Co. In Ohio alone, he said, there are 18,000 bars—"sure buyers for the new gadgets."

The announcement of the Dies committee of an investigation of "Red" activities in the motion picture industry brought a blast from Smith. He contended that the exhibitors were vital parts of the industry, and not connected at all with Communistic activities. It was his observation that there is a difference between investigating Hollywood, and the industry as a whole.

Most ITO Officers Are Held Over

Columbus—Only three changes developed in officers and directors of the ITO of Ohio in the election at its seventh annual convention here.

Martin G. Smith remains as president. H. Simmons of Washington was named treasurer, replacing M. B. Horwitz, Cleveland, resigned; Leo Kessel, Lancaster, and C. G. Deckman, Cleveland, were named directors to succeed Simmons and J. Real Neth, Columbus, who resigned several months ago due to ill health.

Jack Saper Unit Manager

HOLLYWOOD—Warner has set Jack Saper as unit manager on "The Life of Knute Rockne."

The Questions and the Answers

COLUMBUS—*Following is the text of the questionnaire submitted to major distributors by P. J. Wood, secretary of the ITO of Ohio, and the answers by distributor executives:*

THE QUESTIONS

1. What are the exact cancellation privileges?
2. Can features be purchased without short subjects?
3. Can features be purchased without newsreels?
4. Have all score charges been eliminated?

THE ANSWERS

RKO Radio Pictures, Inc. (By Ned E. Depinet, vice-president).
1—Our exhibition contract carries a 10 per cent cancellation privilege.
2—Our features can be leased without short subjects.
3—Our features can be leased without newsreels.
4—Score charges have been abandoned.

Paramount Pictures, Inc. (By J. J. Unger, division manager).
1—On accounts that buy our entire feature output, our cancellation privileges are 20 per cent for those accounts whose average price is less $100; 15 per cent for those whose average is $100 to $250; and 10 per cent for those whose average is over $250.
2—Features may be purchased without short subjects.
3—Features may be purchased without news releases.
4—Score charges, as such, have been eliminated.

United Artists Corp. (By Harry L. Gold, vice-president).
1—We sell the product of each producer individually.
2—Because of our policy of selling each producer's product individually, our short subjects are sold individually.
3—We do not handle news reels.
4—Score charges discontinued several years ago.

Vitagraph, Inc. (By Carl Leserman, assistant to the general sales manager). Mr. Leserman sent up a copy of their printed "MERCHANDISING POLICY" which states:
1—An exhibitor who licenses all feature motion pictures offered shall have the right, if he be not in default, to eliminate proportionately among several brackets, 20 per cent of the total number of features licensed, if the average of the license fees for all features shall not exceed $100, and 10 per cent if such average is in excess of $100.
2—No exhibitor will be required to license short subjects, trailers or reissues as a condition of licensing features.
3—No newsreels.
4—No recording charges will be made in connection with the licensing of any of our feature pictures.

Universal Film Exchanges, Inc. (By W. A. Scully, general sales manager).
1—To the exhibitors who purchase our product 100 per cent we will be pleased to extend a 10, 15 or 20 per cent cancellation privilege scaled according to film rentals.
2—Our feature contracts can be purchased without short subjects.
3—Our features can also be purchased without newsreels.
4—We have no score charges.

Metro-Goldwyn-Mayer Pictures. (By W. F. Rodgers, general sales manager).
1—To those customers who lease all product offered and are not in material default, 20 per cent elimination where the average rental is $100 or less; 15 per cent where the average rental is in excess of $100 and not more than $250, and 10 per cent where the average rental is in excess of $250.
2—Will not insist upon short subjects, newsreels or trailer representation as a condition of licensing feature product.
3—See above.
4—No score charges.

Twentieth Century-Fox Film Corp. (By Herman Wobber, general manager of distribution).
"Let me say that we have been selling our contracts in line with the general practice of major companies. We are not insisting upon the sale of our short subjects and we know of no instances where they were forced upon any exhibitors and that also applies to our newsreel. Naturally, we are anxious to sell them to all accounts. Score charges have been eliminated. If any exhibitor, when contracting with us, desires it, he may have the cancellation privileges as set forth in the proposed Trade Practice Code of last spring."

Cut-Price Non-Theatrical Films Arouse Exhibitors' Resentment

DETROIT—Cut-price non-theatrical film shows in the territory have aroused the resentment of exhibitors who have come in contact with the situation in recent weeks, particularly in the foreign districts of the city where such films tend to be shown more frequently.

The "regular" non-theatrical film distributors also are aroused over the situation, feeling the low prices (said to be as low as $5 or $7 a show in some cases) compete unfairly with their business, which they contend has been conducted on a plane that will not compete unfairly with established theatrical distribution and exhibition.

According to one of the best-informed distributors in this field, "King of Kings," a DeMille production originally, has been offered for as low as $12 a show. These are usually held under church auspices. Another film which reportedly has been shown locally is "Ben Hur," although no definite locations are cited.

Leon Gordon to Script

HOLLYWOOD—Leon Gordon is scripting "Cause for Alarm," a Lawrence Weingarten production for Metro.

Editing New "Higgins Family"

HOLLYWOOD—Edward Mann is editing "Grandpa Goes to Town," newest in the Republic "Higgins Family" series.







Aboard the Montague Bandwagon—

In Detroit: Upper left, Lester E. Matt (seated at left) of the Strand, State, Roxy and Della at Flint, Mich., extends support to Carl Shalit (seated at right), Columbia central division manager. Upper right: Dave Idzal (seated) and Charlie Perry (standing at right) of the Fox Theatre, Detroit, in another pledge to Shalit. In Cleveland: Below, Henry Greenberger and Max Lefkowich of the Community Circuit Theatres, pledge support to Lester Zucker (right), Columbia branch manager. The support is for the "Montague 15th Anniversary Campaign."

Parking Restrictions Chafe in Detroit

DETROIT—Parking problems are arising to plague Detroit exhibitors, with new rules apparently being enforced. First of these is the rule against parking in front of a theatre entrance.

Edward Jacobson, manager of the Harmony, recently parked his car in front of the house to unload some film and received a ticket which brought a three-dollar fine. Appealing to the traffic court proper, Jacobson presented his case, that he was unloading some 90 pounds of film from his car, and had to drive up to the nearest entrance because of the size of the load. The court dismissed the charges.

Similar action could apparently be taken against any manager or other person parking briefly in front of a theatre, even for service purposes like this, but Jacobson's acquittal by the court should set a precedent against such action.

Another difficulty that is to be faced by the all-night theatres is the new type of parking regulations, which prohibit any parking between 2:00 a. m. and 4:00 a. m., or, it is understood, in some cases up to 6:00 a. m. Such regulations are in effect on Jefferson Ave., where they would affect only the very rare midnight special show.

They were more recently put into effect on Woodward Ave., where there are all-night theatres, and the Roxy, for instance, has had instances of patrons who received tickets for parking during these hours. Second Blvd., and the new one-way streets are being designated for similar regulations.

The usual reason for such restrictions is to give the street cleaners a chance to work on these streets, but their adoption on only a half dozen or so of Detroit's streets has apparently worked some hardship on individual exhibitors.

UDT's Madison Acquisition Nears First-Run Policy

DETROIT—The Madison, 2,000-seat downtown house operated by the Robinson circuit and Charles C. Perry, has been acquired by United Detroit Theatres, as the 17th house of Detroit's largest circuit. The Madison was headquarters house of the UDT group until about two years ago, and stood idle for a year until it was opened by Robinson and Perry late last summer.

The house, originally a first run, has followed a subsequent run policy under the recent management, but has attempted to book first runs on occasion. Lack of available product, however, has made this policy impossible, except for a few weeks.

UDT is continuing the present policy and prices, according to present plans. Reports are current that a shift will be made to a first run policy, in order to allow playoff of films which have been held up because of the extended run of "Gone With the Wind" locally, taking one major first run entirely out of the picture.

Loesser Writing Lyrics

HOLLYWOOD—Frank Loesser is writing the lyrics for Paramount's "Dance, Little Lady."

PITTSBURGH

A MID-APRIL visit of the stork will be welcomed by LeRoy Hoon of the Vitagraph exchange and his wife, Mary Jane Thomas Hoon, formerly of the Republic office . . . Alvin Seilor, theatre supply dealer, has vacationed in Florida for the past fortnight . . . Charlie Anderson, the Alpine circuit chief, has a new Oldsmobile . . . Garth Lindsay of the Majestic, Philipsburg, suggests a "drive to end all drives." Any seconds, or further suggestions?

Charlie Dortic, Vitagraph salesman, Joined the Elks at Sistersville, W. Va., last week. Give the countersign, Charlie! . . . There's something about the remodeled Universal exchange and its manager, Jules Lapidus, and its Bill Scully drive. For the eighth consecutive week, the local branch has held first place in the eastern division drive which extends to May 4 . . . M. E. Sperling, Moundsville, W. Va., exhibitor, has been enjoying a Florida vacation.

Former State Senator Frank J. Harris, theatre executive and GOP chairman of Allegheny county, is a candidate for election as a delegate from the thirty-fourth congressional district to the Republican national convention. His nephew, John H. Harris, theatrical man and hockey mogul, was reported very near a decision to seek the Republican nomination to the state senate in the forty-third district, but no petition papers were filed in his behalf at the deadline this week. John was one of 21 persons who submitted the name of "Steelers" as the new name for Art Rooney's former Pirates of the national football league, thereby winning two season passes for the pro grid games. John's Hornets have clinched one hockey trophy this season, the Pennsylvania championship award.

Robert D. Harper of Philadelphia has been named resident manager for Albert M. Greenfield & Co., succeeding Daniel O. Morton, resigned . . . Jefferson Township has passed an ordinance placing a $25 *annual tax on pinball machines . . . Morris Finkel, local showman, flew from California to Florida to the bedside of his mother, Mrs. Harry Finkel, who is hospitalized with pneumonia. He was delayed in Texas when his plane was forced down due to bad weather.*

Jake (Rhumba Is King) Soltz and his bride, the former Dorothy Leiffand, are honeymooning in New York and hitting the high spots. They will then sojourn to Kansas City and will return here to greet friends at a reception in the Chatterbox of the William Penn Hotel, Sunday evening, March 17. Filmrow bookers are arranging another affair in honor of Jake.

Bessie J. Ravick, trading as the National Theatrical Valance Co., has filed a petition in bankruptcy. This firm is not to be confused with the American Theatrical Valance Co. which is operated by Martin Terner . . . Harry Keck, Sun-Tele *sports editor, has named John H. Harris as the city's No.* 1 *sports promoter. Harris has made Pittsburgh hockey-conscious at his Gardens which has been jamming in more than* 5,000 *fans for recent ice games.*

Mrs. Leon Reichblum and Mrs. Si Steinhauser will be "Queens for the Day" at the March 12 luncheon of the Ladies of the Variety Club . . . Herb Schaefer, the Blair Station exhibitor, returned from Florida without his overcoat. Someone had stolen it . . . Leon J. Bamberger, RKO sales promotion manager, has circularized local women's clubs, better film councils, schools, churches, etc., with the folder "Questions and Answers Clarifying the Neely Bill," as prepared by Harry Goldberg, director of advertising and publicity for Warner Theatres . . . Godfrey "Duddy" Lefton, booker at the Monarch exchange for several years, is cutting his teeth as a salesman for this company.

Rudy Navari is headed for Florida . . . In a telephone conversation, Miss Lynne B. Monroe, Shinnston, W. Va., reported that a young man recently released from a reform school has confessed that he started the fire which destroyed the Rex there a month ago. The house will be rebuilt . . . Incorporators of the Shadyside Amusement Co. are Aaron Rosenzweig, Louis Symons and Frank C. Rugh.

Gloria Blondell, Bela Lugosi, Douglas MacPhail, Jean Parker, Carole Landis, Marjorie Weaver and Phyllis Brooks are scheduled for an "in person" appearance with Columnist Ed Sullivan at the Stanley the week of April 5 . . . Walt Thomas supervised the shipping of all the GN films and accessories to New York, thus closing the final chapter in the history of that company . . . Art Morrone has his eye on Hot Springs and he hopes to get there next month.

Variety Club's Movie Ball date is April 7; *Dallas convention, April* 18-20 . . . *Sixth anniversary of the Enright Kiddie Show, the WWSW broadcast portion of which is sponsored by the* Sun-Telegraph, *was celebrated last Saturday morning. Walt Framer greeted* 5,000 *youngsters at the* 312*th presentation of the "world's greatest Kiddie Show.'*

Irving Dietz and George "B" Josack have been kept very busy with their record number of prints on the Louis-Godoy fight picture. This picture, which is rolling up one of the best grosses in years, established a new Pittsburgh record, having played 19 days in its first-run downtown . . . Robert Finkel, son of Bill Finkel, the southside showman, has designed the sets for the Pittsburgh Opera Society's production of Offenbach's "Tales of Hoffman" which will be staged March 15 at Carnegie Music Hall . . . Harry M. Kalmine, C. J. Latta and Harry Feinstein of the Warner circuit office made an inspection tour in the territory last week.

Fred J. Herrington, AMPTO secretary, addressed the Rotary Club at Waynesburg, Pa., on the Neely Bill March 4 . . . *Lawrence Carettie, former GN booker, is on the job at the new Crown Film office, under the management of Max Shulgold, at* 1701 *Blvd. of the Allies . . . Elimination of billboards has been put on the "must" calendar by the Altoona city planning commission.*

Louis Krieger, distributor of Alliance films, has booked "Black Limelight" for the Barry . . . Al Goodwin, the Quality Premium representative, was here on business with George "B" Josack, distributor . . . M. A. Rosenberg will report on the ITO of Ohio meeting at a session in local exhibitor headquarters.

Al Glazer, the McKees Rocks exhibitor, who has been a 16*mm film enthusiast for some time, is turning his hobby into a business. He is distributing a number of single reel subjects, including musicals, sports, comedies, cartoons, etc. Al has a number of reels which he has photographed as a hobby and he devotes secondary interest to his sound recording outfit.*

Bob Lodge of the Fulton, McConnellsburg, was a recent Filmrow visitor. He reported that he will manage the house when his father, W. M. Lodge, departs for California this spring . . . Morton Downey, hospitalized at Cleveland for more than a week with a streptococcic throat, was scheduled to headline the current stage show at the Stanley. Following the success of Louella O. Parsons and Jimmie Fidler with their stars at the Stanley, the next columnist to appear here will be Ed Sullivan and his headliner will be Bela Lugosi.

George Wheeler, former local Columbia salesman, is now in the Richmond territory representing George Gill's Trio Pic-

(Continued on page 55)

Breaking Boxoffice Records!

LOUIS - GODOY Fight Pictures

WHY DID THE JUDGES SPLIT THEIR DECISION?

DID GODOY BEAT LOUIS? LET YOUR AUDIENCE DECIDE!

— NOW BOOKING —

IRVING DIETZ **GEO. "B" JOSACK**

PITTSBURGH

1701 Blvd. of the Allies ATlantic 4874

CINCINNATI

DAVID HELBIG, manager of the Andalus Theatre, St. Bernard, touted leap year, with a special performance for the ladies, on the 29th. Each lady purchasing a ticket, could bring in a male escort, free of charge. The response was extremely gratifying.

Ralph Morley, former assistant at the Hollywood, College Hill, has been promoted to manager. Bob Hartlaub, former manager, now helms the Nordland.

Fire in the projection booth, after the audience had left, caused $100 loss to the Valley, Harrison Ave., operated by Herman Bley.

Free tickets for "Pinocchio," to the first 350 children phoning in to station WCPO, swamped the telephone service in Northern Ky., and brought in more than 1,000 calls within an hour. In fact, calls are still coming in. The idea, originating in the advertising offices of WCPO, was a grand blurb for the film.

E. V. Dinerman, RKO publicity shooter, is confined to his home with an attack of grippe, brought on by a cold . . . Lee Goldberg, Big Feature Rights, has returned from a PDC convention of franchise holders held in New York City. Goldberg announces plans for two new series of western pictures by PDC.

Messrs. Crawford and Loughborough, owners of the theatre at Cheviot, Ohio, are to lease the new 660-seat house, soon to be constructed at Ft. Mitchell, Ky., suburb of Covington. The theatre, first one for Ft. Mitchell, will have several store rooms adjoining.

Visitors to the Row included J. Brakefield, Sabina; John Gregory, Far Halls, Dayton; Jim Wilson, who is now operating the Pastime, Addyston; Mrs. Fon Sexton and her son, A. J. Sexton, who have taken over the Marlowe and Lyric at Ironton, effective March 15, and who stopped off for bookings.

Jonas Thomas, Chakeres circuit, Springfield, is back at his desk again, sporting a becoming tan, the result of a four weeks vacation in Florida . . . Charley Fine, the Empire, is spending a late vacation in Florida.

Friends of Honey Bockelage, Universal bade her farewell for a two months leave of absence. Honey is off to Los Angeles to visit her sister, Sugar Bockelage, connected with Paramount in that city.

Irving Sochin is sure of the personal gift bestowed by Bert Stearn on those who have made the quota in the UA drive. Exhibs will be glad to learn Cincy's gang is well over the top.

Harry and Bill Chancellor, the Ritz, Arcanum, Ohio, are true humanitarians, noted for their love of animals. In fact, the Chancellor brothers have 14 dogs in their kennel for strays—all on the feed-roll. No lost mongrel is ever turned away by Harry and Bill.

RKO's office manager, Gus Boudot, is on leave of absence, vacationing and resting in Florida.

See Monopoly Threat In AA's Development

PITTSBURGH—AMPTO of W. Pa. unanimously went on record against the threatened "monopolization" in the accessory business since the introduction of the new firm Advertising Accessories, Inc., subsidiary of National Screen Service, and the announcement that independent poster exchanges were being absorbed by this new company. The action was the highlight of a membership meeting Monday afternoon at exhibitor headquarters.

M. A. Rosenberg, local Allied president, reported on the ITO of Ohio convention of last week. Among subjects discussed were extended playing time, shortage of product due to first-run move-overs, percentages, "GWTW" policies, and the initial report on returns of the "net profit survey" cards.

The next meeting at the AMPTO assembly room will be preceded by a buffet luncheon.

Independent Display Co. Stays Aloof From AA

PITTSBURGH—Independent Display Co., local poster exchange for more than 30 years, remained independent this week, and there had been no transfer to Advertising Accessories, Inc., subsidiary to National Screen Service, although the New York office of AA had announced such a deal several weeks ago. Dave Rosenfeld, manager of Independent Display Co., made no statement for publication other than deny that there had been a transfer.

This "Mickey" Has A Busy Day

Alliance, Ohio—"Mickey," a regular "employe" at the Morrison, is believed to be the only cat in the United States on a theatre payroll.

The tommy, who keeps the theatre clear of undesirable "guests," is known to hundreds of patrons. He takes his post in the lobby when the house is opened each afternoon and again during the evening show. He dislikes youngsters and when there is a kids' matinee, he scampers to an upstairs office where he remains until it's over.

According to Ray S. Wallace, managing director of Tri-Theatres, Inc., which operates the Morrison, "Mickey" is listed as an employe, his keep being charged to the payroll each month. Specially prepared cat food is bought by the case, fresh milk is purchased daily, and twice a year he is taken to a veterinarian for a physical examination. It takes two ushers to subdue him for his trips.

"Mickey" never enters the auditorium of the theatre. He wears a collar with small bells attached and he seems to know when the night show is out, for if he leaves the theatre he always gets back before the house is locked up for the night.

CLEVELAND

NAT WOLF, Warner zone manager, and Mrs. Wolf pulled out of here Friday catching the Super-Chief in Chicago for a vacation in California . . . Howard M. Nafus has notified local exchanges that he has closed the Photoplay at Grand Rapids, Ohio. Another dark house is the Empress at Whitehouse, which until recently was operated by F. J. Sipher, the owner.

E. D. Stutz, who recently built the Dixie, Toledo, has added the Princess, Sylvania, to his possessions . . . Dave Miller, Universal district manager, Mrs. Miller and Martin Printz of the Alhambra, sailed out of New York over the weekend, bound for California, via the Panama Canal . . . Joe Kauffman, Universal branch manager, was another victim of the hard colds that have been prevalent around here . . . Harry H. Goldstein, Paramount district manager and his wife, will be sunning themselves in Florida by the time you read this.

Harry Goldberg of Big Feature Rights Exchanges, Inc., was in town during the weekend conferring with Carl Scheuch and Bernard Rubin of the local office. It is understood that Fine Arts product, formerly released through Grand National, will be handled by Goldberg's outfit . . . Jack O'Connell, Toledo exhibitor, made one of his infrequent visits around the film exchanges last week . . . Phil Harrington, M-G-M office manager, was out of town over the weekend.

Cleveland's Three Musketeers, Charles Albert of the Warner Theatre department, Eddie Miller, manager of Warner's Hippodrome, and Lou Milder, manager of Warner's Variety, are shopping for accessories necessary for a trip to California which they will take in April. Last year the trio vacationed in Cuba so successfully that they decided to make it an annual affair.

George Lefko, RKO branch manager, and Mrs. Lefko have arrived in Miami Beach for a winter vacation . . . UA District Manager Bert Stearn and Mrs. Stearn left over the weekend to join the Miami Beach film colony . . . Jack Shulman of the Lexington, Painesville, and Mrs. Shulman pulled out of here last week to swap the March breezes for some Florida sunshine.

The current Monogram sales drive, named in honor of local Monogram franchise owner, Nat Schultz, is coming right up to scratch, the office reports. The drive extends to March 30.

Denies Central Amus. Co. In Arrears on Dues

CLEVELAND—L. C. Galaab, vice-president of the Central Amusement Co. here, denies that his organization is in default of dues as was indicated in a recent story relating the filing of new suits by the Cleveland M. P. Exhibitors Ass'n. He also says that Frank Gross, listed in the item as president, is not connected with Central Amusement Co. in any capacity.

Van Upp Scripting "Juliet"

HOLLYWOOD—Virginia Van Upp is scripting "There's Always Juliet" for Paramount.

DETROIT

HERMAN STONE of Metropolitan Motion Picture Co. is readying a "little theatre" for bowling films at the American Bowling Congress at the Coliseum . . . Joe Mellon has redecorated the foyer of the Chandler.

J. D. Tabor, manager of the Chandler, has a systematic business follow-up routine . . . Joe Mellon has taken on added responsibilities as salesman for Price theatre premiums.

The Jack Krasses believe in division of labor—he runs the Oakman, she runs the Coliseum . . . Fred DeLodder, president of Cooperative Theatres, was out of town for the week.

Harry Danzig's imagination must have tripped up his memory on that Michigan job—he's now at the Delray . . . Robert Malstrom, who was thinking of going into the theatre business, is going to college instead.

William Lesley of Detroit Comfort Theatre Seating was called to Fort Wayne by the illness of his wife there . . . Dave Flayer got an o. k. Tuesday from the city council for a marquee on his newly-acquired Alvin.

Leonard Schechter, who used to represent Trailer-Made, is opening offices for Natural Lighting Co. at Woodward and the Boulevard, selling fluorescent lighting for theatres.

Bill Flemion and Anne O'Donnell, bosses of Excellent Pictures, are back from their New York trip . . . Joe Walters, veteran exploiteer, who used to be with Excellent, is handling special stunts at the Cinema.

Joe Ellul is kept busy running back and forth between the Regal and Empress—uptown and downtown . . . Al Rupert's ideas on the need of lighter film prints are arousing plenty of interest . . . Eddie Jacobson, Harmony manager, is a reckless driver around Filmrow . . . Art Knapp, 20th-Fox booker, was in a hurry to get out to lunch Thursday.

Hal Burriss, Burriss signman, has returned from Florida . . . Jim West is going to Vandera, Tex., to join his wife . . . Jack Goldhar, UA district manager, is also en route to Vandera . . . Charlie Perry, Bill Carlson and John Howard are official delegates to the national Variety Convention at Dallas. Sam Seplowin, Jim Sharkey, Harold C. Robinson and Carl Shalit are also among those expecting to go.

George McArthur has been getting some PWA installations, and he's buying a new Lincoln Zephyr . . . Arnold D. Dickerson increased the size of the screen at the Wilson, for continued run of "Gone With the Wind."

Among filmites at the Variety Club, Saturday were noted: Max Blumenthal, Jack Thompson, Charlie Perry, Walter Shaefer, Jack Young—all with their respective fraus—plus Irving and Adolph

(Continued on page 56)



Visits a Set—

F. H. Cook, operator of the Granada in Beaver Falls, Pa., visits Ronald Reagan on the set of "An Angel From Texas" at the Warner studio.

Woodward Grand to Face on Thoroughfare

DETROIT—Still another important suburban construction project, reported for a long time, is slated to start in about two weeks—the rebuilding of the Woodward Grand in Highland Park by the Sam Brown circuit. This house, located on a side street, will have a new entrance, through a former store property, so that the front of the house will actually be moved up some 60 feet onto Woodward Ave.

New washrooms and general interior remodeling will also be undertaken. Total cost of the project is estimated to be in excess of $25,000.

Bzovi Building 1,200 Seater in Ecorse

DETROIT—Current wave of suburban theatre building took another boost with the beginning of construction at Ecorse, down-river suburb, for the new Harbor Theatre, to be erected by Andrew Bzovi, who also runs the Ecorse, the only other theatre in the town. House will be ready for opening in September.

Bennett and Straight are architects of the house, which will seat 1,200.

Prepare Plans for Theatre In Pittsburgh Suburb

PITTSBURGH—Shadyside district is to have a theatre, according to plans which have been prepared for an investor. Site of the proposed modern neighborhood house is on Walnut St., near Aiken Ave. Architects are Hunting-Davis & Dunnells.

Warner Buys State In Johnstown, Pa.

JOHNSTOWN, PA.—The State, under lease to Warner, has been purchased by this circuit after spirited bidding by Michael Manos, independent chain operator.

LOUISVILLE

THE STAR at Salyersville, Ky., operated by Andy Anderson, was shut down temporarily for installation of new seats and some other improvements . . . J. E. Belcher changed the name of his place at Elkhorn City, Ky., from the Murphy to the Elkhorn City.

This fellow Price Coomer, who runs the New Harlan at Harlan, Ky., certainly has some varied interests. We learned that he not only operates a theatre and does commercial flying, but also is distributor for a soft drink at Nashville.

Dave Miller is carrying on as manager of the Wallins Theatre at Wallins Creek, Ky. His father, who did operate it, died recently. A. C. Breeden has sold his Midway at Midway, Ky., to L. T. Hurt, formerly of Morehead, Ky., a non-theatrical man.

H. T. Allen, owner of the Abigail and Patty theatres at Prestonsburg, Ky., the latter a new place, is the only man we've heard of booking double features and getting double prices for them. Allen books a western and another feature for Saturdays. His western opens at noon. At 2 p. m. he clears the house, and at 3 the other feature—main attraction—goes on. He repeats the procedure at night. Those who want to see both pictures pay for each show.

B. C. Elliott's new Broadway has been opened at Prestonsburg . . . Joe Goldberg had a new role the other night—judge of a dog show down at the new Viv Theatre at Corbin, Ky. It seems the judges couldn't agree on the winner, and called out into the theatre for some out-of-town person to break a tie vote. Joe stood up. Carl Murphy, manager of the theatre, said the show would be an annual feature.

Trade Eye on Television, RCA Survey Reveals

DETROIT—Interest of theatremen in television is evinced by a survey being made by RCA, it is learned. Owners of film rights are being included in what appears to be a national survey of available films for television use, according to Alban J. Norris, head of the Michigan Film Library, and one of those replying to the survey.

Indications are that a genuine shortage of short subjects is anticipated, if television becomes a real development within a short time. Survey seeks to determine what films are available, in both 16 and 35mm, and both sound and silent, and is devoted to a detailed coverage of the exact rights held by such distributors as Norris, who has operated extensively in the non-theatrical field nationally, as well as in some theatrical items.

THEATRE CHAIRS
350 upholstered, full spring seats.
400 upholstered seats, veneer backs.
250 heavy veneer seats and backs.
Bargains in lot shipments.
McARTHUR THEATRE EQUIPMENT CO.
2501 Cass Ave. DETROIT, MICH.

COLUMBUS

FRANK HASSETT, Hipp in Marietta, is again on the sick list . . . Likewise Earl Futterer, formerly operator of the Opera House, Granville . . . Max Margolis, Republic boss in Cincy, spent one day of the ITO convention sick in his hotel room.

R. L. White's LaRue, hit by fire two weeks ago, is being rebuilt . . . D. D. Brakefield has purchased the building housing his Sabina, and is remodeling . . . The Bremen, after numerous delays, has opened . . . Myer Rothstein has changed the name of the East Columbus to the Star.

"Grapes of Wrath" was single billed at the Ohio, first in months. Biz was excellent . . . Billy James made his first public appearance in some time at the Shrine ball. However, he underwent another operation last week . . . Ralph Reisinger is back from Florida . . . And our apologies to Harry Young, who DID NOT go to Florida. His vacation has been set back until last of March.

There will be no replacement for Johnny Jones at the Southern, Max Stearn to continue handling the management . . . Rumored about town that Loew's Broad will reseat . . . Rupert McNeily, Baltimore exhibitor, is definitely buying new seats . . . Duke Clark, Paramount exchange manager in Cleveland, was in for the convention.

Clint Wander, Broad manager, is back from a Chicago vacation. His assistant, Woody Wiler, also is back from a relief stint at Loew's Midland in Kansas City. Johnny Hardgrove moved over to the Ohio following a month's stay at the Broad while "GWTW" was the feature.

"GWTW" and Bank Night were featured in Springfield, which is one for the book! . . . Horace Heidt and "Pot O' Gold" due in at Palace in about three weeks . . . "Dead End Kids" current booking . . . Ray Stretch, Akron, representative of the Burch Mfg. Co. (popcorn machines) cracked up his car en route to the convention. No serious damage.

One of the most popular hangouts during ITO convention was the "bar" in the suite of Frank Boyd, American Seating Co., Cleveland . . . Film men in from out-of-town included: S. N. Lichter and Izzie Schmertz, Fox, Cleveland; A. M. Goodman, UA, Cleveland, and Bill Onie, Monogram, Cincinnati. From the Hays office was Dave Palfreyman.

Equipment men in town included Ed Auger, Homer Snook, T. M. Fisher and E. W. Leidy, all of RCA; Dan Krug, Screen Media, Springfield; W. A. Fannin, International Seating Co., Ashland, Ky.; Nat Barach, National Screen Service, Cleveland; Nat Brenkert, Midwest Theatre Supply, Detroit; J. W. Buchanan, Advance Mfg. Co., St. Louis. M. H. Rosenberg, president of the western Pennsylvania Allied unit and Roy Harrold, president, and Don Rossiter, secretary, of the Associated Theatres of Indiana, also were in attendance.

Ohio Film Council Against Neely Bill

COLUMBUS—The Columbus Motion Picture Council, in a reversal of its position, is campaigning actively against passage of the Neely bill. The group was one of the first to give endorsement to the measure, and until recently had been staunch supporters.

Acting as spokesman for the council, Rev. Floyd Faust, president, stated: "When the Neely Bill was first introduced in Congress we thought of it as a God-send to the small exhibitor. It seemed to us the bill would improve quality of pictures, being in every sense of the word a definite 'must' for the industry. However, careful study of the bill showed that, idealistic as it may be, the author obviously was not familiar with the business. Consequently, we must conclude that passage would prove highly detrimental to the industry as a whole."

Reverend Faust was liberal in his praise of current films, contending that the quality of product is improving greatly. He said that during the past the council has had but little to object to with the Hays office, adding "it seems the objectionable films come from the companies not allied with the Hays group—independent and foreign producers." The council, comprised of civic, business, religious and educational leaders, has considerable influence in local film circles.

Louisville Film Council Reconsiders Neely View

LOUISVILLE, KY. — The Better Films Council of Louisville and Jefferson county voted to reconsider its previous indorsement of the Neely Bill after a lengthy discussion and a thorough explanation of the provisions of the bill by a Louisville theatre manager.

Mrs. Harry E. Sibley, president of the council, directed the membership to be ready for a new vote on the matter at the next meeting.

The council had been under the impression that the bill was written partly to protect the public against sex pictures.

Guest speaker at the council's meeting was Dr. W. K. Keller, assistant professor of psychiatry at the University of Louisville, who described films as good emotional outlets, and said "It's a good thing to live our emotional experiences through someone on the screen."

Remodel Pitt Hill Top For Buena Vista Co.

PITTSBURGH—Hill Top on Warrington Avenue is being extensively remodeled for the Buena Vista Amusement Co., operated by Alex S. Moore and Morris Finkel. Front storerooms are to be removed and the house enlarged, making way for larger front with new marquee. Auditorium will be redecorated and new plumbing and heating systems installed, together with other new fixtures.

Ritchey & Mitchell, architects, designed the plans.

BOWLING

PITTSBURGH—The three-quarter mark in the IATSE Local No. 171 Bowling League was passed recently with the Motiograph team, captained by L. Indo, in the top line, and with the Hi-Ten and Strong Lamps tied for second place. Bowling will continue to May 7 for the 69 members of the league, according to John Lengyel, secretary.

Standing of the teams at the opening of the final quarter of the season:

Team	Won	Lost
Motiograph	20	10
Hi-Ten	19	11
Strong Lamps	19	11
Peerless	18	12
Brenkerts	17	13
National Carbons	17	13
Steady Power	15	15
Ashcraft	13	17
Simplex	13	17
Bausch-Lomb	11	19
Roth	10	20
Hertner	8	22

High individual average: J. Wunderlick, 144.5; high individual for three games: J. Ventrone, 526; high individual for one game: J. Lengyel, 239; high team for three games: High ten, 2,148; high team for one game: High ten, 766.

PITTSBURGH—Art Levy, president of the Filmrow Bowling League, with a 175 score, took the high score prize of $1 at last Friday's contests, and Universal held its position one game behind the Republic leaders.

Standing of the teams:

	Won	Lost
Republic	42	21
Universal	41	22
Columbia	39	21
Loew's	30	33
Monarch	31	32
20th-Fox	23	37

DETROIT—New standings for the Nightingale Club bowlers:

Team	Won	Lost
National Theatre Supply	57	35
McArthur	52	40
Amusement Supply	49	43
Oliver Theatre Supply	49	43
Motiograph	48	44
Brenkert Projector	39	53
Lorenzen Flower Shop	37	55
National Carbon Co.	35	57

High-rollers of the week were: Jack M. Hall, 638; William Swistak, 608; Jack Lindenthal, 544; Thomas T. Smale, 526; F. H. Akins, 530; Owen Blough, 542; Edgar Douville, 518; S. J. Lambly, 511; Loren C. Loy, 506; William Fouchey, 506, and W. L. Rickens, 504.

Dismiss Golgotha Corp. Action Against Norris

DETROIT—Suit of Golgotha Corp. against Alban J. Norris, manager of the Michigan Film Library, was dismissed in circuit court when the plaintiffs failed to put in an appearance. Norris, incidentally, was never served in the suit.

The suit grew out of the distribution of "Golgotha" by Norris under a contract dating back three or four years, he said, and arose over the interpretation of returns due from the distributor, because of different interpretation of the term "roadshow" for certain classes of showings, particularly non-theatrical.

UA Sales Drive Lead Held By Bert Stearn's District

CLEVELAND—The United Artists sales drive ended March 1 according to local report, with Bert Stearn's district leading the country and with Cincinnati leading the district. Stearn's district includes Cleveland, Cincinnati, Indianapolis, Pittsburgh and Buffalo.

Salesmen in the district who sold 100 per cent of their quotas or over received Dunhill lighters as prizes. They are: Irving Sochin and James Hendel, Cincinnati; Norman Levin and Lou Geiger, Cleveland; Harry Rees and James Nash, Pittsburgh and Matt Sullivan, Buffalo.

Grand awards will be made at the conclusion of the date drive on May 4.

Goodman Will Vacation Now That Drive Is Won

CLEVELAND—A. M. Goodman, United Artists branch manager, is in receipt of a letter from District Manager Bert Stearn, whose office adjoins his, congratulating the Cleveland sales force for its fine record in the UA sales drive just ended.

Now that the drive is over, Manager Goodman is looking forward to a vacation, postponed until his office was 100 per cent sold. He and Mrs. Goodman will leave the end of the month to visit with friends in Chicago, Milwaukee and Detroit.

Goldberg Signs Five-Year Franchise for FA Films

CINCINNATI—Following a conference with Sol Edwards, sales manager, and Sam Berkowitz, personal representative of Franklyn Warner of Fine Arts Productions, Lee Goldberg, Big Feature Rights, signed a five-year franchise to distribute Fine Arts in Ohio, Kentucky, Indiana and West Virginia.

These will include 24 features and 12 westerns, and in addition, all the pictures formerly released by Warner through Grand National, and which have been taken over by Fine Arts.

Mervis Bros. Pick Architect For New Aspinwall Unit

ASPINWALL, PA.—Norman Mervis of the Mervis Bros. circuit of the Pittsburgh area, announces that Harry L. Widom has been named architect for the new one story, brick and tile theatre building which will be erected here.

Construction on the 600-seat house is expected to be started by early summer.

Exchange Dance Apr. 5

CLEVELAND — Cleveland Film Exchange Employes Local B-5 will hold its annual benefit dance on Friday, April 5 at 2536 Euclid Ave. Charles Rice of the 20th Century-Fox exchange, is chairman of the entertainment and is in charge of the ticket sale. Door prizes will be one of the features of the event.

Three for Thomas Mitchell

HOLLYWOOD—Thomas Mitchell has signed a three-picture acting commitment with Warner.

PITTSBURGH

(Continued from page 50)

tures . . . Harry Seed, Warner exchange manager, zone chairman for the Will Rogers memorial commission, will contact all film men here and they in turn will contact the exhibitors in their respective areas, regarding the annual campaign which will be the week of April 8 . . . Tickets went on sale this week for the second annual Good Will Get Together for members of the trade which is scheduled for the Penn Alto Hotel, Altoona, Pa., Wednesday, April 3.

Thomas A. Reilly, a Cincinnati showman for 35 years and recently retired, died here several weeks ago . . . A number of friends in the industry here were saddened by the recent death of Ken Boothman, exhibitor at Mingo Junction, Ohio . . . Larry Katz and his union committee recently arranged new contracts covering mechanics at the theatre supply dealers . . . A surtax has been placed on all passes to prize fights in this state, the money to be used as a fund for members of the trade in need of assistance.

Pittsburgh Advertising Club members viewed the H. J. Heinz Company's $50,000 *talking picture which was produced in Hollywood and were quite enthused . . . George Jaffe of the Casino is relaxing at Hot Springs.*

The William R. Wheat juniors and the William J. Walkers have returned from their vacations in Florida . . . Jack Judd, NSS representative, was back on the job this week after a fortnight illness with an infected ear . . . "Amateur Movies," a new column edited by Bill White, is appearing each Sunday in the Pittsburgh *Press* . . . Nikitas Dipson, local area circuit exhibitor, and Constantine Basil will spend around $60,000 on their theatre at Tonawanda, N. Y.

Steel frame has been completed for the new theatre at Meadville, Pa., but no lease has been signed for its operation . . . Site is cleared for Frederick Theatre Co.'s new 500-seater to be erected at Broadway and Fifth, East McKeesport, Pa., and the general contract will be let soon . . . Miss Lynne B. Monroe has completed plans for the new theatre which will replace the one recently destroyed by fire at Shinnston, W. Va. . . . Ray Allison has started work on his new theatre at Ebensburg, Pa., this building to replace his Rivoli there which was swept by flames.

John J. Maloney, M-G-M district manager, vacationing at St. Petersburg, Fla., has been keeping an eye on the Boston Bees in training there . . . Luther Reed, former Paramount director, is here with a large crew producing an industrial picture for Westinghouse, the material being derived from the company's radio show, "Musical Americana," featuring 102 musicians and Deems Taylor as master-of-ceremonies.

More than 200,000 *people have seen "GWTW" at the Warner where the David O. Selznick epic is still going strong . . . Ike Browarsky flew in from Florida early this week . . . N. A. Malanos recently returned from a fortnight vacation there . . . Mark Browar had the Four Mills Bros. on the stage of his Roosevelt this week . . . Mark Goldman, Monogram manager, is receiving a flock of dates for his two-reel specialty "The Life of Seabiscuit," with the famous horse again ruling the turf . . . Joe Blowitz, formerly manager of the WB Manor, returns to this Squirrel Hill spot after a sojourn in California and a stopover as manager for the circuit at Steubenville, Ohio.*

Loew House's Anniversary Is Marked by Manager

CLEVELAND—Arnold Gates, manager of Loew's Park, first run neighborhood house on the east side, is celebrating the theatre's 19th birthday. And there will be celebration in the home of the person who correctly guesses the weights of two huge birthday cakes on display in the lobby, for to the winner goes an honest-to-goodness pup with pedigree guaranteed.

Gates has been with the local Loew organization for more than ten years and has been manager of the Park for the past six years.

Relief Issues Will Compel Special Session in Pa.

HARRISBURG—GOV. Arthur H. James has acknowledged that a special Pennsylvania legislative session for relief purposes is inevitable and will be called in May or June.

Cost of a special session ranges between $150,000 and $500,000 depending upon its length, the average in recent years being $300,000.

Imposition of new taxes are forecast, although efforts to avoid same will be made, as this is a campaign year.

Amusement Tax Exemption Bill Up in Kentucky

FRANKFORT, KY.—A bill proposing that Kentucky's amusements tax, highest of its kind in the land, be lifted from civic enterprises in which the proceeds go to charity and civic works was introduced into the general assembly.

The amusements tax, which has been under fire for some time, is expected to come up for a repeal battle this session, with Louisville's failure to stay on the entertainment circuits.

Attend "Dr. Cyclops" Premiere

HOLLYWOOD — Ernest Schoedsack and Janice Logan, director and featured player in "Dr. Cyclops," were guests at the Denver premiere of the Paramount picture March 6 and participated in a three-day celebration inaugurating the opening of the Denham there.

Templeton to Assist

HOLLYWOOD — George Templeton has been assigned as assistant director by Paramount on "I want a Divorce," co-starring Dick Powell and Joan Blondell. Ralph Murphy will direct.

Linda Hayes Signs

HOLLYWOOD—Linda Hayes, RKO feature player, has signed for another term.

Building Wave in Detroit's Suburban Sections Grows

DETROIT—Detroit's wave of suburban theatre building is growing with the disclosure of plans for several new houses within the past two weeks. Concentration of building is notably in the northwest section and extends to the remoter suburbs as much as 20 miles out.

Walter Shafer, owner of the Wayne at Wayne and the Shafer in Garden City, is planning a second theatre of undetermined size at Wayne, that should give him control of this important west side section.

Other new houses announced this week include one for Komer & Goldberg in the northwest section, and another for Louis Schlussel of the Farnum, to be erected in Melvindale.

Among previously announced houses are: The Television, for Saul Sloan, 2,000 to 3,000 seats; a northwest section project including about ten acres of buildings and parking lots, reported some months ago; the new Royal, to be erected jointly by Wisper & Wetsman and United Detroit circuit; a new house at Birmingham; another at Berkeley; the new Associated Theatres house at Farmington, and Harry Lush's new house at Plymouth.

An Expansion Program By Komer & Goldberg

DETROIT—Plans for an expansion program are disclosed by the Komer & Goldberg circuit. A new house, to be tentatively called either the Cornell or the Oxford, will be erected on Grand River Ave. in Redford, northwestern suburb, around the corner from the circuit's present Redford. The new house will have 1,000 seats and plans are now being prepared by Wright & Rogvoy, architects.

The same circuit also is planning a theatre on the Seven Mile Road, tentatively called the Sherwood, and a third new house in Royal Oak, northend suburb, in addition to its present Royal Oak. Details of this house have not been decided, but the whole program represents one of the biggest expansions ever undertaken by a single local circuit.

The same circuit has just completed reseating of the Whittier on the east side and general remodeling of the Punch and Judy in Grosse Pointe.

"Pot O' Gold" Winner In Oberlin Theatre

Columbus—Jerry Steele, owner of the Apollo, Oberlin, was advised while in attendance at the ITOO convention that his house had been "hit" Tuesday night by "Pot O' Gold." According to the information received, a resident of Berlin Heights was in the theatre when his number was called by Tums. However, Steele stated he dropped the campaign one week ago, admitting, however, that notice had been limited to announcement from the stage last Tuesday. The "winner" is demanding the money.

Joseph Gray of Spangler Strives for Congress

SPANGLER, PA.—Joseph Gray, veteran exhibitor here and former U. S. congressman, has filed petitions for Democratic nomination to Congress from the 27th district.

Exhibitors in Cambria, Armstrong, Indiana and Jefferson counties are being lined up to support Gray.

Operator of the local Gray Theatre was defeated for re-election in the last congressional fight and he is striving to make a comeback this spring at the primaries and is seeking the cooperation of his many friends in the industry.

New Meadville 500-Seater Will Be Grace Boehm's

MEADVILLE, PA.—Theatre under construction on Water street, near Chestnut, will be owned by Grace Boehm, with operation policy undetermined. Designed by Joseph Rey jr., the two-story brick, steel and concrete building, 38x125 feet, will have two stories and a 500-seat auditorium, the estimated cost to be around $25,000. H. E. Miller is the general contractor.

Report a month ago was that the lessee was Dr. H. C. Winslow of the Meadville Park Theatre Corp.

Jones and Gibbons Plan Theatre for Forest, Ohio

FOREST, OHIO—Leo T. Jones, owner of the New Star, Upper Sandusky, and Edward T. Gibbons of Canton, have purchased a building here which they will convert into a motion picture theatre, the first this town has had since the days of silent pictures. Work will be started at once, Jones states, and will be completed about the middle of April. The new house will seat approximately 230.

Wyre to Youngstown

ALLIANCE, OHIO—Clarence Wyre, manager of the Columbia here the past two years, has resigned to become assistant manager at the State in Youngstown. Before coming here, Wyre was identified with the Palace and other theatres in Youngstown.

In Tropical Cold Wave

MIAMI — "A good place for a worn-out exhibitor—but cold." So postcards Jno. R. Powell, Matooka Theatre, Matooka, W. Va., on the back of a picturization of the entrance to Hialeah Park, Miami, Fla.

Oleszeski Into Glen Robin

GLEN ROBIN, OHIO—E. C. Oleszeski, operator of theatres in St. Clairsville and Dillonvale, will open his newly acquired Robin here as soon as some alterations are completed.

DETROIT

(Continued from page 53)

Goldberg, Jack Stebbins, and Floyd Chrysler.

Sheldon H. Fairbanks of Campbell-Fairbanks Expositions, was a visitor from Boston . . . Mrs. Max Blumenthal has recovered from her recent illness.

Lillian Roth, screen star, was current in the show at the Bowery . . . Eddie Golden, Monogram general sales manager, slated to visit town this week . . . Harlan Starr, Monogram manager, advises that if Charlie S—— doesn't improve his floor shows, he'll keep away from those Saturday Frolics.

Sympathy to Bea Mattingly, secretary to Paramount Manager John Howard, upon the loss of her father in an auto accident . . . Jane Firman, cashier at the Madison (used to be candy girl at the UA) is "special friend" to Walter Mayor, genial doorman of the Adams and Variety Club, he confides.

Wade Allen has been breaking all kinds of season records over the weekend with his run of "Ecstasy" at the Fine Arts . . . Carl Zipper, booker at Excellent, is sitting in the dark with those new brown curtains hung around the office . . . Al Dezel, roadshow specialist, is back from a six-week tour of Texas and Oklahoma, looking prosperous . . . W. R. Stebbins has had the Film Building stairways painted a nice brown and red combination . . . Helen Brown says her name is going to be up in gold letters on the door at Metro Premium . . . Howard Craven was in New York in connection with transfer of his poster business to Advertising Accessories.

G. E. LeVeque is keeping the Cinema Service title, and will continue to have city and suburban film trucking—Harris Silverberg's Rdvertising Accessories division is taking over the poster division—and Cyril J. Pettit and Stanley Malinowski go with the new AA office—still on the first floor of the Film Building . . . Rose Price is staying as office manager of Price Theatre Premiums, under the new sales setup . . . Phil Kaplan has a new Detroit theatre directory he's distributing gratis to exhibitors and others—has seating capacity, phone numbers, etc., plus a list of service and supply companies, exchange personnel with their home phones, etc.

Jim Sharkey Week has been set for March 23-29, in tribute to RKO's branch manager. Objective will be to have every theatre in Michigan play some RKO product sometime during the week . . . William A. Rennie, formerly assistant general sales manager of Brenkert Light Projection Co., is the new general manager of Oliver Theatre Supply Co. . . . Helen Denton and Helen Plachta, the elevator girls at the Film Building have resigned. Mrs. H. Clara Kelly is the brunette in charge of the new girls. The two new blondes are Dorothy Wagner, the shorter one, and Alice Russell (she's taller). And that's that.

Jay Zimmerman, M-G-M auditor, in for a visit from N. Y. C.

Three Dimension Film Process Recognized

By BRAD ANGIER

BOSTON — Edwin H. Land of Boston, who has developed a three-dimensional motion picture technique, was last week awarded the title of "Modern Pioneer" and given a silver plaque by the National Association of Inventors. Land, who is but 29, was one of 18 other inventors to be honored. The list included Henry Ford, Orville Wright, and Lee DeForest. Land is inventor of Polaroid.

Edwin H. Land and George Wheelwright III, Land's former Harvard instructor and present associate, told BOXOFFICE that his stereoscopic film process will not be released commercially until it has achieved a state close to perfection. The system, Land and Wheelwright said, is the first method to be devised that enables the use of Technicolor films. Experiments are continuing at present at the Land-Wheelwright Laboratories, close to the Boston film district.

The film innovation enables a third-dimensional effect without any elaborate changing over of apparatus, either for producing or reproducing. In shooting, the only special necessity is the doubling up of cameras. These may be hitched together by a universal joint and directed at such an angle as to give corresponding right and left eye views.

The Pola-screen distributed by Eastman is a product of the Land-Wheelwright Laboratories. The screen, which is devised for the taking of still and moving pictures, enables both the polarization of light as well as the control of light already polarized.

In a demonstration for BOXOFFICE of three-dimensional films, by Wheelwright, the effect was startling. Depth became a fact, vividly so in the colored shots. Rotundity was imparted to the human form. Flesh took on a life-like glow and vibrancy. The nap of cloth could be appraised.

All color processes, according to Wheelwright, may be used in conjunction with this new venture into the stereoscopics.

Polaroid glasses have to be worn by the audience. The principal of the innovation, therefore, is briefly this:

Two images are projected onto the screen, one on top of the other. The lens on one side of the spectacles is polarized so as to admit only vertical light beams. The other lens is polarized horizontally. Each eye, therefore, sees each of the two images.

Prices, it is understood, will be mainly a matter of policy. It is conceivable that the actual cost of fully equipping a 2,500-seat theatre for the Land-Wheelwright stereoscopics would cost no more than $50, even without the resulting savings of volume in manufacture. The purpose now, says Land, is the perfection of technique.

Theatrical Ball Aids Finns

BOSTON—A theatrical ball was held at Boston Garden last week to aid the Finnish Relief Fund. Tallulah Bankhead was among the judges in a Pageant of Beauty contest. Theatre men cooperated with the charitable function.

Even the Children Can Use "Barometers"

Boston—Sam Levine, booker for Fine Arts pictures, had tough luck with his "Barometer." The BOXOFFICE annual, incidentally, has been receiving prime praise since its distribution here last week. Levine took his copy home to make sure that it would be safe, and his daughter went at the book with scissors to get pictures of Gable et al. for her album.

Julian Rifkin Dinner To Be Held Tuesday

BOSTON—The Julian Rifkin Bachelor Dinner, an expression of goodwill to the general manager of the Rifkin circuit, will be held Tuesday evening at 7:00 p. m. at the Hotel Statler. Murray Weiss, at 694 Washington St., is in charge of reservations.

Tickets, however, may also be secured from Steve Broidy, Monogram sales manager, who is in charge of the function; Harry Rogovin, Columbia branch manager who is secretary for the dinner; and from these general committeemen: Edward Ansin, Norman Ayers, Jack Byrne, Edward Callahan, Russ Cropper, Jack Davis, John Dervin, Nate Furst, Maurice Goldstein, Chet Grenier, Patrick F. Healey, Al Kane, William Kelly, Harry Kirchgessner, Louis Klebenov, E. M. Loew, William Mancuso, Ed Morey, Jack Myers, Ed Reed, Archie Silverman, Phil Smith, Ralph Snider, Harold Stoneman, Martin Toohey, Ben Welansky and Maurice N. Wolf.

Connecticut Allied Unit Meeting Set March 12

NEW HAVEN—The Allied Theatres of Connecticut will meet Tuesday, March 12, at the Hotel Garde for the next luncheon meeting.

At the last meeting members discussed possible action on Bingo and the present Bingo legislation, which permits only charitable and civic organizations to operate the game. A survey shows Bingo cutting into the entertainment field keenly.

Disappointment was expressed that Wm. F. Rodgers, general sales manager, Loew's, Inc., had not replied to last week's letter from the group, asking for clarification of the current "GWTW" advertising, which, it was claimed, gives second-run patrons the erroneous idea that the feature will be cut by the time it reaches them.

Lydon Calls to Mar. 12 Meet

BOSTON—Independent Exhibitors, Inc., will hold its next business meeting Tuesday, March 12. Frank Lydon, president, has urged all members to be present.

Belmont Blues Yield

BOSTON—Sunday shows have been approved in Belmont by referendum with a majority of 135 votes.

Affidavit by Yamins Filed With Gov't

BOSTON—Nathan Yamins, Fall River exhibitor and chairman of the executive board of Independent Exhibitors, Inc., was one of three exhibitors to file affidavits with the department of justice last week. In a counter-move against possible "reprisals" against independents who may be witnesses in the government suit against the majors, the department of justice, in return, declared it would take legal action in New York last Tuesday for an order restraining the majors against attempted intimidation.

Yamins' affidavit precipitated the following application:

"A proposed order attached to the application provides five rules of conduct which the government seeks to impose on the defendants while interviewing witnesses. These rules are as follows:

"1. Neither the defendants nor their agents are to intimidate or coerce or attempt to in any manner to affect testimony of these witnesses by express or implied threats of adversely affecting business dealings with them; nor to subject any witness to annoyance, embarrassment or oppression.

"2. That no interview with any witness named shall be conducted in a business office of any of the defendants.

"3. That no officer or agent of the defendants 'who makes or influences any decisions with respect to the terms upon such defendant licenses motion pictures' shall participate in, or be present at, an interview.

"4. That any person interviewing a witness on behalf of the defendants must first state to the witness that no declaration of the witness made by him to the agent or to anyone else or from the witness stand at trial will be permitted to influence in any way the course of normal business dealings of the defendants with him.

"5. That any person conducting an interview shall at the beginning of the interview read to the witness a copy of this order."

Graphic Circuit Taking Bids for Maine House

BOSTON—Bids are being received by the Graphic Theatre circuit for a new theatre at Dover-Foxcroft, Me. The house will replace the Star, recently raked by fire. Sidney Epstein, manager of the Star, continues on the spot in Dover-Foxcroft.

Elsewhere along the circuit, Sam Kurson has set no date for the opening of two summer theatres, in New York and Maine.

Interrogatories Filed In E. M. Loew Case

BOSTON—Interrogatories have been filed by the plaintiffs in the E. M. Loew anti-trust case. Loew's, Inc., is the only defendant named in these latest actions.

NEW HAVEN

CY BARRETT, Warner theatre department district manager, is recuperating from pneumonia at New Haven Hospital . . . Father of Filmrow's Germaine boys is also on the road to recovery at Grace after two operations . . . Emmett Cashman, RKO home office representative, spent a few days in town . . . Emil Feldberg, National Screen's Connecticut representative, is sporting a new Oldsmobile sedan.

John Hesse, manager of the Roger Sherman, is daddy of a four-pound baby girl, at New Haven Hospital, where mother and daughter are doing nicely . . . Sam Badamo of the College, having done a noble job and broken records with "GWTW," goes on a short vacation after the return of Boss Harry Shaw in April.

Adolph G. Johnson is selling a new 13-week encyclopedia deal with the Strand, Hamden, Capitol, East Haven, and State, Torrington, first to try the giveaway. Strand advertises first week free, following volumes 15 cents . . . Sam Farber has also sold his encyclopedia deal to John Findlay for the Strand, Mystic and United, Westerly, and to Ted Rosenblatt for the Community, Centerdale, R. I. Both deals start early this month.

RKO here has dropped temporarily to fifth from first place in the Ned Depinet Drive, but Barney and his staff are determined to come out way on top by May 10 . . . Switch finds Freda Texido, cashier at the Loew-College and Anne Snyder transferred to the Loew-Poli . . . College boxoffice guardian and decoration, Mildred Gee, is spending a week's vacation in New York. Katherine Cooney also rates a vacation after "GWTW," after which she reports back to the Loew-Poli.

Decisions on the Groton clearance grievances, fate of the Milford Drive-In, trial date of the Middletown cases against S Adorno and family, site and plans for the new Warner Bristol—all due for further announcements in a week or more . . . National Screen affiliate, Advertising Accessories, Inc., is now expected to absorb the Columbia ad sales departme too, not to mention Mutual Advertisi Service.

Bob Russell imprinted book covers and book marks for library use on "Grapes of Wrath;" also got Miss Keleher, chief librarian, to write a special article in the feature section of the Sunday Register; *also distributed* 3,000 *cast photos through* Liberty *magazine . . . Bill Elder of the Bijou went on WBRY with daily spot announcements for the second week, his inauguration week of Saturday vaude with first run pix . . . With its circular on "Pinocchio," RKO also enclosed "Questions and Answers Clarifying the Neely bill" and urges exhibitors to write or wire their congressman.*

Local musicians' union held their concert and ball March 8 . . . Seen at the Weathervane: The Lou Wechslers, Jules Livingstons, and Max Tabackmans . . . Among those present at the "Y" Ball at the West Haven Armory: The B. J. Louries . . . Visiting the exchanges: Elaine Tomasino in tow of proud big brother Angelo . . . Gala opening of 700-seat Fine Arts, Westport, featured "His Girl Friday" for the benefit of the Finnish Relief Fund, with admission at $1. George Comden received enthusiastic comment on his remodeled and enlarged theatre, which has been dark over five weeks . . . Color scheme is a soft blue and rust. Ladies' powder room is in old rose. A lounge with colonial fireplace, settees, love seats, etc., is on the balcony floor. Front of the house is in colonial style.







Support for Columbia Drive—

Harry Rogovin, branch manager for Columbia in Boston, garners a few pledges of exhibitor consideration in the "Abe Montague 15th Anniversary Campaign" from E. M. Loew (seated above left), head of the E. M. Loew circuit; Bert Jacocks, Warner Boston booker (left in photo at top right), and E. Ansin, head of Interstate Theatres Circuit (lower right), does a triple-feature photographic appearance here.

Ball and Variety Show by Local No. 74 on April 27

NEW HAVEN—Local No. 74, operators' union, has scheduled its tenth annual ball and variety show for the benefit of its sick fund, for April 27 at the Hotel Taft. Daniel Cummings, business agent, is chairman for the event, William O'Connell is in charge of tickets and refreshments, Charles McBride and Robert Watson will handle the program, and Edward O'Connell and Cy Rudnick will line up entertainment.

The union, which embraces operators in the New Haven district, Ansonia and Derby, has invited other locals and the attendance at the ball is expected to reach 800, with the mayor and other notables as guests of honor. Eight headline acts will be featured and a local orchestra will play for dancing.

Assign to "Dulcy"

HOLLYWOOD—Metro has assigned Albert Mannheimer to the script of "Dulcy," comedy by Marc Connelly and George S. Kaufman, in which Ann Sothern has been given the title role. Edgar Selwyn will produce.

BOSTON

ARTHUR ROWE, Graphic Theatre circuit manager in Newport, N. H., tied up with Montgomery-Ward in staging what Kenneth Kurson, circuit manager, praised as a "very successful" fashion show.

Cleo Jacobe is now secretary to E. M. Loew at the chain owner's main offices at 216 Tremont St. in Boston . . . Julian Rifkin, theatre circuit executive with offices in the Park Square Bldg. in Boston, marries March 17 in the Bridgeway Hotel in Springfield.

Mrs. Maria G. Hurley, wife of John J. Hurley, seashore amusement operator, was buried this week from Saint Marie of the Assumption Church in Nantasket. She was 70 years old . . . John O'Connor, owner of the Plaza in Fall River, has been in Florida. Sully Sullivan has been managing the Massachusetts house.

William Johnson, manager of the Opera House in Millinocket, Me., tied up practically all local merchants in a popularity contest which revolved around the theatre. A further tiein with the Bradford Hotel in Boston sent the two prize winners off on a Hub weekend with all expenses paid. Johnson promoted the entire deal.

Michael and Rose Fasano have been tentatively negotiating for the sale of the Crown Theatre in Lowell. The operators of the Cummings in Fitchburg recently took over the Lowell house from Irving Dunn, now associated with Roy E. Heffner and Michael Hurney in the operation of the Key in the same locality.

Joe Cohen, booker for the Morris Pouzzner circuit at the Statler Bldg., is back from the south. He paid all expenses via the pari-mutuel route . . . Adolph Buehrig, former manager of Loew's State in Boston, now in Calcutta, occasionally sends up Indian relics . . . Howard Burkhardt, manager of Loew's Orpheum, had a recent Baltimore rest.

There was a bit of film district excitement last week when a boiler exploded in the printing and publishing quarters of Hairenic Ass'n, Inc., which is directly opposite the Independent Exhibitors, Inc. A small fire was quickly extinguished.

Bernard Kierney, manager of the State in Manchester, N. H., has been elected honorary president of the Mort Shea Club there . . . Milt Quint is president of Eastern Theatres, Inc., new Worcester concern given a Massachusetts charter by Frederic W. Cook, secretary of state . . . Roy E. Heffner has taken over the New England distribution of "The Crooked Circle" which stars Louise Fazenda.

Sam Kurson, circuit operator heading out of 179 Exchange St. in Bangor, Me., has had new reserved seats of the rocking chair type installed in the Orpheum in Danvers . . . Bruno Weingarten, manager of the Larcom in Beverly, has been adding flesh to the film policy of the Garden City house . . . Herbert Bloom, manager of the Ware, which is around the corner on Cabot St., has been making a number of local organizational tieups.

Walt Disney is being pushed as an author by D. C. Heath & Co., local publishers, who have brought out two Disney books for children, "Pinocchio" and "School Days in Disneyville" . . . E. M. Loew, due back in town this week from Florida, plans to dress up his outdoor theatre in Miami to the extent of some $15,000.

Al Poulton, premium distributor, was in Boston late last week . . . Sam DiManno, assistant to Manager Fred Greenway at Loew's State, was on sick leave part of last week . . . Harry Asher, independent distributor, left Piedmont St. for New York last week . . . James Kennedy, who has several premium deals, was in Vermont and New Hampshire last week . . . Dave Ambuter has been renovating the Ambuter Film Laboratories on Melrose Street . . . Sam Levine, Melrose Street inde, has booked "Murder Is News" over Loew's Poli circuit.

Al Moreau, M&P Theatres Corp. district manager in northern New England, is a father . . . Ose Tessier, operator of the Royal and Rialto in New Bedford, was in town last week . . . Ed Comi, owner of the Theatre Service and Supply Co., was in western Massachusetts last week Friday . . . Ben Rogers, local independent distributor, has been ill with the grippe.

Eleanor Glazier was working in Harry Asher's exchange last week. She is the daughter of John Glazier, Western Massachusetts Theatres, Inc., head booker with offices in the Metropolitan Theatre Bldg. in Boston . . . John Clemens, manager of the Strand in Brockton for Frederick E. Lieberman, is using roller skates as a giveaway . . . The Colonial in Haverhill, M&P Theatres Corp. house, lost $50 last week Thursday when a gunman handed a cashier a note reading, "This is a stickup."

Art Goldstein, manager of the Avon in Providence for Arthur Lockwood and Louis Gordon, is at Fort Bennington in Georgia for infantry school instruction. Goldstein is a captain in the Reserves . . . Bob Grossman is acting manager of the Rhode Island house.

Mac Farber, former Grand National salesman, is now selling for Harry Asher . . . Asher has received prints of "Texas Renegade" and "Trails West" . . . Boston theatre men have burned about 12½ per cent more fuel this winter than ordinarily, local coal dealers have estimated.

Emmanuel Lima, manager of the Allen in New Bedford, is opening a new dish deal . . . Max Perlstein was in town last week, booking for the Modern in Brockton. His brother, Morris, operates the situation . . . Hyde Smith, former operator of several Connecticut theatres, was in the Hotel Statler last week Friday.

Peter Levecque, manager of the Strand in New Bedford, has opened a new dish deal in which patrons bear part of the cost . . . Tom Hill, with Harry Asher for years, has joined the local Warner exchange . . . Joe DiPesa, Loew's publicist, tied in with Boston English High authorities on "Northwest Passage" by offering

(Continued on next page)

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

The Boston Salesmen's Club Invites You to Attend Its Third Annual Dinner-Dance
at the
Cocoanut Grove, April 7
Cocktails at 6:30 P. M.
Dinner 7:00 P. M.
SUBSCRIPTION $6.00 PER COUPLE

HARTFORD

ABOUT TOWN: Wallace J. Cooper, assistant manager, Loew-Poli, was in Springfield, Mass., filling in for George E. Freeman, manager there of the Loew-Poli. While Cooper was out of town, his duties here were taken over by a student assistant, Russell Grant . . . Paul Binstock, who recently resigned as manager of the WB Lyric, is now in New York handling a Book Night promotion with his brother-in-law.

The bowling team of E. M. Loew's beat the main stem Crown's boys last Tuesday by 51 pins . . . Loew-Poli hired 10 extra ushers to help handle the weekend business for "Northwest Passage" at the Loew-Poli . . . Julian B. Tuthill, Hartford Times, *was in Springfield last Tuesday . . . A motion picture, "Millions of Us," was shown in Lyric Hall by the Workers Educational Committee of Hartford . . . Harold H. Maloney, Loew-Poli manager, Worcester, has a new car . . . Reports have it that plans are afoot to reopen the Riverside Amusement Park in Agawam . . . "GWTW" went into its fifth and final week at the Loew-Poli Palace.*

Jottings: Manager Jack A. Simons of the Loew-Poli celebrated his wedding anniversary in New York . . . Capitol Danceteria has opened, offering to its patrons two bands, continuous entertainment, and dancing for 55 cents . . . Ted Lewis and his "1940 Stage Revue" played the State . . . Lou Brown, Loew-Poli publicity man in New Haven, his wife, and their daughter, Shirley Lou, are due back from Florida.

Mrs. M. Oakley Christoph, film columnist on the Hartford Courant, *visited in New York.*

M&P Allyn manager, Walter Lloyd, has begun an advance campaign for "Dr. Cyclops" . . . Hollis Sweeney is the new assistant matron at the Loew-Poli Palace . . . The wife of Frank Caszio, house policeman at the Palace, presented him recently with a boy. The youngster, says Frank, responds to the name of "Champ" . . . Palace Manager Lou Cohen was in Springfield . . . Your correspondent found many a theatreman pleased with the newest issue of BOXOFFICE BAROMETER.

Springfield Labor Dispute Is Ironed Out by Rifkin

BOSTON—Herman Rifkin, operator of an eight-theatre circuit, tells this publication he has settled a Springfield dispute by taking back nine employes recently discharged from the Jefferson, Garden, Strand, Phillips, and Liberty theatres in Springfield. Rifkin took over the five theatres from the Winchester Amusement Co. several weeks ago.

Previously, the state labor relations committee took under advisement allegations that a group of employes at the Springfield theatre quintet had been laid off because of union affiliations.

Later, John F. Gatelee of the IATSE announced that approximately 100 front-house employes had signed with Local B-84 and that contracts had been negotiated with all Springfield theatres with the exception of Rifkin and Paramount houses.

A Bill Increasing Tax on Bangtail Races Is Filed

BOSTON—A bill to increase the state tax on dog racing to a straight 8½ per cent has been filed by Rep. Roland D. Sawyer of Ware. Present tax ranges on a graduated scale from 3½ to 7 per cent.

John Feeney, one of the leaders of the anti-racing groups, declared in a letter to Governor Saltonstall that the graduated tax, which was passed by the last legislature to replace the flat 3½ per cent levy, had brought in additional revenue of less than $150,000, whereas the governor had recommended an increase of $750,000.

The state racing commission recently refused to renew the licenses of the three associations which have been conducting dog racing in Massachusetts, following the governor's demands for a clean-up.

Referring to this, Feeney said: "The fact that new licenses are to be issued would appear to put the commonwealth in a position to insist on a larger share of the fantastic profits of dog racing. If I interpret public opinion correctly, the electorate is in no mood to tolerate a repetition of the solicitude shown for dog track interests in the 1939 legislature."

He suggested if there is a special session of the legislature this year, his bill be taken up at that time instead of allowing it to ride over until the next regular session in 1941.

BOSTON

(Continued from preceding page)

a copy of the book, autographed by Kenneth Roberts, to the best English student at the institution.

The ownership of the Weymouth Theatre proper in Weymouth has been under fire in Suffolk superior court. Joe Druker, who operates the Grand in Taunton, runs the Weymouth under a leasehold . . . Ownership of the Colonial Theatre Bldg. in Newport, R. I., may change.

Meyer Gruber, former First Division manager who last week sold out his interest in a premium concern to local Seagram liquor interests, has been planning a Florida sojourn. Gruber, former partner of Harry Bloomberg who continues in the giveaway concern, may take on another premium deal.

John Longo, theatre representative for the Buck Printing Co., is laying in cigars against a forthcoming event . . . Joe and Al Longo of Loew's, Inc., planted bookmarks throughout Boston libraries last week to exploit "Northwest Passage."

Bernard Paine, manager of the Mohawk in North Adams, aged a "My Little Chickadee" still, tricked it up in an antique setting, and added the credit card, "This (Rembrandt) Rum-Brandy loaned by the Metropolitan Ice Co."

Ed Reed, manager of the Strand in Providence, was in town last week. Plans are being furthered for the testimonial to Reed's boss Archie Silverman . . . Martin Toohey, back from Florida, was in the district last week booking for the LeRoy in Pawtucket, R. I.

BRIDGEPORT

THREE NEW theatres are scheduled to be constructed here during the spring.

Jesse Benton, formerly with Jimmie Fidler, has been doing a series of newspaper cartoons for the Loew-Poli theatre.

The Lyric has been relighted as a hold-over house for the Loew-Poli. Al Domain is manager.

The two John Steinbeck pictures, "Grapes of Wrath" and "Of Mice and Men" had day and date openings in Stamford.

William McDermett, formerly assistant manager at the Majestic, is now doorman at the Lyric.

Robert Carney, assistant manager at the Majestic, has filed suit for $10,000 against the Seaboard Freight Lines as the result of an accident involving his auto and one of the company's trucks.

Joseph Cossette is back in the booth at the Strand-Palace after a two-week illness.

Renovations have been completed at the Hippodrome.

Goldstein in Charge of Salesmen's Dance Subs

BOSTON—Harry Goldstein of RKO has charge of reservations for the forthcoming Boston Salesmen's Club third annual dinner-dance. This year's function will be held Sunday, April 7, at the Cocoanut Grove. Cocktails will be served at 6:30 p. m., with dinner following in approximately one-half hour. The subscription is $6.00 per couple.

Maynard Sickles of the Capitol Theatre Supply Co., secretary of the fraternity, reports that all reservations not paid for in full by March 16 must be canceled.

Elizabeth Formento Plans Lee Opening for Mar. 17

BOSTON—Elizabeth Formento, operator of the Park in Lee, plans to open the new Lee Theatre in the Massachusetts municipality about March 17, according to present indications. Capitol Theatre Supply Co. has been rushing work on the house. Capitol's job included the furnishing of seats, screen, carpets, drapes and a marquee.

New 1,000 Seat Theatre Is Planned for East Hartford

EAST HARTFORD, CONN.—A modern theatre to seat 1,000 will be incorporated in a new commercial building to be built here by the Sycamore Corp.

Plans for the theatre now are being drawn, and it is expected construction may be started in about a month.

Dimmano Ill

BOSTON—Salvatore Dimmano, assistant to Manager Fred Greenway at Loew's State, is ill in the MacLeod Hospital here.

Independent Beats Saenger to "Wind"

DALLAS—One of the first of the smaller Texas towns to buy "Gone With the Wind" is B. R. McLendon, operating the State in Atlanta, Tex. It was dated to start March 10, the exhibitor revealing he had received confirmation of playdate, advertising and special tickets from the Dallas exchange.

In the meantime, it was apparent that M-G-M and the Saenger circuit of New Orleans were not getting together on the 70 per cent terms. Saenger operates the Paramount and Strand in Texarkana, 27 miles from Atlanta.

Also going on at this time was figuring by an independent exhibitor to rent equipment and install it in the city auditorium at Shreveport, a Saenger town, to show "Gone With the Wind."

Things were happening fast, because 10 days before the Atlanta playdate McLendon received a wire from the Dallas exchange that his "Wind" contract had not been approved. On the same day McLendon noted that "GWTW" was advertised to start in Texarkana on March 8, two days before his date. (It was later announced that a Saenger deal on "Wind" had been made).

McLendon immediately phoned Col. H. A. Cole, president of national Allied, explaining the circumstances. Cole said McLendon would either "have the picture or a good law suit." McLendon said he wanted the picture.

Cole got busy and verified the situation from Leroy Bickel, Dallas branch manager for M-G-M. Cole then called for Wm. F. Rodgers, M-G-M general sales manager in New York, but talked to him in Chicago.

Explaining the circumstances, Cole said Rodgers believed that McLendon was entitled to the picture. Rodgers, Cole said, contacted Thos. J. Conners, eastern sales manager, who was vacationing in Florida, as Conners supervises sales in the south.

Within a few hours Cole and McLendon were advised from Dallas that the picture might be shown in Atlanta as of March 10.

Scripting "Daughters" Sequel

HOLLYWOOD—Stephen Morehouse Avery is scripting "Four Mothers," a sequel to Warner's "Four Daughters."

To Be Colorful

DALLAS—The annual national Variety Club convention starting here April 18 will be a flowery affair, according to plans. Flowers from a dozen states and Mexico will be used to decorate the Crystal Ballroom of the Baker Hotel for the occasion.

Texas bluebonnets and roses will predominate the decorative scheme. Added will be colorful flowers from Florida's Everglades, California's redwood forests, from Oregon, Kansas, Colorado, North Carolina, New Mexico, Louisiana, Missouri and Oklahoma. From New Mexico will come cacti and exotic tropical plants. Planes, trains and motor freight will be utilized to bring the flowers to Dallas.

Big Top Talk

DALLAS—When R. J. O'Donnell, chief barker of Tent No. 17, gets before a microphone or chats at a luncheon, he is always good for at least one good pun.

It happened at the Variety luncheon Monday. John A. Guthrie, who is going to bring a wild west outfit (Indians and all) from Oklahoma to the big convention, was telling about his show.

Most of the Indians, he said, are real chieftains, and some can't speak English. "When you talk to them don't be surprised if they just say 'ugh' in the deepest tone they possess," he went on.

O'Donnell, in thanking the visitor for his words, remarked the club wasn't nearly so interested in whether the Indians could speak English; what was important, he added, was if they could speak Jewish.

Senor Luis Perez-Abreu, Mexican consul, who will have convention visitors here from Mexico, quickly caught the idea and asked if it would be necessary for his folks to alter their Spanish tongue during the April get-together.

Among distinguished visitors who definitely will be here for Variety's April melee are: Father Flanagan, of Boys Town, Neb.; Tex Ritter, Monogram star; Gene Autry, Republic star; and "Pawnee Bill" of Pawnee, Okla., who in real life is Maj. Gordon Lillie. Phil Isley of Southwestern Theatres, Tulsa, arranged for the latter's appearance.

Paul Short says at least two stars from each major company will be on hand to add brilliance to the three big days.

40 From Atlanta to Attend National Variety Meet

ATLANTA—Forty members of the Atlanta Variety Club, Tent No. 21, plan to attend the National convention to be held in Dallas on April 18, 19 and 20, it was announced at the regular monthly meeting Monday afternoon at the Henry Grady Hotel.

Harry Ballance of 20th Century-Fox, who recently visited Dallas, told of the gigantic plans being made by Dallas for the entertainment of visiting showmen. Atlanta members will leave on the night of April 16, and two private compartment cars already have been engaged for Atlanta tent members.

E. E. Whitaker, district manager of Lucas & Jenkins Theatres, and secretary of the Atlanta club, is handling reservations. Non-resident members of the club are invited also to make the trip.

Charles Lester of National Screen Service was "King for a Day" and presented Major Roy LeCraw of the Georgia National Guard who gave a splendid talk on preparedness, both along military and humanitarian lines.

The March of Time reel, which featured the Martha Berry schools in the Georgia mountains, was shown on the club's own sound projectors.

Fire Destroys at Gueydan

GUEYDAN, LA.—The Joy in this city burned last week, shortly after the last show.

Settle Suit Between Scott-Interstate

DALLAS—Settlement out of court of the Paul Scott damage and injunction suit against Interstate circuit, et al. was confirmed Thursday by attorneys for the principals. Terms of the settlement were not disclosed.

The case was set to be heard in Judge W. H. Atwell's federal court starting Thursday morning, March 7.

The suit involved alleged damages of $125,000 which Scott claims to have suffered in the operation of the Varsity in Dallas because of restrictions cited in his petition and because of the amount received in the sale of the Varsity to Interstate.

The Scott case has provided unusual interest in the industry. A number of officials and executives from New York companies were expected to arrive for the hearing. Ned E. Depinet and George Schaefer of RKO were to arrive by plane Wednesday, but their schedule was cancelled. Austin Keough, Paramount general attorney, was expected. Neil Agnew, general sales manager and Oscar Morgan, southern division manager of Paramount, arrived in Dallas well in advance of the trial date. Harry Gold of United Artists was here. Carl Leserman, assistant to Gradwell Sears of Vitagraph was expected.

Cresson E. Smith, G. Youngman and W. Zimmerman of RKO, the latter two being attorneys, have been in town several days. Some of them were reported as witnesses in the coming trial.

The Scott affair represents the third settlement out of court within the past three months of legal battles between the smaller and larger theatre interests. At the close of 1939, attorneys for Joy Amusement Co., operating the Joy in Houston, said that case was settled—that the plaintiff was getting desired relief in his showing of pictures and that a cash sum was paid to plaintiff and further that the settlement was satisfactory. Interstate and major distributors were named as defendants.

The second settlement understood to have been made, although no official confirmation was obtainable, was in the L. L. Dunbar case against Interstate for alleged damages suffered in operation of the Cliff Queen in Dallas because of the 25 cents and double bill restrictions. Common information now is that Dunbar received two theatres in Mexia and an amount in cash.

A New Ritz Theatre Will Be Built in Morrilton

MORRILTON, ARK.—Sid Metcalf and S. B. McSwain, who operated the Ritz until it burned on February 22, announce they have closed a lease contract with W. M. Riddick & Son, who will erect a new Ritz on East North St. The building will be 50x80 feet with a seating capacity of 600. Work on the structure was to begin this week.

"Conquest" Damage Suit To Court of Appeals

HOUSTON — The milllon-dollar damage suit brought by Gen. Andrew Jackson Houston against Republic, the producer, and distributors of "Man of Conquest" has been taken to the appellate court to determine whether the suit has a basis in law, with Kirby Fitzpatrick, counsel for the plaintiff, declaring himself ready to carry the case to the U. S. supreme court, if necessary, to establish the validity of his client's claims.

A petition for an injunction to restrain exhibition of the film, which is based on the life of Sam Houston, was denied last June by District Judge Roy Campbell after he had listened to testimony about the picture's historical "accuracies and inaccuracies."

Tomlin Suit Dismissed; Settlement Is Made

TULSA—A $5,000 suit against Pinky Tomlin, composer-film actor, was dismissed in district court there and opposing counsel said a settlement had been reached.

Coy Poe, who said he formerly was Tomlin's agent and charged a breach of contract, filed the suit as Tomlin opened a week's engagement here with his orchestra.

The petition asked $5,000, or 10 per cent of Tomlin's estimated earnings of $50,000 for the last two years.

Time for Particulars on "GWTW" Claim Granted

ATHENS, ALA.—Federal Judge T. A. Murphree has granted Ann R. Davis 10 days to file a verified bill of particulars in her suit to stop a showing of "GWTW" at the local Ritz. Miss Davis charges copyright infringement and plagiarism by the "GWTW" author and use of entire passages from a book, "The Authentic History of the Ku Klux Klan, 1865-1877," by the late Susan Lawrence Davis, of Athens.

Capital Is Opened

WEST COLUMBIA, TEX.—Long Theatres, headed by L. O. Wallace, formally opened their new Capital here on February 29. Civic officials gave their good wishes to the theatre operators during a ceremony witnessed by a capacity crowd, including Al Martinson, of Southwestern Theatre Equipment Co.; Frank Wilke, operator of the Boulevard in Houston, and other film folk from the exchanges.

Build in Ripley

RIPLEY, TENN.—Work is going forward on construction of a new $25,000 house here by Strand Theatres, of which G. W. Haynes is general manager. An early April opening of the 800-seater is the goal of the operating company.

Renews Lease on Imogene

MILTON, FLA.—Fred H. McLendon Theatres, Inc., has renewed its lease on the Imogene here, which is managed by Robert Scott.

Huge Throng Attends Sol Gordon Rites

By V. W. CRISP

BEAUMONT, TEX.—Two thousand persons from all walks of life attended the last rites last Friday at the family home for Solomon Engel Gordon, age 56, and president of the Jefferson Amusement Co., who died on Tuesday night in a Baltimore, Md., hospital.

A hundred film and theatremen attended the funeral with the Jefferson partners and managers grouping themselves in a body. Five hundred floral offerings, many from producers, were arranged in the home.

During the services theatres here and in other towns of the circuit were darkened for three minutes in silent tribute. Tom Clemmons, secretary-treasurer of Jefferson Amusement Co., was one of the active pallbearers, the others being local business men.

Those within the industry who attended the funeral were: Leonard H. Goldenson, Paramount Pictures, New York; Karl Hoblitzelle, R. J. O'Donnell, Interstate circuit, Dallas; H. R. Robb, Ed Rowley, Robb & Rowley United, Dallas; R. E. Griffith, R. I. Payne, Lynn Stocker, R. E. Griffith Theatres, Dallas; L. C. Griffith, Horace Falls; Benny McKenna, Griffith Amusement Co., Oklahoma City; Hugh Braley, L. W. McClintock, Paramount, Dallas; Doak Roberts, Fred Jack, Warner Bros., Dallas; Edward S. Olsmith, Universal; Leroy Bickel, Metro; Lloyd Rust, C. C. Ezell, W. G. Underwood, Republic; H. R. Beiersdorf, 20th-Fox; Ed Blumenthal, John Franconi, Monogram; Wallace Walthall, Joe Estes, National Screen; J. I. Roberts, National Theatre Supply; Hugh Owen, United Artists; Mr. and Mrs. Paul Short; S. L. Oakley, E. D. Hayle, I. W. Rust and Haines Jones, all of Dallas.

From Centers in Texas

From other centers in Texas came Mart Cole, Cole Theatres, Rosenberg; Otus U. Sullivan, A. S. Moore jr., Sullivan & Moore Theatres, Greenville; M. T. Flanagan, W. A. Lanagan, Longview; W. L. Gelling, Marshall; L. N. Crim, Kilgore; Donn E. Abshier, Nacogdoches; Non Binion, Lufkin; Thos. L. Polka, Henderson; B. E. Lannom, Rusk; Robert Lugenbuhl, Nacogdoches; S. E. Tanner, Jacksonville; H. E. Brunson, Goose Creek; T. R. Branch, Baytown; M. C. Clemmons, Port Arthur; H. A. Daniels, Seguin; Eph Charninsky, San Antonio; Mrs. M. Schulman, Bryan; Mr. and Mrs. E. L. Kurth, E. L. Kurth jr., Mr. and Mrs. S. W. Henderson, Lufkin; Mr. and Mrs. J. H. Kurth jr., Houston; and Mr. and Mrs. A. B. Rhodes, Jasper.

From New Orleans came Mr. and Mrs. E. V. Richards; "Slim" Higginbotham, N. L. Carter, Gaston Dureau, Paramount-Richards; and John Richards. From Atlanta, Ga., came C. E. Kessnich of M-G-M and Harry Ballance of 20th-Fox.

The life of Sol E. Gordon is marked by his rise from an obscure grocery clerk and theatre usher to an outstanding Texas attorney and to presidency of Jefferson Amusement Co. and East Texas Theatres, Inc. He first studied engineering at A&M College, but later studied law at the University of Texas.

When General Film was dissolved and banned from doing business in Texas, Sol Gordon gained national prominence with having a hand in the prosecution of that film company as an assistant attorney general of Texas during 1913.

In 1918 Sol Gordon became associated with Joe C. Clemmons and formed the Jefferson Amusement Co. They then built the Liberty as the A house, which in later years was supplanted by the palatial Jefferson. Eight years later they formed, with other associates, the subsidiary circuit of East Texas Theatres, Inc., comprising today some 60 houses.

Surviving Gordon are his wife and two children, a daughter, Mrs. Bert Horswell, and the son, Julius Gordon, vice-president and general manager of Jefferson Amuse-Co.

Interstate First With New Theatre Notice

HOUSTON—Announcement of the Almeda Theatre for the Riverside division here was made by an Interstate circuit official as far back as November 3, 1939, it is pointed out in response to a story in BOXOFFICE for February 10 that left the impression the Almeda construction decision trailed announcement of a house in that area by Alfred Farb.

Thus, according to the informant, who submitted copies of the Houston *Chronicle* and the *Post* to prove his point, Interstate planned a theatre in the Riverside division almost three months prior to announcement of any other theatre for that development.

Interstate Acquires Site Adjoining Houston Unit

HOUSTON—Interstate Circuit has purchased approximately 12,000 square feet of ground adjoining the North Main Theatre and has taken a 50-year lease on the same amount of ground adjacent to the rear of the theatre. The property will be used to build a community center of modern store buildings and as a parking lot for theatre patrons. The property fronts 120 feet on North Main street and present frame buildings will be torn down.

Oskar Korn Circuit Is Building in Lisbon

DALLAS—The OK Theatres circuit, owned by Oskar Korn, is building a new theatre at Lisbon in the southernmost limits of town. Dirt work has been under way on the lot across from the school building where the Korn Theatre sign has been on display for some time. Korn operates about 10 theatres in west Texas.

Previous announcements notwithstanding, the Korn Theatre at Lisbon is understood to be the only active theatre development in the Lisbon area.

Opens in Havana, Fla.

HAVANA, FLA.—The Havana, a new 425-seat house, has been opened here by Spurgeon Dunn, who also operates the Gibson in Chattahoochee.

Dixie Doin's

By "AL" HENDERSON

WELL, folks, here's your rambling correspondent feeling pretty much himself again and thanking those responsible for the many nice cards and visits while he was hospitalized.

The Joy at Gueydan, La., owned by Frank DeGrauw of Abbeville, and operated by Joy Houck, was destroyed by fire, March 2. Loss is placed at $10,000. The house was formerly operated by M. I. Ramsey of Gueydan.

Met Slim Higganbotham at Hammond, La., where he was looking over the old Rialto. It is being given a thorough remodeling preparatory to reopening. The name will be changed to the Rex. It will seat 360 downstairs and 190 in the balcony.

Pete Cittadino, who manages the Liberty for his mother at Independence, La., has re-equipped the house and is remodeling the front. Had an invite to stay for lunch, but couldn't accept. It was appreciated, anyway.

Jake Alford of the State, McComb, Miss., who is recovering from the flu, tells us business is improving with the weather.

Had a nice chat with C. B. Anderson at the Palace, McComb, Miss. Anderson, for many years, was in the business at Hattiesburg, Miss. He is now auditor for the Palace.

Called around to say hello to A. O. Ott of the Ott, Kentwood, La. Enjoyed seeing his hight hand, Bess Jackson, again. Ott plans to do some remodeling in the near future.

Bill Young, Ritz, Prentiss, Miss., has installed new cushion seats and made other minor changes.

Spent a few minutes with one of the few women theatre owners in Mississippi, Mrs. E. W. Clinton, who operates the Monticello at Monticello. She plans to change her theatre equipment before long. Her husband is a former legislator from Lamar county.

Went to see Ernest Drake of Ponchatoula, La., only to find him down with flu. His new house, the Pic, should be ready about April 1. It will seat 600.

Vincent Currier of the Amite, Amite, La., is also the town banker. He recently installed new seats, sound and rugs in his theatre.

Roy Saxon of Franklinton, La., who recently installed new seats and sound in his Strand, reports business is improving. His hobby is hunting with the good-looking pointer and setters he showed me.

It is with regret that we learn of the death of Anne Lobdell of Rosedale, Miss. She was said to be the first woman to own and operate a theatre in the United States, and in addition to operating the theatre, she managed an insurance business left by her father. Her theatre was the Talisman.

Visited with good friend Mr. Fiske at Oak Grove, La., who owns the Fiske at Oak Grove and the Lake at Lake Providence, La. He said he plans to redecorate the front of the former and build a new marquee on the latter.

The snow has vanished from a now sunny south, and business is better. There are more smiles on the exhibitors' faces, too.

Your correspondent expects to pay a short visit to Texas soon.

Ruffin Amusement Adds Troy Theatre to Chain

COVINGTON, TENN.—W. F. Ruffin, president Ruffin Amusement Co., has added the Troy Theatre, Troy, Tenn., to his chain of west Tennessee theatres. Ruffin, after extensive remodeling, expects to have this house open for business within the next two weeks. This theatre, which has been closed for the past six months, will seat 250.

Miss Anne Lobdell

ROSEDALE, MISS.—Miss Anne Lobdell died recently at her home here after an illness of many months. Miss Lobdell had operated the Talisman in Rosedale for the past 15 years and this past year bought the Rosedale, operating both houses. Burial was here.

Search for "Yearling" Player Under Way

JACKSONVILLE, FLA.—M-G-M has a talent unit headed by Billy Grady in Florida to search for a boy to play the role of "Jody" in the screen version of Marjorie Kinnan Rawlings' novel, "The Yearling." Grady interviewed some 500 boys here in two days and a camera test for some 25 of the most likely applicants was held a day later, the camera crew being sent here from New York.

The youngsters most closely resembling the character "Jody" were given scripts to go over at home and told to report for a screen test. Grady stated that the present search will probably include the testing of some 5,000 boys. Victor Fleming will direct the picture.

A Florida boy is desired, as the setting of the book is around central Florida. Some of the scenes will be taken in this state.

Newspapers, the public schools, the mayor and the radio are being utilized in the search. A newspaper ad carried the artist's conception of "Jody."

Other cities in Florida will be visited by Grady, and it is indicated that the search will be extended to other sections with three camera crews at work.

The role of "Jody," the small Florida boy in the novel, will be an assignment only secondary to that of Spencer Tracy, the star. The qualification as set forth in the newspaper ad stipulated that the boy be between the ages of 10 and 12 years, of slight build and approximately four and half to five feet in height.

Scoring "Dark Command"

HOLLYWOOD — Victor Young is scoring "The Dark Command" for Republic.

NOW—

more than ever, you need the box-office insurance of modern equipment—

Simplex TRADE MARK REG'D. **Projectors, 4 Star Sound and Projection Lamps are MODERN!**

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

DALLAS

NEIL AGNEW, Paramount's general sales manager; Oscar Morgan, southern division manager, and Hugh Braly, district manager, left Dallas during mid week for a visit to the Rio Grande Valley. Agnew has never seen that part of Texas. From way down south at Brownsville they were to take a plane for New Orleans.

Diaz Callaghan, former Dallas exchange manager, has been a Filmrow visitor the last few days. He said he would return to San Antonio and that soon he would be in the market for a connection.

Willard Sadler of the Palace and Princess in Weatherford, and his assistant, Ray Shelby, were on the Row, Wednesday. They work a combination on the exchanges. Sadler says he handles the actual booking and that Shelby goes around to handle all advertising requirements. In this way, he said, only one day a month is spent on the Row . . . Martin Lamour of the National at Graham setting in pictures Tuesday.

Sam Nathanson, independent distributor, operating exchanges under the name of Coast Pictures in Los Angeles and San Francisco, stopped over a few hours en route home for a visit with Jack Adams jr. of the Adams exchange.

Willard Barnes, here Tuesday from Alvarado, said his new theatre will be ready to open April 1 . . . M. J. "Dutch" Koneman, former Georgia Tech football star who has been shipper for National Theatre Supply Co. two years, has been promoted by Manager J. I. Roberts to the road, and will represent the company in east Texas. Herman Adams, another player from the "Rambling Wreck," has succeeded Koneman in the Dallas store.

Harver Hill, projectionist in the Majestic booth on Elm Street, is the new busi-

(Continued on page 20-B)

Not Even a Fig Leaf, Was Her Report

Birmingham, Ala.—"Nudist Colony" will not be shown in Birmingham, Mrs. Claudia Williams, police matron who reviewed the film for the police department at the Empire, having recommended that it be banned.

"It was perfectly awful," Mrs. Williams reported. "They had a girl for each month of the year, and when it came to September—well, September Morn didn't even have on a fig leaf!"

Jack Adams jr. Lines Up Product on Trip East

DALLAS—Jack K. Adams jr., is back from New York where he completed deals for distribution of independent product through the Adams exchange here. He said the supply is going to be plentiful for next year.

Adams was made a member of the board in an independent distributor organization, yet unnamed he said, representatives of which were in New York to work out national distribution plans for new pictures.

Knows His Philosophy

ARP, TEX.—"Confucius Say: 'Man who take best girl or family to Rex Theatre often will make Big Hit!' " Thus did W. S. Samuel, manager of the Rex, put the ancient Chinese to work for him on the cover of his current herald.

Saengers Buy RKO

NEW ORLEANS—The Saengers have purchased all the RKO product for 1939-40 for their out-of-town circuit.

FOR PARTS - - - - - - - - ACCESSORIES

AND COMPLETE EQUIPMENT

CARBONS
TICKETS
BELTS
TUBES
POWERS MACHINE PARTS
SIMPLEX MACHINE PARTS
RECTIFIERS
RECTIFIER TUBES

SEE US

PHOTO CELLS
THUMB TACKS
PROJECTION LAMPS
AMPLIFIERS
SPEAKERS
SOUND HEADS
LIGHT FIXTURES
EXCITER LAMPS

All Other Accessories

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. HARWOOD DALLAS, TEXAS

HOUSTON

MANAGER RAY JONES of the Majestic recalls old memories of his meeting Teddy Roosevelt when just a wee lad, and gives a lot of credit to Warner's "Teddy, the Rough Rider" for bringing to the screen one of histories most colorful characters. His experience with "T. R." was the reason for a good writeup in local papers.

Loew's will let "Gone With the Wind" blow for a fourth week, setting an attendance record which is the envy of many larger cities. Manager Deering says the out-of-town people drawn here for the National Flower Show made the fourth week necessary . . . The Chronicle *will use Sam Houston Coliseum to sponsor a sports show.*

John Arnold, live-wire manager of the Yale, is a strong believer in short subjects, and he was very successful in his last "cartoon carnival" . . . J. T. Lewallen of the Met staff had to take off for a few days because the doctor said he works too hard . . . Eddie Bremer already has started worrying about the Rice football party, which he gives for the strong-arm lads each year. The boys all says it is the big treat of the year.

The smaller lungs were given a bit of exercise when the Kirby had its "Oh Johnny" singing party in connection with Universal's "Oh, Johnny, How You Can Love." Kids turned out for the prizes, and a loud time was had by all . . . The Delman held over "Ballerina" to better than capacity crowds, says A. C. Driver, manager of the swank suburban.

C. C. "Speed" Hoover, Interstate purchasing manager from Dallas, stopped by to talk to his Houston friends. He was on the way to Galveston to confer with Interstate executives there in regards to the Key, which was destroyed by fire some weeks ago . . . B. F. Neal is critically ill in a local hospital and is not expected to be back on his job as treasurer of the Yale for several weeks. In the meantime, Alvin Dear is filling in . . . X. A. Denny, who in a previous issue of BOXOFFICE, was reported to have gone to the hospital, is suffering from a broken leg received when he fell from his sick-bed. His condition is reported as not serious.

Educational leaders here were guests at the Majestic for a special screening of "Magic Bullet" . . . Southwestern Theatre Equipment Co. furnished new RCA booth equipment for the Texas in Sealy, owned by F. J. Krempitz . . . J. T. Baine of the Met was under doctor's care last week, suffering from a light attack of pneumonia . . . Joe Kramer, president of the Interstate Club, announces the committee has decided to give a "Put your little foot" party where the Schottishe, Polka and Rye Waltz will reign supreme.

Build Profits—Patronage with

PARAMOUNT PREMIUM CO.

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.

Dixie Film Exchange Moves Into Larger Building

ATLANTA—The Dixie Film Exchange has moved into the three-story building at 141 Walton St., N. W. Improvements to the building, vaults and offices will total around $3,000. The first floor is used for inspection vaults and accessory shipping room, the second floor for offices and the third is now in preparation for additional space. S. Hackman is branch manager.

"Double Deal," featuring the well-known colored cast players, Montey Hawley, Shelton Brooks and F. E. Miller, has been added to the series of all-Negro pictures. Dixie now has a series of ten special all-Negro cast productions.

Hedrick to Untitled "Aldrich"

HOLLYWOOD—Earl Hedrick has been assigned by Paramount as set designer on an untitled "Henry Aldrich" picture.

MIAMI

BREAKING records of more than a decade's standing for a continuous run at a single theatre, "Gone With the Wind" completes its 46th day at the Roxy after having played its initial two weeks at the Olympia. The beach run is being continued at Lincoln Road's Community. The standing local record, established for Al Jolson's "Jazz Singer," was for a 21-day run at the Rex back in the days when the talkies were being born.

Monday saw the first price reduction of the season when the Colony's boxoffice sign was changed to "matinees, 25 cents; evenings, 40 cents." That same day marked the first appearance of an ad heralding the opening of the new Center at a date still fixed as "soon."

Quite the most special occasion fishing trip of the year was the picnic fishing cruise of Wednesday on which S. A. Lynch, president of Paramount Enterprises, Inc., had as his guests, managers of his Miami and Miami Beach houses and Dorothy Lamour.

Maurice Shaaber, formerly associated with Jacksonville theatres and before that with Erpi, is the new operator for Paul Robinson at Hollywood's Florida.

Binford McMorrough, usher at the Hollywood Beach hotel's Arcade Theatre, is an autograph hound of unbounded ambition. He has a working arrangement with some friends at the hotel, which has made his collection develop into really significant proportions this season. This hotel theatre will remain open until April 1, Robinson, who is city manager for the Sparks' three Hollywood houses, announces.

Very much in the spotlight this week is J. W. English of Homestead whose enterprises in the Redlands District are varied and interesting. Besides owning and operating the Seminole there, he is the owner and publisher of the Redlands District News; *owner and developer of a large lime grove; and one of the prime movers of the annual Redlands District Tropical Fruit Festival.*

FILMROW VISITORS: Walter Brackin, Ozark, Ala.; E. J. Hunter, Colquitt, Colquitt, Ga.; R. E. Dunn, Camilla, Camilla, Ga.; W. E. Griffin, Vienna, Vienna, Ga.; Nat Hancock, Roosevelt, Jefferson, Ga.; C. H. Powell, Moultrie, Moultrie, Ga.; Mrs. Mary Hayes Davis, Clewiston, Clewiston, Fla.; J. E. Stroud, Circle, Social Circle, Ga.; C. S. Dunn, Gibson, Chattahoochee, Fla.; M. G. Lee, Lee, Cuthbert, Ga.; Otis Gaston, Rose, Forsyth, Ga.; and P. L. Taylor, Dixie, Columbus, Ga.

Florida State Theatres have just opened up a new theatre at Winter Park, Fla., called the "Colony."

Mrs. Alma King, Ritz, Brunswick, Ga., on one of her rare visits to Atlanta.

Lynn Dunn, Georgia salesman for United Artists, is in North Carolina territory this week.

Fred Bund, War Department Theatres, Washington, D. C., in town booking for the first time since his promotion to district manager. Congratulations!

A. C. Bromberg, Republic Pictures, flew down to New Orleans this week on one of his regular visits.

Jack Crawford, formerly of Gadsden, Ala., is reported building in Ensley, Ala.

H. K. Perry is now one of the bookers at Universal.

Carl Floyd, Republic Pictures, has closed a deal with the Lam Amusement Co., Rome, Ga.

Manager Murray of the Rialto states he has completed redecorating his theatre and installing Celo-tex ceiling.

R. H. Robinson, the Poster Exchange, has just returned from a trip to New York City.

Celeste Dumas and Terrell Commins have been added to the personnel of the Poster Exchange. Tommie Pritchett of the same office is reported much improved from his recent accident.

J. U. McCormick, Amity Exchange, has been on an extended trip through Florida.

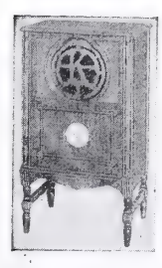
Howard Wallace, Sack Amusement Co., is back at his desk after several weeks absence.

The Variety Club, Tent No. 21, made a contribution of $1,000 to the Martha Berry Schools.

"The Broncho Busters," a Georgia Artist Bureau attraction, will leave around the middle of March to play the RKO circuit in the east.

Evelyn Steimle, formerly of Evansville, Ind., is now secretary to W. A. Finney, division manager of Loew's, Inc., with offices in the Loew's Grand Theatre Bldg.

Ted Toddy has returned from Hollywood with completed plans for a production with an all-Negro cast and two special white pictures. The company, as formed in Hollywood, is to be known as the Dixie National Pictures, Inc.



FOUL ODORS Are Unnecessary

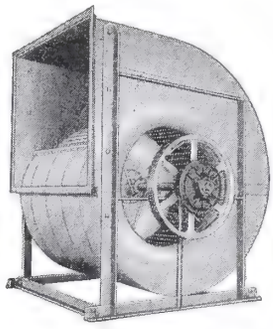
The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.



U.S. AIRCO HITS THE JACK POT FOR LOW COST COMFORT COOLING

Get more for your money from U. S. Airco. Advanced cooling equipment, modern controls plus the finest engineering experience in the theatre field. Here's a setup that means value—Comfort Cooling and Ventilation that makes profits. U. S. Airco knows the problems of the exhibitor. It has had a long and successful record. Experience is a value to count on.

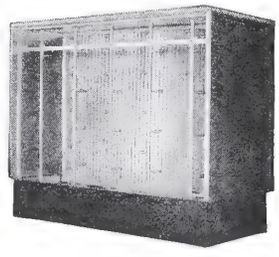


BLOWERS

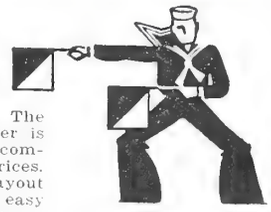
Arctic Nu-Air Blowers fit into every system and every budget. There's a size and type for every need, value-priced for economy. Fully guaranteed as to ratings and performance.

WASHERS

Kooler-aire Washers are correctly designed for maximum cooling results. Designed for city water of varying temperatures or cold water application. For small as well as large theatres.



WRITE! WIRE . . OR PHONE



Write, wire or phone. The South's leading supplier is ready to give you complete service—quote prices, submit engineer's layout and arrange for easy monthly payment plan.

WIL-KIN

ATLANTA
150 Walton Street,
Phone WALnut 4613

CHARLOTTE
321 S. Church Street
Phone 8620

THEATRE SUPPLY INC.

"Everything for the theatre except film."

MEMPHIS

SPRING weather helped bring to town: P. E. Morris, Regent, Indianola, Miss.; Ned Greene, Legion, Mayfield, Ky.; "Slim" Brewer, Savoy, Clarksdale, Miss.; Jack W. Harmon, Baldwyn, Miss.; Mrs. M. M. West, New, Centerville, Tenn.; G. H. Goff, Rustic, Parsons and Ritz, Bruceton, Tenn.; C. N. Eudy, Ackerman, Ackerman, Miss.; Earl Vandiver, Kennett, Kennett, Mo.; Charles Collier, Globe, Shaw, Miss.; J. F. Wofford, Eupora, Eupora, Miss.; John Staples, Franklin, Piggott, Ark.; J. W. Wofford, Union, Union, Miss.; Joe Jones, Ritz, Aberdeen, Miss.; C. M. Mounger, City, Calhoun City, Miss.; S. T. Lyles, Oxford, Miss.; Odis Taylor, Uptown, Dresden, Tenn.; Norman Fair, Fair, Somerville, Tenn.; R. C. Gentry, Lyric, Baldwyn, Miss.; C. H. Collier and George Hale, Globe, Drew, Miss.; B. F. Jackson, Delta, Jackson, Tenn.; Don Landers, Radio, Harrisburg, Ark.; Mr. and Mrs. W. E. Malin, Lura, Augusta, Ark.

Homer J. Williams, who has operated the Grenada at Grenada, Miss., for many years, will open his new Pix there on March 15 . . . Steve Stein of the Met at Jackson, Tenn., was seen on the Row. He said his wife, who fell sometime ago, fracturing her hip, was recuperating and would soon be able to get around again.

S. C. White has opened the New at Mountain Pine, Ark. . . . Joe Maceri and Paul Zerilla of the Lamar, Memphis, have completed interior redecoration of the house.

E. R. Gillette, Bristol, Memphis, closed his house several days while installing new equipment and making other new improvements . . . Jess Norman of the Best at England, Ark., postcards from Miami Beach, that he will be home within the next few weeks.

Sarah Stanfield of the Metro office was married to Barrett Rogers of Memphis on March 1, in Hernando, Miss. After a short honeymoon Mrs. Rogers will return to her desk . . . Mr. and Mrs. J. C. Noble of the Harlem, Greenville, Miss., were recent visitors . . . W. P. Florence of the Macco and Odeon at Magnolia, Ark., advised that Tuesday the 95th oil well in that section was brought in. This is part of First Jubilee Celebration of Magnolia's $750,000 oil industry.

John Shannon of the Maxon & Shannon, Portageville, Mo., postcards from West Palm Beach that he is having a grand vacation . . . Augustine Cianciolo of the Rosemary, Memphis, has purchased a new popcorn machine.

Complete Stage Equipment
MEMPHIS SCENIC STUDIOS
H. R. Mitchell, Mgr.
397½ S. 2nd St. Memphis, Tenn.

Savin Exchange Supervisor For Monogram Southern

ATLANTA—P. H. Savin has been promoted to exchange supervisor for Monogram Southern Exchanges with his administrative duties including correlation of branch operations in Atlanta, Charlotte, Memphis and New Orleans. For the past three years, he has held down the booking desk at the local exchange and prior to that was active in exhibition.



P. H. SAVIN

His successor is Johnny Cummins, who before his affiliation with Monogram Southern as a salesman, was with the RKO exchange in Dallas.

Group to Rule on Dudley Status Not Yet Formed

OKLAHOMA CITY—Alfred P. Murrah, federal district judge, is having a difficult time forming a committee of three attorneys to decide whether or not J. B. Dudley, Oklahoma City attorney, is qualified to represent the Griffith Amusement Co. in the Momand anti-trust actions.

Judge Murrah originally turned over the matter to the newly-appointed federal court committee on admissions and grievances composed of J. C. Monnet jr., Roy C. Lytle and Charles E. France. Monnet and Lytle were disqualified, because they had interests in cases where Dudley was represented.

Last week the judge named France chairman of a new committee, and also appointed Clayton B. Pierce and Ned Looney later. Pierce disqualified himself because he represents an insurance company which insures the Griffith company.

Circuit Will Rebuild

DALLAS—The Pal Theatre in Palestine, gutted by fire last week, will be rebuilt as soon as insurance adjustments are completed, according to C. V. Jones, official of the Robb & Rowley-United Theatres. The circuit is now operating the Texas and Ritz there.

Moves to Improve Theatre

DARLINGTON, S. C.——At a recent meeting of the town council, plans were made for improvements on the Liberty here. New seats will be installed and the entrance rebuilt.

Takes Over in Henderson

HENDERSON, TENN. — Joe McCorkle has taken over as manager of the State here in succession to the late Prof. W. E. Montgomery.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS

DALLAS

(Continued from page 20)

ness representative for Local 249, Dallas Motion Picture Operators, succeeding C. S. "Red" Rupard in that office. Hill ordered BOXOFFICE *mailed to him at the Majestic.*

V. E. Hamm of Wichita Falls was one of our springtime visitors Tuesday and incidentally he had on a handsome suit of very lightweight material—sort of rushing the season a bit, as it were. He says his status in the theatre game is remaining "as you were" at the present time.

It's an every week occurrence for S. G. Fry to drive over from Tyler to spend Monday and part of Tuesday in and out of the exchanges. But this week Mrs. Fry was with him. In case you don't know, Mrs. Fry writes all the checks for five theatres. She's the secretary-treasurer of the organization.

R. Z. Glass, former Dallas exhibitor and now operator of the new Stude Theatre in Houston, was up from the Bayou City to date in a new supply of pictures.

W. P. Holcomb, who gets in and out of show business, depending on how the fish are biting, has been doing a little dry land angling the past few days showing interest in a new location somewhere in the state. Till he gets it, he continues his interest in a drug store on Ross Avenue.

Cranfill H. Cox, important small town exhibitor of Gilmer, where he operates two houses, was here Tuesday, his regular Dallas day for years. He was almost a stranger, however, as flu has kept him at home for the past three or four weeks.

P. V. Williams, of the Roxy at Munday, and his partner in the Texas at Seymour, T. J. Hooser, were conferring with bookers early this week.

Ted Lewis, Princess, Texarkana, arrived Tuesday for a short visit. He has been a recent vacationer in Hot Springs and talked about the big attendance at the races there.

Plan in Wilmington

WILMINGTON, N. C.—A theatre to seat 1,250 persons will be built here by Wilmington Theatres, Inc., at 16-18 North Front St. on the site of the old Purcell building. The Carolina, now the largest local theatre, seats only 900. No name has been chosen for the new house which is expected to be ready in the fall.

To Dismantle Van Croix

TITUSVILLE, FLA.—The old Van Croix on Main Street will be dismantled and on its site will be built a $10,000 recreation center and gymnasium.

Varnell Buys Southern Seats

PIEDMONT, ALA.—J. G. Varnell has purchased new de luxe upholstered Southern seats for the Princess here.

Name Odell Art Director

HOLLYWOOD — Paramount has named Robert Odell art director on "A Night at Earl Carroll's."

SANTONE

JOSE BOHR, Argentine actor, director and producer who has appeared in a number of American as well as Latin-American motion pictures, was in Santone Sunday to take the leading part in "The First Legion," Catholic Theatre guild production which was presented at the San Pedro Playhouse here under the direction of Rawlings Hamilton.

Mrs. Sherwood Avery reviewed John Steinbeck's "The Grapes of Wrath," stressing the social significance of the book at a meeting Wednesday morning in the Majestic. Proceeds from the book review sponsored by the Zonta Club, went into the organization's fund for the aid of underprivileged children. The film is playing at the Majestic.

The Aztec quintet won a one-sided decision from the Majestic in a basketball game at Woodlawn Gym the other night by a score of 49 to 18. Sollack, Aztec center, led the winners with 20 points while Chittwood scored eight for the losers.

On the sick list was L. L. "Atch" Atchison, manager of the Joy. He was out about two weeks with a severe case of pneumonia; J. L. Greenewood, booker and treasurer, took his place pro tem.

Hawkins Film Service here is sporting a flashy new truck driven by its owner, William Hawkins . . . All local Interstate theatres have placed the donation boxes in their lobbies in cooperation with the Finnish Relief Fund, Inc.

It was estimated that around 75,000 saw "GWTW" during its three-week engagement at the Texas. A large number of out-of-town people came in especially to witness the roadshow production . . . The National, vaudefilm house, is now presenting stage shows regularly in conjunction to American and Spanish talking pictures. Acts feature all Mexican talent.

Among the special guests at Azteca Films open house party the night of March 1, were Jose Bohr, Gonzalo Gomez, Frank W. Blamey, Sam B. Lucchese, his brother Gaetano and his wife, Cherie, H. E. Triveno, David Ramos, E. E. Ruiz, R. A. Cortes, R. E. Velasco, Jose "Pepe" Ramirez, Gustavo Garcia, and yours truly among others. Senor Velasco amused the crowd with his feat of magic. Great homage was paid to J. J. Jimenez, the manager, by the well wishers for his splendid and untiring services he has given the trade during the past five years.

Mike Benitez, skipper of the Nacional at Weslaco, is recovering nicely in the M&S Hospital here after an appendicitis operation the first of the month.

Although it was Lenten Week, Archbishop Drossaerts of this city approved of Catholics viewing the religious issue of "March of Time" which played the Aztec last week owing to its tremendous interest to members of the Catholic Church.

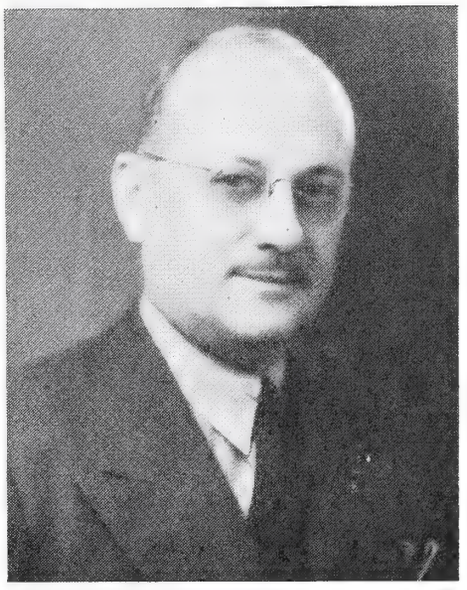
Mrs. Edward E. Collins, wife of the Interstate city manager, sponsored a horse show last Saturday afternoon on the Incarnate Word school grounds. She is an expert horsewoman and instructor and put her 16 pupils through a series of events which clicked with the lovers of this sport. Her daughter, Betty Collins, made a nice showing with her hurdling.

"Let Them Live," a feature length talking picture which was produced here and portrays the fight against tuberculosis, is being exhibited in local clubs and schools free of charge . . . Seen along Houston Street: Jack "Prince" Karmi watching the passing parade.

Aside to film talent scouts: "Chick" Collins and Shelby Sheid with their personality and all shouldn't have to wait long to be "discovered."

Thomas Caraway, Texas Film Service manager, has returned from a trip to Ardmore, Okla., where he and the missus visited her folks there . . . S. A. Lacey of the same office is sporting a new Chevvy Deluxe, four-door sedan . . . Searcy also played in the Junior Chamber of Commerce golf tourney here Sunday morn. No prizes won, sez he.

Recent visitors: Paul E. Dahlman, general manager of the Texas Film Service, Dallas, called upon the boys here; L. W. "Mack" McClintock, Paramount branch manager, Dallas, was in at Henry's Place last week en route to the Valley, and Ray Jennings, Colonial, Hondo, paid the Azteca Film office a visit Monday.



—Bon Art Studios

Service Booker—

H. P. "Dusty" Rhodes, well-known in Atlanta and the southeast, who has assumed his new duties as booking manager for Georgia Theatre Service Corp., headed by Arthur Lucas and William K. Jenkins.

Operates in Huntsville

HUNTSVILLE, ALA.—Aaron Broadway is operating the 250-seat Star, a new house catering to colored patronage which opened here recently.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

NEW ORLEANS

MISS ROSE CARR, secretary to F. F. Goodrow of Atlantic Pictures, announces her approaching marriage to Otto Kempff, on April 27. Miss Carr has been a valued assistant in the office, and her presence and smile will be missed by all. BOXOFFICE wishes her much joy and happiness in the coming union. The groom has many friends in the city.

Jimmie Grainger, who tells the world about the excellence of Republic pictures, arrived by plane from Jackson, Miss., on March 5 and is now the guest of Leo Seichnaydre, manager of the local exchange. Grainger, who looks the picture of health, says hard work does the trick.

Harry Richman flew in from Miami Beach en route to Hollywood for a conference with producers about a "Ziegfeld Follies" picture now being planned. He was entertained by friends while here . . . Billy Grady, M-G-M talent scout, is in the city searching for a boy between 10 and 12 to play the part of "Jody" in "The Yearling." Between interviews, he is being entertained by Jimmie Briant of the local M-G-M offices.

Manager V. W. Castleberry, Affiliated Producers, is in Baptist Hospital suffering from a heart attack . . . Wm. Jenkins of the Realart, DeRitter, La., was a recent visitor on the Row, making Columbia his headquarters.

L. J. Langford of the Alamo, New Roads, was in looking over product and, incidentally, a new fishing outfit. He says there has been a great improvement in business since the advent of spring weather . . . D. J. Woodyard, who operates a tent show in southwestern Louisiana, was also a business visitor, making arrangement for product.

An eight-pound boy was born to Mr. and Mrs. W. H. Castay of Louisiana Motion Picture Equipment Co. The baby and mother are in Hotel Dieu and are doing well. So is dad, even though this is his first . . . Vic Meyers of the Orpheum is wearing a smile as big as a basket of chips. Reason: Mae West is knocking them cold in "Chickadee."

W. H. Prewett, local representative of the American Desk Mfg. Co. of Temple, Tex., now has offices with the Louisiana Motion Picture Equipment Co. He was erroneously identified as representing American Seating Co.

Remodel in Baxley, Ga.

BAXLEY, GA.—The Princess here, a link in the Martin-Thompson chain, has been remodeled. Improvements include a new front, new seats and a new marquee.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

Five Weeks for "Wind" at Nashville and Memphis

NASHVILLE, TENN.—A five-weeks' run of "GWTW" at Loew's ended February 29 with a gross attendance of 90,000, about equally divided each week. Loew's, Memphis, closed their run on the same date with a total of 115,238; for the first week, 34,803; second, 32,846; third, 22,808; fourth, 14,407, and fifth, 10,394. Manager W. L. Crull of Loew's here, attributes his more evenly distributed attendance to his smaller house with 1,400 seats.

Ed Sapinsley, Memphis Malco manager, announces a one week's run of "GWTW" at the Strand, beginning March 8. It is scheduled for a one-week run at the Belmont, Nashville, beginning March 10. The Belmont is a 1,400-seat suburban.

Knoxville Sunset Opening Due in Three Months

KNOXVILLE, TENN. — Construction on the 600-seat Sunset, which began February 15, is expected to be completed within three months, according to W. E. (Bill) Drumbar, owner. Contracts have been signed with the Hicks Construction Co., and Fred Manley, architect of Knoxville. Equipment is being purchased from the National Theatre Supply Co.

Moved in Birmingham

BIRMINGHAM, ALA. — "Gone With the Wind" has opened its fifth week in Birmingham, moving from the Ritz to the Strand, where it will be shown open house for matinees, except Sunday, and by reserved seat in the evenings. The show played a month at the Ritz.

Fire in Picayune

PICAYUNE, MISS.—The Ritz, owned and operated by W. L. Moseley, was completely destroyed by fire last week. The house will be rebuilt, with an enlarged capacity this summer.

RCA for Two in Louisiana

NEW ORLEANS—New RCA sound equipment is being installed at the Star, 1,100-seater in Shreveport managed by H. S. Glover, and at the Rex, Dixie Theatres Corp. house in Hammond, La.

Opening a Community Event

MONROE, N. C.—Opening of the new Center Theatre here recently was made the occasion of a civic event by Manager Wheeler Smith. Speakers included Mayor V. D. Sikes.

Build New First Run

HENDERSONVILLE, N. C.—Stevenson Theatres Corp., headed by S. S. Stevenson, is building a new first run theatre in the heart of the business section. The house will be known as the Embassy.

Manages Gastonia Ritz

GASTONIA, N. C.—Jackson Williams, owner of the Ritz, a theatre for colored which opened here recently, is also managing the house.



At Sneak Preview—

Miami Beach's first sneak preview held fourth at the Lincoln when "Too Many Husbands" took a bow. Above, left to right, at the preview are Sidney Meyer, Wometco circuit; Harry Cohn, president, and Nate Spingold, executive of Columbia.

OKLA. CITY

GLADYS HALE of Standard Theatres' general office mourned the death of her father last week . . . Walter B. Shuttee, Standard general manager, has been walking 36 blocks from his office to his home each evening. Seems as though the first touch of spring has him.

It is understood T. B. Noble jr., managing director of State Theatres, Inc., will be in shortly for a visit . . . Cliff Edwards was here two days for a personal appearance with "Pinocchio."

They're about ready to reopen the Ritz on northeast 13th St. Carpet has been laid, seats are in, and final painting is now under way . . . Standard Boss Joe Cooper is on the expected list; he is due in this week, probably.

Here's what happened in the Variety League last week: Warner took two from Clark Poster Service while losing one; Griffith won two and tied one in their engagements with the Paramount boys: Standard Theatres lost one while clipping 20th Century-Fox twice; and RKO beat National Theatre Supply, 2-1. *Ince of Griffith,* 210; *Nuchols,* 222; *Snider of RKO,* 222, *and Berlin Parks,* 209 *and* 204, *were in the select* 200 *group.*

Continue "GWTW"

NEW ORLEANS — Loew interests have leased the Tudor, Saenger house on Canal Street, for a continued run of "Gone With the Wind" at the same prices which prevailed for the five-week run of the film at Loew's State. Saenger houses will play "GWTW" in the territory outside New Orleans.

"Vox Pop" Program a Part Of "Biscuit Eater" Bow

ALBANY, GA.—Paramount has completed arrangements for the "Vox Pop" radio program of April 11 to originate here as part of the world premiere of "The Biscuit Eater" at the Albany Theatre on that date. The broadcast will be made from the Radium Springs Georgia Casino on the Barron Collier estate, where many of the premiere festivities will take place.

M. S. McCord to Open New Theatre at Morrilton

MORRILTON, ARK.—M. S. McCord of N. Little Rock, secretary of Malco Theatres, Inc., has bought a two-story brick building at Railway and South Division streets, and will open a theatre in the early spring. The Malco interests have operated the Rialto here since 1927.

Change Policies

ATLANTA—The Capitol here is now featuring vaudeville plus films at 25 cents the first half of the week. The Roxy, which also features flesh and films, has gone to a split week policy, with a 15-cent price the first half and a higher rate the last half.

Closing for Alterations

MEMPHIS—Fred Suzore, who operates the Suzore No. 1 and No. 2 theatres, advised his No. 2 house would be closed this week while installing new projection machines and making other major improvements.

Cooling for Waterproof

WATERPROOF, LA.—A cooling system is being installed by Manager Castleman in his theatre here. Louisiana Motion Picture Equipment Co. of New Orleans provided the product.

A Color Film Inventor Dies

NASHVILLE, TENN.—Thomas A. Killman, 76, credited with inventing important features of the film color photography process, died February 28. His son, Robert Thomas Killman, plans to continue work in process along the same line.

Fowler in Brookhaven

BROOKHAVEN, MISS.—R. E. Fowler, formerly of Lake Providence, La., is now managing the Arcade here. He replaces Eddie Boyle, who has moved over to the Rex, Abbeville, La.

M. A. Lightmans Vacationing

MEMPHIS—M. A. Lightman, president of Malco Theatres, Inc., and Mrs. Lightman, left by car for Miami Beach, Fla., and Nassau, where they will spend the next three weeks vacationing.

Brunswick Remodeling Program

BRUNSWICK, GA.—A remodeling program for the Ritz, local Lucas & Jenkins house, is announced by officials of the operating company.

A Liberalism Hope in Suffrage Extension

TORONTO—The granting of the voting franchise to the women of the Province of Quebec by the legislature is expected to bring about a reorganization of the film censorship policy of the Quebec government, according to a view among Canadian film distributing companies in Toronto.

Since 1925 the women of Quebec have carried on an organized campaign for the securing of the right to vote, a privilege that is enjoyed by the female sex in all other provinces of the Dominion, and such provision is now before the legislative assembly as a government measure. Film censorship in Quebec has always been tough but with women entering provincial politics it is believed that the restrictive views will be ameliorated.

If the board of moving picture censors had adhered strictly to its policy of condemning all films referring to the subject of divorce, "Gone With the Wind" would not have been shown in the Province of Quebec. It is said that this is the first picture to be passed in which the word "divorce" has been spoken or implied. Incidentally, "Wuthering Heights" was held up for a lengthy period and then was materially altered by the board. Another angle to the situation is the ban on juveniles under 16 years of age at all cinemas which has long been a sore point because the women cannot take their children to the shows but must leave them parked elsewhere while they enjoy a screen entertainment.

With the "recognition" of women by the Quebec government there is even the prospect that a woman may secure appointment to the Quebec Board of Censors in due course and the decision as to what is going to be seen on the screen would not be monopolized by mere man.

Children in Quebec May See Selected Films Before Long

MONTREAL—The day may not be far away when children will be allowed to see motion pictures in the province of Quebec that have been carefully selected by a censorship board composed by religious and other community leaders interested in the educational development and moral safeguarding of minors, Hon. Wilfrid Girouard, K. C., attorney-general, hinted here.

As it now stands in the statute books, the law ties the hands of the government, and no permission is supposed to be given for the admittance of minors to theatres. There have been notable exceptions, such as "Gulliver's Travels" and the pictures of the King and Queen tour of the Dominion last summer, but just the same, it is not legal.

Girouard admitted the situation was somewhat untenable. He felt a change was needed and said the government was not looking askance at the suggestion that an impartial board be set up to pass on films that would be suitable for children. The educational possibilities of films are so well known that it is useless to talk about them, the attorney-general stated, and he felt there would be little objection to the showing of certain types to juniors.

The suggested board would be composed of a Protestant minister, a Roman Catholic priest and one or two other persons with the right background to decide as to what films would be suitable for children.

Girouard seemed to feel when the government allowed the showing of certain films to children, local houses did not fulfill their part of the bargain by rounding out the program with shorts that were also fit for child and adolescent consumption. Quite recently, he said, a local theatre was told it could show a certain picture providing the remainder of the film fare was suitable for minors. The management showed instead "some horror picture which wasn't even amusing to those who accompanied the children," according to officials.

March of Time Reel Barred As "Political Propaganda"

TORONTO—The city is in the midst of a political uproar as Premier Hepburn, in his capacity as chairman of the censor appeal board, banned the March of Time issue, "Canada at War," from Ontario. The Premier alleges the reel comprises political propaganda for the Dominion Government which is now in the midst of campaigning for the federal elections to be held March 26.

The reputed story behind the decision to ban the March of Time issue holds that Hepburn is at odds with Mackenzie King, Canadian premier, and Hepburn forced the forthcoming elections with his official criticism that Canada was lagging in its war effort, although both Hepburn and King are liberals.

Hepburn said that no film aiding any political party will be passed in Ontario. The picture has been withdrawn from the local Uptown and from the Capitol in Ottawa where it had been privately previewed by federal government officials, although it is being released in Quebec and Manitoba provinces.

The producers of the film announce that the picture was started last November, before the Canadian elections were called, and was made primarily for showing in the states. The national film board cooperated with the producers and the Canadian Broadcasting Corp. boosted it on the air, but Hepburn declares that the film will be withheld until after the elections.

Rochemont Lashes Ban On "Canada at War"

NEW YORK—Lashing back at Ontario's ban of "Canada at War," latest March of Time release, Louis de Rochemont, producer of the series, charges the film was ruled off because of political pressure forced on the provincial censor board of Premier Mitchell Hepburn.

"Apparently 'Canada at War,' can be shown everywhere throughout the world except in Russia, Nazi Germany, and the Province of Ontario," said de Rochemont. "This film was prepared for world-wide exhibition and Premier Hepburn is attaching rather undue importance to himself if he thinks the March of Time spent three months filming 'Canada at War' to refute his charges that Canadians are lagging in their war effort.

"In suppressing this film, Premier Hepburn is adopting tactics which were employed but once before in North America—by the late Huey P. Long, who banned the March of Time from all Louisiana theatres whenever its contents displeased the Kingfish.

"Our picture, 'Canada at War,' is straightforward pictorial journalism—and we are prepared to substantiate every statement which comes from the screen."

OTTAWA—"Canada at War" has been banned in Ontario until after the Dominion elections March 26, but Premier Mitchell Hepburn has not indicated whether the restriction will be lifted after that date. In what is adduced to be a direct criticism of the Mackenzie King government, Hepburn states:

"No one party, the one in power or any other, is going to get away with that sort of thing. I would not allow a picture like this to be shown whether it was a National, a Conservative or a Liberal government in power."

Cites Film Improvement in Juvenile Return Demand

MONTREAL—Urging the Quebec government to abolish "the obsolete law" restraining managers from admitting juveniles to theatres, L. Trudeau notes that in 1939 only 17 films were banned in all Canada, whereas eight years ago 101 were rejected. This, he considers, indicates that "Mr. Breen and his friends are not asleep in Hollywood, and that their suggestions are listened to by film producers." From a statement by the attorney-general a few weeks ago he assumes that the 1928 exclusion law will be amended.

Regina Council Rejects Inspector's Tax Plan

REGINA, SASK.—City council turned down an attempt of the city license inspector to change the system of collecting amusement tax. He would have the city sell special tickets to theatres and other organizations which they would sell the public. At present these agencies collect the tax and keep figures on ticket sales themselves. Theatres paid the city more than $19,000 in amusement tax last year.

Hamilton United Dividend

MONTREAL—N. G. Barrow, secretary of Hamilton United Theatres, Ltd., announces that the directors have declared a dividend of 1½ per cent on the preferred stock, payable March 30, to shareholders of record February 29.

TORONTO

LEON PEACOCK and his wife are on a continent-wide tour. The proprietor of the Isis and Gary theatres at Calgary arrived in Toronto by train from western Canada where he bought an automobile, made the rounds of film headquarters and started on the next leg to Washington and Florida. Next Mr. and Mrs. Peacock are driving to Mexico, thence up to Salt Lake City from Hollywood and finally back to Calgary in two or three months.

Two other westerners from the Prairie Provinces to meet the boys in Toronto were Dave Oliver and P. W. Mahon. Three theatres are operated by Oliver in towns of Manitoba, these being located at Gladstone, Plumas and Austin. Mahon, a veteran exhibitor, has the two theatres in Prince Albert, Sask., the Strand and Orpheum, the former seating 1,000. *Mahon has long been an active leader in the independent organization of Saskatchewan. There was quite a stir along Filmrow when the two put in an appearance.*

C. Thomas Ross is boasting of a new arrival, a girl, and the Toronto film exchange managers became so enthusiastic they almost cut the film rentals for his theatre, the Royal in Bowmanville, Ont. Mr. and Mrs. Ross now have three, two boys and a girl. Tom is past president of the Allied Exhibitors of Ontario, of the Bowmanville Rotary Club and the local baseball club . . . A visitor to Toronto from the States was Arthur A. Lee of New York, head of GB Pictures.

Empire-Universal news: A. W. Perry, general manager, went to Montreal to confer with M. J. Eisman, formerly of Warner, who has been installed as Montreal branch manager; Cecil Black of the booking department, Toronto, has gone to Winnipeg where he has been appointed salesman of the Manitoba branch; Walter Kennedy, advertising manager, has secured a Canadian tieup with Andrew Jergen's, Ltd., on "The Dark Command" and with Kresge's Stores and the Canadian Waist Co. on "It's a Date." Kresge's bought 10,000 *fan photos of Deanna Durbin to be used as soda fountain giveaways with a special sundae.*

Associated Theatres personals: J. A. Kadirka, assistant manager to Jack Marshall of the Rideau, Ottawa, has been appointed to the head office staff at Toronto; Dewey McCourt, formerly assistant manager under Tom McKnight at the Patricia, London, has been transferred to the Rideau, Ottawa. Kadirka was originally at the Grand, Sudbury, under Manager Lorne Moore. Dick Main, general supervisor of theatres, has returned to Toronto after an inspection of theatres in northern Ontario where business is booming.

Visitors from Ontario points: Robert Hambleton of Simcoe; Abe Rappaport of Campbellford; A. Saso, Roxy, Barrie; Sam Merlina, Uptown, Orangeville; Bill O'Regan, Ottawa; Tom Ross, Bowmanville. Hambleton has three theatres, the Norfolk, Simcoe; Capitol, Delhi and the Capitol, Tillsonburg, in the tobacco-growing district of western Ontario and, with the huge crop sold, business has been lively. Rappaport has recovered from his recent illness, while O'Regan is particularly busy with the Francais, Victoria and Laurier theatres during the enforced absence of Donat Paquin, proprietor, in the hospital.

Two screen celebrities due in Toronto are Nelson Eddy and Flora Robson. Eddy is singing at Massey Hall March 13, while Miss Robson flew to Toronto, after working in "The Sea Hawk," for the premiere of "Ladies in Retirement," opening at the Royal Alexandra March 11. She has been getting plenty of newspaper references because of her work in "Fires Over England," "Wuthering Heights" and other pictures.

M. Axler, supervisor of 20th Century Theatres, reported excellent results from the six-day engagement of "Hell Below" at the Centre, London, the usual policy of the theatre being to change programs twice weekly. A special campaign featured the showing . . . Ray Allen held "Shipyard Sally" for a second week at the Hollywood, Toronto. This picture played four weeks at Vancouver; two weeks at the Rio, Winnipeg, and opened at the Centre, Ottawa, March 6, for an unlimited engagement.

With the victory of Seabiscuit at Santa Anita, unusual interest has been aroused in the short, "The Life of Seabiscuit," although it had played at the Imperial, Toronto, some weeks ago. Sport writers and radio commentators attended a special screening of the picture at Empire-Universal and several newspaper and air plugs resulted . . . Manager Fred Jackson of Loew's, London, opened a reserved run of "Gone With the Wind" March 8 with performances starting daily at 9:30 a. m. This is the first time that morning shows have been regularly scheduled in London.

Louis Rosenfeld, general manager of Columbia Pictures of Canada, Ltd., has gone to Florida to enjoy the remainder of the winter. He is joining J. J. Allen, who already has been in the south for several weeks . . . Sam Merlina has reopened the Uptown, Orangeville, after remodeling the house and installing new seats.

Jack Wellard, formerly with Columbia in Toronto, and now manager of the Royal, Parry Sound, reported he is busy with preparations for the construction of a new theatre in that town where business is on the up because of war orders.

British Film Trade Presses for Loan

London—The British film industry is pressing Sir Andrew Duncan, president of the board of trade, to allocate $7,500,000 for the establishment of a credit bank to restore the industry. The Quota Act expires March 31, and the industry has been asked to let the president of the board of trade have their suggestions as to how they would replace it.

Loew's in Toronto May Go To Reserved Seat Policy

TORONTO—Possibility of the permanent adoption of a reserved seat policy for evening performances, is being considered for Loew's here, because of the manner in which the plan has worked out for the Canadian premiere of "Gone With the Wind," now in its seventh week, according to Manager Jules Bernstein. This would take in the advance sale of tickets and the starting of evening shows at an announced hour, with matinees remaining on a continuous basis.

Bernstein declared the reserved plan had a number of distinct advantages and he was giving serious consideration to the adoption of the idea following the close of the present engagement through which the details had been given a thorough test.

Morning Shows Round Up London Children for ARP

LONDON—One of the greatest worries of Air Raid Precaution wardens in Great Britain is how to keep the youngsters off the streets during the day time.

One of the best ways has been found in the motion picture. In almost every concentration point for children morning picture shows are held. Not one child thinks of "skipping." They all attend. Should a warning be sounded they can easily be handled and directed to warning cellars. To try and gather them off the streets would be almost impossible.

Run of "Girl Must Live" Brings Many Bookings

TORONTO—The unusual success of "A Girl Must Live" in playing seven weeks at the Eglinton, local suburban deluxer, has been followed by booking the picture into four other theatres of the Famous Players circuit simultaneously for one week. These were the Alhambra, Beech, Palace and St. Clair in separate sections of Toronto.

The Eglinton, managed by Bob Eves, has followed this picture with the North American premiere of "Twenty-One Days" on an unlimited basis.

Canadian Sound Equip. On Technical's Business

TORONTO—Canadian Sound Equipment, 2 Wendover Road, has been organized to take over the business of Technical Service Co. and is handling RCA special products, with a department for sales and service on theatre equipment. S. A. Goldhamer, formerly with Dominion Sound Equipments, Ltd., retired from the Technical Service Co. and W. Evan-Jones, formerly with that company, has become general manager of Canadian Sound Equipment.

Pathe Fire in Paris

PARIS—A fire at the Pathe studios destroyed seven sound stages valued at $500,000. In production at the time was "Hitler Told Me," by the former Nazi leader in Danzig, Herman Rauschning.

Only Economic Obstacles Bar Way of Television

MONTREAL—With television technically here, only economical obstacles remain to be overcome before it becomes a regular service in Canada, E. C. Grimley, president of the RCA-Victor Corp. of Canada, assured a joint meeting of the Advertising and Sales Executive Club and the Electrical Club at the Mount Royal Hotel.

A $250,000 investment, to obtain a transmitter, camera, and other equipment, and a license from the Canadian Broadcasting Corp. from a band 6,000 kilocycles wide are the principal requirements, Grimley declared, although almost as important are the questions of distance, organization and cost of programs and sponsors.

"I believe that these economic problems will be solved and we will see a regular television service within a reasonable time," Grimley maintained.

Balcon Quits BFPA

LONDON—Because of differences over the manner in which the organization conducts its affairs, Michael Balcon has resigned as president and member of the British Film Production Ass'n. Balcon has also withdrawn his company from the body.

Improve Belsize

TORONTO—The Belsize is in the hands of the contractors, without interruption to performances, for the installation of an air-conditioning and ventilating system after which Manager Al Sedgwick will put a new policy into effect which will include smoking in the large balcony.

MARITIMES

MR. AND MRS. F. G. SPENCER of the F. G. Spencer Co. circuit have left Saint John to spend several weeks at the Princess Issena Hotel, Daytona Beach, Fla.

Nancy MacDonald, stenographer at Empire-Universal, was honored just prior to her marriage recently when the staff presented her with a silver tray. At the same time, Arthur Heenan, shipper, who was married some time ago, was made the recipient of a lamp.

Edmund (Ted) A. Chase, chief operator at the Strand, Saint John, N. B., is making a satisfactory recovery after undergoing an operation for appendicitis at the Saint John General Hospital.

J. A. Williams has opened his new theatre, the Capitol, at Chipman, N. B. which is to replace the Chipman.

The 20th casualty list of the Royal Air Force contained the name of Pilot Officer O. W. Bligh, son of W. O. Bligh, theatre owner of Berwick, N. S., who was killed in action with the enemy.

Fred Gregor of the Majestic, New Waterford, N. S., spent several days in Saint John recently. Another visitor to Filmrow was C. C. Curran of the Dominion Sound Equipments, Ltd., Halifax, N. S.

SASKATCHEWAN

WITH winter on the wane, a comparatively mild winter for Saskatchewan, that saw more showhouses open at country points than in many years because of unblocked roads, the motion picture industry is picking up in most centers. Business conditions, however, are erratic in keeping with the attitude of the public. The combination of a general election and the increased military activity everywhere as Canada prepares for her part in the war has had its effect, some good shows getting no play at all and other so-so pictures doing remarkable business.

The first war scare over, theatre owners are returning to plans for remodeling and building shelved last September. A fair amount of such work can be expected this spring. Indicative of this, Famous Players Canadian Corp. is enlarging the original scheme of renovations for the Metropolitan in Regina. Dan Stock, young Regina architect, has just completed work on supervising the building of a new showhouse at Kimberley, B. C. J. Dorfman, operator of the Herbert Theatre, Herbert, is opening a house at Vanguard.

Arrangements are being made by Manager Otus Bowes of the Grand, Regina, to again stage an Easter pantomime at his showhouse in keeping with the swing to things patriotically British . . . Plenty of British-made films being shown in the west now.

Plenty of extra kid business is coming the Rex's way in Regina since a tie-up with radio station CJRM's "Circle K Club" on Saturday mornings. H. A. Bercovich, manager, has always had a kid's morning matinee with a giveaway at the door. Now the Kellogg company, which stages the radio program, provides the giveaways and plenty of air announcements during the program broadcast from the theatre.

Cec. Black is back in the West as new salesman for Empire-Universal with headquarters at Winnipeg. More recently he was at the Toronto headoffice . . . No successor for the late Harry Marrs as manager of the Orpheum, Moose Jaw, chosen yet . . . Saskatchewan's cabinet members were guests of Manager Bill Novak of the Capitol, Regina, at a preview of the first March of Time short dealing with "Canada at War."

Heightened by the growing consciousness the country is really at war, "The Royal Visit," the pictorial record of the visit to this continent last May of King George VI and Queen Elizabeth, is drawing big crowds to houses in the smaller cities and towns where it is playing. The Prince Albert Orpheum did turn-away business.

Complete with sound, a film has been completed by the federal government Prairie Farm Rehabilitation and Assistance Commission and is being shown throughout western Canada to aquaint farmers of the proper way to prevent soil drifting and harbor water. At a recent showing in Shaunavon, 500 farmers attended at the Legion.

The Plaza, Shaunavon, reported plenty of good business from the Louis-Godoy fight pictures . . . With Shaunavon out of the drought belt through the 1939 bumper crop, schedules have returned to six days a week . . . Miller's Showhouse, Spalding, drummed up plenty of interest in "The Lion Has Wings" through the discovery a district boy, now serving with the Royal Air Force, is shown briefly in the picture . . . The Star, Unity, finds there still is value in amateur program nights as audience pullers for small towns.

Spring schedules already are in effect in some small towns. Lanigans' theatre is adding a newsreel in view of current demand . . . Finding Monday a bad business night, the Empress, Lloydminster, has made it "students' and children's guest night" with a two-for-one admission price . . . The Onyx, Perdue, drew farmers with a series of power farming motion pictures . . . The Roxy, Yorkton, finds business for Wednesdays with an Amateur Night show.

On complaints of American visitors to Canada that they have been refused the premium on United States money when they tendered it in payment at some places of amusement, a general order has gone out to Royal Canadian Mounted Police to see the foreign exchange control board's order the premium must be paid is carried out.

Technicolor films of industrial and entertainment subjects replaced speech-making at the annual dinner meeting of the Capital Ice Co. in Regina. Trans Canada Airlines has a 45-minute colored travel picture which it is currently showing to club meetings of Kiwanis, Rotary and the like across Canada.

Where possible, regular theatres are being booked by "The Dumbells," Canada's famed war time concert hall troupe that did yeomen service in the World War and has now been revived again for entertaining the Canadian active service forces.

Charlie Bahrynowski, manager of the Metropolitan, has returned home after being absent on business in Fort William following the death there of his mother. He visited in Winnipeg en route west.

Manager Bill Novak of the Capitol, Regina, got plenty of early interest in "GWTW" through a hookup with the Independent Daughters of the Empire group to sell dime chances on tickets for the show for weeks in advance. With a draw being made on the theatre stage every night interest was keen.

Now Dictionaries As Inducements

Toronto—A wave of premium stunting has swept independent theatres here in the simultaneous adoption of a dictionary inducement, apparently in concerted opposition to the "Book Night" stunt in vogue with theatres of the Associated circuit. Volumes of an encyclopedia are being offered from week to week by at least seven local independents located in various sections of the city.

MONTREAL

ALTHOUGH Lent has meant lean audiences for many theatres in Montreal, all are not affected alike. In some districts managers have noted a tendency of Lenten observers to give up card parties and other home entertainments, but to continue to patronize the theatres.

The tremendous growth of the vogue for skiing, especially on fine Sundays, has had a detrimental effect on theatre audiences, as so many young people go to the Laurentian mountains weekends and do not get home in time to take in a Sunday evening show.

Jules Duhamel, manager of the Passe-Temps on Mount Royal Ave., is contemplating making some interior changes this spring and also remaking the facade of the theatre.

Bell Telephone Co. is making use of the films to educate citizens on telephone progress and problems. J. W. Shea, manager of the company's St. Lambert office, has arranged showings in the Masonic Hall of the Royal Visit, "An Empire Link," tracing a telephone call from Vancouver to Plymouth, England; "The Hurricane's Challenge," showing restoration of thousands of miles of telephone lines damaged by storms; "Operator," picturing the switchboards in the heart of a central exchange; "Fundamentals of Acoustics," explaining the phenomenon of hearing over wires, and "Getting Together," in which the telephone is explored and the 274 parts of a dial telephone are assembled.

"Ski Ways," an Associated Screen News cameo produced by Gordon Sparling, ASN director, is running at the Palace . . . Prosecutions for admission of juveniles to motion pictures continue. Four theatre managers have been arraigned on six charges, and remanded on bail to face trial.

Films are being increasingly used for British propaganda. In this connection Sir Kenneth Clark, director-general of the film division of the British Ministry of Information, has commissioned three films, "All Hands," "Dangerous Comment" and "Prattle" to be made at Ealing Studios as weapons in the anti-gossip campaign.

Gratifying to Manager Phil Maurice, "Gone With the Wind," in its third week at prices ranging from 75 cents in the morning to $1.25 at night, is still playing crowded houses.

Leo Choquette, who recently took over a new theatre at Kenogami, was a Filmrow visitor. Mel Lodge of Danville and Georges Hebert of Brownsburg also looked in . . . An unusual visitor was Jack Butler, former manager of Vitagraph at Saint John, New Brunswick, who is now operating theatres at Moncton.

Joe Dolman, booker at Columbia Films, has recovered from a severe cold . . . Phil Sherman, new manager of Warner-Vitagraph, screened "The Story of Dr. Ehrlich's Magic Bullet" before an appreciative audience. It opens this weekend at the Palace.

Pictures With Divergent Themes to Film Society

OTTAWA—Widely divergent themes were seen in a range of pictures viewed at a gathering of the National Film Society in the auditorium of the National Museum, the outstanding being a propaganda film, "The 400 Million," dealing with the war situation in China and produced in the United States by Joris Ivens with Fredric March as commentator.

Other subjects included "The Case of Charlie Gordon," a Canadian government film depicting the economic evolution in the struggling middle west; "What Ho, She Bumps," a British color cartoon; "King Penguins," British instructional release; "Patrol to the North West Passage," a record of the annual 12,000-mile voyage by a Canadian government ship to the Arctic produced by Richard Finnie of Ottawa, official photographer, and "Rural Quebec Folkways." The Arctic film revealed the presence of British marines at a far northern ocean port.

Find More Boon Than Bane In Coal Drivers Strike

TORONTO—The theatres of Toronto came through a three-day strike of coal drivers without unpleasant result. Although many firms and houses were caught short-handed and no coal was delivered except to hospitals, all theatres had a sufficient supply in the bins to maintain proper temperature and business was helped when people went to shows to get warm.

To "London" Bow

LONDON, ONT.—Chosen by lot to represent the city council, Ald. S. F. Copp went to New York for the premiere of "Sidewalks of London." This city was one of several Londons scattered throughout the continent represented at the opening. Copp also appeared on the "Professor Quiz" program.

Revues by Soldiers

LONDON, ONT.—Instead of the usual film show, a musical comedy revue, presented by soldiers now in training at Queens Park here, provided the entertainment at the Palace recently. Soldiers' nights will probably become a periodic feature at the Palace.

Brings Morning Shows

LONDON, ONT.—"Gone With the Wind" has brought to London for the first time regular morning shows. The picture opened at Loew's, March 8. Showings commence at 10 a. m. daily.

Adds Giveaway

LONDON, ONT.—The Patricia here has added an encyclopedia giveaway on Wednesday and Thursday nights to its Foto Night contest, held on Friday.

Directs "A Cup of Coffee"

HOLLYWOOD—Preston Sturges will direct "A Cup of Coffee" for Paramount from his own script. William Holden and Betty Field are co-featured.

WINNIPEG

AFTER their pleasing experience last week, showmen here are regretful only because Leap Year comes as rarely as it does. "Sadie Hawkins Night" proved a bonanza to the film trade, with capacity houses at all theatres, the females doing all the ticket buying.

Eddie Newman, Lyceum, cooked up a smart idea for "Charlie McCarthy, Detective" in the form of a telegram which he arranged to be sent by Universal's general manager to the Winnipeg Free Press *suggesting their cooperation in giving a free show of the film for orphan children of the city. The newspaper jumped at the chance and, as a result, Newman is getting much free publicity.*

After two successful weeks, the Capitol has taken off "Gone With the Wind" and is now playing "The Fighting 69th" . . . The campaign against crime cartoon magazines is well under way. Although no official action has as yet been taken, the attorney general's department is making an investigation under pressure exerted by a committee of child welfare workers.

Leno Toraldo steps up to run the newly opened Orpheum's policy of films, thereby taking his place in the ranks of the downtown managers. Toraldo made quite a record as an enterprising showman during his stay at the Uptown . . . J. Zaitzow of Melville, Sask., was a visitor.

VANCOUVER

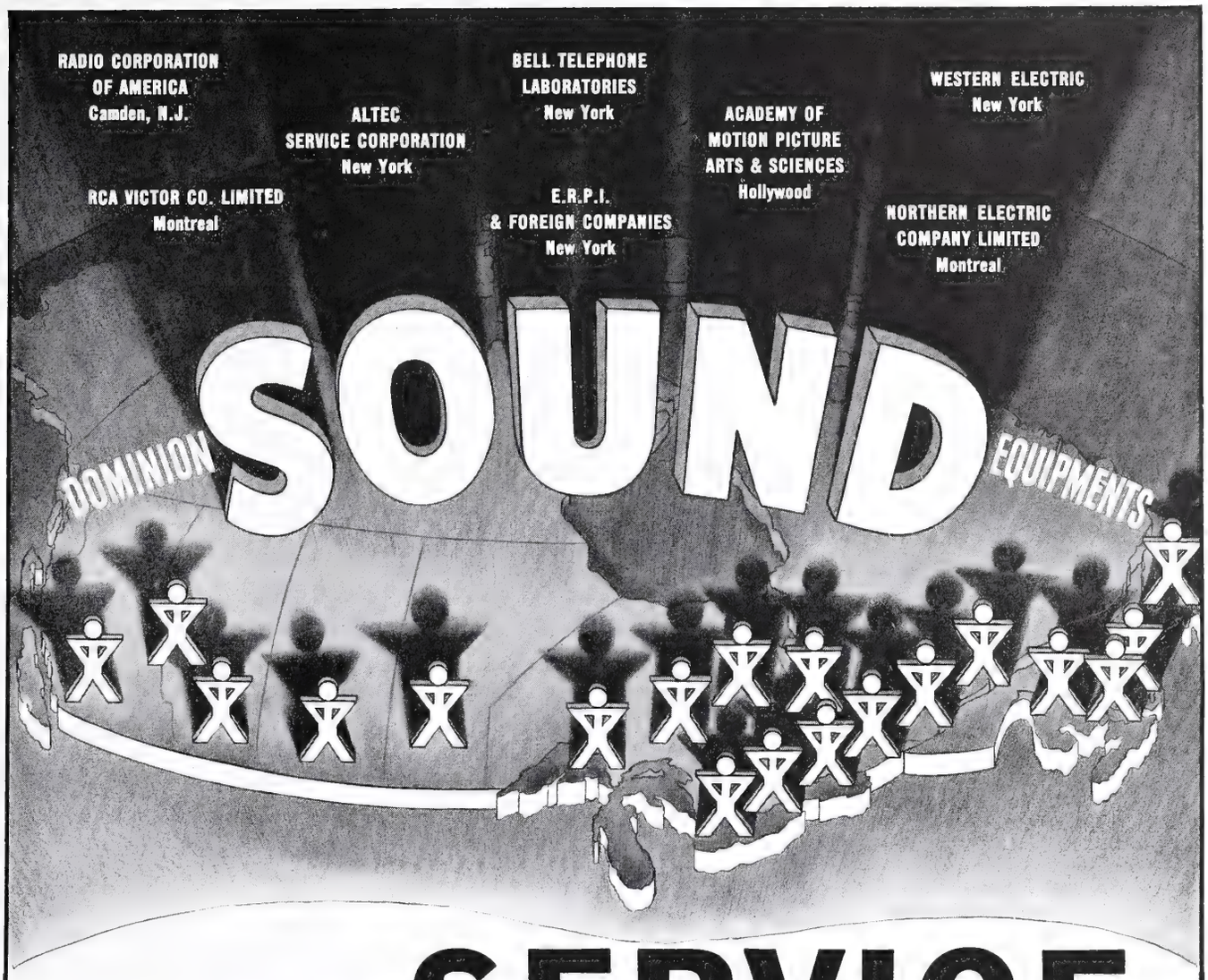
TEN of the independent houses simultaneously put on a Guest Night, which has been tried before under the name of Pal Night; it is a case of two admissions for the price of one, whereby the attendance must be doubled to give the box-office an even break. According to non-participants, this plan is just another way of cutting prices in two, and is considered a poor policy and tending to make the theatregoing public expect lower amusement costs.

The outward evidence of the work of renovation and improvement to the Royal, is the erection of a large illuminated sign making its name visible for many blocks along Hastings Street.

Tom McClellan, who guides the fortunes of the community theatre at Brittania Mines, visited Filmrow and reports good attendance due to the full time work there, on account of the demand for copper, an essential war material.

"Obie" O'Brien, auditor for Warner, has been working in the Vancouver office for the past week.

"Dr. Ehrlich's Magic Bullet" was previewed at the Kerrisdale last week . . . L. A. Allen, former manager of the local GN office, is in the east, and has not made any statement of his plans for the future, though it is expected that he will settle here and practice law.



LOW-COST SERVICE

(WITH FULL INSURANCE PROTECTION)

backed by World-Wide Experience and Intensive Laboratory Research

Across Canada stretches a network of Dominion Sound service engineers. Strategically located to render immediate service anywhere in the Dominion, these skilled men provide the fast, low-cost service vital to every exhibitor. Dominion Sound Equipments combines up-to-the-minute technical knowledge with world-wide practical experience relating to the installation and maintenance of theatre sound reproducing equipment—thus it is the *only* organization in Canada to provide a truly reliable service to Northern Electric and R.C.A. theatre sound equipment. Discuss this service with our nearest engineer or write direct for full details and costs.

503

Service Engineers located at

1. ST. JOHN'S, Nfld.
2. SYDNEY
3. HALIFAX
4. SAINT JOHN
5. QUEBEC
6. MONTREAL
7. OTTAWA
8. KINGSTON
9. KIRKLAND LAKE
10. SUDBURY
11. TORONTO
12. HAMILTON
13. LONDON
14. WINDSOR
15. WINNIPEG
16. REGINA
17. CALGARY
18. EDMONTON
19. VANCOUVER

Dominion Sound Equipments

LIMITED

Head Office: 1620 Notre Dame Street West, Montreal

BRANCHES AT HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER

A Film Report by Welfare Council

OTTAWA—The following recommendations have been issued by the Canadian Welfare Council, the semi-official agency of the Canadian capital, on current productions for the guidance of parent, teacher and social study organizations:

"Little Accident"—Baby Sandy again takes the center of the stage. There is human interest too and a fairly charming love affair. The family.

"Gulliver's Travels"—Away from any hint of the tragic world in which we live, into the fantasy, humor and gay absurdities of Gulliver's adventures with the little people of Lilliput, this story has successfully been made into a full-length colored cartoon. It is excellent entertainment for children, as there is nothing in it to frighten them, and enjoyable for adults too.

"Danger Flight" — Another Tailspin Tommy picture. For children.

"Our Neighbors, the Carters"—One of the most human interest stories produced in a long time, this picture deals with a small-town family who are happy when things go well and "take it" like thoroughbreds when things do not go well. Old folk will enjoy it immensely and young folk should be made to see it to appreciate their parents' sacrifices. Excellent for every member of the family.

"That's Right, You're Wrong"—A good comedy with music, starring Kay Kyser and his band of radio fame. The family.

"First Love"—A delightful picture, starring the lovely Deanna Durbin in her first grown-up role. It is lavishly produced, as are all of her pictures. Her voice has matured considerably since her last feature and her singing is more enjoyable than ever. The family.

"We Are Not Alone"—Adapted from the novel by James Hilton, author of "Goodbye, Mr. Chips," this is a sombre but unusual story, superbly acted. Paul Muni, as the hero, equals his artistry in "Louis Pasteur." Adults—too poignant for children.

"The Great Victor Herbert"—One of the most charming of musical pictures, wherein the compositions of the well-known American composer are defty woven into an agreeable love story. The family.

"Everything Happens at Night"—Fair entertainment, starring Sonja Henie, who only does one skating routine, however. The Family.

"Balalaika"—An operetta, lavishly produced, although the story is a bit weak. Nelson Eddy's rendition of "Silent Night" is notable. The family.

"Swanee River"—Very good entertainment, with Technicolor photography. The greatness of Stephen Foster's fate was that his songs are loved and are eternal possessions of America; the failing of his fate lay in his personal tragedy. The family.

"The Secret Four"—This espionage melodrama is pretty exciting fare. For adolescents and adults.

"The Fighting 69th"—A virile war melodrama with plentiful comedy. Based on the records of Father Duffy, chaplain of the first regiment to go Overseas in the World War, it penetrates deeply into the hearts of men. As there is no romance, it will appeal particularly to men and boys.

The following comment is offered regarding a number of selected short subjects:

"Crisis in the Pacific" (March of Time) —With brilliant flashes of war conditions over the world, the picture comes back to the Pacific situation as the one that most closely concerns the United States. Emphasis is laid on the sources of disagreement between the United States and Japan. Adults.

"Peace on Earth"—A single-reel cartoon by Hugh Harmon which brilliantly satirizes man's futile hatreds as viewed by the friendly squirrels.

"The Bill of Rights"—Made in Technicolor, this short tells the story of the origin of the Bill of Rights and the provision of the legislation for freedom of worship, of speech, of trial by jury, warranty of freedom against search and seizure and other rights and privileges not contained in the Constitution of the United States. Excellent for family.

"Book of Books"—The infinite patience and skill required in the making of the Bible, presented in an exceptionally informative artistic and dignified manner. Adults and young people.

Typing Contest Is Filmed

MONTREAL—Associated Screen News has produced something novel in the way of rapid-fire industrial motion pictures for Underwood Elliott Fisher, Ltd. The new film, "The Typing Battle of the Century," tells the story of the recent international typewriting marathon at the Canadian national exhibition in Toronto.

: Chase in Auditorium :

TORONTO—Patrons at the Uptown, big Toronto house, had a day-long taste of real-life drama with excitement galore off-screen that upset the entertainment routine when police pursued a bank robber into the theatre shortly after the start of the matinee performances.

The armed hold-up man kidnaped a taxi driver for the robbery and made his escape amid a fusillade of shots, the cab being immediately traced to the Uptown. Upon the entry of the police, the house lights were turned on and a dozen officers fine-combed the audience and searched the seats but without result with the exception that an overcoat, gun, hat and briefcase were found in the men's lavatory. The police surrounded the theatre for the remainder of the day and, at the close of the feature at 5 p. m., the show was stopped for another search with the aid of a floodlight lamp which was brought out on the stage, facing the audience. But the robber, who had secured $646 from the bank, could not be found. The Uptown, which seats 2,800, was given another going-over following the last night performance.

In the meantime, the newspapers were giving scare-lines to the story, playing up the fact that the ace theatre was being searched for the crook. At the time of the robbery, the crook was wearing sun glasses and a patch of adhesive tape on his face.

VICTORIA

AS A special leap year attraction the Capitol, Dominion, and Atlas ran ads in the local papers and featured lobby displays to announce that at the evening performances on February 29 some young lady in each theatre would be presented with one male. Catch lines such as "Is he tall?"—"Is he fair?"—"Will he stay home at nights?"—and many others were used as teasers. A male in the form of a male scotch terrier pup was presented to a young lady in each theatre and caused considerable merriment among the patrons.

To advertise the showing of the "Hunchback of Notre Dame" at the Capitol, the management secured an old car and attached to it a large cutout of the hunchback, so that it appeared he was trying to steal a ride in the back of the car. Suitable advertising matter was placed on the car and it was driven through the main streets previous to and during the showing of the picture.

Members of the Kiwanis Club of Victoria were entertained recently by motion pictures of the Royal Visit to Victoria which were shown at the Empress Hotel by F. J. Pearce. The pictures were taken by C. J. Pendray and Douglas Scott.

England Losing Out to America in Television

LONDON—England, supreme in the field of television before the outbreak of war six months ago, is rapidly losing ground to America, in the opinion of Sol Sagall, managing director of Scophony, Ltd., who urges that steps be taken at once to revive the industry in England. British Broadcasting Corp.'s television activities are now at a standstill.

Celebrate Mayor's Birthday

OTTAWA—Mayor Stanley Lewis of Ottawa had his birthday on February 29 this year providing the 12th observance of the personal event. This took the form of a special midnight show at the Capitol, when Manager Ray Tubman organized a program during which the Mayor was welcomed on the stage. The performance was held as a patriotic benefit, proceeds going to military organizations.

They Think of Other Things

London—That British Tommies on duty in France think of things other than war is disclosed in a poll conducted by the "London Sunday Express" in which they voted for most glamorous film stars.

The six beauties whose pictures were most requested to decorate their trench headquarters were, Dorothy Lamour, Madeleine Carroll, Claudette Colbert, Ellen Drew, Patricia Morison and Barbara Stanwyck.

Newsreel Sleuthing

WINNIPEG — An interesting experience embodying the principle of cooperation between showmen was that which Eddie Newman of the Lyceum here met with recently.

Eddie received a letter from the manager of the Auditorium at Indian Head, Sask., which told him that patrons of the Auditorium had received a letter from some friends in Winnipeg. These Winnipeg friends reported that they had seen in a recent newsreel at the Lyceum the face of a mutual friend. The Indian Head people were of course eager to see that particular newsreel, and asked the manager of the Auditorium to show it. That gentleman, eager to oblige, got in touch with Eddie in order to ascertain what the newsreel was. Newman found out that the film in question was released by a firm which was not dealing with the Auditorium but that the film was showing that week at the Metropolitan, Regina. He wired this information immediately. Since Indian Head is only a short distance from Regina, the patrons of the Auditorium will be able to make the trip without any difficulty and see their friend in the newsreel.

Laughton as "Half Rogue"

HOLLYWOOD—RKO has purchased Garrett Fort's "Half a Rogue" as a forthcoming starrer for Charles Laughton. Erich Pommer will produce and Louis Bromfield has been assigned to script.

A Seven-Week Run for "GWTW" in Toronto

TORONTO—"Gone With the Wind" is in its seventh week at Loew's here, for its Canadian premiere.

It will next be transferred to the Tivoli in downtown Toronto which seats 1,434 as against the 2,074 capacity of Loew's. Admission prices for the extended run at the Tivoli will be revised, it is intimated.

Loew's is one of the two links in Canada of the Loew circuit with headoffice in New York City while the Tivoli is a Famous Players house. The feature is playing Famous Players' theatres in Montreal, Ottawa, Hamilton and other cities.

Book Sources Popularized By Films, Says Librarian

MONTREAL—A definite increase in interest in books trails release of their motion picture versions, according to the annual report of Miss Kathleen R. Jenkins, Westmount librarian. She credits the pictures, "Gone With the Wind" and "Wuthering Heights" as whipping up interest in the books.

Scream Routs Thugs

MONTREAL—An attempt to hold up the Empire Theatre failed when Miss Therese Amesse, cashier, confronted by two men with revolvers, screamed for the manager, Melville Cohen. As Cohen appeared, the robbers fled.

Develops a Hub

TILBURY, ONT.—What might be considered as a study in the ways and means of becoming a community center, is afforded by a glance at Manager Harold Rankin's calendar of events for his Plaza here.

For instance, on March 28, the Tilbury Snow Queen will be chosen from the stage of the theatre, and the lucky girl will be awarded the many gifts garnered from various merchants, by the mayor of the city.

An Easter Fashion Show is being presold to the citizens. A men's and ladies' fashion show are being sponsored by the shops respectively interested. A manufacturer of farm implements has scheduled a sponsored show at the Plaza, and, not to pass up anything utilizable, the space in front of the theatre has been the scene of a new automobile display, with the car mounted on a stand and floodlighted.

Further garnering the community's goodwill, Rankin has made his theatre available in the afternoon to Red Cross meetings.

Knitting Apron as Giveaway

TORONTO—The Oriole, a neighborhood house of 20th Century Theatres here, recently offered a unique premium in a knitting apron for the ladies who are busy making mitts, sox and sweaters for the soldiers. An extra 15 cents was charged for an apron.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. **3-9-40**

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... **State**.....

National Variety Club Convention

APRIL 18-19-20 _ 1940 in DALLAS!



Señor R. J. (*Wild Bob*) O'Donnell on his stud caballo, "Tabasco"

Gigantic! Stupendous! Colossal!
One solid year in the making!

3 - Soul-Stirring, Eye-Filling, Heart-Warming Days - 3

COME! Enjoy the frivolities of the Pioneer Days Celebration with the Southwest's far-famed Peace Officers, Rangers, Cowboys, Indian Chiefs.

RIDE in the famous Deadwood Stage Coaches, the Pioneer Prairie Schooners, on the backs of snorting, bucking Texas Bronchos!

DRESS UP in cowboy chaps and sombreros! YOU furnish the physique — WE, the clothes!

GO HAP-HAP-HAPPY at the Pioneer Days Village (in Athletic Club on floors 7 and 11). 'Mebby' it's your Lucky Day!

EAT right out of the Chuck-Wagon . . . the kind of food that built an Empire . . . Frijoles! Corn Pone! Hot Biscuits! Chicken in the Rough! Enchilladas! Tacos! Chili con queso and Tamales!

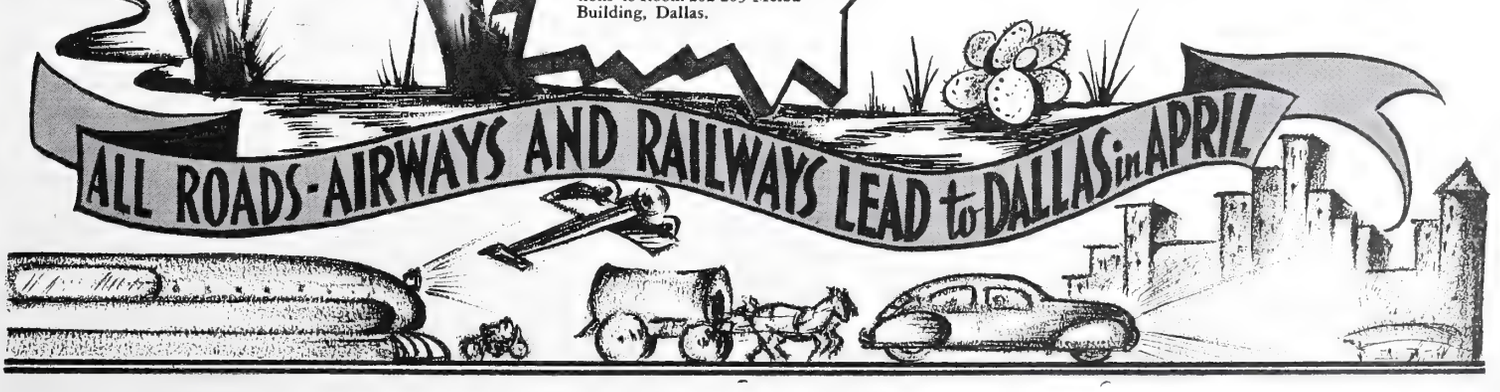
ENJOY the sights and festivities of the Frontier Frolic! Colorful! Thrilling! Joy-Packed! Your grandchildren will talk about the Mexican Fiesta!

All this and more! . . . *Plenty more!*

Early Please!

Please make your room reservations and send in your $10.00 registration check *now!*

Address all communications to Room 202-203 Melba Building, Dallas.



AFTER "WIND," IT'S "GRAPES" AND "BULLET"

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
- Cleveland, Dallas 600
- Pittsburgh 550
- Chicago ..... 400 & 290
- Detroit ..... 300 & 250
- Philadelphia ..... 260 & 215
- New Orleans 225
- New York ..... 200 & 175
- New Haven 160

GRAPES OF WRATH—
- New York 200
- Omaha 175

STORY OF DR. EHRLICH'S MAGIC BULLET—New York 180

NORTHWEST PASSAGE—
- Boston 170
- Philadelphia 165

MY LITTLE CHICKADEE—
- Kansas City 160

EXTENDED RUNS

Gone With the Wind, 11th wk., New York City; 6th wk., Chicago, Philadelphia, Seattle; 5th wk., Cleveland, Detroit, New Haven, New Orleans, Oklahoma City, Portland, Ore.; 4th wk., Pittsburgh; 3rd wk., Dallas.

Grapes of Wrath, 5th wk., New York City.

Abe Lincoln in Illinois, 4th wk., Los Angeles.

Pinocchio, 3rd wk., Los Angeles.

BOSTON

Fenway—**Brother Rat and a Baby** (WB); **Parole Fixer** (Para) 70
Keith's Memorial—**Swiss Family Robinson** (RKO); **Reno** (RKO) 75
Loew's Orpheum—**Northwest Passage** (M-G-M); **Lone Wolf Strikes** (Col) 170
Loew's State—**Northwest Passage** (M-G-M); **Lone Wolf Strikes** (Col) 160
Metropolitan—**Judge Hardy and Son** (M-G-M); **British Intelligence** (WB) 120
Paramount—**Brother Rat and a Baby** (WB); **Parole Fixer** (Para) 75

CHARLOTTE

Broadway—**Oh, Johnny, How You Can Love** (Univ) 100
Carolina—**Northwest Passage** (M-G-M) 115
Imperial—**Remember the Night** (Para) 100
State—**Frontier Marshal** (20th-Fox) 110
State—**Man From Texas** (Mono) 120

CHICAGO

Apollo—**The Light That Failed** (Para), 3rd wk. 80
Chicago—**Shop Around the Corner** (M-G-M), plus stage show 100
Garrick—**His Girl Friday** (Col), 2nd loop wk. 90
Oriental—**Gone With the Wind** (M-G-M), held 6th wk. 290
Palace—**Swiss Family Robinson** (RKO); **Honeymoon Deferred** (Univ) 90
Roosevelt—**Geronimo!** (Para), 2nd wk. 80
State-Lake—**The Amazing Mr. Williams** (Col), plus stage show 100
United Artists—**Northwest Passage** (M-G-M), held 2nd wk. 125
Woods—Same as Oriental 400

CINCINNATI

Albee—**Little Old New York** (20th-Fox) 100
Capitol—**Grapes of Wrath** (20th-Fox), held 130
Keith's—**Slightly Honorable** (UA) 130
Lyric—**Broadway Melody of 1940** (M-G-M), 2nd wk. 120
Palace—**My Little Chickadee** (Univ) 120

CLEVELAND

Allen—**Tower of London** (Univ) 100
Hippodrome—**Story of Dr. Ehrlich's Magic Bullet** (FN) 90
Palace—**I Take This Woman** (M-G-M); stage: Paul Whiteman 130
State—**The Light That Failed** (Para) 75
Stillman—**Gone With the Wind** (M-G-M), 5th wk. 600

DALLAS

Majestic—**Charlie McCarthy, Detective** (Univ) stage show 135
Melba—**Gone With the Wind** (M-G-M), 3rd wk. 600
Palace—**His Girl Friday** (Col) 125
Rialto—**Seventeen** (Para), first half 90
Rialto—**Shootin' High** (20th-Fox), world premiere, Gene Autry on stage 150
Tower—**Shop Around the Corner** (M-G-M), 2nd wk. 100

DENVER

Aladdin—**Balalaika** (M-G-M), after a wk. at the Orpheum 125
Broadway—**The Fighting 69th** (FN), after a wk. at each the Denver, Aladdin and Rialto 75
Denham—**Sidewalks of London** (Para), 2nd wk. 60
Denver—**My Little Chickadee** (Univ) 100
Orpheum—**Swiss Family Robinson** (RKO) and **Joe and Ethel Turp Call on the President** (M-G-M) 85
Paramount—**Raffles** (UA); **Man Who Wouldn't Talk** (20th-Fox) 135
Rialto—**Little Old New York** (20th-Fox), after a wk. at each the Denver and Aladdin, and **Private Detective** (FN) 110

DETROIT

Adams—**Five Little Peppers at Home** (Col); **The Big Guy** (Univ) 60
Cinema—**Ecstasy** (SR), revival, 4th wk. 70
Fox—**Little Old New York** (20th-Fox); **The Lone Wolf Strikes** (Col) 80
Michigan—**Sidewalks of London** (Para); **Brother Rat and a Baby** (WB) 80
Palms-State—**Of Mice and Men** (UA), after 1 wk. at the Michigan; **Slightly Honorable** (UA), after 1 wk. at the Michigan 95
United Artists—**Gone With the Wind** (M-G-M), roadshow, 5th wk. 300
Wilson—Same as United Artists 250

INDIANAPOLIS

Alamo—**Gentleman From Arizona** (Mono); **Heroes of the Saddle** (Rep) 90
Apollo—**My Little Chickadee** (Univ); **Honeymoon Deferred** (Univ), 2nd wk., moveover 90
Circle—**Sidewalks of London** (Para); **Llano Kid** (Para) 60
Indiana—**I Take This Woman** (M-G-M); **Marines Fly High** (RKO) 80
Loew's—**His Girl Friday** (Col); **Five Little Peppers at Home** (Col) 90
Lyric—**Village Barn Dance** (Rep), stage show 110

KANSAS CITY

Esquire—**My Little Chickadee** (Univ), held 160
Midland—**His Girl Friday** (Col); **Convicted Woman** (Col) 125
Newman—**The Light That Failed** (Para) 80
Orpheum—**Swiss Family Robinson** (RKO); **Saint's Double Trouble** (RKO) 100
Tower—**High School** (20th-Fox), Major Bowes' stage show 135
Uptown—**My Little Chickadee** (20th-Fox), held 160

LOS ANGELES

Chinese—**Man From Dakota** (M-G-M); **Congo Maisie** (M-G-M) 135
Downtown—**Castle on the Hudson** (FN); **Charlie McCarthy, Detective** (Univ) 100
Four Star—**Abe Lincoln in Illinois** (RKO), roadshow, 4th wk. 60
Hillstreet—**Pinocchio** (RKO), 3rd wk. 110
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 110
Paramount—**Seventeen** (Para), Arturo Godoy on stage 150
State—Same as Chinese 150

MILWAUKEE

Palace—**Gone With the Wind** (M-G-M), 5th wk. 150
Riverside—**Double Alibi** (Univ), Martha Raye on stage 140
Strand—**I Take This Woman** (M-G-M); **Young as You Feel** (20th-Fox) 85
Warner—**My Little Chickadee** (Univ); **Castle on the Hudson** (FN) 110
Wisconsin—**Grapes of Wrath** (20th-Fox) 115

NEW HAVEN

Bijou—**Broadway Melody of 1940** (M-G-M); **Reno** (RKO), 2nd wk. 110
College—**Gone With the Wind** (M-G-M), 5th wk. 160
Loew-Poli—**Northwest Passage** (M-G-M); **Five Little Peppers at Home** (Col) 150
Paramount—**Secret of Dr. Kildare** (M-G-M); **High School** (20th-Fox) 115
Roger Sherman—**My Little Chickadee** (Univ); **British Intelligence** (WB) 140

NEW ORLEANS

Center—**Reno** (RKO) 90
Globe—**Balalaika** (M-G-M), 2nd run 95
Liberty—**Swiss Family Robinson** (RKO), 2nd run 90
Orpheum—**My Little Chickadee** (Univ) 110
Saenger—**Little Old New York** (20th-Fox) 125
State—**Gone With the Wind** (M-G-M), 5th wk. 225
Tudor—**He Married His Wife** (20th-Fox) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 11th roadshow wk. 200
Capitol—Same as Astor, continuous policy 175
Center—**Pinocchio** (RKO), 3rd wk. ..... Good
Criterion—**The Man From Dakota** (M-G-M) 110
Globe—**Convicted Woman** (Col) 75
Paramount—**Sidewalks of London** (Para), 2nd wk., plus stage show 100
Radio City Music Hall—**Abe Lincoln in Illinois** (RKO), plus stage show 90
Rivoli—**Grapes of Wrath** (20th-Fox), 5th wk. 200
Roxy—**Of Mice and Men** (UA), 2nd wk., plus stage show 110
Strand—**The Story of Dr. Ehrlich's Magic Bullet** (FN), plus stage show 180

OKLAHOMA CITY

Criterion—**Pinocchio** (RKO) 145
Liberty—**Geronimo!** (Para) 125
Midwest—**Brother Rat and a Baby** (WB), 5 days 80
Plaza—**The Fighting 69th** (FN), moveover from Criterion 120
State—**Slightly Honorable** (UA) 100
Tower—**Gone With the Wind** (M-G-M), 5th wk. 145

OMAHA

Brandeis—**Vigil in the Night** (RKO); **Five Little Peppers at Home** (Col) 125
Omaha—**Broadway Melody of 1940** (M-G-M); **Intermezzo** (UA) 120
Orpheum—**Grapes of Wrath** (20th-Fox) 175

PHILADELPHIA

Aldine—**Swiss Family Robinson** (RKO) 70
Boyd—**Gone With the Wind** (M-G-M), 6th wk. 215
Earle—Same as Boyd 260
Fox—**Castle on the Hudson** (FN) 95
Karlton—**Little Old New York** (20th-Fox) 125
Keith's—**Vigil in the Night** (RKO) 100
Stanley—**Northwest Passage** (M-G-M) 165
Stanton—**The Saint's Double Trouble** (RKO) 95

PITTSBURGH

Alvin—**His Girl Friday** (Col) 120
Barry—**Man From Montreal** (Univ); **Secret Four** (Mono) 100
Fulton—**Little Old New York** (20th-Fox), 2nd wk., 5 days 80
Penn—**I Take This Woman** (M-G-M) 85
Ritz—**Fighting 69th** (FN); Louis-Godoy fight pictures, 2nd wk. 130
Senator—**Call a Messenger** (Univ); **Beware, Spooks** (Col) 60
Stanley—**The Light That Failed** (Para); Benny Davis revue 75
Warner—**Gone With the Wind** (M-G-M); 4th wk. 550

PORTLAND, ORE.

Broadway—**Gone With the Wind** (M-G-M), 5th wk. 120
Liberty—**Vigil in the Night** (RKO); **City of Chance** (20th-Fox), 2nd wk. 85
Mayfair—**Invisible Man Returns** (Univ); **Congo Maisie** (M-G-M) 130
Orpheum—**Llano Kid** (Para); **Fatal Hour** (Mono); Harry Owens and Royal Hawaiians 105
Paramount—**Swiss Family Robinson** (RKO); **Flying Deuces** (RKO) 100
United Artists—**Northwest Passage** (M-G-M); **Granny Get Your Gun** (WB) 150

SALT LAKE CITY

Capitol—**Return of Dr X** (FN); **Jamaica Inn** (Para) 100
Centre—**Broadway Melody of 1940** (M-G-M) 105
Paramount—**Northwest Passage** (M-G-M) 120
Rialto—**Three Sons** (RKO); **Marines Fly High** (RKO) 115
Studio—**His Girl Friday** (Col) 105
Utah—**Earl of Chicago** (M-G-M); **Congo Maisie** (M-G-M) 115

SEATTLE

Blue Mouse—**Swiss Family Robinson** (RKO), 2nd wk. 100
Fifth Avenue—**Northwest Passage** (M-G-M), 2nd wk. 110
Liberty—**Lone Wolf Strikes** (Col); **Blondie on a Budget** (Col) 90
Music Box—**Gone With the Wind** (M-G-M), 6th wk. 115
Orpheum—**Double Alibi** (Univ); **A Chump at Oxford** (UA), stage show 110
Palomar—**Charlie McCarthy, Detective** (Univ), plus vaudeville 90
Paramount—**Broadway Melody of 1940** (M-G-M); **Emergency Squad** (Para) 100

Washington Showmen Boom "Fighting 69th"

WENATCHEE, WASH.—A most effective campaign, the highlight of which was a petition that served a manifold purpose, was conducted by Charles Greime, manager, and Pat Tappan, assistant manager of the Vitaphone Theatre here, for "The Fighting 69th."

For the lobby, displays of war relics were loaned by the National Guard, the American Legion and the local museum. Outside, an atmospheric front was built with sand bags about the boxoffice and a couple of sentries marching before the theatre; and on several newsstands, copies of the issue of *Life* Magazine, which called "Fighting 69th" the Movie of the Week, were opened to that page, stapled, and placed on the stands.

The petition itself, of which 100 were mimeographed, provided space for 69 signatures and were distributed in assigned zones by 100 kids, whom an ad in the paper brought to the theatre one morning, and who were rewarded for their efforts with passes to the show.

The petition, which ballyhooed the film, asked the signer to signify whether he preferred singles or double features. Calling for both names and addresses as it did, it provided the Vitaphone with a live mailing list of nigh 3,500 names; the question created considerable word-of-mouth publicity, and of course it served to call attention to the picture.

The copy heading the petition, follows:

A Petition of Welcome to a highly entertaining motion picture "The Fighting 69th" featuring James Cagney, Pat O'Brien, George Brent, Alan Hale, Frank McHugh, Jeffrey Lynn. Coming to the Vitaphone Theatre, starting Saturday, February 3.

We, the undersigned, do hereby welcome to Wenatchee such highly entertaining pictures as "The Fighting 69th," and are glad to see such grand screen stars as James Cagney, Pat O'Brien, George Brent, Alan Hale, Frank McHugh, and Jeffrey Lynn portraying a scrappy gang of soldiers who wouldn't miss a fight for love or money.

Furthermore, we believe that what this old world needs is more laughs, and that there is no greater entertainment than to relax in complete comfort at the Vitaphone Theatre and enjoy a good show with a lot of laughs in it.

And we all want to pack up our troubles in our old kit bag, and smile, laugh, and yes, howl at the "Fighting 69th," coming to the Vitaphone Theatre for five big days—Starting Saturday, February 3.

PLEASE NOTE: The signing of this petition does in no way obligate you in the least. This petition is circulated merely as a means of informing you that "The Fighting 69th" is great entertainment. It is also being used as a means to find out whether you prefer single features with short subjects or if you want double features. The person circulating this petition, and getting 69 signers will get a free ticket.

Ready for Easter

ROCHESTER, N. Y.—Lester Pollock, manager of Loew's Rochester, is all set for Easter.

With the *Democrat* and *Chronicle*, he will stage his annual Easter Egg Hunt at Durand-Eastman Park Saturday morning, March 16. For several years, more than 12,000 youngsters have participated annually in the hunt.

Prize eggs will be hidden in the park the night before and, at a given signal the next morning, the youngsters will start the hunt.

Included among the eggs to be hidden will be two "golden" ones, for which finders receive $5 each; five "silver" eggs, which net their finders $2.50 each; ten red eggs, worth $1 each, and 25 eggs, to which will be attached passes to the theatre.

For his Easter lobby display, Pollock has arranged for brightly colored chicks, rabbits and ducks.

"Wallace Beery Week" for "The Man From Dakota"

DETROIT—An idea of Alice Gorham, United Detroit Theatres exploiteer, "Wallace Beery Week" was held here at the Palms-State for the engagement of "The Man From Dakota."

A huge cake in the lobby, stills from Beery pictures, and an autograph book, which was signed by his local fans, were part of the display. Through a letter contest, the town's No. 1 Beery fan was found in a 10-year-old youngster who said Beery reminded him of his father, now deceased. He said he never missed a Beery picture, if he could help it.

Don Kuhn, manager of the Palms-State, arranged a tieup with 100 drug stores to serve "Wallace Beery Sundaes."

Autographs of his local fans will be presented to Beery.

Patrons Write Reviews

CLEVELAND—An invitation to the public to try their hand at reviewing "Northwest Passage" was extended here by Milt Harris, Loew publicity director, and the *Plain Dealer*. The best review was rewarded with ten dollars. Guest tickets for the following week comprised the subsequent prizes.



Window for "Abe"—

A Fifth Avenue window display in New York for "Abe Lincoln in Illinois," in which "The Tailored Women" view a reproduction (within the window) of 50th Street and Sixth Avenue and the marquee of the Music Hall, where the RKO production was being shown.

Pinocchio Quintet

NEW YORK—Five live Pinocchios, wearing masks and costumes similar to the character in the Walt Disney film, beckon to the passing street throng from atop the marquee of the Center where the picture is current.



Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ○ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
NOV. 4	[2] Western 1202 **Stranger From Texas** (55) Charles Starrett R—Dec. 23	[3] Com. Drama 7 **Ninotchka** (110) Greta Garbo Melvyn Douglas R—Oct. 14	[31] Western 3857 **Overland Mail** (53) Jack Randall R—Nov. 18	[3] Western 3955 **Law of the Pampas** (72) Wm. Boyd R—Oct. 21	[3] Drama 905 **Main Street Lawyer** (71) Edw. Ellis Anita Louise R—Nov. 11	[3] Comedy 010 **Flying Deuces** (65) Laurel & Hardy R—Oct. 14 [3] Western 081 **Marshal of Mesa City** (61); R-Oct. 7	[3] Drama 019 **Heaven With a Barbed Wire Fence** (62) Jean Rogers Glenn Ford R—Oct. 7		[3] Melodrama 4020 **Call a Messenger** (65) R—Sept. 9 Little Tough Guys [3] Drama **Reissue** **Road Back** (79) Richard Cromwell	[4] Com. Dr. WB411 **Kid Nightingale** (58) R—Sept. 16 John Payne Jane Wyman	[29] Drama P-D-C **Goose Step** (90) (Form. "Hitler—Beast of Berlin") Roland Drew Steffi Duna R—Nov. 11
NOV. 11	[9] Comedy 1013 **Blondie Brings Up Baby** (69) Penny Singleton Arthur Lake R—Nov. 11	[10] Drama 11 **Remember?** (81) Robert Taylor Greer Garson R—Nov. 11	[5] Act. Drama 3937 **Fighting Mad** (60) James Newill [7] Melodrama 3919 **Heroes in Blue** (61) R—Nov. 18	[10] Melodrama 3900 **Cat and the Canary** (71) Bob Hope Paulette Goddard R—Oct. 7	[10] Comedy 915 **Covered Trailer** (66) Gleason Family R—Nov. 18	[10] O'door Dr. 006 **Allegheny Uprising** (81) John Wayne Claire Trevor R—Oct. 28	[10] Drama 015 ○◎**Drums Along the Mohawk** (103) Claudette Colbert Henry Fonda R—Nov. 4		[10] Act. Drama 4030 **One Hour to Live** (59); R—Sept. 16 [3] Melodrama 53 **Legion of Lost Flyers** (64); R-Dec. 16	[11] Drama WB402 ◎**Elizabeth & Essex** (100); R—Oct. 7 Bette Davis Errol Flynn	[6] M'drama P-D-C **Buried Alive** (74) Beverly Roberts Robert Wilcox R—Jan. 27
NOV. 18		[17] Com. Drama 13 **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	[15] Mys. Drama 3923 **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	[17] Drama 3910 **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	[16] Western 848 **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	[17] Drama 005 **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	[17] Comedy 016 **Too Busy to Work** (65) Jones Family R—Nov. 4		[10] Rom. Com. 3002 **First Love** (84) R—Nov. 11 [17] Melodrama 4012 **Tower of London** R—Nov. 25	[18] Com. Dr. WB413 **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	[14] Drama P-D-C **Invisible Killer** (60) Grace Bradley Roland Drew R—Feb. 10
NOV. 25	[23] Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	[24] Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	[25] Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	[24] Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	[22] Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	[24] Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	[24] Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		[24] Western 4060 **Chip of the Flying U** (55); R-Jan. 27 [24] Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	[25] Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	
DEC. 2	[30] Drama 1030 **Cafe Hostess** (63) R—Jan. 13 [1] Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	[1] Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	[5] Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	[1] Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	[29] Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	[1] Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	[1] Melodrama 021 **City of Darkness** (74); R—Nov. 25 [1] Melodrama 022 **Hornleigh on Holiday** (77) R-Feb. 3		[1] Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	[2] Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	[7] Drama 1026 **Fugitive at Large** (66) R—Aug. 5 [7] Western 1211 **Taming of the West** (54) R—Oct. 21	[8] Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	[10] Western **Reissue** **West of the Divide** (55); John Wayne [10] Western **Reissue** **Lucky Texan** (56) John Wayne	[8] Western 3913 **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		[8] Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	[8] Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		[8] Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	[9] C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		[15] Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	[15] O'door Mus. 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	[15] Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	[15] Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		[15] Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		[15] Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	[16] Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	
DEC. 23		[22] Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		[22] Tech. Cart. 3915 ◎○**Gulliver's Travels** (74) R—Dec. 23	[20] Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	[22] Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	[22] Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	[22] Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	[22] Comedy 4011 **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	[28] Drama 1033 **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	[29] Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama 3912 **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	[29] Drama 3916 ○**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama 015 **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama FN453 **Four Wives** (110) R—Dec. 2 [30] M'drama WB408 **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		[5] Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama 017 ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama WB415 **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical 1016 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[10] Act. Drama 3939 **Danger Ahead** (56) [15] Melodrama 3924 **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 20	18 Melodrama **1008** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	16 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63)	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB410** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3958** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58)	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) **Edith Fellows** R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor **Powell** Fred **Astaire**	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	
FEB. 24		23 Drama **25** **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill 20 Western **3962** **Cheyenne Kid** (51) Jack Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe		2 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (70) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (69) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN** **Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson Ruth Gordon R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (56); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 M'drama **3916** **Human Monster** (73) Bela Lugosi	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2		8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 Drama **Zanzibar** (69) Lola Lane James Craig		
MAR. 16	14 Drama **Men Without Souls** (..) Rochelle Hudson John Litel	15 Drama **28** **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	10 Western **964** **Pioneers of the West** (..) Three Mesquiteers	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **Ma, He's Making Eyes at Me** (..) Tom Brown Constance Moore	16 Comedy **FN** **Three Cheers for the Irish** (..) Dennis Morgan Priscilla Lane	
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (74) Jean Arthur Melvyn Douglas R—Mar. 9	23 Drama **29** **Florian** (..) Robert Young Helen Gilbert	20 Melodrama **Midnight Limited** (..) Marjorie Reynolds John King	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	19 Drama **Forgotten Girls** (..) Louise Platt Donald Wood	22 Drama **023** **Primrose Path** (..) Ginger Rogers Joel McCrea	22 Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (..) Brian Aherne Madeleine Carroll	22 Com. with Mus. **It's a Date** (..) Deanna Durbin Kay Francis Walter Pidgeon	23 Drama **WB** **Virginia City** (..) Errol Flynn Miriam Hopkins	
MAR. 30		29 Drama **30** **Dr. Kildare's Strange Case** (..) Lew Ayres Lionel Barrymore L. Day	30 Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	27 Western **942** **Rancho Grande** (..) Gene Autry Smiley Burnette	29 Mus. Comedy **024** **Irene** (..) Anna Neagle Ray Milland	29 Com. Drama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27	29 Melodrama **Black Friday** (70) Bela Lugosi Boris Karloff R—Mar. 9		
APR. 6		5 Musical **31** **New Moon** ( ) Jeanette MacDonald Nelson Eddy	5 Com. Drama **Tomboy** (..) Marsha Mae Jones Jackie Moran	5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	29 Western **Ghost Valley Raiders** (..) Donald Barry Lona Andre	5 Western **083** **Bullet Code** (59) 5 Drama **030** **Courageous Dr. Christian** (..)	5 Drama **036** **Star Dust** (..) Linda Darnell John Payne	5 Fantasy **One Million B. C.** (..) Lon Chaney jr. Carroll Landis	5 Drama **Half a Sinner** (59) 5 Western **4062** **Riders of Pasco Basin** (57)		
APR. 13	12 Com. Drama **Two Girls on Broadway** (..) Lana Turner Joan Blondell George Murphy		10 Western **3963** **Covered Wagon Trails** (..) Jack Randall	12 M'drama **3929** **Dr. Cyclops** (79) Janice Logan Albert Dekker		12 Com. Drama **025** **My Favorite Wife** (..) Irene Dunne Cary Grant Randolph Scott	12 O'dr Drama **039** **Viva Cisco Kid** (..) Cesar Romero Jean Rogers		12 Melodrama **House of Seven Gables** (..) Margaret Lindsay R—Mar. 9		
APR. 20	19 Com. Drama **And One Was Beautiful** (..) Laraine Day Jean Muir Robert Cummings		15 Action Drama **Phantom Pilot** (..) James Newill 20 Drama **Missing People** (..) Will Fyffe	19 Comedy **French Without Tears** (..) Ellen Drew Ray Milland		19 Drama **Beyond Tomorrow** (..) Charles Winninger Binnie Barnes	19 Drama **Johnny Apollo** (..) Tyrone Power Dorothy Lamour		19 Melodrama **Enemy Agent** (..) Richard Cromwell Helen Vinson		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Pest From the West (18½)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (9½).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

SCREEN SNAPSHOTS (Series 18)

No. 12 (10).....July 28

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30
There Goes Rusty (10½).....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS
(In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS
(New Series)

Goldilocks and the Three Bears (11).....July 15
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11).....July 1
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Story That Couldn't Be Printed (11).....July 22
Unseen Guardians (11).....Aug. 26

PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Take a Cue (Sepia) (9).....Aug 12

ROBERT BENCHLEY

See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7).....July 7
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ants in the Plants (..).....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (..).....Mar. 8
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (..).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 12 (10).....July 14

POPEYE CARTOONS

Females Is Fickle (..).....Mar. 8
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (..)...Mar. 29

POPULAR SCIENCE
(In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Diamond Dust (10).....May 12
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Two of a Kind (..).....Mar. 22
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. L9-3 (10).....Jan. 19
No. 4 (..).....Mar. 22

RKO Radio

DISNEY CARTOONS
(In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Pointer (8).....July 21

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Baby Daze (15).....May 19
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 12 (22).....July 7
The Movies March On.
No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Goodness, a Ghost (16)...July 5, '40
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9).....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrat-

ing their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) .....Oct. 27
Sky Fighters (11) .....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10) .....Sept. 1
Clocking the Jockeys (11) ....Nov. 24
Following the Hounds (10) ...Mar. 1
Over the Seven Seas (10) ....Apr. 26
Top-Notch Tennis (10) .....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11) ..Nov. 10
©Birthplace of Icebergs (11) .Aug. 4
Climbing the Spirit's Home (..) .....Mar. 10
The Valley of 10,000 Smokes (10) .....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 4 (10) ..July 7
Fashion Forecasts No. 5 (10) .Sept. 15
Fashion Forecasts No. 6 (10) ..Dec. 22
Fashion Forecast No. 7 (..) ..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9) .....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (10) .....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10) .....Mar. 15
The Evergreen Empire (11) ..Oct. 13
The Kangaroo Country (10) ...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7) .....Jan. 12
All's Well That Ends Well (..) .....Mar. 8
Barnyard Baseball (7) .....July 14
Catnip Capers (..) .....May 31
Edgar Runs Again (7) .....Jan. 26
Hare and Hounds (7) .....Feb. 23
©Harvest Time (7) .....Feb. 9
©Hook, Line and Sinker (7) ..Sept. 8
It Must Be Love (..) .....Apr. 5
Just a Little Bull (..) .....Apr. 19
Much Ado About Nothing (..) .....Mar. 22
One Mouse in a Million (7) ...Nov. 3
Sheep in the Meadow (7) ....Sept. 22
©The First Robin (7) .....Dec. 29
The Golden West (7) .....Aug. 25
The Hitch-Hiker (7) .....Dec. 1
The Ice Pond (7) .....Dec. 15
The Old Fire Horse (7) .....July 28
©The Orphan Duck (7) .....Oct. 6
The Watchdog (7) .....Oct. 20
©Two Headed Giant (7) .....Aug. 11
Wot's All th' Shootin' Fer (..) .....May 3
©Wicky-Wacky Romance (7) .Nov. 17

Universal

LANTZ CARTUNES

©A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8) .Jan. 22
Kittens Mittens (8) .....Feb. 12
©Life Begins for Andy Panda (8) .....Oct. 9
©Scrambled Eggs (9) .....Nov. 20
Silly Superstitions (7) .....Aug. 28
Slap Happy Valley (7) .....Aug. 21
©Sleeping Princess (9) .....Dec. 4
Snuffy's Party (7) .....Aug. 7
Stubborn Mule (7) .....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 65 (9) .....July 17
No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (..) .....Feb. 5
No. 73 (..) .....Feb. 26
No. 74 (..) .....Mar. 18
No. 75 (..) .....Apr. 8
No. 76 (..) .....Apr. 29

MENTONE PRODUCTIONS

Gals and Gallons (18) .....July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
With Best Dishes (17) .....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 64 (10) .....July 3
No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (..) .....Jan. 29
No. 73 (..) .....Feb. 19
No. 74 (..) .....Mar. 11
No. 75 (..) .....Apr. 1
No. 76 (..) .....Apr. 15

TWO REEL MUSICALS

Rhumba Land (18½) .....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17) .....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ...Feb. 14
International Revels (..) .....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

March of Freedom (21) .....Sept. 6

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20) .....July 22
Broadway Buckaroo (20) .....June 3
Ice Frolics (20) .....Oct. 28
One for the Book (20) .....Feb. 3
Ride, Cowboy, Ride (20) .....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Red (20) .....Aug. 26
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
World's Fair jr. (20) .....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10) .Nov. 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Modern Methods (9) .....July 15
New Horizons (10) .....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7) .....Feb. 10
Film Fan, The (7) .....Dec. 16
Jeepers Creepers (7) .....Sept. 23
Naughty Neighbors (7) .....Oct. 7
Pied Piper Porky (7) .....Nov. 4
Pilgrim Porky (7) .....Mar. 16
Porky, the Giant Killer (8) ..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Last Stand (7) .....Jan. 6
Porky's Picnic (7) .....July 15

NEWSREELS

TUESDAY, FEBRUARY 27

Movietone News, No. 49

British cruiser returns to port; American planes arrive in England; British troops in France; western front activity; army heads in Egypt; Prince Olaf inspects patrol; Swedish ambulance in Finland; war in Finland; Arizona rodeo; nominee for Louisiana governor's chair; outdoor painting in California; test new airplane; A. A. U. meet in New York; Santa Anita racing, yacht regatta.

News of the Day, No. 247

Western front weather; troops in Egypt; cruiser docks in England; Mannerheim line; Louisiana political race; ice jam in Holland; track meet in New York; Santa Anita racing.

Paramount News, No. 52

Maginot Line; allied convoys; new postage stamp honoring James Whitcomb Riley; airplane testing in California; pony born in London zoo; Belgian celebration; snow in England; San Antonio horse race; A. A. U. meet in New York.

RKO Pathe News, No. 64

Fire, air raids on Helsinki; Kennedy back in London; army planes undergo tests; Poet Riley on new postage stamp; A. A. U. track meet; Santa Anita racing.

Universal Newsreel, No. 853

Finland at war; cruiser returns to England; Maginot line patrols; circus on fire in Indiana; army planes tested; Venezuelan embassy opens in Washington; art class in California; Santa Anita racing.

THURSDAY, FEBRUARY 29

Movietone News, No. 50

Infantry on ski maneuvers in New York state; Japanese bomb Hangchow; second contingent of Anzacs sail from Australia; blizzard in Tokyo; Queen Wilhelmina reviews air corps; king and queen of England inspect aircraft works; Sir Kingsley Ward, air minister, greets Polish volunteers in British air force; President LeBrun visits General Gort at front; Australian cameraman loops in glider; Lehr on monkeys; Dodgers and Athletics in training; water skiing in Florida.

News of the Day, No. 248

Mine sweepers in North Sea; Japanese fighting in China; 1,400 new citizens greeted by Oregon's governor; fire extinguisher for airplane engines demonstrated; snow in Japan; chemically created fabrics in fashion show; tennis by topnotchers in Florida; Dodgers in training; ski jumping.

Paramount News, No. 53

Salvation army at work in China; Salvation Army celebration in New York; Chinese aviatrix takes off for South America from New York; citizens greeted by Oregon's governor; London railway station attendants have a time with soldiers' baggage; Finnish war scenes; Babe Ruth in Florida; New York basketball.

RKO Pathe News, No. 65

American volunteers in Finland; Hull in reciprocal trade plea; Germany barricades Dutch frontier; Sir Victor Sassoon travels by air over this country; demonstrate airplane engine fire extinguisher; Anzacs leave for secret destination; Finnish athlete trains for relief tour; big time tennis in Florida; Dodgers in first workout.

Universal Newsreel, No. 854

War activities in Finland, England and France; Salvation Army at work in China; demonstrate airplane engine fire extinguisher; Brooklyn Dodgers in training; spring fashions; Washington's Columbia River provides smelt fishing; Maurice "Angel" Tillet in first wrestling bout.

Scalp Trouble (7) .....June 24
Wise Quack (7) .....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10) ..Dec. 30
Dave Apollon & Orch. (10) ..Mar. 2
Eddie DeLange and Orchestra (10) .....Aug. 12
Rita Rio & Orch. (10) .....July 1
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10) .....Sept. 2
The Coquettes (10) .....Feb. 17
Vincent Lopez and Orch. (10) .Sept. 30
Will Osborne & Orch. (10) ....July 22

MERRIE MELODIES (In Color)

Busy Bakers (7) .....Feb. 10
Curious Puppy (8) .....Dec. 30
Dangerous Dan McFoo (7) ..July 15
Detouring America (7) .....Aug. 26
Early Worm Gets the Bird (7) .....Jan. 13
Elmer's Candid Camera (7) ..Mar. 2
Fagin's Freshmen (7) .....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7) .....Oct. 21
Hare-um Scare-um (7) .....Aug. 12
Land of the Midnight Sun (7) .....Sept. 23
Little Brother Rat (7) .....Sept. 2
Little Lion Hunter (7) .....Oct. 7
Mighty Hunters (7) .....Jan. 27
Old Glory (10) .....July 1
Screwball Football (8) .....Dec. 16
Sniffles and Bookworm (8) ...Dec. 2
Sioux Me (7) .....Sept. 9
Snow Man's Land (7) .....July 29

TECHNICOLOR

Bill of Rights (20) .....Aug. 12
Old Hickory (17) .....Dec. 23
Sons of the Plains (19) .....July 30
Mauch Twins, Rosella Towne.
Teddy the Rough Rider (19) ..Feb. 24
©The Monroe Doctrine (16) ..Oct. 14
The Royal Rodeo (20) .....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10) .....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10) .....Jan. 13
One Day Stand (10) .....Aug. 19
Sword Fishing (10) .....Oct. 21
Vote Trouble (10) .....Sept. 9
Witness Trouble (10) .....July 29

TRUE ADVENTURES
(By Floyd Gibbons)

Lives in Peril (11) .....July 7
Three-Minute Fuse (11) .....July 29
Verge of Disaster (10) .....Aug. 26

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Daredevils of the Red Circle 12 Chapters .....June 10
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters) ....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Dead Man's Isle—Peter Lorre, Rochelle Hudson, Charles Middleton, Don Beddoe. Director: Charles Barton. Producer: Wallace MacDonald. **(Starting)**

METRO-GOLDWYN-MAYER

Strike Up the Band—Mickey Rooney, Judy Garland, Betty Jaynes, June Preisser. Director: Busby Berkeley. Producer: Arthur Freed. **(Starting)**

And One Was Beautiful—Jean Muir, Robert Cummings, Laraine Day, Billie Burke. Director: Robert Sinclair. Producer: Frederic Stephani. **(Completed)**

MONOGRAM

Untitled Renfrew of the Mounted—Jimmy Newill, Louise Stanley, Dave O'Brien, Snub Pollard. Director: Ralph Staub. Producer: Phil Krasne. (Criterion Films). **(Completed)**

Son of the Navy—Jean Parker, Jimmy Dunn, Martin Spellman, Craig Reynolds. Director: William Nigh. Producer: Grant Withers. Original: Grover Jones, True Boardman. Screenplay: Marian Orth, Joseph West. **(Completed)**

PARAMOUNT

North West Mounted Police—Gary Cooper, Madeleine Carroll, Preston Foster, Paulette Goddard, Robert Preston, Lon Chaney jr., George Bancroft. Producer-Director: Cecil B. DeMille. Screenplay: Jeanie Macpherson, Jesse Lasky jr., Alan LeMay, Frank Wead, Bartlett Cormack, Clements Ripley. **(Starting)**

RKO RADIO

The Saint Takes Over—George Sanders, Wendy Barrie, Paul Guilfoyle, Roland Drew, Arthur Loft. Director: Jack Hively. Producer: Howard Benedict. Original: Leslie Charteris. **(Completed)**

REPUBLIC

Young Buffalo Bill—Roy Rogers, Chief Thundercloud, Bill Cody, Wade Boteler. Producer-Director: Joe Kane. **(Starting)**

20TH CENTURY-FOX

On Your Own—Spring Byington, Florence Roberts, Kenneth Howell, June Carlson, Forrester Harvey. Director: Otto Brower. Producer: John Stone. **(Completed)**

UNIVERSAL

It's a Date—Deanna Durbin, Kay Francis, Walter Pidgeon, Lewis Howard, Eugene Pallette. Director: William Seiter. Producer: Joe Pasternack. Original: Ralph Block, Frederick Kohner. Screenplay: Norman Krasna. **(Completed)**

WARNER-FIRST NATIONAL

Brother Orchid—Edward G. Robinson, Lee Patrick, Allan Jenkins. Director: Lloyd Bacon. Screenplay: Earl Baldwin. **(Starting)**



Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ..M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
3914 All Women Have Secrets.Para
006 Allegheny Uprising.....RKO
7 Amazing Mr. Williams.....Col
.... And One Was Beautiful....Col
13 Another Thin Man.....M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

17 Balalaika .....M-G-M
026 Barricade 20th-Fox
.... Beyond Tomorrow .....RKO
4016 Big Guy .....Univ
.... Black Friday .....Univ
1013 Blondie Brings Up Baby...Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
4020 Call a Messenger .....Univ
420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
3909 Cat and the Canary.....Para
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
4060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
915 Covered Trailer .....Rep
3963 Covered Wagon Trails....Mono
962 Cowboy From Texas.....Rep

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
413 Dead End Kids on Dress Parade .....WB
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Strange Case .....M-G-M
.... Dr. Ehrlich's Magic Bullet.FN
4034 Double Alibi .....Univ
015 ◎◎Drums Along the Mohawk 20th-Fox

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
.... Enemy Agent .....Univ
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
3937 Fighting Mad .....Mono
451 Fighting 69th .....FN
020 First Kiss 20th-Fox
3002 First Love .....Univ
1020 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
010 Flying Deuces .....RKO
.... Forgotten Girls .....Rep
.... 40 Little Mothers .....Col
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
.... French Without Tears....Para
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
.... Ghost Valley Raiders.....Rep
.... Goose Step .....P-D-C
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

.... Half a Sinner.....Univ
023 He Married His Wife..20th-Fox
019 Heaven With a Barbed Wire Fence 20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
3919 Heroes in Blue .....Mono
963 Heroes of the Saddle.....Rep
3922 Hidden Enemy .....Mono
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
022 Inspector Hornleigh on Holiday 20th-Fox
.... Invisible Killer .....P-D-C
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
017 Isle of Destiny .....RKO
.... It's a Date .....Univ

J

14 Joe and Ethel Turp Call on the President .....M-G-M
.... Johnny Apollo 20th-Fox
16 Judge Hardy and Son...M-G-M

K

411 Kid Nightingale .....WB
3923 Knights of the Range....Para
9031 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
3955 Law of the Pampas.....Para
53 Legion of Lost Flyers.....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
3913 Llano Kid .....Para
1019 Lone Wolf Strikes.....Col
.... Lucky Texan (Reissue)....Mono

M

.... Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
905 Main Street Lawyer.....Rep
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
081 Marshal of Mesa City.....RKO
005 Meet Dr. Christian.....RKO
.... Men Without Souls .....Col
016 Mexican Spitfire .....RKO
.... Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
4028 Missing Evidence .....Univ
.... Missing People .....Mono
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
31 New Moon .....M-G-M
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
7 Ninotchka .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
4030 One Hour to Live.....Univ
.... 1,000,000 B. C. .....UA
2911 Our Neighbors—the Carters .....Para
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA
3857 Overland Mail .....Mono

P

3920 Parole Fixer .....Para
.... Phantom Pilot .....Mono
3923 Phantom Strikes .....Mono
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO
471 Private Detective .....FN
402 ◎Private Lives of Elizabeth and Essex .....WB

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
11 Remember? .....M-G-M
3919 Remember the Night.....Para
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
.... Road Back, reissue.....Univ
3926 Road to Singapore.....Para
3951 Roll, Wagons, Roll.....Mono
848 Rovin' Tumbleweeds .....Rep
3910 Rulers of the Sea.....Para

S

952 Saga of Death Valley.....Rep
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
3924 Seventeen .....Para
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Slightly Honorable .....UA
.... Son of the Navy .....Mono
941 South of the Border.....Rep
036 Star Dust 20th-Fox
23 Strange Cargo .....M-G-M
1202 Stranger From Texas.....Col
909 Submarine Patrol 20th-Fox
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
.... Three Cheers for the Irish.FN
328 To the Rescue .....GN
.... Tomboy .....Mono
016 Too Busy to Work....20th-Fox
1004 Too Many Husbands.....Col
4012 Tower of London.....Univ
1203 Two-Fisted Rangers .....Col
.... Two Girls on Broadway....Col
013 Two Thoroughbreds .....RKO

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
.... Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

032 Young as You Feel...20th-Fox
28 Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mono

Z

.... Zanzibar .....Univ

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

THREE YEARS TO PAY—Think of it! Buy new sound projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., New York.

WE BUILD, REMODEL, DECORATE any size theatre, all plans furnished; 32 years knowing how assures complete satisfaction. Stage drapery, Motiograph sound, Ultraphone sound, air conditioning. WESTERN THEATRE SUPPLY, Omaha, Neb.

LOOK AT THESE FROM OUR JUBILEE SALE CATALOG—Spotlights, $3.95; six ampere rectifier bulbs, $1.98; leatherette, 69c yard; Bausch Lomb Lenses, $6.95; soundscreens, 19½c foot; exciter lamps, 33c; fifty slidemats, 79c; exit boxes, 98c; stereopticans, $19.95. S.O.S. CINEMA SUPPLY CORP., New York.

NEW EQUIPMENT

TWO CLOSEOUTS from our tremendous stock—Tickets, roll or folded, misprints, 22½c roll; brand new blowers, 3,000 cubic feet capacity, worth $90.00, now $29.50. S.O.S. CINEMA SUPPLY CORP., New York.

USED EQUIPMENT

BURCH electric popcorn machine, practically new. Ostroot Variety Store, Plano, Tex.

FOR SALE—Theatre equipment; two Simplex projectors; amplifier, chairs, other fixtures. Write Lock Box 7, Onaway, Mich.

PICTURE MACHINES — Sound, lamphouses. Owen Wilson, 1609½ Boonville, Springfield, Mo.

SACRIFICE—Powers 6-B, Weber sound head, ready to install complete, $125; DeVry portable 2,000-foot, latest type, never used, $200 cash. E. A. Patton, Box 151, Huntington, Ark.

TWO REBUILT SIMPLEX PROJECTORS—Lamps and rectifiers, RCA sound heads, $725.00. Free trial; write for information. VIRGIL CASE, 4619 S. Ashland Ave., Chicago.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—31c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

THEATRE CHAIRS

205 INSERTED PANEL BACK CHAIRS with upholstered cushions, 75c. Thousands of others equally cheap, send for bulletin. S.O.S. CINEMA SUPPLY CORP., New York.

THEATRE PROGRAMS

NEW! DIFFERENT! Beautiful four-page lithographed program full of news and pictures of Hollywood. Space provided on pages 2 and 3 for your coming attractions. Introductory prices, $1.65 per thousand. F. O. B. Chicago. Write "Movi-News," 128 Hyde St., San Francisco, Cal.

THEATRES FOR SALE

AUCTION SALE—Modern Eight Hundred Seat Theatre; two Simplex projectors, RCA sound; large parking space. City population, 150,000; suburban, 100,000. Sale to highest bidder on premises, March 20th, 2 p. m. Call or write Lomas Company, 23 Elm St., Springfield, Mass.

FOR SALE—South Texas attractive new theatre; 322 seats. No competition; oil town, 1,200 population with steady payroll. Good income. B-1220, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BE PREPARED! "Understanding Theatre Television"—only $1.00. 20,000 word book by Aaron Nadell explains complete theatre television installations. Illustrated and indexed, 69 pages. Send check or money order for $1.00 to ASSOCIATED PUBLICATIONS, 4804 E. 9th St., Kansas City, Mo.

WINDOW CARD ADVERTISING

WINDOW CARDS—Two to six changes. Size 14x22; two colors; unexcelled quality. 15 cards $2.00; 25 cards $2.50; 50 cards $3.00; 75 cards $3.50; 100 cards $4.00; 200 cards $7.00. Shipping charges prepaid. Cash with order; samples on request. 24 hour service. TRIBUNE PRINTERS, Lineville, Iowa.

HELP WANTED

WANTED—Experienced operators to book circuit of town in their neighboring towns. We rent 16mm Victor machines and films weekly to responsible parties with proper references. If you are hustler and reliable, you can have a business of your own the year around. MERTZ AMUSEMENTS, Virginia, Ill.

RELIABLE MEN to handle games in each film exchange. Commission only. Must be acquainted with owners and managers. Write brief summary of past employment reference. STANLEY GAMES, INC., 127 North Fifth St., Philadelphia, Pa.

SALESMEN WANTED—Lease theatre screen games. Weekly advance, 40% commission. Car required. SCREEN GAMES ATTRACTIONS, 1243 So. Wabash Ave., Chicago, Ill.

OPERATORS AND MANAGERS—Movie circuits; 518 State Theatre, Pittsburgh, Pa., or P. O. B. 1001, Memphis.

POSITIONS WANTED

PROJECTIONIST — Experienced; do show-card lettering; references. Behrens, 902 North 8th St., Sheboygan, Wis.

THEATRE GAMES

PLAY (70 WAY) BINGO—Play to capacity business. 70 ways to win for the audience. Different, simple. Holds audience interest to very end. PREMIUM PRODUCTS, 354, West 44th St., New York City.

FOR RESULTS

Advertise in

THE CLEARING HOUSE

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

Just what the doctor ordered



- **Trailers . . . Lobby Displays . . . Accessories all under one banner . . . all serviced from the same exchanges . . . all created by men with a special interest in your pictures and a gift for understanding your selling problems.**

- **An advertising service that covers every angle . . . sells every prospect . . . catches every eye . . . holds every ear and adds that touch of glamour to your lobby and your screen that makes them SHOW WINDOWS for your theatre . . . newsy . . . dramatic . . . provocative SHOW WINDOWS which stop every window-shopper and make customers out of prospects.**

- **National Screen Trailers have been good box-office medicine for twenty-one years... National Screen Lobby Displays have been stepping right along and now ADVERTISING ACCESSORIES INC rounds out the trio of Best Box Office Babies in the Business.**

NATIONAL *Screen* SERVICE·
NATIONAL *Screen* ACCESSORIES
ADVERTISING ACCESSORIES, INC.

The Pulse of the Motion Picture Industry

BOXOFFICE

MARCH 16, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

PRODUCTION INDEX

NORTHWEST PASSAGE



Beats "Boys Town" in Philadelphia



Beats "Boys Town" in Harrisburg, Akron



Beats "Boys Town" in Hartford



Beats "Boys Town" in Springfield

"NORTHWEST PASSAGE" (Book 1—Rogers' Rangers) in Technicolor • Starring SPENCER TRACY with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton • Screen Play by Laurence Stallings and Talbot Jennings • Based on the Novel by Kenneth Roberts • Directed by KingVidor • Produced by Hunt Stromberg • An M-G-M Picture



Beats "Boys Town" in Portland



Beats "Boys Town" in New Haven



Beats "Boys Town" in Waterbury, Atlanta



Equals "Boys Town" in Spokane, Seattle



Beats "The Women" in Louisville, Salt Lake, St. Paul, Syracuse, Albany



Beats "The Women" in Boston, Bridgeport, Providence, Frisco.



Beats "The Women" in Reading, Canton, Worcester, Rochester

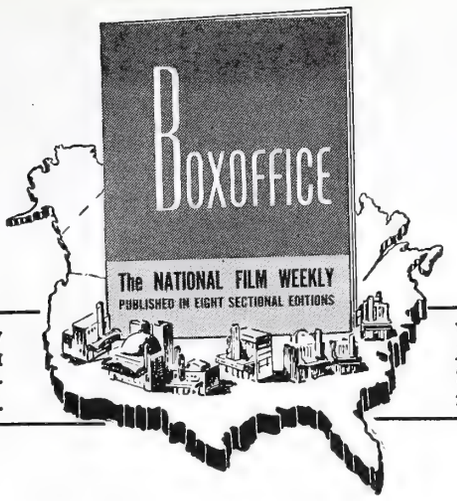


Great in Cleveland, Columbus, Minneapolis, Chicago, Pittsburgh, etc.

TERRIFIC!

HELD OVER! Chicago, Minneapolis, Portland, St. Paul, Spokane, Boston *(State & Orpheum day and date!)* Harrisburg, New Haven, Frisco, Seattle, Worcester, Bridgeport, Philadelphia. More coming!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 17
March 16, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

"WISHING WON'T MAKE IT SO"

MERRILY continues the war of words over the Neely bill. Twice now in this space have we endeavored to cut through the smoke and the din to reach the nerve center behind the lines. For there, deeply submerged and of unknown explosive content, is one load of the dynamite. It is the synopsis clause, charged to the hilt with the possibilities of limitless censorship.

As spokesman for the Neely proponents, Abram F. Myers, chairman of the board of Allied, was invited to comment. His acceptance was quickly forthcoming and now begins:

"The opponents of the Neely bill are lost in a maze of contradictions. They say that the bill, as written, will inflict great hardship on the producer-distributor, but instead of limiting the discussion to the provisions of the bill, they describe hardships of measures which the bill does not require. They claim that compulsory block booking is not practiced and, in the same breath, say it is necessary to force the showing of so-called experimental pictures. They are trying to persuade independent exhibitors that the bill will be bad for them when its main purpose is to enable them to enjoy the same privileges in the selection of films that are accorded the circuits. And they assert that the effect of the bill will be to curtail production and reduce employment, whereas independent producers are on record that abolition of compulsory block booking will increase production and cause the re-employment of hundreds of idle studio workers.

"But the most glaring of all contradictions is the claim, embodied in your editorial, 'Deep in the Core,' that a measure to allow independent exhibitors to select their product has in it the seeds of censorship. This can be true only in the sense that the public, having a free choice as to the clothes it will wear, censors the styles. I am against censorship, but not to the extent that, having the choice, I will buy something I don't want lest I discourage the manufacturer from making that product. And certainly I will not interfere with the right of my neighbor, who happens to like that product, to buy it. Most of all, I do not want the manufacturer—or the dealer—to tell me that I must buy what I don't want in order to get what I do. For that is coercion, the base element from which censorship and other forms of oppression are derived.

"You fear that narrow, special interests, not representative of the majority point of view, may influence exhibitors in the selection of pictures under the Neely bill. I do not share this fear and I do not believe that the many exhibitors who are getting along with their communities do, either. Certainly, no one has contributed more to the upbuilding of community consciousness than Will Hays by organizing the Better Films Councils. But consider the predicament of the independent exhibitors under the present system. The Better Films Councils 'boost the best and ignore the rest.' As a result of their efforts, the exhibitors frequently enjoy a larger attendance at approved pictures, which leaves the exhibitors holding the bag as to pictures not approved. Also it works a hardship on the exhibitor who cannot obtain certain approved pictures because his playing time is pre-empted by the blocks on hand."

He proceeds further with:

"Then there is the manner in which pictures are rated by the Legion of Decency. The industry takes pride in the small number of pictures wholly condemned. But a very large number is approved for adults only. Such ratings probably have little effect on the affiliated first run theatres because their juvenile attendance is small. However, it is a big factor in the neighborhood houses. Members of the Legion are pledged to respect its ratings. This comes much closer to censorship than anything in the Neely bill, but I have heard no outcry against it in producer circles or in the trade press. Here again the independent exhibitor is left holding the bag. The program of the Legion will fall short of its high mission so long as it fails to provide for freedom of choice by exhibitors as to pictures partially condemned.

"You recognize that Mr. Hays exercises a form of censorship over motion pictures and you commend it. I recognize that self-restraint is essential and will not here debate the relative merits of individual self-restraint and organized repression. Nevertheless, in view of all the facts, I am forced to the conclusion, first, that opponents of the Neely bill are not constitutionally opposed to censorship and, second, do not honestly oppose the measure on that ground. Pinning the censorship label on the bill will, of course, prejudice it in the eyes of the vast number of people in and out of the industry who are devoted, or at least render lip service, to such concepts as freedom of speech, freedom of the press, academic freedom and artistic freedom. Luckily, there are those who will look beneath the label to the facts.

"You base your editorial on the debate before the Screen Writers' Guild and that carries my thoughts to Hollywood. In the general debate following the speeches, and in conversations with writers and others present, the attitude of Hollywood toward the exhibitors was fully developed. The exhibitors came in for a general lambasting, particularly from Walter Wanger. This would be remarkable in any other business, but in the movies the customer is always wrong. The Hollywood attitude is that the producers, writers, etc., must have a free hand to make whatever pictures they please (subject to the Hays office) and that the exhibitors must accept them without question and exploit them successfully. Hollywood demands that the exhibitors underwrite every picture Hollywood sees fit to make. One writer said to me that, unless the exhibitors were committed by block contracts, the bankers would not advance the money for experimental pictures and, of course, the producers could not be expected to run the risk of backing their own judgment!

"To persons holding such views it is convenient to confuse selectivity with censorship, but 'wishing will not make it so'."

This, it is readily acknowledged, is an able presentation of Myers' point of view, but it will come as no surprise to him, of course, to learn this page's twice-emphasized opinion remains unswervingly on its pins.

Decidedly, it is not sufficient to seek to dismiss the broader potentialities of the synopsis clause by saying it is simply a measure allowing independent exhibitors to select their product and has no seeds of censorship in it. Those seeds appear present, dangerously so, because the synopsis route could establish a pre-censorship predicated on future deliveries when the deliveries, submitted to no such influence, themselves might be as pure and as unobjectionable as the driven snow. Along this path of travel, narrow and special interests might be fur-

(Continued on page 6)

6-12 MONTHS SEEN NEEDED TO CHECK GOV'T CITATIONS IN BIG SUIT; MAY DELAY TRIAL

Collective Plaints List Makes Checking a Difficult Task

NEW YORK—Now that the government has furnished distributors with a 310-page answer to their consolidated interrogatories served on the department of justice, major counsel contend it is physically impossible to investigate, or check into, each specific situation named in less than six months or a year.

In numerous instances, it is pointed out, the fact that the government lists complaints against all majors is what makes checking or investigating more difficult. Where such is the case, distributors individually have to dig into the files, first attempt to find out if the exhibitor named ever applied for product; if so, what disposal was made of the application, if rejected, the reasons; if sold once, the reasons for not selling him again.

With less than two months to trial-starting date, attorneys are understood to be discussing the advisability of seeking a postponement on the ground that (1) the government's answers have not sufficiently met the interrogatories, in some instances and (2) more time is necessary to investigate the list of "probable" witnesses.

The government, it is held, could have made the task much easier by naming definite witnesses, but by cloaking those who may be called in the phraseology of "persons having knowledge of the relevant facts" company lawyers feel much of the research to be done from this point on may be wasted effort.

There also appears on the government's list of probable witnesses names of some

(Continued on page 14)

Perkins May Act For Warner Bros.

New York—Robert W. Perkins apparently is warming up to a point where he may act as trial counsel for Warner in the all-industry suit. Appearing before Federal Judge Henry W. Goddard in preliminary arguments on the defeated government motion for protection of its witnesses, the Warner general counsel won the praises of assembled counsel—there were about 25 present—for the way he handled a brief presentation of a Philadelphia situation brought about by an affidavit by Joseph Conway.

While there has been some discussion of retaining outside counsel, the final decision rests with Harry M. Warner, who is due shortly from the coast. The general understanding is that, if Perkins wants the assignment he can have it, but other cases piling up may prevent his taking it.

Question: Injured Whom, When?; Reply: Here, There, Everywhere

NEW YORK—*Be specific. Give us names, time, places and dates, covering injuries allegedly committed, distributors asked the government.*

Washington obliged, the chart below being a state-by-state compilation by BOXOFFICE *covering the highlights of instances cited in the department of justice's reply to the major's interrogatories. For the explanation see key at the conclusion of the chart itself:*

State—	*1a*	*8a*	*11*	*12-16*	*27-43*	*BB*
Alabama	....	2	....	4	1	1
Arizona	....	3	1	....	1	1
Arkansas	....	6	3	7	6	1
California	23	8	15	17	24	3
Colorado	3	3	2	5	1	....
Connecticut	....	3	....	2	1	1
Delaware	....	2	....	1	....	....
District of Columbia	3	....	....	2	2	....
Florida	....	21	9	24	10	....
Georgia	10	5	1	13	8	2
Idaho	....	9	2	6	6	....
Illinois	19	10	1	6	14	1
Indiana	....	4	1	4	3	2
Iowa	....	19	4	10	12	6
Kansas	....	12	....	9	14	....
Kentucky	....	2	1	4	3	1
Louisiana	19	9	7	31	25	2
Maine	....	11	2	9	11	6
Maryland	....	....	....	....	....	4
Massachusetts	8	7	3	25	17	14
Michigan	....	10	1	5	11	7
Minnesota	8	3	1	3	6	26
Missouri	5	5	3	8	?	2
Mississippi	....	4	5	5	4	....
Montana	....	4	....	2	2	....
Nebraska	2	8	3	8	8	....
Nevada	....	....	....	....	....	....
New Hampshire	....	3	....	3	3	4
New Jersey	7	27	1	37	31	12
New Mexico	....	2	2	2	....	1
New York	30	....	3	63	23	39
North Carolina	5	4	2	9	14	....
North Dakota	....	1	1	1	2	1
Ohio	9	11	2	8	14	12
Oklahoma	....	....	....	....	....	1
Oregon	15	2	....	5	17	2
Pennsylvania	24	11	9	45	42	3
Rhode Island	....	3	....	3	....	2
South Carolina	....	4	....	4	6	....
South Dakota	....	4	2	5	5	....
Tennessee	1	2	....	3	....	....
Texas	19	19	5	48	32	....
Utah	....	1	1	1	....	....
Vermont	....	2	....	3	3	1
Virginia	....	5	1	4	2	....
Washington	2	7	....	8	7	2
West Virginia	....	2	2	2	2	3
Wisconsin	13	13	7	9	21	8
Totals	225	293	103	473	423	171

The key in the language of the distributors:

1a: As to the charge certain defendants have attempted to monopolize and have monopolized the market for exhibition of motion pictures in "first run metropolitan theatres." State the identity and location of person having knowledge of relevant facts tending to establish such a charge in respect to "first run metropolitan theatres" either throughout the United States, or in any part thereof; and as to each person indicate the nature of the activity, condition, complaint or charge of which he purports to have knowledge with sufficient particularity fairly to advise each defendant thereof and identity of each defendant to which such matters relate.

8a: State identity and location of each person having knowledge of relevant facts tending to establish that certain defendants have attempted to monopolize or have monopolized the first or preferred run exhibition of motion pictures through-

(Continued on page 11)

Thanks, Exhibitors of America!

BOXOFFICE

Now leads in paid circulation* in the United States.

Over 13,000 cash paid subscribers.

That's reader interest.



* *Taken from A.B.C. Publisher's Statement, for the period ending December* 31, 1939.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

REPUBLIC's domestic average has increased from 3,500 to 8,500 accounts in five years. In the last twelve months, sales reflect an approximate 35 per cent jump. Jimmy Grainger probably never worked harder in his life, never covered so much territory. But his enterprise is reflected on the books.

Republic is doing a much larger business than is generally known. Or even suspected.

They Needn't Worry

From Minneapolis comes a strange slant. Some independents there are concerned over the current abundance of worthwhile pictures. They think the crop may hurt, not help, in that the public may turn blase about appreciating super-quality as against normal quality and grow weary of strawberries and cream seven days a week.

The boys are troubled needlessly. The public will find or smell the ones it wants to see. Besides, strawberries don't last forever and cream goes sour after a time.

CLOSE-UP of a Hollywood producer, his press agent nowhere in sight:

"Screwball Pictures" is getting along nicely. The first draft screenplay—whatever this is—was finished this week and it is splendid. I don't know what it's all about, but they tell me you're supposed to have a good script to make a good film. If I get five per cent on the screen of what I get conversationally, I have the successor to "Gone With the Wind."

Anyway, the weather has been swell here. I am working out a plan where I can spend the days in California and the nights in New York.

Study in Contrasts

Definition of life at Laguna, a la Arthur Caesar:

"It's a quiet place. And modest, too. Why if you earn more than $60 a week there, the natives think you're a Japanese spy."

Very unlike Hollywood.

Studio Crisis

Sidewalk conversation piece:

Number 1 Man: "How's your boss today?"

Number 2 Man: "He's not doing so well. He's not hitting on all syllables."

"WISHING WON'T MAKE IT SO"

(Continued from page 3)

nished a well-rounded opportunity to pressure their dislikes into oblivion and their likes into being by making it hot in either direction for the men who run the theatres.

We have studiously avoided any finalities because there can be no conclusive manner of knowing whether this will happen or not. This, on the other hand, does not beat down the serious consideration which must be turned to the potential danger because, deep in the core of the synopsis provision, that danger is present.

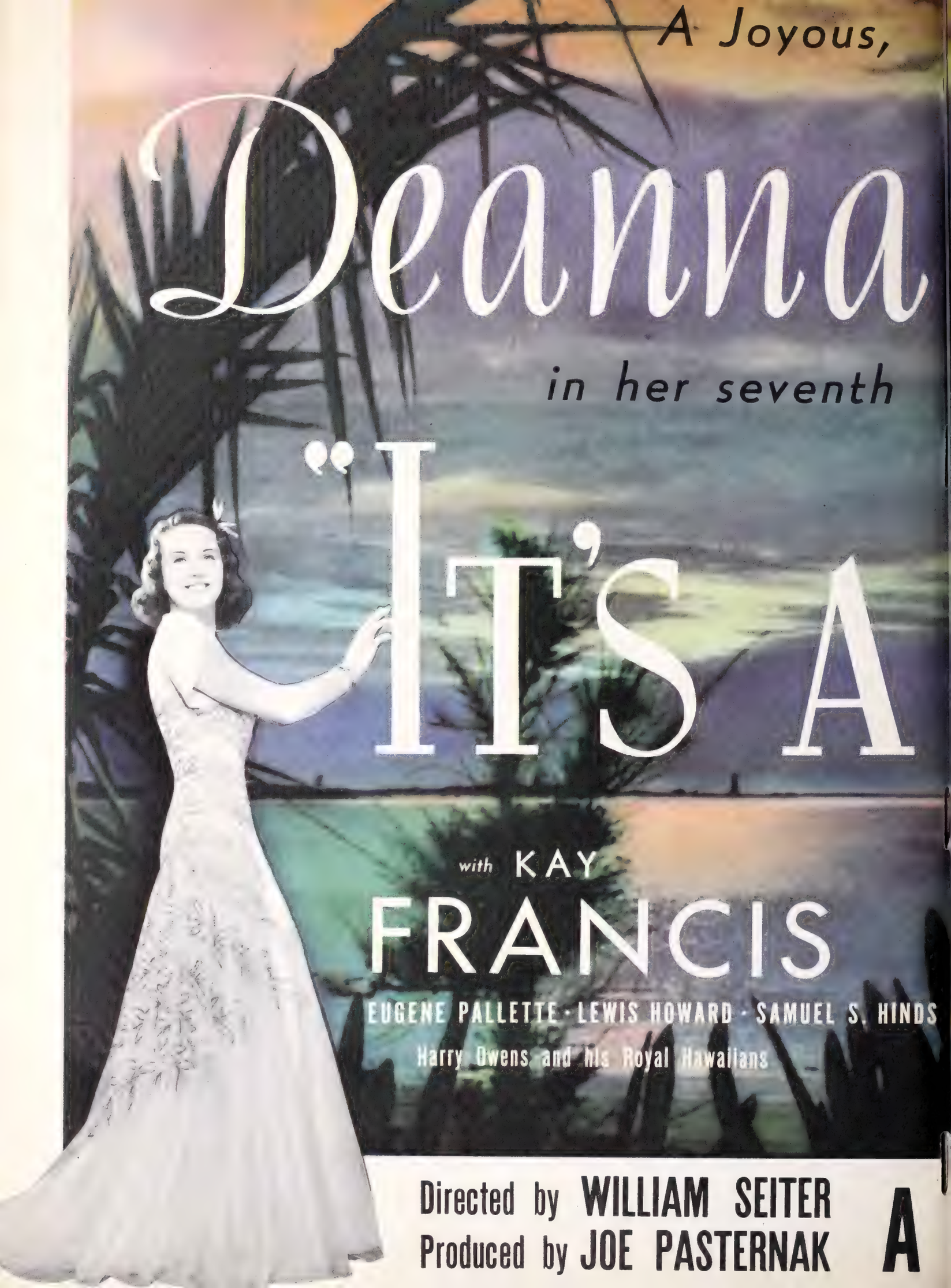
It is surprising, therefore, to learn Myers is so much more positive about the outcome. He declares he does not share this fear. He goes astonishingly further when he ventures to observe he does not believe the many exhibitors who are getting along with their communities do, either. This is only an impression on his part since he produces nothing in evidence.

On the seeds of censorship, he further remarks, "This can be true only in the sense that the public, having a free choice as to the clothes it will wear, censors the styles." But it is also largely true this so-called form of censorship applies after the styles are set, not before. Women are given the new modes from Paris and follow them. Motor manufacturers stylize their new models and either the public buys or it does not. The identical process certainly applies to the film-going public which, as the proper court of last resort, determines what it will and will not patronize after it has had the opportunity to inspect the merchandise. Nothing so far concocted has altered that.

It has been conceded specifically and at large in these writings much of a corrective nature is in order. In fact, desirable. Yet we look with uneasiness upon any formula, no matter how sincerely arrived at, which includes in its roots the possibility of further restriction imposed on a system which requires, and badly, greater freedom and not less.

Kann


HER
7th
SUCCESSIVE
HIT!
The HIT that sees her graduated to beautiful young womanhood!
The HIT that rollics along with her to the melodies of seven great songs!
The HIT that finds her in the most glamorous setting of her career!
The HIT that brings with her the greatest supporting cast of all her pictures!


A Joyous,
Deanna
in her seventh
"IT'S A
with KAY
FRANCIS
EUGENE PALLETTE · LEWIS HOWARD · SAMUEL S. HINDS
Harry Owens and his Royal Hawaiians
Directed by WILLIAM SEITER
Produced by JOE PASTERNAK
A



JOE PASTERNAK Production

THE STAR AND STARS WHO WILL
MAKE THIS EASTER'S PARADE
HEAD RIGHT FOR YOUR BOX OFFICE!



Because

UNIVERSAL HAS PRINTS *Now!*

Released March 22nd!

ANTI-TRUST SUITS AT 58, ALL-TIME HIGH; LITIGANTS SEEK $23,904,431 IN DAMAGES

26 Additional Have Been Disposed of by Majors Since Jan. 31, 1939

NEW YORK—Anti-trust suits pending against major distributors, either directly or as alleged conspirators, are at an all-time high of 58. A total of $23,904,431 damages is sought in 35 cases; the balance of 23 having been brought on injunctive pleas. The current litigation does not take into account 26 additional suits that have been disposed of since Jan. 31, 1939, 14 of which sought damages aggregating $4,143,541.

The present crop compares with 36 pending in February, 1939, with $23,366,081 sought by their sponsors. This was exclusive of 11 additional cases seeking damages totaling $4,263,224 that were disposed of prior to the exclusive BOXOFFICE recapitulation at that time. Of the 36 cases, 20 sought damages, 16 injunctions.

The summary of 58 cases includes the government's main equity suit in New York, the contempt proceedings against Fox West Coast in Los Angeles and B&K in Chicago—both alleging violation of consent decrees—as well as department of justice actions against the Schine circuit in Buffalo, Griffith in Oklahoma and Crescent in Tennessee. None of these cases involves monetary damages.

Of the suits pending, 33 were brought between Jan. 31, 1939, and Mar. 6, 1940. The balance of 25 had their inception as follows: one in 1932; six, 1935; three, 1936; three, 1937; 11 in 1938, and one early in January, 1939.

Trend to Settlement

It is probably significant that, despite declarations by major counsel minimizing a "trend" toward out-of-court settlements, seven such procedures were effected in suits commenced during the 1939-40 period which are not included in the 33 "open" cases. In addition, four others were dismissed by courts, including the Westway, Maryland, case which resulted in an important victory for distributors.

Undoubtedly the most important private action pending, if only from a standpoint of money involved, is that brought by A. B. Momand of Shawnee, Okla., who, in three separate petitions, seeks damages totaling $9,636,631. The first case was filed in June, 1937, and the two others in March, 1938.

The three most recent cases settled out of court are Paul P. Scott of Houston, against Interstate Circuit; L. L. Dunbar of Fort Worth, also against Interstate, and Harry Fried of Philadelphia against the Warner circuit and majors. In the two Texas suits, distributors were not named as defendants but were charged with being parties to the alleged conspiracy. Officially regarded as disposed of, although settlement is still pending, is the action brought by the Linden, Baltimore, against Vitagraph, the majors, Frank H. Durkee, Metco Theatres, Schanze Theatre Co., Rialto Theatre Co., Charles R. Nolte and J. Louis Rome.

Other settlements include the case brought by Roy E. Bair of Indianapolis Amusement Co., against all majors in 1932; Mobeel Enterprises against Century Circuit of New York; Joy Amusement Co., operating the Joy, Dallas, against Interstate and majors; Peerless against Crescent, Nashville, and Golden against Vitagraph, the majors, Charles and Alonzo Walker and Joseph Cantor of Indianapolis.

Suits that no longer exist, having been dismissed either by the courts after hearings or for lack of prosecution are as follows: Orange County Theatres of Newburgh, N. Y., against Eugene Levy and majors; Laurel Theatre of Los Angeles against Fox West Coast and distributors;

Roanoke Case Held The Most Unique

New York—Probably the most unique of all anti-trust cases facing major attorneys, they say, is that brought by M. Byers in Roanoke, Va., against the eight majors, Monogram, Republic and three opposition theatre circuits.

The suit seeks treble damages of $101,250 plus treble damages that will be sustained between the date of filing of the complaint on May 16, 1939, and the date of trial at a minimum rate of $350 per week.

Most Important Private Action Momand Cases Asking 9 Millions

Kinna-Mission Theatres of Los Angeles against Fox West Coast; George Elliott of Philadelphia against Warner and majors; Washington Operating Co. of Miami against Paramount, Wometco and majors; Garbo Amusement Co. of Philadelphia against RKO and majors; Victoria Amusement Co. of New Jersey against the Warner circuit and majors; and United Exhibitors of Pennsylvania against 20th Century-Fox, in which settlement is pending.

The $200,000 action brought in Rochester, N. Y., by Stahley & Loritz against the Film Board of Trade has never been noticed for trial and is considered inactive.

Regarded as the only court defeat in the past year is the suit brought by the government against Interstate, in which the U. S. supreme court on Feb. 13, 1939, affirmed a lower court decision against the defendants.

The following actions were commenced since Jan. 31, 1939, all seeking monetary damages, and are still active:

Millinocket against Kurson in Maine. Co-defendants are the eight majors, Samuel, Newell and Minnie M. Kurson, and Sidney E. and Ette Epstein of the Graphic Circuit. The same plaintiff has a second action against the majors, this one eliminating M-G-M, Paramount, 20th Century-Fox and Universal as defendants, although

(Continued on page 24)

Question: Injured Whom, When?; Reply: Here, There, Everywhere

(Continued from page 4)

out the United States wherever any theatres "affiliated" with any one or more of said defendants operate or exist.

11: Specify each instance where any defendant in order to coerce any "independent" exhibitor in any respect as therein alleged. This takes in threats to build in competition to independents for one reason or another.

12-16: Specify each instance where a defendant failed or refused to license its product to an "independent" exhibitor and licensed to theatres affiliated with the defendants; where product was licensed to affiliated theatres and independents seeking the same run could not get it; where independents were prevented from securing first or preferred runs; where an independent theatre run was relegated because of an affiliated house coming into competition; where a run was taken away from an independent and given to an affiliated theatre.

27-43: Where an independent is compelled to "pay higher film rentals" where other independents do not purchase and also are required to buy more than desired; where an independent must buy a block of pictures in order to obtain a desired group; where defendants permitted "unreasonable right of selection or rejection" of pictures released by it; forcing of shorts and newsreels; designated playdates; unreasonable clearance and zoning; overbuying; holding up releases in favor of "affiliated" houses; arbitrary, unconscionable, excessive or discriminatory film rentals; where an independent has been forced out of business because of arbitrary, unconscionable, excessive or discriminatory rentals; contracts providing "unreasonable minimum admission prices;" refusal to independents for contract modifications; moveovers; decrease in number of films "in consequences of monopolies, or furtherance thereof;" where affiliated houses and independents turned down when willing to pay equal terms; where independents operating subsequent runs were turned down because of the run.

BB: Where independents have knowledge that distributors enforce block booking upon independent exhibitors.

UNIVERSAL DOUBLES

BORIS **KARLOFF**

BELA **LUGOSI**

BLACK FRIDAY

with STANLEY RIDGES, Anne NAGEL, Anne GWYNNE, James CRAIG

Associate Producer: BURT KELLY
Directed by ARTHUR LUBIN

A WOW REPORT FROM CHICAGO! . . . Palace Theatre opens Universal's "Black Friday" and "The House of the Seven Gables" to greatest week-end gross of the season!



A BOX-OF

AGAIN and EACH IS A HIT by ITSELF!

Nathaniel Hawthorne's

The

HOUSE OF *The* SEVEN GABLES

with

GEORGE SANDERS · MARGARET LINDSAY · VINCENT PRICE

NAN GREY · DICK FORAN

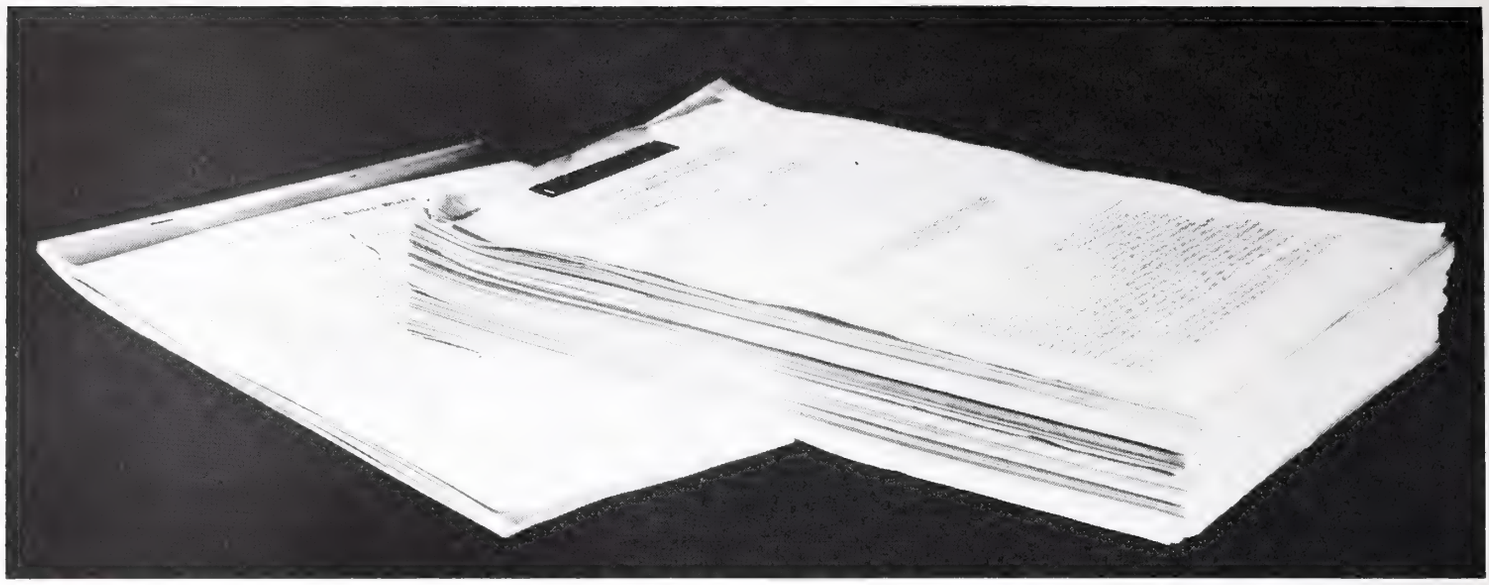
DIRECTED BY JOE MAY

Associate Producer: BURT KELLY



PRINTS NOW READY!

FICE NATURAL $$$!



19 Pages From Distributors Bring 310 From the Government—

—Photo by Cosmo-Sileo

The defendants in the all-industry suit asked the department of justice to furnish information in answer to 50 interrogatories. They did all their asking in 19 printed pages, but it took the government's lawyers 310 pages to furnish the replies. Flat on the desk, the distributors' interrogatories managed an overall thickness of one-quarter of an inch. Flat on the same desk, the government's answers made a pile one inch and three-quarters high. And a lot of reading, too.

See Lengthy Task To Check on Gov't

(Continued from page 4)

exhibitors who will have no truck with its investigators. One example is Mort A. Shea. It is the belief of Shea's attorney that Nathan Yamins supplied the name. When FBI men tried several times to interview the head of the Feiber & Shea circuit, Shea is understood to have been disinterested. It is stated the Shea house at Newport, R. I., is the theatre involved.

Ironically enough, however, is the situation which might develop if Shea consented to appear. His attorneys are O'Brien, Driscoll & Raftery, who also represent UA and Universal, two of the defendants in the action. This would place the one legal firm on both sides of the fence.

Graphic Circuit Case

Then there is the situation of Newell B. Kurson, head of the Graphic circuit in New England. He is named as a possible government witness, operating in New Hampshire, Maine and Vermont. The peculiar slant here is that Kurson, Graphic and distributors are defendants in a series of suits brought by George Ryan. The suits claim that Kurson and distributors have conspired to put out of business independents in the states named.

Roth Brothers of Summit, N. J., also are named as potential witnesses, but they are also defendants along with the majors in a suit brought by Neithold Brothers who operate in their town. This case parallels the Kurson situation.

There are said to be numerous inaccuracies in the government's answer. For instance, it is pointed out by distributor counsel, UA and Warner are alleged to have forced newsreels in addition to shorts. These two companies never released a newsreel. The listing of convenient splits between major circuits in 28 cities is described as "funny in itself." The word "convenient" is the joker, according to majors.

Among the specific complaints listed and answered by the government are overbuying, excessive film rentals and exorbitant prices, arbitrary and unconscionable clearance and zoning, threats to build, unfair competitive methods, selling away from established customer in favor of "affiliated" houses, block booking, acts tending to monopolize, forcing of shorts and newsreels, designated playdates, moveovers, refusal to sell, etc.

Where exhibitors are listed as being unable to buy product "at reasonable prices," distributors pose the question as to what is a reasonable price? Their rejoinder is that this can only be determined after a picture has played the theatre.

Mentioned are many names that have already appeared in private suits throughout the country. Whether these cases have been disposed of or not, the government may bring them up for the points at law involved.

Studio Uncertainties Limiting Franchises

New York—Paramount's policy on franchises is not to have too many of them because of uncertainty of production from year to year. Most of the existing franchises are with its theatre partners, Barney Balaban testified in his deposition in the all-industry suit.

Not since he became president four years ago has the company entered into a pooling arrangement with any circuit. There has been only one change in the company's theatre partners which was where a contract expired and was not renewed. The reference, it is believed, was to George W. Trendle, who operated United Detroit until a year ago.

Arnold Has Theatre Split All Figured

NEW YORK—Thurman Arnold, assistant attorney general, has a plan for majors disposing of their theatre holdings, if and when the government ultimately wins the big suit. His idea would be first to secure an injunction, then appoint a trustee who would hold the stock of the approximately 2,500 theatres involved, and sell the holdings over a period of ten years or more, if required, to take advantage of market conditions.

In the event the government loses the first round with Judge Henry W. Goddard, it will appeal, Arnold states. The same prerogative also rests with the majors. Thus from all indications the ultimate issues on theatre divorcement will be decided by the U. S. supreme court.

Williams Spokesman

Paul Williams, who has been handling the case for the department of justice, will be the chief spokesman for the plaintiff with David Podell assisting.

Arnold estimates the actual trial will take five months, three for the distributor defendants and two for the government to present its case.

There is no thought of a settlement, according to Arnold. He also pointed out some of the government witnesses to be called will be "reluctant witnesses." In view of the legal battery for the majors, Arnold complained over the lack of men for the department's prosecution.

It is intimated defendant counsel plan to request more definite statements of facts and will ask the court to rule individually on the answers supplied to the consolidated interrogatories.

Steffes to Florida

WASHINGTON—W. A. Steffes, Northwest Allied leader, who suffered a heart attack in January, has gone to Florida to recuperate.



DAVID O. SELZNICK

who made

"GONE WITH THE WIND"

now presents his newest production, another triumphant box-office attraction based on Daphne duMaurier's novel that has inspired similar world-acclaim...

Rebecca

directed by Alfred Hitchcock, master of suspense . . . co-starring Laurence Olivier, hero of "Wuthering Heights," and Joan Fontaine in her first starring role.

A Pre-Selling Campaign To Match Its Bigness...

...more than 400,000 copies of the original edition sold. Reprint now leading all others.

...read in 3,000,000 additional homes when published in Ladies' Home Journal.

...currently appearing in a score of big city papers to millions more as a 40-day serial, vigorously promoted.

...feature articles on book and picture in Life, Collier's and other national magazines.

...sold to radio millions on two coast-to-coast broadcasts including one presented by Orson Welles.

...woman-interest captured thru Kiviette tie-up in America's top-flight stores.



SELZNICK INTERNATIONAL *presents*

Rebecca

starring

LAURENCE OLIVIER · JOAN FONTAINE

with

GEORGE SANDERS · JUDITH ANDERSON · *Directed by* ALFRED HITCHCOCK

From the best-selling novel by DAPHNE DU MAURIER

Produced by DAVID O. SELZNICK

RELEASED THRU UNITED ARTISTS

Clearance Complexity Expounded by Sears

NEW YORK—The complexities of clearance, as differentiated from run and availability, were expounded by Gradwell Lee Sears, general sales manager for Warner, at pre-trial examinations Tuesday. Robert L. Wright, examiner for the government in the all-industry suit, tried to establish that a pattern exists generally in the trade. This was refuted by Sears and objected to strenuously by assembled counsel for various companies, including Robert W. Perkins, general counsel for Warner, and his assistant, Howard Levinson.

In his line of questioning, Wright attempted to establish the right of theatres in the same area with similar admission prices playing pictures simultaneously. However, Sears declared each situation is handled independently, depending on the type of theatre, type of exhibitor, adjoining theatres, distances between theatres, admissions, flow of traffic and surrounding population.

Clearances have been established in all territories for at least 10 years and changes are only made after exceptions are made to local branch managers, who forward them to their superiors and then are studied for whatever alterations might be effected.

Where Warner houses are involved, that, in itself, is a primary factor in the sale of the company's product for first and subsequent run, according to Sears.

He cited a number of instances where one theatre playing a picture will take clearance over non-competitive runs. Such was the case on "Dodge City," which played in Dodge City, Kas., and had clearance over the entire country. "Wings of the Navy" played first in Pensacola, Fla., with a protection over the entire south. "Virginia City," which opened day-and-date in Virginia City and Reno, Nev., over the weekend with clearance over the entire country.

Allied Chicago Meeting Is Planned for June

CHICAGO—Allied's national convention, to be held in Chicago, has tentatively been set for the first or second week in June by Jack Kirsch, president of Allied of Illinois. Kirsch made this announcement upon his return this week from Florida. The exact dates were expected to be set late this week or early next week.

"Virginia City" Has It, Reviewer Finds

Reno—If it's action the customers want, they'll get it and more in "Virginia City." As unfurled here in 122 minutes, there is preponderant evidence that Warner struck for, and achieved in telling measure, rip-snortin', bugle-tootin', six-shootin' action. Backgrounded by sepia-tinted, awesome western locales, with the Civil War setting the stage and focusing the motivation, the story of the closing days of the war gathers momentum to a blistering climax. The rivalry of Union Captain Errol Flynn and Confederate Captain Randolph Scott is as resourceful in its military objective as in the romantic pursuit of Miriam Hopkins. Suspense is written in impressive strokes.

The entire production is in broad and lavish terms, not far removed from "epic" proportions. The pace slackens occasionally to point up the adventures of Flynn, Scott and Miss Hopkins. But the spirit of camaraderie, when the cause for which they are fighting on opposite sides looms higher than their personal sympathies, strikes a cordant and dramatic finale—SPEAR.

20th-Fox Indicates Aloofness on AA

NEW YORK—After polling district managers, Charles E. McCarthy, 20th Century-Fox director of advertising and publicity, states the company can best be served by continuing to operate its own ad sales departments, the intimation being there is no desire to become affiliated with Advertising Accessories.

The district managers are said to have felt operation of its own departments assures the best possible local exploitation of the company's pictures. They are also of the opinion the ad sales personnel has developed some of their best salesmen and bookers.

Earl Hudson Is Detroit Paramount Chain Head

NEW YORK—Removing him from operator, pro tem, to the permanent division, Barney Balaban states Earl J. Hudson has been named president of United Detroit Theatres Corp., succeeding George W. Trendle, who resigned some time ago. Hudson continues as general manager.

See No Neely Action Before April 15

WASHINGTON—Hearings on the Neely block booking bill before the House interstate and foreign commerce committee probably will not open much before April 15, at the earliest.

Inability of conferees on the railroad legislation to reach an agreement on differences between the House and Senate, will keep members of the House committee who are on the conference group busy until the middle of next month, it is said.

The Neely bill is the next matter to be taken up by the committee, which recently concluded hearings on legislation giving the government control of petroleum production, but will not be taken up until the rail legislation is disposed of because of the desire of Chairman Clarence F. Lea of California to have the full committee hear argument.

It is Chairman Lea's intention to have the whole film question thoroughly thrashed out at the projected hearings so that the issue, which has plagued Congress for a dozen years, can be settled finally, one way or the other.

To make this possible, the committee will make no plans for future activities until after the hearings, which may take three weeks or a month if all the interests which heretofore have appeared are given time to testify.

Hays Coast Group Leads Assault on Neely Bill

HOLLYWOOD—The Motion Picture Producers Ass'n has taken the lead in the new drive against the Neely bill by enlisting all studio employes in behalf of the campaign to write their congressmen urging its defeat.

The Hays unit has prepared a series of six letters suggested for the use of producers, actors, directors, writers and other studio workers emphasizing that the synopsis clause in the Neely measure would weaken film entertainment values. Studio publicists have been assigned to follow through and round up contributions.

Sees Film Slot Device An Ally to Theatres

CHICAGO—The Globe-Mills venture into three-minute, slot-machine, five cents entertainment "will not in any way be competitive to the film industry," declared James Roosevelt, president of Globe, during a visit here to confer with Mills officials.

"On the contrary," he said, "I believe that it will get people in taverns and cafes and other such places where they may be eating or having something to drink, movie-minded. They will have their film appetite merely whetted and will want to go out and see more pictures."

20th-Fox Meet April 12

CHICAGO—Herman Wobber has set April 12 as the date for the 20th-Fox annual sales convention here. No changes in the company's numerical lineup of releases are expected.

"A Triumph of Film Making"

Hollywood—Producer-Director Gregory La Cava's RKO screen version of "Primrose Path," Broadway stage success, is a triumph of film making and must be acclaimed, by any valuation, as one of the outstanding entertainment treats among current releases. So adroitly are blended the many elements of the original—its pathos, drama, tragedy, romance and, above all, comedy—that the background of squalor and sordidness fails to detract one whit from the feature's attractiveness. Production and portrayals are flawless throughout. Ginger Rogers as the confused girl bride who is trying to escape the influence of an easy-moraled mother, a drunken, frustrated father and a scheming, licentious grandmother, rises to new heights as a dramatic actress, while her delineation is paralleled in excellence by every member of a carefully selected cast of artists.—SPEAR.

Kuykendall Ideas Heading for File

NEW YORK—Majors' sales managers, taking the position they have made known their companies' policies in the past and cannot vacillate upon each new demand by exhibitor organizations, probably will take no decisive action over the suggestion of Ed Kuykendall, MPTOA president, that certain features of the lately proposed trade practice code be incorporated in new season contracts.

Largely representative of their attitude is the view of one, who says: "We cannot seriously be expected to adopt the selling plans that keep cropping up among exhibitor groups. Consider for a moment that possibly no two groups see eye-to-eye on each of the trade practice revisions they would like to see effected. There are many controversial views on identical issues; some would be acceptable in one section of the country and frowned upon in another."

It is this latter aspect that seems to preclude the physical incorporation of Kuykendall's proposals in contracts more than the specific proposals themselves. "There could not be any uniformity in our contracts if we adopted the points suggested by Kuykendall," another sales manager points out, adding: "It means we would have to prepare a different set of contracts to conform with the nature of each deal we conclude. In other words, a cancellation privilege that a buyer of 50 films is entitled to could not apply to an exhibitor who has bought but 15 pictures."

See Cancellation "Danger"

In more than one quarter the proposal that distributors grant an option to cancel pictures, if proven to be locally offensive on moral, religious or racial grounds, was characterized as "dangerous." Arguments advanced are that this "would provide local censorship." A not too veiled hint that an exhibitor with strong local political affiliations might "use" this to "get away from paying for a film" which failed to reach the expected gross was advanced in another quarter. A few sales executives declare they know of no instances where exhibitors were "forced' to play films that are locally offensive.

On the grounds they might expect "an avalanche of wrong interpretations," as one sales manager put it, distributor executives decline to declare themselves on each of the six points suggested by Kuykendall. However, with the exception of UA, where a spokesman states the company does not fit into the same distribution pattern with the other majors, the following reactions to Kuykendall's six points might well represent a composite of sales executives' opinions. In order are, first, the MPTOA head's six points, then the answers.

1. A minimum unconditional option to cancel at least 20 per cent of pictures licensed. As an alternate suggestion, an option to cancel upon reasonable notice one picture out of each group of five or more, in the order of release.

2. An option to cancel any picture on reasonable notice which it can be demonstrated is locally offensive on moral, religious or racial grounds.

3. An option to change percentage pictures designated for preferred playdates on reasonable notice that the picture is considered unsuitable in fact for the dates designated.

4. A provision that no score charge shall be added to the film rental specified in the contract.

5. A provision that prices and terms for each picture licensed must be fixed by the distributor not later than the date of the notice of availability.

6. A provision that the option to reject pictures on selective contracts must be exercised within 21 days after notice of availability; otherwise the option is void and the picture released in due course to subsequent runs.

Now the distributor views:

1. We have an average of 50 pictures to sell each season. Every time an exhibitor cancels a picture, the producer loses revenue. Our budgets are largely predicated on how much money passes through the boxoffices. If this revenue is cut off by widespread cancellations, we must have some measure of protection. Consequently, every time an exhibitor buys fewer films than we offer he is considered to have already exercised his option to cancel.

2. No responsible distributor would deny an exhibitor the right to cancel a picture if it was demonstrated to be locally offensive for whatever reason.

3. If this provision would be used unselfishly, it would be good business for both sides to agree to. We would not, for obvious reasons, insist on a designated playdate for a picture if it was not considered of sufficient drawing power to be profitable for both of us. By the same token, we would prefer that another and stronger picture be designated if the original choice proved unsuitable.

4. Most majors have eliminated score charges.

5. This might be possible in a majority of cases, but never in all cases. Distributors long ago abandoned the practice of designating the price of a picture based on a projection room screening. We must first spot the film in about 75 theatres for what we believe to be an honest boxoffice evaluation of its worth before setting up terms. Often it is not possible to get open dates to test pictures when they become available. It would not be fair to set up a price based on a film's performance in the south without testing its acceptance in other parts of the country.

6. This might be worked out, but it would require a great deal of study. For instance, the 21-day period might be acceptable in most situations, but it might be difficult to effect. It would depend largely on whether the release dates of most of the distributors are being met on time. If there is a shortage generally it might take more than 21 days. If pictures are coming through from all companies on schedule, it might work out.

"Grapes" B'way Rental Close to $100,000

New York—Twentieth Century-Fox is expected to net as its share of the gross approximately $100,000 from the eight-week run of "The Grapes of Wrath" at the Rivoli. For the first two weeks of the run, the distributor drew approximately $48,000.

Cites Film "Splits" In 29 Key Points

NEW YORK—According to the government answers to distributors' consolidated interrogatories, there are 29 cities where major circuits have "convenient splits" of product. The cities and circuits outlined in the answers are in the order given, but where 20th-Fox is mentioned the reference is to National Theatres, 20th-Fox subsidiary:

Boston: RKO, Paramount and Loew circuits.
New Haven: Warner, Paramount and Loew.
Albany: Warner and RKO.
Buffalo: Paramount and Loew.
New York City: Warner, RKO, Paramount and Loew.
Brooklyn, N. Y.: RKO, Loew, Warner and Paramount.
Newark, N. J.: Warner, RKO, Paramount and Loew.
Pittsburgh: Warner and Loew.
Baltimore: Warner and Loew.
Washington: Warner, RKO and Loew.
Charlotte: Warner and Paramount.
Atlanta: Paramount and Loew.
Memphis: Warner, Paramount and Loew.
New Orleans: RKO, Paramount and Loew.
Houston: Paramount and Loew.
Oklahoma City: Warner and Paramount.
Kansas City, Mo.: RKO, Paramount, Loew and Fox.
St. Louis: Warner and Loew.
Cleveland: Loew, Warner and RKO.
Chicago: RKO and Paramount.
Milwaukee: Warner and Fox.
Des Moines: Paramount and RKO.
Minneapolis: RKO and Paramount.
St. Paul: RKO and Paramount.
Omaha: RKO and Paramount.
Denver: M-G-M and RKO. (M-G-M has reference to Loew).
Salt Lake City: Paramount and Fox.
Los Angeles: Warner, RKO and Fox.
San Francisco: RKO, Paramount, Loew and Fox.

Two Copyright Cases Warded Off

New York—The major distributors successfully fought two copyright cases last year that were considered important for the precedents they would have established had they been upheld in court.

One was instituted by William Spitz against Motion Pictures' Greatest Year, seeking damages for alleged infringement of copyright arising out of the 1938 Movie Quiz contest. The case was discontinued by stipulation on June 28, 1939.

The other was brought by Carnevale against William Wrigley jr. Co., and the MPPDA, which sought damages of $500,000 for alleged appropriation of defendants in the radio program, "Gateway to Hollywood," of the plaintiff's idea for finding "New Screen Faces." The case was discontinued by stipulation on Dec. 22, 1939.

this is it!

Congratulations Ann Sheridan!



Congratulations Author Louis Bromfield ... and Thanks!

The Industry's Giant Spring Entertainment Special!



Clap hands, Exhibitors! Here's absolutely and unquestionably as strong an A-time property as you can ask for! The new story sensation by Louis ('Rains Came') Bromfield is the Warner showmanship smash that wins No. 1 Star Honors for

ANN SHERIDAN

Making all the promise of her eyes and all the lure of her lips at last come true in

"IT ALL CAME TRUE"

with

JEFFREY LYNN
HUMPHREY BOGART
ZASU PITTS · UNA O'CONNOR
JESSIE BUSLEY · JOHN LITEL
Directed by LEWIS SEILER
Screen Play by Michael Fessier and Lawrence Kimble



The way she sings! And how she rhumbas! In her own glamorous, amorous way

NATION-WIDE DAY-DATE NEWSPAPER CAMPAIGN!

Monogram to Meet In June or July

CHICAGO—Monogram is planning a national sales convention that will be held in June or July, with the city as yet not designated. So said Edward Golden, general sales manager, who was here this week en route east after a three-week tour of several of the exchanges which took him to the west coast.

Golden's trip has been in the interests of the forthcoming Independence Drive, which will follow the Monogram Drive, to be completed April 1. The Independence Drive will start May 1 and end July 4.

"All of our exchanges are ahead of last year," said Golden, "and 80 per cent of them have already reached their quotas. I have talked with many circuit heads and it is gratifying to learn the esteem in which they hold our company."

Golden said that Ray Johnston would remain on the coast a while longer for conferences with Scott Dunlap. "Rip Van Winkle," to be the company's top film for the year, will get under way in 30 days, will cost about $350,000 and will be in Technicolor, he said. The other two about ready are "Tom Boy," and "Son of the Navy."

From here Golden was to go to Milwaukee, Detroit and Cleveland before returning to New York. He had already covered Washington, Charlotte, Atlanta, New Orleans, Dallas, Los Angeles, San Francisco, Seattle, Portland, Denver and Kansas City.

Loew, Selznick Arrange "GWTW" Foreign Runs

NEW YORK—Arthur M. Loew, head of M-G-M's foreign activities, and David O. Selznick, producer of "Gone With the Wind," have worked out an arrangement whereby the picture can be shown in foreign countries with money restrictions. According to the producer's original contract, the $4,000,000 picture could not be shown where remittances were limited.

About the middle of April, the film will open at the Ritz, Empire and Palace in London at advanced prices. According to present plans, the Palace will two-a-day the picture while the Empire will have a continuous run showing. Policy for the Ritz has not yet been set.

The triple day-and-date opening in London will mark the first time such a policy has been adopted in the British Empire and marks the first time the picture has had that kind of an opening anywhere.

Ask 20th-Fox Managers to Study Premium Costs

NEW YORK—District managers of 20th Century-Fox have instructed branch managers to make local surveys of the cost to theatres of premiums, especially as this practice relates to rentals, adjustments and allowances. The information was requested by Herman Wobber, general manager of distribution.

Prutzman Upgrades To $1,000 by 1943

New York—Charles D. Prutzman, general counsel for Universal, on March 12 completed the first year of a five-year contract with the company. Under terms of the agreement filed with SEC, Prutzman started at $800 a week, automatically gets a $50 a week increase every year and a month's vacation annually with full pay.

42 Yearly at $5,663,600, Columbia Tells Gov't

NEW YORK—Columbia averaged 42 features a season at an average annual cost of $5,663,600 for 11 years ending with the 1938-39 season, the company states in its answer to the government's interrogatories. While the answers to many queries were viewed by the company as confidential, this apparently did not apply to production. In 11 years, total feature production costs bulked $52,304,300. Seasonal breakdowns:

Season	*Total*
1928-29	$1,632,300
1929-30	2,523,400
1930-31	4,182,800
1931-32	3,614,100
1932-33	4,304,400
1933-34	5,198,200
1934-35	6,163,300
1935-36	7,053,800
1936-37	6,728,000
1937-38	11,499,200
1938-39	9,404,800

From 1930 to 1938, Columbia produced 361 shorts costing $2,914,752. The peak year was 1937-38 when 84 were produced for $829,352.

20th-Fox Plans 3 Radio Shows with Kate Smith

NEW YORK—Three coast-to-coast radio hookups in conjunction with the Kate Smith program have been effected by 20th Century-Fox.

The deal calls for Linda Darnell and others to come to New York from the coast March 29 to appear in the radio preview of "Stardust," in which Miss Darnell appears. On April 19, the hookup will be direct from the studio and will feature Tyrone Power and Dorothy Lamour in a broadcast excerpt from "Johnny Apollo." On April 26, all stars will participate in a broadcast celebrating Miss Smith's anniversary as a radio star. The broadcast may feature excerpts from "Lillian Russell."

Charles Skouras Will Tour Divisions for Campaign

LOS ANGELES—Charles P. Skouras, field marshal in the second Spyros Skouras Showmanship Campaign which will start April 14 and end July 13, will begin a tour of all National Theatres' divisions about April 1. At the meetings with the field men and their staffs, details of the second drive will be outlined. Rules and awards are similar to the first campaign.

Must Garner Better Terms, Says Gold

NEW YORK—With the observation it is becoming increasingly difficult for producers to operate in the face of curtailed foreign markets, Harry Gold, UA's eastern and Canadian sales manager, takes the view that better terms, more playing time and advanced admissions must be resolved if "the producers are to be protected." Gold is back from the coast, where he sat in with Murray Silverstone on producer conferences on next season's lineup.

"It is a foregone conclusion," he states, "that we have to get more money out of the domestic market. There is a definite need for higher admissions, although the tax factor and others may not be within our control. Our industry is probably the only one in which the public demands the very highest and usually the costliest entertainment and then expects to pay the minimum price for it."

The UA producers are set on their new season plans "as never before," he adds. Their anxiety to get pictures under way makes it possible to set an early convention date and begin selling earlier this year than has been the custom.

Police Censor Ouster Is Chicago Campaign Aim

CHICAGO—A revision in the method of censorship here is under way by the American Civil Liberties Committee in an active campaign for removal of the police censor board. The proposal of a new city ordinance by Ira Latimer, Chicago attorney and chairman of the committee, suggests five changes that should be made in the censorship plan.

Meanwhile, Latimer's group has petitioned Mayor Edward J. Kelly for a reversal of the board's ban on "The Living Dead."

Paramount and National Discuss Two-Year Deal

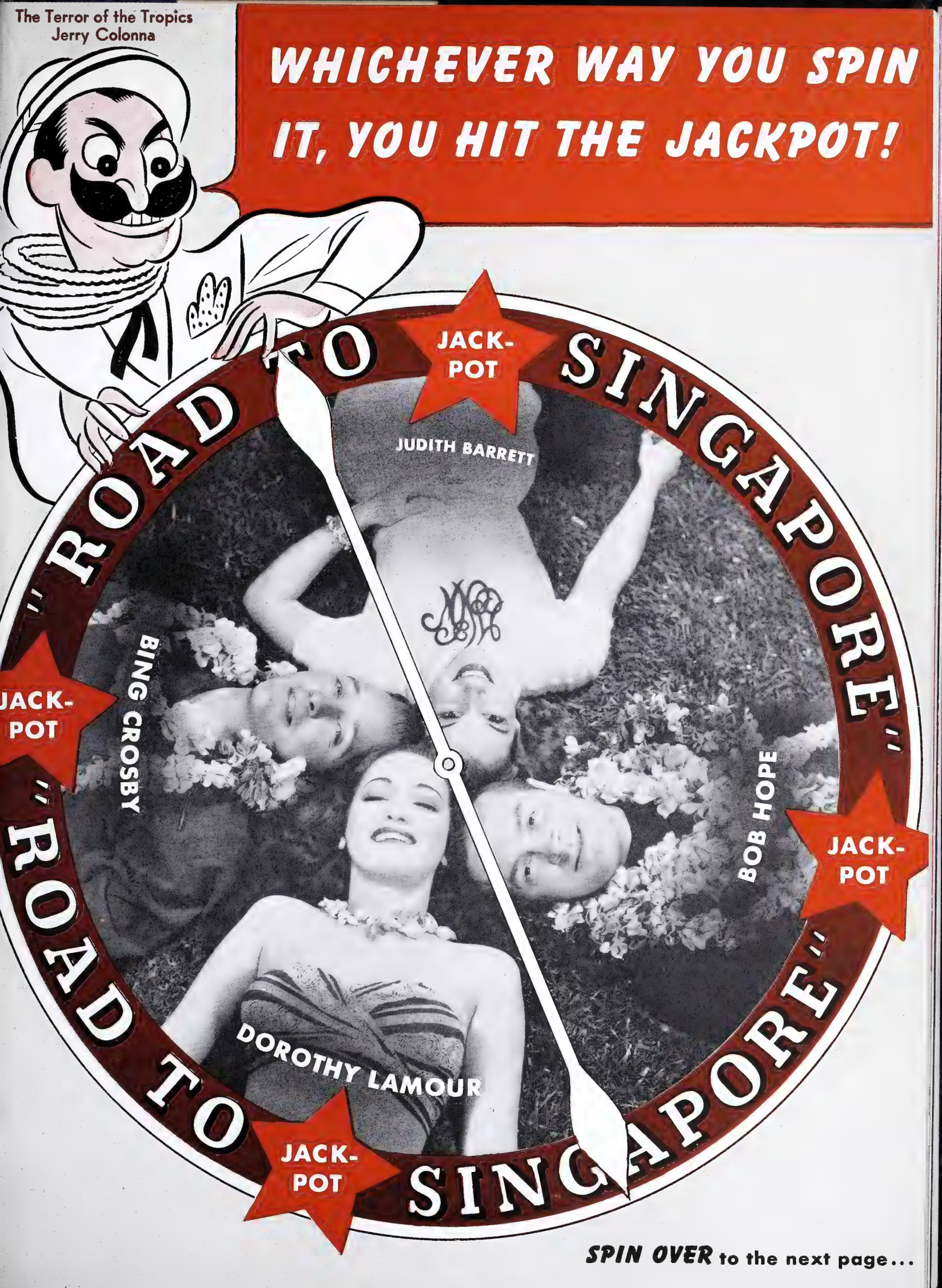
NEW YORK—Paramount and National Theatres have started negotiations on a two-year deal to begin after the current season's contract expires. Preliminary discussions were held on the coast by Spyros Skouras and Edward Zabel, for National Theatres; Charles P. Skouras of FWC, and Charles M. Reagan, western division manager for Paramount. Advance indications are that the distributor's 1940-41 schedule will be numerically the same as this season.

National Screen and "U" Sign a Trailer Deal

NEW YORK—Universal has signed a five-year trailer deal with National Screen. It is retroactive to January 1 and takes up where a previous five-year deal expired. Lawyers for both companies are still working out details for Advertising Accessories to take over the distributor's ad sales department.

The Terror of the Tropics
Jerry Colonna

WHICHEVER WAY YOU SPIN IT, YOU HIT THE JACKPOT!



SPIN OVER **to the next page...**



Paramount's GIVING US THE AIR . . . AND DO WE LIKE IT!

Yessir, Paramount's really bombarding the ether from coast to coast with those five hit parade leaders from "Road to Singapore." And, what's more, those three money stars, Bing Crosby, Dorothy Lamour and Bob Hope, are appearing on three of radio's biggest programs (just look at their Crossley ratings and you'll see what we mean) to sell "Road to Singapore" to each and every movie customer in the land!

3 HIT PARADE SONGS:

"Too Romantic"
"The Moon and the Willow Tree"
"Sweet Potato Piper"
"Kaigoon"
"Captain Custard"

Here are three of the opening guns in what promises to be the biggest radio build-up any picture ever received . . .

ON THURSDAY, March 14, from 10 to 11 P. M. over 77 NBC Red network stations, Bing Crosby will sing those hit tunes, with a big plug for the picture!

ON TUESDAY, March 19, from 10 to 10:30 P. M. over 63 NBC Red network stations, Bob Hope (assisted by Jerry Colonna) goes to work to sell those hit songs. And from then until release date, Bob will keep punching home the songs and "Road to Singapore!"

ON MONDAY, February 26, from 8 to 8:30 over 65 CBS stations, Dorothy Lamour guests with Tony Martin and Andre Kostalanetz to sing the hits from her biggest hit!

TUNE IN ON THESE PARAMOUNT SALESMEN . . . HEAR THEM GO TO WORK FOR YOU AND YOUR BOXOFFICE!

"ROAD TO SINGAPORE" Bing Crosby • Dorothy Lamour • Bob Hope

Charles Coburn • Judith Barrett • Anthony Quinn • Jerry Colonna • Directed by VICTOR SCHERTZINGER

Screen Play by Don Hartman and Frank Butler • Based on a Story by Harry Hervey • A Paramount Picture

Loew Controls Half Of 67 U. S. Firms

NEW YORK—Loew's has a 50 per cent or more interest in 67 domestic corporations, exclusive of 56 corporations principally engaged in exhibition and distribution in foreign territories. The domestic companies embrace theatres, music subsidiaries and realty units, 44 of which are owned 100 per cent.

The 67 corporations are, in the order listed with SEC: International Vaudeville Co., Marcus Loew Booking Agency, WHN Artists Bureau, Inc., Delancey Amusement Co., Warwick Amusement Co., Putnam Theatrical Corp., Firm Amusement Corp., Diamond Amusement Corp., New Broad Co., Marcus Loew Indianapolis Realty Co., Loew's Indiana Theatres, Seventh & Broadway Building Co., Market & Taylor Building Co., Loew's Boulevard Corp., Astoria Theatre Corp., Abingdon Amusement Corp., Coney Island Theatre, Inc., Loew's Houston Co., the Standard Evansville Realty Co., Loew's Theatre & Realty Co., Brooklyn Operating Corp., Hawthorne Amusement Corp., North Bergen Amusement Co., Loew's Dayton Theatre Co.

Elton Amusement Co., Fairmont Theatre Corp., 167th St. Amusement Corp., Clinton-Court Corp., District Amusement Corp., Evans Theatre Corp., Delton Operating Corp., Oak Park Realty & Amusement Co., Victoria-7th Ave. Corp., Cleveland Theatres, Inc., M-G-M Distributing Corp. of Texas, 45th & Broadway Corp., M-G-M Studios, Inc., Loew's Boston Theatres, Ltd., the New Columbia Co., Gates Theatre Corp., Loew's Boro Park Theatre Corp., Canal Realty & Improvement Co., Inc., Yonkers Operating Corp., Broadchester Corp., Dyckwood Amusement Corp., Sherman Amusement Corp.

Robbins Music Corp., Leo Feist, Inc., Miller Music, Inc., Midas Amusement Co., Chateau Amusement Corp., Hemlock Theatre Corp., Evergreen Amusement Corp., Suburban Theatre Corp., Penn-Federal Enterprises, Inc., Penn-Federal Corp., Century-Parkway Corp., the Chapel State Theatre Co., Louisville Operating Co., Inc., Loew-United Artists Columbus Corp., Toledo Operating Corp., Landroll Realty Corp., Macon Amusement Corp., Eastern Theatres, Inc., Poli-New England and Moredall Realty Co.

Of the 56 foreign subsidiaries, 17 are domestic corporations and 39 foreign.

As of August 31, 1939, capital stock investment of Loew's in wholly-owned subsidiaries operating in foreign markets was:

Domestic corporations, $417,674; foreign corporations, $1,845,469; grand total, $2,263,143.

As of August 31, 1939, total net income of foreign subsidiaries for the fiscal year ended then:

Domestic corporations, $199,748; foreign corporations, $2,139,790, grand total $2,339,538.

Follows "Louise"

NEW YORK — "The Outsider," Alliance Films' screen version of the Dorothy Brandon play which served Katharine Cornell as a Broadway vehicle years ago, goes into the Little Carnegie Playhouse March 16, following "Louise."

Uses the "Straight Line" Plan for Write-offs

New York—Depreciation by Loew's on buildings and equipment is on the "straight line method" over the expected life. As for its theatres, the annual percentage rates are buildings, three per cent; building equipment, same percentage; general equipment, 10 per cent. As for the studio: five per cent, per annum, on buildings; the same for building equipment, but 15 per cent on general equipment.

"U" Unpaid Preferred Dividends Increasing

NEW YORK—Unpaid cumulative dividends on Universal's first and second preferred at the close of October 31, 1939, totaled $2,808,959, according to the company's report to SEC.

On the first preferred, accumulated arrears amounted to $1,012,293 from October 1, 1932, to October 31, 1939. On the second preferred, no disbursements were made from January 1, 1927 to October 31, 1939, the total in arrears being $1,796,666. The dividends due on the first preferred total $56.66 2/3, while on the second preferred the sum due is $89.83⅓.

On the above basis, states the report, at October 28, 1939, the aggregate liquidation value of the first preferred eight per cent cumulative stock amounted to $2,977,333, or $166.66 2/3 a share, and the aggregate liquidation value of the second preferred seven per cent cumulative stock amounted to $3,966,666, or $199.83 1/3 a share.

The company has agreed it will not, without the consent of the banks to which it is indebted under secured notes payable, pay any cash dividend or make cash disbursements to its stockholders so long as any indebtedness is outstanding under the loan agreements which gave rise to the indebtedness of $2,653,043 under secured notes payable to the banks at October 29, 1939.

"U" 50% Owner of 30 Foreign Units

NEW YORK—Universal has a 50 per cent or more interest in 30 foreign corporations. In addition, the company controls 99½ per cent of the stock in Cellofilm, 100 per cent of Music Film Corp., full control of Universal Film Exchanges and 20 per cent (50 shares) in Big U Film Exchange, here. This data appears in its report to SEC.

Two of the foreign companies are in liquidation. They are Filmag, A. G., and Capital Theatre, A. G., Zurich, Switzerland.

The balance of the foreign companies, which follow, are 100 per cent owned:

Universal Pictures, Ltd. (Singapore); Universal Pictures, Ltd. (India); Universal, S. A. (Panama); N. V. Universal Film Maatschappij N. I. (Java); Universal Films Argentine, S. A. del Pel, Cin.; Uni-Kversal Pictures, de Brazil, S. A.; Hispano American Films, S. A. (Spain); Deutsche Universal Film, A. G. (Germany); Universal Film Aktiebolag (Sweden); Universal Film R. T. (Hungary); Universal Pujocvna A. Prodaj-Filmu Splo. S.R.O. (Czechoslovakia); Universal Pictures Proproetary Ltd. (Austria); Universal Film, S. A. (Belgium); Universal Film S. A. (France); Universal Pictures, Ltd. (Japan); Towarzyatwo Filmowe Universal Pictures Corp., Sp. Z. Ogr. Oop (Poland); and Universal Film Holding, A. G. (Switzerland).

Also Universal Pictures Corp., of Chile, Peru, China, Egypt, Mexico and the Far East; N. U. P. Finance, Ltd. (Great Britain); Universal Pictures Corp. of Puerto Rico; Universal Film, A. S. (Denmark); Universal Pictures of Norway, A. S. and Selection Film S. A. (Switzerland).

Another for Sanders

NEW YORK—Julius Sanders has acquired the Elton, Brooklyn, which Harry Brandt will book. After rehabilitation, the house will be reopened March 25.

$2,796,473 to Run Theatre Subsidiaries

NEW YORK—Cost of operating the Loew circuit subsidiaries including film costs, for the year ended August 31, 1939, amounted to $2,796,473, according to the company's report to the SEC. Participation of others in theatre profits totaled $88,162. Insurance, operation of buildings and other miscellaneous costs in connection with the circuit aggregated $89,380.

Theatre receipts, according to the statement, was $4,439,880. Rent income was $206,532; interest with affiliate, $19,435.

Operating revenues for Loew's for the 12 months ended August 31, 1939 follow:

Theatre receipts, rentals and sales of films and accessories	$109,274,766.14
Rent income	1,859,045.89
Booking fees, partly owned corporations	256,900.56
Interest from partly owned corporations	72,614.58
Miscellaneous	1,026,250.88
	$112,489,578.05

Operating and General Expenses

Theatres and office buildings, including film rental expenses	$ 23,185,158.51
Distribution and other film expense	12,860,741.47
Amortization and write-offs of film costs	46,691,078.89
Film advertising accessories	879,121.40
Outside producers share of rentals	5,148,216.65
General and administrative	1,910,633.50
	$90,674,950.42

Anti-Trust Suits Record High; Litigants Seek $23,904,431

(Continued from page 11)

naming the same local defendants

Peck against Paramount in Georgia. Co-defendants are the eight majors and A. C. Bromberg. The same plaintiff has a second action against the eight majors plus Republic.

Byers against Murphy in Roanoke, Va. The majors, excepting Columbia, are defendants. Also named are Republic, Monogram, Lincoln Theatres, Appalachian Theatres, M. K. and Ada B. Murphy, Charles C. Lincoln, D. D. Query, George C. Davis and W. B. Urling of Wellesville, Ohio, and Urling & Davis as Alpine Theatre Circuit.

Folley Amusement Co. against Randforce in Brooklyn. In addition to the eight majors, Monogram, Republic, Samuel Rinzler and Louis Frisch are named defendants.

Tegu's Palace against Interstate Theatre Corp. in Vermont. The majors, except RKO and 20th Century-Fox, are named. Local defendants are Rockingham Operating Co. and Graves Theatres.

Schwartz & Myers against 20th Century-Fox in Frankfort, Ky. Columbia and Universal are the only majors not named. Republic Pictures of Ohio, Frankfort Amusement Co., W. J. Hulette, Sam Lee and Ethel Sparks are local co-defendants.

Harrison Bros. of Pennsylvania against the Warner Circuit, Stanley Corp., and the eight majors.

Odom against Paramount in Atlanta. Co-defendants are the eight majors and Roy E. Martin.

Shapiro against the Warner Circuit, Stanley Corp., the eight majors and Robert Lynch, Loew's Philadelphia manager.

Waldo Theatre Corp. against Joseph Dondis in Maine. Co-defendants are the eight majors, except Columbia. Local defendants are Rockland Amusement Co., Mullin & Pinanski and N. E. Theatres.

Loew's Drive-In against 20th Century-Fox in Massachusetts. Co-defendants are Loew's, Paramount and Vitagraph.

Governor Ritchie Theatre against 20th Century-Fox in Massachusetts. Co-defendants are Loew's, Paramount and Vitagraph.

Miami Drive-In against 20th Century-Fox in Massachusetts. Co-defendants are Paramount and Vitagraph.

Lynn Open Air Theatre against 20th Century-Fox in Massachusetts. Co-defendants are Loew's, Paramount and Vitagraph.

E. M. Loew's against 20th Century-Fox in Massachusetts. Co-defendants are the eight majors, Massachusetts Amusement Corp., Massachusetts Operating Co., and Middlesex Theatres.

Mount Vernon Theatre Corp. against 20th Century-Fox in Massachusetts. Co-defendants are Loew's, Paramount and Vitagraph.

Miami Drive-In against Loew's in Massachusetts. Co-defendants are Columbia, RKO, UA and Universal.

Winchester Theatre Co. against 20th Century-Fox in Massachusetts. Co-defendants are the eight majors, Massachusetts Amusement Corp., Massachusetts Operating Co. and Middlesex Theatres.

Frels against Consolidated in Texas. The majors are not named in this action, but plaintiff claims they were parties to the conspiracy alleged.

Courter Amusement Corp. against Paramount in Newark, N. J. Co-defendants are the eight majors.

Westor Theatres and Janbert Amusement Corp. against Paramount in West Orange, N. J. Co-defendants are the Warner circuit and eight majors.

Netcong Amusement Co. against Paramount in Netcong, N. J. Co-defendants are the Warner Circuit and eight majors.

The following actions instituted since Jan. 31, 1939, seek injunctions or restraining orders and do not involve monetary damages:

Ford against Paramount in Illinois. Co-defendants are the eight majors, except Loew's and 20th Century-Fox; Adolph Zukor and Barney Balaban of Paramount; Harry M. Warner; B&K; SCM Theatre Corp., and Sam C. Meyers.

Gittone against Warner in Philadelphia. Co-defendants are the eight majors and the Warner circuit.



Graves against Warner in Pennsylvania. Columbia and 20th Century-Fox are the majors not named. The Warner circuit and Stanley Corp. are defendants.

Goldberg against Tri-States Theatres Corp. in Omaha. In addition to the eight majors, A. H. Blank, G. Ralph Branton and Singer Omaha Corp. are named co-defendants.

395 Amusement Corp. against Randforce in Brooklyn. Co-defendants are Paramount, 20th Century-Fox, UA, Universal, Vitagraph, Samuel Rinzler, Louis Frisch and the late William Yoost.

In this category, of course, are the government's equity suit, the contempt proceedings in Los Angeles and Chicago, and the department of justice actions against Schine, Griffith and Crescent.

Additional anti-trust suits filed before Jan. 31, 1939—a few, in fact, dating to 1932—and seeking monetary damages, are as follows:

Rivoli Theatre Co. against UA in Tampa, Fla. Co-defendants are Columbia, RKO, Warner, Casino Enterprises, Consolidated Theatres and Frank Rogers.

Colcata Corp. against William H. Moore jr., in Los Angeles. Co-defendants are M-G-M, Paramount, 20th Century-Fox, UA, Universal, Fox West Coast, Charles C. Irwin, Charles P. Skouras, Spyros Skouras, Black & White, Green & Brown, Doe Corp.

Mrs. B. Smith against M-G-M in Georgia. Co-defendants are the eight majors, excepting Columbia, Republic Pictures of the Southwest, Lam Amusement Co. and Oscar Lam.

A. & W. Amusement Co. against Paramount in Massachusetts. Co-defendants are the eight majors and RKO-Rhode Island Corp.

Elite Amusement Enterprises against Paramount in Massachusetts. All majors are co-defendants.

A. B. Momand against Universal in Massachusetts. Paramount is the only major not named in this action. The same plaintiff has brought two other actions; one against 20th Century-Fox in Oklahoma, which also names all majors except Paramount, and another against Griffith Amusement Co in Oklahoma, which names Paramount, Publix Theatres Corp., Warner, Consolidated Amusement Co, Regal Theatres, Pathe Exchange and Educational Film Exchange.

Quemos Theatre Co. against Warner in Newark, N. J. Co-defendants are the eight majors, Jack Cohn, Abe Montague, William F. Rodgers, Paramount Publix Corp., Neil F. Agnew, Milton Kusell, Jules Levy, the late John D. Clark, George J. Schaefer, Charles Rosenzweig, James R. Grainger, the Stanley Corp., Jack L. Warner, Donald Jacocks, Clayton Bond, Joseph Bernhard, GN, and Edward Peskay.

LaCrosse Theatres Co. against Paramount in Wisconsin. Co-defendants are UA, 20th Century-Fox, Welworth Theatres, Minnesota Amusement Co. and Ed Rubin.

Savannah Theatre Co. against Lucas & Jenkins in Atlanta. Co-defendants are the eight majors, Savannah Theatres Co., Arthur Lucas and W. K. Jenkins.

William and Elsie Haas Littlejohn against C. E. Huish and V. A. Gilhool, as C. E. Huish Enterprises in Utah. Co-defendants are the eight majors, excepting Columbia and Warner.

Gorham against Samuel Kurson in Vermont. All majors are named co-defendants.

Pollard against Maine & New Hampshire Theatres in Massachusetts. The eight majors are co-defendants.

Seek Injunctions

The following actions, also commenced before Jan. 31, 1939, and still open, do not seek monetary damages. They are for injunctions or restraining orders:

New Haymarket against B&K in Chicago. Co-defendants are the eight majors, the Warner circuit, Essaness Theatres, H. Schoenstadt & Sons, Barney Balaban, James Coston, Elmer D. Miller, Edwin Silverman, Arthur Schoenstadt and Exhibitors Ass'n of Chicago.

K-M-K against E. D. Miller in Chicago. Co-defendants are the eight majors, except Loew's, the Warner circuit, Simon Simansky, Lido Theatre Corp. and Exhibitors Ass'n of Chicago.

Rosewood against Edwin Silverman in Chicago. Co-defendants are the eight majors, except Loew's and UA, Emil Stern, Sidney M. Spiegel, Greater Chicago Theatre Corp., and Essaness Theatres.

Aetna against Main & New Hampshire Theatres in Massachusetts. Co-defendants are all majors, except Columbia.

Commonwealth against Colonial Theatres in Boston. All majors are named.

Loretta L. Momand against Paramount in Massachusetts. All majors are named.

Gary Theatre Co. against Columbia in Illinois. Besides the eight majors, the Warner circuit and B. & K are named co-defendants.

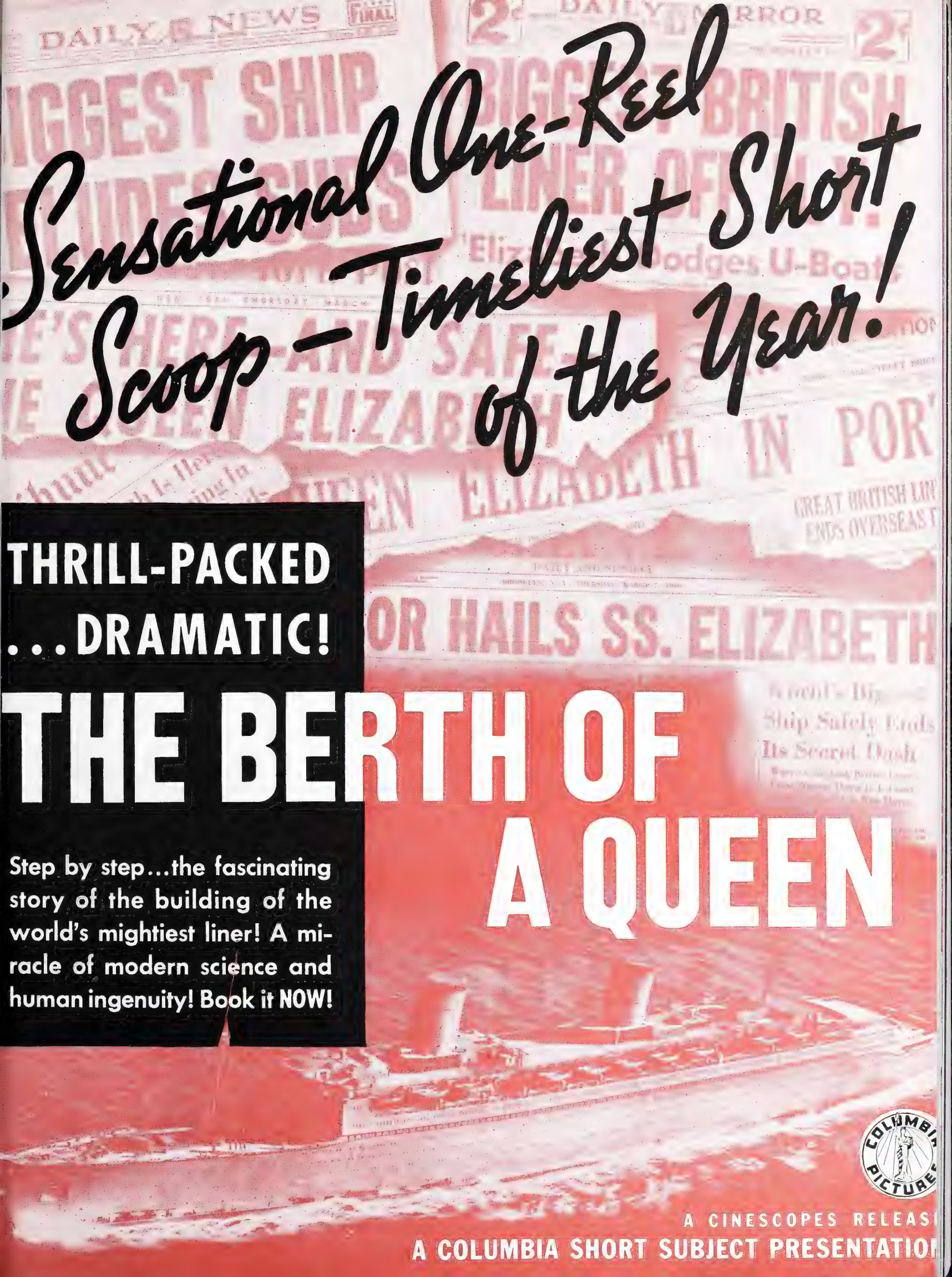
Adelphi Theatre Corp. against Paramount in Chicago. In addition to the eight majors, co-defendants include B. & K., John and Barney Balaban, Walter Immerman, Abe and Joseph Kaufman.

Sensational One-Reel Scoop — Timeliest Short of the Year!

THRILL-PACKED ...DRAMATIC!

THE BERTH OF A QUEEN

Step by step...the fascinating story of the building of the world's mightiest liner! A miracle of modern science and human ingenuity! Book it NOW!



A CINESCOPES RELEASE

A COLUMBIA SHORT SUBJECT PRESENTATION

NATIONAL VARIETY CLUB CONVENTION



in DALLAS

APRIL 18-19-20_1940

DOWN IN TEXAS WHERE THE FUN BEGINS!

The latch-string of the Great Southwest is out to you, and Tent No. 17 is going to do its darndest to show you the true meaning of Texas Hospitality and the time of your young lives.

ENJOY the fun at the Pioneer Days Village . . . the Mexican Fiesta, Chuck Wagon Food. **MEET** Indian Chiefs, Texas Rangers, and Cowboys. . .

DRESS UP with a Big Hat and a Bigger Smile (the hats are ours, the smile is yours).

Please make your reservations and send in your $10.00 registration check now to Room 202-203 Melbo Building, Dallas.



The BANQUET WILL BE *Streamlined*

Ultra Modern! Super-Smart! Streamlined to the "N'th" degree. As top-heavy with class as the preceding day's activities are Rough, Ready, and Rowdy!

On Saturday Night the Official Banquet will be held. The most sumptuous food you have ever eaten!—Entertainment that is distinctly satisfying!—refreshing!—Famous speakers! Practically every important personality in America—Bob Hope as Master of Ceremonies!

Plan to have a whale of a time!

Lopert Gets Slant On Those Censors

NEW YORK—The New York state censor board is not the big bogey man it sometimes has been made out to be. Credit Elias Lopert with the compliment. As distributor of "The Human Beast," he claims to speak with authority.

In the course of a discourse over the censorable aspects of the film, Lopert refers to a significant incident bearing directly on the attitude of the board's personnel that may be of value to those who contemplate submitting foreign product for licensing in New York.

Reject on Four Counts

It seems when Raphael Hakim of Paris, producer of "La Bete Humaine"—"The Human Beast"—asked the board to look at the film last April, it readily complied. It also rejected the film on four counts. "Inhuman, immoral, tending to incite to crime, and tending to corrupt morals," went the letter of rejection. Hakim gave up, apparently determined that no body of American censors could force him to reduce French artistry to base commercialism for the sake of something called a license permit.

The film was put on the market and failed to find a buyer. Last October, in the face of the censor board's attitude, Lopert bought the distribution rights for the country, except New York.

"I thought the picture would do the business outside of New York anyway," Lopert says. "Even though the board turned it down I submitted it again, because experience shows that if the New York board okays a film it usually gets by the rest of the country without any trouble."

If there is a moral to Lopert's faith in human nature maybe it is reflected in the cashier's report at the 55th Street Playhouse, where "Beast" is in its fifth week, after shattering existing records with a $5,000 gross the first week in the 243-seat house.

Appeals on Artistry

Lopert says he didn't perform any miracles in getting the board to pass it. "I gave them credit for common sense, I recognized their responsibility and conducted my dealings on what I believe was an intelligent basis. In other words, I let them know from the beginning that I had no intention of capitalizing on the sensationalism that sometimes appears in advertising when the board rejects a picture and later is overruled by a higher body."

Specifically, Lopert declares he observed in past experiences that the board recognizes artistry and merit in films. He therefore emphasized the name of the author, Emile Zola; the director, Jean Renoir, and the star, Jean Gabin, in submitting the film a second time. He re-wrote the foreword to bring out the moral aspects of Zola's novel and altogether revised the continuity to the extent of deleting a total of about 30 feet of objectionable footage.

After the board looked at "Beast' a second time, it expressed "delight" with the manner in which Lopert had cooperated. Somewhat taken aback by their new attitude, Lopert says he combed the film again to be certain he had not cut more than he had intended. "I ran the New York version next to the national version and there was less than eight minutes difference in the running time of the two," he states. "I noticed a word had been dropped here and there, but the intent of the scene was intact. Of my own accord I had cut about 1,300 feet from the version Hakim had submitted, but this was my own idea, designed to speed it up, because Renoir directs at a very leisurely pace and I wanted to compress it.

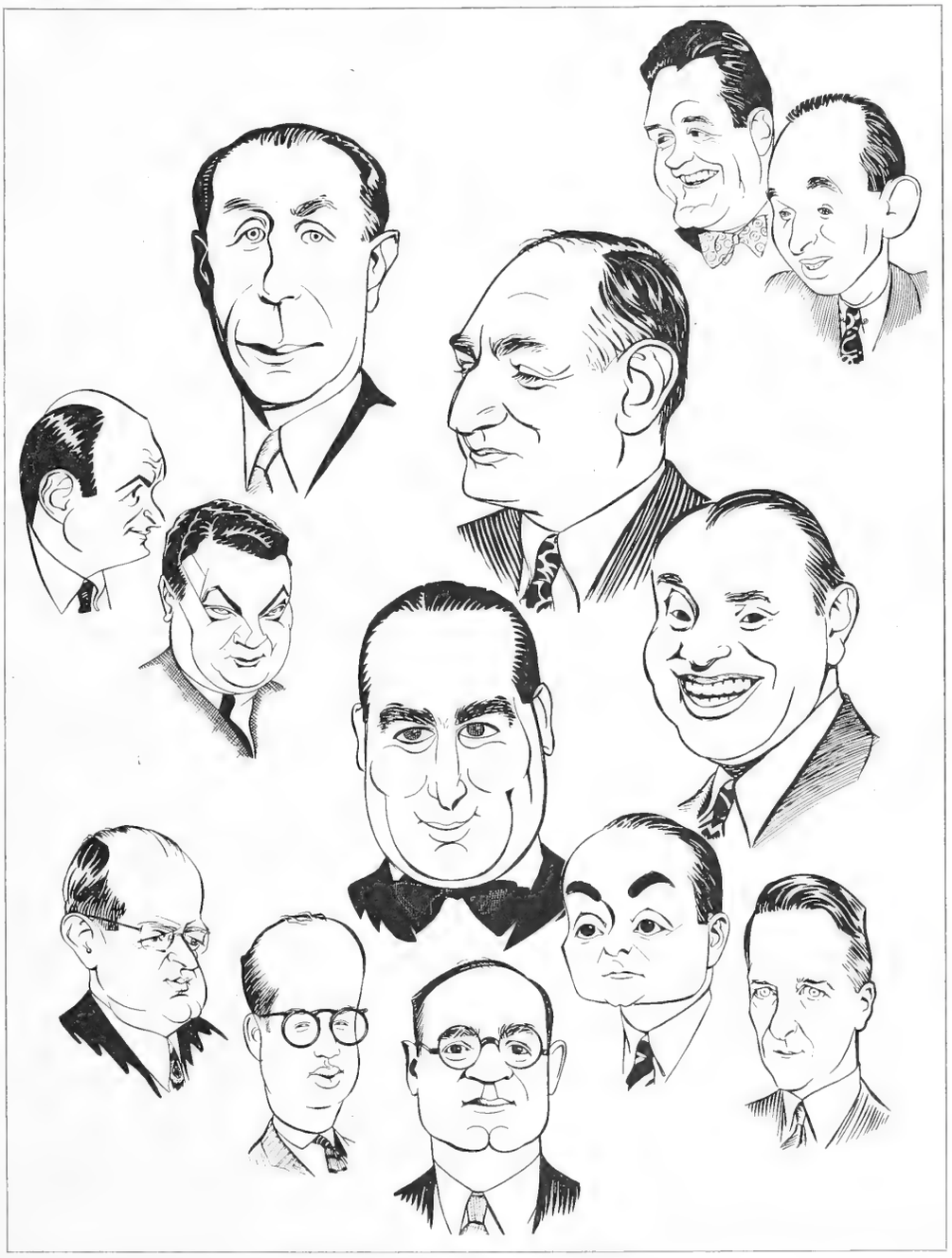
"Maybe this fact impressed the board. Perhaps they felt I was not interested in emphasizing the sex angle and that I wanted to retain the artistic elements. Anyway, I feel if you handle the board without attempting to put anything over they will work with you."

Warner Is Expanding Own Accessories Business

NEW YORK—An indication that Warner does not plan to dispose of its advertising and accessories business to the newly formed Advertising Accessories, is seen in the expanding of its service to include the manufacture and distribution of its own line of silk screen displays. The new line, including upright posters and banners, will be available on the company's rental plan.

$100,000 Advance for "Wind"

NEW YORK — An advance sale of more than $100,000 is said to have been rung up for the 12 engagements of "Gone With the Wind" that will play Loew's theatres in this area between March 21 and March 28.



Decorations From the Ball Program—

This is how a batch of Warner executives look to an artist who prepared these cartoons and others for the program of the Warner Club dinner-dance which was held, as usual, at the Waldorf. The pen-and-ink sketches include Harry M., Albert and Jack Warner, Grad Sears, Carl Leserman, Charlie Einfeld, Mort Blumenstock, Hal B. Wallis, Joseph Bernhard, Herman Starr, Robert W. Perkins, Sam Schneider and Samuel Carlisle.

Probes Sell-Aways In Pacific N. W.

NEW YORK—Warner's selling away from Fox Evergreen in Portland, Ore. and Seattle to independents came up for considerable discussion when Gradwell L. Sears, general sales manager, was interrogated by Robert L. Wright at pre-trial examinations in the big suit.

In Portland, Sears said, the decision to sell all of the company's product, instead of half as for previous seasons, to J. J. Parker of the Broadway and United Artists was made in the belief "I could get more revenue if I played my cards right." The Warner sales head said he felt "it coming along slowly for the better part of a year."

In Seattle, negotiations with Spyros Skouras for Fox Evergreen ended May 30, 1939 and shortly thereafter talks were begun with John Danz for the Palomar. In breaking down negotiations at this point with National Theatres he believed he could make a more satisfactory deal with independents.

In both instances, Sears said it was too early to tell if better deals were made, but "they contribute to their part in the general symphony."

Cites Two Discussions

Two instances where the witness discussed Paramount theatre deals with the latter's home office executives were cited. One was when he called Barney Balaban to inform him Warner would not make a deal with E. J. Sparks for Florida. The other was when Y. Frank Freeman, then in charge of theatre operations for Paramount, complained about business in Detroit and asked for a reduction.

The conversation with Balaban took place about three or four years ago and Balaban, according to Sears, told him he was sorry to learn of the situation which had developed. At no time, the witness testified, did a mention of Paramount not selling the Warner circuit come up.

Freeman called Sears on the Detroit business drop "and asked for help. I offered my condolences. I did not make any modifications."

Having been instrumental in the deal whereby Mike Kincey acquired the Warner Broadway in Charlotte, Sears was questioned on practically every situation where major circuits have pooled operations.

Declaring he insisted on the Charlotte deal because the Warner house was inferior and outmoded and not contributing satisfactory returns on Warner product, the witness testified he had nothing to do with negotiations which led to other pooling arrangements even insofar as the Warner circuit was concerned.

As to other existing pools between majors, Sears asserted, "It is my impression" that the parties mentioned by Wright were interested. Situations discussed were the Lucas & Jenkins arrangement with Paramount in Atlanta, the Mullin & Pinanski setup with Paramount in Boston, the Brooklyn pool among Warner, Paramount and Si Fabian, the Shea pool in Buffalo in which Loew and Paramount are interested, the B&K deal with Paramount on operations, the Ike Libson-RKO pool in Cincinnati, the Cleveland Warner-RKO pool, Interstate and Paramount in Dallas and Houston, National Theatres and Harry Huffman pool in Denver, Mort Singer-RKO partnership in Des Moines, the Kunsky pool with Paramount in Detroit, the Loew-FWC arrangement in San Francisco.

Sears admitted he discussed with Warner circuit heads the advisability of building, or acquiring, a theatre in Indianapolis.

He added, later on, that in situations where he felt the company was not getting proper representation the idea of Warner circuit operation has been brought up as a possibility.

Up until the time of the Warner-Joe Cooper pool in Oklahoma City, Cooper had half of Warner product. When the Warner circuit acquired theatres in that city, Cooper continued to play half of the product in competition.

In San Antonio, about 10 years ago, a similar situation existed until Interstate took over the Warner house.

Sears has no direct interest in any theatre. He has an indirect interest in a theatre by virtue of the fact his mother operates a small house in Nashville, Ill., which has a population of 2,200.

The extent to which the Warner theatre and distributing department cooperate is limited, the witness stated, recalling Harry M. Warner has time and again reminded him and Joseph Bernhard to conduct their departments independently and irrespective of each other.

Caskey May Furnish Those Light Moments

New York—If John F. Caskey of Dwight, Harris, Koegel and Caskey, maintains his present standard, progress in the government suit will be lightened by a good deal of levity.

Whenever Caskey decides to plunk his feet on the desk, he goes ahead and does it. He even argues with the federal examiner. And to top it all, the other day he started to ad lib while Paul Williams was addressing Judge Goddard. Luckily former Judge Thacher nudged Caskey in time. Some of the surrounding lawyers heard the crack and chuckling was heard from several corners.

Judge Goddard himself flashed a broad grin, but no one will testify that he heard the crack. The press, conscientiously busy with pencil and pad, let it slide.

Awaits New Assignment

NEW YORK—Keith Goldsmith, formerly 20th Century-Fox manager of the Federated Malay States branch, is here awaiting a new assignment. This is expected upon the return from abroad of Walter J. Hutchinson, foreign sales manager.

McConville in Chile

NEW YORK—Word has been received here of the arrival of Columbia's foreign manager, J. A. McConville, in Santiago, Chile, in the course of a two-month tour of the company's South American offices. McConville is due back the middle of April.

RCA Television Now After Space Buyers

NEW YORK—Behind announcement by RCA that its two-fold plan to launch a selling drive on television receivers coupled with the projected linking of Philadelphia with New York as the first step in a network service is the fact that RCA-NBC are aiming at the estimated 30,000,000 persons residing in the northeast area. The hope is to interest advertisers in this market and thereby recoup some of the cost that has gone into experimentation.

It sounds premature, but the contemplated construction of relay stations which would connect New York with Philadelphia and then Washington and Boston is known to be predicated largely on the high percentage of population within reach of these stations. It is conceded the Washington area is not considered a strong market, but is important as a source of news.

That the RCA-NBC plan of expanded service is contemplated on a wide scale is seen in filing with the FCC applications for licenses to construct and operate transmitting stations in Chicago as well as Philadelphia and Washington.

RCA is in the midst of an elaborate promotion campaign to put a minimum of 25,000 receivers into homes within the program service range of NBC's transmitter. Models which formerly sold for $600 have been repriced at $395, with corresponding reductions on all others.

Films to Finland Soon As Survey Completed

NEW YORK—Foreign sales executives say film shipments to Finland will be resumed as soon as a first-hand study of the theatre situation is completed. It is pointed out considerable of the territory taken by Russia in Finland as part of the peace terms includes important industrial regions and that, theatre-wise, there is no way of telling at present which country will have possession of houses in the ceded areas.

All majors, with the exception of Paramount, whose office in Finland was the only one to remain open during the war, plan to reopen their branches immediately. Finland is regarded as the fourth most important of the Scandinavian countries in point of revenue.

Republic's Gross Up 7½% Despite Foreign Mart

NEW YORK—Republic's gross income of $7,960,000 for 1939 is estimated to represent an increase of seven and one half per cent over 1938 despite foreign revenue restrictions, according to Herbert J. Yates, president, in his report to Consolidated Film Industries stockholders. The 1938 gross was $7,373,972.

Consolidated's net income for 1939 is reported as $628,297, compared with $616,696 in 1938. The investment in Republic is continuing on the basis that obtained in 1937 as to financing and producing. The annual stockholders' meeting will be held March 28.

WB Shifted First Runs in Two Spots

NEW YORK—In connection with the 36 key cities cited by the government, Warner has made only two changes in first run situations on sale of its current season's lineup, Gradwell L. Sears stated. City by city, here is how Warner sold this year:

Albany: Warner Strand and Ritz. The government was under the impression the theatres were the Palace and Grand.

Atlanta: Lucas & Jenkins. Have been first run since circuit came into control of Paramount and Fox theatres five or six years ago. About two or three months ago Robert Meyer of the Roxy requested first run, but no deal was ever negotiated.

Baltimore: Stanley. Has been since Sears became president of Vitagraph.

Boston: Mullin & Pinanski.

Brooklyn: The Warner-Fabian pool operating the Strand, Fox and Paramount. Strand had first run previously. The pool has given more representation to Warner than before. Revenue has shown big increase due to proper allocating of particular pictures.

Buffalo: Shea theatres, including Buffalo, Great Lakes and Hippodrome. Has sold some first runs to Nick Dipson for Century.

Charlotte: Kincey theatres. Warner formerly had the Broadway and turned over to Kincey to operate.

Chicago: B&K since Sears became president of Vitagraph.

Cincinnati: Ike Libson.

Cleveland: Warner-RKO pool for the Hippodrome, Allen and Palace. Pool formed three or four years ago.

Dallas: Interstate, since elected president of Vitagraph.

Denver: National Theatres-Huffman pool for the Denver, Paramount, Broadway, Aladdin and Tabor-Grand. Has sold pool for about three years. Earlier, Huffman had first run for his theatres.

Des Moines: Half to Central States, other half to RKO Orpheum. Selling this way since pool broke up about a year ago.

Detroit: United Detroit group of theatres operated by Earl Hudson. The only theatre Sears could think of was the Michigan.

Houston: Interstate, on the same basis as Dallas.

Indianapolis: Harry Katz and Dave Chatkin for the Circle and Indiana. Several years ago sold Fred Dolle.

Kansas City: RKO and Paramount for the former's Orpheum and latter's Newman. When asked about the Fox in 1936-37, Sears said the picture has changed so often it is almost impossible to remember the changes accurately.

Los Angeles: Warner and Downtown. Here deals are closed with Lou Halper, zone manager, who, because of distance from home office operations, has more local autonomy than any other zone head for circuit.

Memphis: Warner, since becoming president of Vitagraph.

Milwaukee: Warner, same as Memphis.

Minneapolis: Minnesota Amusement for several years. Before the pool between Paramount and RKO, each circuit got a split.

Newark, N. J.: The Warner.

New Haven: The Warner.

New Orleans: Saenger Amusement Co. and RKO get equal split. Arrangement has been this for past five or six years.

New York: Majority play Strand. A number have played Music Hall.

Oklahoma City: Warner-Joe Cooper pool, which has a franchise.

Omaha: Half to Brandeis, half to Central States. Brandeis an RKO unit.

Philadelphia: The Warner theatres.

Pittsburgh: Warner and Loew pool.

Portland, Ore.: J. J. Parker for all product this season. Previous seasons sold him half, other half to Fox-Evergreen.

Salt Lake City: Paramount-FWC pool operated by Harry David. For three or four years. Previous to that, David of Paramount. John Caskey, representing National Theatres, stated there is no pool of the kind mentioned by Sears.

San Francisco: FWC for the Paramount, Fox and Warfield.

Seattle: John Danz for the Palomar since this season. Previously with Fox-Evergreen for Blue Mouse, Music Box, Fifth Avenue, Paramount and Orpheum.

St. Louis: Fanchon & Marco. Before that, Shubert Rialto and Orpheum, operated by Warner.

St. Paul: Minnesota Amusement, since becoming president of Vitagraph.

Washington, D. C.: The Earle, a Warner house.

St. Louis Case Again Sticks Its Nose Out

New York—Echoes of the famous St. Louis anti-trust suit reverberated during the examination of Gradwell L. Sears, general sales manager for Warner, who was asked by the examiner who the first run account was in that city.

Answered Robert W. Perkins, general counsel for the distributor: "This is a matter on the department of justice records."

Off-the-record, Perkins continued, "If you want to try the case over again, we have no objection."

Robert L. Wright, who asked all the questions, answered this one as, "No."

Tosses Own Ruling Up to Thacher

NEW YORK—When Paul Williams, in his argument for an ultimately defeated order to protect the government witnesses against reprisals, retaliation, coercion and intimidation, based a part of his pleading on former Judge Thacher's opinion of 1929 when the latter ruled compulsory arbitration illegal in the case of the government against Paramount, a ripple of laughter pervaded the proceedings.

Thacher is one of the important defense counsel in the all-industry suit. To top it all, he is representing Paramount. When reference was made to his decision, he grinned and turned beet red, busying himself by bending his head on the table and scribbling notes.

Williams said the practice was declared by Thacher as "an involuntary restraint of trade."

Shortly after Williams finished, Thacher defended himself for handing down the decision. He said the uniform licensing agreement in effect at that time was chaperoned by the federal trade commission and was in the interest of the industry.

"The great majority of independents approved and wanted compulsory arbitration, but it was put into effect for many who were not consulted. The government bureau approved it and many independents wanted it." However, he concluded on this point it was the independents not consulted who complained. "It was the little fellow in the sticks who said distributors would not do business with them unless they signed such a contract. That's what was wrong with it."

Sears Is Questioned On Big City Deals

Kent on Stand After Return From Vacation

NEW YORK—Sidney R. Kent's deposition in the all-industry suit will not be taken until after April 8 when he returns from a vacation. The 20th-Fox president was slated to testify during the coming week, but asked to be relieved until he gets back from a three-week rest.

However, Spyros Skouras, operating head for National Theatres, will go on Monday afternoon and is to be followed by Joseph M. Schenck, chairman of the 20th-Fox board. Herman Wobber's examination will be split up. Division Managers William Sussman, William Gehring and William Kupper will testify as to the company's first run accounts for the past five years in the 36 cities listed by the government. Wobber has not held the title of sales chief for the entire period. Hence the division managers are being called upon to supply information covering this period.

W. E. Dividend

NEW YORK—Western Electric has declared a dividend of 75 cents per share on its common stock, payable March 30 to stockholders of record, March 25.

"Key City" Term Abused, Sears Informs Gov't

New York—The term "key city" is abused as to definition and area, according to Gradwell L. Sears in his testimony for the government by deposition.

In addition to the 36 "key cities" listed by the government, Sears thinks there are others.

For instance, Toledo, Birmingham, Chattanooga and Knoxville mean more to Warner in the point of revenue than Salt Lake City, Portland, Ore., Memphis or Charlotte. Sears so maintains.

U. S. Court Views Clearance As Proper in Gary Case

CHICAGO—Federal Judge William H. Holly views clearance as a "proper practice." He made this observation in the closing phases of the Gary Theatre Company's anti-trust suit, charging restraint of trade and monopoly against Balaban & Katz circuit, Warner circuit and the eight major distributors. A conspiracy allegation likewise was included in the action.

The bench's comment on clearance was made when defense counsel introduced a motion seeking dismissal.

"Thus far," said the federal jurist, "it appears to me that clearance in the motion picture industry is a proper practice; as a matter of fact, I don't see how the motion picture industry could go on without it. Those best pictures, I mean those that cost a great deal of money, couldn't be produced if the producers and distributors didn't have some means of getting large revenues out of first-run theatres first and likewise theatres like the Chicago Theatre couldn't show them first if such a system wasn't necessary."

Outlines Original Prayer

He outlined the original prayer for relief by V. U. Young, head of the Gary company, in which Young sought a general rearrangement of playing time and permission for his Gary-Palace to obtain pictures "on and after the national release date," irrespective of their Chicago playdates. Then he added that at this time he didn't think that such a general request could be granted and that possibly the plaintiff himself had changed his mind in what relief he was seeking.

"I feel," continued Judge Holly, "that a producer may make any reasonable arrangement for exclusive showings of his product . . . As to the local and Gary situation, I don't yet see any evidence of combination or restraint of trade on the part of these defendants, but possibly you (referring to Young's attorney) can show it to me yet."

Cites Past Cases

Frederick Burnham, of Mayer, Mayer, Austrian and Platt, attorneys for the major companies, in his motion to dismiss, cited many federal cases in the past and added that "further testimony here is of no real or vital necessity, as there has been an utter failure to prove law or fact by the plaintiff, Mr. Young."

Young had originally stated in his brief that clearance was a wrong practice in the industry, said Burnham. Albert H. Gavit, attorney for Young, had said in his opening statement, that "the entire custom of clearance as far as the law is concerned is illegal and that we are entitled to relief as far as the Gary-Palace is concerned."

However, later in the trial, Young had stated, in so far as clearance is concerned that:

"Clearance is a trade practice we all recognize . . . I am in accord with the matter of clearance . . . It is something that has come about by necessity; in certain instances is justifiable, fair and reasonable as a means of carrying on the industry of distributing and exhibiting of motion pictures . . . But it is up to the courts to decide whether it is legal or not as practiced in certain areas."

Burnham, for the majors, argued that run and clearance as such are legal; that the clearance granted the Chicago B&K and Warner houses over Gary-Palace is reasonable; that there is no conspiracy, but rather competition among the various film companies; that the clearance over Gary has been the same since 1921 when the B&K Tivoli was built on the south side.

Young testified that the Gary-Palace was opened in 1925, seats 2,500, and its total cost, including ground, was about $1,000,000. Young became connected with the house as receiver for Gardiana Theatres, a Publix-Paramount subsidiary, in 1933, when it became bankrupt. He has been an exhibitor since 1909. He now operates 24 houses in Indiana.

Clyde L. Winans, city manager in Gary for Young, also testified. He gave total annual receipts of the Palace from 1934, through 1939, which ran from $157,655 to $194,102, with a high of $287,632 in 1937. Likewise film rentals for the house ranged from $30,052 in 1933 to $44,000 in 1939, with a high of $64,000 in 1937.

Various depositions of the film companies were presented by Gavit in behalf of Young, as well as those of Walter Immerman of B&K and Alex Halperin of Warner Theatres.

Fred W. R. Pride, 20th Century-Fox attorney from New York; David Levinson and S. R. Rosenthal of Sonnenschein, Berkson, Lautman, Levinson and Morse, for B&K; Vincent O'Brien of Defrees, Buckingham, Jones and Hoffman, for Warner Theatres, and Miles Seeley of Mayer, Mayer, Austrian and Platt for the major distributors, were the other lawyers in the case.

Indicates Dismissal of Gary Suit Monday

Chicago—Judge William Holly indicated in federal court Wednesday that he will dismiss the Gary Theatre Company's anti-trust suit on Monday. He allowed the intervening time before entering his decision to permit the plaintiff to formulate what action it will take.

Judge Holly, in giving his oral decision in court, said that "there is no evidence that the distributors have combined to injure the plaintiff."

He further said that there is no unreasonable restraint of trade and that clearance is a necessity in the film industry. "The plaintiff has not made out a case or proved a case," he said. He dismissed the case on the motion of the defendants for the judge to do so. Judge Holly added that "I can't assume now that the plaintiff's case will be any stronger after the defense has given its testimony . . . Of course the circuit court of appeals can decide whether I am wrong.

Bulk Returns Take 3-4 Months at RKO

NEW YORK—It generally takes RKO from three to four months to get the bulk of money from top pictures, Ned E. Depinet, general sales manager, stated in his deposition in the all-industry suit. In some cases, he added, pictures are amortized differently from others. He pointed to the March of Time being played off in a few months while a newsreel completes all its engagements in a few weeks.

Depinet gave a history of his duties and his participation in "some of the important product" deals closed by RKO. Considerable ado was made by the government on the distributor's relationship with RKO circuit. In this respect, Depinet said he gives the circuit the same consideration as other accounts. Each theatre is handled individually on a deal sheet and then incorporated in a master contract. John J. O'Connor, Fred Meyers and Max Fellerman negotiate the contracts for the circuit.

Because of the affiliation, Depinet was asked if he saw the RKO circuit deal sheets with other film companies and replied that, while he was instinctively interested, he had no reason to check up on them. His contention was that he is satisfied with the terms he is getting, knowing what the pictures are worth. Further, he added, it fails to do much good to know that "Gone With the Wind" is being sold for 70 per cent when "I'm not trying to sell pictures that are not 'Gone With the Wind.'"

How He Gets Rentals Data

What some exhibitors generally pay for product is information that comes to him through either the exhibitors themselves or through gossip channels, he said, adding that at no time does he ask other companies what terms they make.

With the majors declaring they could not find the time to prepare lists of playoffs on all pictures first run in each key city, Robert L. Wright, a government attorney, continued the line of questioning followed with William A. Scully, general sales manager of Universal. Depinet said Brooklyn is never referred to as a key city, but part of Greater New York. Other cities listed by the government, regarded as important but not key cities, include Baltimore, Newark, Houston and St. Paul.

Describing a key city, the RKO sales head stated it is a city, or town, important in distribution for (1) its locality, (2) importance as a trade center, (3) excellent newspaper in the town with a wide circulation and theatre with influence throughout the territory.

First run deals are not necessarily closed or negotiated ahead of subsequents, Depinet said, adding that "while we would like to close them first it does not always work out that way." He went on to explain that, where clearances are established over the years, the company could make a subsequent run deal ahead of a first run. He defined the difference between clearance and availability as follows: clearance is the time which elapses between runs; availability is the day on which it becomes available to an account.

Warner and Gov't Lawyers in Clash

NEW YORK—Robert L. Wright, examiner for the government at pre-trial depositions, left himself wide open for an attack by Warner counsel when he charged Gradwell L. Sears, general sales manager, as "having a great deal of trouble answering questions without the assistance of counsel." In return, he got a verbal lashing from Robert W. Perkins, Warner chief counsel, following which Wright asked that the whole thing be stricken from the record.

The verbal tiff started when the examiner posed a question dealing with selling second runs charging the same admissions as first runs, willing to pay as much and more for product and unable to get it for simultaneous showing.

Sears contended that admission price was only one factor in determining the sale of Warner product and that there were other factors taken into consideration in all instances.

Objects to Generalities

The assembled attorneys hopped on Wright several times because of the generalities of his questions. The tenseness reached its zenith when Perkins stated:

"Counsel for the government is obviously trying to take this industry into straight jacket rules when the industry is so complicated."

Wright tried to give the witness the impression there was a special pattern for clearance. His attempts at proving it met with considerable objections.

Sears cited the Apollo and Garrick in Chicago as second runs having clearance over the entire city. He also stated that in New York there are some identical situations. There are also some instances in the local area where second runs have the same clearance as first runs.

Asked why first runs in Atlanta had 60 days clearance over second runs, Sears said, "It's only because it has been 60 days since I can remember for the last ten years."

Play on Arrival

The Warner sales head asserted he was not familiar with the Philadelphia clearance schedule. This answer applied to Kansas City, as well.

In some territories, theatres play pictures upon their arrival at local exchanges. Sears cited Crystal City, Mo., which has always boasted of this fact.

On some pictures which have played the Music Hall, the theatre has had clearance over the entire eastern seaboard.

A great part of the early questioning revolved around alleged benefits the Warner circuit receives from playing Warner product. Sears said there are no year-end adjustments for this circuit "and we rarely have a delinquency. Each year's deal stands on its own."

Deals made with theatres competing with the Warner circuit are never discussed with the circuit's operating heads, the witness stated. On all types of policy Sears discusses them with Harry M. Warner, president.

Century Circuit Shaping Up As Test Case for D. J. Men

By BILL ORNSTEIN

NEW YORK—Based on the number of pages, 15 in all, devoted to the complaint, the government may rely on the Century circuit's differences over the past number of years with Loew and RKO as its most typical case in the all-industry action. The circuit principally operates in Brooklyn and Long Island.

The impression that the issues involved in it may be the first and perhaps the most important brought out at the trial is shared by distributor counsel themselves. Many were familiar with the case, long before it reached the NRA where it was partly settled by a local arbitration board and then thrown to the winds when the U. S. supreme court disaffirmed the blue eagle's legality.

That the Century complaint would figure well up in the government suit has been indicated from time to time by BOXOFFICE, particularly the situation between Loew and the independent's Patio in Brooklyn. And while distributors are not surprised to see Century included in the list, they have been literally swept off their feet by the attention given the circuit's specific complaints.

While similarly it is true Harry Brandt of the circuit bearing his name in Greater New York; Monroe Stein and John Connolly of Cocalis Amusements, New York; David Milgrim, Philadelphia circuit operator; E. M. Loew, Max Levinson and Irving Isaacs, New England exhibitors; Columbus Stamper of Philadelphia and several others are referred to several times, the prominence given to Century circuit's Al Hovell, chief complainant, makes the others fade into the background.

Hovell is linked with former employes of the circuit such as Arthur S. Abeles, now Brazilian manager for Warner; F. Tom Murray, Universal manager of exchange operations; Edward L. Hyman, last with Joseph R. Seider, Prudential Playhouses; Charles H. Moses, who operates a string of four houses on Staten Island; William Price, formerly RKO president; David Rosengarten, former M-G-M branch manager and now in a similar post for Time Pictures Exchange.

Among Century theatres included in the complaint are the Albemarle, Kingsway, Kings Highway, Merrick, Grove, Queens, Beacon, Midwood, Mayfair, Patio, Farragut, Avalon, Marine, Rialto, Freeport, Fantasy, Huntington, Bliss, Plaza, Prospect, Willard, Baldwin, Gramatan (now Loew's Mount Vernon). Several of the theatres are mentioned several times.

The complaint against RKO results from a termination of a booking arrangement with the major circuit. The grievance against Loew's has to do with partnerships and the major circuit acquiring Century houses, for one reason or another.

According to the government's information, there are 473 individuals "having knowledge of relevant facts" where exhibitors are aware of a theatre relegated to second run because of an affiliated theatre entering the competition, where an exhibitor has been refused a run which was turned over to an "affiliated," where independents have been prevented from procuring first or preferred runs, holding up deals until "affiliated" houses signed up and where defendants continued to license any run of pictures to affiliated houses instead of contracting with independent who sought the same run.

Answers to interrogatories 27-43 list 423 instances where information presumably is available on threats to build, forcing of groups of pictures in order to buy a special few, enforcing shorts and newsreels, denial of rejection and selection privileges, designated playdates, clearance and zoning, overbuying, moveovers, unfair competition, holding up releases after being made available to others, discriminatory film rentals, imposing harsh and unreasonable terms on independents in contracts, minimum admission prices provided in contracts, refusals by exchanges by independents for contract modifications.

New York, by far, leads all the states in complaints and probable witnesses. There are three exchange centers in the state and the percentage of the country's revenue to distributors is highest for these three areas. Texas stands in second place with New Jersey third. Wisconsin is considerably active as are California, Pennsylvania and Massachusetts. Ohio, Nebraska, Missouri and Florida apparently have been fairly responsive. Oregon also has quite a few surprises, and Michigan.

In answer to question 1-B, the government lists 587 specific film contracts which are in the files of distributors. In addition, 313 others are named in answer to 8-B and 84 UA contracts with Paramount partners and Loew's cited.

Then 21 instances where pools aggregating 79 theatres are named. Oklahoma City is No. 1 with ten houses in one pool. Albany is second with eight.

Para't Broadway Corp. Reports $231,527 Loss

NEW YORK—Net operating loss of the Paramount Broadway Corp., for the fiscal year ended Dec. 31, 1939, is reported at $231,527. The corporation operates the building on Broadway which houses the Paramount Theatre and offices. Deficit is reported at $756,688. Value of the land, building and equipment is put at $10,949,-885, with income from operations $969,856 and operating expenses $822,018.

Federal, Supreme Court Practice Right to Three

NEW YORK—Three M-G-M attorneys in the last week were admitted to practice in federal and supreme court. They are J. Robert Rubin, general counsel, to the federal court, and Irwin Margolies and Jacob Weinstein, to the supreme court.

Admission to the various court agenda has no significance, the sponsors inform BOXOFFICE. It is regarded as customary and routine.

Bill Includes New Libel Definition

ALBANY—A new anti-discrimination bill, introduced by Assemblyman Aaron F. Goldstein of Brooklyn, proposes to include in the definition of libel, a malicious publication which exposes persons to hatred, contempt or ridicule by reason of race, color, religion or manner of worship, or causes them or any group to be shunned or avoided. It also defines as slander (a misdemeanor) any oral announcement, statement, report or speech effecting or intending to effect the same result on a group or groups.

The measure provides for the imposition of double penalty on a member of the National Guard, police department, state trooper or persons in the civil service for a like offense. The bill amends the penal law.

Thomas W. Yates Services From Home in Englewood

ENGLEWOOD, N. J.—Funeral services for Thomas W. Yates, supervisor of the real estate and insurance departments of Consolidated Film Industries and brother of Herbert, were held from his home here where he died following a heart attack at the age of 67. The body was placed in a crypt at Englewood Cemetery and later will be interred at Blenham, N. Y., his birthplace. He is survived by his widow, a son and daughter and three brothers.

B. L. Kearny

NEW YORK—Funeral services were held in Manchester, N. H., during the week for B. L. Kearny, city manager there for M. A. Shea. Kearny had been associated with Shea for more than 25 years. He also was a brother of Dick, assistant to E. C. Grainger, general manager.

GIVE!

BE GLAD YOU'RE ABLE

OPEN YOUR HEART AND YOUR POCKETBOOK TO THOSE WHO CANNOT HELP THEMSELVES!

Annual

CATHOLIC CHARITIES

MOTION PICTURE COMMITTEE

John J. O'Connor Chairman

MAKE CHECKS PAYABLE to FRANK C. WALKER Treasurer
GIVE TO ANY MEMBER OF THE COMMITTEE or
MAIL to JOHN J. O'CONNOR • RKO THEATRES
1270 — 6th AVE. NEW YORK CITY, N.Y.

Likens Leaders to 'Social Engineers'

PRINCETON, N. J.—Those in the industry "who have been entrusted with the business of seeking to guide and utilize motion pictures for the greatest general good may be entitled to regard ourselves as social engineers," Will H. Hays declared in his address at Princeton University before members of the Cyrus Fogg Brackett Lectureship in Applied Engineering and Technology.

In the course of tracing the industry's economic and social benefits to the local community, the MPPDA head observed "freedom of the screen is best attested by the fact that our studios are not alone producing splendid entertainment for the millions, but are making pictures that contribute to human understanding by their portrayal of various areas of science, geography, history, literature and current problems of the day."

Speaking of pictures as an art, business and service, Hays said it has been his endeavor as well as those responsible for their production and distribution to seek "patiently and, I believe, always in the public interest, to build up a successful system of industrial self-regulation with the least possible government supervision."

The "first business of government," he asserted, "is to keep the country at peace, to recover national prosperity, and to bring back the flow of employment which assures our people a proper standard of living."

Landis Vineland Case Rehearing in March

PHILADELPHIA—The rehearing of the Landis, Vineland, case before U. S. District Judge William H. Kirkpatrick is tentatively scheduled to open the last week in March, the office of State Senator Harry Shapiro, plaintiff's attorney, reports.

Dembow and Chamberlain Building in Suburbs

PHILADELPHIA—Building reports received here have Harry Dembow, Media Theatre, erecting another house in Media, and L. J. Chamberlain building an auditorium for stage and film shows, to be called the Island Park, at Sunbury.

Plans to Remodel

SCHICKSHINNY, PA.—R. L. Schmidt, who operates the Temple and Strand at Berwick, plans to convert the Cort, Mocanaqua, into a modern theatre and also has acquired the Agnew building which will be made into a picture house. The Agnew building houses the old Agnew Opera house.

Brownlow Circuit Moves

NEW YORK—The Brownlow circuit has given up its offices in the Paramount Bldg. Bill Brown, booker for Edward Peskay, has moved to the latter's Stamford office, while Clarence Lowe, real estate operator, has moved to another office on the 20th floor of the Paramount Bldg.

BROADWAY

MAX ROTH has gone back to Chicago after a fortnight here . . . Harry and Jack Cohn and Nate Spingold are due from Palm Beach, Monday . . . Dan Michalove is not due back at his office until the latter part of the month or early part of April. He has been in Australia checking into the Hoyts theatre situation for Sidney R. Kent . . . Mrs. Ben Goetz and Mrs. Robert Montgomery are London-bound to join their husbands. They have been unable to secure passports since their better halves left some months ago . . . Helen Mack, Olympe Bradna, Mary Healy, Edith Fellows, Peter Hayes, Michael Whalen and Jimmy Fidler are playing Loew's State as a special unit.

Al Deane of Paramount put his car on the Seminole, *Friday, and, with his wife and some friends, sailed in the direction of Jacksonville, Fla. From that point on the vacation will be mostly driving home again in leisurely fashion . . . Harry Michalson, RKO short subjects sales manager, ran into some stomach trouble while on the coast and had to slow up his activities . . . Adolph Zukor and John W. Hicks jr. are due to arrive from a two-month tour of South America on the* Uruguay, *Monday . . . L. W. Conrow and G. L. Carrington of Altec are back from a business trip to Detroit . . . Monroe Greenthal's cute novelty of a hammer and awl to exploit "One Million B. C." is getting some rave notices. Here's one from Arthur Israel of Paramount: "Dear Monroe: Johnny (his son) has already begun to chisel around since I brought the tools home" . . . Frank McHugh has returned to the coast after a brief vacation here . . . Ruth Weisberg of Warner is back after a vacation in Mexico.*

Max A. Cohen returns from his Miami vacation the end of the week . . . Matty Fox breezed into town from the coast when the local weather man figured the thermometer at 19 degrees above . . . Sam Rosen finally left for the shores of Miami, to spend his vacation with Jacob Fabian, his father-in-law . . . Henry Brown, who operates the Strand and Palace in Lakewood, says Buddy Baer has been training at the Palace mornings for the Campolo fight at the Garden. The Palace stage has gym equipment and many fighters in the past few months have worked out in the theatre . . . Charles Stern is recuperating from an emergency operation at the Park East Hospital . . . Robert T. Kane is en route to England to resume production for 20th-Fox. He is scheduled to make four next season.

Lynn Farnol is back at his desk at UA after a quick plane trip to and from the coast on matters pertaining to setting a date for the sales convention . . . He says Murray and Manny Silverstone should be back next week . . . Lee Newbury is driving his wife home from Florida . . . Either Harry or Jack Warner, or both, is expected in from the coast next weekend . . . Most of Herman Wobber's home reading consists of testimony of witnesses in the government suit . . . Matty Fox, Universal vice-president, is here from Hollywood for a brief visit . . . Mike Poller of the RKO playdate department is in Florida . . . Without malice or forethought, Arthur Silverstone is developing a distinguishing cold sore on the end of his nose . . . Moe Kallis, art director for Paramount at the Buchanan agency, had two paintings on display at the fifth annual group showing of American artists at the Montross Gallery . . . Morris Helprin carries blank checks for the benefit of creditors.

One of the first things Neil F. Agnew did on his return from a three-week swing of Paramount exchanges, was to go into a huddle with Barney Balaban, Charles M. Reagan, J. J. Unger and Oscar Morgan at Sardi's . . . Moe Sanders, local office manager for 20th-Fox, is back from Miami with a healthy looking tan . . . W. Ray Johnston is due soon from the coast . . . Joe Schenck made another quick trip to Miami for a visit with his brother . . . Ralph Austrian, E. C. Cahill and Max C. Batsel of RCA are on the coast checking into the various studios . . . The big noise locally for April 12 is the annual affair of the Press Photographers Ass'n at the Astor. Many stars will make their usual appearance for the lensemen . . . Herman Robbins is back in Miami and Charles Casanave has gone to the coast . . . Herbert Wilcox got in from the coast Tuesday, and the following day Barret McCormick left for Hollywood . . . Charles Leonard has returned to the coast after many weeks in the east and south on "Abe Lincoln in Illinois."



—Metropolitan Photos

Nothing Special About the Uniform—

Lee Garmes (right), producer of "Beyond Tomorrow" for RKO, is being met by Harry Carey (left) on the former's arrival in New York from Hollywood. Officer Shea happens to be in the middle because the photographer did his lensing that way.



—Metropolitan Photos

Eyes Toward London—

Herbert Wilcox, producer of "Irene," comes to town to confer with RKO officials on exploitation of his latest, starring Anna Neagle, who is expected in New York for the premiere shortly. Wilcox has been to Washington seeking information about the possibilities of production in London, his former stamping ground.

Ira Cohn and Joe Ornstein of the 20th-Fox exchange in Pittsburgh were weekend visitors . . . Sylvia Sewards, secretary to C. C. Moskowitz, left Friday night by plane for a two-week coast vacation. C. C. plans to take his in Miami and Havana, leaving in a fortnight . . . Larry Beatus, Loew district manager, was in Washington several days ago for a short visit . . . Harry L. Gold is back from Dallas where he had expected to testify in the Scott case vs. Interstate. After arriving, he found he had made the trip for nothing, a settlement having been reached while he was on the train . . . Ditto Bill Zimmerman, RKO attorney . . . Leo Di Carlo of the Cinecitta on 8th Ave. has acquired the Filmarte for the screening of Italian films . . . The house will be known as the Fine Arts . . . J. Robert Rubin is serving his third term as chairman of the film division of the Greater New York Fund . . . Spyros Skouras is vice chairman of the entertainment division.

Bill Scully's new name is Charlie. It was given to him after an exciting experience in the waters of Stuart, Fla., where the "U" g. s. m. recently went after sailfish and instead bagged a seven-foot barracuda by the name of Charlie. It so happens the captains of the fishing smacks had been after the barracuda for months on end. Every time he had been hooked, Charlie managed to escape. It took Luck-of-the-Irish Scully to do the seemingly impossible, and so he was dubbed Charlie by the fishermen. Incidentally, Scully was only after sailfish. When he caught

(Continued on page 30-A)

Disney Shares May Realize $4,000,000

WASHINGTON—Between $3,875,000 and $4,030,000 will be raised by Walt Disney Productions through the public sale of 155,000 shares of six per cent cumulative convertible preferred stock, it is disclosed by a registration statement filed by the company with the securities and exchange commission.

The preferred stock, with a par value of $25, will be sold probably at a price between that figure and $26 per share.

The registration statement also covered 155,000 shares of common stock, with a par value of $5 per share, for which holders of the preferred will later be permitted to exchange their securities.

This will be the first offering of Disney stock to the public and the proceeds from the sale, it was set forth, are to be used to retire bank loans and other indebtedness incurred with construction of the Walt Disney studios. Ownership of the company heretofore has been held closely by Walter E. Disney and members of his family.

Included in the registration was a statement of "top" salaries paid to officers of the company which showed that for its 1939 year, Walter E. Disney, president, received $108,298; Roy O. Disney, executive vice-president, $54,185; Gunther R. Lessing, vice-president, $14,335; George E. Morris, secretary, $9,711, and Edward M. Francis, treasurer, $8,099.

The largest payments made to outsiders for services were $156,457 to Kay Kamen, Ltd., and $14,774 to Kay Kamen of Canada, Ltd., for services with respect to licensing, and $80,000 to Leopold Stokowski for musical direction.

The stock will be offered simultaneously on both coasts, with Kidder Peabody & Company and Harriman Ripley & Company as underwriters in New York and the Pacific Capital Corporation in Los Angeles.

Walt and Roy Disney To Seven-Year Pacts

WASHINGTON—The SEC statement covering the Walt Disney stock issue reveals that the company has effected a new arrangement renewing Walt for seven years at $2,000 per week and Roy Disney at $1,000 weekly for the same period.

Ullman Joining RKO as Producer on April 1

NEW YORK—Frederic Ullman jr. is resigning as vice-president and general manager of Pathe News to join RKO on April 1 as a producer under Lee Marcus. Frank Donovan, production manager under Ullman, will become vice-president of the newsreel company, and Walton Ament will take over as general manager and editor.

The family of the late William Yoost wishes to thank their friends for the kind expressions of sympathy in the hour of their bereavement.



—Metropolitan Photos

Here for the Plays—

Thomas Mitchell, who has appeared in a flock of them as well as in pictures, reaches New York to survey the state of the drama.

Recognition of Newsreel Men Is in the Offing

WASHINGTON—Formal recognition of the importance of the newsreel producers as "reporters" was given in the introduction in the House of a resolution to provide space for cameramen in the galleries.

Introduced by Rep. John J. Delaney of New York at the behest of "Tony" Muto, Fox Movietone representative, the resolution would provide a reserved place in the galleries, flanked by properly equipped offices, similar to the provision made for newspaper correspondents and, more recently, the broadcasters.

Universal Re-elects Its Directorate

WILMINGTON — Stockholders re-elected the directors of Universal at the annual meeting here Friday. An organization meeting will be held in New York next month.

Common stockholders re-elected N. J. Blumberg, Paul G. Brown, Daniel C. Collins, J. Cheever Cowdin, Preston Davie, Ottavio Prochet, C. D. Prutzman, Budd Rogers, Daniel M. Schaefer and Willis H. Taylor jr.

First preferred stockholders re-elected J. Dabney Penick and Samuel I. Posen, and the second preferred named William Freiday. Cowdin, chairman, presided.

In anticipation of a continued increase in domestic income in ratio to foreign receipts, the company is adjusting its amortization table for film costs in effect since the start of the fiscal year, providing for a $5,000 weekly amortization reserve, Cowdin told the stockholders.

The company's net earnings for the first quarter ending January 27, after amortization deductions but before federal income taxes, was $395,631, comparing with a net of $157,990 for the same quarter in 1939.

Plans Dropped for Coast Depositions

NEW YORK—Plans by Paul Williams, department of justice attorney, to have independent exhibitors testify by deposition in Los Angeles in the government suit, have been abandoned. Instead, the depositions will be taken here during the trial in order to not affect the May 1 starting date.

Bertram Shipman, lawyer representing Chase National Bank and National Theatres, who has been on the west coast in connection with the Fox West Coast contempt action, returned here Thursday.

No Mirrors, But Magical Whoopla Hits High Point

RENO—It's not done with mirrors any more. Warner does it with a brand of whoopla that continues to outshine everything within reachable eye and ear distance. The best evidence came out of Hollywood and points east and north over the weekend when special trains poured out scores of stars, correspondents, columnists, radio celebrities, civic and official personages bent on the twin world premiere of "Virginia City." This city and nearby Virginia City were the hosts.

There were 16 cars in the train that came from Hollywood and three more that brought the press from the east and midwest. Not ordinary trains, either. Besides the drawing room, observation, club and dining cars there were two cars from Hollywood authentically decorated to simulate the famous Virginia City Crystal Bar of bonanza days, illuminated and bannered so there would be no mistaking their destination.

It was estimated that about 50 Hollywood personalities and 150 press correspondents made the trip for the event.

Albany Drive-In Waits

ALBANY—Work on Albany territory's first drive-in will begin as soon as weather conditions permit on a site near the Howard Johnson Restaurant, East Greenbush, Albany-New York Road, according to the theatre's sponsors, Owen M. Holmes and John F. Gatelee of Springfield, Mass. Accommodations will be provided for 450 cars, according to Holmes.

Duals "Pinocchio"

CHICAGO—Walt Disney's "Pinocchio" will be double-featured when it opens at the RKO Palace here next Thursday, March 21, with RKO's "Courageous Doctor Christian."

Ostrer in New York

NEW YORK—Isidore Ostrer, chairman of Gaumont British, is here from London checking on television.

Diana Darkened by Fire

HARRISVILLE, N. Y.—Teddy Berkley's Diana here suffered damage to the interior by fire which forced a closing.

BROADWAY

(Continued from page 29)

Charlie, he wanted to dump him back, unaware of his prize catch. And was Scully amazed to know they call fish by their names . . . Ted O'Shea, Roy H. Haines, Ben Kalmenson, Charles Moses, Sam Rinzler, Scully, Tom Connors and E. M. Saunders are all back on the job after vacations in Miami. Incidentally, Saunders spent only two days at Ft. Lauderdale where he had expected to stay for his entire vacation . . . Louis Frisch will remain south for another month or so.

Sam Cohen of the M-G-M legal staff leaves next month for a Florida vacation . . . Beatrice Friedman of the local M-G-M exchange sails March 23 on the Nieuw Amsterdam *for an eight-day Easter cruise to Port Au Prince and Havana . . . William P. Philips, v. p. and treasurer of UA Theatre circuit, has returned from a three-week vacation . . . Anita Louise is back on the coast after appearing at Loew's State for a week . . . Herman Wobber has gone to the coast preliminary to the annual 20th-Fox sales convention in Chicago the middle of next month.*

Adolph Schimel, Universal attorney, flew to the coast Thursday night on company business . . . John Joseph is expected from the Universal studios in a fortnight . . . Abe Montague is back from a Miami vacation. Ditto Jay Eisenberg of the Loew legal department . . . Matty Hammerstein leaves April 15 for Hollywood, Fla., and a vacation . . . Don Higgins, March of Time publicity director, sailed on the *Oriente* for a Havana siesta . . . Fred Pride of Harris, Dwight, Koegel & Caskey was in Chicago during the week on business . . . Gradwell Sears will head for the coast in the next few weeks, the exact date still undetermined . . . Alexander Korda is back from his Hollywood trip.

Brandt Talks With Gov't Officials in Washington

NEW YORK—Harry Brandt, president of the ITOA and Brandt circuit, was in Washington Friday, conferring with government officials. He would not comment on whom he had seen and the character of the talk.

Asked if he would appear as a government witness since he is listed on several occasions in the answers to the majors' consolidated interrogatories, Brandt told BOXOFFICE, "I hope the suit is settled by that time."

Brandt would not elaborate on his statement other than to say, "What do you think I'm going to Washington for?"

Suffolk Bowling Center Is Built by Pitts-Roth

SUFFOLK, VA.—A modern bowling center with nine alleys has been opened here by the Pitts-Roth Amusement Corp. in the basement of what in the near future will be the organization's fourth local theatre, according to Harry Roth, district manager for Pitts-Roth.

Miss Iris Hill and Pryor Brown are in charge of the alleys, which cost $25,000 to build.

Aarons Is Rallying Neely Opposition in Delaware

PHILADELPHIA—George P. Aarons, secretary of UMPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, is touring Delaware theatres to arouse exhibitor opposition to the Neely bill. He plans later to tour the Pennsylvania and New Jersey area covered by the organization.

During the past month, Aarons and Lewen Pizor, president, have been contacting Philadelphia exhibitors with the same message. Aarons has addressed community forums, women's organizations, and engaged in open debate with Sidney Samuelson, business manager for Allied, which is strenuously supporting the bill.

Wage Demand Hearings Are Nearing Conclusion

NEW YORK—One or two additional meetings will wind up the arbitration hearings between Local 306 and major circuits on the union's demands for a 25 per cent increase. The various parties held another adjourned meeting Thursday.

J. E. D. Meador

ARDSLEY, N. Y.—The body of J. E. D. Meador, former publicity and advertising head for Metro Pictures before the company's merger with Loew's, was cremated here, following services at McGrath's Funeral Parlor in Bronxville. Meador had been ailing for some time and succumbed at Roosevelt Hospital in New York.

Change in Amenia, N. Y.

AMENIA, N. Y.—Lou Bucken, operating the Amenia here, notified exchanges to stop bookings, March 24. Herman Sussman, uncle of Bill Sussman, 20th Century-Fox division manager and operator of three houses in Westchester area, takes over April 1.



—Metropolitan Photos

For the Last Touches—

Mrs. Osa Johnson arrives to discuss final plans for "I Married Adventure" with Columbia. Personal appearances are in the offing.

Several Appropriation Bills Fall in Albany

ALBANY—The Canney anti-Ascap bill, which provided an appropriation of $10,000 for expenses of enforcement by the state department of taxation, the Bennett chain store tax bill (which under its language would affect theatres), appropriating $2,000, the Turshen Bingo licensing bill, appropriating $10,000, and the Schwarz bill regulating fee charging employment agencies, were among a big batch of special appropriation measures killed by the Assembly's ways and means committee. Other Bingo proposals calling for no appropriation are pending, although it is doubtful whether favorable action will be taken on them.

Aside from the bills with appropriations, several affecting theatres were snuffed out, as the Assembly rules committee prepared to assume control of all lower house legislation in the usual preliminary to adjournment.

The Davidson act, making it a violation of the civil rights law to refuse admission to any person over 21 presenting a ticket of admission a "reasonable time" before the commencement of a performance in motion picture and other theatres, or to eject or demand the departure of such individual during the performance unless he or she be actually engaged in disorderly conduct, was voted down in committee. So were the two Burrows bills on equal rights and accommodations in places of amusement and in licenses therefor.

However, companion measures to these and other anti-discrimination bills killed by Assembly committees are still alive in the Senate. There was no companion bill to that of Assemblyman Davidson's.

Would Assess Fee-Collecting Phonographs $50 Each

ALBANY—An annual tax of $50 on every fee-collecting phonograph operated in New York state is proposed by Sen. Charles Perry. The bill makes failure to register and pay the fee on each machine a misdemeanor and also permits a penalty suit by the state for double the amount owed.

Defer "Birth" Arguments Until Next Court Term

ALBANY—Arguments on the appeal by the American Committee on Maternal Welfare and Sam Citron for the licensing of "The Birth of a Baby" have been deferred until the next term in the court of appeals. The seven judges were to hear the pros and cons of the much-discussed picture March 13 but, by agreement, the case was put over.

Dr. Thomas Parran jr., U. S. surgeon-general and former New York state health commissioner, is among the medical notables who have approved the picture for exhibition to the general public.

Phil Lonergan Rites

NEW YORK — Funeral services for Phil Lonergan, scenario writer, who died in Hollywood, were held Saturday at St. Malachy's Church. Burial was in St. John's Cemetery.



Birthday Candles for Schlanger—

Shown at the recent dinner, tendered to Ted Schlanger, Philadelphia Warner circuit chief, on his birthday by the Variety Club, are (reading clockwise around the table) Mrs. Jay Emanuel, Mrs. James Clark, James Clark, Mrs. Schlanger, Ted himself, Mrs. David Weshner, Nan Cinco, Charles Segal, Mrs. David Sablosky, and an unidentified man.

PHILADELPHIA

AN AUCTION sale of the office furniture has closed the final chapter in the story of Grand National here . . . Harry Dressler, Fox shipper, is off over the bounding main to Bermuda . . . Wilson Turner, International Pictures, is touring Maryland, Virginia and the Carolinas—and will wind up with a pleasure jaunt to Miami . . . Sam Stiefel, Fays, and James P. Clark are back with scintillating Florida tans . . . The Variety Club is getting itself a new floor covering—too many rug-cutters.

Out-of-towners seen on the street: John Owens, Summit, Clark Summit; Tom Thomas, Thomas, Taylor; Harold Larned, Ritz, Muncy; Perry Hoffman, up-state Victoria circuit . . . Angelo Scavo, Home, Old Forge; Pete Marinos, Wyoming, Wyoming; Stanley Peters and his son, of the Ritz, St. Clair; Harry and Oscar Stiefel, of Ephrata and Lock Haven; N. Levin, Palace, Coatesville; Bud Hissner, Academy, Lebanon; Fred Osterstock, Wilmer and Vincent representative for Easton, Allentown and Bethlehem.

Warner Club gossip: The boys are going intellectual since the introduction of chess. Among the cerebral athletes are Iz Litwin, assistant purchasing agent; Frances Flammer, Al Allan and John Turner, booking department, and Bill Kanefsky, publicity . . . Recent purchase of new paddles is making the ping pong addicts happy. Star paddlers are Manny Gonzales, elevator m.c.; Harry Kleger, contact office, and Joe Seidman, booking department . . . Betty Ross, Joe Feldman's secretary, is becoming the most popular entertainer with her piano solos . . . Helen Mahoney, club secretary, was missed by the boys during her recent absence to take care of a cold . . . Ruth Berger, Ev Callow's girl Friday, is out nursing bruises suffered in an encounter with a chair.

The Paramount picture: Earle Sweigert is touring the Scranton area with George Beattie . . . Clara Kraftsow is scheduled to join the Florida sun-worshippers this week . . . The office is extending condolences to Ralph Garman, booking manager, on the death of his father . . . Max Kendrick, representative of Famous Music and Paramount Music, is seen nightly in a Market street bowling alley with local band maestros, demonstrating his championship form.

Mildred Rudo, secretary to Joe Farrow, Metro, is back from her vacation . . . Benny Glatz, Metro projectionist, has left on his . . . Charles Perry, UA exploiteer, is back after a two-week stay in Altoona . . . Joe Leon, Universal, leaves for Florida this week . . . Edgar Moss, 20th-Fox, wandered back from Miami Beach . . . William Solomon, 20th-Fox, marks a milestone on the 20th . . . Mary Burns, Clark, chalked up one on the 12th . . . William Sussman, eastern division manager for 20th-Fox, was in for a visit.

The Showmen's Club is considering half a dozen locations for its new quarters, Star Al B. Blofson reports . . . Film Exchange Employes Union has postponed its board meeting from March 22 to 29, because of Good Friday. The union announces its third anniversary dinner dance will be held at the Broadwood, Thursday, May 16.

Lew Black, Warner, Wilmington, is back after a two-week snooze in Florida, says he feels fit as three fiddles . . . Dick Kirsh, Aldine, Wilmington, plans to move his family into town, spends his spare time apartment-viewing . . . Sid Poppay, Majestic, Gettysburg, got a big hand from the Gettysburg College ROTC for his "Gone" engagement. They ran off a parade, and had old-timers as judges.

Motion Picture Associates reports the current raffle is going over with a gratifying bang. Prize is a $175 RCA radio, which will be awarded at a meeting April 6. In back of the ticket-selling are Herman Rubin, Paramount, committee chairman; Samuel Palan, Monogram; Frank Hammerman, Republic; Mort Magill, UA; Joe Leon, Universal; Charles Beilan, Warner, and Eli Epstein, RKO . . . Sid Mesibov, advertising and publicity man for the S-W out-of-town circuit, is applying for a guide's license for the Pennsy mountains. He claims he has discovered 10 times as many backroads and short-cuts as appear on the maps . . . Ed Moore, Strand, York, got a nod from local civic organizations for a goodwill campaign.

Request IATSE to Call Out Warner-Philly Members

PHILADELPHIA—Joseph Weber, international president of the American Federation of Musicians, has requested the stagehands' and operators' union of the IATSE to call out its members in Philadelphia Warner houses.

That is reported here by A. Rex Riccardi, secretary of musicians' local 77.

The action, he says, comes on the heels of a meeting in Florida, at which another attempt to settle the three-month-old contract dispute failed. Present at the meeting were Weber, Riccardi and other members of the local's executive board; Frank Phelps, J. Ellis Shipman and Ted Schlanger, representing Warner.

The Warner representatives, Riccardi says, stood firm on their demand they be permitted to hire musicians only for the Earle. The union insists on a renewal of the old contract—expired November 30—which provided for musicians at the Earle, Fox and six neighborhood houses.

Morristown Palace Burns

MORRISTOWN, N. J.—The Palace has been virtually destroyed by fire.



Hollywood Smiles for Philly—

The studios gave a warm welcome when Miss Florence Averell (left), secretary of Bob Lynch, Philadelphia Metro exchange head, and Mrs. Edna R. Carroll (third from left), chairman of the Pennsylvania State Board of Censors, paid a visit. They are shown with Spencer Tracy and Rita Johnson.

WASHINGTON

JOE FIELDS, Baltimore exhibitor, advises that the "Fu Manchu" serial which will soon be on the air from key stations, and distributed through Republic Pictures as well, is a product of Fields Bros., Inc., of which he is a member. An additional serial, "My Prayers Were Answered," made its debut on the coast last week . . . Syd Lehman, UA's Buffalo branch manager, and Mrs. Lehman visited the Row while en route to suntanland and renewed their many acquaintances . . . Mr. and Mrs. Herman Rubin of Petersburg, Va., visited with their daughter in Newark over the weekend, and made the rounds along the Row on their return.

Henry Hiser's two-year-old son is resting comfortably in the Episcopal Eye and Ear Hospital following a mastoid operation . . . The UA staff is quite concerned over the welfare of Charles Stern, who is billeted in a New York hospital following an operation . . . Mildred Footer, UA telephone greeter, appeared on the radio quiz of two cities last week, and fetched the cartwheels homeward . . . Al Herman, Universal district manager, occupied the swivel chair in the absence of Branch Manager Bernie Kreisler, who, we understand, was accorded a greeting at the studio that bears precedent, what with welcome banners flying from every strategic point and treated to an entertainment program ne'er to be forgotten . . . Julian Gordon, Palace, Newport News, plans to open his new house, March 29.

Seen along the Row: Sidney Gates, Norfolk; Ben Oletsky, Balto; Flaks Bros., Baltimore; Harry Silver, Overlea; Jack Levin, Balto; Lou "Fixer Dugan" Cohen, Essex; Al Kahn, Curtis Bay, accompanied by his daughter . . . The Amelia, Amelia, Va., will reopen April 1 . . . The State, Clarksville, was closed for a week due to a booth fire . . . Oscar Neufeld of Clark Film in Philly visited with Ralph Binns.

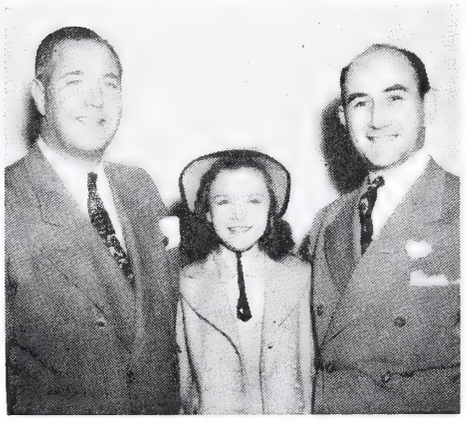
Metro excerpts: Mary Ella Schaben has been promoted to assistant biller, with Mrs. Estelle Goldschein joining the staff as telephone greeter . . . Dorothy Berman has chosen New York for her vacation . . . Mrs. Betty Fries, former member of the staff and now in the New York exchange, visited . . . Mary Libroia and Helen Racusson, formerly with UA in New York, have joined the inspection staff . . . Rose Zuckerman was feted with a luncheon by the ladies ensemble on her birthday and gifted with rock crystal salad plates and handkerchiefs.

Paramount Flashes: Branch Manager Eddie Fontaine is checking on reservations at the popular rendezvous in the south . . . "Vince" Daugherty is scanning the palm tree travelogues as well . . . John Kawalski, night shipper, is battling pneumonia . . . Lillian Sweikhart, bookkeeper, is sporting a "shiner" following an automobile accident . . . Jack Fruchtman postcards the usual "Wish you were here."

Curtis Hildebrand has gone "college" on us, what with the Princeton ensemble and the Dunhill burner . . . Ben Lust is back and brown as a berry . . . Teddy Schull is busy booking "Birth of a Nation," and Henry Hiser is repeating it at the Hiser . . . Sam Galanty is driving a nifty new car, and we mean nifty . . . Mrs. Leon Back has returned from her ten-week west coast vacation, and Leon is whistling while he works . . . Frank Boucher, Schine district manager, has been practically commuting to Cumberland, following the acquisition of the Strand there . . . Bob Daley, Arcade, Salisbury, is pinch-hitting for Herb Brown at the Waller, Laurel, while Herb is honeymooning via the moon over Miami.

Warner theatre items: Mrs. Caroline Jordan, secretary to Nat Browne, is confined to her home with illness . . . Charles E. McGowan is making a swing through the Shenandoah valley . . . "Rusty" Duncan has returned from her honeymoon and typing away per usual . . . Walter Pettus, sound man, is installing new sound equipment in the valley houses . . . Bowling is the latest hobby for the ladies of the ensemble, and can they knock those ducks off the pond!

Grand National bid adios to the Row, what with the office equipment disappearing via the auctioneer's hammer . . . Jack Klein, former GN shipper, is in charge of distribution at Advertising Accessories, Inc. . . . Deepest sympathy is extended to Universal's Alice Keister, on the death of her father.



Bernie in Hollywood—

Studio executives and stars unite to stage a welcome for Bernie Kreisler, Washington, D. C., branch manager for Universal, on his arrival at the studio for a two-week stay. He won the trip as part of his reward for tops in the company's national testimonial drive. Bernie is shown at right with David Butler and Gloria Jean, director and co-starrer in Bing Crosby's "If I Had My Way."

Methodist Conference Aids Fight on Sunday Shows

PHILADELPHIA—The annual Philadelphia Conference of the Methodist Church has thrown its support behind Rev. William B. Forney's Lord's Day Alliance in its battle to outlaw Sunday films in all Pennsylvania municipalities that now permit them.

The conference also took a slam at allegedly indecent motion pictures, in which appear "actors and actresses whose chief drawing power seems to be the number of times they have figured in the divorce courts."

ALBANY

CLAYTON EASTMAN, Paramount manager, was at his desk Sunday morning. Recovered from a dislocated shoulder, he will do no more skiing this year . . . Sons of the North, social organization, sponsored evening show of a new Finnish picture and a Swedish film, in Sam Milberg's Ritz, Scotia. Two screenings, admission 35 cents. Scotia, Schenectady suburb, has a Finnish colony of 400 . . . Tip Roseberry, film critic and "Melting Pot" columnist for Knickerbocker *News*, and Edgar Van Olinda, performing similar chores on *Times Union*, showed they knew subjects far removed from movies, on "Information, Please" broadcast from Palace over Station WABY. Roseberry got a laugh when he asked if "The Mill Boy" (Henry Clay) might be Rhett Butler.

Carl Nillman, Memorial Hall, Wilmington, Vt., and Valatie, Valatie, visited exchanges. Ditto, Raymond Beaudry, a newcomer booking Army theatres in Plattsburgh and Sacketts Harbor. Tommy Martell is regular date setter for the khaki chain . . . Walter Wertime, Chestertown, Chestertown, has been a cold sufferer . . . Lois Ann Delehanty, Skidmore College graduate, is new secretary at Ross Federal Service. She succeeded Emma Decker when latter left to marry Fred Spath, Hudson garageman. Manager Ralph Unks received a card from the Spaths, honeymooning in Florida. Ross Federal employes gave bride electric clock; former associates in 20th Century-Fox and on Filmrow showered her with a sandwich grille; members of YWCA also gifted her.

Charles A. Smakwitz, Warner Theatres district manager, left the cold snow and cares of his job behind for a vacation in Miami. Sunned there about same time last year . . . Si Fabian was in town for a confab with Division Boss Lou Golding, another recent returnee from Florida, and with area house managers . . . George Seed pushed his "Swing-Jitterbug" contest series off on right foot. Extra space taken in newspapers. Francis Murphy's orchestra, which plays for Grand Amateur Night, does musical honors. Each week a different school is asked to send contestants and cheering squads.

Ben Smith, Pam-o salesman, is back on road after a siege of eye trouble. Fitted with new glasses and hopes period of discomfort is ended . . . James Malone, manager of State, Benton's Mechanicville Theatre, was confined to his Saratoga Springs home by illness . . . George Walsh, boss of Paramount upstate theatres with headquarters in Newburgh, seen in Poughkeepsie.

Exhibitors in to book: Mrs. H. L. Woldenberg, Clinton, Clinton; Clarence Dopp, with theatres in Johnstown, Frankfort, Poland and Northville (he is keeping Star, Northville, open this winter); George Thornton, Orpheum, Saugerties; Eugene Van Ornum, Grange Hall, Willsboro (daughter Geraldine accompanied him); Charles Orr, Fair Haven, Fair Haven, Vt.; Neil Hellman, associated with dad in Royal and Paramount, Albany, and Palace, Troy; Allen Sirrine, Empire, Fort Henry, and Rialto, Mineville; Phil Straus, Pine Plains; Sid Dwore, Schenectady.

RICHMOND

THE operators union is planning a big celebration in the near future to observe the 25th anniversary of the organization. Leroy Ford is chairman of the committee of four, which includes George Crozier, Addie Stewart and Pruny Morrisette. Incidentally, the operators and stage hands have moved into their new meeting hall at 727 West Broad . . . Margaret Hay, who is one of the cashiers at the National, just celebrated another birthday . . . David Kamsky, advertising manager for Neighborhood Theatres, has returned from a visit to Pulaski and South Boston.

Mervin Ullman, Altec engineer, was relieved for several days last week and had a reunion with his brothers in Washington. Jerry Doolittle, who came down from Baltimore, pinch hit for Ullman . . . Elizabeth Copeland Norfleet, film editor of the News Leader, *lost her father-in-law March* 11 . . . *Claude Miles, operator at the Carillon, who was called home by the sudden illness of his mother in Lynchburg, reports that she is much better . . . Word comes from Norfolk that a shortage of help looms for service staffs of theatres there because of the increased activity at the Portsmouth navy yard.*

Ruth Kelch, cashier of William Ballenger's Grand, is in the hospital by orders of her doctor who was afraid that she would contract pneumonia . . . J. J. Kimmel, manager of the Gates in Portsmouth, had a tieup with the Federated Music Clubs which sold tickets for "Great Victor Herbert" . . . Sam Wheeler, 20th-Fox manager, was a visitor, also Ralph Binns, Horlacher Washington manager . . . Theatres are having their usual pre-Easter slump . . . Charlie Denmead, new manager of the York Theatre, West Point, has been doing quite a bit of shopping here, first fixtures and now carpet for his house. He also has been experimenting with a Sunday afternoon show.

Ben Caplon, Columbia salesman, and Olmstead Knox, RKO salesman, were in town . . . The State Corporation Commission has issued a charter to the Vernon Amusement Corp., Alexandria, Va., with maximum capital of 1,000 *shares without par value. Elliott F. Hoffman, president, Alexandria. A charter was also issued to the Waverly Theatre Corp., Franklin, with maximum capital of* $25,000. *H. J. Lyon, president, Franklin . . . Betty Williamson, stenographer for the Censor Board, has been out sick for a week.*

Formal Announcement Fried-Warner Accord

PHILADELPHIA—Public announcement of the out-of-court settlement of his suit against Stanley-Warner and the majors is made by Harry Fried, operator of the Anthony Wayne, in Wayne; Seville, Bryn Mawr, and Suburban, Ardmore.

Fried announces he now has first run on 20th-Fox, Columbia and Paramount. He also gets subsequent run on M-G-M, United Artists, RKO, Warner, Republic and Monogram. He did not reveal any details on the protracted negotiations.

Bioff Is Ordered to Jail; Given Time for Appeal

CHICAGO—Judge Prystalski dismissed the habeas corpus plea and remanded William Bioff, coast labor leader, to the house of correction to serve his uncompleted term for pandering. He will not enter the decision until March 25, giving Bioff attorneys time to appeal to the supreme court. Bioff, meanwhile, remains at liberty under a $5,000 bond.

Bernhard Leaving for Miami

NEW YORK—Joseph Bernhard, general manager of the Warner circuit, will leave Lenox Hill Hospital, Monday, and go immediately to Miami to rest up.

ROCHESTER

ROCHESTER'S Schine managers gave a party at the Chateau for Lee Stern, manager of the West End transferred to Glens Falls . . . Maurice Glockner, of Schine's home office in Gloversville, was in town . . . Bud Gray, RKO representative, was a visitor. En route here, he stopped in Lockport, attended a Kiwanis Club luncheon with Seymour Morris, Palace manager in Lockport. Morris is just back from a "frigid" vacation in Florida, Gray reports.

Students in the photography class at Mechanics Institute are taking interior and exterior shots of all Schine theatres as part of their class work . . . Tallulah Bankhead, in "The Little Foxes," will play at the Auditorium, April 2 . . . *Fifty members of the Rochester Professional Entertainers Club, and* 20 *musicians, presented a two-hour vaudeville show at the Batavia Veterans' Hospital . . . The Geneva Rotary Club took over the Geneva recently for their annual minstrel show.*

The Eva Jessye Choir, talented Negro singing ensemble, appeared at the Eastman Theatre with the Rochester Civic Orchestra . . . Toby Wing was to appear here at the opening of a new shoe store, but cancelled the engagement after the death of her 11-month-old son . . . Uncle Dan of the *Democrat* and *Chronicle*, and the RKO Palace, are sponsoring a party for children, Easter Monday. "Pinocchio" will be shown.

Lester Pollock, Loew's manager, rated page one of one of the local papers in a 30-*second interview. Asked "Do you think people like to see pictures that tell the truth—even if it hurts?" Pollock replied: "No. I think people would rather live in fiction than anything else. They want to have pictures transport them to 'castles in the air.' They want comedy or romance, something to banish depressed feelings. They go to motion pictures to be entertained. People would rather be fooled into believing that everything is all right than to be convinced that things are wrong."*

Thelma Biracree, director of ballets for the Rochester Civic Music Ass'n at the Eastman, has signed to do two ballets for the Syracuse Symphony Ass'n.

BALTIMORE

J. L. ROME, chief barker of Variety, was in charge at the presentation ceremonies at the City Hall when the club gave to the city an "iron lung." Many from the local film colony and members of Variety were in attendance . . . Mrs. Leon Back, wife of the Rome Theatre executive, is back after spending over two months in Hollywood . . . James Dixon, assistant manager at Loew's Century, is now spending his time at Loew's Valencia, where "GWTW" is now in its seventh week. David Marks, assistant manager of Loew's Parkway, is filling in at the Century . . . Barry Goldman and wife are back from Florida . . . R. T. Marhenke, Broadway manager, presided as magistrate at the Eastern Police Station, last Saturday . . . Our sincere sympathy to Lou Yockelle, whose father died recently.

Gus Nolte and his father returned from Florida . . . What is that red, white and blue button that Howard Cooling, Maryland censor inspector, is wearing? . . . Morton Baker, Times manager, announces a musical concert will be offered at his house the week of March 27 *by the National Philharmonic Orchestra . . . Reports that when Morris Flax finishes his new theatre on Eastern Ave. it will be a "grind," opening at* 9:30 *a. m.*

Cliff Jarrett, assistant manager at the Hippodrome, is on the sick list . . . Katherine Ashcroft, daughter of Bob, manager of the Apollo, another on the sick list . . . . Rome theatre managers' weekly exploitation contest was won last week by Wilbur Brizendine of the Rialto and Edward Kimple sr. of the Capitol . . . Our hope for the quick recovery of Sam Soltz, Howard, who is still confined to his home . . . "The Grapes of Wrath" is now in its third week at Morris Mechanic's New and may go another week . . . Nathan Kantor, Astor, will say "I do" very, very soon now . . . Along about the same time, Thomas Fisher, assistant manager of the Broadway, will do likewise.

College Paper Editors to "Johnny Apollo" Debut

OSSINING, N. Y.—A new slant on promotional premieres was achieved, and successfully, when 20th Century-Fox brought editors of college newspapers from 34 eastern universities to the shadows of the walls that house Sing Sing Prison so that they might see "Johnny Apollo" and pose a problem that spotlights a college student's behavior in the film.

The editors, together with New York newspapermen, syndicate writers, trade paper representatives and company executives had dinner at the St. Moritz Hotel in New York and then drove here to see the film at the Victoria, chosen because of its proximity to the prison, which plays an important part in the story. A group of the college editors remained in New York over the weekend and on Sunday participated in a special broadcast sponsored by the Collegiate Public Relations Bureau of CBS.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Hike Rescinding Talk Remains Stalemated

Stalemated for the third successive week are negotiations between producers and the Conference of Studio Unions relative to the ten per cent wage increase given 12,000 members of the latter last fall and which producers now want rescinded. Latest move came from the CSU, which demanded immediate resumption of the conferences to discuss working conditions and hours, and declaring that the question of the ten per cent salary boost is now a dead issue. As yet no date for a further discussion has been set.

Meantime the Screen Actors Guild filed a report with producers charging that thousands of jobs were "sold" to extras by employes of Central Casting. The report, based on an 18-month probe, also demanded that changes in the operation of Central Casting be made. It charged that extras "paying" for their jobs through a "kickback" of a portion of their earnings were placed on a preferred list. Producers contemplate no action, however, until the regular meeting of their association early in April. Kenneth Thomson, executive secretary of the SAG, has addressed a letter to the Central Labor Council requesting an okay to reaffiliate with that body, from which it withdrew last December. The SAG request, together with a similar one by the Motion Picture Painters Local 644, were discussed at a CLC session, March 15.

Executive board of the Screen Writers Guild met to discuss an intermediate report of the National Labor Relations Board ordering eight major companies to cease attempts to prevent writer employes from organizing, and branding the Screen Playwrights contract as illegal. The SP contract has already been cancelled, however. After a thorough study of the report the SWG will decide whether to renew producer negotiations or argue any points in the document.

Producers scheduled conferences with the Screen Set Designers and the Screen Readers Guild to discuss pending wage agreements. Parleys will be held on a similar topic next week with the Screen Cartoonists Guild.

Into "Pago Pago"

Edward Small has borrowed Frances Farmer from Paramount for one of the leads in "South of Pago Pago," on which production will start March 25.

NLRB Examiner Urges Studios Halt Writers' Guild Battle

WASHINGTON — Immediate abandonment by eight important film producers of their long fight against the Screen Writers' Guild is demanded in recommendations filed with the national labor relations board by its trial examiner in charge of the Los Angeles case.

The difficulties between the two groups date back four years, when the producers sought to prevent the guild from affiliating with the Authors' League of America and, after affiliation was voted by the writers, attempted to break up the organization, it is charged by the trial examiner, J. J. Fitzpatrick.

As a result of these alleged attempts, Fitzpatrick said a number of writers resigned from the guild in 1936 and formed Screen Playwrights, Inc., on the basis of assurances from the producers that they would recognize the new organization as the bargaining representative of the writers.

Guild Was Certified in 1938

A contract was signed between the producers and Screen Playwrights in February, 1937. The agreement was not recognized by the guild, which filed a complaint with the labor relations board and that agency, in August, 1938, certified the guild as the bargaining representative selected by a majority of the companies' writers.

Efforts to negotiate a contract for the guild were unsuccessful, and a new complaint was filed as a result of the producers' alleged refusal to recognize the guild as the exclusive bargaining agency. Hearings were held in Los Angeles in August, 1939, and the examiner's report sums up the testimony there received.

The examiner recommended that the eight companies involved in the proceedings—Universal, Selznick International, 20th Century-Fox, Loew's, M-G-M, Warner, RKO Radio, Columbia and Paramount—be required to "cease interfering" with the right of their employes to self-organization and that, with the exception of the Selznick company, they be required to cease giving effect to the contract with Screen Playwrights.

In his report, however, he pointed out that during the hearings the companies offered to bargain with the guild as exclusive representative, and that the hearings were twice adjourned while negotiations were resumed. While the parleys were unsuccessful and the guild charged the producers had not bargained in good faith, the examiner held that the companies had evidenced a real desire to reach a settlement of the controversy and recommended dismissal of that part of the complaint alleging refusal to bargain in good faith.

Lead in "Victory"

Paramount has signed Fredric March for the lead in "Victory," the Joseph Conrad novel, which Anthony Veiller will produce and John Ford will direct.



Reports, East and West—

J. J. Nolan (center), RKO Radio Pictures vice-president, hears from Harry Michalson (left), short subjects sales manager, and Herb MacIntyre, captain of the Ned E. Depinet sales drive.

Good Spring Production Start Assured; 35 Already Slated

Aided by the momentum engendered by some 35 pictures already slated to go into work within the next two months—many of them in the highest budget category—Hollywood's film-making plants will be enabled to enter the spring production season with a flying start. Thus it seems virtually assured that the pace established during the fall of 1939 and the winter of 1940 will be maintained at least until early in the summer.

Heaviest schedule to date is that charted by Warner, which lists eight features to go into production within as many weeks. These include such top-budgeters as "The Life of Knute Rockne," "January Heights," "The House on the Hill" and "The Patent Leather Kid." Paramount follows closely, with seven on its call-sheets, including "The Polonaise," "Mystery Ship," and a Bing Crosby starrer, "Ghost Music."

Other active plants will include 20th Century-Fox, where Shirley Temple's "The Young People," "The Great Commandment" and "Public Deb No. 1" lead the list of forthcoming productions. In addition, six to eight features are slated to be made at the company's English studios, at least four of which will be distributed in the United States. To launch preparations for them, Robert T. Kane, who heads 20th Century-Fox's English activities, is returning to London. One of them, the next Gracie Fields starrer, is being written here by Karl Tunberg and Darrell Ware under the title "Mademoiselle From Piccadilly." Miss Fields and her director, Monty Banks, have been at the Westwood plant for several weeks conferring with Darryl Zanuck and Kane about the plans for the film.

For United Artists, Walter Wanger will gun "Personal History," March 18, with Alfred Hitchcock directing. This will be followed March 25 by "South of Pago Pago" and "The Son of Monte Cristo," which Edward Small will start simultaneously at that time. Two weeks later Hal Roach will roll "Captain Caution," to give UA four releases in concurrent production. Further, Alexander Korda, who has checked in from New York, is preparing to film additional sequences for "The Thief of Bagdad," made largely in London, and on which production was suspended because of the war. Korda also plans to make "Jungle Boy," starring Sabu, here.

Planning two big-budgeters each during the next month are Metro and Columbia. The former will launch "I Love You Again" and "The Yearling," while Columbia will film "Arizona" and, through Producer Frank Lloyd, "The Tree of Liberty."



Major Production Total Slips Downward to 36

Slipping back into second gear after racing along in high for several weeks, production in the major plants has dropped down to a 36-picture total, of which five were newcomers to the starting lineup.

Completing "The Man Who Would Not Die," Columbia has only two in production, while Metro's total dwindled to seven with the completion of "Edison, the Man." Filming a pair, with no starts scheduled, is Monogram. Paramount has four before the cameras, including a new start, "A Night at Earl Carroll's."

Three are being filmed at Republic, where "Young Buffalo Bill" went into the cutting room. RKO Radio lists two in work, including the newly-started "Anne of Windy Poplars." Twentieth Century-Fox gunned "The Young People" and completed "Lillian Russell" to hold to a four-picture total.

Hal Roach's "Turnabout" is the only film in production for United Artists. Universal, with no new starts, has four in work. Warner, however, took an upswing by gunning "You Can't Escape Forever" and "River's End," boosting its total to seven.



Grandaddy Golden in Action—

Otherwise, Edward A. Golden, Monogram general sales manager, enjoying his granddaughter, Jan Ann, in Hollywood, where Eddie's son, Robert S., is employed. The mother's name is Carol.

Bronston Incorporates; Plans New Schedule

Incorporation papers have been filed in Sacramento for Samuel Bronston Productions, capitalized at $1,000,000, and Bronston is working out a production program for the coming year, to be announced shortly. At that time, he also will disclose his releasing arrangements.

With Bronston as president, the executive lineup includes Edward H. Schwab of the board of directors, and Frank J. Perry, Schwab's son-in-law, vice-president. John J. Bergen and William V. O'Connor are other board members. J. F. T. O'Connor, former comptroller of the Federal treasury, is chief counsel.

Slot Machine Films Will Start in Two Weeks

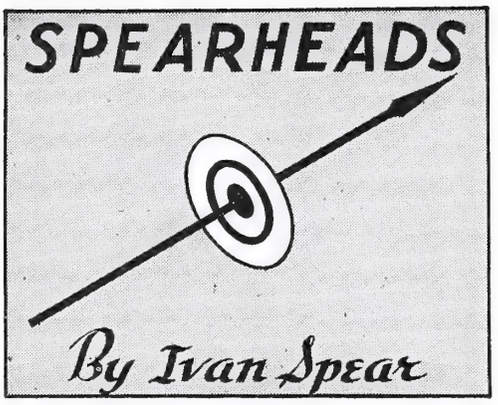
Plans to begin production within two weeks to supply film for the slot machines to be distributed by the newly-formed Mills-Globe Corp., were brought back to Hollywood by Henry Henigson, James Roosevelt's executive assistant, after a week of conferences in Chicago with Roosevelt and officials of the Mills Novelty Co., with which Roosevelt is associated in the project.

Roosevelt's unit will turn out 52 reels of short subjects annually, each reel to contain six subjects utilizing the services of well-known orchestras and variety acts. The Mills-Globe firm expects to have its first projectors in operation within two months in bars, cocktail lounges, restaurants, railroad stations and similar spots where other nickel-in-the-slot machines hold sway.

Films will be shot on 35mm stock and will be reduced in printing to 16mm. They will be projected on a screen measuring 18 by 24 inches.

Wanger Loans Crawford

Walter Wanger has loaned Broderick Crawford to Universal for a featured role in "I Can't Give You Anything But Love."



IT IS probably archaic to inquire about the whys and wherefores of apparently inexplicable production expenditures, but there is no denying the urge to wonder why the geniuses of 20th Century-Fox expended good and important money to acquire "The Great Commandment."

The picture was produced many months ago by Cathedral Films, a company organized for the avowed purpose of producing features of religious import. The Reverend James K. Friedrich, an Episcopalian minister, holds the title of president, while Jack Coyle, at one time connected with Republic, is the vice-president and executive producer. "The Great Commandment" was the initialer in a proposed series of films with Biblical backgrounds and was directed by Irving Pichel from a screenplay written by Dana Burnet. Since the completion of this first and only Cathedral production, however, little has been heard about the company and its future plans—if any.

When "The Great Commandment" was previewed for the reaction of Hollywood critics it was the recipient of extraordinarily lavish acclaim, considering its genesis, cost and other general ramifications.

That it had a rosy future, both as to fan reception and patronage—if, as and when a release could be obtained—was almost the universal consensus. Then, the announcement that 20th-Fox had purchased the photoplay "for distribution."

It now develops that the Westwood film plant plans what is obviously to be a complete remake of the feature. Tyrone Power is to be cast in the male lead, a part very adequately, according to the critics, delineated in the original by John Beal. As a by-the-way observation, the wisdom of this casting and whether or not Power can improve upon the work of Beal might be questioned. Opposite Power will appear Linda Darnell, stepping into the shoes of one Marjorie Cooley, a screen newcomer who, also, did very well. Whether Maurice Moscovitch and Albert Dekker, standouts in the original cast, will repeat in this new version has not, as yet, been announced. Apparently, then, the only portion of the original program to be retained is Director Pichel, who has been signed to wield the megaphone again. The Rev. Friedrich also has been handed a contract to serve as technical advisor.

For exactly what, then, did Mr. Zanuck and his lieutenants spend a substantial sum of money? Certainly not the story material, which was predicated entirely on Biblical history, which has been used in countless previous features and which has been in public domain for centuries.

Seemingly the outlay went for a title and nothing more.

→

Quoting LOP:

"The more I hear about spills from horses, the less I feel encouraged to ride again."

Which, at least, is good news for the nags.

→

Brave gal, that Ann Sheridan, who singlehandedly (with the exception of just a little help from the Warner publicity department) undertakes to battle the entire student body of Harvard; and who said she thinks it's Harvard, Illinois.

Historians will probably record the verbal melee as the war of Oomph vs. The Broad "A."

→

Paramount's fearless publicists are becoming bolder by the hour. Determined that the animal motif should thread its way through most of the blurb campaigns conceived on the Marathon Street lot, they started humbly with "Sadie and Sam," an alleged duo of trained fleas; from which they progressed through "Slicker, the Seal," the "Baby Giant Panda," "Sampson, the Mule," and "Gertrude, the Cow." Now, in one fell swoop, they take on a lion cub, who is to be the piece de resistance (garnishment NOT to be furnished by Metro) in the buildup for the about-to-be-released "Safari."

→

From "Technicolor News and Views," promotional house organ which Margaret Ettinger ably edits:

"'Color is gradually revolutionizing the motion picture industry as completely as did sound.

"'The public expects color in important pictures, and will soon come to expect it in all pictures.'

"These are the opinions of Cecil B. DeMille, who is preparing his first all-Technicolor production, 'Northwest Mounted Police.'"

Quite a victory for the leading color photography process, inasmuch as it was DeMille who, less than three years ago and at a time when the use of tints in motion pictures had progressed to almost its current excellence, emphatically opined that the application of color was a waste of money and that it detracted from, rather than enhanced, the entertainment value of good motion pictures.

Excellent, Erin and Eerie

Preview, preferred, hit a new low for the season in the Hollywood critical market when a scant three features were brought out of the cans for attention.

The unusual excellence of one of them, however, compensated to a large measure for the lack of quantity and for what was missing in quality in the remaining two. This was RKO Radio's "Primrose Path," which must be heralded, by any yardstick, as one of the outstanding entertainment treats among current releases. The work of Producer-Director Gregory LaCava is an unadulterated triumph, for his screen version of the Broadway play adroitly blends all of the elements of the original—comedy, pathos, drama, tragedy and romance—into a thoroughly delightful piece of work, from which the background of squalor and sordidness detracts not a whit. Allan Scott and LaCava wrote a literate and intelligent screenplay from the original play by Robert L. Buckner and Walter Hart, which was brilliantly delineated by a carefully selected cast of competent artists. In its entirety the film is well-nigh flawless.

* * *

The St. Patrick's Day flavor came from the Warner emporium, where, normally, the only green to be found is on the surrounding Burbankian hillsides. In "Three Cheers for the Irish" there abounds enough Irish humor and sentiment to compensate, at least, for a story that has more than its share of faltering moments. The writing job turned in by Richard Macaulay and Jerry Wald comprises, for the most part, a series of largely timeworn gags, interspersed with a few new and downright funny situations. This deficiency probably will be overlooked by audiences who are almost certain to applaud the work of Thomas Mitchell, dominating the cast with another sterling characterization. Lloyd Bacon paced his direction well and Sam Bischoff supplied an adequate production background.

* * *

In the English-made chiller, "The Human Monster," Monogram has a horror number guaranteed to send the kiddies to bed for a siege of nightmares. Although it is a bit heavy-handed as to story and direction, characteristic of British efforts in the lower budget brackets, the feature possesses enough chills and suspense to be highly acceptable to the fans who enjoy purchasing their murders in wholesale lots and, therefore, earns consideration as worthwhile material for the top spot in the grind houses and as support in more important situations. The only cast name that will mean anything to American audiences is that of Bela Lugosi, whose performance is up to his usual spine-tingling standards. Film was produced by John Argyle and directed by Walter Summers. Patrick Kirwin, Summers and J. F. Argyle scripted from a novel by the late Edgar Wallace.

Expend $200,000 on Building Projects

Expressed fears as to the foreign and domestic outlook for the industry notwithstanding, Hollywood is undertaking an impressive campaign of remodeling, redecorating and new construction, preening its studios and equipment for a busy spring and summer production schedule. Clean-up and building projects at a number of studios call for the outlay of close to $200,000, with additional campaigns in prospect.

At RKO Radio, for example, President George Schaefer has okayed the expenditure of nearly $100,000, according to Harold Barry, who is in general supervisory control of building operations. Most extensive development is the construction of huge storage basements under two sound stages, giving the studio 30,000 feet of additional space for storing lights, props, scenery, etc. They are to cost about $53,000. New flooring has been laid in seven stages at a cost of $21,000. Four offices have been added to the enlarged art department, adding $8,000 to the total, while $4,000 more was spent in remodeling and enlarging the casting department. A giant storage shed has been constructed at the company's ranch in San Fernando Valley to the tune of $5,000.

Grips Building at 20th-Fox

Paramount has earmarked a $20,000 appropriation for new equipment and alterations under the supervision of Keith Glennan, operations manager. Included are alterations in the scene dock, addition of a second floor in the storage building and installation of a production building ventilation system. At the same time a new ground roller and a $5,000 portable exhaust fan were purchased. The electrical department has added 50 new-type baby spotlights.

Twentieth Century-Fox is laying the foundation for a new grips building, 280 feet long, which is to cost $50,000. Construction is not expected to be completed for about two months. Heretofore the grips department has been moved around to various empty stages and, at frequent intervals, has had no headquarters at all.

Remodel at Columbia

The administration building at Columbia is being remodeled, with passageways being widened and a new entrance being constructed. This, as well as some painting and redecorating, is expected to cost some $3,000. To a lesser degree Universal, the Samuel Goldwyn studio, Selznick International and the Charles Chaplin studios are also being given a spring housecleaning. Work, for the most part, comprises new coats of paint. At the Goldwyn plant Walter Wanger's suite of offices has been redecorated, while the Chaplin plant received a new coat of paint inside and out. Universal completed, about two months ago, two new and modern sound stages and contemplates no further new construction for some time.

Similarly, Warner six weeks ago finished its giant marine stage, on which it spent some $500,000. It is 70 feet high and nearly 250 feet in length.



Winner's Reward—

Bernard B. Brown, head of Universal's sound department, is congratulated by Deanna Durbin for winning the 1939 Academy Award for outstanding recording.

Grand National Plant To Franklyn Warner

Having secured a long-term lease on the property from Educational Studios, Franklyn Warner has moved his Fine Arts Pictures organization back to the Grand National lot where it was previously housed, and has taken over the entire plant—vacating his temporary headquarters at Selznick International. One of Warner's first moves was to rename the site Fine Arts Studios, thus completely dissolving the name of Grand National as a production unit.

Warner has begun buying and renting cameras, lights, furniture and other equipment with which to go into production, as the bulk of GN's physical and movable assets were sold at auction recently to satisfy the defunct company's creditors. FA officials declare Warner will probably swing into action within ten days on the first of nine features yet to be made for the 1939-40 season. Fourteen FA distribution branches have now been set up and are functioning, with additional branches being lined up rapidly, Warner disclosed. In the western territory they include Salt Lake City, with Bernard B. Newman in charge; San Francisco, with Bradley Fish as manager, and Los Angeles, managed by William C. Riter.

Three other independent producers plan to swing into action within the next 30 days. Voco Productions, headed by Jack Votion and Sam Coslow, will gun its initial vehicle, an untitled comedy featuring Lum and Abner, radio comics, early in April. The film will be released by RKO Radio. At about the same time, Argosy Productions will turn cameras on "The Long Voyage Home," which John Ford will direct from a script by Dudley Nichols. Picture is set for distribution through United Artists. Late this month Jules Levy will signal a start on "The Boys From Syracuse," starring the Ritz Brothers and Martha Raye, which he is producing independently for Universal release.

Bearing with him a print of "Beyond Tomorrow," his company's first production, President Lee Garmes of Academy Pictures headed for New York to deliver the film to RKO Radio executives, with whom he was also scheduled to huddle on plans for Academy's next vehicle.

Production on Coast Likely for Korda

After delaying his arrival for several weeks, Alexander Korda, who has been producing for United Artists in England, checked in from New York for an indefinite stay, during which he will decide whether to establish permanent production headquarters here. To be filmed locally are a number of sequences for his "Thief of Bagdad," which he was unable to complete abroad because of the war. Korda is also expected to make a final decision on suggested plans to produce "Jungle Boy," starring Sabu, in Hollywood. The film-maker was preceded here several weeks ago by Director Zoltan Korda and Sabu.

Spending only two days here, Lynn Farnol, UA's exploitation director, has returned to his eastern headquarters. While in Hollywood he looked over Edward Small's latest release, "My Son, My Son," and conferred with Small and his advertising-publicity director, Murphy McHenry, on the campaign to be prepared for the picture.

Freeman East on Suit

To appear at the government's pre-trial examination in connection with its anti-trust suit against the major companies, Y. Frank Freeman, Paramount vice-president, pulled out for New York. Freeman, planning to spend ten days in the east, will also participate in huddles with the company's home office executives.

Also expected to head east was Harry M. Warner, who planned to confer with Gradwell Sears, Warner distribution chief, concerning the sales setup for "The Life and Death of John Doe," which Frank Capra is slated to produce for Warner release. Norman Moray, short subject sales manager for the company, completed discussion of his new season's program with Jack Warner and Gordon Hollingshead, and left for San Francisco. From there he was scheduled to go to Reno and Virginia City to attend the "Virginia City" premiere.

Eastern bound was Matty Fox, executive assistant to Cliff Work at Universal, who will spend two weeks in New York in conference with President Nate Blumberg, J. Cheever Cowdin and other company officials. Huddles will deal principally with the European outlook.

S. Barret McCormick, RKO Radio advertising-publicity head, has delayed his expected trip to Hollywood for another week.

Discuss Los Angeles Front Against Dies

Formation of the tentatively titled Los Angeles Council in Defense of Civil Liberties, with the avowed primary purpose of presenting a solid front against Congressman Martin Dies' charges that the film colony is rampant with "Communist activity," is being discussed—albeit nebulously—as the next step in the anti-Dies campaign hereabouts.

Leader in the project, which as yet has not developed beyond the talk stage, is the Hollywood League for Democratic Action, the matter having been broached at a recent meeting of its executive board. The plan, as explained by an HLDA spokesman, would embrace the welding into a single unit of as many liberal organizations—both within and without the industry—as possible, on the "in union there is strength" theory. Already approached on the idea have been the Screen Writers Guild, the League of American Writers and other groups which have gone on record in condemnation of Dies, his theories and tactics. A meeting attended by representatives of these organizations, to map a more detailed plan, is scheduled for the near future.

Aside from this scheme, neither the SWG nor the HLDA have fired another salvo in their anti-Dies campaign, which reached its hottest stage with the drafting of resolutions urging that the Texas Congressman be removed from his post as chairman of the House committee on the grounds he has expressed bias and prejudice. The SWG charged Dies had "disqualified himself as an impartial investigator of alleged un-American activities in the motion picture industry," while the HLDA manifesto accused Dies of piling "slander on slander in every phase of American life" and said that the series of articles written by him for *Liberty* Magazine contained "wild and irresponsible charges against this community and the motion picture industry."

HLDA Bends All Energies For Big Mass Meeting

Bending its energies toward the successful staging of what it hopes will prove to be the largest mass meeting in its history, the Hollywood League for Democratic Action has sidetracked all but the most routine internal activities. The meeting, under the general title of "America Declares Peace," will be held April 6 at the Olympic Auditorium with the general public, civic, social and religious leaders, as well as the film colony, invited to attend. Cooperating with the HLDA in promoting the affair are such kindred progressive groups as the League of Women Shoppers, the Motion Picture Democratic Committee, the League of American Writers, the Hollywood Peace Forum, the Committee to Aid Agricultural Workers and the Hollywood Theatre Alliance.

Meantime, however, the HLDA paused for breath long enough to hold an open meeting of its directorate, at which plans were launched for the formation of a women's council, comprising 15 or 20 of the more active feminine members of the organization who will devote their entire time to the topics of keeping America at peace and protecting the civil liberties of the nation. Organizing the group are Mrs. Guy Endore and Mrs. Sam Ornitz.

One of the features of the mass meeting April 6 will be a "living newspaper," a dramatic sketch which will include a skit demonstrating the ways and means of combating any and all efforts to drag the United States into the present European War. This portion of the program is being written by members of the League of American Writers and will be enacted by actors affiliated with the Hollywood Theatre Alliance.

Shuffles Up Paramount Publicity Department

A realignment of personnel in Paramount's studio publicity-advertising department has been made following the recent resignation of Terry DeLapp as publicity director. With Cliff Lewis, who has been in active charge of the publicity-advertising units, taking over control of DeLapp's duties in addition to directing the advertising and exploitation activities of the department, the following shifts have been made:

Bert Holloway becomes general publicity assistant. George Thomas transfers from advertising to publicity to handle planting on wire services, syndicates and other outlets. Jean Bosquet, formerly in charge of that work, has been made a unit man, while John Del Valle has been shifted to the unit room from special writing. Otherwise the department will function as before, with Robert Speers supervising local planting and Don King continuing to function as news editor in charge of the unit room.

Returning to Paramount's production staff was Barney Glazer, whose last film connection was with Warner as an associate producer. No assignment has been given Glazer, who has been in New York, associated with stage activities, for some time.

Succeeding Sam Marx, who resigned recently, D. A. Doran was named head of Columbia's studio story department by S. J. Briskin. Doran has been special story representative in New York for Columbia for the past several months. Marx has announced no future plans beyond the fact that he will leave for the east shortly for an extended vacation.

John M. Stahl, who signed a one-picture production deal with Columbia recently, has moved into offices on the lot and has begun conferences with Briskin relative to the selection of a story.

Paramount Signs Boyer To Two-Picture Pact

Paramount has signed Charles Boyer to a two-picture acting contract. First assignment will be "The Golden Door," an Arthur Hornblow jr., production, which Mitchell Leisen will direct. The story by Ketti Frings deals with European refugees clustered at the California border awaiting admission to the United States.

"Biscuit Eater" Next "Outside" Premiere

With Warner's hectic, hilarious and studded premiere of "Virginia City" in Virginia City and Reno, Nev., on March 16, now a matter for the history books, a lull of almost a month is slated to ensue before Paramount, picking up the reins where Warner left off, debuts its "The Biscuit Eater" in Albany, Georgia, April 11. Aside from a coterie of Marathon Street players and executives, however, Hollywood will not be declared in on the forthcoming festivities, which will add another link to the chain of lavish openings scheduled by studio exploiteers during the season.

All hands declared the "Virginia City" affair an unqualified success, which drew teeming thousands of visitors into the two Nevada communities as both spectators and participants. From the time the "Virginia City Special" pulled into Virginia City until it was scheduled to return to Hollywood March 18 an unbroken line of banquets, parades, costume balls and contests was the order of the day for the 250 stars, executives and members of the press who were the company's guests. First showing of the film was at a matinee in Virginia City, followed by three evening performances in Reno, attended by Gov. E. P. Carville of Nevada, Gov. Culbert Olson of California and Gov. H. H. Smith of Wyoming. Errol Flynn and Miriam Hopkins, co-stars in the film, headed an "Old West" parade and judged the competition for pioneer period costumes. Governor Carville called out the state militia, Reno swore in 200 special deputies and Virginia City added 125 minions of the law to its regular force of eight. Twenty planes from the Los Angeles county sheriff's aero squadron flew to Nevada to add to the festive air.

Paramount's "The Biscuit Eater" will be premiered at Radium Springs, the $2,000,000 Barron Collier estate near Albany, and will be followed by a gala ball, to be staged by the Junior Hospital League, and a barbecue. A simultaneous showing for the town's Negro population is scheduled to be held at the Liberty Theatre. Paramount exploiteers have arranged to have the April 11 "Vox Pop" radio show originate in Albany as a part of the festivities being planned.

More than a month will then pass before Paramount again grabs the limelight by holding the world premiere of "Those Were the Days" in Galesburg, Ill., May 21. Picture is based on stories dealing with Knox College, located there. 20th Century-Fox will follow shortly thereafter with a premiere of "Lillian Russell' in Clinton, Ia., birthplace of the stage beauty.

Universal dispatched 11 players to San Francisco March 11 to appear at the western premieres of "Black Friday" and "The House of Seven Gables" at the Golden Gate Theatre. The contingent of Thespians included Bela Lugosi, Anne Gwynne, Vincent Price, George Sanders, Cecil Kellaway, Mischa Auer, Helen Parrish, Constance Moore, Lewis Howard, Samuel S. Hinds and Harry Stafford.

Hollywood Personnelities

Barnstormers

—Paramount

ALLAN JONES winds up extended concert tour in Vancouver, B. C. and returns to studio to prepare for next assignment.

LINDA WARE, 15-year-old singer, to open p. a. tour in Cleveland, March 15, moving on to Dayton the following week.

—Republic

ROY ROGERS and his radio show appeared at Hemet Theatre, in Hemet, as the highlight of a Finnish Relief Fund benefit show March 7.

Cleffers

—Metro

E. Y. HARBURG and HAROLD ARLEN writing two songs for "Andy Hardy Meets a Debutante."

GEORGE STOLL completes scoring "Forty Little Mothers."

—Paramount

JOHNNY BURKE and JAMES MONACO doing songs for "Ghost Music," forthcoming Bing Crosby starrer.

SIGMUND KRUMGOLD completes recording background music for "The Biscuit Eater."

SIGMUND KRUMGOLD and IRVIN TALBOT scoring "Queen of the Mob."

—RKO Radio

ROY WEBB scoring "Curtain Call."

—Universal

FRANK SKINNER and PAUL GERARD SMITH complete three songs for use in "I Can't Give You Anything But Love, Baby."

Meggers

—Metro

HAROLD S. BUCQUET to "To Own the World," co-starring Lana Turner and Lew Ayres.

SAMMY LEE directing "Palm Springs Rodeo," a one-reeler.

S. SYLVAN SIMON scouting location sites around Lake Arrowhead for his next assignment, "Dulcy."

RICHARD THORPE to the next "Tarzan" feature.

—RKO Radio

LEWIS MILESTONE to "Good Luck," co-starring Ginger Rogers and Ronald Colman. Producer George Haight will gun it April 1.

ROY DEL RUTH to "One of Six Girls," an Erich Pommer production which will feature Maureen O'Hara.

—Republic

PHIL ROSEN to "The Crooked Mile," starring Edmund Lowe.

—Universal

GEORGE MARSHALL to "When the Daltons Rode," biography of the notorious Dalton Brothers, bandits of the last century. Film goes into work in May from a screenplay by Lester Cole and Stuart Anthony.

—Warner

WILLIAM DIETERLE to "This Man Reuter," a Henry Blanke production which will star Edward G. Robinson.

RAY ENRIGHT to "Putting Over a Deb," next in the short subject series starring Elsa Maxwell.

Options

—Columbia

CHARLES VIDOR given new directorial pact.

—Metro

VIRGINIA O'BRIEN given long-term acting contract. She is a member of the cast of "Meet the People," Hollywood Theatre Alliance revue.

—Paramount

ROD COX signs long-term acting ticket.

—RKO Radio

DICK HOGAN, featured player, held for another term.

—Republic

GEORGE (GABBY) HAYES held for another year. He supplies comedy relief in the Roy Rogers western series.

—Universal

KATHRYN ADAMS given term acting contract. She is set for one of the leads in "Ski Patrol," Ben Pivar production which Lew Landers will direct.

—Warner

EARL BALDWIN, writer, handed new contract.

GEORGE HAYWOOD, New York stage player, given term contract.

HOWARD KOCH, writer, held for another term.

NORMAN REILLY RAINE given new two-year writing ticket.

ANN SHERIDAN held for another year.

Percenteers

WARNER BAXTER signs exclusive managerial contract with the Orsatti Agency.

Scripters

—Columbia

ALBERT DUFFY checks off lot, after completing two-year scrivening contract.

MICHAEL FESSIER to "Ode to Liberty," play by the late Sidney Howard, which B. P. Schulberg will produce.

—Metro

DOROTHY CANFIELD to "New Americans in Vermont," recent magazine story by her, dealing with refugee children being cared for in New England homes.

BRADBURY FOOTE to "Osborne of Sing Sing." John Considine jr. will produce.

VINA and EUGENE DELMAR to "The World We Make," from the play by Sidney Kingsley, for Producer Hunt Stromberg.

ANITA LOOS to "I Married an Angel." Hunt Stromberg will produce.

JANE MURFIN to "Farewell Waltz." Victor Saville will produce.

KAY VAN RIPER to "Strike Up the Band," Judy Garland-Mickey Rooney co-starrer, to be directed by Busby Berkeley.

—Paramount

ROBERT LIVELY completes original of "Interlochen," with FREDERICK JACKSON going on screenplay of the Andrew Stone production.

HAROLD SHUMATE completes "The Round-Up," a Harry Sherman western to star Don Wilson.

HUGH WEDLOCK and HOWARD SNYDER to "A Night at Earl Carroll's."

—RKO Radio

DONALD OGDEN STEWART to "Kitty Foyle," forthcoming Ginger Rogers starrer, which David Hempstead will produce.

—Republic

DORRELL and STUART MCGOWAN to "Grand Ole Opry," to star the Weaver Brothers and Elviry.

—20th Century-Fox

JACK ANDREWS to "Broadway Confucius."

DON ETTLINGER and EDWIN BLUM complete "The Young People," Shirley Temple starrer which Allan Dwan will direct.

JOHN LARKIN to "Charlie Chan in the Wax Museum."

WILLIAM ANTHONY MCGUIRE to "The Fighting Jew," based on the life of Sam Dreben, famous American soldier. Fred Kohlmar has been assigned to produce.

LIAM O'FLAHERTY teamed with ERNEST PASCAL on "How Green Was My Valley," the Richard Lewellyn novel.

LESTER ZIFFREN to "Charter Pilot."

—Universal

JAY DRATLER to an untitled musical.

ARTHUR T. HORMAN to "Crop Dusters."

JACK LAIT JR. to "Marshal Law." Jack Gross will produce.

S. K. LAUREN to "Back Street," re-make of the Fannie Hurst novel, which the company filmed in 1932 co-starring John Boles and Irene Dunne.

LARRY RHINE to "They Dance in Havana."

—Warner

GUY ENDORE completes "The Life of Freud," forthcoming Edward G. Robinson vehicle.

LEE KATZ to "The Laughing Dead."

WALTER DE LEON completes "Tugboat Annie Sails Again," based on stories by Norman Reilly Raine.

TOM REED collaborating with ROBERT KENT on "Flowing Gold."

Story Buys

—Metro

"Third Finger, Left Hand," by Lionel Houser.

"Dr. Jekyll and Mr. Hyde," by Robert Louis Stevenson, from Paramount. It will be re-made in England as a Robert Donat starrer.

"Dunant: The Story of the Red Cross," by Martin Gumpert. It is being planned as a starring vehicle for Robert Donat, to be made in London.

—RKO Radio

"Debutante, Inc.," by Jerry Cady. Cliff Reid produces.

"Men Against the Sky," by John Twist. To star Richard Dix, it is being scripted by Nat West for Producer Howard Benedict. Story is an aviation drama.

—Charles R. Rogers

"A Girl's Best Friend Is Wall Street," magazine story by Jane Allen. Rogers will

produce for Columbia release.

—20th Century-Fox

"Owners Up," by Roy Chanslor, who has been signed to write the screenplay. Walter Morosco and Ralph Dietrich will co-produce.

Technically

—Argosy Pictures

JAMES BASEVI signed as art director on "The Long Voyage Home," which John Ford will direct for United Artists release.

GREGG TOLAND to photograph "The Long Voyage Home."

—Frank Lloyd

BERT GLENNON to photograph "Tree of Liberty."

DAN KEEFE signed as production assistant, handling advance arrangements for location work in Williamsburg, Va., on "Tree of Liberty."

—Metro

RICHARD GOLDSTONE rolls "Pellagra," one of John Nesbitt's Passing Parade shorts, with FRED ZINNEMAN directing and BERT GLAZER as his assistant.

HERMAN HOFFMAN heads camera crew going to Detroit to pick up background material for "The Wizard of Menlo Park," trailer for "Edison, the Man."

HAL ROSSON photographing "Boom Town."

SID SIDMAN assisting Director George Sidney on "Three-Dimensional Murder," current Pete Smith Audioscopics short. DICK EVANS is script clerk.

ART SMITH, unit production manager, shooting special ski exteriors in Sun Valley, Idaho, for "The Mortal Storm."

JOHN TAGGART temporarily replaces DR. O. S. GREELEY as technical director on "The Mortal Storm," Greeley having gone to New Orleans.

FRANK WHITBECK launches "Hollywood: Style Center of the World," a one-reeler, with OLIVER GARVER directing from his own screenplay. Film will reveal the work of Adrian, studio costume designer, and other Hollywood clothes-creators.

PAUL WRANGELL named technical advisor on "Pellagra," a John Nesbitt Passing Parade short, which Fred Zinneman is directing.

—Paramount

WILLIAM FLANNERY assigned as art director on the second unit of "North West Mounted Police." He will design location settings.

ROY KRUEGER named property manager on "I Want a Divorce."

CHARLES HISSERICH to mix sound on "A Night at Earl Carroll's."

LIEUT. BIERNE LAY JR. planes to Washington, D. C., to do research on "I Wanted Wings," which he is adapting from his own original for Producer Arthur Hornblow jr.

E. D. LESHIN set as business manager on "I Want a Divorce."

EDWIN MAXWELL signed as dialect expert on "North West Mounted Police," coaching the stars in the French-Canadian dialect.

TED TETZLAFF to photograph "I Want a Divorce."

—RKO Radio

CHARLES ROBERTS to direct "He Asked for It," a two-reel comedy starring Leon Errol. Roberts and George Jeske wrote the script.

DEWEY STARKEY named assistant director on "Anne of Windy Poplars."

NICOLI REMISOFF begins designing sets for "Captain Caution."

—Walter Wanger

WILLIAM CAMERON MENZIES signed as scenic production designer for "Personal History."

Cinémarks

To join their respective husbands in London, Mrs. Robert Montgomery and Mrs. Ben Goetz are en route to New York. Montgomery is set to star in a Metro picture abroad, which Goetz will produce . . . Jane Murfin has checked back to her M-G-M writing desk after a month's leave of absence.

*

With the proceeds to go into its coffers, the Motion Picture Relief Fund is planning a high-goal benefit polo match to be played at the Midwick Country Club, April 14. First match will be the sixth annual game with stars and film executives as participants, while the second—to be played on the same afternoon—will inaugurate the yearly northern-southern California high-goal championship. Arrangements are being made by Ralph Morgan, Fred W. Beetson, Francis Faragoh, Lucile Gleason, George Bagnall, Mary McCall jr., Irving Pichel, James Roosevelt, Richard Wallace, Ralph Block and Walter Wanger. Games will be followed by a tea-dance.

*

Akim Tamiroff and his wife have returned from a month's vacation in New York and the actor has reported to Paramount to begin an assignment . . . A St. Patrick's Day dinner and show will be staged March 17 by the Masquers, with Hugh Herbert as guest of honor and Edward Earle as committee chairman.

*

Winding up a holiday in New York City and Sun Valley, Mr. and Mrs. Joseph L. Mankiewicz are back in town . . . Director Edward L. Marin is planning a vacation in Yosemite, San Francisco and Del Monte on which he will leave in a few days.

Barrett C. Kiesling, of Metro's publicity staff, has checked in from a two-month exploitation trip during which he aided in handling premieres of "Young Tom Edison" in Port Huron, Detroit, Cleveland, New York and Washington, D. C. . . . Max Steuer, noted New York attorney, was chief speaker at a meeting of the Beverly Hills Woman's auxiliary of B'nai B'rith at the Hollywood Women's Club, March 11. Steuer was introduced by Mayor Fletcher Bowron. Guests included Harry M. Warner, Louis B. Mayer, Sam Goldwyn, Walter Wanger, Sam Briskin, Henry Ginsberg, Irving Asher, Joe Pasternak, Matty Fox, Mark Sandrich, Winfield Sheehan, Harry Rapf, Sol Lesser, Jules Stein, Robert Taplinger and others.

*

John Twist has returned to his RKO writing desk after spending several weeks in New York on a special assignment . . . Mr. and Mrs. Ernst Lubitsch checked in from a six-week vacation in New York and the Virgin Islands.

*

Frank Whitbeck, of Metro, left for Detroit to visit Henry Ford's re-creation of Thomas A. Edison's Menlo Park laboratory, around which Whitbeck is preparing a trailer . . . Ernest Schoedsack, Paramount director, pulled out on a yachting trip which will take him to Guatemala for an exploring trip.

*

The Pacific Writers Yacht Club held its annual dinner-dance March 14 at the Beverly Hills Athletic Club, with Commodore Lee Tracy presiding and visiting commodores from other Southern California yacht clubs as honored guests.

"Honeymoon Island" Is Slated by Paramount

Paramount has announced plans to film "Honeymoon Island," to be directed by Joseph Santley, and using as its subject matter an island off the coast of Florida owned by Clinton M. Washburn, Tampa business man. Washburn, who spent his own honeymoon there, later purchased it and offers honeymooning couples two weeks on it free of charge. He has constructed ten thatched huts, a recreation center, a "king's place" and bath houses.

Lasky Will Produce "Sergeant York"

Planning production on a $2,000,000 budget, Jesse L. Lasky has announced "The Life of Sergeant York" as the vehicle with which he will re-enter film-making activity. Biography of the World War hero is being written in screen form by Gene Fowler, with Alvin C. York due to arrive shortly to give him technical assistance.

Although no release for the picture was announced by Lasky, RKO Radio executives recently confirmed that contracts were being drawn up whereby Lasky would re-join the staff of that studio as an associate producer. Whether this deal will be consummated in view of Lasky's announcement has not been disclosed.

Remake "Back Street"

"Back Street," the Fannie Hurst novel, will be remade by Universal. It was originally filmed by the company in 1932 with John Boles and Irene Dunne. S. K. Lauren has been assigned to the script.

Probable Witnesses From Western Area

LOS ANGELES—In addition to those published last week by BOXOFFICE on pages 9 and 12, the following tradesmen from the western area are listed as probable witnesses in the department of justice suit against producers and distributors:

Arizona

Robert F. Killeen, Phoenix; Nick and Frank Diamos, Lyric Amusement Co., Tucson.

California

Richard L. Bare, Filmarte, Carmel; William J. Fahey, Compton; G. W. Page, Exeter; David L. Loew, producer, Hollywood; Steve Chorak, New Shastona, Mt. Shasta; L. L. Bard, Bard's Colorado, Pasadena; W. H. Braman, San Bernardino; D. B. Levin, Baywood, San Mateo.

Colorado

H. E. Gollogher, Durango, Durango; A. N. Beezley, New Grand, Littleton; J. J. Goodstein, Longmont, Longmont.

Idaho

A. C. Gordon, Boise; A. L. Cowan, Stadium, Caldwell; Paul De Mordaunt and Hugh Drennen, Rio, Idaho Falls; Joseph George and Albert Hager, Idaho Falls; Herman J. Brown, Inland Amusement Co., Nampa; N. B. Gressman and Harry C. O'Leary, Capitol, Pocatello.

Montana

William E. Woolfall and E. E. Harris, Park Theatre Co., Butte; C. L. Griffith, Empire, Billings; Oscar C. Paisley, Roxy, Missoula.

New Mexico

Frank Maloof, Las Vegas; Victor Bachechi, Albuquerque.

Oregon

F. W. Harrigan, Oregon State, Corvallis; John Neidenmeyer, Holly, Medford.

Utah

W. Vosco Call, Capitol, Brigham City.

Washington

J. A. Brandt, Tower, Bremerton; Mike Barovic, Puyallup; Loren Wahl, Grand Theatre Co., Bellingham; Benjamin F. Shearer, Tower, Bremerton; A. T. Dishman, Dishman, Dishman; W. B. McDonald, Avalon, Olympia; H. D. McBride, Howard Amusement Co., Spokane.

Managerial Changes Are Made by FWC Circuit

LOS ANGELES—Several managerial shifts have been made by Fox West Coast in this territory. Following the resignation of Al Schwartz, Ralph Hathaway moves over to the Iris, in Hollywood, as manager, vacating the assistant manager's berth at the Fox Wilshire which he had held for the past two years. Hathaway's spot at the Wilshire has been filled by Maurice Sherman, moving from the Carthay Circle, while Ellis Sylvester, treasurer at the Wilshire, has supplanted Sherman at the Carthay Circle. Henry Madigan, doorman at the Iris, succeeds Sylvester.



Plan a Drive—

Final plans are mapped by this trio for the Monogram "Spirit of Independence" drive. Left to right: Scott R. Dunlap, production chief; W. Ray Johnston, president, and Edward A. Golden, general sales manager. The drive starts March 30, lasts to July 6.

Marty Schwartz Rejoins FWC at Long Beach

LONG BEACH, CALIF.—After three years in the advertising field, Marty Schwartz has again become affiliated with Fox West Coast, taking over as manager of that circuit's United Artists Theatre here. Schwartz replaces Rupert Moore, transferring to the Egyptian to fill the vacancy left by the resignation of J. D. L'Esperance, who resigned.

Williams in Los Angeles To Take Depositions

LOS ANGELES—Paul Williams, department of justice attorney, has arrived here to secure depositions of independent exhibitors and exchangemen in connection with the all-industry suit in New York. He is working in association with Albert J. Law and Harold Collins.

"Dr. Jekyll" With Donat

HOLLYWOOD—Metro will remake "Dr. Jekyll and Mr. Hyde," with Robert Donat.



RKO Studio Luncheon Interlude—

Left to right: Mrs. Max Fellerman, wife of the RKO home office executive; Charles Koerner, west coast division manager for RKO Theatres; Maureen O'Hara, company star; Harry Michalson, short subjects sales manager, and Fellerman.

Cautious in Views On Slot Film Idea

LOS ANGELES—Condemnation, mingled with indifference and predictions that the scheme will not prove practicable, formed the pattern of exhibitor reaction hereabouts to the announcement by James Roosevelt that he has finalized a partnership with the Mills Novelty Co. under which he will produce a series of short subjects for distribution through automatic projection machines in restaurants, cocktail lounges, railroad stations and other non-theatrical spots.

Although opinion was, of course, divided as to whether the plan will offer any measurable competition, a number of showmen strenuously objected to it on the grounds that every penny going into the machines will be one less rolling into the boxoffice. Others held that the nickel-in-the-slot stunt will prove itself more or less of a passing fancy and predict that it will be a novelty that will soon pass out of favor.

A few typical comments follow:

Harry Vinicoff, head of a chain comprising some 15 theatres in and around the city—"Amusement devices have a tendency to attract money, a great part of which might otherwise eventually end in the boxoffices of theatres. This should be considered as another amusement venture. Whether it will affect the exhibitor remains to be seen—depending on the success of the venture."

Paul Dietrich, partner in the Oxnard Amusement Co., of Oxnard—"Definitely it is competition, and such a good idea that it may conceivably put us theatremen out of business."

Robert Poole, executive director of the Independent Theatre Owners of Southern California and Arizona—"Exhibitors and distributors are and always have been dynamically opposed to film screenings in places outside of the theatre. However, before going on record for the ITO I must investigate Mr. Roosevelt's project thoroughly from every angle."

Boris Posner, operator of the Arlington, local house—Posner, undecided as to what effect the scheme may have, disclosed he plans to protect himself as far as possible by installing one of the machines in the lounge of his theatre.

"No effect at all on the boxoffice" was the combined prediction of such showmen as Milt Arthur, head of Cabart Theatres; Murray Hawkins, general manager of the Swan circuit; Philip Greenbaum of the Castle and Mecca theatres; Harry Rackin of Exhibitors' Service, Inc., and other operators in the area.

Install RCA Sound

SEATTLE—New RCA sound has been installed in the following theatres in this section: The Eltrym, 600-seater being built at Baker, Ore., by Frank Buckmiller and Freeman Geddes; Den Burien, Lake Burien, Wash., managed by W. C. Stober for Mel Sohn and F. M. Higgins; and the new Tower, Bend, Ore., managed by Kenneth Hodkinson.

LOS ANGELES

LARRY KENT'S orchestra will supply the music and goings-on at the annual Filmrow Relief Fund dance, to be held March 29, according to Guy Gunderson, United Artists salesman, who is handling arrangements for this year's affair . . . Don Knapp, operator of the Rialto Theatre in San Bernardino, is recuperating in the St. Bernardino Hospital there after an appendectomy.

President Walter Green of the National Theatre Supply Co. has trained out for Seattle en route back to his New York headquarters, after spending two weeks here conferring with Oscar Oldknow, western divisional manager. Earl Hines, president of General Theatre Equipment Co., who came to the coast with Green, returned directly to New York . . . Recovered from a recent attack of the flu, Stan Meyer, manager of FWC's United Artists in Pasadena, made his first appearance on the Row for several weeks.

A seldom-seen visitor was Bill Nagel, New Mexico showman, who owns a theatre in Gallup and a house in Escondido in that state. Other visitors included Charles and Harvey Perrizo, operators of the Dreamland and Mission; John Elliott of the Knoll, and Ted Cunningham, new owner of the Brentwood in Brentwood . . . Artisans began remodeling the Republic exchange, rearranging partitions and installing new woodwork.

H. W. Dodge, district manager for Altec Service, returned from a short trip to San Francisco, and now Robert A. Quinn, one of the local Altec executives, is happy—Dodge has promised him a new rug for his office . . . Eddie Earl, well-known figure along the Row, died as the result of an unfortunate accident when he slipped and fell in his own home.

Myrl Cavanaugh, booker for the Jimmy Edwards circuit, came in for a look at current product . . . Ditto Bill Martin, in from Hemet; Bill Knotts, Covina Theatre, Covina; Ben and Sol Mohi, owners of the Princess and Century . . . Back at her old stamping grounds, but only for a visit, was Katherine Wallace, formerly of Metro's billing department.

Question of the week at M-G-M is: who gave blonde Bessie Booth, of the contract department, the floral adornment that covers half her desk? . . . Plenty of excitement in the Film Cafe, and environs, where a new slot machine, using a photo-electric gun for "target practice," has been installed. The gadget went blooey from over use and registered 26 hits out of 25 shots, so Milt Rose, the cafe proprietor, took a wild shot and missed to balance the score.

Condolences are being extended to Al Tarshis, whose mother Rose Tarshis died here a few days ago. Al is in the advertising department at Universal . . . Al O'Keefe, Universal's western district manager, pulled out for Salt Lake City, and Sam Milner, one of the "U" salesmen, left for his Arizona territory.

Columbia staged a trade showing of "Too Many Husbands" at the Fox Boulevard March 13. The film opens day-date at the Pantages and Hillstreet March 22 . . . Harry Weinberg, Columbia salesman, has been at home nursing an attack of asthma . . . The local Columbia exchange is leading the western division in the Abe Montague sales drive and is in fifth place nationally.

Gladys Brownsey, member of Metro's accounting department, has returned to work after a vacation in the desert . . . Bessie Booth, of Metro's contract department, is nursing a dog bite, inflicted when she tried to keep her pet, Berry, from tearing another canine apart. The vet declared the dog wasn't mad, but Bessie is.

F. T. Murray, manager of branch operations for Universal, checked out for Denver after spending a few days here.

Nat Wolf, head of the Warner Theatre circuit in Cleveland, has returned home after a vacation on the coast. He was guest of Jack and Harry Warner at the Burbank studio just prior to his departure . . . Wayne Christie has succeeded Al Bloom as Seattle sales representative for Film Alliance Distributors, according to word reaching here.

Filmrow visitors: A. E. Rice, whose new Admiral on Hollywood Blvd. is nearing completion; Ivan Rowley of Ward's Theatre, Pismo Beach; Frank Plumley, booker for the Long circuit in Arizona; Harold Glass, of the Gordon . . . Mike Newman, exploiteer working out of the local Columbia exchange, is in Sacramento for the week.

Her Filmrow friends are hoping for a speedy recovery for Mrs. Esther Steiner, operator of the Rio, who is in General Hospital as the result of a serious automo-

(Continued on next page)





Welcome Bernie—

Studio executives and stars unite to stage a welcome for Bernie Kreisler, Washington, D. C., branch manager for Universal, on his arrival at the studio for a two-week stay. He won the trip as part of his reward for tops in the company's national testimonial drive. Bernie is shown at the top with Deanna Durbin; below with David Butler and Gloria Jean, director and co-starrer in Bing Crosby's "If I had My Way."

There is a Best in Every Line. A First in Every Field.

In the theatre business, for example, the acknowledged leader is WAHOO. As a screen game WAHOO takes top honors. As a box-office attraction, it is without equal. Not only does it pack in record crowds, not only does it step up box-office receipts but, in addition to all this . . .

WAHOO

entertains and builds goodwill. And in these respects, WAHOO stands alone. In a class by itself. That's why you, as a theatre exhibitor, should find WAHOO of interest and profit. Especially since it is easy to present and easy to play. Why not let us tell you just how WAHOO can increase your boxoffice receipts. There is no obligation on your part.

Our patented electrical equipment is approved by Underwriters' Laboratories.

HOLLYWOOD AMUSEMENT CO., Inc.

831 South Wabash Avenue Chicago, Illinois

DENVER

ACCORDING to Dave Cockrill, manager, the Denham will hold sneak previews of outstanding coming attractions, each Tuesday.

Two theatre robberies were reported to police. At the Orpheum a gunman menaced Phil Douglass, assistant manager, and Miss Maureen Dawes, cashier, in the box-office, and made away with $160. *Yeggs took* $389 *from the safe at the Alpine, a neighborhood house.*

Officers of the Black Hills Amusement Co., Deadwood, S. D., sent down to Fred Zekman, their booker, a short that had been made on the premises of the Homestake mine. The film interestingly showed how gold is extracted from low-grade ore. A crowd of interested film and theatremen viewed the film at the Paramount exchange screening room.

Duke Ellington and his band are set to play the Denver the week of April 2 . . . *Buzz Briggs, manager of the State, is riding in a new Oldsmobile.*

H. F. Lovisone of Wray, Colo., has taken over the theatre at Manzanola, Colo.

The Lincoln, a neighborhood house in Denver, is open only three days a week . . . The Denver, first run, up to now either a single bill with shorts or stage show, is going to double bill, or with a single bill with stage show . . . Mannie Goodman of the Hollywood Advertising Co. of Hollywood was here calling on the trade.

The luncheons being put on by the Rocky Mountain Screen Club are proving unusually successful. A daily table is reserved for the trade at the Cosmopolitan Hotel, with a special event once a month. The last one, sponsored by Duke Dunbar, attorney and former secretary of the Film Board of Trade, was packed to overflowing.

Lon T. Fidler, Monogram franchise holder, is spending some time in Salt Lake City at his exchange there.

Albert Coppell of the Coppell Amusement Co. has returned from a six-weeks trip to Mexico, during which he visited the film studios there, for the purpose not only of buying Mexican product, but in an effort to interest them in some American films. He reports his trip successful. According to Coppell, building is booming in Mexico, with three new theatres under construction in the capital city. Houses there are doing capacity business most of the time, and without premiums or other come-ons. He reports hotels packed, with many tourists forced to seek quarters in private homes . . . With the purchase of the Kiva at Las Vegas, N. M., from Frank Maloof, the town is again exclusively Fox Intermountain.

With the entry of N. Cornett into the business in Mora, N. M., the city will have a theatre for the first time. He is remodeling a store building and installing new equipment. The house will be called the Monterey and will seat about 300. *Opening is scheduled in about three weeks.*

Tom Robinson, booker at Columbia exchange, is again a father, this time a 6½-lb. daughter . . . Vern Mariner, office manager and booker at the United Artists exchange, has been promoted to salesman, and will handle the northern territory. He succeeds Fred Lind, who resigned to devote his full time to his theatres at Rifle, Colo. The post of office manager and booker goes to Geo. H. McCook, recently with the United Artists exchange in Omaha.

The Columbia exchange is getting under way in a big fashion on the Abe Montague drive, and with all putting their shoulder to the wheel they expect to come under the wire on May 10 *a winner of a large chunk of the money.*

Exhibitors from out of town seen on the Row included B. P. McCormick of Canon City, where he operates the Jones and Rex, as well as other houses in other spots; Chic Kelloff, of Antonito, where he has the La Plaza; J. C. Parker, who operates the Cover and USA at Fort Morgan, Colo.; C. E. McLaughlin of the Kiva, Las Animas, Colo. Carl Beard of the State, Lewellen, Neb., and Tom Kerby of the Kerby, Worland, Wyo.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

White Center Partners Deny Assault Charge

SEATTLE—Pleas of innocent to joint second degree assault charges were made by Walter Coy and Ernest Lindgren, co-partners in the Center at White Center, and Kenneth Seger, doorman.

All three have denied the accusation of James McNabb, business agent for the Motion Picture Operators Union, that they beat McNabb when the latter was distributing union pamphlets calling the theatre "unfair."

Until the trial, Attorney Agnew, representing the theatre owners, obtained a new restraining order against the union from Superior Judge William Wilkins, specifically barring pickets, leaflets, sound trucks, or use of any other means by the union in an attempt to force the hiring of a union projectionist for the theatre. The judge found the union had violated a previous restraining order obtained by Agnew but took no action beyond making the new restrainer more specific.

In a recent decision Judge Wilkins stopped the union from picketing, and declared that co-partners could operate a shift each in the booth without having to hire a union operator.

Al Forman Expands

SEATTLE—Al Forman, who operates theatres in the Dalles, Ore., announces that he has taken over the Columbia and Roxy in St. Helens, Ore.

LOS ANGELES

(Continued from preceding page)

bile accident. She suffered a fractured skull and internal injuries . . . Harry Stern, head man at the local Film Alliance office, checked out for Arizona on a business trip.

H. W. Dodge, district manager for Altec Service, planed out for San Francisco on a short business trip. He will headquarter at the St. Francis Hotel during his stay there . . . Pat Roth, booker's secretary at Majestic exchange, will become the bride of Harry Bros the middle of April.

Bill Gilmore and Carl Bryan were top men in the weekly skee-ball tournament at the Film Cafe . . . "The Eagle," Rudolph Valentino's last starring picture, opens March 20 at Louis Berkhoff's Cinema.

Guy Gunderson, United Artists salesman, who is handling the arrangements for this year's Filmrow relief fund dance, has arranged to stage the affair at the Riverside Drive Breakfast Club March 29. *Guy now is lining up an orchestra . . . Filmrow visitors included Murray Hawkins, general manager of the Swan circuit, and Philip Greenbaum, operator of the Castle and Mecca, both in to do some booking.*

Nick Diamos, who operates theatres in Phoenix, Tucson, Douglas and Bisbee, Arizona, came in for bookings . . . Ditto Mr. and Mrs. F. T. Lynch, Elsinore Theatre, Lake Elsinore; Tommy Huntington, Seville Theatre, Chula Vista; Seth Perkins, operator of the San Val Drive-In, Burbank.

Ray Bell, who is connected with the Loew circuit in Washington, D. C., visited Filmrow. He is vacationing here . . . O. W. (Ote) Lewis, almost recovered from the recent injury to his leg, came in for bookings. He is still using a cane and limping a little bit.

Meeting each other for the first time were Dick Sims, of the Colorado Theatre in Pasadena, and Dick Sims, assistant manager of the San Val Drive-In in Burbank. Unrelated, they are remarkably alike in appearance . . . Lou Rutstein and Sam Nathanson of Coast Pictures have returned from their film-buying junket to New York.

Rex in Bonners Ferry to Mrs. Cerise E. Casey

BONNERS FERRY, IDA.—Mrs. Cerise E. Casey has resumed management of the Rex here, succeeding J. C. Ewing, who has gone to Spokane to take over another theatre property.

Up to five years ago when Mrs. Casey temporarily left the field, she had been engaged uninterruptedly in exhibition since 1912.

Christy to Film Alliance

SEATTLE—Wayne Christy has resigned from Premiere Pictures and is now handling the Seattle branch for Film Alliance, Inc.

Directs Next "Tarzan"

HOLLYWOOD—Richard Thorpe will direct the next "Tarzan" for Metro.

Draft Plans for First PCCITO Convention

LOS ANGELES—To consider preliminary plans for the Pacific Coast Conference of Independent Theatre Owners' first annual convention May 8-9-10, the board of trustees of the ITO of So. Calif. and Ariz., which will play host to the visitors, has called a meeting for March 18. A rough draft of the business and social schedule for the three-day meeting has been worked out by the ITO's program committee, comprising Robert Poole, executive secretary of the PCCITO and director of the ITO; Mrs. Jenne Dodge, Ventura exhibitor; Jack Y. Berman of the Eastland circuit; Mrs. Ida Schreiber, Poole's secretary, and Nate Tanchuck, Poole's assistant.

This draft will be submitted to the ITO directorate at the scheduled meeting and, if the plans therein are approved by that body, Poole's committee will plunge into the task of working them out in detail. The convention will be staged at the Ambassador Hotel with Poole presiding. Delegates are expected from the ITO of Northern California, as well as from Washington, Oregon, Idaho and Alaska.

Founders Day Banquet Slated for March 30

DENVER—The Rocky Mountain Screen Club will hold its scheduled Founders Day celebration Saturday, March 30, with a banquet and a midnight show the principal attractions. It is expected that Johnnie Harris, head of the Variety Clubs of Pittsburgh, Pa., and Bob O'Donnell, chief barker of the Variety Club, Dallas, Tex., are expected to attend, and will deliver addresses. The banquet will be held at the Shirley Savoy Hotel, with plates $1.50, at 7:30 p. m. The club will have a nation-wide hookup on the National Broadcasting Co. from 8:30 to 9, over station KOA.

At the midnight show, to be $1 a ticket, the proceeds will go to the charity fund of the club. The film to be shown will be "Abe Lincoln in Illinois." The show will start at 11:30 p. m.

On the same date, in the clubrooms of the Screen Club, the Theatre Owners and Managers of the Rocky Mountain will hold a convention, with Chas. Gilmour, president, in the chair.

It is expected that several celebrities will make the trip to Denver for this occasion.

On Comeback Trail

SAN FRANCISCO—Virginia Lee Corbin, famous child star of the twenties, this week reappeared on the theatrical scene as one of the potential stars of the Golden Gate International Exposition's 1940 pageant, "The Golden Days of Forty."

RCA Men in Hollywood

HOLLYWOOD—E. C. Cahill, RCA Photophone division manager; Ralph Austrian, company executive from New York, and Max C. Batsel, chief engineer, are here on business matters.

SEATTLE

GENE DENNIS, who for the past few years has been busy as a wife and mother, has agreed to do a special daily column for the Seattle *Star*. Miss Dennis, now the wife of J. G. von Herberg, head of the Jensen-von Herberg theatres, was formerly a well-known seer. The public is requested to mail their problems to Miss Dennis and she will answer them via the paper, or by mail. There is no charge for the service.

Carroll Foster, local radio announcer, did some pretty fancy announcing this week when he announced that he and Ruth Rogers, the Paramount starlet, are making wedding plans. The groom met his bride while doing a roving reporter assignment for a Spokane newspaper. Miss Rogers is well known to "Hopalong Cassidy" fans . . . Rumor also has it that, our own Warren Magnuson, congressman from Seattle, has a yen for Mary Healy, the singing gal from New Orleans.

Bill Englen, former booker for Grand National, has taken over the management of the Roxy in Sunmer. The house is one of the Mike Barovic group . . . J. Van Name, northwest representative for Alexander Films and Preview Co., announces that he has placed Jack Shallow jr. in the Inland Empire territory . . . Jack Allender has closed his Gem in Hoquiam, due to bad business.

Fond memories for Harold Murphy who looks after the Liberty in Olympia for the Evergreen chain. Years ago, Hal was in charge of the reserved seats for the Orpheum vaudeville. Now Hal is once more laying the tickets out as to seat and number, and in his glory. He is playing "Gone With the Wind."

In town this week is Johnny Harrington, who is in charge of prints and accessories for Monogram. John hails from New York. During our kibitzing he whispered that Ed Finney is expecting an addition to his family the beginning of May. Ed is the producer of the Tex Ritter westerns . . . Mike Lyons announces that he is bringing Duke Ellington and his band to the Show Box for an extended engagement.

Grover Parsons, formerly west coast district manager for Republic, has been appointed branch manager for Universal in Kansas City . . . Yeggs cracked the safe in the Granada but the weekend receipts had been taken to the night bank. The house is under the management of Frank Jenkins and is one of the Sterling chain . . . The Dishman Theatre has again changed hands, three times in one week. The new operator is Oscar Paisley who has houses in Coeur d'Alene, Ida; Missoula and Hamilton, Mont.

Herbert Rosener announces he will reopen the Montlake with a foreign picture policy in about 30 days. The house was formerly open with the same policy but had tough sledding . . . Eddie Golden, vice-president and general sales manager for Monogram, has left for Denver . . . H. C. Kaufman, manager of exchange operations for Columbia, here from the home office and conferring with Neal Walton, local head.

The board of directors of the Independent Theatre Owners will hold a special meeting in a few days in the office of Jim Hone, executive secretary . . . Pete Constanti is remodeling his Roxy, formerly the Harbor in Aberdeen. Both the theatre and the building are undergoing changes and improvements . . . Ralph Siegel, noted local merchant who died suddenly in the Elks Club, was an uncle of Sammy Siegel, United Artists exploiteer.

L. T. Russell, son of the owner of the Newark *Ledger* and *Star Eagle*, is the house guest of J. and Gene von Herberg . . . Murray Peck will be master of ceremonies at the Policemen's Ball in Tacoma. Over 6,000 coppers are holding a convention there . . . Tommy, Theresa and daughter Barbara Olsen in from Olympia for a day. Barbara tells a secret. Tommy still plays with an electric train.

Don Hoidale back from the trip east where he purchased a new car. On the return Don visited Mexico City . . . Mrs. Howard McBride of the Granada in Spokane, desperately ill with pneumonia, has passed the crisis and is recovering . . . Gladys Eloise Swarthout, wee daughter of Harold of the Film Club, celebrated her first birthday. She received a beautiful loving cup . . . Ivan Akrey of the Orpheum, Vancouver, B. C., visiting on the Row.

Al O'Keefe, west coast division head for Universal, here for a few days with L. J. McGinley, local branch manager . . . J. T. Sheffield has left for a three-week trip to visit his branches in Butte, Salt Lake and Denver . . . Eddie Lamb, Jack Burk, Louie Goldsmith, Wade Renfroe of the Seattle RKO office, and Bill Jones of the Vancouver, B. C., branch, all to Portland to attend a meeting with Harry Cohen.

Harriet Lamb out of the hospital and doing fine . . . Patricia McGinley recovering from a badly infected finger . . . Visitors this week include Bill Evans of the Post St. Spokane; Mel Sohns, from Kirkland; Dad Abbott and Ray Couch of the Dream, Sedro Woolley; Frank Weskil from Colfax; Al Fernandez from Clallam Bay who tells of remodeling his theatre.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

SAN FRANCISCO

ONE of the largest personal appearance troupes ever to visit our town came to the Orpheum this week to celebrate the double Pacific Coast premiere of "Black Friday" and "The House of Seven Gables." It was only a one-day affair and the Orpheum had the SRO sign out early. The personalities were Mischa Auer, Anne Gwynne, Lewis Howard, Samuel S. Hinds, Cecil Kellaway, Constance Moore, Helen Parrish, Vincent Price, George Sanders, and Harry Stafford.

Cupid ran rampant on the Row this week with three coming mergers being announced. Phyllis Burke, switchboard operator at M-G-M, has chosen April 30 as the date for her marriage. Bill Lewis, ad sales manager at 20th-Fox, is returning to his home town of Tracey next week to wed Rebecca Boyes. John Ungaretti, assistant to R. C. MacDonald at National Screen, is getting hitched early in June.

Two train carloads of Filmrowites will spend the weekend at previewing and celebrating the opening of a new house. In Sacramento, Joe Blumenfield issued invitations to the gala opening of his Esquire, Friday, the 15th. Practically all local exchange heads together with circuit executives and other luminaries have chartered two cars for the jaunt. After seeing that the Esquire is properly launched, the crowd will go on to Reno for the premiere of "Virginia City."

The Rio Investment Co. has started construction of a new house at Merced which will be ready for the public in May . . . Alexander Previews, headed by George Blumenthal, is enlarging its quarters . . . Adolph Ramish and Lou Rosen of the Royal Amusement Co. were visitors this week. They conferred with W. J. Citron, Royal representative in this area . . . Either Monogram is short of reel cans or the single reel business is booming. They borrowed 30 cans from Paramount this week to cover the rush.

The President inaugurates weekend vaudeville March 23 . . . Lloyd Wallbridge, exhibitor formerly in Omaha, is in town looking for a new theatre . . . Bill Helm has been devoting much time to his dentist and the local bookers are wondering when he will be back in his Taylor Street office . . . Hank Kaufman, Columbia supervisor of exchange operations, was a two-day visitor this week.

All the Market Street theatres changed their offerings this week with the exception of the Warfield which goes merrily on its way enjoying capacity business with "GWTW" . . . Bess Huntoon, bookkeeper at M-G-M, ran into poison oak on a recent hike and has been confined to her home . . . J. Wm. Wolf, RKO branch manager, was operated on this week, and while reported on the road to recovery will be gone from the Row for three or four weeks.

Columbia held an invitational preview for "Too Many Husbands" on Thursday at the Alhambra . . . Paul Aglietti has taken over the Liberty, North Beach burlesque and film theatre. Pete Peterson will manage the house and has gone to Los Angeles to arrange for stage talent . . . Kay Kamen, head of the commercial division of the Disney enterprises, has been a busy man getting ready for the "Pinocchio" opening at the Gate on the 20th. Kay has over 250 windows lined up for ad displays.

Jesse Lasky jr. was a visitor this week. Strictly on a holiday jaunt . . . Monogram has booked the Armstrong-Garcia fight pictures into several downtown and suburban houses . . . Armand Cohn is back at his desk after a business trip to Los Angeles. Cohn is the general manager at All-Star Features . . . Jimmy Fadem, shipper at 20th-Fox, amazed the Row with the announcement that he is now a grandfather. Most people were hard to convince for Jimmy looks pretty young to be a grandpappy . . . Barney Rose, chairman of the Will Rogers Memorial Week, says that contributions already have started to come in . . . Pacific Premium's Movi-News is catching on in this territory, with three more houses contracting for the news and program sheets.

Visitors to the Row: Odello Restano, Sonora, Sonora; Emma Moore and son, John, Moore Theatre, Lincoln; Al Chamberlain, Vista, Rio Vista; Art Fukuda, Royal Sanger; Fred Naify, Senator and American, Chico.

The President Theatre has gone back to Screeno and the suit for infringement against the house has been dropped . . . Jack Redman, formerly with Golden State chain has transferred his managerial activity to the Hopkins, Oakland . . . "Grapes of Wrath" is doing great business throughout northern California, with house records being shaded in several spots. After two weeks at the Fox here the picture will move to the St. Francis for at least two more weeks . . . L. A. Schillings has purchased the St. Helena in St. Helena and has closed the house for complete renovation. The reopening is scheduled for early April.

Producer Herbert Wilcox quietly brought "Irene" up from Hollywood for a test screening. The Golden Gate ran the picture last Sunday evening. Anna Neagle, the picture's star, accompanied Wilcox as did Perry Leiber, RKO publicity chief, and C. W. Koerner, theatre executive.

PORTLAND

A CHEST of sterling silver, a wedding gift from the managers of Portland film exchanges, was received last week by Mr. and Mrs. George Hunt of Medford. The presentation was made at a dinner at the Medford Hotel, honoring the Hunts. Those attending from Portland included Mr. and Mrs. Al Anderson, Mr. and Mrs. Vete Stewart, Mr. and Mrs. R. O. Wilson, Mr. and Mrs. Mark Corey, Jack Kloepper, Charlie Powers, Jimmy Beale, Lou Amacher and Jimmy Sheffield.

Local branch managers were entertained Wednesday at Bend at the opening of the new 1,000-seat Tower by Kenneth Atkinson and Frank Blount. The occasion attracted also a number of out-of-town exhibitors, including Fred Mercy and a party of friends from Yakima, Wash. . . . A. J. O'Keefe, western district manager for Universal, stopped over a day en route to Seattle and Salt Lake. He found the Portland personnel getting set for "Al O'Keefe month," to conclude the Frank Scully sales drive.

Al Forman, resident manager for Sterling Theatres, has purchased the two St. Helens houses, the Columbia and the Roxy, from G. O. Garrison and will take possession April 1. Garrison, a veteran exhibitor, has not announced his future plans.

Portland learned that another hometown writer had crashed the flickers with word that Paul Muni will portray "The Frontier Doctor" in a forthcoming screen version of the book by Dr. Urling C. Coe, Portland physician.

Al Forman, Sterling Theatres resident manager, and Ron Harrington, manager of the Orpheum, have copyrighted, patented and trademarked their new game for theatre patrons—"Punch 'Em." The name derives from the customers punching their guesses on cards containing a set of true-or-false questions. A hundred bucks is split among the perfect scores and added to the jackpot the following week if unclaimed. It was introduced to Orpheum patrons Tuesday night.

Sam Clark, northwest exploitation man for Warner, called briefly on Portland last week . . . Independent Exhibitors of Oregon will meet Wednesday, April 3, in the Benson Hotel here, preparatory to the convention in Los Angeles in May. Trustees of the Oregon organization will hold their session on the preceding Tuesday night.

It is reported on Filmrow that Kearne Spears, Winlock exhibitor, is away for a trip to San Diego, and that the Callahans have started construction on their new house at Seaside.

Late entries in the booker's guest book: Oscar Phelps of Hillsboro, N. A. Goodin of Carlton, Zelma Dow of Vernonia, Lloyd Claver of Coquille, Loring Schmidt of Salem, R. R. Webster of Stevenson, G. L. Rose of Freewater, B. H. Bashor of Kelso and A. West Johnson of Eugene . . . Mildred Johns was welcomed back at her desk at 20th Century-Fox after a two-month illness. It was a severe case of influenza and septic sore throat . . . There's no rest in sight for Ted Gamble, Portland's first junior citizen and resident manager of the Parker chain. No sooner is "Gone With the Wind" off his hands than comes the preparations for the Rose Festival of which he is chairman.

More up-state exhibitors spotted at their spring booking (and nice weather for it): R. Kuhn, Lebanon; W. A. Long, Oregon City; W. G. Ripley, Longview; G. W. Gould, Dallas; Mrs. E. A. Hartman, Estacada; N. A. Rhodes, Woodland; Al Adams, Silverton; Don Watrous, Forest Grove; Ted Francis, Newberg; K. Piercy, Prineville, and A. W. Adamson, Corvallis.

Testimony by Young Lashes Clearance

INDIANAPOLIS—Vern U. Young, president of Theatrical Managers, Inc., with headquarters here and operating approximately 20 theatres in the state, testified in federal court at Chicago that residents of Gary, by making a 45-minute automobile drive, could see motion pictures in Chicago at least ten weeks before they are available to his theatres.

Young testified in the suit of the Gary Theatre Corp. for an injunction against the distribution regulations of a dozen film producing and distributing companies. He cited the Palace in Gary as an example of the competition facing the company's other theatres at Hammond, Whiting and East Chicago.

"At a normal rate of speed, an automobile can drive from Gary to the Tivoli on Chicago's south side in 45 minutes," Young testified.

"There, under this distribution system, a patron can see two features for about the same price I have to charge for a single feature that I can't get until ten weeks later."

Young said he had protested the situation but that he had never been able to break the alleged clearance restriction.

Draw Witness List From Three Central States

CHICAGO—Exhibitors from three central states—Illinois, Indiana and Wisconsin—are listed as probable witnesses in the department of justice suit against producers and distributors, in addition to those published in BOXOFFICE last week on pages 9 and 12. The latest list includes:

Illinois

Joseph Desberger, Alton; Noah Bloomer, Ritz, Belleville; Arnold L. Lund, Berwyn; N. Frye, Danville; John M. Duncan, Alhambra, Decatur; Gust Constan, Avon, Decatur; Louis Moroni, Jackson City; Steve Bennis, Lincoln, Lincoln; H. Williams, Stockton; M. Silverman, Valencia, Waukegan.

Indiana

Oscar Fine, Grand-Carlton Corp., Evansville; Verner U. Young, Gary; Billy Connors, Luna-Lite, Marion; Lewis Cochovety, South Bend.

Wisconsin

C. J. Goetz, Beloit; William L. Ainsworth, Fond du Lac; Virginia Den Dooven, Green Bay; George Hannon, Grand, Green Bay; J. Zanias, Janesville; Frank Koppelberger, La Crosse; Arthur P. Desameaux, Majestic, Madison; Joseph Luntz, New York; Steve Dorcey, Crown, Racine; Mrs. W. Krusienske, Douglas, Racine; Max Krofta, Capitol, Racine; 20th Century Amusement Co., the Granada, Racine; August Berkholtz, West Bend.

Illinois Allied Schedules Annual Election Meeting

CHICAGO—The tenth annual luncheon meeting and election of officers and directors of Allied of Illinois was scheduled for Friday of this week at the Congress Hotel. Jack Kirsch was expected to be renamed president. All members were invited to the luncheon and election.

Buys Partner's Interest

MOSINEE, WIS.—August Lindner has purchased the interest of Bernard Lassack, his partner, in the Mosinee and is now sole owner.

Gary Theatre Co. Anti-Trust Action Nears Completion

CHICAGO—Strong indications that the court will dismiss the Gary Theatre Company's anti-trust suit charging restraint of trade and monopoly, Monday, were virtually confirmed by midweek. The Gary concern, headed by V. U. Young, is suing B&K, Warner Theatres and the eight majors, charging also conspiracy, in federal court.

Judge William H. Holly, hearing the case, interrupted the defense counsel's motion to dismiss the case late Tuesday, to give his personal "previews" of the case, as he saw it, to that time, pending the summation of arguments by both sides.

"Thus far," said the federal jurist, "it appears to me that clearance in the motion picture industry is a proper practice; as a matter of fact, I don't see how the motion picture industry could go on without it. Those best pictures, I mean those that cost a great deal of money, couldn't be produced if the producers and distributors didn't have some means of getting large revenues out of first-run theatres first and likewise theatres like the Chicago Theatre couldn't show them first if such a system wasn't necessary."

He outlined Young's original prayer for relief, in which he sought a general rearrangement of playing time and permission for his Gary-Palace to obtain pictures "on and after the national release date," irrespective of their Chicago playdates. Then he added that at this time he didn't think that such a general request could be granted and that possibly the plaintiff himself had changed his mind in what relief he was seeking.

Can't See Restraint

"I feel," continued Judge Holly, "that a producer may make any reasonable arrangement for exclusive showings of his product . . . As to the local and Gary situation, I don't yet see any evidence of combination or restraint of trade on the part of these defendants, but possibly you (referring to Young's attorney) can show it to me yet."

Frederick Burnham, of Mayer, Mayer, Austrian and Platt, attorneys for the major companies, in his motion to dismiss, cited many federal cases in the past and added that "further testimony here is of no real or vital necessity, as there has been an utter failure to prove law or fact by the plaintiff, Mr. Young."

Young had originally stated in his brief that clearance was a wrong practice in the industry, said Burnham. Albert H. Gavit, attorney for Young, had said in his opening statement, that "the entire custom of clearance as far as the law is concerned is illegal and that we are entitled to relief as far as the Gary-Palace is concerned."

However, later in the trial, Young had stated, in so far as clearance is concerned that:

"Clearance is a trade practice we all recognize . . . I am in accord with the matter of clearance . . . It is something that has come about by necessity; in certain instances is justifiable, fair and reasonable as a means of carrying on the industry of distributing and exhibiting of motion pictures . . . But it is up to the courts to decide whether it is legal or not as practiced in certain areas."

Burnham, for the majors, argued that run and clearance as such are legal; that the clearance granted the Chicago B&K and Warner houses over Gary-Palace is reasonable; that there is no conspiracy, but rather competition among the various film companies; that the clearance over Gary has been the same since 1921 when the B&K Tivoli was built on the south side.

Young testified that the Gary-Palace was opened in 1925, seats 2,500, and its total cost, including ground was about $1,000,000. Young became connected with the house as receiver for Gardiana Theatres, a Publix-Paramount subsidiary, in 1933, when it became bankrupt. He has been an exhibitor since 1909. He now operates 24 houses in Indiana.

Clyde L. Winans, city manager in Gary for Young, also testified. He gave total annual receipts of the Palace from 1934, through 1939, which ran from $157,655 to $194,102, with a high of $287,632 in 1937. Likewise film rentals for the house ranged from $30,052 in 1933 to $44,000 in 1939, with a high of $64,000 in 1937.

Various depositions of the film companies were presented by Gavit in behalf of Young, as well as those of Walter Immerman of B&K and Alex Halperin of Warner Theatres. Among those in the courtroom during the hearing were Clyde Eckhardt, 20th Century-Fox branch manager, and Sam Shurley, retired M-G-M district manager.

Fred W. R. Pride, 20th Century-Fox attorney from New York; David Levinson and S. R. Rosenthal of Sonnenschein, Berkson, Lautman, Levinson and Morse, for B&K; Vincent O'Brien of Defrees, Buckingham, Jones and Hoffman, for Warner Theatres, and Miles Seeley of Mayer, Mayer, Austrian and Platt for the major distributors, were the other lawyers in the case.

Expects 30,000 Automatic Projectors Within Year

CHICAGO — Jimmy Roosevelt, stopping here for a short stay before returning to the coast, said that about 30,000 of his automatic slot machine projectors are expected to be in use by the end of the year, with about 150 of the three minute subjects ready for use by that time.

Details on the project are being worked out and it will be some time before they are ready to be announced, he declared. Activities of the producing unit that will prepare the 16mm shorts for the automatic projectors will be separate from his regular Globe Productions, said Roosevelt.

John Balaban Back

CHICAGO—John Balaban is back from Arrowhead Springs. He has been vacationing there with his family.

Would Remove Chicago Censor Board, Pass New Ordinance

By GENE RICH

CHICAGO—The Civil Liberties Committee of Chicago this week began an active campaign for the removal of the police censor board and passage of a new city ordinance to change the method of motion picture censorship in Chicago.

According to Ira Latimer, Chicago attorney and chairman of the committee, several changes in motion picture censorship which his group would like to see incorporated in a new city ordinance are:

1. That the ordinance provide for review of films for the sole purpose of determining whether pictures may be seen by children.

2. That newsreels and educational films not be subjected to such review.

3. That a separate board, independent of the police department, be established to review films for the limited purposes mentioned by the committee.

4. That the board consist of five persons whose office term shall be limited and who shall be selected for their special qualifications based on their training or experience in psychology, education or such other fields as may enable them to perform their duties fairly and competently.

5. That the board shall be required to make public a complete report of all its action on motion pictures submitted at least once a year.

Meanwhile, Latimer's group has petitioned Mayor Edward J. Kelly for a reversal of the police censor board's ban on "The Living Dead."

The Civil Liberties Committee has prepared a pamphlet to aid in its fight against "unwarranted" censorship, which it claims has been the situation in Chicago in recent years. It lists members of the censor board and their tenure of office (they are civil service employes) as follows: Anna M. Costello, 22 years; Edith E. Kerr, 25 years; Amy Louise Adams, 21 years; William A. Foust, 20 years; and Cora C. Doolittle, 12 years.

The pamphlet also contains reprints from newspaper editorials supporting the Civil Liberties Committee's campaign against the board.

Overland Candy Corp. Has Tieup With "Pinocchio"

CHICAGO—The Overland Candy Corp. of Chicago has been granted rights by Walt Disney to manufacture candy articles tying up with the current Disney release, "Pinocchio."

The firm is offering theatres a special "Pinocchio" puppet show, with six candy pops from the picture, in book form.

Seymour Skidell of the Overland concern said early response from theatre executives is satisfactory and that the organization plans getting out other candy aids on the film.

The puppet show souvenir is available to all theatres, whether they have booked the film or not, and can be sold or given away. The firm also offers a free trailer.

Bioff Pander Case Up for Decision

CHICAGO—That an appeal to the state supreme court would be taken from any ruling that would require William Bioff to serve out an 18-year-old pandering charge conviction, was strongly intimated by State Senator Abe Marovitz, leading counsel for the coast labor leader. Decision was due Friday of this week.

Chief Justice John Prystalski of criminal court was weighing testimony and arguments of the state's attorney and of Abe Marovitz, state senator and attorney for Bioff.

Marovitz ended his plea for the former Chicago saloon worker, who rose to become a powerful name in film labor circles, with an emotional outburst. He even quoted Shakespeare and pleaded that "30,000 men on the west coast are praying for Willie Bioff's release." He declared that if Bioff —"this leader of men"—has to go to jail, "he will come out broken in health and spirit, and will have to go on relief."

Handling the case for the state's attorney office were James Cunningham and Walter McCoy, assistants. They argued that Bioff's is not a special case, that he is not being prosecuted because of his prominence in labor circles. They said Bioff's case had not been abandoned by the state and pointed to supreme court decisions in 14 states upholding the contention that delay is no excuse for a man not serving his sentence.

On Bioff's side, Marovitz pointed to other decisions in other states where similar cases were decided in favor of the defendants. He detailed Bioff's career from the time he was arrested and told how Bioff long ago had thought the pandering case against him was a finished chapter in his eventful life.

To Renovate Rio

CHICAGO—Rube Levine is planning to renovate his Rio in Chicago Heights. One of the main features of the newly-renovated house will be a children's playroom of modernistic design. He is planning to increase the capacity of the house by 150 seats to 900.

No Deal Abrew

CHICAGO—Eddie Grossman, operator of the Isle in Aurora and the Mode in Joliet, says that he has no negotiations on whatsoever for the sale or lease of his two theatres.

"Crooked Mile" to Rosen

HOLLYWOOD—Phil Rosen will direct "The Crooked Mile" for Republic. Edmund Lowe will be starred.



Chicago Stopover—

Thomas Mitchell, Academy Award winner for best supporting actor, who has a leading role in "Three Cheers for the Irish," discusses his picture roles with William K. Hollander, Balaban & Katz publicity director, during a pause in Chicago en route to New York.

Wisconsin Hits Gambling As Election Time Nears

MILWAUKEE—With elections in the offing, crusading campaigns against gambling, punchboards, etc., are under way in a number of Wisconsin municipalities.

District Attorney Clarence Traeger and Sheriff Harold Hammer of Dodge county have ordered all punch boards out of the county. At Racine, an ordinance is pending which would outlaw fortune tellers, mind readers, palmists, clairvoyants and mesmerists.

Addressing the Langlade County Tavern League at Antigo last week, John W. Roach, beverage tax division chief, called for the elimination of gambling syndicates from summer resort areas in the state. Roach called for a concentrated drive to "eliminate the dumps and dives."

Meanwhile, notwithstanding a state supreme court ruling holding Bingo to be a lottery, the game continues to flourish in various sections of the state pending the high court's hearing on a petition for a rehearing of the ruling.

Action against Bingo was started by Charles W. Trampe, local exhibitor and head of the Film Service, Inc.

Max Factor to Pioneer Chain, Minneapolis

CHICAGO—Max Factor, Great States booker, is joining Pioneer Theatres, Minneapolis, as assistant to the head of the circuit, Harold Field. Pioneer operates 17 houses in Iowa. Factor will handle booking and other phases of operation. He will assume his new duties after a brief vacation on the west coast.

CHICAGO

LEW DAVIDSON, RKO exploiteer, is working in the Chicago territory on several openings of "Pinocchio" . . . Sally Gold, M-G-M cashier, is away on a South American cruise.

Laura Penn, secretary to Jack Osserman at RKO, is back on the job after a week's illness. A little late, but better late than never, we say at getting it in here.

Mozelle Britton, wife of Alan Dinehart, co-author and star of "Thanks for My Wife," current at the Selwyn, has replaced Sheila Bromley in the cast. Miss Bromley has returned to the coast for film roles to which she is committed.

Johnny Smetana and Si Glossberg of ABC Printers have returned from visiting their theatre accounts in St. Louis and downstate Illinois.

Dave Balaban and his wife are away on a three-week visit in Hollywood Beach, Fla. . . . Dave Wallerstein, district manager for B&K, is sporting a new Buick sedan.

Bob Montgomery of Essaness tells the one about the business girl who went to see "Gone With the Wind" and couldn't go to work the next day because she had an "emotional hangover."

Joe Shea, press agent for "Thanks for My Wife," wants to know how Jimmy Roosevelt is going to take care of the press on his slot-machine movies. He suggests special newspapermen's slugs for preview use.

The mother of Ida Giannotti, one of the clerical staff at National Screen Service, died recently.

Fred Bartow, Warner publicist here, is back from a trip to New York.

Henri Elman is distributing a two-reeler, "Seabiscuit," a story of the life of the famous race horse. It is currently first-running at the Roosevelt and has been booked for all B&K houses.

Stanley Levine is now managing the Fargo at Sycamore for R. Levine and Associates . . . Fred Ullman jr., producer of RKO's single-reelers and editor of Pathe News, stopped off here en route back east, after coast conferences.

Joe Koppel is now general manager of the Lasker circuit. He remains at the Ritz in Berwyn, but in addition is handling booking of all the houses . . . Vern Langdon is back from a motor trip through Mexico and the western states.

Jack Berkson of Screencraft Pictures, New York, was here conferring with Jim Jovaney of Superior Pictures. Berkson has states rights to the Tim McCoy reissues, and numerous melodramas, in addition to "War Angels," with an all-woman cast.

Chicago North Side Triples Increasing; Most Allied

By B. O. TELLER

CHICAGO—Heretofore a very sparse rash, triple features in the north side have been intensifying for several weeks, with most of the three-time units members of Allied of Illinois.

The Essaness Devon, in C week, and the 400, in first week, together with Lester Retschen's Howard, also in C week, were this week running triples every day. Phil Tague's Bryn Mawr and Ludwig Sussman's Adelphi used triples the last half of last week, and it was not known whether these houses, the first in first week and the second in second week of release, would continue the policy.

The B&K Belmont has been running triples for many months, but it is not in the same section of the northside as the other houses. Nearer to them is the B&K Nortown and it could not be learned whether the circuit would go triples there or not.

Meanwhile, Jack Kirsch, president of Allied of Illinois, returned to the scene after a Florida vacation and immediately called a board of directors meeting. It is understood the meeting was called to discuss plans for the forthcoming national Allied convention. The single-double-triple situation here also was thought to be a topic.

"I can still speak for all my members," Kirsch said, "and I will reiterate that when conditions become favorable for them to do so they will all go to single features. However, we won't single and have the B&K theatres double-featuring in their big houses. It is unfair to try a test whereby the smaller houses attempt to single feature pictures that have already been coupled together with other big pictures. There must be single featuring all the way down the line to make the test a fair one."

Kirsch said he would be in agreement with what has been suggested, through BOXOFFICE, by Alex Halperin of Warner Theatres, Elmer Balaban of H. and E. Balaban Theatres, and many independent exhibitors. That is to start a three-month test during the summer with all houses, including the "big three" of B&K, single-featuring the same pictures from the start of their release to the big theatres.

"Naturally if we run single during the summer, when we expect business to be off somewhat anyway," said Kirsch, "we can stand it better, and then be in a good position to start off the new season in September with a continued single-feature policy. But if there is to be a chance for success, all of the theatres in Chicago must stick together and run singles, with no chiseling by anyone."

RKO Sues C. M. Walker; Pact Breach Charged

INDIANAPOLIS—A suit has been filed in Indiana superior court by RKO against C. M. Walker. Walker, formerly owner and operator of the Irving which was purchased by George Settos about a year ago, is charged with breach of contract. William H. Harrison is attorney for RKO.

Tribute to Carl Niesse By Indianapolis Tent

INDIANAPOLIS—Tent No. 10 of Variety honored Carl Niesse, charter member and general manager of Olson Theatres, with a "Carl Niesse Night" at the club's quarters. Niesse has held several offices during the local tent's seven years existence and was active in preparing its new downtown quarters in the Lyric Theatre building.

Censors Reject One

CHICAGO—"Human Wreckage," distributed in this territory by Superior Pictures, has been rejected by the local police censor board. The board gave as its main reason for rejection that the film is "immoral."



Make Every Youngster a Patron and at the Same Time Sell the Grown-Ups

PINOCCHIO PUPPET SHOW

Complete with 6 Pinocchio Candy Pops

ONLY 3½c PER SET (f. o. b. Chicago)

FREE TRAILER

An item suitable either for giveaways or candy counter sales. Candy pops and complete puppet show in cutout form come in attractive book form with many colors. Easily appears as good as a 25-cent item. Will make every youngster come to your theatre, whether you have "Pinocchio" bought or not.

We give free trailer with order of 1,000 sets or more.

Send coupon TODAY for full particulars and sample to

OVERLAND CANDY CORP.

1732 Hubbard Street Chicago

OVERLAND CANDY CORPORATION
1732 Hubbard Street, Chicago

Please rush sample of Pinocchio candy puppet show and complete details.

Name .....

Theatre .....

Address .....

City .....

Charge Paper With Contempt For Stand in Brady Case

ST. LOUIS—Circuit Judge Thomas J. Rowe jr., who on January 11, last, ordered a directed verdict of "not guilty" for John P. Nick, vice-president of the IATSE charged with conspiracy to extort $10,000 from certain motion picture theatre owners, ordered issuance this week of a citation against the Pulitzer Publishing Co., publishers of the St. Louis *Post-Dispatch*, leading afternoon nawepaper, and three members of its staff.

The three individuals named in the citation are Benjamin H. Reese, managing editor; Ralph Coghlan, editor of the paper's editorial page, and Daniel R. Fitzpatrick, cartoonist.

Judge Rowe's effort to rebuke the newspaper was taken on information filed with him by Circuit Attorney Franklin Miller. The circuit attorney stated that in the preparation and filing of the information against the newspaper's publisher and staff members, he acted "at the direction and request of Judge Rowe."

Miller and Judge Rowe based their attack on the newspaper on the grounds that two editorials and a cartoon published in the *Post-Dispatch* on March 5 and 6, relating to the dismissal of the $10,000 extortion charge against State Rep. Edward M. (Putty Nose) Brady in Judge Rowe's court, constituted "contempt of court."

Representative Brady allegedly received $10,000 from the theatremen at a South St. Louis bank the day in 1936 that a new contract between the theatres and IATSE Local No. 143 was signed. Judge Rowe suggested to Circuit Attorney Miller that he *nolle prosse* the case against Brady when he learned that the evidence would be essentially the same as that heard against Nick at the earlier trial, "to save the state the expense and trouble of a trial." Miller acted accordingly.

When the "contempt of court" matter came up before Judge Rowe, he called for the file containing the circuit attorney's information. He then said: "The court has considered the information in the matter of the Pulitzer Publishing Co. and others. The court has decided that a citation shall be issued, and it is so ordered."

He set Monday, March 18, as the time the defendants must appear and show cause why attachments should not be issued against them, and why they should not be punished for contempt of court.

In its editorial columns the newspaper has advised that it will fight "to the last ditch" what it describes as the attempt of Judge Rowe and Circuit Attorney Miller to "muzzle" the paper or others who may disagree with the court's methods.

Circuit Judge Ernest F. Oakley recently issued a permanent injunction against Nick and Clyde A. Weston, former business manager of Local No. 143. In making the receivership against Local No. 143 permanent, Judge Oakley directed Nick to account to the union members for the $10,000 allegedly collected by Representative Brady in 1936 and ordered Nick and Weston to pay into the union treasury $6,500 he said was collected in 1937 in connection with the negotiation of a new wage contract with theatre owners.

Judge Rowe continued to the April term of court the case in which Nick and Weston are charged with extorting $6,500 from the theatre men in the fall of 1937. The continuance was on the motion of the court, Judge Rowe saying the news stories, cartoons and editorials in the *Post-Dispatch* relating to the case against Nick and Weston, as well as the contempt of court action against the papers and its staff members, made him feel this case could not be fairly and impartially tried at this term of court.

Prior to this statement, Sigmund M. Bass, defense attorney, had reported to the court that Weston, who he said was suffering from heart disease, was too ill to come to court. He agreed with the court the case should be continued on the grounds named by Judge Rowe.

Reduce Your Suprex and High Intensity

CARBON WASTE

25% with the Cross Carbon Saving Device
Write for Booklet and Trial

CROSS MACHINE SHOP

2918 Pennsylvania Ave. DETROIT, MICH.

Staab Gets 18 Months for Slashing Seats at Fox

ST. LOUIS—Earl A. Staab, a former employe of the Fox here, was sentenced to serve 18 months in the St. Louis Workhouse by Judge James W. Griffin in the court of criminal correction after he pleaded guilty to a charge of malicious destruction of property in slashing about 400 seats at the theatre.

Staab explained the vandalism by saying he was angry with the management of the theatre because of delay in negotiating a new contract with Local B2 of the Theatrical Employes Union, under which he expected a pay increase from $15 to $24 a week.

Dismiss Charge of Showing Film Without a Permit

CHICAGO—The case of Boles Patzkoski, charged with exhibiting a 16mm film, "The Invasion of Poland by Hitler," in a hall without a city police permit, was dismissed in police court this week. Patzkoski had signed a statement that he ran the picture without a permit, had subsequently submitted it for review by the police censor board and had been granted a permit by the board, prior to the final disposition of the case.

UA Screening March 20

CHICAGO—United Artists will trade show "My Son, My Son," next Wednesday, March 20, at 10:30 a. m., at the Esquire.

New Trial Motion in Receivership Suit

ST. LOUIS—Thirty-one grounds why the decision should be reversed were included in a motion seeking a new trial in the receivership suit against Local No. 143, in which Circuit Judge Ernest F. Oakley on March 5 made permanent the appointment of the receivers and the injunction he issued in April, 1939, against John P. Nick, international vice-president of the IATSE, and Clyde A. Weston, former business manager of the union, to prevent them from interfering with its affairs or assets.

The motion for a new trial was filed on behalf of Nick and Weston, March 8, while a similar motion containing 30 grounds, however, was filed the next day by counsel for defense intervenors.

Likewise, the Eden Theatre Co., operators of the Fox, has also asked for a rehearing on its motion for permission to intervene in the receivership suit or to sue James A. McKeown and William M. Brandt, the co-receivers for Local No. 143, for $75,000 damages because of picketing at the Fox.

In their motion Nick and Weston charged that Judge Oakley erred in granting judgments totaling $48,399 against them, "with no legal evidence upon which to base such judgments and in this respect violated the 14th amendment in that the court deprived them of their property without due process of law."

They further contended the money judgments violate the Missouri constitution and that the finding of fact, judgment and decree were against the evidence and the law, that the court erred in admitting certain evidence and in excluding competent evidence. The court, they continued, made the decree broader than the petition, thereby exceeding its power.

Questions Right of No. 143 To Sit With Central Body

ST. LOUIS—A committee of the Central Trades and Labor Union, an AFL affiliate, is to conduct an investigation to determine whether three delegates from the Local No. 143, operators' union, shall be permitted to take seats in the city's central labor body.

The question of their right to represent the union was raised on March 10, when the delegates appeared at Carpenters Hall for the regular meeting of the central body. The point was raised by J. T. Latham, an officer of the Office Building Employes Union and a supporter of John P. Nick, international vice-president of the IATSE, who has been ousted from control of Local No. 143 by Circuit Judge Ernest F. Oakley.

Latham contended that, since the union is in receivership through a decree of Judge Oakley issued on March 5, it is not a "regular labor organization." The committee was then named to investigate and report back to the central body.

William M. Brandt, secretary of the Central Trades and Labor Union, is one of the co-receivers for Local No. 143. The other is James A. McKeown.

Suit Over Legal Fees Into Its Third Week

ST. LOUIS—The latest Fanchon & Marco legal serial now being unreeled before Circuit Judge Joseph Ward in the Civil Courts Bldg. moved into its third week on Monday, March 11.

In this new court battle Fanchon & Marco and two of its Missouri subsidiaries are seeking to regain $42,200 in legal fees paid to the law firm of John S. Leahy, Lambert E. Walther and Harold F. Hecker. In addition, the plaintiffs have asked that the defendants be restrained from attempting to collect, sell, transfer or assign to others $32,000 in unpaid notes, which represents the balance of the legal fee of the law firm.

This new litigation, which hit the court room scene stage on February 26 is an echo of the controversy back in 1935 and 1936 when Fanchon & Marco interests, in cooperation with the U. S. department of justice, were pressing anti-trust proceedings against Warner Bros., Paramount, RKO, et al. It will be recalled Leahy was one of the most interesting witnesses presented by the department of justice in the federal case against the majors.

150 Exhibits as Evidence

To date, some 150 exhibits have been introduced in evidence, consisting mostly of letters and telegrams exchanged by Leahy and Harry C. Arthur jr., vice-president and general manager of Fanchon & Marco, Inc., and president of the two Missouri subsidiaries.

Among the points raised by the plaintiffs to support their claim that Leahy and his associates are not entitled to any fee for their services to Fanchon & Marco, is the contention that Leahy failed to disclose he was a part owner of $25,000 in stock bought in 1935 when Fanchon & Marco, through the subsidiaries, began operation of the Ambassador, Missouri and New Grand Central theatres. This stock, it was stated, was purchased in the name of Allen L. Snyder, a co-partner in the transaction with Fanchon & Marco and Harry Koplar.

As in the anti-trust case heard in the federal court more than four years ago, Arthur has been a prominent witness in the current litigation. He said, among other things, Leahy informed him a year ago that he owned half of the Snyder stock. Before that time Fanchon & Marco interests had purchased all of Snyder's stock at its face value when he became dissatisfied.

It is the contention of the defendant attorneys that they rendered valuable services in enabling Fanchon & Marco to obtain first-run pictures for their St. Louis houses. These services saved the business of Fanchon & Marco, the attorneys declare.

RCA Sound for Hargis

ROCKPORT, IND.—H. L. Hargis, who operates the Rio here, is replacing his fire-damaged sound equipment with RCA. The blaze on February 24 also did considerable damage to other booth equipment.



"Tradesmen" Meet—

Gus Kerasotes, on the right, of the Springfield theatre chain bearing his name, welcomes Clarence Hill of Columbia's St. Louis branch office, and assures him of support for the Montague 15th Anniversary campaign.

SPRINGFIELD

THOMAS FININ, assistant manager at the Orpheum, was a patient for several days at St. John's Hospital suffering from a severe eye infection.

"Green for Governor Headquarters," reads a sign next door to the Roxy. "Green Hell," reads a sign just above it on the Roxy front—advertising the Universal picture, of course.

John Dickson, manager of the Capital, Litchfield, was a visitor at the Frisina home office here during the week to discuss business, and also to seek revenge on the star bowlers in the local office, Dominic Giachetto and Ciro Pedrucci.

Howard Moore, assistant manager at the Roxy, and Jack Snodgrass, usher, have returned from Robinson, Ill., where they put on a Mae West-W. C. Fields skit at the Woolworth store.

Earl Stevens, theatre manager at Lawrenceville, and James Fennolio, manager at Litchfield, were visitors at the Frisina home office.

Acting-Directing Course By Indianapolis School

INDIANAPOLIS—Officials of Arsenal Technical High School announce a ten-week course in acting and directing will open March 22 as part of the regular night school course. The class will meet each Friday.

Edward Green, vice-principal of Tech, said that registration has already started and that the instruction is designed particularly for school teachers and those interested in practical direction and performance.

"Americanism" Shows Ahead in Indiana

INDIANAPOLIS — Three more successful "Americanism" programs are announced by Indiana showmen, two by Roger Ludy, manager of the Hines in Portland for the Mallers Bros., and the other by Manager H. A. Colvin of the Strand, Crawfordsville, a Vonderschmitt house.

The local American Legion sponsored the Ludy programs which were attended by about 1,600 children on both days. The 50-piece Legion band led a parade to the theatre, while women leaders guided the children in singing patriotic songs. A quiz on George Washington, prepared by Portland's city attorney, proved very instructive to the youngsters.

The Elks Club sponsored the program in Crawfordsville. Personal letters were sent to patriotic groups and other civic organizations and full cooperation was extended by the local newspapers. The entire cost of the program, which included four short subjects of a patriotic flavor, was paid for by the Elks. Employes of the theatre donated their services.

Chicago Film Council Classifies a Dozen

CHICAGO—The regular semi-monthly list of classifications of the Chicago Better Films Council, follows:

Family: "The Marines Ride High" and "Swiss Family Robinson," (RKO); "Northwest Passage" and "Shop Around the Corner," (M-G-M), and "Ireland's Border Line," (SR).

Mature: "The Amazing Mr. Williams" and "His Girl Friday," (Col); "Geronimo!," (Para't); "He Married His Wife," (20th-Fox); "Vigil in the Night," (RKO); "Honeymoon Deferred," (Univ), and "Remember?," (M-G-M).

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

INDIANAPOLIS

ARTHUR HOWARD, for many years operator of the Howard in Monon, was a visitor along Filmrow. He called on many friends to talk over old times . . . Andy Anderson, whose trips here used to be quite infrequent, is seen in town more often these days. Andy is from Kentucky . . . Mrs. Harry Vonderschmitt and daughter were along the Row for the first time since their automobile accident.

Seen along Filmrow: Dewey Sheets, Ritz, Mooresville; Walter Easley, Tree and K of P theatres, Greensburg; Sam Neall, Indiana, Kokomo; Roy Harrold, Princess, Rushville; Louis Sterle, East Broadway, Louisville; Bill Studebaker, Logan, Logansport; Leonard Sowar, Rivoli, Muncie; Harold V. Neese, Beverly, Brazil; Harold G. Reckley, Chateau, Greencastle; Herb Johnson; Madison and Ohio, Madison; Art Clark, Indiana, Bloomington; Bob Hudson, Tivoli, Richmond; Mrs. Will J. Haney, Milan, Milan; Sam Weinberg, Shelmar, Louisville; Earl Kincaid, treasurer for Quimby Theatres in Fort Wayne, and Roger Scherer of the same organization; John Doerr, booker for Gregory Theatres, Chicago; Dick Neall, Playhouse, Edinburg; Max Paige, State, Greenfield; William Passen, Amuse-u, Jasonville.

"Grapes of Wrath" having done a very good business in its first week at the Indiana, has been moved for a second week to the Apollo . . . The father of William Passen, operator of the Amuse-u in Jasonville, is confined to Methodist Hospital here. He has been ill some time . . . Mrs. H. S. Teitel, in the office with her husband at Teitel Film Service, is president of the Twelfth District of the American Legion Auxiliary and very active in civic affairs.

Kolman Hirshman, booker for the Settos chain and manager of the Lincoln in Indianapolis, is vacationing in the Bahama Islands. His first stop was at Nassau. He expects to visit the outer islands while there . . . Local exhibitors will do their share to urge Indianapolis citizens to attend Good Friday services. All next week theatres will run a special trailer in cooperation with the Church Federation of Indianapolis.

Elwyn Liverette, head shipper at the local Paramount exchange, is the proud father of a nine-pound girl . . . Many return engagements of notable pictures are being announced by local exhibitors as well as revivals of top films of several years back . . . Chuck Krieghbaum, operator of the Arc in Lafayette, had such a thrill on his southern vacation in Florida, that he wrote his friends about it. He informs he landed a seven-foot sailfish off the coast of Miami.

Carl Shalit, district manager, visited the local Columbia exchange . . . Charles Tamler, operator of the Garfield, will take his Tamler Theatre bowling team to Detroit next weekend to compete in the international bowling congress . . . Charlotte Cook, inspectress with Paramount for quite some time, has resigned.

William Conway, operator of the Irwin in Cannelton, is enjoying a vacation in Florida . . . The Town Hall at Summittville, closed for some time, has been reopened by Venis & Flannery. Homer Brinegar formerly operated the house . . . Robert Cook, well known in Indiana filmdom, will succeed Joe W. Brown in the Paramount accessories department. Brown has returned to his former home, Detroit . . . Max Stahl, former operator of the Ritz, Shelbyville, has joined the Chicago sales staff of National Screen Service.

A. C. Zaring, owner of Zaring Egyptian here, has completed plans with the Christian Men Builders' Class of the Third Christian Church for their annual Easter Service at his theatre. The Butler University choir of 85 voices will render musical numbers and the program will be broadcast over a local radio station.

Chicago Bowling Race Is Growing Keener

CHICAGO—The Chicago Filmrow Bowling League race gets hotter and hotter with only four weeks left to go. Now three teams are tied for first. Film Carriers went into the tie when they won a pair from Universal, while 20th Century-Fox was upsetting National Screen three times, and Warner taking the measure of Republic twice. In the other game Paramount won three from Photoplay.

Team standings to date:

	Won	Lost	Pct.
National Screen Service	41	31	.569
Republic	41	31	.569
Film Carriers	41	31	.569
Photoplay	36	36	.500
20th Century-Fox	36	36	.500
Paramount	35	37	.486
Universal	31	41	.431
Warner Bros.	27	45	.375

The members of the Avalon team in the Warner League, being high team in the league, will represent Warners in the A. B. C. tournament in Detroit. The members of the team are Corbett, Vockel, Berger, Gross and Brazee. The team has won 51 and lost 24 in the league competition thus far. Ted Turrell of the Beverly is, however, still high individual bowler in the league with a 181 average.

Hays to Indianapolis for Formal Opening of WIRE

INDIANAPOLIS—Will H. Hays was scheduled to be here Friday for the formal opening of radio station WIRE's new $75,000 studios in the Claypool Hotel.

In connection with the formal opening, there was to be a stag dinner Thursday night at which an estimated 450 radio personalities, civic and business leaders of Indiana, and persons connected with the station's business and programming activities were expected.

Among other honor guests were to be Lenox R. Lohr, NBC president; Fred Weber, president of MBC; Neville Miller, president of the National Ass'n of Broadcasters; Niles Trammell, and Sidney Strotz, NBC; and Gov. M. Clifford Townsend of Indiana.

Teamed on "Flowing Gold"

HOLLYWOOD—Tom Reed and Robert Kent are collaborating on the script of Warner's "Flowing Gold."

MILWAUKEE

WARNER-SAXE's Mirth, south side nabe, was robbed of $375.80 . . . Variety realized a profit of approximately $1,000 from its recent Movie Ball . . . Harold Mirisch is having the seats rearranged in his Oriental here to provide more leg room.

Harold Fohl has been named manager of Fox's Oakland, east side nabe . . . Two Milwaukee lads—Bob Riedel, first saxophonist, and Lou Rich, accountant-secretary—and Ray Ferrington of Green Bay, Wis., are members of the Horace Heidt aggregation which played the Riverside here the week of March 8.

Harry MacDonald, manager of the Warner, arranged for a private showing of "Dr. Ehrlich's Magic Bullet" for the public relations committee of the Milwaukee County Medical Society. The flicker opened at the house March 8.

The Schnicklefritz Band, which recently concluded a several weeks stand at the Blatz Palm Garden here, goes into the Riverside, Holy Week . . . Clarence F. Wall, manager of the Lloyd, Menominee, Mich., has also been named to manage the Fox, Marinette, Wis.

Hale Cavanagh, formerly with the Minnesota in Minneapolis, has taken over the Granada at Racine, formerly operated by Stan Kohlberg . . . Reuben McBernie's Lake at Fox Lake was damaged by fire in the projection booth to the extent of $1,500.

The former Savoy at Superior is being assimilated by the new National Bank of Commerce, which is expanding its quarters . . . Ted Bolnick is staging a "Miss La Crosse for 1940" beauty and personality contest at his Hollywood in La Crosse, March 21.

J. P. Adler, Marshfield exhibitor, has withdrawn as candidate for the district governorship for the Rotary Club in favor of the Wisconsin Rapids club's candidate . . . Fred Reeths jr. presented the ladies with flowers and the men with cigars in connection with the formal opening of the Falls in Sheboygan Falls.

Frank Welter's Wausau conducted three benefit days last week, with part of the proceeds going to the Finnish relief fund . . . Empress here, formerly operating on a combination film and burlesque policy on weekends only, is again operating daily with flesh exclusively.

A state-wide film talent hunt is being considered in connection with the midsummer festival this year on the lake front . . . In a tieup with a local bakery, the Lloyd in Menominee is admitting kids every other Saturday morning on presentation of ten bread wrappers.

Playing of "Mr. Smith Goes to Washington" at the Badger in Merrill, was the signal for a front page story concerning H. V. Kaltenborn, who started his career in the newspaper field as a cub reporter on a local paper.

Ed Benjii, manager of the Capitol in Madison, has announced Vincent Lopez's orchestra for April 3 and 4.

Discrimination in Film Fare Urged by Speaker

SHEBOYGAN, WIS.—Mrs. Frank Stroub, Sheboygan Falls, in discussing "Books and Their Relation to the Movies" before the Sheboygan Better Films Council here, reviewed a number of books which dealt with motion pictures, including, "Let's Go to the Movies," "We Make the Movies," "Visualizing the Curriculum" and "The History of the Motion Picture."

Mrs. Stroub said it was "deplorable that the average moviegoer is unable to identify half a dozen of the year's pictures by their directors and none of them probably by the writer, unless the story happened to have had some success before its production in motion pictures."

The speaker urged her audience to be discriminating in what they see and to read reviews of motion pictures to get different people's points of view.

Late March Opening for Main in Dunkirk, Ind.

DUNKIRK, IND.—Walters & Scheidler, operators of the Rex here and the Orpheum and Jefferson in Hartford City, will open their new Main here about March 28. The theatre will have 514 seats, and will be equipped with RCA sound. It is understood the Rex will be closed following the opening of the new house.

Walters & Scheidler also plan to construct a new house in Hartford City in the near future.

Photographic Exhibit on Two "Edison" Pictures

CHICAGO—A photographic exhibit on the two Edison pictures of M-G-M—"Young Mr. Edison" and "Edison, the Man"—is to be held as part of the Electrical Institute meeting next week at the Edgewater Beach Hotel.

The meeting gets under way Monday, March 18, and will include sessions attended by 500 men representatives of 300 power and light companies.

Kermit Dart in Charge of Lyric Stage Attractions

INDIANAPOLIS—Charles M. Olson, operator of the Lyric, announces the arrival of Kermit Dart from Hollywood to handle stage show engagements at the theatre.

Dart, who was accompanied by his wife, Irene Vermillion, a dancer, has produced and managed many traveling stage attractions. He plans to appear periodically as emcee.

A. N. Wolff Dies in N. Y.

RIVER FALLS, WIS.—Word has been received here of the death in Rochester, N. Y. of A. N. Wolff, who at one time was the owner and manager of the first permanent theatre in River Falls nearly 30 years ago.

ST. LOUIS

BURTON HOLMES gave his current travelog, "Mediterranean Odyssey Cruise," at Municipal Auditorium, March 11 . . . The Ritz, Varsity, Norside and Esquire here day-and-dated "Remember?" and "Cafe Hostess" in a first run engagement. Part of the slack taken up because of the extended run of "Wind" at Loew's. Houses usually are second-run.

"Pete Roleum and His Cousins," is the title of a puppet film which opened at Stix, Baer & Fuller assembly hall, March 9. Four shows were given daily . . . Richard Rychtarik has been engaged by St. Louis Grand Opera Ass'n as scenic artist for spring opera series.

Theatre at Minonk, Ill., was singed in a fire that destroyed four business buildings . . . Marco Wolf, the Marco of Fanchon & Marco, was here recently to ink Evelyn Chandler, figure skater of "Ice Follies of 1940," and Laverne, the revue's rhythm star, and others in the aggregation to a new contract that provides F&M shall produce the "Follies" in 1941.

"Ladies and Gentlemen," with Helen Hayes and Philip Merivale in leads, had a "take" of $18,500 *at the American for the week ended March 9. Eight performances; top,* $3.30.

Grace Moore and James Melton will have top roles in "Manon," to be presented by St. Louis Grand Opera Ass'n, April 13.

Harold W. "Chick" Evens, Loew's manager, is vacationing in Cleveland.

German Film Is Pulled by St. Louis German House

ST. LOUIS—A German motion picture, "The West Wall," was excluded from the German house although it was advertised to be shown there on March 10 under the auspices of Dr. Herbert Diel, German consul in St. Louis. The cancellation was made by the German House's board of directors.

It is learned the board acted at a special meeting March 8 after the house committee had recommended the film be barred, "because it looks so much like propaganda."

"The West Wall" is the German name for the Siegfried Line. German papers issued in the east describe the film as a patriotic picture showing how the German fortifications in the west were strengthened during the past two years.

In its current issue, the *Wochenscrift*, a German language weekly, stated a Memorial Day celebration, similar to those held throughout Germany on March 10, would be held in connection with the showing of the film. This event, sponsored by the German Veterans' Comradeship, was also called off.

"Strike Up" to Berkeley

HOLLYWOOD—Busby Berkeley will direct "Strike Up the Band," next Judy Garland-Mickey Rooney co-starrer for Metro, from a script being prepared by Kay Van Riper.

Auxiliary of Legion to Hear Mrs. David Ross

INDIANAPOLIS—Mrs. David Ross, president of the Indiana Indorsers of Photoplays, will speak Wednesday at a meeting of the Twelfth District of the American Legion Auxiliary in the Indiana World War Memorial. Her topic will be "A Quarter Century in Motion Pictures." A motion picture, "Safe Driving" will be presented by Don Stiver, head of the Indiana state police department.

Indianapolis Indorsers to Observe 25th Anniversary

INDIANAPOLIS—The Indorsers of Photoplays will celebrate their 25th anniversary April 2 at the Claypool Hotel. Mrs. Lee Waddell and Mrs. C. J. Finch are planning the event.

The group will hold its annual convention in April at Fort Wayne. Mrs. W. C. Allen of Fort Wayne is general chairman.

Mrs. Parmelee Entertains

FORT WAYNE, IND.—Mrs. A. L. Parmelee entertained the local Indorsers of Photoplays at a luncheon at her home. Plans for a guest meeting later were discussed, at which the speaker will be Dr. Irvin E. Deer, affiliated with the MPPDA.

To Join "Virginia City" Special in Windy City

CHICAGO—The midwest contingent due to join the Warner special for "Virginia City" here on Thursday of this week was to include: Nate Gross, Chicago *Herald-American;* Herb Graffis, Chicago *Times;* Lloyd Lewis, Chicago *Daily News;* Frank Schreiber, general manager WGN and Mutual Broadcasting Co. representative; Tom Schaeffer, photographer for Acme News Service; Boyd Lewis, United Press; Jim Thrascher, Indianapolis *Times;* Isabel MacDonald, Milwaukee *Sentinel;* and Earl N. Pomeroy, Minneapolis *Tribune.*

Packy Dee on West Coast; May Add New Theatres

CHICAGO—Packy Dee, executive of the Lawrence Stern Co., brokers interested in Alliance Theatre Corp. who last year acquired the Gregory Bros. circuit, is on the west coast.

It is understood that besides looking after his film connections there, Dee is inspecting some theatre properties.

It is known Alliance is interested in adding to its theatre holdings.

Several Buy RCA

CHICAGO—Eddie Klein, RCA Magic Voice sales head in this area, has made the following installations in this territory since January 1: Terrace (formerly Avenue) and Main, Chicago; Egyptian, DeKalb, Ill.; Palace, Peoria, Ill.; Hines, Portland, Ind.; Centennial, Warsaw, Ind.; Lido, Michigan City, Ind.; Cozy, St. Joseph, Mich.; Houghton, Houghton, Mich., and Mode, Waterloo, Wis.



—Candid Illustrators Photo

Coast-Bound on Poster Business—

A group of National Screen and Advertising Accessories, Inc., officials pause in Chicago en route to the coast to complete details of acquisition of Southern and Western Poster companies by A.A. Left to right are Elliott Pearlman, assistant treasurer and comptroller of National Screen; Mrs. Pearlman; Arthur Aronson, head of Southern and Western Poster; Charles L. Casanave, vice-president and general manager, National Screen Accessories and A.A., Inc.; Samuel Spring, A.A. general counsel; Mrs. Casanave, and Charles Spaulding, assistant to Casanave.

Film Council Leader Shows Neely Flaws

CHICAGO—The local theatre manager "can't afford to buy for his few select patrons," declared Mrs. Richard M. McClure, president of the Better Films Council, in a discussion of the Neely bill before the organization she has headed for the past eight years. Acknowledging that "the patron has always, in a sense, dictated the policy of the theatre and has exerted the right of selection and rejection," she said, "the public knows what it wants and the exhibitor will stock what they pay for."

The program of the council, Mrs. McClure asserted, is predicated on the fact that "motion pictures are a business, run by a group of men who are entitled to a profit. We are the consumer public whose right it is to select and reject the product of this group of business men."

Observing that "an amazing change" has been brought about in the last eight years by "concerted boxoffice language, not legislation," she pointed to the council's increase in rating pictures for family audiences of from 25 per cent to 35 per cent, while the rating of 37 per cent for adults has dropped to 20 per cent. With reference to the better quality of entertainment and a corresponding absence of "objectionable" films, she declared: "This organization believes that boxoffice control is more effective than any legislation in securing better films."

Asserting the bill "does not indicate that it hopes to improve quality of entertainment; it only hopes to bring about a better producing and buying advantage for a minority group although that group is numerically seven times larger," Mrs. McClure launched into an interpretation of its provisions, as follows:

"We can find no provision for securing better production technique or story selection or musical scoring. There seems to be no desire to find a means to exclude controversial, political material from the screen, or to limit the showing of medical or social hygiene films of doubtful educational value, or war propaganda, or to curtail the ever-growing news stories of Hollywood's glamour, or even attempt to regulate the fabulous salaries of stars and executives, or in preventing what has been termed 'wilful waste' or in terminating the objectionable double and triple feature programs or giveaways.

"It creates no yardstick of uniform good taste whereby the producer, the exhibitor and patron may fairly judge a proposed synopsis or later a completed film. It does not provide a sound plan whereby the independent producer will be compelled to submit stories for pre-production censorship or assure him of wider distribution of his product. It does not offer any regulatory method of advertising, nor does it settle the problems of zoning and clearance or theatre admissions. It takes no consideration of the fact that films are not turned out in dozen lots of identical pattern, or that films are like seasonable merchandise which must move rapidly because within six months they are of no value.

"If it did these things," Mrs. McClure asserted, "the bill might be termed remedial."

Selection Through Attendance

Delving into community selection, she observed that "the exhibitor doesn't really care a great deal about theme and treatment as long as he can contract for the stars that are listed in the ten best money-makers of the year." Mrs. McClure then cited ten stars who were voted by the country's exhibitors as best boxoffice draws, together with the list of films voted as "best" by the Film Critics of the national newspapers and the films selected by the National Board of Review.

She then declared: "One may see that the public evaluates a film in an entirely different manner than the theatre manager, for not one of Mickey Rooney's films are included in these lists and none of Errol Flynn's, Clark Gable's, Shirley Temple's, Alice Faye's, James Cagney's or Sonja Henie's. Only Bette Davis and Spencer Tracy appear in both groups. No theatre, independent or affiliated, would ever be able to let the 'community' select film programs, for what is recommended by one group may be condemned by another.

"The bill has given the public the idea," she continued, "that, if it becomes a law, each manager of a local theatre will permit groups of his patrons to assist him in selecting only such films as they wish him to show. The above statement is based upon interviews with hundreds of leaders who have endorsed the bill, but who could not explain any of the provisions or sections of it. They have been led to believe this community selection will result. Just who will represent the community in this film selection? And how will these representatives be chosen? Can the theatre manager be assured of having pleased his patrons through a small committee choice? Any thinking person knows the manager will show the films his patrons will come to see. Adults select their own entertainment and resent having that privilege taken from them."

Celluloid, Groceries And a Few Oranges

Chicago—Asserting "today no film need be shown with insufficient knowledge about it," Mrs. Richard M. McClure, president of the Better Films Council of Chicagoland, drew an analogy for members during a discussion of the Neely bill that went like this:

"Although my grocer bought a whole box of oranges supposing them to be perfect and paid a stated price for them, he will not slip in two rotten ones with my dozen just in order to get rid of them and make me share in paying for his poor investment. He knows I'll bring the two back and demand replacements — and what's more I'll get them. So will the theatre manager if he deals with the right people—the right in this case is where he can make the best deals in money saving prices over a long period of time."

Her February Best

CHICAGO—Mae Tinee, Chicago *Tribune* critic, chooses on her list of best films for February the following: "Vigil in the Night" and "Swiss Family Robinson," RKO; "Northwest Passage," "Balalaika," "Shop Around the Corner," and "The Earl of Chicago," M-G-M; "His Girl Friday," Columbia; "The Light That Failed," Paramount; and "Rasputin," Hoffberg-Midwest.

Tax Token Shortage

ST. LOUIS—The failure of St. Louis merchants to redeem sales tax tokens has led to another shortage of the zinc discs despite the fact 6,000,000 new ones were recently distributed in the city.

"Kitty Foyle" to Stewart

HOLLYWOOD—RKO has assigned Donald Ogden Stewart to do the script of "Kitty Foyle," forthcoming Ginger Rogers starrer. David Hempstead will produce.

Consider Hotz Appeal For Ascap Rehearing

LINCOLN—Judges Gardiner, Donohoe and Munger, who sat in U. S. district court here and smacked down the anti-Ascap legislation of 1937 in Nebraska as in-operative, will get together here March 25, this time to consider, among other things, the appeal of William Hotz, special prosecutor of the attorney general's office, for a rehearing of the case.

Although granting of the rehearing is unlikely, which makes the next step appeal to the U. S. supreme court, if failure to get new recourse at the district bench, it is likely the case will fall in the wastebasket. It is understood the attorney general's office is not well enough dollar-manned to float the national try.

Hotz contends, and he is supported by affidavits from 22 legislators who voted for the 1937 bill, that the court missed the intent of the law which was to crack monopoly and restraint of trade. The court ruled the law would rob a copyright holder of rights guaranteed him under the constitution. This is opposed by the state, which believes its suggestion that the price for all music uses, printed on the cover of sheet music and collected at time for purchase, would more easily collect at less cost to consumer than the present involved Ascap plan.

In the trial, the Ascap lawyers brought out testimony that composers, authors and publishers were without means singly to properly police the entire country and protect themselves against infringement.

Field Names Max Factor Pioneer Circuit Aide

MINNEAPOLIS—Harold Field, president of the Pioneer circuit of Iowa theatres, has announced the appointment of Max Factor as assistant general manager, replacing Frankie Rubel, who was general manager and resigned when the chain's headquarters was moved from Des Moines to the St. Louis Park theatre building here.

Factor was formerly an assistant booker for the Minnesota Amusement Co. here, but for the past several years has been booker for the Great States circuit in Chicago. Field himself will take over the general managerial duties.

Steffes to Florida to Recoup His Health

MINNEAPOLIS—W. A. Steffes, Northwest Allied president and a national independent leader for many years, was discharged from the Providence Hospital, Washington, D. C., where he has been confined since last January following a heart attack suffered during the national Allied States' directors' meeting. He will go to Florida for further recuperation before returning to Minneapolis.

New Owner in Danbury

DANBURY, IA.—Donald Terry is now operating the Roxy here. He formerly was projectionist at the King in Ida Grove.

Eye District Setup as Lethal Weapon Against Percentages

MINNEAPOLIS — Country exhibitors are hopeful that, once Northwest Allied is organized into district units working with the central office here, they can knock out percentage pictures to the same degree as has been accomplished by Twin City independent theatre owners.

Following the recent independents' convention held here by Northwest Allied, the organization's directors are working out a plan for dividing the territory into these district units. This plan will be submitted at another convention held in mid-May.

One of the first targets for the country exhibitors, after they're more closely knit and working together more cooperatively, will be the percentage pictures, it has been made clear. Twin City leaders told how, through cooperation among themselves, they have been able to eliminate percentages to all practical purposes and now buy nearly everything flat.

It appears that percentages are the principal bane of independent exhibitors in the territory presently, judging by the tone of discussion at the recent convention here and the current move to fight them more effectively. The independents appeared to be particularly wrought up because high percentage pictures, such as "Gone With the Wind" and "Pinocchio," following in the wake of "Snow White," are becoming increasingly common.

Bennie Berger, former Northwest Allied president, charged at the convention that the "main purpose of percentage pictures now is to reveal to the distributors what remaining situations that they don't own are worth grabbing." He previously had contended that the affiliated circuits have a monopoly on almost all of the choice towns and situations in this territory. "In their campaign of annihilation, with independents their victims, they have grabbed off the cream," he asserted.

Local exchange heads scoff at the assertion made during the convention by W. R. Frank, head of an independent circuit of 17 theatres, that nearly all independents are losing money and that the Neely bill is essential to prevent wholesale ruin. They point out that Frank's circuit has built several costly new theatres and acquired a number of situations during the past few years and that it now has plans for expending $200,000 for the construction of a large bowling alley and restaurant to its Boulevard Theatre here.

Probable Witnesses From the Midwest

KANSAS CITY—Midwestern exhibitors reported as probable witnesses in the department of justice suit against producers and distributors, besides those published in BOXOFFICE last week on pages 9 and 12, are the following:

Iowa

J. M. Anderson and Mrs. J. M. Anderson, Princess, Boone; Ira H. Lee, Avon, Burlington; Leo F. Wolcott, Eldora; Charles V. Brown and Thomas A. Brown, Strand, and Roy J. Lumsden, Pastime, Iowa City; Ludy Bosten, Uptown, Muscatine; Vern S. Brown, Omaha, Neb.; Bruno Pierce and Joe Staak, Oskaloosa; A. B. Friedman, Iowa Theatre; Jack Gelfand, Garden Theatre; Odes A. B. Hilton, Park Theatre; Abe Sadoff, Nathan Sadoff, Sol Shulkin, Iowa Theatre, all of Sioux City; Nathan Rosenthal, New Iowa, Waterloo.

Kansas

H. F. Strowig, Plaza, Abilene; S. M. Wetmore, Starr, Arkansas City; H. L. Dunnuck, Madrid, Atchison; Delmer F. Harris, Concordia; E. O. Briles, Lyric, Emporia; Russell L. Harris, Harris, Hugoton; W. A. Weaver, Pic, Iola; Joseph A. Lenski, Cozy, Pittsburg; E. B. Danielson, Mainstreet, Russell; Gus Diamond, Vogue, Salina; M. D. Utterback, Lyric, Wellington; O. F. Sullivan, Civic, Wichita.

Minnesota

Irving Gillman, Roxy, St. Paul; Mrs. Jessie L. Jensen, Avalon, White Bear Lake; Carl P. Knudsen, Red Lake Falls.

Missouri

Mrs. Marion C. Miller, Casino, Boonville; Oliver W. Williams, Civic, Brookfield; A. C. Bowman, Arbo, Nevada; J. T. Ghosen, Uptown, Sedalia; G. L. Hooper, Topeka, Kas.

Nebraska

Frank E. Hollingsworth, Pix, Beatrice; E. C. Luchsinger, Pawnee, Columbus; William N. Youngclaus, Grand Island; Sol O. Reif, Cornhusker, Hastings; Frank D. Eager and George F. Monroe, Liberty; Donald F. Monroe and George O. Monroe, Colonial, Lincoln.

North Dakota

William McCarthy, McCarthy Theatre Supply Co., Fargo.

South Dakota

Robert Mass, Majestic; J. P. Hartman, Astor, Aberdeen; Nelson Logan, Mitchell Theatre Co., Mitchell; Richard H. Wagner, Capitol, Sioux Falls.

Big Remodeling Job For Minneapolis

MINNEAPOLIS—The Franklin Amusement Co., owners of 17 de luxe theatres in the territory, will expend $200,000 in a construction and remodeling project involving its Boulevard, one of the leading local neighborhood houses. The project will consist of a large addition to the theatre in which there will be located 24 bowling alleys and a tea room with a 400-person seating capacity.

The addition to the theatre will extend for a block and a natural slope between two of the avenues on which it is located will be utilized in the construction so that the structure will be at ground-level at one of the thoroughfares, permitting roof-parking, according to Perry E. Crosier, the architect, who says work will start in about three weeks. The building will be known as the New Boulevard Community center.

W. R. Frank is the head and one of the chief owners of Franklin Amusement, which is one of the largest independent circuit operators in the territory.

Perelmans on Stewart Starrer

HOLLYWOOD—Sid and Laura Perelman are scripting "Golden Fleecing," an Edgar Selwyn production to star Jimmy Stewart.

Ernest Pascal on Script

HOLLYWOOD—Ernest Pascal is working on the script of "How Green Was My Valley," from a novel by Richard Llewellyn, for 20th-Fox.

Nearly 500 Attend Monogram Party

KANSAS CITY—Approximately 500 exhibitors, Filmrow folk, and others attended the formal open house at Monogram which marked assumption of his new duties by William Benjamin, vice-president and branch manager of the local company. It was a gala occasion, with flowers, refreshments, and a buffet luncheon which disappeared with a rapidity that testified to the number of friends Monogram, Mr. Benjamin and the rest of Benjamin's staff have in Kansas City and its trade territory.

On hand to greet friends were Eddie Golden, vice-president and general manager of Monogram; Benjamin; Douglas Desch, former branch manager, who will travel for the exchange; Stanley Goldberg, booker; Richard Salk, assistant booker; Genola Englehart, cashier; Alice Benson, Benjamin's secretary, and Miss Helen Wilson, bookers' secretary.

Monogram's "Spirit of Independence" drive, which starts March 31 and goes three months, while national in scope, will mark Benny Benjamin's return to Filmrow here.

Relief Needs May Bring Special Session in Mo.

JEFFERSON CITY, MO.—The possibility of a special session of the Missouri legislature to provide for relief needs of the state has been indicated by Governor Lloyd Stark. Present relief appropriations, at the present rate of expenditure, will be gone late this summer. It is doubtful if such a special session would affect motion picture theatres, if called, although there is no way of telling what such a session might develop in that respect.

Projectionist Is Burned At Missouri Valley, Ia.

MISSOURI VALLEY, IA.—Projection Machine Operator Kermit Marshall suffered minor burns on his face and arms when a fire broke out in the projection booth of Nate Sandler's newly remodeled Rialto here Sunday.

The more than 500 matinee patrons exited safely during the blaze.

Ray Mathis Back on Job At Club in Granby, Mo.

KANSAS CITY—Word comes from Granby, Mo., that Ray Mathis is back on the job again after 44 days in the hospital, first with a bursted appendix, then with pneumonia.

Mathis operates the Club Theatre at Granby.

Buys Two for Donat

HOLLYWOOD—Two vehicles for Robert Donat to be made in England have been purchased by Metro. They are "Dunant: The Story of the Red Cross," by Martin Gumpert, and "Dr. Jekyll and Mr. Hyde," the Robert Louis Stevenson story which has been the property of Paramount.







—Pictorial Press Service

At Kaycee Monogram's Open House—

At the top a general view of the crowd that welcomed William Benjamin as head of the Kansas City Monogram branch. Second row: Sam Tishman; F. E. Judd, manager of the Des Moines branch; Benjamin; Robert Withers, manager of the Kansas City Republic-Midwest branch; Edward A. Golden, Monogram general sales manager, and Clarence Schultz, head of Commonwealth Theatres. Below is the office gang. Left to right: Stanley W. Goldberg, Ruth Toller (Columbia), Richard Salk, Genola Englehart, Golden, Benjamin, Helen Wilson, Marie Campbell (Columbia), Tishman, Alice Benson, Douglas Desch.

Steffes, Berger and Benz Will Testify

MINNEAPOLIS—Three Minneapolis theatre owners, who have been announced as prospective witnesses for the government in its anti-trust suit against major film producers, will testify regarding alleged unfair trade practices injurious to independent exhibitors, they state.

The three are W. A. Steffes, president of Northwest Allied and a national independent leader; Bennie Berger, a former Northwest Allied head and owner of one of the territory's largest independent circuits, and George Benz, owner of the Palace here and co-owner of a company which recently operated the 4,000-seat Minnesota.

Steffes is prepared to tell on the witness stand of the "numerous instances" of allegedly unfair competition of the producer-owned chains which he says have come to his attention.

"First-hand experience" will be related by Berger on the witness stand if he is called, he says. He will tell, he states, of alleged mistreatment at Jamestown, N. D., where he had the town to himself and all the principal product until the Minnesota Amusement Co. came in and leased a theatre which he had relinquished.

"Although I had been an M-G-M and Paramount customer for many years in Jamestown and other situations, and although my theatre, the Jamestown, was the larger and better located house, the M-G-M and Paramount product was refused me and, instead, turned over to the Minnesota Amusement Co. for its smaller and out-of-the-way house," Berger charges.

"When I protested to W. F. Rodgers, M-G-M sales manager, I was informed that the reason the company wouldn't sell me again was because I was 'an undesirable account.' This was extremely surprising, in view of the fact that M-G-M was servicing me in several other situations and continued to do so. Later Rodgers, who was new at the post then, apologized to me. But the damage already had been done and there was no attempt to rectify it."

Benz would testify as to his "inability to obtain major screen product for the Minnesota" during the period which he operated the house and also regarding what he terms the refusal of the major distributors to service the house currently. Practically all their product goes to Minnesota Amusement Co. loop houses, he says, although an occasional picture is turned over to the two downtown sure-seaters, the World and Esquire.

Also Benz would tell about alleged inability to obtain major product for double features at the Palace for a dime.

Story to Charles Rogers

HOLLYWOOD—Producer Charles R. Rogers has purchased "A Girl's Best Friend Is Wall Street," magazine story by Jane Allen. Columbia will release.

Year Pact to Ann Sheridan

HOLLYWOOD — Ann "Oomph" Sheridan has been signed for another year by Warner.

Showmen Beginning to Fix Up Theatres as Spring Nears

KAYCEE

NOTE to the old-timers: The Dyer house at 8100 Wilson Road on the eastern outskirts of Kansas City is being torn down. It was once headquarters of the only Kansas City company that ever produced pictures, the Mesco Pictures Co., which made "Jesse James Under the Black Flag." Thomas J. Pendergast was president of the company.

Report has it the Roller Derby, in the American Royal Bldg., did business to over 50,000 *the week of March* 4. *While from other sources it is learned the promoters were putting out considerable paper, that still is a lot of people.*

As a relief from "Confucius Say," Tom Edwards of the Ozark, Eldon, Mo., comments he's "in a Helsinki of a spot" for film news to put on his calendar this month. "The printer is Russian me for the copy. I've got the flu and my typewriter is busted, so it looks like for this month my Movie News is Finnished."

On the Row: Ralph Larned, Paramount, LaCross, Kas.; E. P. Michael, Michlo, Braymer, Mo.; Harry Till, Courter, Hamilton, Mo.; M. B. Presley, Globe, Savannah, Mo.; George Summers, Royal, Unionville, Mo.; R. F. Rose, Liberty, LaCygne, Kas.; Charles Fisk, Fisk, Butler, Mo.; Shirley Booth, Booth, Rich Hill, Mo.; J. Ward Spielman, Gem, Baldwin, Kas.; A. J. Simmons, Plaza, Howard, Kas.; Warren Weber, Pix, St. John, Kas., who also operates at Ellinwood and Stafford, Kas.; Roy Williams, who has just sold the Aladdin at Mound City, Kas., to J. R. and R. A. Klopfenstein, who also were in; M. S. Heath, Plaza, Liberty, Mo.; Dr. F. L. Lisbona, Maitland, Maitland, Mo.; Frank Cassil, Rialto, St. Joseph, Mo.

For the first time in 20 years, Frank Bowen is not selling theatre seats to exhibitors in this area . . . The Army Theatre at Fort Riley, Kas., is installing new sound equipment purchased from Don "Hifi" Davis.

Harry Taylor, western divisional sales manager for National Screen Service, was in town conferring with Homer Black-

(Continued on page 55)

KANSAS CITY—Unmistakable signs of spring come from the territory in spite of cold temperatures and plenty of moisture, with several remodeling programs, new theatres, and changes in ownership reported.

At Caney, Kas., Charley Gregg is planning to remodel the Liberty, a job that will take Larry Larsen three months to finish. The job will give Gregg practically a new house.

Before he goes to Caney, Larsen will have to finish the new theatre being built in Burlington, Kas., by Warren Weber and A. J. Simmons.

At Milan, Mo., Chester Hurdle, who operates the Karyl there, is planning a new house. As presently conceived, the new unit will replace the Karyl as his No. 1 house. However, he will continue to operate the Karyl.

At Mound City, Kas., the Aladdin has been rebuilt following a destructive fire some weeks ago. The house, to seat about 300 persons, will reopen late this month.

Locally, Paul Humston and Eleanor Bell of Kansas City Sound Service Co. are about ready to hold open house in their new screening room, a 12x30 feet affair off their present quarters. The space will be used to display new Ampro 16mm models and to screen 16mm film. It will be ready next week.

Minneapolis Audience Sits Through a Booth Fire

MINNEAPOLIS—When the film in the projection machine caught fire and Al Harris, operator, was unable to get the blaze under control, he ran from the booth in the Lyndale, independent neighborhood house, shutting a fireproof door behind him.

There were 400 patrons in their seats and they saw flames being played on the screen. But J. H. Bowen, manager, came on the stage and told the audience what was happening and asked it to be calm until the fire could be put out. All remained quietly in their seats.

When it was found that the booth was so badly damaged the show could not be continued, Bowen refunded admissions to his patrons.

BRING YOUR POPCORN PATRONS BACK

BY GIVING THEM IOWA'S FINEST

IT'S THE BEST IN THE LAND

Try Our High Grade Flav-O-Nut Oil
—Also Sacks, Boxes, and Salt—

RUBE MELCHER
GRand 0672

POPPERS' SUPPLY CO.
1717 Wyandotte St.
Kansas City, Mo.

DES MOINES

THAT Tuesday *Tribune* head must have lifted some High St. eyebrows. "Slippery Film on Highways" was simply a report of weather conditions, however . . . Priscilla Lane (nee Mullican) is getting a bunch of postcards from her old home town, Bill Eddy's Indianola. It's all because Johnny (Scat) Davis rolled through the sector with his orchestra and remembered her at the same time . . . Harry Holdsberg says he's thrown his medicine away . . . "The New Voice of Mr. X," Northwestern Bell film, was shown at the Real Estate board meeting Thursday.

Those four handsome gents eating and talking so fast at Michaels the other noon were Lou Elman, Nate Sandler, Chick Friedman, and Ben Lass . . . Isn't there a job along the Row somewhere that could use Al Bair of the defunct Grand National?

Over at Paramount, Ray Copeland's noble brow is unfurrowed these days since Advertising Accessories took over his poster department headache . . . Stan Mayer's veteran salesman, Eddie O'Neil, resigned last week . . . Bud Shumow's Omaha branch manager pappy, Harry, was through here en route to Milwaukee and Waukesha, Wis., for a vacation . . . Kathleen Gannon left Jack Kennedy's M-G-M crew to live with her sister in California, so Bertha Snyder joined up to take her place (and Bertha's got the reddest hair!)

Howard Dunn and Hazel have bought a new house, so Howard goes around with clay on his shoes collected while mushing around the new back yard and saying, "Le's putta rose bush here an' a Lanceolata Hippocastanum (horse-chestnut tree to youse guys) there." Incidentally, Howard claims to be the M-G-M ping-pong champ, but then so does Frank Gaskill whom Jerry Banta beat two games the same day we heard Frank bragging . . . Elmer Tilton was in New York last weekend on a secret mission . . . Kennie Weldon, when asked about his romance with the Filmrow girl, says: "It's all very uncertain."

Warner's Jack Kelly's gonna feel better when he sees tomorrow's *Register* roto section. Those Warner stars photographed as "Old Masters" fell flat till he followed through by sending copies of the paintings themselves. Now the feature with Claude Rains as the "Laughing Cavalier" and Olivia de Havilland as "Mona Lisa" is getting space.

Those echoes along Waterbury road here last week don't classify as "Pinocchio" promotion, but RKO's Clint Bolton was making his share of the noise. Clint reunioned with Look's *Herb Lenz here and they simply hadda show Mrs. Lenz how it used to be in vaudeville. Herb turned on the barrel-house piano while Clint shook the floor and his jowls in a tap routine. Bolton's joints moaned the next day when he found the only direct transportation to Waterloo's Orpheum was via bus.*

There was a little cross-promotion in town when Johnny (Scat) Davis showed up with his band for two dances here while he was appearing on the screen in "A Child Is Born" at the Paramount . . . Stan Mayer's "Blue Bird" got some advance promotion with Bill Robinson here for the "Hot Mikado" at the Shrine auditorium Monday. Bill's alleged daily calls to Shirley Temple became a topic of conversation . . . Bill Scholl had found talking up "Abe Lincoln" a rough assignment after being glamour-struck by Gloria Dickson in Lincoln, Neb.

*Why did the Franke-*R&T-*Scholl idea for a layout on "Pinocchio" sound personalities get the cold-shoulder from the Disney office? So that* Life *could break the first? The request from Des Moines got a reply that the "voices" didn't Look like the characters.*

Des Moines also was in the middle on the bid for Anna Neagle leg art. Bill Scholl wanted the plug for "Irene." The *R&T* wanted the pictures. But McCormick in New York said: "No." Krebs in the west: "We'll try." Levy in New York: "No." Barbiaux in Hollywood: "We shot some." Rigrod in New York: "We can't get any." Then shots finally came through. Clayton: "The copy's too fuzzy. I don't think we can use 'em." But we still like Anna and her Herbert, anyway.

We were so sold on those cute Ginger Rogers stills from "Primrose Path" which Clarey Barbiaux showed us in Hollywood that we hated to miss Lou Elman's screening of the film Thursday. Now we'll have to wonder a while longer if the pig-tailed Ginger rode down the Path on that motorcycle in the stills . . . If you've never seen Chick Friedman chew gum, you've never seen gum chewn. Chick swears that bump on his forehead is one of knowledge and has nothing to do with rumors that he is married or is about to get that way.

What will they have that National Screen baby doing next? (see Friedman's desk) . . . That was Pete Dana back from Florida, and not Stepin Fetchit going into the Universal office . . . Lionel Wasson drinks that carrot juice for an ailing stomach.

Madge Ward's new Amethyst ring is a beauty . . . Grace Simons: "No, but he brought me a program from the Scandals" . . . "Magic Bullet" proved to be a dud here . . . Hazel Dunn still wants films to be him-and-herish . . . Virginia Orr admits that she's still one of the biggest fans on the Row . . . Hope Art Anderson keeps his promise on that "Virginia City" screening . . . We're getting pretty tired of describing that Joan Bennett dress.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

ANYONE who thinks this column doesn't do a thorough job of covering Iowa exhibitors (and Barney Brotman), please mail complaints and additional coverage to us at 2150 Grand, Des Moines. Thanx!

Now that the sun's a-shinin' and the birds are about to start a-singin', Leo (Helsinki) Wolcott can leave that big fur overcoat and Daniel Boone cap back in the Grand at Eldora when he visits DM.

Frank Shipley at Lenox is having mud trouble. He complains that customers living on sideroads can't get out of the ruts into his show.

Butch Lambert is another fine, upstanding exhibitor who's stuck with the mud. Butch is a rural mail carrier and is probably bogged down somewhere this very minute. Suppose that's where he finds those stories he tells?

The point of this item is NOT that Joe Jacobson of the State Theatres in Davenport and Dubuque visited the Row last week, but that he stayed over an EXTRA day.

Nate Sandler's remodeled theatre at Missouri Valley now qualifies for that best-in-the-state plug all remodeled theatres always get.

Hope Bill Eddy didn't lose at the boxoffice Saturday when Clayton judged those beauties at Simpson College in Indianola. Naw, Bill, we didn't like it either!

Hope the stormy Lake Theatre at Storm Lake calms down now that the sedate Earl Kerr and Bob Ringler have taken it in hand.

We missed seeing Charles Peterson of the Windsor in Hampton at the "Scandals" and we didn't hear him guffawing, but he was there and as disappointed as McKechneay when those stripped figures turned out to be wax.

For a long time Lawrence Kuhl of the American at Corning had a sneaking suspicion that he was in a rip-snortin' business. He recently took a trip to Hollywood, and now he's convinced of it.

Nevens Linn, who used to be at Kearney, Neb., and now is at the Charles in Charles City, Ia., has a wife named Esther. Esther, it develops, has taken to the business of rolling her own and Nevens' cigarettes on one of those trick devices. Esther wants those interested to know that you can buy six packs of makin's for 25 cents—and the guy who gave us this information wants you all to know that the resulting fags taste like it.

Nate Sandler certainly brags on his Northwood, Ia., manager, Bill Mack. Bill used to work for Central States at Fremont, Neb., and apparently is some stuff as a theatre impresario.

We'd like to hear from the operators of every one of those 21 Iowa theatres seating less than 200. We just learned this bit of statistics and did want to show it off some way.

OMAHA

GUS KOPALD is the new poster clerk at Columbia, succeeding Harold Garber, who resigned. Gus is well known on Filmrow, having worked at the Republic exchange in the past and more recently has been with Hymie Novitsky at the Hayes Coffee shop . . . Don McLucas, United Artists boss, is vacationing in Mexico.

Heavy snows and slippery highways kept most of the exhibitors at home this week . . . Sol Francis screened Monogram's "Human Monster" and everyone liked it . . . C. N. Robinson, Home, Blair, Neb., was in town. Robinson combines operating a theatre with operating a dandy restaurant.

Sid McArdle is the new booker at United Artists, succeeding George McCool George was moved to Denver, where he will be office manager. The Denver office manager, B. E. Mariner, was formerly booker at the Omaha office and now will be moved to a sales job . . . Fritz Largen, Lyric, Creighton, Neb., in town on business.

To continue with the United Artists changes: George Bonacci is moved from poster clerk to Sid's job as shipper. George's job goes to John O'Keefe, who recently resigned at the Fox exchange . . . E. J. Tilton, Republic boss in this district, and Neil Adair of the Des Moines office were here to see Carl Reese, et al.

Joe Jacobs' outfit is still in second place nationally in the Montague drive. Joe went to Des Moines to see circuit heads there, because he wants to get into first place next week . . . Wally Dupree, Woodbine, Ia., on Filmrow and looking prosperous . . . Also H. D. Bowers, Chief, Weeping Water, Neb.

Ray Brown, Harlan, Ia., on Davenport St. and worrying about getting home on slippery highways . . . Carl White wants it known that Quality Theatre Supply has the new high-intensity lamp, with the first installation at Harold Dunn's Jewel, Valentine, Neb. . . . Heinie Saggau, Denison, Ia., one of Filmrow's regular visitors.

Both exhibitors at Ainsworth, Neb., on the Row this week. They are R. R. Bailey, Royal, and Roy E. Syfert, Ainsworth Theatre . . . Rare visitors indeed are Mr and Mrs. Henry Carlin, Opera House, Spaulding, Neb. They come to Filmrow about twice a year, and their son was with them this time . . . Toby Stewart, Mayfair, Shenandoah, Ia., also in town.

E. M. Hartley of General Theatre Equipment Corp., New York, and A. C. Schuyler of National Theatre Supply, Des Moines, visited with F. A. Van Husan on business last week . . . Dr. J. T Palensky, the dentist-exhibitor at Howells, Neb, in Omaha for the first time in months, at least the first time in months our scouts have seen him.

Start an Our Gang Comedy

HOLLYWOOD—Metro has named Bert Glazer assistant director and Richard Duce as set designer on "Early Birds," an Our Gang comedy which Edward Cahn will direct.

Berger Amusement Gets Savoy in Minneapolis

MINNEAPOLIS—Harry Dryer has sold his Savoy, 350-seat lower loop subsequent-run house, to the Berger Amusement Co. for an unannounced amount. This will increase the Berger independent circuit to 12 houses. Bennie Berger, president, announces a new front will be installed and other improvements made at the Savoy.

Dryer has a substantial interest in the Bijou, also a lower loop subsequent-run theatre.

Adapts "Fighting Jew"

HOLLYWOOD—William Anthony McGuire is adapting "The Fighting Jew" for Producer Fred Kohlmar at 20th-Fox. Film will be based on the life of Sam Dreben, famous American soldier.

KAYCEE

(Continued from page 53)

well, branch manager of Advertising Accessories, Inc., and C. E. Gregory, branch manager of NSS.

Is Margaret Zimmerman at Columbia wearing a diamond? . . . L. J. Kimbriel, Oklahoma Theatre Supply, reports the sale of 408 new seats to the Plaza, Jim Myers' house at Harrison, Ark. . . . Tom Bennett, auditor, is at the local Paramount exchange.

428 Houses Open in Iowa Seat 182,764

DES MOINES—For Iowa's 2,470,939 potential film patrons today, there are 481 theatres with a total seating capacity of 199,265. Of these, 53 houses are closed, leaving 428 with 182,764 seats.

In Iowa, there are six theatres with a seating capacity of 2,000 or more. The Capitol at Davenport, the Paramount at Cedar Rapids and the Orpheum at Sioux City are the three largest houses in the state with a seating capacity of 2,500 each. Des Moines has the most theatres of any one locality in Iowa, 21; Sioux City is second with 12.

There are 21 theatres in the state with a seating capacity of 1,000. There are 21 theatres which seat less than 200.

Says Demand Increases for Film Subjects on Safety

DES MOINES—Demand for motion pictures on safety subjects is increasing rapidly, Director Paul Hill of the Iowa state safety education division reports. His department has just acquired "The Hit and Run Driver" and "Highway Mania" and has them available to be shown to groups on application.

Adapts "Laughing Dead"

HOLLYWOOD—Lee Katz is adapting "The Laughing Dead" for Warner.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. 708 West Grand Ave.
GR. 2864 Oklahoma City, Okla.
Kansas City, Mo.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

MINNEAPOLIS

JOHN HARRINGTON, Monogram home-office maintenance department representative, visited Charlie Weiner, local exchange manager . . . Bill Volk back from his long Florida vacation and looking more like Clark Gable than ever. He took off 13 pounds and never was more trim. Had an uneventful airplane trip home . . . Morrie Abrams, M-G-M exploiteer, visited North Dakota spots for "Gone With the Wind" . . . Phil Dunas, Columbia district manager, a visitor.

Out-of-town exhibitors visiting Filmrow included Clint Noreen, Frederic, Wis.; Lowell Smoots, Little Falls, Minn.; Harvey Thorpe, Crosby, Minn.; Andy Anderson, Osakis, Minn.; Al Inman, Fairfax, Minn.; Henry Anderson, Arcadia, Wis.; Bert Parsons, Springfield, Minn.; Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis.; Freeman Parsons, Sauk Center, Minn.; E. P. Parsons, Renville, Minn.; Porter Ashley, Lakefield, Minn., and Tony Paulson, Amery and Clear Lake, Wis.

Other country exhibitors who dropped in on the Row included Lyle Webster, Rice Lake, Wis.; J. M. Rostvold, Harmony, Minn.; Don Anderson, Pine Island, Minn.; Ed Behrndt, Hayfield, Minn.; Al Krueger, Glenwood City, Wis.; Paul Perrizo, Winnebago, Minn.; L. E. Jorgerson, Salem, S. D.; Herman Jochim, Luverne, Minn., and Mike De Fae, Milbank, S. D.

Congratulations to Don Swartz, Warner assistant booker. Invitations are out to his wedding March 24 to Helen Gordon, St. Paul miss . . . Delegates to the Northwest Allied convention who attended "Hy" Chapman's invitation screening of "Too Many Husbands" were very favorably impressed with the Columbia comedy hit . . . Third week of the Monogram national sales drive found Charlie Weiner's local office in sixth place.

LeRoy J. Miller, new Universal branch manager, is a former Minneapolitan. On his last sojourn here he opened the old Tiffany office in 1929 . . . J. H. MacIntyre and H. J. Michalson, RKO Depinet drive leader and short subjects sales manager, respectively, here for sales meeting . . . Moe Levy, 20th-Fox district manager, back after a New York sales conference.

Rud Lohrenz, Warner's district manager, a visitor . . . Dave Gillman, Twin City independent exhibitor, vacationing at Hot Springs, Ark. . . . Harry Simons, Walker, Minn., exhibitor, enjoying a Florida vacation . . . C. K. Olson, Warner branch manager, back on the job after a protracted illness . . . Paramount now selling "Gulliver's Travels" flat to Twin City independent neighborhood accounts after originally demanding percentage and meeting with a cold shoulder . . . Fay Dressel, RKO branch manager, won't lose that finger crushed in an auto mishap after all. His doctor saved it.

"Pinocchio," Walt Disney's successor to "Snow White," finally set in the Twin Cities. It goes into the Minneapolis and St. Paul Orpheums March 29 for a minimum of two weeks. This will be the territory premiere . . . Bill Soper, Universal poster clerk, won a $25 bonus for his showing in his company's national accessory drive . . . Bill Scholl, RKO district publicity man, is becoming a ping-pong expert, but his challenge to the Row excludes Al Stern, RKO office manager, the champ of champs.

Harold B. Johnson, Universal city salesman, vacationing for a fortnight in Mexico, California and other points south and west. He's motoring and is accompanied by his wife and sister-in-law . . . RKO team still on top in the Film Bowling League with 20 wins and seven losses. Gave the exhibitors' team a terrific shellacking last week.

Cedric Adams, *Star-Journal* columnist, "fell" for announcement of a Cannon Falls, Minn., exhibitor that a "live baby" would be given away to some holder of a lucky ticket at his theatre. When protests started to pour in it developed that the "baby" was a pig.

Ask Theatres Aid in Curbing Delinquency

MINNEAPOLIS — The Hennepin county grand jury here has engineered a move to enlist independent circuit theatres here in a plan for dime shows as a means of combating juvenile delinquency among the city's junior and senior high school students.

Taking the lead in the matter is Mrs. H. J. Bikson, chairman of the jury committee on delinquency. She says a jury survey showed that children 12 to 15 years old get into trouble on Saturday afternoons because of too much leisure time.

Under the proposed plan, the junior and senior high school students would be supplied with identification cards which, when presented to the theatres, would permit them to gain admission Saturday afternoons for a dime.

The PTA, boy scouts, the mayor, police chief and judges have approved the plan, Mrs. Bikson announced.

Claytons to Conduct Radio Program for Tri-States

DES MOINES—Tri-States Theatres will augment their advertising setup here starting March 22 with a new radio program on Station KRNT, G. Ralph Branton, general manager, and Dorothy Day, exploitation chief, announce.

The show, written and presented by Ken Clayton, *Register* and *Tribune* motion picture editor, and Rene Clayton, BOXOFFICE representative, will feature uncensored reviews of current, first-run Tri-States pictures and gossip about stars appearing in those productions.

Using the Mr. and Mrs. angle, the Claytons plan to present informally both the man's and woman's viewpoint on productions covered. The program is booked every Friday at 5:45 p. m. for 13 weeks.

LINCOLN

H W. "SPEED" LAMBERT made M. E. Lofgren happy by sending him good news (with check) that he won the "Ninotchka" selling campaign contest in this district . . . Barbara Livingston, wife of the Capitol manager, arrived back from wintering in Tucson, Ariz. Bob's been so busy sending out trailers to theatres ballyhooing Governor Cochran for the U. S. senate, he hasn't properly welcomed her yet.

J. H. Cooper popped into town for the first time since the Lincoln was opened . . . Howard Federer spent most of the week under the weather with the flu, after a stroke of good luck. He booked Joe Marcan's "Sidewalks of Paris" vaudeville unit for the Liberty before he found it was spotted day and date with the state tournament which draws hundreds of high school athletes and team followers, who turn into theatres for a sidestep . . . Betty Ballenger, brand new wife of Assistant Manager Lyman Borin, at the Stuart, spent her honeymoon breaking in Catherine Lamb, new "how many" girl who will take her place. Latter used to be a stenog with Time *magazine in Chicago.*

Hear Bob Selig, now with Fox-Intermountain, has a title so long he has to use two letterheads for each bit of correspondence to carry it all in print. If salaried in proportion, what a headache he'll have March 15 (internal revenue) . . . Those crack from Ann Sheridan about what she thinks of the Harvard boys calling her "most unlikely to succeed," are sure to get applause from Warner's midwest blurbist, Monroe Rubinger, who is a Yale man. And it's not love between Harvards and the Yales.

Harold Hellerich, who resigned from the Ralph Goldberg Theatres in Omaha, lit out for Montana where he says he has a new theatre connection . . . Bill Scholl is an unappreciative boy, and he know why . . . Don Monroe and George "Hodge" Wright bend over a shovel this week and help clear the debris from the Empress (Kearney, Neb.) fire, preparatory to start a new building. Ed Sessinghaus, with Bob Ballantyne's equipment emporium, drew the plans for the new spot.

Letter from Charlie Levy, who sympathetically got the flu right after Terry Kilburn under-weathered in Kansas City, and he's now back at his RKO desk in New York. Claims to have warned his brand new daughter in baby-talk already to be standoffish to newspapermen when she grows up . . . Forgotten men department: Ray Holtz and Jim Redmond, Fairbury; Stan Blackburn, Fremont; R. E. Falkinburg, Lexington; Orville Rennie, Hastings; and Ed Schoenthal, Holdrege.

Congrats to Don Searle, KFAB-KFOR-KOIL general manager, and Frank Fogarty, Omaha chamber of commerce, for that snappy Gracie Allen convention idea for Golden Spike. There's an odd angle, though. If Omaha is so sure that Golden Spike can carry itself, and would have been just as big without Paramount's (take a bow, Ted Mendenhall) "Union Pacific" premiere with stars in person last year, why do they persist in trying to lure Hollywood personalities to Omaha to help.

No Mirrors, But Magical Whoopla Hits High Point

RENO—It's not done with mirrors any more. Warner does it with a brand of whoopla that continues to outshine everything within reachable eye and ear distance. The best evidence came out of Hollywood and points east and north over the weekend when special trains poured out scores of stars, correspondents, columnists, radio celebrities, civic and official personages bent on the twin world premiere of "Virginia City." This city and nearby Virginia City were the hosts.

There were 16 cars in the train that came from Hollywood and three more that brought the press from the east and midwest. Not ordinary trains, either. Besides the drawing room, observation, club and dining cars there were two cars from Hollywood authentically decorated to simulate the famous Virginia City Crystal Bar of bonanza days, illuminated and bannered so there would be no mistaking their destination.

It was estimated that about 50 Hollywood personalities and 150 press correspondents made the trip for the event.

Mrs. H. A. Sodini Dies Following a Stroke

CEDAR RAPIDS, IA.—Mrs. H. A. Sodini died Sunday in St. Luke's Hospital where she was taken Saturday evening after she was found in a dazed condition on a downtown street from a cerebral hemorrhage.

Kubitzki's Okies Win

KANSAS CITY—Winner of Variety Club's first Barber Shop Singing Bee, held March 11, was none other than Gus Kubitzki, the Philosopher of Filmrow and 20th-Fox's gift to harmony.

He called his team of 20th-Fox boys his Red River Okies, and they took home the gallon milk jug (tin) donated as the cup, and which will be claimed by future winners of the Sings, which are to be held every now and then.

Losers were the Volunteers, a bunch of courageous but corny lads who, extemporaneously, tackled Kubitzki's Wranglers. The volunteers were Senn Lawler, Harry McClure, M. G. Shackelford and Leo Finkelstein—lots of brains and intelligence, but apparently not much larynxal quality. Gus' daughter obliged on the piano. (Note: The report is, Kubitzki wore out two quartets practicing them.)

Barkers decided on Monday to continue luncheon meetings every other week. The Jinx Club (in charge of C. E. Gregory of NSS) will function at the meeting, March 25. There probably will be more B. S. Ballading.

On behalf of Variety, Jim Lewis of RKO accepted the challenge of the Cinema Club to a bowling contest.

Brennan in "Tobacco Road"

HOLLYWOOD—Twentieth Century-Fox has purchased "Tobacco Road," the play by Jack Kirkland. Walter Brennan will have the starring role.

Big Films Continue to Click in Minneapolis

MINNEAPOLIS—The present crop of outstanding pictures continues to register in big league style at the boxoffice here. "Grapes of Wrath" did a tremendous business at the State the past week and has moved over to the Century for an extension of its loop first-run.

"Strictly Honorable," at the Gopher, also did an unusually big business.

The fifth week downtown and second at the Century had been announced as the last for "Gone With the Wind," but business spurted in such remarkable fashion that it was necessary to hold it for a sixth week. It finally ended its loop run Thursday (14). "We Are Not Alone" also concluded a three-week run, short of two days, at the World the past week.

On the other hand, Martha Raye in person at the Orpheum failed to attract profitable trade.

Films Cover Activity of Iowa Rainbow Division

CEDAR RAPIDS, IA.—Already shown in Des Moines, Shenandoah and Council Bluffs and scheduled here, in Oskaloosa and Ottumwa, are motion pictures covering activities of the 168th Iowa Infantry, Rainbow Division, in 1917-18-19.

The films are the property of the Iowa State Historical Society and are being shown throughout the state by chapters of the Rainbow division. These presentations are open to the public.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 3-16-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

.....

.....

.....

.....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

Imlay City Rotary Is Against Neely

Detroit—Civic support for the move against the Neely bill was enlisted upstate this week, with the passage of a resolution by the Rotary Club of Imlay City opposing passage of the bill. Membership of the club, incidentally, includes Harry Hobolth, Imlay City theatre owner. Copies of the resolution and letters are being sent by members to their Congressmen.

File an Amended Bill Against Co-op Unit

DETROIT—The suit of Midwest Theatres against Cooperative Theatres of Michigan advanced toward court action with the filing of a second amended bill of complaint answering the request of defendants for more detailed information. Time limits on the various causes of complaint were specified, correcting the original bill which was reported at length in BOXOFFICE, Aug. 5, 1939.

The other specific amendments currently filed included:

"28. Plaintiff amends paragraph 20 of original bill of complaint and says pictures referred to, for which this plaintiff was required to pay larger sums of money for the same service than its competitors, are as follows: 'Stand Up and Fight,' 'Boys Town,' 'Hardys Ride High,' and 'Wizard of Oz.' All of foregoing are distributed by M-G-M

"29. Damages of $200,000 which this plaintiff has suffered and will suffer consist of:

"a. Profits which this plaintiff would have made by increased attendance at his theatre if he had been able to obtain the good product manufactured by the various distributing companies, and which product he was prevented from obtaining by unlawful acts of the defendants.

"b. Reimbursements for such sums of money as this plaintiff has been obliged to pay out in order to obtain product in excess of the amount he would have paid had it not been for the unlawful acts of the defendants, all of which damages he will seek to triple under the provisions of the anti-trust act referred to."

New Theatre in Fairdale For Gugliotta & Sons

CARMICHAELS, PA. — The new unnamed theatre recently announced for nearby Fairdale is under construction for Benny Gugliotta and sons. The house will be a 500-seater and will cost upwards of $45,000, according to Herman Gugliotta, one of the sons.

Louis Stuler, formerly identified with the Ross, Carmichaels, which was recently purchased by John Lund of Daisytown, will be booking manager for the new Fairdale house.

Hits Anti-Neely "Hocus Pocus;" Sees It Only Blind Sales Curb

TOLEDO—"There has been so much irrelevant hocus-pocus dished up" by enemies of the Neely bill that Jack O'Connell of the Community takes issue with the "disparaging remarks" of one of its opponents and declares the bill "is merely a piece of legislation designed to eliminate blind selling."

In a communication to BOXOFFICE, he takes exception to the statement of Harry Goldberg, director of advertising for the Warner circuit, who, while admitting the measure may encourage more independent production, maintained "this is no guarantee that quality will improve." Particularly, O'Connell disagrees with Goldberg's observation that "the history of independent production does not indicate that independent producers contribute anything to the improvement of the quality of motion picture production."

The Community operator says he does not see what Goldberg's remarks about the independent producer "have to do with the Neely bill. It is simply a proposal to get the industry back on a good sound American basis like every other industry where a man will have a chance to look the horse in the mouth before he buys it."

O'Connell goes on to say: "Perhaps Goldberg has not been with Warner very long because his statement indicates that he has either forgotten, or never knew, that the little independent company then known as Warner Bros. contributed to the screen the greatest innovation in, and the biggest contribution to, the motion picture industry, the talking picture. I clearly remember Sam Warner, fighting all kinds of obstacles, without money, with darn little encouragement working out a gadget called Vitaphone and I can also remember that memorable night in 1926 when Vitaphone was born at the Warner Theatre in New York and that many of the biggest executives in the industry laughed at the idea.

"Just as Goldberg, who today is paid to write that 'all the risk, the experimentation, the daring, the courage in venturing into new fields, has been shown by the major studios'—the big executives of that day ridiculed the independent producer because he had the courage and the daring to venture into a new field without the help or without the financial backing of any of the majors of that day.

"Does Goldberg mean to infer that, if a man or company is not a member of the Big Eight combine, that he is denied creative ability or that he is just a lunk head? The greatest technical and artistic advancements were made in this industry long before the Big Eight combine came into power and, if Goldberg will take time to look at a few of the pictures coming out of England in the last year or so, he will find that they are not altogether stupid or lacking in artistic production.

"Mr. Neely is not championing the cause of the independent producer," O'Connell continues. "Contrary to all of the involved propaganda, the Neely bill is merely a piece of legislation designed to eliminate blind selling. The bill is not radical or impractical—it leaves the production of motion pictures open as a free enterprise to any person or company who has the ability and money to make good pictures.

"Goldberg . . . waxes artistic about the big major studios being first in this and first in that, winding up with 'the first Shakespeare.' I would like to ask Goldberg how many Shakespeares the studios would make if they did not have 10 or 20 Joe Snook Productions to average them out. I would like to tell Goldberg while he is taking credit for firsts and artistry in this industry that it has been the independent exhibitor who has paid the bill for the Shakespeares by playing or paying for the 'cheaters' made in the major studios.

"The present form of distribution has permitted the major studios to occasionally toss a 'Blue Bird' or 'Gulliver's Travels' at the feet of the Better Motion Picture Councils or Legions of Decency and, while the councils and legions were gushing over the great strides being made in the moral character of the motion picture, the boys rushed out 15 or 20 quickies dealing with everything from perversion to gunmolls to make up the loss of those few 'artistic successes.'

"In closing I want to ask Mr. Goldberg not to be too hard on the independent producer—remember the proverb, 'Big Oaks From Little Acorns Grow'—remember Ford, Edison, Warner, they were all independents at one time but they all made the majors. But after all, what has that got to do with the Neely bill?"

Bank Night Licensing Repealed in Alliance

ALLIANCE, OHIO—City council here has repealed the two-year-old theatre Bank Night law which levied a license fee of $7.50 for each Bank Night and collected 10 per cent of prize money. Council heard letters from the Alliance Ministerial Ass'n and five church groups before the final vote was taken. All the letters urged the council to disassociate the city from Bank Night, which was looked upon as gambling.

Ray S. Wallace, managing director of Tri Theatres, Inc., which operates three of the four houses affected by the ban, said the theatres are being discriminated against, since gambling in many forms is permitted throughout the city.

The new Mt. Union neighborhood house is the other compelled to abandon the scheme.

Dig Well for Cooling

DOVER, OHIO — Workmen have started drilling a well at the Bexley Theatre, preparatory to installing an air conditioning plant.

Probable Witnesses From the Mideast

PITTSBURGH—Exhibitors from the mideast area who are listed as probable witnesses in the department of justice suit against producers and distributors, in addition to those published last week on pages 9 and 12, include the following:

Kentucky

Joseph W. Shuck jr., Orpheum, Fulton; Lee W. Moffitt, Seville Amusement Co., Owensboro.

Michigan

Paul D. Ratliff, Our, Berrien Springs; Margaret R. Vanden Berg, Crescent, Grand Haven; Samuel H. Himelstein, Grand Rapids; Milton Ward, Ionia; Hollis H. Chase, Lake, Lake Odessa; Harvey Callier, Strand, Loyola; W. A. Cassidy, Frolic, Midland; Oscar W. Kendall, Our, Muskegon; Gerald L. Kern, Niles; M. G. Willett, New Owosso, Owosso.

Ohio

Robert C. Menches, Liberty, Akron; Moe Horowitz, Alhambra, Cuyahoga Falls; Peter M. Wellman, New Mock, Girard; Theodore and Gus Chifos, Strand, Logan; D. P. Bowman, Oakland, Marion; Earl V. Seitz and Alden Seitz, Sandusky; William Settos, Liberty, Springfield; Joseph W. Trunk, Mahoning, Youngstown; John Papulias, Steubenville; J. M. Ulmer, Ulmer, Berne & Gordon, Cleveland.

Pennsylvania

Harry Fried, Suburban, Ardmore; Joseph Conway, Egyptian, Bals-Cynwyd; Melvin Koff, Darby, Darby; Joseph Wodock, Doyleston; Chris Lampros, Capitol and Colonial, Farrell; Joseph, William and Al Weiss, McKeesport; H. A. Batastini, Alpine, Punxsutawney; I. Ouslander, Pinebrook, Scranton; Harry Stahl, NuLana, Sharon.

West Virginia

E. R. Custer, Kanawah Theatre Co., Charleston; R. J. Hiehle, Burwell, Parkersburg.

Drive Within a Drive Is Mapped by Dave Miller

CLEVELAND—Dave Miller, Universal district manager with jurisdiction over Cleveland, Pittsburgh, Buffalo and Albany exchanges, has set up the week of April 14-20 as the dates of a drive within a drive.

Midway in the Bill Scully Drive, the period has been established as "Salesman's Week." Special notices will go out on the salesmen's letterheads to exhibitors in each territory.

Participating here, under the direction of Joe Kauffman, branch manager, are Joe Krenitz, city salesman; Jimmy Frew, calling on the Toledo area, and George Rosenbaum, who covers the Akron, Canton, Youngstown beat.

Contact men have been named as follows: Krenitz, for Cleveland; Dave Barrholtz, Pittsburgh; H. Lavene, Cincinnati; W. Bork, Buffalo; George Jeffrey, Albany. The week of April 21-27 has been selected for Albany.

Wolfort Smith Elected President of AIEA

AKRON — Wolfort (Weary) Smith was elected president of the Akron Independent Exhibitors Ass'n at the annual meeting held at the Mayflower Hotel last week. Other officers elected are: Al Ploenes, first vice-president; Charles Stalder, second vice-president; R. E. Paulus, secretary.

Covi Seeks Political Post

HERMINIE, PA.—Rudolph Covi, veteran exhibitor here, is a candidate for a Democratic nomination to the house of representatives from the third district of Westmoreland county.

Drive for George Lefko Is Set in Cleveland

CLEVELAND—The local RKO exchange has set aside the week of March 23 to March 29 in honor of its branch manager, George Lefko, who is celebrating his 20th anniversary with RKO and its predecessors, Pathe and FBO.



GEORGE LEFKO

Lefko joined the old Pathe in 1920 as shipper. He was promoted at regular intervals to booker, office manager, salesman and branch manager. For the past ten years he was manager of the RKO branch in Pittsburgh, being transferred to Cleveland last summer.

The boys are making every effort to get a stack of new contracts to present to George as an anniversary present upon his return from Florida where he is vacationing.

Jerry Castelli Building House in Library, Pa.

LIBRARY, PA.—A new theatre is under construction here for Jerry Castelli, exhibitor at Hills Station. The building will be two stories, of concrete block and will have a six-room apartment on the second floor. The new theatre will have metal front and will seat 500. Approximate cost will be $30,000. Jerry Castelli and his brother, Dario "Danny," operate the Grand, Hills Station, and the former has an automobile agency at Clairton.

G. J. Geinzer and his brother George P. Geinzer, Broughton and Suterville exhibitors, have completed plans for the rebuilding of their State at Library, according to their solicitor, Samuel Goldman, attorney of Broughton.



Backs a Drive—

Meyer S. Fine, Associated Theatres, Cleveland, gets together with Lester Zucker, Columbia branch manager there, on support for the Montague 15th anniversary campaign.

Cleveland Suburban House Is Leased

CLEVELAND—M. B. Horwitz, general manager of the Washington circuit, has leased the Heights Theatre, Euclid Heights Blvd., to the Cleveland Heights Theatre Co., incorporated by Herbert Ochs, Jerome Friedlander and Robert Kopper. The Heights, which has been operated by Horwitz for the past ten years, passed into the hands of the new organization on Wednesday.

The Heights was built in 1923 by Louis Israel who later sold it to Loew's, Inc. In 1930 Horwitz purchased the entire Heights theatre building. He retains his ownership of the building while leasing the theatre to new interests.

Pitt Bookers, Salesmen Arrange Fete for Soltz

PITTSBURGH—Filmrow bookers and city salesmen have arranged a testimonial dinner in honor of Jake Soltz, "King" of the Rhumba circuit, for Monday evening, March 18, the "Stag" event to be staged in the Cardinal Room of the William Penn Hotel at 7 p. m. Soltz and his bride, the former Dorothy Leiffand, have been honeymooning in New York.

Saul I. Perilman and Lou Hanna are co-chairmen of the bookers' committee which includes Charles Mergen, Francis Seubert, David Brown, Joseph Hanna, George Ball, Francis Guehl, Peter Quiter, Edward Moriarty, John Zomnir, David Silverman, Paul Reith, Jack Kohler, Robert Kimelman, Milton Lefton and Hilda Lissmann (honorary).

Joseph Gins is chairman of the salesmen's committee which includes Jack Graham, Bob Dunbar, Saal Gottlieb, Hymen M. Wheeler, David Barnholtz, C. C. Kellenberg, Harry Rees and Ed Stuve.

I. Elmer Ecker, "special counsel" for the Rhumba circuit, will be toastmaster and the evening will be devoted to "fun" and few speeches. Tickets for the stag dinner are $5.

The Soltzes were to receive their friends at a reception in the Chatterbox of the William Penn Sunday evening, March 17.

Hotel Keeper's Anti-Union Stand Costs Convention

LOUISVILLE—The national convention of the Moving Picture Operators and Stage Employes International Union, which was scheduled to be held here June 3, will not be held in this city because of alleged union difficulties with J. Graham Brown, owner of the Brown Hotel, it is announced by Alexander Jeffrey, head of the Kentucky State Federation of Labor.

The operators' union had demanded that Brown give the federation a signed statement that he would recognize the union when his hotel employes should join and that he would bargain with the representatives chosen by the employes.

Labor stopped its fight for the convention, Jeffrey said, after he received, through a third party, word that Brown had declined an invitation to recognize an employes' union as a bargaining agent.

Giles Into Hudson

HUDSON, OHIO—The old Buss building on Main Street is being altered for a theatre which will be opened shortly, under the management of C. H. Giles, exhibitor of nearby Chagrin Falls.



Studio Pause—

Nat Holt, Warner circuit zone manager in Cleveland, chatted with Ann Sheridan on the set of "Torrid Zone" at the Warner studio, on his recent vacation in southern California. Herewith the proof.

Tri-State Pictures, Inc., Sold to Donald Jones

CLEVELAND—Tri-State Pictures, Inc., 620 West Superior Ave., producers of commercial films for the past 20 years, has been sold to Donald Jones, president of the General Broadcasting System. J. S. Jossey of Cleveland handled the deal through Baker and Simon, Detroit brokers.

Under the new ownership, the name of the company has been changed to the General Broadcasting and Motion Picture Company, Inc. Jones is president and general manager. Jossey also will be actively engaged in the management of the concern.

Tri-State was formed and operated by Jack Flanagan who was the leading local commercial film man in Cleveland until his death, some five years ago, which occurred as the result of an accident while shooting race pictures in the west.

Booking Shifts Made at Vitagraph in Cleveland

CLEVELAND—Changes in the booking personnel of the local Vitagraph office are announced by Branch Manager Ted Mendelssohn.

Larry Kreusser, city booker, has resigned and has returned to his native New York. Harold Bein moves into Kreusser's place. Tommy Felice succeeds Bein as circuit booker and Zenville Greenston has been added to the booking force under the direction of Marty Friedman.

Schine Manager, Norwalk, Reports Building Plans

NORWALK, OHIO—William Selman, manager of the Schine here, reports plans for a new $100,000 theatre for this city have been completed. New house will have a Main Street frontage of 60 feet.

P R. TOUNEY, down Wauseon way, tells us that when "GWTW" plays his Princess, starting March 30, he will reopen the Chief, a new house he built this fall, opened in the winter and closed two months later . . . F. D. Krichbaum of the Grand at Orville journeyed up to town the other day to put his signature to a Republic contract.

Harry Reinhart, Canton circuit owner whose vacation plans went awry this winter, is now planning to take in the national Variety convention in Dallas and then proceed to the west coast for an indeterminate stay.

Bob Menches, former president of the Akron Exhibitors Ass'n, seldom comes to town these days. He is doing his picture buying by telephone . . . Bob Bial of Art Guild Studios was laid low by flu . . . Perc Essick of the Scoville, Essick & Reif circuit and Mrs. Essick, disgusted with the local weather, decided to see what Hot Sprinks, Ark., had to offer. And, if reports are satisfactory, Jim Scoville of the same outfit will follow the same trail.

L. G. Baldwin, owner of the Almira and newly elected treasurer of the Cleveland Motion Picture Exhibitors Ass'n, accompanied by Mrs. Baldwin, left here by automobile to spend a couple of weeks in California. They plan to be back by Easter, so they'll have to do some tall hustling.

Judge C. H. Foster of the Kenton, Kenton, paid his first visit of the season to Filmrow last week . . . Nat Charnas, Toledo theatre tycoon, was among those spotted along the Row, as were the J. A. Beidlers, senior and junior . . . LeRoy Kendis, formerly with Exhibitors Poster Service and now of A. A. Inc., is building a home in Shaker Heights which is expected to be completed when he and his bride-to-be return from their honeymoon following their May 12 wedding.

George Otte of the A. G. Constant circuit, who headquarters in Wheeling, W. Va., was around the exchanges . . . Meyer Fine of Associated circuit left Friday by plane to join his wife and son, Errol, at Miami Beach . . . The Max Lefkowiches of the Community circuit have also joined the Florida film colony . . . Back from Florida sunshine are the A. B. Kramers and Harry Henderson, manager of the Lorain-Fulton.

"Grapes of Wrath" hung up a new opening day record at the Paramount, Toledo, where it outgrossed the previous record holder, "Alexander's Ragtime Band." In Cleveland, "Grapes" was held a second week at Warner's Hippodrome . . . Frank Drew sr., father of the local M-G-M branch manager, was in town for the first time since his recent illness . . Duke Clark, Paramount branch manager, was a cold victim last week . . . Frank Drew is studying the travel maps.

Word comes from travelers on the west coast that Mort Goodman, formerly of the local Warner theatre advertising and publicity department, is making good at Warner Bros.' studio in a big way. Mort will get first-hand reports of his old Cleveland friends as soon as Manny and Mrs. Pearlstein arrive on the coast. Manny heads the local WB publicity department.

Al Gregg, Republic's publicity head here, is getting restless since he received those alluring postcards from Norman Siegel, *Press* radio editor, and Sid Andorn of WGAR, who are combining business and pleasure on a trip to California.

Society note: Mr. and Mrs. Nat (RKO) Holt, Mr. and Mrs. (Loew) Long and Mr. and Mrs. Herbert Ochs, entertained Eddy Duchin at dinner during his local engagement at the RKO Palace . . . Nate Schultz, Monogram franchise owner, has been out in the territory collecting contracts . . . The new National Theatre Supply Bldg. adjacent to the Film Bldg. is getting along fast and will be completed by the conventional moving day.

Ted Teschner, assistant manager at Loew's State, and Bob Yodice, assistant at Loew's Stillman, took a temporary leave of absence from their diets the other day and indulged in a big plate of things not included in a reducing menu . . . Arnold Nathanson of the Warner publicity department celebrated a birthday on March 7 with the whole office listening in to a singing telegram from the girl friend.

Sam Friedman of the RKO home office publicity staff is here working with the local Warner publicity department on a campaign for "Pinocchio," which opens at Warner's Hippodrome March 30.

Cleveland Variety Club Notes: Frank Belles, Republic field salesman, finally got out from under the shadow of the jinx and now talks enthusiastically about the Variety Club affairs. For details, consult Belles in person . . . Bernie Rubin of Big Feature Rights, a new Variety member, started out by winning a door prize at one of the first meetings he attended.

M. B. Horwitz, general manager of the Washington circuit, Mrs. Horwitz and their son, Lewis, left here Thursday for a vacation at Miami Beach . . . Jim Scoville of the Scoville, Essick and Reif circuit, and Morris Berkowitz of the Ritz and Ambassador are driving to Hot Springs, Ark.

A Tax Reduction Bill Forward in Kentucky

Louisville—The Kentucky house of representatives has passed a bill reducing the amusement tax on admission charges over $1 and exempting from the tax dramatic productions given in a municipally-owned park for charitable, religious, educational or civic purposes.

DETROIT

ED J. BONNVILLE is enthusiastic about the new arcade and front to be put on the Woodward Grand . . . Sam Brown has abandoned plans for the projected theatre on Woodward Ave. Seems there are enough houses on that street already.

Ted Rogvoy, theatrical architect, is an avid follower of the Modern Theatre section of BOXOFFICE *. . . Milton London got the green light from the city council for a marquee and sign for his new Midtown.*

Jack Haley of Jam Handy was in New York . . . Harlan Starr, Monogram manager, has an unusual collector's hobby—it's bills . . . Col. Lawrence T. Lewis and Douglas Brown have taken over "The Pace That Kills" for Ohio.

Theatrical Post Notes: Harry Carson and Renee Boudreau are latest additions to the sick list, but Fred Johnson is over a severe cold . . . Pop Stolz has a new car . . . N. J. Ricken's wife has been ill . . . Gil Light of the Michigan is another sickee.

Clare Winnie has new lighting and seats in his Wolverine. But patrons are complimenting him on his new sound! Maybe the seats make 'em hear better. Winnie is still hanging on to a bad cold against his wishes.

Jess (Noa) Veldman, 20th-Fox, is startled by printer's ink. However, Joe Reich appears with a special one-copy newspaper with headlines that he's running for mayor. (Oh yeah?)

Leonard Schechter and Bob Fisher seen lunching together . . . Virginia, Irving Belinsky's understudy, claims she's going in the clothing business.

W. J. Turnbull, National Theatre Supply chieftain, is busy enlarging the salesroom with more display and window space added.

Saul Korman must be planning things. The Delray Theatre, Inc., which he recently took over, is increasing its capitalization from $4,000 to $20,000 . . . Tom Moule of the Jefferson and Mike Schoenherr of the Strand rate about the longest memory and experience among local exhibitors, a search for old records shows . . . Mrs. Clara Kelly, new chief elevator girl at the Film Bldg., was victim of a bad cold.

George McArthur is "working undercover" now, he says . . . Son James McArthur was straight man, Tuesday and Wednesday, in a minstrel show at the Masonic Temple . . . Milton London is planning seats for his new Midtown.

RKO girls seem to have hit a spell of bad breaks—Pearl Weisberger, cashier, lost her mother last Wednesday; Myrtle Heikke is in the hospital for an operation; Thelma Needham is also in the hospital . . . Walter Nelson, National Theatre Engineering Co., has recovered from the flu . . . Jacob Boodman stood by while Nelson went over the booth equipment at the Film Bldg. . . . Max Blumenthal has a new habit—he goes to the Cass every Saturday evening.

Tom McGuire, Coop's active public relations chief, is going to pep up Variety Club's entertainment program . . . Harry Levinson, RKO office manager, was in Chicago over the weekend.

Bill Flemion is back after a week's siege of the flu. Mrs. Flemion is in Cottage Hospital, Grosse Pointe, seriously ill . . . Anne O'Donnell is getting exclusive in that new curtained office.

J. R. Grainger, Republic general sales-manager, was in town Monday . . . Lee Paris, of Film Truck Service, is back from Madisonville, Ky., where she attended the rites for her mother.

Syd Bowman at UA was found back of the adding machine in the corner . . . The UA girls report they're all thrilled, 'cause "the boys" are back from the Southland.

Harold C. Robinson, Variety Chief Barker, left Monday with Mrs. Robinson for a brief vacation in Hollywood, Fla. . . . Ellen Johnston, M-G-M, is sporting a new engagement ring.

John W. Brown, former Paramount ad sales manager, lately of Indianapolis for Advertising Accessories, is back in town, expecting to relocate here . . . Bea Mattingly, John Howard's secretary, won a quarter from Sue Porter—she made Lloyd Turrell's baby smile first, after 15 minutes—wouldn't take so long if the baby was older! . . . Every salesman at Paramount was missing from the office at the same time Monday . . . The sales staff has Three Jacks—Ryder, Thompson, and Young . . . Dave Flayer is going to open his newly-acquired Alvin with a Paramount double bill . . . Jack Ryder won't get his new coat this year—says spring is just around the corner.

WOLVERINE DOINGS:

Cameron B. Walker, head of American Film Industries Co., industrial film producers, is making his headquarters in Grand Rapids.

Alex Schreiber of Associated has incorporated the Farmington Theatre Co.—capitalization $1,000—for that new house they're building in Farmington.

Leonard Slepski, who used to manage Joe Portel's Greenwood, is now manager of the Esquire in Grosse Point. He's a stockholder, too. Slepski also doubles as landlord for Circuiteer Eddie Pascoe at the White Star in Hamtramck.

Mike J. Chargot, Detroit and Port Huron exhibitor, is in Florida and well again after that recent auto accident.

Father Edward J. Flanagan, of Boys Town, is to be in Bay City for a talk next week.

Henry Galster of the Temple, Petoskey, is in Mexico City, after meeting his family at San Antonio. Together with Allen Usher, Paramount division manager, they're going deep sea fishing.

Seen in town—Mart Christiansen, Muskegon, general manager of the Schlossman houses; Hal Chase of Lake Odessa; Herman Bird, East Tawas; and Lee Ward, Mount Pleasant . . . Along Filmrow, they're calling Hal Chase "Sheriff" now.



Studio Visitors—

Charles E. Gibson (standing, left), owner of the Gibson Theatre in Greenville, Mich., on a recent visit to the RKO studios. With him are Lucille Ball, left; Director Ray McCarey and Rosina Galli, a supporting player.

"GWTW" Record-Breaking Pace in Detroit Holds

DETROIT — Plans for continued run of "Gone With the Wind" in this territory are uncertain, but the film is about to break all existing records for talking pictures, and possibly all records for films. Current dual showing at the Wilson and United Artists was to go into the eighth week yesterday—a total of 16 weeks, which will break the record for talking pictures, according to information furnished BOXOFFICE by old-timers and a search of available records.

Record run was set in 1928-29 by Al Jolson's "The Singing Fool," which played 15 weeks at the Adams, then under Kunsky management.

"GWTW" will likely stay about another month, it was indicated, at both houses, and there is the possibility it would stay indefinitely at the Wilson alone after that, but no final decision of policy had been made early this week, according to Frank J. Downey, branch manager for M-G-M.

Slight Decline in Bingo Attendance Is Reported

CINCINNATI — The February report on Bingo by the local chief of police shows a slight decline in attendance for the month. Receipts declined to level the average cost to each person playing the game to 60.2 cents.

Total receipts of 202 parties last month were $178,727.23, of which $42,701 was given out in prizes to 225,929 players. Net profit to sponsors was $136,026.23.

CINCINNATI

IT'S a girl for the J. J. Gradys (he is the local 20th-Fox manager) and reports have it the proud father is holding up well . . . L. E. Hurt, Midway, Ky., has acquired the Midway there.

Quite a few upstate exhibitors drove in this week. Fred Rowlands and his partner, H. Bloss, of the Main, Parsons, and the Columbia, Columbus; John Gregory, Far Hills, Dayton; A. Macci, Greenville; E. A. Salzberg, Annawalt, W. Va., and Ray Phelan, Star, Clendenin, Ohio.

Columbia's Harold Rullman was shaken up and his car damaged near Wilmington, Ohio, in an auto accident this week . . . Gene C. Custer of the State and Custer, Charleston, W. Va., left with his wife for a Florida vacation. Their son, Jack, has set his wedding day for April 4.

Gene Hensley of the Black Diamond Theatre Co. is confined to his home with kidney stones. His many friends here are hoping for a speedy recovery.

Grafton Gillespie is opening a new theatre at Union, W. Va. . . . Mrs. Katherine Jones is being congratulated on her new theatre at Piketon, Ohio . . . Lewis McQuarter has installed new chairs in his Sharon, Sharonville, Ohio.

Hay Simons of the Fayette, Washington, C. H., has installed a new screen . . . RKO local office is grooming for the Stanley Jacques Anniversary Week drive, April 6-12 . . . C. J. Sonin, Metro's merchandising agent, is in town.

Col. Arthur Frudenfeld, RKO divisional manager and chief barker of the Queen City Variety Club, will carry a splendid report of local activities to the national convention in Dallas, April 18-20. Cincy's tent has expended approximately $25,000 in charitable work, besides giving 104 shows to 28,000 persons confined to various institutions. Milk, cream and butter was provided for 4,456 patients at St. Mary's Hospital, and 100 underprivileged boys were placed in the YMCA for physical, vocational and educational training. Also, 2,000 orphans were entertained at the club's annual Christmas party.

Maury and Mrs. White, United Theatres, are in Florida . . . Beman Richey of the Madison here reports excellent results on his recent beauty contest.

George T. Anton Dies in Monongahela Hospital

MONONGAHELA, PA.—George T. Anton, an exhibitor for 30 years, died at a local hospital as the result of a liver ailment. The veteran showman, who was 62 years of age, had been less active in recent years at the Anton, which is owned by Anton Amusement Corp., Inc.

His brother and partner for many years, John Anton, died six years ago. In earlier years, the brothers had pursued the mine supply business which was established here by their father.

George J. Corcoran has been manager of the Anton for a long period.

Altoona Company Plans House in Ebensburg

EBENSBURG, PA.—The Strand Theatre Co. of Altoona has completed plans for the erection of a new theatre here on High St. Jacob Silverman, of the Silverman brothers (Jake and Ike), Altoona and Hollidaysburg showmen, will be in charge of the new theatre, which will be ready for opening within 60 days. F. J. Shollar is the architect, and the seating capacity will be 499.

R. Allison of Cambria Theatres, Inc., announces work will start at once on the rebuilding of the Rivoli, which was destroyed by fire several months ago. Frank A. Hersh of Altoona has been named as architect for this house which is planned as a 700-seater and at an estimated cost of $50,000.

Detroit Supply Companies Report New Theatre Jobs

DETROIT—Local supply companies announce the following theatre improvement jobs and equipment installations:

Dickerson Screen Service refinished the screens at the Adams, Wilson, Lancaster, President and Myrtle theatres.

McArthur Theatre Equipment Co. sold sound and projection equipment to Fred Willett for his new Rudyard, Rudyard.

American Seating Co. installed new seats in Clare Winnie's Wolverine, Detroit; and the Nortown, Flint.

National Theatre Supply installed projection, sound, lamps, generator, screen and carpeting in the new Nortown at Flint for A. Eiseman and Associated Theatres. Clarence Williamson of National also reports the sale of seats, drapery, carpeting and marquee to Harold Schuckert and Niles Stafford for their new Cass, Cass City.

RCA Photophone installed new sound at the Cass, Cass City; Alvin, Detroit; and two auditoriums at Michigan State College.

Kalafat Is Chairman of Cleveland Variety Stag

CLEVELAND—John D. Kalafat was chairman of the latest Variety Club weekly stag. Guest speakers were the six "mayors" of Cleveland's six Boys Towns.

Instead of the usual door prizes, Kalafat presented each "mayor" with a ticket to the opening baseball game in Cleveland.

Stimulator to Hyman

CLEVELAND—Movie Cash Coupons are now handled in this territory by D. J. Hyman, with offices at 831 Guardian Bldg. Hyman took over sales and distribution of the stimulator from Mike Speciale and George Rich.

Injured in Fall

CYNTHIANA, KY.—Four workmen were injured when a scaffold on the new Rohs Theatre here broke while they were laying concrete blocks. They fell 20 feet. One suffered a head injury and the others were bruised and lacerated.

Dishes Three Times Weekly

DETROIT—"Giveaways are going over very good at the Time Theatre," Jack Broder tells BOXOFFICE. The Time, opened about a month ago, uses Coulter dishes three nights a week—on Tuesday, Wednesday and Thursday.

PITTSBURGH

MRS. OLIVER A. KIHCHEL of Jeannette says she will make some cakes for exhibitors who attend the next meeting of the AMPTO at exhibitors quarters. This offer was made when it was announced that a buffet luncheon would be served at the next business session to be held in AMPTO's assembly room. And to make it more inviting and in character the cakes will be Angel Food!

William Hock, Enright manager, returned from Florida just too late to attend the sixth anniversary of the theatre's Kiddies' Club. Mayor Scully addressed the Saturday morning meeting and received the first honorary membership card issued by the organization . . . Jack Roth, WB's Fairmont, W. Va., manager, has been transferred to the Capitol, Steubenville, Ohio, and Frank Austin, formerly of the Virginia, Fairmont, has succeeded Roth . . . Local newspaper critics were invited to attend the world premiere of WB's "Virginia City" at Virginia City, Nev., March 16.

Harry Feinstein, Warner circuit booker, and Ben Amdur of the Garden, are vacationing in Florida . . . Miss Hannah Braff is chairman and Miss Meercy Braff is co-chairman of the committee for the Pittsburgh Section of the National Counsel of Jewish Juniors which is sponsoring a series of foreign pictures at the Art Cinema throughout March. Proceeds will be used by the organization to carry on its charitable work . . . Old Bill Robinson and his "Hot Mikado" return to the Nixon for another week opening March 25. The legit house is heading for a 32-week season, the best in years . . . John H. Harris is local chairman of the motion picture industry drive for the Finnish Relief Fund.

Members of the industry are pondering on the likely individual savings that will be netted from the Duquesne Light Co.'s pending annual rate reduction of $1,734,000 . . . Charles "Buddy" Rogers and his orchestra are headlining the current stage show at the Stanley . . . The new coated projection lens as described in our March 2 issue was installed at Loew's Penn recently and greatly enhanced the magnificent Technicolor scenes of "Northwest Passage."

Local witnesses for the government in its anti-monopoly suit include William D. Davis, manager of the Triangle, East Liberty, and former president of the MPTO of W. Pa.; Thomas A. Gilbert of the New Oakland, and Charles Morse. Others include Chris Lampros, Farrell; Joseph Weiss, William Weiss, Al Weiss, McKeesport; Harry Stahl, Sharon; Harry A. Batastinia, Punxsutawney, and Riehnold J. Hiehle, Parkersburg, W. Va. E. R. Custer of Charleston, W. Va., is another who will be called to testify at the trust trial.

Melvin W. Helfant, who recently acquired the Avenue, Breckenridge, Pa., and remodeled the house which is now known as the Valley, reports that the theatre was entered one night last week and the vending machine looted Bart Dattola's Dattola, West Tarentum, and Elmer Dattola's Miami, Springdale, also were visited and

(Continued on next page)

Robert Cannon Succeeds Huprich at Dover, O.

DOVER, OHIO—Robert Cannon of Ashtabula has been named new manager of the State Theatre here, replacing Chester Huprich, who resigned recently to assume charge of the Noble at Caldwell which he and Mrs. Huprich acquired on lease. Cannon, a native of Bradford, Pa., had been identified with an Ashtabula theatre prior to coming here.

Patrons File to Safety During Fire at Logan

LOGAN, OHIO—An audience of more than 300 persons left the New Ruble here in an orderly manner when fire broke out recently in the projection booth. William Cook, operator, suffered burns on his right hand. Fire Chief Roy Stallsmith, wearing a gas mask, entered the booth to shut off machinery. Films were burned and some equipment was damaged.

"Wind" Maintains Record Pace in Cleveland Run

CLEVELAND—"GWTW" at Loew's Stillman grossed more over its sixth weekend than it did over the 5th. The picture has done near-capacity business during its local engagement so far. Reserved seats are now selling for April. From present indications, it looks like a ten-week stay.

Suit Over Theatre

LUMBERPORT, W. VA.—Charging misrepresentation as to income preceding sale, Dorwin L. Robinson is suing Irving "Danny" Davis for $2,630, the amount allegedly paid on the purchase price of the Port Theatre here.

Shift Joe Blowitz

STEUBENVILLE, OHIO—Joe Blowitz, for the past two years manager of Warner Capitol here, has been shifted back to his old managerial post at the Manor in Squirrel Hill, a Pittsburgh, Pa., suburb. His successor here has not as yet been divulged.

Settles for $500

LOUISVILLE—A suit for damages of $5,000 brought against the Towers Theatre Supply Co. by Mrs. Mollie Costin, alleging she received back and internal injuries when a seat in their theatre broke on April 17, 1939, has been settled for $500, according to Mrs. Costin.

Week's Pause for Burlesque

CANTON, OHIO—Midwest circuit burlesque ended a 12 weeks season at the old Grand Opera House here Sunday, March 10. The house will be dark only a week, the Madge Kinsey troupe taking over Sunday, March 17 for six weeks.

Retired Circus Agent Dies

LOUISVILLE—William Dwyer, 85, advance agent for Ringling Bros. and Barnum & Bailey circuses for many years until he retired 25 years ago, died recently at his home in Nashville, Tenn.

PITTSBURGH

(Continued from preceding page)

their vending machines looted . . . C. J. Latta will join his family in Florida within a few days and John H. Harris will meet his missus and jr. at Hollywood about the same time. The M. N. Shapiros returned last week from an extended vacation in Florida, and the Mark Browars are at Hot Springs, Ark., for three weeks. A. N. Notopoulos will return from Florida in another week or so.

The Sam (Republic) Finebergs celebrated their 19th wedding anniversary last week and were feted in Ellwood City by relatives and friends . . . Sympathy to Fred Querner of the Dome and Mrs. Agnes Querner on the death of Mrs. Querner's mother, Mrs. Anna C. Bongartz. Funeral was from the family home, 546 Cora St., Brushton, Monday morning, with requiem mass at Holy Rosary Church . . . Larry Jacobs, formerly in the local industry, is secretary-treasurer of Community Theatres of Toledo, Ohio . . . Gratton Gillespie, owner of the old frame theatre building at Union, W. Va., which was destroyed by fire several months ago, has plans for a modern cinderblock house which will seat 400 persons . . . The new theatre planned at Beckley, W. Va., by D. C. Meadows jr., general manager of the Lyric Theatre Co., will be under construction within a few weeks.

Monarch is distributing the Armstrong-Garcia fight pictures . . . Joe Fleshin is representing Dennis Games, Inc., in West Virginia . . . Mrs. Arthur H. Levy is recuperating at Montefiore Hospital following an operation . . . The F. H. Cooks of the Granada, Beaver Falls, have been vacationing in Hollywood . . . Mother of William Satori, Universal sales representative, and Lee Satori, manager of the Beacon, arrived from England on the Convoy *and will make her home in Pittsburgh . . . Lew Lefton is at his office again after an illness, as is Joe Feldman . . . It's a girl at the Charles Suttons, announces proud papa, operator of the Davis, Davis, W. Va.*

Irving Dietz and George "B" Josack, who have been handling the Louis-Godoy fight pictures, are getting a flock of dates for "The Birth of a Champion," which shows the complete Jack Dempsey-Jess Willard fight of 20 years ago . . . Ileana Laurel, former wife of Stan (Sour Puss) Laurel, was booked to headline this week's Casino burlesque show opening with a Sunday midnight (March 17) show . . . Main line salesmen state that the second annual Goodwill Get-Together, scheduled for Wednesday evening, April 3, at the Penn Alto Hotel, Altoona, will be "tops" and the committee "promises you everything we missed at our first dinner." F. D. "Dinty" Moore is in charge of reservations.

Lou Hess, Universal sales representative, was in New York to greet his brother, a German refugee, who arrived from England and who will make his home in New York with his mother . . . Al Simmons of the Paramount auditing department has resigned and he has been succeeded by Thelma Trescher . . . Abe Weiner, UA manager, reports that the five branches in the mideast district have gone "over quota" in the Bert M. Stearn testimonial drive in honor of their district manager . . . Peter J. Alderman, theatre supply dealer, has received word from the west coast that his brother, George M. Alderman, is now national distributor of the Constance Bennett cosmetics . . . Harry Hendel is taking it easy at Miami.

Thomas R. Gilbert is on the job at his New Oakland after a long winter illness . . . "Tobacco Road," which recently played another successful engagement at the Nixon, has been booked for late March and April dates in several Pennsylvania spots . . . C. David Biedermann, Hollywood film distributor, and brother of Lester Biedermann, local *Press* baseball editor, was a Filmrow visitor . . . Frank France of Superior M. P. Supply was back on the job this week following an illness.

Borough of Charleroi will erect a $300,000 *Community Center which will feature a large auditorium, swimming pool, bathhouse, athletic field, etc. A new theatre is under construction there for Leon Reichblum and there are plans for another house at Charleroi for Bobby Coyle . . . Mr. and Mrs. Burtus Bishop jr. and Mrs. Ira Furman, widow of the late M-G-M manager at San Francisco, are vacationing in Florida.*

Sizeable Contingent From Tent 1 to Visit Dallas

PITTSBURGH—Local Barkers who plan to attend the national Variety Club convention at Dallas, April 18-20, include:

James H. Alexander, James G. Balmer, Herman Auerbach, Ike Browarsky, Burtus Bishop jr., Ira H. Cohn, Sam Cohen, M. S. England, A. J. England, I. Elmer Ecker, Harry Feinstein, Harry Feldman, Archie Fineman, Samuel Fineberg, Mark Goldman, Elmer Hamburg, John H. Harris, Harry Harris, Joe Hiller, Harry M. Kalmine, C. C. Kellenberg, Harry Kramer, C. J. Latta, Jules Lapidus, Lew Lefton, Art Levy, Harold Lund, John J. Maloney, Joseph Misrach, Brian McDonald, Victor A. Rigaumont, Harry Seed, M. N. Shapiro, Jake Soltz, Al Weiblinger, A. I. Weiner, Al Weiss, Dr. A. I. Wise, Fabian Wright.

Mr. and Mrs. John T. McGreevey were host and hostess at the March 8 Family Night party; Herb Dimling and Harry Kramer were Kings at the March 11 dinner.

Tent No. 1 opened its new clubrooms at a "preview" party March 15. The new quarters are claimed to be the finest in the country. Bar is in the center of the main club room and the decorations and fixtures are of modern materials and equipments.

Variety Club Movie Ball will be staged in the William Penn Ballroom Sunday evening, April 7. Tony Stern is receiving reservations.

To Modernize Belmar

PITTSBURGH — WB's Belmar on Homewood Ave. will be modernized with a new glass front and there will be other alterations including the ticket office. Cost will be more than $2,000.

Gets "Ode to Liberty"

HOLLYWOOD—"Ode to Liberty," play by the late Sidney Howard, will be adapted by Michael Fessier for Producer B. P. Schulberg at Columbia.

Megs One for Pommer

HOLLYWOOD—Roy Del Ruth will direct "One of Six Girls," an Erich Pommer production for RKO to feature Maureen O'Hara.

BOWLING

DETROIT—Latest standings in the Nightingale Club league:

	Won	Lost
National Theatre Supply	57	39
McArthur Theatre Equipment	55	41
Oliver Theatre Supply	52	44
Amusement Supply Co.	50	46
Motiograph	49	47
Brenkert Projectors	41	55
Lorenzen Flower Shop	39	57
National Carbon Co.	39	57

High scores of the week: Gil Light, 224; Jack M. Hall, 214; William Fouchey, 206; Clarence C. Moroney, 201; S. J. Lambly, 235 and 223; Francis W. Light, 233; Jack Lindenthal, 215, and Mingoine, 204.

PITTSBURGH—Republic took three games from Columbia last Friday evening as Universal won two out of three from Monarch. Joe Pemberton of Universal, with a 198 score, was awarded the $1 prize which is established for the evening's high individual score for one game.

Standing of the teams:

	Won	Lost
Republic	45	21
Universal	43	23
Columbia	39	24
Monarch	32	34
Loew's	32	34
20th-Fox	24	39

Reconsider Stand

LOUISVILLE—The local Better Films Council has voted to reconsider its endorsement of the Neely bill, following a presentment of opposition views to the measure by George N. Hunt jr., manager of Loew's.

Get Houdini Film

CLEVELAND—George Kendis and John Himmelein, independent distributors, have acquired for Ohio and Kentucky distribution, "The Mystic Circle Mystery," an expose of spiritualism produced by Mrs. Harry Houdini and directed by Fanchon Royer.

New Coulter Line

DETROIT—Coulter Premium Co. has added a line of cutlery, known as Sta-Brite, to its theatre premiums. The deal was closed with Adolph Johnson in New Haven.

Clemens Contracts for RCA

NITRO, W. VA.—A. R. Clemens, who is building a new house here to be known as the Nitro, has contracted for RCA sound.

"Pot O' Gold" Winner In Oberlin Theatre

Columbus—Jerry Steele, owner of the Apollo, Oberlin, was advised while at the ITOO convention here, that his house had been "hit" by the "Pot O' Gold" radio program.

According to the information he received, a resident of Berlin Heights, was in Steele's theatre when his number was called by Tums. However, Steele stated he dropped the theatre "protective" scheme one week before, admitting, however, that notice had been limited to an announcement from the stage.

The "winner" is demanding the money.

LOUISVILLE

E M. MILBURN, of United Artists, was in town the other day . . . A. H. Robinson, owner of the Majestic at Springfield, Ky., was ill last week . . . Four workmen suffered injuries when scaffolding on Carl Roh's new theatre, now being built at Cynthiana, Ky., gave way last week. None was hurt seriously.

Erwin Rau, who operates the Alice at Leitchfield, Ky., has been doing a little promoting in a basketball way—awarding tickets to the high school team there whenever they come through victoriously. It's been a pretty good stunt.

Joe Goldberg, who has been traveling Kentucky for Big Feature Rights, left for the home office at Cincinnati for a conference prior to departing for a new territory in West Virginia. He'll handle both areas in the future.

The name of John L. Story's theatre at Jamestown, Ky., has been changed from Jamestown to Mary Agnes—his wife's name. The "Bank Night" idea there has made a hit with the patrons. A minister is called upon to oversee the drawings, and summons four of the leading citizens to pull out the tickets.

F. X. Merkley, who operates the Strand at Russell Springs and the Rialto at Columbia, Ky., has his own gallery of boxoffice hits in his office. Some sort of poster or remembrance of every picture breaking a house record at his theatres is posted over this desk. Heading the lineup are "Jesse James" and "Kentucky."

This fellow Rau at Leitchfield has just completed his second year of a promotion he calls "Farmers' Matinee." The first Monday of every month Rau brings in a western, some educational feature okehed by the county agricultural agent and has all the farmers of the community as his guests.

Name Cameron House

CAMERON, W. VA.—New theatre here which will be ready for opening at an early date has been named the Rees. Operator or lessee's name has been withheld. The owner is E. G. Rees.

Dery Plans Remodeling

KITTANNING, PA.—C. V. Dery of the J-C Theatre Corp. has plans for the remodeling of the Market street house which will be started within the next few months. New seating and redecorating are included in the plans.

Stahl Picks Architect

PITTSBURGH—John E. Stahl, Homestead theatre owner, has hired Adam G. Wickerham as architect for his new 700-seat theatre to be erected in Homestead Park.

"Rebecca" Opens Mar. 23

CLEVELAND—"Rebecca," United Artists forthcoming release, will open in Cleveland at Loew's State on March 23. The following week it will play every other key spot in the territory, UA Branch Manager A. M. Goodman reports.

Downtowns Get Fever

DETROIT—Competition for horror fans, notable among neighborhood theatres in recent months, has spread to the downtown first runs as well.

Well-exploited double-horror combo of "The Return of the Frog" and "The Demon Barber of Fleet Street," a pair of English-made horrifics, did fairly well for the Cinema right from the opening.

Then the State, a block away, opened with "The Return of Dr. X" whose horror angles were emphasized in publicity and advertising, and business at the Cinema promptly took a dive.

Experience of both first runs and neighborhoods is that there is a strong audience in this town for horror films, but that the appeal is distinctly limited.

Encouraged by the wave of horror shows —which is the chief direct opposition to "Gone With the Wind" currently—Charlie Perry booked a double-thriller into the Adams for still another first run. It consisted of "House of the Seven Gables" and "Black Friday."

Honor Stanley Jacques

CINCINNATI—The week of April 6-12 has been set aside by the RKO exchange as "Stanley Jacques Week," in honor of the local branch manager who has been with the company nearly 23 years. The occasion will be linked with RKO's nationwide drive for Ned Depinet.

Helfant Remodels

BRACKENRIDGE, PA.—The Valley, formerly the Avenue, has been remodeled since purchased by Melvin Helfant six weeks ago. A new modern glass front has been erected and new doors and boxoffice have been installed.

Child in New Role

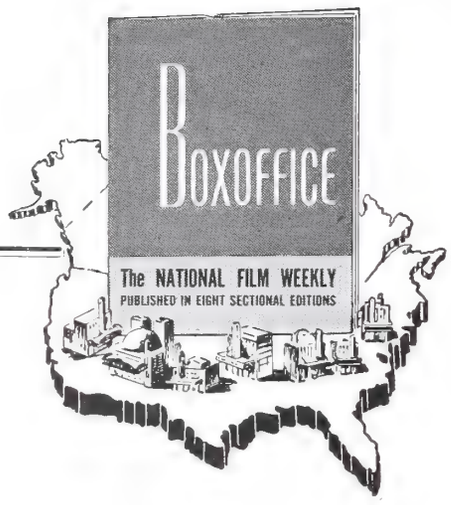
MARTINS FERRY, OHIO — Four-year-old Carolyn Lee, daughter of a steel executive here, has been signed by Paramount for a role in "Virginia." The girl recently appeared in "Honeymoon in Bali."

"Good Luck" to Milestone

HOLLYWOOD—Lewis Milestone will direct "Good Luck," Ginger Rogers-Ronald Colman co-starrer for RKO. George Haight will produce.

ITO Resolution Censures Dies

Columbus, Ohio — The Independent Theatre Owners of Ohio, in convention here February 29, passed a resolution censuring the Dies committee for its charge that communistic and un-American activities exist in the motion picture industry. The resolution called for "a communication be sent the committee requesting modification of this iniquitous charge against an entire industry until such time as a fair and impartial investigation reveals a basis for such an indictment."



The *Most Complete* Trade Paper Service in the Industry

***Covering Every Phase of the Motion Picture Business*— Every Place in the Industry!**

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

•

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

Hartford Paper Finds Neely Bill Feared

HARTFORD—"The legislation is opposed by the producing companies, distributors, and by the theatres which they own or control, chiefly in larger centers of population," declares the Hartford *Times* here in an editorial stand on the Neely bill.

The newspaper goes on to state that "it is feared by the independent theatres, which, including most of those in small and isolated communities, vastly outnumber those which are controlled by Hollywood's so-called 'Big 8' producers.

"It is easily enough apparent that the independent exhibitors may well have just grievances which call for remedy. It is natural that the makers of motion pictures should desire to sell them for exhibition purposes under conditions which favor the theatres which they themselves own or control. Whether that justifies or calls for federal legislation is quite another matter.

"Certainly it is difficult to get up enthusiasm over the Neely bill, or to feel that the further entrance of government into the fields of business is demanded by the conditions of which complaint is made.

"There is one point about the Neely bill which appears to have merit. It requires the distributor to give the exhibitor an accurate synopsis and adequate description of a film bought. It would seem that an exhibitor who is required to contract for a picture in advance of its being made is entitled to that information.

"For the most part, however, the Neely bill does not appear to be desirable legislation. It marks another step in the effort to have government take charge of business.

"It does not seem desirable to go further in that direction, even to correct evils that may be admitted. As far as the latter are concerned there are laws already existing which have to do with monopolistic practices from which the motion picture industry is not exempt. There are also fair trade laws. It would seem that these should be invoked, and that legislation, if any, should be limited to that which is called for by sound public policy to cover matters which are not reached under the present statutes."

Poughkeepsie Rialto Helm Assigned Joe Goldberg

BOSTON—Joe Goldberg, former manager of the Empire in New London for Charles Morse and Louis Rothenberg, has been assigned by Division Manager Lou Simon to the helm of the Rialto in Poughkeepsie, N. Y.

Joe Stowell goes from the New York house to the Cameo in Pittsfield.

Renovate in Pittsfield

PITTSFIELD, MASS.—The Capitol here has closed for an indefinite time, during which extensive renovations will be started. According to present plans, the house will be newly decorated throughout.

Tax Threat in Ossipee Viewed as Dangerous

Boston—Viewed dangerous by theatre men and exhibitor organizations is the action of town officials in Ossipee, N. H., to put a tax of two per cent on all admissions to local theatres for shows at which cash or premium giveaways are, or may be, given out.

Kraska Again Polls Fine Arts Patrons

BOSTON—Patrons of the Fine Arts are being asked by George Kraska, operator, to give their opinion on how foreign film production compares to domestic fare. The results in the poll, being carried out by the distribution of printed questionnaires to audiences, will be tabulated later.

Kraska is also endeavoring to ascertain which local newspaper advertisements are read the most, what language films are preferred, what past features have been favorites, and what is the percentage of new patrons attending the intimate Back Bay house.

A similar poll was held about a year ago.

DiPesa and Longos Make Tie for "Edison, Man"

BOSTON — Joseph A. DiPesa, Joseph Longo and Al Longo of the local Loew advertising department are working ahead of time. The trio, which has spotted considerable local publicity on "Young Tom Edison," took time off to tie in with the local Edison Company on "Edison, the Man."

Publicity for the second M-G-M feature will be dignified by the awarding of a bronze tablet to the Edison concern and the affixing of the trophy to the Boston Edison Co. building by state and local dignitaries.

Due to Be Examined in Millett-LePage Suit

BOSTON — Norman Ayers and Harry Rogovin, Boston branch managers for Warner and Columbia, respectively, are scheduled to be examined by George S. Ryan, attorney for C. F. Millett and Frank LePage, Monday and Tuesday in the compilation of depositions to be filed in the present anti-trust litigations in which the two Maine exhibitors are plaintiffs.

Ed Carroll Will Renovate

BOSTON—Ed Carroll, operator of the Stuart here, plans to recondition Riverside Park before reopening that Western Massachusetts open air house in April.

Anniversary in Hartford

HARTFORD—Local E. M. Loew's, Asylum St. house, is slated to celebrate its 10th anniversary on March 22. George Landers is house manager.

Bills Vital to Trade Expected in Mass.

BOSTON—The filing of several bills involving the motion picture industry probably will headline the Massachusetts legislative session's trade activity. Measures seeking the establishment of state censorship, similar to bills defeated at recent sessions, are expected.

Legislators, as matters stood at press time, have until January, 1941, to enter their bills, there being no session this year because of the recently passed biennial referendum.

Rumors continue, however, that a special legislative session may be called this year, possibly in April. There is also talk strenuous efforts will be made to nullify the biennial law, a number of opponents claiming that Massachusetts' citizenry okayed the referendum under the impression that biennial means "twice a year."

Vincent Action Against Peter Gagne Non-Suited

DOVER, N. H.—A civil action brought by Mrs. Annette H. Vincent and the estate of her late husband, James Vincent, against Peter M. Gagne, operator of the Somersworth in Somersworth, was non-suited in Strafford county superior court here.

A sealed verdict was returned, however, in an action brought by the same parties against the city of Somersworth, which owns the building in which the film house is located.

It was contended by Mrs. Vincent that she suffered injuries in a fall down stairs in the theatre building and damages were sought. Her husband, since deceased, sued for medical expenses. The suits were heard by Chief Justice Henri A. Burque and a jury.

Over 600 Are Expected at 30th Anniversary Dinner

BOSTON—Present plans for the 30th anniversary dinner of the Moving Picture Operators Union, Local 182, to be held at the Copley-Plaza on May 1, are to seat 540 on the main floor, 70 in the seven balcony boxes and 50 on the foyer. The bandstand will be mounted on the main floor.

Thad C. Barrows, chairman in charge of arrangements, points out that this Local is unique because one of its requirements for membership is that one has to be a United States citizen to join.

Rifkin's Bachelor Dinner Attracts Film District

BOSTON—The film district turned out for the bachelor dinner in honor of the wedding Sunday of Julian Rifkin, young circuit executive. Steve Broidy, Monogram sales manager, was in charge of arrangements for the affair, which was held at the Statler.

NEW HAVEN

FINE ARTS, Westport, Wilkinson, Wallingford, and Stratford theatres are the indies in the state currently playing "GWTW" . . . Reputed the Irwin Wheeler Ridgefield Playhouse will open March 23 with "Broadway Melody of 1940," and will try a single feature policy regularly.

Travelogue: Warner theatre department executives who simply had to get away from it all this week include Barney Hoffman, who will be in Hollywood, Fla., until April; Daniel Finn, New Haven district manager, and Max Melincoff, Massachusetts district manager, who seek a little Miami sunshine . . . Maurice N. Wolf is just back from Florida . . . Lou Brown, Loew-Poli publicity chief, is a brownskin now, after some expert loafing along the lakes of Orlando and a visit in Washington with his folks. Mrs. Brown and daughter are still down south.

Lou Cohen of Hartford visited his mother in Bridgeport and dropped in at New Haven . . . The Harry F. Shaws celebrated their anniversary in Bridgeport with Harry's mother, Mrs. Ida Shaw, the Harry Roses and other members of the immediate family. Then off for California and Mexico City by train, to be gone until April 4. Lou Brown and Elliott Kronish saw the Shaws off from New York, but not before Harry had seen the first Bijou vaudeville show through and given a few expert pointers . . . Max Hirshman of National Screen trailer department spent a few days in town. Also Bill Sharpe, Advertising Accessories, Inc., field representative. With Columbia latest to join the ad sales combine, there is still no news as to whether the new company will seek larger quarters here.

William March, Metro auditor, is giving the local exchange the o.o. . . . With the 20th-Fox Chicago convention postponed to April 15, Ben Simon moves his vacation date to April 1, when he will leave for a visit with his family on the coast.

Salvatore Adorno, former operator of the three Middletown theatres, still talks of building a theatre this spring . . . Sycamore Corp., which has purchased property for erection of a building in East Hartford which will include a 1,000-seat theatre, is rumored controlled by the well-known Hartford Joseloff family. Lou Anger's Astor is at present the only East Hartford theatre.

When George Freeman of the Loew-Poli, Springfield, entered Mt. Sinai Hospital, New York, Tuesday for an operation, Lou Cohen of the Palace, Hartford, was temporarily transferred to Springfield to manage the theatre. Meantime, Jack Simons of the Poli and his assistant, Wally Cooper, as well as Sidney Klepper, Palace assistant, watch over the Palace . . . All the Meadow Streeters were saddened by the death of Michael Eagan, who had served them lunch at Whiting and State for many years . . . Sal Demano, once assistant at the Bijou, and more recently assisting at the Loew's State, Boston, is in the hospital with a nervous breakdown.

Lou Ginsberg, UA salesman, will middle-aisle it in Bridgeport April 21 . . . The boys are wondering who the Donat Blaine (Jodoin, Baltic) interest is in New Haven . . . Phil Sherman, formerly with Monogram here, is Warner manager in Montreal now . . . Zelig Fishman is sporting a flashy cane to speed his recuperation from a recent knee injury . . . Cy Barrett, of Warner Theatre Department, is still in the hospital, but report is he's doing nicely . . . Mrs. Dorothy Gordon camein in from Washington to visit her parents, the Dave Chermans . . . Joseph Faith of Terryville, etc., was a rare visitor at the Film Building.

Lou Moscow just back from a busy New York state selling trip for Progressive Premium . . . N. C. Wrisley has tied up with Funk & Wagnall's for distribution of encyclopedias . . . Hymie Levine, of Imperial Pictures, is screening "North Sea Patrol" for Warner's . . . Many theatres throughout the state were hit by the storm, notably Naugatuck . . . Framework of Fred Van Doren's Tower Theatre is all up, and work is progressing on the interior walls. Late April opening is expected.

Matt Saunders planted a two-column feature story on Burgess Meredith in the Bridgeport *Post* day before the opening of "Of Mice and Men" at the Majestic . . . The Hartford *Courant* editorial on the portrayal in "The Grapes of Wrath" tied in the fact that this week is National Sharecropper Week, promoted by the Southern Tenant Farmers' Union, which seeks reforms . . . Jimmy Fidler, headliner at the State, Hartford, was Julian Tuthill's guest theatrical page columnist in the Hartford *Times*. Along with Fidler, the State program boasted of Olympe Bradna, Helen Mack, Mary Healy, Edith Fellows and Peter Lind Hayes . . . The Daly, Hartford, continues occasional local talent.

Warner exchange is still first in the district in the current drive with the district up in the money . . . Fathers are like that: Both Jim Memery and Larry Caplan insist their new daughters will be opera singers . . . Latest speculation: Who will take Addison's place at Loew's, Boston? . . . The Poli bowlers beat the Columbia team two games out of three and had to buy the beer.

Monson Manager Puts Audience to Work

Monson, Mass.—A little thing like not having the print at show time nonplussed Manager Sam Bennett of the Monson here but slightly on his last Sunday's matinee. Turning impresario, Bennett garnered no less than 15 acts of vaudeville from the audience itself. Community sings served to star the balance of the audience.

That his resourcefulness was indeed an asset, is confirmed by the fact that but two refunds were occasioned by the two-and-a-half-hour wait for the mis-shipped print.

Boston Friars to Hold Election on April 9

BOSTON—The Boston Friars Club will hold an election of officers at its annual meeting Tuesday evening, April 9, in Hotel Statler, the clubrooms. A. C. Kilpatrick, Levenson circuit executive and secretary of the film fraternity, urges all members to be present.

Phil Smith, operator of a New York and New England circuit as well as several midwestern drive-in theatres; John Dervin, local UA branch manager; Stanley Sumner, operator of the University in Cambridge, and Joseph Cifre, operator of the Merimack Park open-air in Methuen, have been unanimously nominated for the board of trustees.

Proposed for the new nominating committee are Phil Seletsky, M&P Theatres Corp. booker, chairman; Ben Rosenthal, Max and Joseph Levenson booker; Harry Kirchgessner, National Screen Service branch manager; Norman Ayers, Warner branch manager, and Edward X. Callahan, 20th-Fox branch manager.

The present nominating committee is composed of Ted Fleisher, Interstate booking manager; Louis Gordon, circuit owner; Louis Klebenov, candy distributor; Harry Rogovin, Columbia branch manager, and Al Somerby, operator of the Howard Atheneum.

Federal Agents Break Up Beano "Racket" in Hub

BOSTON—Federal agents say they have broken up a $400,000 fake proxy Beano "racket" here.

The scheme involved a proposed game whereby ticket buyers would have their cards played by 150 girl employes. The setup called for a sale of 100,000 tickets per week each entitling the buyer to a card in a Beano game which would allegedly be held in Central Falls, R. I., with prizes running from $100,000 down.

Pawtucket Approves Plans For a New 900-Seater

PROVIDENCE — The Pawtucket zoning board has approved the plans of William A. Pinault, Pawtucket merchant, to erect a 900-seat neighborhood theatre in the Darlington section of that city.

The house, which will cost about $50,000, will be started in the next few weeks, and is expected to be readied for a fall opening. The builder plans to lease the house for operation.

Legislative Report to Conn. MPTO March 19

NEW HAVEN — Connecticut MPTO will meet at luncheon, 12:30 p. m., Tuesday, March 19, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding. Herman M. Levy, executive secretary, will report on several legislative matters.

Waterbury Opening March 25

WATERBURY, CONN. — House Manager Charles Cohn, Jacques, has announced here that the official opening of the theatre will be March 25. According to present reports, the house will sponsor flesh.

BOSTON

H M. ADDISON, former local Loew's divisional manager, left last week Friday for Florida . . . Kenneth Forkey and Ed Markell, circuit operators, were on their way back from Miami last week . . . William Riseman of the theatre decorating firm of Riseman and Lercari was in Rhode Island on business last week.

William Doyle, manager of the Broadway in South Boston, has signed with Michael J. Hurney of the Good Will Advertising Co. for "Honey" and "Bonus." Doyle is using the former giveaways Tuesday at the Phil Smith house and is putting on Bonus Nights Thursdays.

George Solomon, Charlestown theatreman now operating the Columbia in Boston, has renovated the Washington St. house . . . Abner Eilenberg, theatre man associated with the M&P Theatres Corp., is mourning his late mother who died in Brookline.

Richard Rubin, operator of the State in Saugus, has changed from a Cadillac to Oldsmobile. To celebrate the transfer, Rubin is now sporting a new chromium pipe which has a cooling device which works on a condensing principle.

Joe Plunkett of the M&P accounting department at 60 Scollay Square returned to work last week after being in bed with the grippe . . . Mary Maschio, also of the M&P accounting department, is back to work after being out several days with an infected tooth.

Tom DiMaura, executive of the Drive-In Theatres Corp. on Stuart St., has a new citizen in his home. It's a boy . . . Sam and Nathan Goldstein of Western Massachusetts Theatres, Inc., in Springfield, plan to keep the Capitol in Pittsfield dark most of this month to enable the completion of remodeling activities.

Lillian Hyzen of the Fine Arts Theatre has moved to Somerville . . . Al Lauder, manager of the Trans Lux, is putting on the Boston premiere of the "Lion Has Wings" . . . Phil Smith, circuit owner with offices in the Metropolitan Theatre Bldg., is in charge of the forthcoming April theatre party of the Boston Friars Club.

Alec Lercari and William Riseman, Piedmont St. decorators, plan to begin rejuvenation work soon on the Globe in Clinton. The Warner house will undergo face lifting in addition to interior refurbishings, getting a new booth and a new lobby.

Meyer Marcus of the M&P advertising department returned to work last week after being on the invalid list . . . Nathan Yamins, Fall River theatreman, was due back in the Bay State this week after a Florida sojourn . . . Arthur K. Howard, business manager of the Independent Exhibitors, Inc., was out with the grippe several days last week.

Arthur Viano, operator of the Somerville in Somerville, was outfitted last week Thursday with new lamps and rectifiers by the Capitol Theatre Supply . . . Ben Rogers, local distributor for Alliance Films, has booked "North Sea Patrol" with Warner in Connecticut . . . Gladys Mears is now with the Arthur Lockwood and Louis Gordon circuit, at the chain's Arlington St. office.

Leo Levenson, associated with the M&P Theatres Corp., is vice-president in a B'nai B'rith chapter . . . Roy E. Heffner of Specialty Pictures, Inc., was in New Hampshire last week Thursday on business . . . Warren Nichols, operator of the Gem in Peterboro, N. H., was in town last week . . . Henry Straut, veteran film district figure, has been ill at his home with blood poisoning. Latest information is that the infection may keep him in bed for at least a month.

William Quirk has been appointed manager of the Royal in Lowell which William Lavery, operator of the Lafayette in Haverhill, recently took over from E. M. Loew . . . Arthur Pinkham, manager of the Park in Taunton, used embossed invitations to hit a class clientele on "Intermezzo" . . . Bunty Robertson, secretary to treasurer Marion Coles of M&P, is back in Boston following a honeymoon.

Martin J. Mullin, M&P partner, returned to town last week Saturday from New York . . . Art Frank is now head booker for the Gordon and Lockwood circuit. Frank, formerly district manager for local circuit owners Max and Joseph Levenson, replaced Sam Richmond who returned to the Fred E. Lieberman fold. Frank's booking quarters are on Arlington St. in the film district.

Sam Davidson, head of the Cameo Screen Attractions, is booking "Two's Company" throughout the territory. The feature stars Mary Brian and Ned Sparks . . . E. M. Loew, circuit owner at 216 Tremont St., is convalescing after having been laid up with bronchial condition that forces him to talk in a whisper.

Maurice Wolf, local M-G-M manager and president of the Boston Friars Club, sent several postcards last week from Houston, Texas "the old home town" . . . John Dervin, UA branch manager, left this week for Florida.

Louis Chiaramonte, free lance theatre artist who is under contract to the Loew's, Inc., houses here and to the Fine Arts Theatre, has been ill. Will Harrison, his assistant, doubled . . . Sal DiManno, who succeeded Vaughn K. R. O'Neill as assistant to Fred Greenway at Loew's State, left the MacLeod Hospital last week but continued on sick leave. DiManno will probably be getting a New York assignment within the next few days.

Ralph Ripley, manager of the Codman Square in Dorchester, recently had the mezzzanine of the suburban house redecorated. Ripley's assistant has been Art Lynch . . . Meyer Marcus, M&P Theatres Corp. advertising assistant who plans an automobile trip to the west coast this summer, had an accident last week when his car skidded. Marcus continues to look for paying passengers for the west coast trip. Optimists may contact him at 60 Scollay Square, Boston.

Max and Joseph Levenson have had Kenneth Douglass of the Capitol Theatre Supply Co. install new lamps at the Quincy in Quincy in time for "GWTW" . . . Nathan Silva, manager of the Strand in Lowell, put on a parade to ballyhoo "The Fighting 69th" . . . Ben Domingo, Boston manager of the RKO Theatres, has signed with Sam Levine of Northeastern Films for RKO Boston first-run engagements of "Murder Is News" and "Special Inspector."

The Rev. Charles Mahoney of Providence celebrated a mass in behalf of the late Harry Decker, Film Exchange Transfer Co.

(Continued on page 71)

The Boston Salesmen's Club Invites You

to Attend Its

Third Annual Dinner-Dance

at the

Cocoanut Grove, April 7

Cocktails at 6:30 P. M.

Dinner 7:00 P. M.

SUBSCRIPTION $6.00 PER COUPLE

HARTFORD

ALL OVER THE TOWN: Loew-Poli assistant manager, Wallace J. Cooper, has returned from Springfield, Mass., where he filled in for Jack Fox of the Loew-Poli in the Bay State city. While Wally was out of town, his duties were accomplished by student assistant Russell Grant . . . George Landers, manager, E. M. Loew's, was in Boston last week lining up plans for celebration of the 10th anniversary of the local house . . . Division Manager Harry F. Shaw, Loew-Poli, was in town last Tuesday and praised House Manager Jack A. Simons, Loew-Poli, for the fine lobby display in regard to the forthcoming "Pinocchio" . . . James McCarthy, manager of the WB Strand, was in New Haven.

George Rome is a new member of the service staff at the Loew-Poli Palace . . . Jacques Theatre, Waterbury, is reportedly planning to reopen on March 25 . . . *Charlie Dolgner is the new doorman, Park City, Bridgeport . . . Plans have been made for the benefit performances of "Too Busy to Work" and another film to be held at the Rialto, Windsor Locks, for the anniversary celebration of that town's fire department . . . M. Sullivan, Loew-Poli cashier, recently bowled* 109 *at a local bowling alley.*

Jenny Sandowsky, candy girl at the Loew-Poli, reported a new high in candy sales during the run of "Northwest Passage" at that house. It's dishes as giveaways at the Cameo, Bristol, nowadays . . . Hartford's new tabloid, the *Newsdaily*, hit the streets on March 2, with sixteen pages of news and pictures. The paper, at present, is devoting about a page daily to motion pictures and theatres.

About town: Employes of the "GWTW" special boxoffice at 555 *Main St. held a party last Sunday, to which members of the staffs of the Loew-Poli and Loew-Poli Palace were invited. About* 40 *people were there . . . Harris Bros.' State publicist, Frank Rudy, had a cold . . . Jimmie Fidler, who came to the State last week, together with Olympe Bradna, screen actress, who is in the Fidler troupe, visited Governor Baldwin at the executive chambers Friday noon. Jess Benton, former Nutmeg State cartoonist, is reportedly on Fidler's staff in Hollywood.*

Essex Thompson, Loew-Poli porter, is a former basketball star . . . Tommy Vaughan, house policeman at the same theatre, was in New York City . . . Capitol Park Casino-Danceteria is running into trouble over Sunday dancing. Even though it is located in an amusement park, supposedly having Sunday privileges, an effort is afoot to nullify the property's former status on the grounds that it has been inactive for quite some time.

Wally Cooper, assistant manager, and Tommy Vaughan, house policeman, Loew-Poli, were thinking of attending a hockey game in Springfield, Mass., on Thursday . . . "The Grapes of Wrath" came into town at the same house behind a great advance campaign by House Manager Jack A. Simons . . . Small, locally-organized vaudeville acts are reportedly playing to full houses in side-street theatres and neighboring towns . . . Another vaudeville item is noted in the news that flesh is being sponsored by Loew-Poli in Waterbury, Meriden, New Haven and Bridgeport . . . Congratulations are in order to George Landers, manager, E. M. Loew's, whose house soon celebrates its 10*th anniversary.*

Jottings: Aaron McGaughey, Loew-Poli Palace porter, was ill with a bad chest cold for a week . . . Manager Walter Lloyd, M&P Allyn, was busy with "Dr. Cyclops," which was expected to run for a second week . . . James McCarthy, manager of the WB Strand, was in New York City last weekend . . . Warren Hills, former usher at the Loew-Poli Palace, has been promoted to relief doorman . . . Holdovers in Greater Hartford theatres included "Grapes of Wrath" for a second week at the Loew-Poli Palace, and ditto for "The Story of Dr. Ehrlich's Magic Bullet" at the WB Regal.

New Hartford Tabloid Grades the Shows

Hartford—The new Hartford tabloid "Newsdaily" chalks up the first run features in a "Scoring the Shows" column. The first issue marked each feature on the basis of 100 per cent as the perfect score, with 25 each for plot, dialogue, direction and acting. "GWTW" received the highest grades of 23, 20, 25 and 25, respectively, totaling 93. "The Grapes of Wrath" was second with 88; and "Dr. Ehrlich's Magic Bullet," third, with 80. "Sidewalks of London" rated 54, and "The Lone Wolf Strikes," 55. In addition, each feature is given a short critical comment. The new paper, first to appear in competition to the two dailies in the city in 20 years, announces only 25 per cent of its total space will be devoted to advertising and theatre, as well as other ads, will therefore be limited in space. Thus far only E. M. Loew's is advertising its program in the paper.

Cocoanut Grove Show at Cinema Club's Affair

BOSTON—The regular Cocoanut Grove floor show will be put on at the fourth annual benefit dinner-dance of the Boston Cinema Club, scheduled for the film district night club Sunday, March 17, with a reception at 6:30 p. m. and dinner at 7:30 p. m. Local bookers and office managers, members of the fraternity, are distributing tickets for the affair.

Start Renovating WB's Capitol in Ansonia

BOSTON—Bill Riseman and Alec Lercari have begun renovation and redecoration of the Capitol in Ansonia, Warner house in Connecticut. The activities, which will include new wall coverings and new balcony panels, will take an estimated three weeks.

Foote Adapts "Osborne"

HOLLYWOOD—"Osborne of Sing Sing," John Considine production for Metro, is being adapted by Bradbury Foote.

BRIDGEPORT

SAMUEL KUPERSTEIN of Lynn, Mass., is Manny Kugell's new assistant manager at the Warner. He comes here from Worcester and has worked in Warner's New Haven and New York offices.

George Comden received a telegram of congratulation from Herbert Hoover when he reopened his remodeled Fine Arts at Westport with a benefit performance for the Finnish relief fund.

Lou Brown was in the city making his first swing around the Loew-Poli circuit since his return from Florida.

Saturday and Monday vaudeville is holding up good at the Globe. No letdown for Lent has been registered at the boxoffice.

Mrs. Sara Levine of the Strand Amusement Co. is visiting friends in Miami.

The Post, Telegram *and* Sunday Post *refused all advance publicity and banned reviews of "Dr. Ehrlich's Magic Bullet," at the Warner. The publisher did not feel the subject matter involved was proper material for screen presentation.*

Bonnie Jackson, chief of staff at the Loew-Poli, is back on duty after an attack of grippe.

Alex Nary has resumed his theatrical column in the Norwalk Sentinel.

Roger Doulens, Governor Raymond Baldwin's press agent, handled the publicity for the reopening of the Fine Arts in Westport.

Manny Kugell of the Warner has been having safe trouble. A safe man was called to change the combination and did the job so well that when he closed the strong box he could not open it again. He worked over it for two days, and finally called in an expert to do the opening act.

The Empire, New London, is running an occasional all-Italian show.

Helen Shaw and Ruth Sydney are in the boxoffice at the Lyric.

The Rialto, New Britain, will play five vaudeville acts on Sunday in the future.

Danbury police still are looking for those four reels of film stolen from the lobby of the Capitol.

Harry Rose erected a typical country barn with all the fixin' in the lobby of his Globe for "Village Barn Dance."

McLaughlin's House Was Marked by Arsonists

BOSTON—An attempt to fire William McLaughlin's Stoneham in Stoneham failed when police unwittingly routed the would-be arsonists.

The seven Stoneham youths allegedly involved were finally arrested last week and admitted, state police said, to setting 13 fires which caused at least $100,000 damages. On their list for conflagrations to be set last week was the Stoneham Theatre again.

BOSTON

(Continued from page 69)

owner, in the Church of our Lady of Victory here at 8:30 a. m. last week Saturday . . . . George Kraska has held "Louise" for a third week at the Fine Arts . . . The Flamingo, Back Bay night spot, is to reopen soon . . . Sam Pinanski, local Paramount partner, continues to wear the Florida sun . . . Dorothy Scanlon of the local RKO exchange, whose sideline is raising Boston Terriers, expects a new litter for market soon.

Storms the first of last week continued to hold exhibitors away from the Boston film district . . . Ed Reed, manager of the Strand in Providence, used a variation of the girl-in-the-goldfish-bowl gag to exploit "Dr. Cyclops."

S. E. Bell, Leominster mayor, has chucked a blanket over cash giveaways in the Massachusetts municipality throughout Holy Week . . . Fred Soloff of Exhibitors Advertising has been convalescing following an operation . . . Walter Dyer, Universal booker, has been ill. Jerry Callahan, new Universal booker for Monogram, has been doubling.

James Darby, for years treasurer of the Metropolitan here and later manager of the Beacon on Washington St., was recently in town. Darby is now M&P Theatres Corp. manager in Norwalk, Conn. . . . William Scully, Universal divisional manager, was due back in the east this week from Florida . . . Joe Mathieu of Winchendon and way stations was in town last week . . . Lon Vail, operator of the Pastime in Bristol, R. I., has been south . . . Max Burlone of National Screen Service has been ill.

Marty Sheridan, honeymooning Monogram New England publicity manager, was in Cuba last week. Sheridan is due back in Boston about March 20.

Bob Cox, manager of the Park in Dexter, Me., has been spotting a quantity of publicity stunts that he picked up while an assistant in the local Metropolitan Theatre advertising department during the Gene Fox-Jack Saef-Angeline Maney regime.

William Purcell, formerly with E. M. Loew in Fall River and later an independent operator in Lynn and Beverly, is continuing to concentrate on juvenile trade as manager of the Royal in Worcester . . . Dan Murphy, operator of Loring Hall in Hingham, was forced to cancel plans for a retreat to Campion Hall last week because of town business. Murphy is a selectman in Hull.

Larry Lasky, local circuit operator, has been concentrating of late in Barre, Vt., where he has an interest in the Opera House. M&P Theatres Corp. operates two other theatres in the town . . . Fred Sharby, Kenne theatre operator, was down from New Hampshire last week . . . Bernard Feldman, who is a partner of Joe Mathieu in the operation of the Capitol in Winchendon, was here recently.

Ernie Hickey, manager of the Colonial in Brockton, promoted a prize for the first baby born in the municipality during the showing of Warner's "A Child Is Born." The deal garnered considerable gratis publicity . . . New England drive-in theatres generally plan April openings this year.

A. K. Ames, operator of the St. Croix in Calais, has darkened the Maine house . . . Norman Glassman, operator of the Rialto in Lowell, has been renovating the theatre. A new front will enhance the spot . . . Harry Wasserman is dualling every Thursday and Sunday at the Liberty in Dorchester.

Frank Perry, operator of the Orpheum in Foxboro, said this week that no date has yet been set for the recently postponed testimonial dinner for Nathan Yamins . . . Wilbur Peterson, operator of the Orpheum in Somerville, and Morris Pouzzner, who operates a circuit out of the Statler Bldg., are with Perry on the committee in charge.

Harry Asher, local inde, played "Mercy Plane" first-run at the RKO Boston last week . . . Christopher Joyce, manager of the Durfee in Fall River, is a term chairman in the present Kiwanis attendance drive in Fall River.

Charles Brent, local inde exhibitor, found evidences of the film biz even when he took a hunting trip down the wilderness of the Southwest Miramichi River in New Brunswick. Jack Eaton, R. T. Ervin, and Charles A. Younger left their names cut into the walls of a log cabin as a souvenir of a 1931 Grantland Rice Sportlight assignment.

George French, former manager of Keith's Memorial and present resident director of the Albee in Providence, was recently in town . . . Charles Wilcox, manager of the Orleans in the Cape Cod town of the same name, has been using food giveaways.

Ed Smith, manager of the Paramount in Springfield, has put over several tieups with Springfield College . . . William Canning, manager of the Empire in Fall River, has been supervising the air-conditioning of the house.

Retreat in North Andover By New Catholic Guild

BOSTON—The Catholic Motion Picture Guild, recently organized non-sectarian fraternity, sponsored a retreat at Campion Hall in North Andover, last weekend.

Making the retreat, which was under the direction of the Rev. John T. McGrory, S. J., were: Frank Lydon, president of the Independent Exhibitors, Inc.; Frank McManus, M&P Theatres Corp.; Maurice Corkery, manager of the Central Square in Cambridge; Ed Carroll, operator of the Stuart in Boston; Chester Grenier, Stuart Street film printer; Herbert Higgins, head of the Higgins Booking Service in the Statler Building; Andrew Platt, local Hearst papers; Tom Wall, manager of the Capitol in Allston; Joseph Haley, Maine & New Hampshire Theatres.

William Doyle, manager of the Broadway in South Boston; Joseph Ahern and John Davin, National Screen Service; Frank Grady, M&P Theatres Corp.; James Caddigan, local projectionist; Russell Burke, Tremont in Boston; Theodore and James Lydon, Hamilton in Dorchester; Tom Duane, Paramount.

William Mulcahy, Maine & New Hampshire Theatres; J. Byron McCurdy, sponsored by Herbert Higgins; John Moriarty, 20th-Fox; Louis Zaccardo, Republic; Herb Donovan, Jerry Crowley and Joseph Rahilly, M-G-M; William Cuddy, RKO; Dr. Al Moloney, Roentgen Pictures; Maj. Patrick F. Healey, state film board; Ed Cuddy, M&P Theatres Corp.; Frank McKeen, Gulf Oil, and William Murphy, local Imperial branch manager.

"Daltons Rode" to Marshall

HOLLYWOOD—George Marshall will direct "When the Daltons Rode" for Universal. Screenplay for the story of the notorious Dalton brothers of the last century, is being prepared by Lester Cole and Stuart Anthony.

Finish Temple Script

HOLLYWOOD—Don Ettlinger and Edwin Blum have completed the script for "The Young People," next Shirley Temple starrer for 20th-Fox which Allan Dwan will direct.

PROVIDENCE

GEORGE FRENCH, manager of the Albee, is going to create a lot of goodwill for his house through his donation of theatre for morning matinee showings of "King of Kings" daily through Holy Week. Central Federation of Churches are sponsoring the showings, which will be free, but with collection taken up from those wishing to contribute.

Ed Rowland, RKO publicist, in town to assist in heavy campaign being mapped by RKO-Albee on "Pinocchio."

Jimmy Wall, doorman at RKO-Albee, out several days with the grippe last week, was back on the job Sunday . . . Manager Ed Reed of the Strand much concerned over his dad, who is quite ill.

George Cronin, resident manager of the Empire, marked his second anniversary in Providence, March 13, and celebrated by moving into a new home.

Gerald G. Wagner, manager of E. M. Loew's Colonial, Newport, permitted a Saturday morning Finnish benefit show at his house for which the staff contributed their services.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Local Touches Paraded For "Passage" Showing

WOLFEBORO, N. H.—The enterprising Ansel Sanborn didn't overlook much in giving a few "local" touches to "Northwest Passage," in local newspaper writeups, when he showed the film at his Pineland Hall in Centre Ossipee and Memorial Hall in Wolfeboro.

These facts were emphasized:

The picture depicts a Colonial youth leaving Portsmouth to fight Indians with Rogers Rangers.

Mrs. Ted Sands of Sanbornville and Boston was a classmate and friend of Ruth Hussey, feminine lead, in the class of 1933 at Pembroke College in Providence, R. I.

The story was written by Kenneth Roberts, who lives across the state line in Kennebunk, Me.

P. S.—Mr. Sanborn evidently forgot to mention that Spencer Tracy was reported a while ago as a possible purchaser of property in the White Mountains, where Bette Davis is a summerime dweller.

Come to think of it, however, he did point out that while "Northwest Passage" was being filmed, Corey Ford, the scenarist who has a summer home in Freedom, near Wolfeboro, was busy in Hollywood and commented on the impressiveness of some of the film's scenes.

Two New Haven Showmen Utilize Academy Award

NEW HAVEN—The morning following the announcement of the Academy Award to Robert Donat, Robert Russell and Nat Rubin of the Loew-Poli here had transported Mrs. Donat, mother of the star, from her Bethany farm to the local *Register* office where she was photographed for an AP release, receiving the news of the award over the AP wires.

Not only did the art and a big story make the local press but the release was sent over every AP wire in the country. Messrs. Russell and Rubin received honorable mention in the *Loew-Down*, Loew's, Inc., house organ, for the quick thinking and effective stunt.

Successor for Addison Awaits Vogel's Return

BOSTON—A successor to H. M. Addison, who recently resigned as northeastern Loew division manager after being with the circuit 15 years, will not be made by Joseph R. Vogel, out-of-town operating head for Loew's, until April, at the earliest. Vogel is now in Havana on a vacation and is not due back until the early part of April.

"Good Will Award" Gets Initial Try in Lowell

BOSTON—Roy E. Heffner, New England Bank Night assignee, held the first local tryout of his new cash giveaway, "Good Will Award," at the Tower in Lowell. Keynote of the new boxoffice bolster is that participants are given two hours after the time of the drawing to claim the award.

Russell Burke Gives An Explanation

Boston—Perusal of the records of the local Animal Rescue League showed that Russell Burke, Boston executive of the Frederick E. Lieberman circuit, recently acquired five cats from the League. Burke hurriedly explained the felines give the Tremont, the Bijou, and Normandie theatres that homelike atmosphere.

Academy "Strayed," Contends Editorial

MANCHESTER, N. H.—The Motion Picture Academy of Arts and Sciences has strayed from its original purpose, so that now, instead of rewarding performances, it merely confirms popularity polls, it is charged in an editorial, "Gone With the Wind," published in the Manchester *Union*.

The editorial said:

"There will be—as always—some dissent over the 1939 awards of the Motion Picture Academy of Arts and Sciences for eminence in various fields of motion picture endeavor, but the awards followed the academy tradition—the bulk of them went to persons associated with pictures that have been big boxoffice successes.

"This suggests that possibly the movies have achieved a status in which the academy, as it now functions, is an anachronism. The institutions on which the academy is modeled were founded to reward meritorious performances in the arts without consideration of the popularity or the financial success of the recipients—to call attention to merit that the public might fail to recognize. As the academy now functions, it appears to be merely an instrument for confirming the various popularity polls . . .

"Even a casual moviegoer cannot but be impressed by the tremendous strides the movies have made during recent years. The movies are coming of age. Hollywood is producing a vastly improved product, infinitely superior in direction, acting and technical artistry to the best productions of a few years ago.

"That many of these productions are boxoffice successes is, of course, gratifying to the industry. But, perhaps, the movies have reached the stage where recognition for artistry can be given even when it fails to establish a new high gross. That, it would seem, should be the function of the academy rather than following the election returns."

New England Organizing For 1940 Rogers Drive

BOSTON—New England theatres are being organized to inaugurate the 1940 Will Rogers Memorial Drive on April 18. Maurice N. Wolf, M-G-M New England manager, is again in charge of this sector.

Weekly Vaude Program Starts in New Haven

NEW HAVEN—The 1,482-seat Loew-Poli-Bijou inaugurated its weekly Saturday vaudeville policy, featuring "The Little Tough Guys," the Lockwells, Larry Best, Russell Christiane, Jans Linton Trio, and the locally popular Gus Meyers orchestra. The Loew subsequent run also offered a first run picture, "The Secret Four."

The Bijou now is the only house in the city to offer regular stage shows. In the past few years only the local sports Arena has offered occasional name band shows, with marked success. Meriden, Waterbury and Bridgeport have regular one-day stage presentations on the Loew circuit, and the State, Hartford, operated by Harris Bros., books three and four-a-week headliners.

Honor Silverman, Dooley With Testimonial Fetes

PROVIDENCE—Two testimonial dinners to individuals connected with the industry here were tendered during the early part of the month. Honoring one, was the dinner at the Providence-Biltmore to Archibald Silverman, president of the National Realty Co., owners of the Strand, whose 60th birthday anniversary occasioned the testimonial.

Arrangements were in charge of Edward L. Reed, manager of the Strand.

The other fete was in honor of Judge James E. Dooley, prominent official of Associated Theatres Corp. which operates several neighborhood houses here. Judge Dooley's affair was arranged by the Rhode Island department of the Disabled American Veterans.

Dieterle Gets "Reuter"

HOLLYWOOD—William Dieterle will direct "This Man Reuter" for Warner. Edward G. Robinson will star in the Henry Blanke production.

NEW HAMPSHIRE

LUCIEN DESCOTEAUX has revealed that the new 550-seat theatre which he is constructing in a former newspaper building in Manchester, has been tentatively named the Rex. The house is expected to be completed some time in May.

Frank Lamarre, manager of the Palace, in Manchester, has been passing around the stogies. It's a girl.

Awakening on the morning of March 5 to find the state buried under the third huge snowstorm within three weeks, most of New Hampshire's film exhibitors were groggy enough to "take the count." Rural areas, particularly, were staggering to dig their way from under the unwelcome white blanket. With income taxes, big heating bills and other seasonal worries, the theatremen started praying for spring.

Scott P. French has been re-elected as president of Pittsfield Agricultural Fair Association, Inc., which set September 3, 4 and 5 as the dates for this year's Pittsfield Fair. William M. Osgood is secretary-treasurer.

Censors Find Nothing Is Wrong With 45 Pictures

BOSTON — Massachusetts film censors found nothing wrong in a list of 45 pictures reported as approved for exhibition on Sunday. They included Paramount's "The Farmer's Daughter," Imperial's "Five Grand and a Girl," J. H. Hoffberg's "Ultimatum," Roy Heffner's "Spy Bureau" and Universal's "Zanzibar."

It was the first week in many a month that no vaudeville acts were refused Sunday licenses. Thirty-one routines were approved, while only four were ordered to put modifications into effect to confirm with Sunday regulations.

McGunnigle Assistant at Loew's State in Boston

BOSTON—George McGunnigle has been promoted to assistant to Fred Greenway, manager of Loew's State. McGunnigle was formerly treasurer at Loew's Orpheum here.

James Tibbetts, former assistant treasurer at the Orpheum, is now treasurer and assistant to Manager Howard Burkhardt. Emil Weretelnyk, former chief of staff at Loew's State, has been transferred to the Orpheum as Tibbett's assistant.

Vincent Dunfey has been advanced as Loew's State chief of staff. Edward O'Neill has been named Dunfey's assistant.

Segal Seeks $32,400 in Pact "Breach" Action

BOSTON—Harry Segal, local independent distributor, has filed suit in New York supreme court charging breach of an employment contract. Defendants are Standard Pictures Distributing Co. and George Leganes. Segal is seeking $32,400.

Segal complains the defendants breached a contract made on July 17, 1939, by which terms he was allegedly employed as general sales manager for three years with the compensation of five per cent of the gross.

Hartford Actors Ass'n to Combat Closing Law

HARTFORD—The Actors Protective Ass'n of Hartford has discussed the raising of a fund to combat the 10 p. m. closing law. A fortnight ago the group met in New Haven with the Bridgeport Actors Ass'n for a similar purpose and voted to retain Thomas Fitzsimmons of New Haven as attorney to represent the group.

The actors are reported considering injunctive proceedings to allow all female entertainers to perform in night spots after 10 p. m.

Officer Wins Trophy

BOSTON—Loew's, Inc., 1939 annual trophy has been awarded to Richard Horrigan, Boston police officer, for bravery and valor. Horrigan, wounded in a gunfight, captured two bandits. Commissioner Joseph F. Timilty was secured by Joseph A. DiPesa, publicity manager, to make the award.

Probable Witnesses From New England

BOSTON—The following probable witnesses in the department of justice suit against the distributors and producers have been listed from the New England territory, in addition to those published last week on pages 9 and 12:

Connecticut

William Brown and Edward J. Peskay, Pickwick, Greenwich; E. M. Loew, Loew's Theatre, Hartford.

Maine

Newell B. Kurson, Bangor; Willard B. Harwood, Strand, Gardiner; Erland E. Hardy, John Alton Bragg and H. H. Paul, State, Farmington; Wilbur F. Goodwin, Lyric and Strand, Kennebunkport; Abraham L. Goldsmith, Orono; Abraham Goodside, Strand, Portland; E. M. Loew, Boston; Carroll T. Cooney sr. and Carroll T. Cooney jr., Waldo, Waldoboro.

Massachusetts

John S. Giles, Cambridge; F. M. Perry, Orpheum, Foxboro; Edward T. Bloomberg, Gloucester; William Siano, Lexington, Lexington; George Ramsdall, Granada, Malden; Joseph G. Spitz, Julius Jolsen Theatres, Somerville; Adolph Bendsley, Community, Wellesley Hills.

New Hampshire

E. Charbonneau, Concord, Concord; Newell B. Kurson, Kurson's Theatre, Franklin; Louis S. Rothenberg and Charles Morse, Arcadia, Portsmouth.

Rhode Island

M. A. Shea, Shea's Paramount, Newport; E. M. Loew, Music Hall and Capitol, Pawtucket; Louis S. Rothenberg and Charles Morse, Metropolitan, Providence.

Vermont

Newell B. Kurson, Campus, Middlebury; P. S. Murray, Opera House, Middlebury.

Loew Into Reading

BOSTON—E. M. Loew has taken over the Reading Theatre Building in Reading. The action was forecast by BOXOFFICE several weeks ago. Morris Pouzzner is operating the 775-seat Reading under a lease which has approximately four years to run. He secured the house on a sub-lease from Phil Smith, circuit operator.

Cooking School Series

HARTFORD—Several Warner neighborhood houses, in cooperation with a prominent downtown department store, sponsored a series of cooking schools. At their conclusion, the theatres gave away groceries, wall lamps and other household needs, including stoves and frigidaires.

Cooperation

BOSTON—Speaking of cooperation!

Saul Grauman, scheduled to open not long ago on the stage of the RKO Boston, was on the spot because one of the girls in his staircase routine splintered an ankle bone in a New York benefit.

Grauman phoned friend Fred Greenway from New York, asking the Loew's State manager to contact either Harry McDonald or Ben Domingo of RKO and to request a cancellation.

"There should be some way out," said Greenway.

The upshot of it was that Greenway's bride, the former Helen McQuade, went in to pinch-hit. Rehearsals were held on the hall stairway of the Greenway's apartment so that the show could open.

Deals Are Concluded for "Young Fun" Stimulator

BOSTON—Joseph Schmuck and James Kennedy have completed deals on "Young Fun," new juvenile hypo, with a number of New England houses including several in the M&P chain. The premium deal is now being used by Phil DiPetro at the Jamaica in Jamaica, by Irving Dunn at the Tower in Lowell, by Roy Heffner jr., at the Key in Middleboro, by T. Rosenblatt at the Community in Centerdale, R. I., and by Glen Glenner, Broadway, Chelsea.

Ice Storm Hits Grosses In Bridgeport Area

BRIDGEPORT, CONN.—The ice storm almost paralyzed theatre business in this area. Many houses in the small towns could not open, due to power failures, and those that did attracted only meager audiences. Large theatres in Norwalk and Stamford where the juice was off all day and night were able to operate only because they had their own emergency power plants.

Sam Richmond Resumes Lieberman Booking

BOSTON—Sam Richmond has rejoined the Frederick E. Lieberman circuit. Richmond, booker for the Lieberman houses since he left the Hub film exchange some years ago, recently resigned to become head booker for Arthur Lockwood and Louis Gordon, filling a vacancy left by the resignation ot William Murphy who took over as office manager for Imperial Pictures. Richmond is now located at 146 Tremont St. in Boston.

Push Book Deal

BOSTON—The Capitol Theatres Supply Co., marketing the only theatre book deal with both an encyclopedia and dictionary, has placed the giveaway with Lucien Descoteau at the Empire in Manchester, N. H., and with Joseph and Max Levenson at the Strand in Gloucester.

Banquet Plans Ahead

BOSTON — Thad C. Barrows continued this week with plans for the Moving Picture Operators, Local 182, 30th anniversary banquet and ball at the Copley-Plaza on May 21. The 25th anniversary of the organization was observed in a similar way at the same hotel.

Levensons Buy Cyclex

BOSTON—Kenneth R. Douglass and Leon L. Foster of the Capitol Theatre Supply Co. have installed a pair of new Cyclex projection lamps in Quincy for Max and Joseph Levenson. The circuit executives, who operate out of 294 Washington St., Boston, also went for a new screen and a special frame.

Hold "Gabby" Hayes

HOLLYWOOD — George "Gabby" Hayes, comedy relief in the Roy Rogers western series, has been held for another year by Republic.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 3-16-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

.....

.....

.....

.....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

Chain Support Plea Lifts Cole Eyebrows

DALLAS—"Why are all the distributors and all the big chains coming to you and asking for your support? When did these natural enemies of the independent exhibitor ever advocate something for the independent exhibitors' interest?"

These questions addressed to Col. H. A. Cole, Texas Allied head, in a bulletin to the membership on the Neely bill. Other portions of the message:

"The past 60 days we have been in the cyclone cellar, listening to the roar of wind occasioned by the opposition to the Neely bill. Our lung power was not equal to the task of shouting down that 'wind,' and our powers of debate were sadly handicapped by adversaries who insisted on starting off by saying, 'Since everyone knows that two plus two equals nine, therefore—'

"We imagine you have heard all the arguments and all the statements made by the opposition, even including the one 'it's literally true no exhibitor ever plays a picture he does not want to play.' You have heard the one about the government bureau at Washington, although a careful study of the bill shows no sign of it. You have heard the one about the bill prohibiting the 'distributors from selling more than one picture at a time,' although to justify that one they had to quote one-half of a sentence and leave off the last half.

Urges Writing

"When you were a kid you probably read Aesop's Fable about the monkey who got the cat to pull the hot chestnuts out of the fire. Go to the library and read that again, and then apply it to this situation of the distributor chains, the independent exhibitor and the Neely bill.

"You will find that the monkey got *all* of the chestnuts, and the cat got *nothing* but burnt paws!

"So here's luck to you. Only, for gosh sake, don't let the film companies think for you, don't let the chains think for you, don't let Cole think for you. Just think for yourself! And write us and your Congressmen what you think!"

Asking if it "is possible that the shrinkage in film exchanges has any connection with constantly increasing film rentals, demand for Saturday and Sunday playing time, and percentage demands rising from 30 to 35 to 40 to 50, and now 70 per cent," the bulletin urges support of the Neely bill and inferentially charges monopoly with decreasing the number of exchanges and distributing companies. It asks:

"Do you remember: First National, Warner Bros., Fox, Independent Film, Specialty Film Co., R. D. Lewis Film Co., Enterprise Dist. Corp., Liberty Film Co., Pathe, FBO, Educational, Vitagraph, S. W. Federated Film Exchange, United Artists, Producers Dist. Corp., Selznick-Select, Metro Pictures, Cosmopolitan Pictures, W. W. Hodkinson, Realart, Goldwyn Dist., Pioneer Film, World Film Corp., Famous Players-Lasky, Exhibitors Film Exchange, American Releasing, and Robertson Cole."

TOPA Survey Claims Majority Texas Showmen Anti-Neely

DALLAS—Results of a survey revealing an overwhelming majority of Texas theatre opposition to the Neely bill is issued by Judge Roy L. Walker, president of Theatre Owners Protective Ass'n.

Statistics presented convey, it is claimed, that these theatre owners or managers have signed up as opposing the bill and that all figures refer to exhibitors who have signed petitions addressed to their respective congressmen that they do not want the Neely bill.

Exhibitors who signed these petitions signed as individuals and they represent exhibitors who are members of Allied, the Theatre Owners Protective Ass'n, and exhibitors who do not belong to any organization, it is cited.

The survey, over Walker's signature, is as follows:

"On a careful survey of the theatres in the state of Texas, out of 473 towns in which theatres are operating, 401 towns have signed up opposing the Neely bill, eight are reported for the bill, and 64 unreported.

"Out of a total of 899 theatres in said towns, 789 have signed up protesting the passage of the Neely bill, 17 reported for the bill and 93 unreported.

"A total of 86.4 per cent of the towns operating in the state of Texas have been contacted and of this number 98 per cent have signed petitions protesting against the Neely bill.

"Of the shows in operation, 88.5 per cent have been contacted and 97.8 per cent of the shows have reported against the bill.

"The 64 towns unreported are all less than 5,000 population and 38 of these towns have a population of 1,000 or less.

"In connection with this survey of the state, the Theatre Owners Protective Ass'n reorganized and in its reorganization provided for 21 directors, one to be elected from each Congressional district, and a majority of the directors must at all times be independent theatre owners. Meetings were held in various Congressional districts over the state and the following were elected directors for the year 1940:

District

No. 1—F. L. Wolf, Clarksville
No. 2—Julius Gordon, Beaumont
No. 3—C. H. Cox, Gilmer
No. 4—Harold Robb, Dallas
No. 5—R. J. O'Donnell, Dallas
No. 6—George Chatmus, Hearne
No. 7—O. L. Smith, Alto
No. 8—F. D. Wilke, Houston
No. 9—L. O. Wallace, Bay City
No. 10—Tom White, Burnet
No. 11—J. C. Chatmus, Marlin
No. 12—C. W. Sadler, Weatherford
No. 13—W. J. Wilke, Graham
No. 14—H. A. Daniel, Seguin
No. 15—D. J. Young, Brownsville
No. 16—Roy Pringle, Fabens
No. 17—M. D. Cook, Strawn
No. 18—W. J. Wooten, Canyon
No. 19—Herschel Crawford, Slaton
No. 20—J. J. Jiminez, San Antonio
No. 21—Henry Reeves, Menard

"The organization includes theatre owners in Texas, both affiliated and independent, and has for its purpose the protection of the exhibitors in the state of Texas from unfair legislation and taxation."

Test State's Right to Tax Interstate Firm

OKLAHOMA CITY—The right of the Oklahoma tax commission to tax a company engaged in interstate commerce has been challenged in federal court here by Tad Screen Advertising, Inc. of Dallas. The firm filed suit to recover $3,828.39 paid the state under protest as consumer, or sales, taxes.

Tad makes advertising films for theatres. It is a subsidiary of Alexander Film Co. No contract, the company said in its suit, was ever made in Oklahoma, as all were approved in Dallas and signed there by the company. The business, it declared, is entirely in interstate commerce and is outside of the jurisdiction of Oklahoma.

The state assessed two per cent taxes amounting to $2,029.90 for the period June 1, 1937, to Dec. 31, 1938, and $1,016.22 for the period Jan. 1, 1939, to Oct. 15, 1939. Penalties added to these sums amounted to $3,836.39. The suit asks the return of that sum.

New Orleans Church Group Urges Passage of Neely

NEW ORLEANS—A resolution urging passage by the House of the Neely bill was adopted at a session of the Women's Missionary Council at the First Methodist Church here without a dissenting vote. The resolution contends block booking keeps the public from getting "wholesome, educational and worthwhile moving pictures."

Plans in Galveston

GALVESTON—Mrs. Anita Martini, manager of the Dixie here, announces plans to erect a new theatre for Negroes at 26th and Market Streets. It will be named after Dr. George W. Carver, Negro scientist of Tuskegee Institute.

Harry Day Not Field Man for BOXOFFICE

Atlanta—A man giving the name of Harry Day, who has been soliciting subscriptions to BOXOFFICE in this territory, is not an authorized representative of this publication. BOXOFFICE staff and field representatives carry proper credentials. Ask to see them when you are contacted.

Scott Becomes New Interstate Partner

DALLAS — Interstate circuit et al., was granted a judgment by Federal Judge William H. Atwell in the Paul Prugh Scott $315,000 damage suit against the chain while, in turn, Scott, in an out-of-court settlement a few hours before, became a partner in Interstate with an interest in six north and east Dallas neighborhood houses.

Thus came to an end an anti-trust suit which, if it had been heard on its merits, was expected to set some sort of a precedent in the industry.

Both sides to the controversy kept closed lips as to actual details of the settlement.

In disposing of the case, Judge Atwell said: "In open court the parties, plaintiff and defendant, announced that judgment should be entered in this case in favor of the defendants, with costs of the suit against the plaintiff.

"It is therefore ordered, adjudged and decreed that the plaintiff, Paul Prugh Scott, take nothing against the defendants, Interstate Circuit, Inc., Texas Consolidated Theatres, Inc., Karl Hoblitzelle, R. J. O'Donnell, Paramount Film Distributing Corp., and that each of said defendants recover costs in their behalf expended, and go hence without delay." This was construed to mean Scott pays the court costs and that cost of the litigation borne by both parties in bringing the case to court, could be settled any way mutually decided upon.

One or more attorneys from the attorney general's department in Washington were known to have been in Dallas to look on in the impending trial and to gather what information they could in the settlement and disposition of the case by Judge Atwell.

As the smoke clears away, it is evident the hatchet has been buried in the Scott-Interstate feud. On March 15, Scott was to become an operating partner in the circuit, with an interest in the Varsity, Village, Lawn, Melrose, Knox and Lakewood theatres. He will operate them under direction of R. J. O'Donnell, Interstate's general manager.

Also by the settlement, Scott transfers the new River Oaks, Houston, to Interstate. The Varsity, from which the suit arose, reverts to Scott. He sold the house to Interstate a few years ago.

Remodeling plans for the Varsity, contemplated for some time by Karl Hoblitzelle, will go forward shortly. The work will cost $35,000.

McLendon Opens

HONEY GROVE, TEX.—The new State was opened here Thursday night, March 7, with a large crowd attending. The theatre is owned and operated by B. R. McLendon, of Atlanta, who heads a small town circuit of about a dozen shows in east Texas, southern Oklahoma, Arkansas and Louisiana.

Ft. Worth Golf Tourney Set for March 27-28

FORT WORTH—The annual invitation Theatrical Golf Tournament here has been announced for March 27 and 28 with Frank Weatherford, whose office is in the Palace Theatre Bldg., in charge.

The play will be at Colonial Hills Country Club and tickets are going at $3.50 each, good for green fee and entertainment. There will be a big stag party the first night, with R. J. O'Donnell, Interstate general manager acting as emcee. The golfing will be all day, March 28, with a banquet in the evening.

Entire proceeds will be turned over to the Variety Club in Dallas for use in defraying the national convention expenses.

Nearing Completion

CORPUS CHRISTI—Work on the new Texas-Consolidated theatre on North Beach is progressing and the house is expected to be opened the first part of next month. The house, which cost around $17,000 to build, will seat 400 people.

Pictures Return to Golden Meadow

GOLDEN MEADOW, LA.—With the state undertaking to cap the wild oil gusher that has disrupted business here the past four weeks, the Golden Meadow Theatre is looking forward to showing films again.

Opens in Manchester, Tenn.

MANCHESTER, TENN.—Dr. A. A. Womack announces the opening of his New Lyric, completely remodeled after a recent fire.

IMPORTANT NOTICE

TO OUR FRIENDS AND ACCOUNTS

Several weeks ago announcements appeared in BOXOFFICE, Film Daily, and Motion Picture Herald, that Rex Poster Exchange, Inc. had been purchased by Advertising Accessories, Inc., which were in error and very misleading. They were made by Advertising Accessories, Inc. without foundation and without any knowledge on our part.

THESE ANNOUNCEMENTS WERE NOT TRUE!

We are still in business as an Independent Poster Exchange, and intend to remain in business on that basis.

We do not favor the idea of becoming a party to any deal that, as it appears to us, will eventually mean the creation of a monopoly.

REX POSTER EXCHANGE

223 SOUTH LIBERTY STREET NEW ORLEANS, LA.

JOY N. HOUCK R. T. REID W. H. COBB

MEMPHIS

EXHIBITORS seen along the Row: W. W. Davis, Ritz, DeWitt, Ark.; K. H. Kinney, Hays, Hughes, Ark.; Guy B. Amis, Princess, Lexington, Tenn.; Dwight Blizzard, Okolona, Okolona, Miss.; Carol Poole, Gem, Prescott, Ark.; Miss Louise Mask, Luez, Bolivar, Tenn.; Orris Collins, Capitol, Paragould, Ark.; Dink Jones, New at Carlisle, Sheridan and Lonoke, Ark.; Sid Metcalf and W. L. McSwain, Ritz, Morrilton, Ark.; Mr. and Mrs. W. R. Pattie, Temple, Leland, Miss.; W. F. Sonneman, Ozark, Fayetteville, Ark.; F. G. "Bob" Roberts, Ritz, Bald Knob, Ark.; Miss Emma Cox, Gem, Osceola, Ark.; Bob Martin, Bells, Bells, Tenn.; C. W. Tipton, New, Manila, Ark.; W. R. Tutt, Savoy, Tunica, Miss.; H. G. "Slim" Brewer, Savoy, Clarksdale, Miss.; W. F. Ruffin, Ruffin, Covington, Tenn.; L. H. Haven sr. and jr. of Imperial, Forrest City, Ark.; Mr. and Mrs. Joe Applebaum, Roosevelt, Hollandale, Miss.; Jack Watson, Palace, Tunica, Miss.; Norman Fair, Fair, Somerville, Tenn.; Odis Taylor, Uptown, Dresden, Tenn.; R. H. Taylor, Grand, Truman, Ark.; W. E. Malin, Lura, Augusta, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; R. B. Gooch, Ritz, Selmer, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; Paul Schaffer, Star, Marked Tree, Ark.; Whyte Bedford, New, Hamilton, Ala.

Construction will start on the new Paramount Exchange within a couple of weeks . . . M. H. Brandon, president of Film Transit, Inc., spent several days in his Memphis office before returning to Charlotte, where he makes his headquarters . . . Polly Coppege, who has taken over the Talisman and Rosedale theatres in Rosedale, Miss., was on the Row booking . . . M. A. Lightman jr., who is now booking for a number of Lightman houses, reports Sunday operation has been discontinued in Winona, Miss.

O. W. McCutcheon of the Ritz, Blytheville, Ark., advises his new 900-seat house in Charleston, Mo., will be completed within a few weeks . . . Floyd Schaffer of American Desk Mfg. Co. is back after a visit to the Dallas, Oklahoma City, Kansas City and St. Louis offices of the company . . . Jimmy Greig, United Artists salesman out of St. Louis, was in working on local accounts.

D. F. Diggs of the Princess, Paris, Tenn., and Harry Shaw, his booker, were recent Filmrow visitors . . . Harold Wilkes, Paramount's southern district manager, spent a couple of days here with Bill Bugie, local manager . . . R. L. Osborne, Harlem, Belzoni, Miss., who makes about two trips to Memphis a year, was in telling about his "streamlined" theatre . . . Sally Lynch, Alton Sims' secretary at the local R&R office, became Mrs. R. E. "Bob" Scott, March 11. Sally will be back at her desk after a short honeymoon.

M. S. McCord of Malco Theatres, North Little Rock, Ark., visited the Memphis office . . . W. T. Willis, who books for the New Munford, Munford, Tenn., was on the Row . . . M. B. Hasty of the Joy, Dardanelle, Ark. and his wife and daughter were in town. Hasty plans to erect a cafe next door to his theatre in the near future . . . Gladys Callum, who books for the Steele, Steele, Mo., and the Rex, Lilbourne, Mo., was in for the first time since December . . . Mr. and Mrs. W. D. Mitchell of the Gem, Dumas, Ark., have purchased a new home and are busy getting moved in.

H. G. Kennedy of the Strand, Philadelphia, Miss., paid Strand Enterprises, Inc., his first visit in two years . . . H. C. Langsford of the Folly, Marks, Miss., was in buying new chairs . . . N. T. Towler is the new salesman for Monogram Southern. He comes from the Monogram office in Atlanta.

The sign "It's a Girl!" which appeared on the door of the Vault, the Prichard boys' new cafe on Filmrow, announced the arrival of an eight and one-half pound feminine bundle of joy at the Methodist Hospital labeled for Ralph and Alice Prichard. The young lady was not yet named as these words were being written . . . Jess Norman of the Best at England, Ark., and his bride have returned from Florida. They are making their home here.



—Stuart Miller Photo

When Dotty Dined in Miami—

"The Road to Singapore" luncheon hosted by W. R. Lynch, general manager of the Paramount circuit, and 19 managers and department heads, honored Dorothy Lamour. Seated at the speaker's table, left to right: George Hoover, manager of the Sheridan; Wynne Rocamora, the star's manager; Miss Lamour; W. R. Lynch, and Miss Lamour's mother. Left row, front to back; James Barnett, Hialeah manager; Jack Murray, art department head; Joe H. Luter, Rex manager; Edward Carmichael, Olympia building manager, and Dan Boone, Gables manager. Left center, same order: Eddie Atkinson, booking manager; George Baldwin, Regent manager; Charles Walder, Tivoli manager, and Charles McCue, publisher of Theatre News. *Right center, still front to back: Rollin K. Stonebrook, Paramount manager; Charles Whitaker, Cinema Casino manager; Austin Moon, Colony manager, and Tom Manning, Community manager. Right row: Norman Rossman, auditor; Charles Crandall, Roxy manager; Carl Mott, Flagler manager; Karl Roller, head of advertising and publicity, and Alfred Weiss, Olympia manager.*

An Enviable Record--

213

Simplex TRADE MARK REG'D. **High Intensity Lamps Sold by NATIONAL in February--!**

Hardly a month old on March 1, this MODERN High Intensity Lamp is a baby with a lusty voice which speaks in terms of MODERN HIGH INTENSITY LIGHTING at low cost.

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

Probable Witnesses From the South

DALLAS—Probable witnesses from the southern area in the department of justice suit against producers and distributors include the following, in addition to those listed last week on pages 9 and 12:

Alabama

W. E. Bruce, Selma; D. E. Ponder, Rainbow Theatre, Opelika.

Arkansas

M. J. Kilbourn, Royal, Bentonville; R. V. McGinnis, Hope; Saul Harris and Eugene T. Oliver, Little Rock; F. J. Daugherty, Palace, West Helena; J. J. Rhodes, Crittenden, West Memphis.

Florida

Robert H. Boardman, Playhouse, St. Petersburg; Harry Bott, Miami; Mrs. Jessie Mae Browne, Wallace, Bradenton and Palmetto, Palmetto; J. E. Churchwell, Panama, Panama City; Aaron Courshen, Miami Beach; John A. Cunningham, Edison, Miami; N. V. Darley, Tampa; Louis Goodbread, Lake Worth; B. E. Gore, Broadway, Tampa; B. L. Hall, Joy, Deland; D. V. Marquis, Fort Pierce; Harlow Merryday, New, Palatka; Sidney Meyer, Wometco Theatres, Miami; M. C. Moore, Riverside, Jacksonville; H. Pitman, Clearwater; Guy M. Ragan, Sarasota; Erwin Reiss, Park, St. Petersburg; W. J. Stewart, Palmetto; Charles Walder, Tivoli, Miami; Herman Weingarten, Surf, Miami.

Georgia

O. L. Gaston, Madison, Atlanta; Mrs. T. L. Liggett, National, McRae; Frank Plaginas, Gainesville; Wallace Smith jr., Gem, Barnesville; Fred G. Weis, Savannah, Savannah.

Louisiana

Gordon C. Ogden, Climes, Baton Rouge; George H. Mercer, Cedar Grove; Claude Darce, New Opera House, Morgan City; Roland Siegle, Siegle, Monroe; Harry Suddath, Amusu, Natchitoches; Arthur R. Cunningham, Glenwood, Shreveport; R. L. Carnahan, Roosevelt, Sulphur.

Mississippi

Raymond H. Fisher, Crescent, Belzoni; B. Sudduth, Ritz, Laurel; W. R. Pattie, Temple, Leland; Guy Adams, Grand, Vicksburg.

North Carolina

F. C. Hanks jr., Avon, Lenoir; Boyd R. Horton, State, Concord; Alfred E. Miller, Oasis, Wilson; Joe W. Mitchell, Spencer, Spencer.

South Carolina

Fred S. Curdts, Ritz, Greenville; W. E. Field, Branwood, West Greenville; P. C. Osteen, Anderson; H. B. Ram, Patricia, Aiken.

Tennessee

E. F. Stein, Jackson; George Denton, Knoxville.

Texas

Jim Golding, Rex, Amarillo; Barton McLendon, State, Atlanta; B. Legg, Superba, Denison; I. B. Adelman; Sam Archibald, Polly; C. A. Dickey, Avenue; D. J. Hightower, Texas; Leon B. Lewis, New Liberty; Louis Richker, Gaiety; L. C. Tidball, Rose, all of Fort Worth; Sam Braslau, Galveston; L. M. Threet, Texas, Lufkin; B. F. White, Starland, Orange; T. W. Lewis, Princess, Texarkana; S. G. Fry and H. E. Fulgham, Jay, Tyler; Rubin Frels, Uptown, Victoria; George W. Belcher, Wharton; V. E. Hamm, Wichita Falls.

DALLAS

EMIL GEORGE of the Lincoln, and L. Fontana of the Dreamland, colored theatres in Port Arthur, were on the Row and there was talk about final closing of a deal between the two parties with Fontana selling out to the Lincoln interests.

Joe Mauldin and W. J. Lasater, who will open the new Midway next month in Lubbock, visited exchanges and made applications for product for the venture . . . Al Johnson, manager of the Jackson at Jacksonville, was here contacting exchanges and conferring with Forrest White of Ind-Ex Booking Service, who books the house.

R. E. Griffith strolled down to Harwood Street twice this week and that's news. He said he has been spending lots of time in the territory lately looking over both new and old properties. When not traveling he is busy in his office in the Petroleum Bldg. on Elm St.

Roy DeVinney, manager of Hollis Boren's new Palace in Jacksboro which was to open Thursday night, was on the Row for those last minute details. It has been hop-skip-and-jump with him while handling the old Opera House and supervising building of the new theatre. The Opera House is now closed, DeVinney said.

A. L. (Ace) Clary of Alice was in town. He says he is reviving his plan to open a competitive theatre there. Clary started out last year to do just that, but the proposition fell through. Since then, Henry Hall has built a fine new theatre in Alice, described by him as "the theatre ahead of tomorrow."

Mrs. Raymond Thompson, wife of the owner of the Mecca in Jacksboro, was on the Row booking . . . W. A. Nave and W. A. jr. were looking over the equipment angle this week in advance of remodeling now going on at Grandview where they will open the new Grand. The younger Nave will be in charge of the booth.

Robert Cole, manager of the Cole at Eagle Lake, and a brother of Mart Cole, stopped off en route home from the Fat Stock Show in Ft. Worth, and incidentally renewed his subscription to BOXOFFICE. He said he has installed a light plant in his theatre which is paying dividends in its saving of power costs . . . Another who has ordered BOXOFFICE is Julian S. Amols, who will soon open the Royal, for colored, in San Antonio. The house was formerly known as the Harlem, and has been closed for several months.

Speaking of colored theatres in San Antonio, Carl Milentz of Daisetta is now building a deluxer in the Alamo City with location about 12 blocks from the Royal which Amols has taken. Milentz was here Wednesday buying pictures for the new house and booking for his other south Texas theatres.

Jack Groves, Mitchell Lewis and R. Z. Glass, three Houston exhibitors, were all on the Row, adding to the larger number of visiting showmen here Monday and Tuesday.

M. J. "Dutch" Koneman, who was just advanced to road work in east Texas for National Theatre Supply Co. by J. I. Roberts, was unexpectedly transferred to the west coast where he will work out of the San Francisco branch.

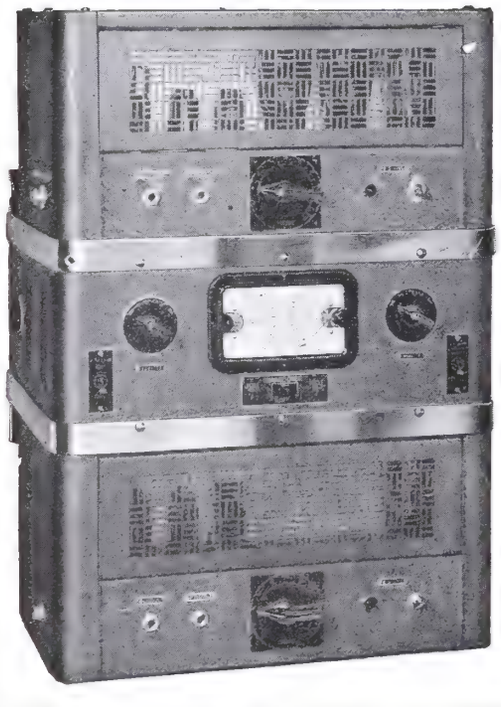
Jack Eaves, manager of the Overton, at Overton, was on the Row with his projectionist, A. D. Hopper. For the past year the Overton house has been under direction of L. M. Threet.

Karl Lybrand jr., over at Wills Point, put over one of those big Leap Year parties Friday night, March 8, with the girl friend buying her ticket and the boy admitted free. The rule also applied to husband and wife. The idea drew a nice crowd at both the Majestic and Ritz.

Harry Britton and his partner, Mr. Brewer, came up from the Valley country to book for the Texas at Pharr and the San Juan at San Juan, and to work on remodeling plans for the Pharr Theatre which will get under way within the next few days.

E. W. Hammer, son-in-law of Mrs. J. A. Lemke at Waco, was one of the out-of-town bookers on the Row this week. He owns and operates the Strand at Rogers and assists in the operation of the Crystal, Rex and Fox, owned by Mrs. Lemke in Waco.

Mrs. Lillian Walker, operating the Savage at Durant, Okla., was booking in Dallas exchanges Monday . . . Theo. Routt, J. G. Long's general manager in the circuit's Bay City office, was back in town on another booking trip.



Wonderful Sound

with our

New Complete Sound System

Trade in your old system and save a big difference.

HERBER BROS.

210 S. Harwood, Dallas, Tex.

ATLANTA

FILMROW VISITORS: J. Jarrell, Roxy, Commerce, Ga.; J. F. Camp, Ritz, Barnesville, Ga.; J. B. Hardy, Ritz, Thomaston, Ga.; L. C. Worthington, Brighton, Brighton, Ala.; Tony Griswold, Sewanee-Union, Sewanee Union, Tenn.; Robert Word, Ritz, Scottsboro, Ala.; Clyde Sisson, Roxy, Tallassee, Ala.; Jimmie Biddle, Fay, Jasper, Fla.; Ellison Dunn, Olive, Donaldsonville, Ga.; C. H. Dunn, Gibson, Chattahoochee, Fla.; Bob Dunn, Camilla, Camilla, Ga., and R. E. Cannon, Alimar, Live Oak, Fla.

James R. Grainger, president and general sales manager of Republic Pictures, was here with A. C. Bromberg . . . The good fellowship and magic tricks of T. K. Jones, Ritz, Dadeville, Ala., were enjoyed by all on his visit this week. His motto: "A new trick every trip," and they're pretty good, too.

Jack Barrett, Accessory Consolidated Service, has returned from a trip to Miami and other points in Florida . . . Jess Cox of the Liberty here has reopened the Roxy, Lithonia, Ga. He is going to remodel the Liberty in the very near future.

Preston Dewberry, artist at Theatrical Printing Co., has returned from the Aurora School of Photoengraving where he has been studying for the past three months . . . John Jenkins, Million Dollar Productions, is enthusiastic about his newest picture, "Gang War," which premiered in Miami. It opens next week in Memphis.

Alfred Sack, Sack Amusement Co., was in town . . . Thelma Dumas replaces Sara Holbrook, resigned, as Universal billing clerk . . . Hugh Manning, Gem, Etowah, Tenn., was on the Row booking for the first time in many weeks. He has just returned from Miami and he is wearing a nice tan.

John T. Ezell, Universal branch manager, is on an extended trip through Florida . . . Riley Davis will represent Variety Club, Tent No. 21, in the national golf tournament to be held in Dallas during the big convention in April.

Harry Graham, Universal district manager, is on his way to Oklahoma City for a short visit . . . Congratulations to Mr. and Mrs. Howard Kistler of Warner Bros., who announce the arrival of a boy, March 8. He has been name Kenneth . . . H. H. Newman and son, Warren of the Pastime, Sandersville, were visitors.

Fred Bund of the war department theatre was in town with the new booker, Mike Smith, who is making many friends . . . Sorry to learn that E. B. Kantor of Bach Theatres is ill at his home. Here's to a speedy recovery.

O. L. Benson, city manager for L&J Theatres in Gainesville, Ga., in on one of his rare visits . . . Mr. and Mrs. J. U. McCormick, Amity Exchange, are on a short visit to Jacksonville, Fla. . . . Wedding bells will ring out May 3 for Miss Charlotte Myers, secretary to 20th-Fox's Paul Wilson, and S. Y. Stribling of Greenville, S. C.

Monogram Southern Exchange is redecorating and remodeling its offices, according to P. H. Savin, new exchange supervisor . . . Mrs. Marjorie Robinson replaces Mrs. Medlock, resigned, as assistant secretary to Harold Wilkes, district manager for Paramount . . . H. J. Glenn, Ritz, Macon, Ga., a visitor . . . Lester Neely jr., booking for the Neely, Marion, Ala.

Sen. Alpha Fowler, a Filmrow favorite, is sporting a new Dodge . . . Dixie Film Exchange has closed a deal with the Wilby-Kincey circuit for "Birth of a Nation" . . . An Alabaman who raises some of the finest dogs in this part of the country, presented one "Trixie" to Lane Howard, Affiliated Producers.

Franconi and Blumenthal Hunt Monogram Dates

DALLAS—John Franconi and Ed Blumenthal went different directions into the Texas territory this week to personally boost sales of Monogram pictures in the "Drive for Independents" now going on. Before leaving, Franconi said they were getting contracts from the largest number of independent theatres in the history of the exchange.

Monogram offices in this drive are divided into the American and National Leagues, with Dallas being in the American.

Malco Challenges Action By Morrilton's Council

MORRILTON, ARK.—M. S. McCord, general manager of Malco Realty Corp. (holding company for Malco Theatres, Inc.) is challenging the constitutionality of an ordinance passed by the city council prohibiting the operation of more than one theatre within the city limits by any person, firm, corporation or association of persons.

Enactment of the ordinance followed the purchase by Malco of a site for a second theatre here, McCord said.

Malco operated two theatres here, the Rialto and Palace, before the depression. The latter was closed.

Republic Signs Godoy

ATLANTA—Arturo Godoy, South American pugilist who stayed 15 rounds with Joe Louis, and his wife have been signed by Republic to appear in the current Higgins Family film, "Grandpa Goes to Town." Godoy and his wife will play featured roles in support of the three Gleasons. In the latter part of the film Godoy engages in a boxing exhibition with Maxie Rosenbloom, former light-heavyweight champion of the world.

Takes Drive Lead

ATLANTA—Branch Manager H. M. Lyons' exchange here takes the lead in the Ned Depinet Drive at the end of the sixth week. The Milwaukee branch, headed by A. N. Schmitz, is second, and Buffalo, where C. Boasberg is manager, is in third position.

New---

MOTIOGRAPH MIRROPHONIC

Sound Equipment

for Motiograph - Simplex - Kaplan Projectors

The name Mirrophonic implies the finest sound reproduction obtainable.

Sizes for every theatre and every cost budget. New models available now.

Special Prices - Special Equipment - Special Terms

"Everything for the theatre except film"

WIL-KIN

150 Walton St., ATLANTA
Phone WALnut 4613

321 S. Church, CHARLOTTE
Phone 8620

THEATRE SUPPLY, INC.







CAROLINAS

J A. REYNOLDS has disposed of his interest in the Stanley at Albemarle, N. C., to George Hughes.

Mrs. H. T. Green, who operates the Pastime at Manning, S. C., looked happy and prosperous when glimpsed on Charlotte's Row last week.

The Latta at Latta, S. C., has been equipped with new seats by the Bryant Theatre Supply Co. The Latta is operated by J. W. McMillen and R. E. Atkinson.

H. P. Howell at Wake Forest, N. C., is freshening up his Castle with new sound, carpets and a marquee. National Theatre Supply Co. is furnishing the equipment.

S. D. Trincher, business manager for Morris LeGendre, is recovering in the Concord Hospital at Concord, N. C., from an operation for appendicitis. Trincher is located at Kannapolis.

The Bryan Theatre Supply Co. supplied the new heating and cooling systems for the Gibson at Laurinburg, N. C. The Gibson is operated by Mrs. J. T. Gibson.

W. D. Vanderburg of the Pageland, Pageland, S. C., was a Charlotte visitor. Also C. W. Nessmith, who operates the Tryon at Tryon, N. C., and Bill Suther of the Pastime, Concord, N. C.

The Mimosa, operated by C. V. Davis at Morganton, N. C., has new seats, and the Alameda at Albemarle, N. C., operated by E. L. Hearne, has installed new sound.



FOUL ODORS
Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.



Back the Columbia Montague Drive—

Southern theatre and exchange personalities combine to support Columbia's "Abe Montague 15th Anniversary Campaign" as a tribute to the company general sales manager. Top left: E. J. Sparks, head of the Sparks circuit, at the right, and Sam Moscow, Columbia southern division manager. Top center: Frank Rogers, general manager of the Sparks circuit, at the right, and Walter W. Anderson, Columbia Atlanta manager. Top right: Sidney Meyer of Wometco Theatres in Miami, at the left, and Anderson. Below: Left to right, H. M. Sykes and Bob Pinson, bookers of the Publix-Kincey circuit, and Carl Patterson of the Columbia Charlotte branch.

Plan in Lincolnton

LINCOLNTON, N. C.—Plans have been completed for a new theatre here, R. L. Clemmer, architect, announced. It will be erected for Lincolnton Amusement Co., of which Albert E. Miller is manager.

Remodel in Galveston

GALVESTON—New RCA sound will be installed in the Key, Interstate link here now undergoing a remodeling program.

Complete Stage Equipment
ATLANTA SCENIC STUDIOS
Oscar J. Howell, Mgr.
161 Walton St., N. W., Atlanta, Ga.

R&R Let Contract for New Corpus Christi Theatre

DALLAS—Contract has been let for the new Beach Theatre on the north beach in Corpus Christi, according to C. V. Jones, official of the R&R circuit. The house will be ready late in the spring.

Five other R&R theatres there are operated by Corpus Christi Theatres, Inc., in which Bruce Collins is a partner and city manager.

Buy Two in Leland

LELAND, MISS.—Mr. and Mrs. J. C. Noble, who operate the Harlem, Greenville, Miss., have bought the Temple and Rex here, from W. R. Pattie. The deal becomes effective March 18 when the houses will be closed for redecoration and installation of new chairs.

Simple Ceremony to Mark Return of Rogers' Body

OKLAHOMA CITY—A "very simple ceremony" will mark the return of Will Rogers' body from California to his native Oklahoma, Gov. Leon C. Phillips announces.

A $25,000 crypt is to be constructed near the Will Rogers Museum on a hill overlooking Claremore. The money is being raised privately.

Phillips, who conferred with Mrs. Rogers in California regarding the proposed removal of the body, said everyone he met in that state thought it was "a happy thing to do."

Scripts "Broadway Confucius"

HOLLYWOOD—Jack Andrews has been signed to script "Broadway Confucius" for 20th-Fox.

HOUSTON

MANAGER DEERING of Loew's is proud of the fact that "GWTW" broke every house record except one, and that is for attendance. "China Seas" still stands as the picture shown to the largest crowd in one day, but there were six shows a day compared to "GWTW's" three a day.

G-Men find a receptive audience for their film on counterfeit money now being shown to business people along with lectures on how to detect the phoney bills.

Paul Hochuli, *Press* cinema critic, put his stamp of approval on "Grapes of Wrath" as a truly great picture that leaves none of Steinbeck's words out except the profanity.

Promotions and transfers were in order in the Interstate houses last week when George Patillo stepped up from the Majestic assistant treasurer to treasurer of the Eastwood and one of the lads from the service staff took over his duties in the Majestic. Emery Borne goes to the assistant managership of the Yale and Alvin Dear moves into the treasurer's office at the Delman.

More than a thousand boys responded to Metro's talent quest for the boy to play Jody in "The Yearling." Three times they were forced to move their offices until they finally took the ball room in the Rice Hotel to handle the crowd. Of the thousand, Director Felix Feist says he has one who shows promise of filling the role in the film. Loew's State sponsors the search in Houston.

R. J. O'Donnell, Interstate executive, was in town on business . . . Mae West and W. C. Fields pulled long lines to the Met boxoffice for "My Little Chickadee" . . . Work speeds on for the new Almeda, set for a June opening.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Dixie Doin's

By "AL" HENDERSON

RAMBLING around northeast Texas last week, we found the weather perfect and business picking up. Also enjoyed the hospitality of our many friends.

Ran into that hard-working National Screen representative, Doc Allen, at Greenville, on his way to Honey Grove to see Bart McLendon's new house.

Spent a pleasant hour with John Lilly of the Mission at Sulphur Springs and gabbed about "Wind," which is being shown all over this area.

Fred Frick, managing the Strand at Honey Grove, has redecorated his house and installed new carpets.

J. T. Hughes, manager of the Grand at Paris (Tex.), was working hard on "Wind" when we called around to say hello. He reports business excellent. Hughes came to Paris from Breckenridge.

Byron Parker has assumed the management of the Capitol, Linden, which he acquired recently from Ray Gerard.

Had a pleasant visit with Barton McLendon, head of the Tri-States Theatres at Atlanta, Tex. Was told of the new theatre which had its formal opening on March 7 at Honey Grove. It seats 450 and is named the State. Had the pleasure of meeting Mrs. McLendon, and thanks to Margaret Junnell, McLendon's assistant, for all the courtesies extended.

The State, Stamps, Ark., has been closed for an indefinite period by Tri-States Theatres.

Called around to see O. U. Sullivan and A. S. Moore at Greenville. After the hardest winter they can remember, they say business is on the upgrade at their two houses, the Texan and Rita.

R. E. Blevins, formerly with Tri-States Theatres at DeKalb, has opened a small house called the Village in Detroit, Tex.

Spent a few minutes with Ray Gerard of Mt. Pleasant, who was recovering from an attack of flu.

C. H. Cox of the Crystal at Gilmer has a talented daughter, Virginia Ann, who swings a mean baton as drum majorette for the high school band. When Eddie Cantor held some auditions at the Casa Manana in Fort Worth last year, Virginia Ann won a place with his troupe for several weeks.

Had a pleasant visit with an old reliable, Doug Mitchell of the Palace at Commerce. He was somewhat under the weather due a kidney ailment, and I can sympathize with him from honest to goodness experience. While we stopped in, Doug was preparing an Easter party for the college boys and girls of his town.

Seen here and there about the territory: Furman Wolfe, Avalon, Clarksville, who makes a hobby of railroading; Mr. Lilly, Lilly Theatres, Greenville; Ted Lewis, Texarkana; R. G. Erwin, Greenville; J. T. Bolton, manager of the Village, Hughes Springs; Paul Wood, Deporte, Deporte.

Your correspondent, feeling quite fit again, will appreciate any news you might have for this column.

Texas Consolidated Will Build New Tyler House

TYLER, TEX.—A building permit in the amount of $40,000 has been taken out by Texas Consolidated Theatres, Inc., for a new 1,000-seat theatre planned for this city. Remodeling improvements at the Arcadia, Liberty, Queen and Majestic, also operated by the circuit, have been announced.

All present theatres will be operated after the big new house is completed, it was said. Roadshows and stock company productions will then be brought here frequently, according to reports circulated here.

Wide NTS Sales

DALLAS—National Theatre Supply's recent sales in the Dallas area include sound, magazines, reels to the Beach; bases, magazines, projectors, Palace; lamps, generator, Melba, all in Corpus Christi; lamps, generator and screen to Dorbandt Bros. Dixie in Athens; lamps, generator, Matex, Mabank; mechanisms, magazines, pedestals, lamps, rectifiers, screen, carpet to R. N. Smith's Mission, Mission; mechanisms, E. A. Farb, Rainbow, Houston; lamps, generator, Martin, Mt. Pleasant; lamps, rectifiers, screen, curtain control, E. W. Hegman, Ritz, Austin; cooling equipment, W. Roy Wright, Hempstead.

Build Profits—Patronage with
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

Projectors and Sound for the Largest and Smallest Theatre
Also Portable 16 and 35 mm equipment.
HOLMES PROJECTOR THEATRE SUPPLY
HA 7472
1820 Wyandotte St. Kansas City, Mo.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

SANTONE

EMMETT O'DONNELL has returned to the west coast after a sojourn in the Alamo City . . . Bill Egerton of KTSA is back from a business trip to Columbus, Ohio . . . Morrison Tubbs, a recent visitor from Pasadena, has returned to California en route to Honolulu.

Billy Earle, Houston, has taken over as the new chorus producer and straight man at the Joy . . . Bob Bly has taken an all-girl show under canvas out on the road.

J. J. Jimenez, taking time out around four for that cup of tea at Earl Abel's . . . Jack Silverthorn and the missus celebrating their third year of wedded bliss . . . Paul Garza of the Obrero, sporting a brand new model car.

Edna Ferber, the novelist, who has been visiting here, planed out for New Orleans . . . Miss Irene Brown, who has been on the sick list, has fully recovered and is back in the boxoffice of the State.

Miss Emily Williams, in the publicity department of the Interstate office here, won a battle with the flu . . . L. R. Willie, father of Raymond, is on the sick list. His son was down from Dallas to be with him.

The Texas won from the Majestic in a very close basketball game, 33 to 29. Gaultney ran up 19 points for the winners. Maumann caged a dozen points for the losers.

Three new Azteca Films are announced for release by the booking department of the Latin-American Film Exchange here. They include "En Tiempos de Don Porfirio," "La Casa Del Ogro" and "Juan Soldado." Visitors during the exchange's fifth anniversary celebration were: J. Montel y Olvera of *La Prensa*; G. J. Lucchese, realtor; Omar Josefe, consul general of Mexico; Miguel Alvarez Acosta, attorney for the Mexican consul; F. Rueda, Mexican vice-consul, and H. Amescua, engineer.

Add visitors: Mrs. J. Benjamin Trice, Hollywood; Ben Blue, and Willie and Eugene Howard of George White's "Scandals."

Cupid told the stork to bring twin girls to Mrs. Benno Jacob Kusenberger at the Medical Arts Hospital here, March 1. The daddy is Benno J. Kusenberger, local projectionist.

ARKANSAS

THE Allied Theatre, Dermott, which was destroyed by fire December 30, has been rebuilt and will open Tuesday, according to an announcement by C. H. McCroskey, manager.

R. V. McGinnis, owner of the New at Hope, spoke to members of the Hope Rotary Club recently.

Installation of an air-conditioning system at the Strand, Hot Springs, is announced by Mrs. Jessie L. Howe and Ervin Wheatley, co-managers of the house.

Los Angeles Booker Files Suit Against Pettit

HOUSTON—J. Frank Shea, Los Angeles booking agent, has brought a damage suit against Gail L. Pettit, former operator of the Queen on Jensen Drive.

It is claimed that in May of 1938 Pettit, who owned and operated the Queen at that time, made a contract with Shea for booking all films played in the Queen and agreed to pay four per cent of the gross receipts. The contract allegedly was for a five-year period with the provision that if the theatre was sold Shea was to receive ten per cent of the sale price.

Pettit has since sold the house and the new owners chose not to book through Shea, which presumably is the reason for the suit.

The Los Angeles booker alleges in his suit that the theatre did a gross business of $22,000 while Pettit owned it and that he received only $300 instead of $880, which he contended his contract called for.

Shea brought the damage suit in the amount of $3,500 which he claims is his unpaid commission on his bookings and the sale price of the Queen.

Jacksboro Landmark Closes Upon New Theatre Bow

JACKSBORO, TEX.—The old Opera House, opened here in 1905 by C. A. Worthington, is no more. It closed down upon the entry this week of the new Palace built by Hollis Boren, of Memphis.

In its upstairs location it played the big stage and vaudeville shows that appeared in Fort Worth and Wichita Falls. In later years it was used almost exclusively for pictures.

Within the past two years the Mecca was opened as a competitive house on a ground floor location. After a series of ownerships, it was purchased and improved by Raymond Thompson, local mortician.

Boren, who was expanding his theatre holdings, bought the Opera House, and ran it for several months while the new building was going up. Besides the new Palace here, he operates the Palace and Ritz in Memphis, the Grand at Tulia and the Castro at Dimmitt.

Roy Devinney is manager of the new Palace here in which he holds an interest.

Four Managerial Berths Shifted by Interstate

DALLAS—George Watson, city manager for Texas Consolidated (Interstate) in Wichita Falls, has been transferred to the Rio Grande Valley as regional manager for the circuit's houses in that area including Brownsville, Harlington, McAllen, Welasco, Mercedes, and San Benito. L. E. Schneider, who has been supervising these theatres, is assigned to the home office on Elm Street.

Lew Bray, manager of the Lyric in Brownwood, goes to Wichita Falls to succeed Watson and Oscar Dooley was moved from Brownwood to succeed Bray.

NEW ORLEANS

VIC MAURIN, manager of the Fox, Houma, in a business call at Atlantic Pictures, reported business on the upgrade after the recent cold spell. Vic was formerly booker for Republic.

Marcus Boss, cashier at Columbia, celebrated his 30th birthday this week. The exchange gang chipped in and bought him a present . . . Joy Houck and W. A. Prewitt jr., returned from Temple, Tex., in Houck's plane . . . All is happy around the Louisiana Motion Picture Equipment Co.'s office. Mrs. Castay and the baby are home from the hospital.

Visitors to the Row: Sam Pasqua, Gonzales, Gonzales, La., Mondayed in New Orleans shopping for film and swapped jokes with exchange managers . . . O. J. Gaude, Port Allen, La., another welcome visitor the early part of the week.

Mr. and Mrs. Henry Lazarus are planning a trip to Yellowstone Park . . . O. C. Hauber, former owner of the Hauber, Pineville, La., was a visitor over the weekend . . . Mary Healy, ex-20th-Fox stenographer, is making personal appearances with the Jimmy Fidler troupe.

Edward Everett Horton is at the Municipal Auditorium as star of the comedy, "Springtime for Henry."

OKLA. CITY

GEORGE LAHAM has left for Wichita, Kas., to supervise construction of his new theatre there. For the time being, it is understood, George has abandoned ideas of building in Oklahoma City.

Chester Fleming, owner of the Rainbo at Nowata, has started remodeling work on a building which will house a new theatre there. Opening date has been set for April 15.

Estelle "Pistol" Martindale, Standard Theatres' cashier, is now among the wedded lassies.

The State has installed a communicating system which enables Manager Bob Pfotenhauer to hear what's going on around the establishment and to issue instructions to any part of the enterprise without moving from his desk.

T. B. Noble jr., managing director of the State, was due in town as these words were being written . . . Bob Pfotenhauer is wearing a new suit.

Nail Report Rex Poster Is an AA Acquisition

NEW ORLEANS—A report current that the Rex Poster Exchange, located here, had been purchased by the Advertising Accessories organization is declared unauthorized by the Rex management, and is categorically denied.

The Rex Poster Exchange continues its independent operation at 223 S. Liberty Street as heretofore.

Jurisdictional Issue Rises in Ontario

TORONTO—The national film board and the question of priority rights with regard to censorship became involved in the sensation of the political campaign which grew out of the banning of the March of Time release, "Canada at War," by Premier M. F. Hepburn of Ontario in his capacity as chairman of the appeal board of the Ontario board of moving picture censors.

The condemning of the release "at least until after the federal elections on March 26" was an outcome of a feud between Hepburn and Prime Minister W. L. M. King, head of the federal government, with the Ontario leader having forced the election by the adoption of a vote of censure in the Ontario legislature against the Dominion government for the alleged lack of war action on the part of Prime Minister King. The picture played up the military preparations, but Hepburn declared that the film was "misleading" and was "purely propaganda of a political nature" which was being kept from the Ontario theatres under the policy of the censor board to condemn political propaganda of any party during an election. The new National Film Board became involved when it was brought out that John Grierson, film commissioner of the Canadian government, had implied that "Canada at War" had been produced under the sponsorship of the National Film Board and as a part of its program in an "Eyes of Canada" series. Further, the film had been boosted on the Canadian network by the government-sponsored Canadian Broadcasting Corp., while representatives of the Canadian government had given active assistance in the making of the picture.

Claims Early Release

The matter of prior rights revolved around the question as to jurisdiction—whether the federal government could overrule a provincial board in dealing with a Canadian film—but the announcement was forthcoming that the federal authorities would take no further action.

Premier Hepburn claimed that "Canada at War" had been brought out ahead of schedule to assist the Federal Liberal Party in its election fight in which an issue is the manner in which the war activities have been prosecuted. In support of his argument that the picture was "pure political propaganda," Hepburn, who also is a Liberal, produced an advertisement from a liberal association endorsing the picture and referring to the war preparations by the former minister of national defense, Hon. Ian Mackenzie. Chairman O. J. Silverthorne of the Ontario Board of Censors declared that the March of Time release, "Vatican City," had been approved and had been scheduled for showing February 22 but it had not been screened yet in any Ontario theatre because of the substitution of "Canada at War." He declined to speculate as to the reason, but intimated that the facts were there for judgment. The statement has been made, otherwise, that the

(Continued on next page)

Publicity Repercussions Likely Boon for March of Time



IT CAN'T HAPPEN HERE, BY HECK!

But Definitely!—

How the Toronto Daily Star *views Premier Mitchell Hepburn's proscription in Ontario against The March of Time's subject, "Canada at War."*

By ROY CARMICHAEL

MONTREAL—One man who is not perturbed by the rumpus raised by Premier Mitchell Hepburn of Ontario over possible Mackenzie King propaganda in the March of Time film, "Canada at War," is Leslie Dowbiggin, manager of the Capitol in Montreal. Not only has the continent-wide publicity been the best advertisement that any March of Time picture ever had, but the Capitol itself has been widely advertised, especially in Ontario, owing to reporters from Toronto and other Ontario points being sent to Montreal to see the first showing and tell Ontarions what it is all about. The reporters had a hard time finding the "propaganda" but finally decided it lay in a brief speech by Premier King, head of the government which sent Canadian troops to the war. A Montreal critic's impression was that the picture might well have borne as a sub-title "The United States Looks at Canada's War Effort."

No Canadian money was spent on the production, and Canada's participation in its production, apart from the military and naval aspects, was confined to the assistance given to March of Time producers by the national film board and the Associated Screen News.

Montreal Papers Dumbfounded

Montreal newspapers were dumbfounded by Premier Hepburn's onslaught on the film, and two "independent" newspapers, usually conservative, the Montreal *Star* and the Montreal *Gazette*, devoted editorials to excoriating the Ontario prime minister for his ruling that Ontario will not be allowed to see the film until after the election, "if then."

Says the Montreal *Star*, whose editor is the film and drama critic, S. Morgan-Powell: "It would be difficult to imagine any more puerile or childish action on the part of a man to whom has been entrusted by the electorate the administration of a great Canadian province than the banning by Premier Hepburn of the news film, 'Canada at War' . . . There is not a single statement in this news film which is either far-fetched or misleading. There is not a single scene or statement that is inaccurate. As an actual matter of fact, the film was planned and started before the election was heard of . . . The venom behind Mr. Hepburn's insensate act is only too clear."

Montreal *Gazette* comments: "The film is on exhibition in Montreal. Those who have seen it will be prepared to bear testimony that it is straightforward pictorial journalism, and depicts the defensive and industrial organization that has been created for the war . . . The authenticity of the pictures is beyond question. The independent source of their preparation places the production beyond suspicion of political bias on one side or the other . . . To ban the film and gag the Canadian Prime Minister manifestly is the wrong way to sustain the Opposition contention that the Federal Government's war effort

(Continued on page 86)

Lag in Presentation Of Documentaries

WINNIPEG—At present on a tour of the west arranging distribution deals for Canadian government films, O. C. Wilson, organizing secretary of the National Film Society of Canada, opines that Manitoba is not so far advanced as a number of other dominion provinces in facilities for the presentation of films of Canada.

A provincial film library and a number of projectors are needed to give impetus to the movement for the showing of such documentary films in Manitoba, he asserted.

The National Film Society is assisting the National Film Board in publicizing Canadian films, according to Wilson. "We are endeavoring to build up a better concept of Canadian citizenship and a feeling of national unity through the medium of the motion picture. The board has agreed to produce six or seven films dealing with the life of a Nova Scotia fisherman, the prairie farmer, the lumberjack and so on, showing their lives in relation to their environment."

The society will donate three films—"Heritage," "The Case of Charlie Gordon" and "Spring Is in the Air"—for free distribution to schools and other educational groups, he said.

While Winnipeg had a branch of the National Film Society last year, which brought to the public films not ordinarily made available to them through routine commercial channels, it was allowed to lapse and is no longer in existence.—B. L.

SASK'WAN

INSTALLATION of new Northern Electric Mirrophonic sound equipment has been completed at the Lyric and Eagle theatres in Swift Current at a cost of more than $5,000. Last year Swift Current had the best wheat crop in a decade and when the farmers "went to town" both figuratively and actually the showhouses got their share. It is expected a number of smaller theatres in the former "dust bowl" of the southwestern part of the province will make improvements this year if the spring weather appears anywhere near promising.

The Capitol, Regina, got a nice break when all the fuss created by Premier Hepburn's banning in Ontario of the March of Time film, "Canada At War," came just as the picture was being billed into the capital city's main house.

As part of the Melfort board of trade's "At Home' to residents of the district last Saturday, three free shows were given at the Grand. They drew more than 1,200 people. At each one a representative of the board went to the stage and welcomed the visitors.

Part of a tieup arranged by the Associated Commercial Travelers of Northern Saskatchewan to plug the Christmas Seal campaign, a series of amateur night programs has been held in various points of the province, mostly in theatres. The final affair was held in Prince Albert's Orpheum when $150 was awarded the winners. CKBI broadcast the programs.

L. J. Murphy, manager of the Legion Theatre, Gravelbourg, took extensive advertising space in weekly papers in surrounding towns to advertise both the annual bonspiel and current attractions recently . . . The Auditorium, Indian Head, holds an "election" once a month with the "voters" getting their ballots by attendance throughout the month. If you are lucky enough to be "elected" president you collect $25 or $5 as secretary. It really brings the crowd.

Long closed for motion pictures, the Broadway in Regina has for several weeks operated as headquarters of a religious revival sect. More recently it has been the scene of public meetings in connection with the federal election campaign.

The French-made picture, "Pearls of the Crown," and the American documentary subject, "The River," were the final two pictures shown in the Sunday night series of shows staged by the National Film Society, Regina branch, in the Rex.

Slated for a showing at the Empress in North Brattleford were the Louis-Godoy fight pictures. Then someone pointed out they were on the same nights as the northern hockey series. The Empress hurriedly arranged to take the fight pictures the following week. Sports fans take their hockey too seriously in Saskatchewan.

The Rockglen *Courier* is editorially plumping for increased interest on part of Rockglen, Lisieux, Fife Lake and Kildeer residents in having the Dreamland Theatre reopened.

Jurisdictional Issue Rises in Ontario

(Continued from preceding page)

Canadian government had requested an early release of "Canada at War" and that a representative of Prime Minister King had gone to the producer's office in New York City to hasten production of the picture.

No Federal Action

Legal ruling has been made that the federal government had the right to force showing of the picture as a war measure for the public good, but a federal official declared that the Ontario censor board "has the right to say what shall be shown and we have no desire to force any film."

It was divulged that 25 prints of the picture had been made for Canadian distribution and it is being shown in all provinces of Canada with the exception of Ontario. A Toronto newspaper published a full page of stills to show what appeared in the film and used the caption: "These are banned in Russia, Germany, Ontario." Other releases, such as "Battle Fleets of England," "Finland at War," one on the refugees from Poland and another on the Nazi persecution of the Jews, have been shown in Ontario while approval has been given to war propaganda features, "The Lion Has Wings" and "France Is Ready," but these are not considered as political propaganda.

Arguments have been tossed back and forth with reckless abandon and the newspapers have devoted much space to the banning of "Canada at War," while representatives of Time, Inc., have been drawn into the discussion to point out that they are not concerned with Canadian politics.

French Speaking People Lack No Film Product

TORONTO—Features of French origin continue to be abundant in spite of the war, and theatres in Canada catering to French-speaking residents are having no difficulty in securing bookings. The Rideau, Ottawa, is one theatre in Ontario which plays French films regularly as a part of each week's programs. Recent offerings at this house, managed by Henry Marshall, have included "Marthe Richard," "Un Gosse en Or," "L'Ange que J'ai Vendu," "La Rue sans Joie," "Gibralter" and "Deux de la Reserve." One of the stars in "Gibralter" was Eric von Stroheim, once a famous heavy in Hollywood attractions who has become a French citizen.

Marcus Loew Preferred Earns 3½% Dividend

TORONTO—Marcus Loew's Theatres, Ltd., Toronto, has declared a dividend of 3½ per cent on the outstanding shares of the 7 per cent preferred stock for the half year ending June 30, 1938, payable April 1. This is another payment on the arrears of the company which operates Loew's Theatre in downtown Toronto where "Gone With the Wind" has concluded the seventh week of its Canadian premiere.

VANCOUVER

THE B. C. Projectionists Society had a surprise preview at the Plaza last Sunday for the benefit of one of their members who has been incapacitated for some time, and who used to occupy the projection booth in the theatre. The management gave the use of the house.

Quagliotti Romano was out for an auto ride, his first public appearance since his accident. The Colonial has been managed by his two daughters during his absence.

Harod Warren's Roxy, Alberni, is nearing completion. He plans to open the latter part of this month . . . J. R. Alguire, Dawson, Dawson City, Yukon, came down from the north to spend a week or two in Vancouver's salubrious climate.

R. John Dawson, last Saturday, filled his Plaza with Sea Scouts and Naval Reserve Cadets to see "The Torpedo Raider" . . . Bob Scott turned over the Paradise to the Kiwanians for a full weeks run of a musical comedy staged by local talent.

Bill Jones was in Portland, Ore., last week to attend a meeting in furtherance of RKO's Ned Depinet Drive to which Capt. Herb MacIntyre came from New York.

Jim Patterson is now making his plans to attend that 20th Century-Fox convention which is to be held in Chicago, April 1.

Bob McEwan, the Star, and Harry Howard, Theatre Equipment & Supply Co., went over to Victoria last week to have another try in a golf tournament . . . Myron McLeod, Patricia, Powell River, is somewhat *hors de combat* with a touch of lumbago.

Harold Jackson, M-G-M booker is an enthusiastic amateur photographer with scores of artistic prints to his credit . . . M. Chichick staged a beauty show at the Bay last week which was a success from every point of view.

Frank Gow returned from an inspection tour of the F. P. out-of-town theatres and reported conditions in the Interior as satisfactory, with very little snow and the roads in good condition which means a lot where so many drive in to attend performances.

The recreation room on Filmrow is now completed and table-tennis champions are in the making under the expert tutelage of Owen Bird.

Larry Bearg, Famous Players district manager, went over to Victoria to attend the first performance of "Gone With the Wind."

Norman Duncan will be back to stage shows again when the San Carlo Opera Co. put on six days of opera at the Strand starting April 8.

"Interlochen" Original Ready

HOLLYWOOD—Robert Lively has completed the original of Paramount's "Interlochen." Frederick Jackson will write the screenplay for the Andrew Stone production.

United Amusement Corp. Shows Improved Net

TORONTO—Net profits of United Amusement Corp., Ltd., an affiliate of Famous Players Canadian Corp., Toronto, for the year ending December 31 are reported at $94,640, an increase of $9,172 over the preceding year. United operates a group of more than 25 theatres and current assets are listed at $305,792, with current liabilities at $90,704, leaving a net working capital of $215,088. Earned surplus amounted to $244,393, which is an increase of $3,032 over 1938. Net profits were equivalent to $1.17 for each of the outstanding 80,829 shares, compared with $1.05 for the previous year.

Dominion Sound Acquires New Toronto Quarters

TORONTO—Dominion Sound Equipments, Ltd., has acquired the property at 287 Victoria St., a modern two-floor brick structure three doors from the film exchange building, in which has been established the Toronto branch of the company, formerly located on Simcoe St. in the wholesale district. Manager Thompson has been busy in the setting up of displays on the showroom floor and of facilities for the service department, with suites of offices also receiving attention. The removal places the establishment right in the heart of the film trade colony.

London Separates Sexes For "Birth" Showing

LONDON—Separate screenings for men and women were given when London saw for the first time "The Birth of a Baby," which got its inaugural showing at the Hammersmith. This condition was imposed by London county council when it passed the film.

Tie In Title

TORONTO—Of interest in view of the current release of "Swiss Family Robinson" is the fact that the Trans-Canada Air Lines has brought out a color film called "Swift Family Robinson," depicting the flight of a typical family across the Dominion by airplane in 17 hours.

Cleaning Shops Adopt Silverware Gifts

Toronto—Giveaways are now being adopted in businesses other than theatres here and one who has taken the idea to another field is Manny Stein who has had theatre and film exchange experience. Stein has organized a chain of cleaning establishments in Toronto and has adopted theatre showmanship in the offer of giveaways and in store front advertising as well as other details. A piece of silver flatware is offered for every order for the cleaning of specified garments. Incidentally, Stein selected stores in the vicinity of neighborhood theatres wherever possible.

TORONTO

N L. NATHANSON, president of Famous Players Canadian Corp., and Mrs. Nathanson, have returned to Toronto after a lengthy vacation in Florida . . . Larry M. Graburn of Famous Players head office, has gone to Halifax to relieve Robert S. Roddick, district manager, who has been ill. Graburn was manager of the Capitol at Halifax before his promotion to the headquarters' staff.

George Lester, veteran proprietor of the King, and Mrs. Lester, have motored to Florida to spend several weeks. Sam Glazer, local branch manager of United Artists Corp., has returned after a lengthy holiday in the south.

Harry S. Dahn, former theatre chain executive now retired, is already planning to take up residence at his summer home in the Fenelon Falls district . . . Parades are conspicuous by their absence in the present war, but Henry Marshall of the Rideau, Ottawa, had one when he invited the Sea Scouts to a performance of "Our Fighting Navy." They turned out with their bugle band.

Lorne Moore of the Grand, Sudbury, secured plenty of good will when he donated the use of the theatre for a concert of the Finnish War Aid Association for benefit purposes . . . Lloyd Taylor, manager of the Granada, Hamilton, is securing wide personal fame in the role of master of ceremonies for stage programs which he is now offering regularly on the first three nights of the week.

Filmrow visitors have included Tom Ross, Royal, Bowmanville; Abe Rappaport, a regular from the Hollywood, Campbellford; Mrs. Harris Ziff, Bellard, Fort Erie; Howard Hager, Regal, Hagersville, and H. J. Sutherland, Lyric, St. Marys. Sutherland reported that business was coming along nicely at his new theatre in Mitchell. Mrs. Ziff is busy with the construction of the new house at Fort Erie. Jack Allen was also in Toronto on business for his Tivoli at Thorold.

Archie Laurie, who recently opened a theatre brokerage office on the sixth floor of the Film Exchange Building, under the name of Laurie Theatres, Ltd., has been suffering with a severe cold . . . Tommy Turner, former usher in the Capitol, Ottawa, is already in England as a soldier with the Royal Canadian Engineers of the Canadian Active Service Force.

Jim Davidson, recently appointed salesman with Colonial Pictures, Ltd., here, has been ill in Ottawa, according to information received from that city . . . Leonard Bishop, manager of the Tivoli in downtown Toronto, has been commuting to Hamilton for the supervision of the Prof. Quiz stage presentations at the Tivoli there.

Manager Ted Soucie of the LaSalle in Kirkland Lake and the Cartier in Timmins, northern Ontario, reports that he is booking vaudeville acts from the states . . . A. R. Yielding of the Famous Players display studios has been conducting a series of evening classes on showcard writing and sign painting at the Northern Vocational School, Toronto.

Al Ritchie, manager of the Alhambra, is observing the fifth anniversary of his appointment to this theatre. Previously he had been manager of the Sudbury Capitol for a number of years . . . Brock Farrow, manager of the new Kingsway in the Toronto suburbs, issued invitations for a special pre-opening performance before the house swung into operation . . . N. A. Taylor, general manager of 20th Century Theatres, is not expected back in Toronto from his California vacation until late in April, according to word received.

R. S. Allen, general manager of the Allen circuit, has been investigating the actions of several hundred students of the University of Toronto in causing a disturbance during a show at the Casino. It has been many months since the college boys cut loose in a local theatre . . . T. R. Tubman of the Capitol, Ottawa, interrupted the run of "The Light That Failed" for the one-night concert engagement of Horowitz, European pianist.

The service clubs of Napanee sponsored a performance at the Granada, Napanee, when they paid for the admissions of all underprivileged children, the details being worked out by Manager Frank Miley. Merchants in Leaside also entertained a number of children to a show at the Bayview where Charles Ingram is manager.

Henry Marshall of the Rideau, Ottawa, recently presented a pass to the merchants or store managers along the block in which the theatre is located as an expression of appreciation for cooperation in various ways.

A number of circuit and independent theatre managers provided prizes for the annual competitions at the Northern Vocational School, Toronto. These included H. F. Elliott, Beverly; T. Smith, York; W. G. Hunt, Bedford; S. Freedman, Circle and D. D. Watt, Hollywood.

"Hell Below," an M-G-M re-issue for wartime consumption, played an extra three days in simultaneous runs at the Circle and Madison, independent Toronto houses, with Manager S. Freedman and Bill Brady, respectively, getting pleasant surprises.

Manager R. Maynard of the Cartier, Hull, across the river from Ottawa, Ont., has booked "Canada at War," March of Time picture banned for Ontario by Premier M. F. Hepburn because of its alleged political significance.

J. A. Kirkpatrick Named Regent Sales Manager

TORONTO—The appointment as sales manager of Regent Film Co., of J. A. Kirkpatrick is announced by E. M. Young, head of the independent film exchange. Kirkpatrick, who succeeds James Davidson, is a veteran of the film trade in Canada having been associated with Universal Films for two decades.

MONTREAL

LENTEN tranquillity prevails along Filmrow. Exhibitors noted there include G. Major, the Bellerive, Valleyfield; Mel Lodge of the Town Hall, Danville, the Club, Asbestos and the Town Hall, Richmond, and Mr. and Mrs. Alexandre Chouinard of the Princess, Quebec City.

Gordon Dahn, manager of the York, and Mrs. Dahn are visiting the Pacific coast . . . "Bert" Jeffreys, province of Quebec manager of United Artists, is in a hospital . . . Ben Garson of Cinema Service, the Midway, Verdun Palace and other theatres, is at home, ill . . . Herb Mather, salesman of Empire-Universal, has come in off the road and is now booker.

Filmrow heard a radio report that the building housing a disused motion picture theatre at Drummondville had collapsed . . . Filmrow also hears that the old Rio on Notre Dame street may be reopened . . . "Ski-Ways," the Associated Screen News "Dufay-Color" cameo at the Palace, will be followed by another ASN winter sports film.

"Canada at War," the March of Time film which ran a week at the Capitol during the heat of the controversy aroused by Premier Hepburn's ban on showing of the film in Ontario, has been transferred to the Princess where John Reidy, manager, has found its drawing power unimpaired.

A. W. Perry, general manager for Canada of Empire-Universal, has been visiting Montreal's Filmrow, as have Haskell Masters, Canadian general manager of United Artists, and Wilfrid Cohen, Canadian general manager of Warner Bros.

Frank Goldhar, former Montreal manager of Grand National Films, has joined the Maritime Film Co. at Saint John, New Brunswick, which is a branch of Columbia Pictures of Canada . . . Some of the Filmrow boys who are hockey fans, journeyed to Cornwall to support the Montreal Royals against the Ontario team.

Associated Screen News took advantage of a visit to their studios by Hon. Edgar Rochette, Province of Quebec Minister of Labor, to have a recording made of his voice . . . Filmrow Bowling League series has reached an interesting stage with Paramount only one game ahead of Regal Films. Playoffs start at the beginning of April.

John Parker, accountant at United Amusement Corp., who is a ski-ing enthusiast, is spending a fortnight on the snow-covered heights of the Laurentians . . . M. Isman, province of Quebec manager of Empire-Universal, has been on the road, visiting Shawinigan Falls, Three Rivers and Grand'Mere.

Motion picture apparatus has been donated by Canadian Legion War Services to auxiliary services of Military District No. 4, Montreal . . . Color films of the Congo jungle were shown at Victoria Hall by two Montreal explorers, Duncan McIntyre Hodgson and Donaldson Yuile, who returned recently from an adventurous trip through Africa in which they filmed the Pygmies.

British cinema owners expect prices to go up as their employes are all the time pressing for higher wages or a wartime bonus, and taxes are also certain to be higher.

March of Time Finds Boon in Publicity

(Continued from page 83)

is not commensurate with the country's ability and the people's desire."

Quebec Paper Critical

The *Chronicle-Telegraph*, only English language daily published in Quebec City, is more critical. "There is," it says, "no reason to question the claim of the producer that the picture was made and released before there was any question of Dominion elections at this time. It was also natural for him to think of Canada's war effort in connection with the March of Time. But, the fact remains that the film was made with the permission of the Dominion government and under its supervision. It also presents a set of representative facts that show the war effort of this country in its most favorable aspect.

"The picture is dramatic and eulogistic, rather than critical and analytical. It deliberately emphasizes the strong features of Canada's defense preparation and avoids any weaknesses there may be. In a word, it is not a complete story, and does not pretend to be. Of necessity, the picture was made since Canada declared war last September, and Mr. King also declared at the same time that he intended to hold elections before his term of office expired next summer. A political campaign was, therefore, plainly in view at the time the film was turned out, even if the elections are earlier than was expected. And 'Canada at War' could not be other than helpfully favorable publicity for the Government party . . . To have held the picture back until after March 26 would have been easy enough, and we consider that its distribution during the campaign is a most unfair and one-sided intervention by the motion picture industry in Canada's elections."

Premier Hepburn, meanwhile, claims to have found justification for his contention that the film is "Mackenzie King propaganda" in his discovery of an advertisement of the film, "Canada at War," in a Vancouver newspaper, allegedly inserted by the Liberal committee organized to support the candidature of the Hon. Ian Mackenzie, who was minister of defense in the King government during the first few weeks of war.

"One thing is certain," said an interested observer, "Premier Hepburn's ban will cause almost every Ontario visitor to Montreal or other cities outside of Ontario to make certain of viewing 'Canada at War.' That will mean more money for the theatres outside of Ontario. It will cause particular rejoicing in Hull, Quebec, which is just across the river from Ottawa, Ontario."

CALGARY

BUSINESS is holding up fairly well at country points despite the disturbance caused by two elections, the Dominion and the Provincial. In fact, February was about the same as last year and March has opened with slight improvement.

Visiting Filmrow in Calgary this week were: A. M. Montemurro, of the Community theatre from far north Mayerthorpe; Gordon Brewerton of the Mayfair at Cardston; C. F. Doughty, handling the Lealto at Lethbridge; E. C. Watkiss of the Uptown at Sylvan Lake and Ed Beatty of the Roxy from Stettler.

Ex-Dumbells trio, Red Newman, Pat Rafferty and Ross Hamilton, played 60-minute revue at the Grand in conjunction with fifth-run film, "The Lady's From Kentucky." Prices raised 10 cents from 25 cents and turnaway business prevailed. "Old Dumbells" packed them the first night on reputation, but a good, snappy war revue built up to SRO.

Daylight Saving Time Will Start April 28

TORONTO—The annual bugbear of exhibitors, daylight saving, will soon be in effect in most cities and towns of eastern Canada, being scheduled to start April 28. For years the theatremen have argued against "summer time" but any discarding of the plan is now considered out of the question because of the value of daylight saving for war purposes. The clocks were changed for the first time in the last war to enable industries and business houses to conserve electric power and it was continued in peace-time as an advantage for outdoor recreational features. With another war in progress it is believed that the period of daylight saving will be increased, if any change is made.

Illness Proves Fatal For John N. Golding

SAINT JOHN, N. B.—A brief illness proved fatal for John N. Golding, chief of staff at the Capitol Theatre here. Golding died Thursday, March 7, at the St. John General Hospital. He had been connected with the present Capitol for over 20 years.

Surviving him are a brother, Walter H. Golding, manager of the Capitol, and a son, Walter R. Golding, owner of the Community, West Saint John.

Falkner Loses Father in Drumheller Hotel Fire

TISDALE, SASK.—F. W. Falkner, proprietor of the Falkon here, was bereaved when fire destroyed the Alexandra Hotel in Drumheller, Alta. Charles (Dad) Falkner was suffocated in a room on the second story of the hotel.

At the time of the fire Falkner's mother was visiting friends at Selby, Mont., and his father stayed at the hotel in her absence.

New Pact to Charles Vidor

HOLLYWOOD — Columbia has handed Charles Vidor a new directorial pact.

United Artists (——) 115 Minutes Rel. Mar. 22, '40

Rarely is a photoplay so meticulously produced, so masterfully directed and so wisely cast. Those who have read Howard Spring's best-seller from which this was adapted will have some appreciation of the task which confronted Producer Edward Small in bringing it to the screen, and for that large ready-made audience the picture will completely fulfill the novel's extravagant entertainment promises, albeit much of the original is deleted or changed. By the non-readers, who will be vastly in the majority, it will be welcomed as an intensely dramatic and emotionally powerful offering with a special appeal to the women trade. There can be nothing but praise for the outstandingly fine performances by every member of the cast, with youthful Louis Hayward as the son winning a slight edge over his fellow mummers. Charles Vidor directed.

Madeleine Carroll, Brian Aherne, Louis Hayward, Laraine Day, Henry Hull, Josephine Hutchinson, Sophie Stewart.

My Son, My Son! F

Drama

20th-Fox (033) 73 Minutes Rel. Mar. 24, '40

A thriller of the first order, heightened by the excellent performance of Will Fyffe and direction by Harry Lachman that would do credit to Alfred Hitchcock, is offered in "They Came by Night." It is an English production. The manipulation of the story by Lachman brings out well-turned sequences of suspense, humor and romance. Fyffe is a London jeweler who becomes involved with a group of slick crooks that border on the genius side, so smooth and thoroughly do they function. Police attention following the theft of a valuable ruby is focused on Fyffe. In good time and in cleverly composed sequences, Fyffe eventually outwits the gang and lands them in the police net. This production has excellent possibilities.

Will Fyffe, Phyllis Calvert, Anthony Hume, George Merritt, Wally Patch.

They Came by Night F

Mystery Drama

Monogram (3916) 73 Minutes Rel. Mar. 9, '40

A heavy dose of horror, blended with odd sorts of characters and their diabolic machinations, is offered here. An insurance-murder ring and Scotland Yard are the institutions that try to outwit each other with the latter succeeding eventually. The story builds its telling a bit slowly and much of the suspense in early sequences serves as clues. In the last reel there is such an orgy of murder and sadism that it should leave the spectators' bloodthirst quite well quenched. Bela Lugosi and Hugh Williams are killer and detective, respectively. Lugosi, a physician gone insane, keeps a home for the blind as a sideline and execution chamber. The insurance business keeps Lugosi in fraudulent funds. In time he kills one too many and the police look in. In good order, Lugosi meets his doom in the mud of the Thames.

Bela Lugosi, Hugh Williams, Greta Gynt, Edmon Ryan, Wilfred Walter, Julie Suede.

The Human Monster F

Mystery Drama

RKO Radio (——) 74 Minutes Rel. ————

Distinguished remake of the powerful problem play which has long since established its entertainment and boxoffice worth, as a stage play and in two previous celluloid appearances, this cannot miss being a solid hit with the customers who relish their drama strong and straight. In every department—production mounting, direction, screenplay and cast—it shows definite improvement over previous film versions—but the story is, of course, the same; definitely on the sombre and serious side and treating with divorce, hereditary insanity and how the issues they precipitate are met by a refined and retiring English family. Maureen O'Hara is cast in the part which brought acclaim to Katharine Hepburn and plays it with a refreshing youthfulness, sincerity and lack of tenseness, which may be considered an improvement. John Farrow directed.

Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall, Dame May Whitty, Patric Knowles.

A Bill of Divorcement F

Drama

Columbia (——) 61 Minutes Rel. ————

A silver mine, murder, robbery and a bit of brawling are the nuggets of motivation here. And they serve admirably. However, mention of the camera work and direction should be made. Both are a few notches above the average for this type of film. The camera utilizes a number of angle shots that refresh the action. Direction by Joseph Lewis keeps things moving in good style. Charles Starrett, with the death of a relative, becomes half owner of a ranch property with Iris Meredith. In good time they manage to outwit a scheming real estate manipulator, lay the blame for the various crimes on the guilty persons and happily conclude the story. In between, there are a number of first rate musical inserts by the Sons of the Pioneers. One particularly, a humorous rhumba, stands out.

Charles Starrett, Iris Meredith, Dick Curtis, Al Bridge, George Cleveland.

Blazing Six-Shooters F

Western

U. S. Film Service 69 Minutes Rel. Mar. 6, '40

From the chapters of Paul D. Kruif's book on maternal welfare and pre-natal medical attention Pare Lorentz has produced a vivid and realistic celluloid monument which hits hard at the lack of obstetrical experience by the profession and the sordid conditions in which many children are born and reared. He has selected the Chicago Maternity Center for the focal point of his script and details the dispensations of the institution. His method is to combine documentary fact with the support of actors. A young doctor loses a mother to the perils of childbirth and goes to the maternity center to seek training, study and practice. His eventual development into a skillful obstetrician, who queries the world on the ills and vile conditions he observes, is told with dignity and powerful drama. Music plays an important part in emphasizing the continuity.

Myron McCormick, Storrs Haynes, Will Geer, Dudley Digges, Effie Anderson.

The Fight for Life A

Special

First National (——) 98 Minutes Rel. Mar. 16, '40

There's enough wholesome Irish humor and sentiment in this one to more than compensate for a story that, at times, has its faltering moments. Audiences will probably overlook that deficiency, however, in applauding the work of Thomas Mitchell, stealing the show with another sterling characterization, and a wealth of top-flight supporting performances. Not much freshness or originality has gone into the screenplay, however, which relates the oft-told story of the Irish patrolman who has served his department faithfully for 25 years, believes he is about to be promoted and, instead, is retired. Intermingled is a feud with his young successor, Dennis Moore, who, in addition to infuriating Mitchell by being a Scotsman, caps the climax by marrying his daughter. Lloyd Bacon directed.

Thomas Mitchell, Priscilla Lane, Dennis Moore, Alan Hale, Irene Hervey, Virginia Grey, Frank Jenks, Henry Armetta.

Three Cheers for the Irish F

Comedy

Republic (964) 56 Minutes Rel. Mar. 16, '40

This latest detailing of the Dumas-esque doings of Robert Livingston, Raymond Hatton and Duncan Renaldo as they chase wrongdoers over the prairies adds another support to the firm foundation of their repute for supplying action, excitement and thrills. It has all that a western requires. Vital contributing elements are injected with polish. As indicated by the title, this deals with the boys' adventures when they aid a group of settlers, newly come to the west, who fall into the hands of Noah Beery, a slick local politician. The coming of a railroad is reason for Beery to attempt to wrest the properties from the settlers for resale to the railroad. He attempts no end of dirty work and skullduggery, but to no avail. There's no beating the Three Mesquiteers when they hear of human distress.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Noah Beery, Beatrice Roberts.

Pioneers of the West F

Western

International Roadshows (SR) 76 Minutes Rel. ————

Fulfilling all of the qualifications demanded by the market for which it is intended, this murder yarn, portrayed by an all-colored cast, should do well enough in houses catering to the Negro trade. As possible fare in other spots, however, its shortcomings in production and story will limit its appeal, particularly as such offerings are no longer a novelty. The cast, largely comprising night-club entertainers, delivers competently and there are a few welcome and well-done musical interludes. Story centers around the murder of Robert Webb, a swell-headed swing-band leader, on the eve of his departure for Hollywood. As Webb had been playing it fast and loose with the ladies, there is the usual number of suspects from which a reporter plucks the guilty one. Arthur Dreifuss produced and directed.

Monte Hawley, Marguerite Whitten, Robert Webb, Edward Thompson, Jess Lee Brooks, Buck Weeds.

Mystery in Swing F

All-Colored Cast Melodrama

SELLING ANGLES: **"The Human Monster"**

Bela Lugosi's billing ought to have its own magnetism. Audiences know what to expect when he appears in a film. The story is based on an Edgar Wallace thriller. Contact bookstores to further this end. The chief horror note which might be of interest is the performance of Wilfred Walter. He plays a sort of blind monster who does Lugosi's dirty work. Eventually, he kills his master. Walter's makeup is on the style of the Jekyll-Hyde transformation. His name, in the screenplay, is "Jake." There are a dozen other horror angles which are readily evident.

CATCHLINES:

Be on Your Guard or "Jake" Will Get You.

"Dracula" Lugosi Will Make You Quake in Your Boots When You See Him Collecting Insurance Dividends.

SELLING ANGLES: **"The Fight for Life"**

As yet no definite plans for the general distribution of this film have been concluded. The support of all institutions of humanitarian endeavor should not be hard to get when the film is played generally. Prominent doctors should be invited to view it. This also goes for women's clubs and the like. Not too little attention can be given critical newspaper notices. In any case, the film deserves dignified exploitation. Newspaper advance stories should be concocted with an eye to its universal adult appeal and enlightenment. In its clinical aspects, it draws aside the curtain.

CATCHLINES:

He Gave You "The Plough That Broke the Plains" and "The River," Now Pare Lorentz Will Open Your Eyes to the Drama of Life . . . And the Conditions in Which It Survives.

SELLING ANGLES: **"Mystery in Swing"**

Top names in the cast, particularly Ceepee Johnson and his orchestra, are fairly well-known night club entertainers and should be exploited as such. In houses not ordinarily booking this type of feature, guarantee it to your patrons as one of the most novel films of the year. Center your exploitation efforts in the local Harlem district and take advertising in Negro newspapers. If Ceepee Johnson and orchestra have made any recordings, arrange for a display tieup on them with a music dealer.

CATCHLINES:

He Was King of the Swing Trumpet . . . Until Death From an Unseen Hand Struck Him Down.

He Left a Trail of Broken Hearts . . . And This Idol of the Swing Fans Met Death at the Hand of an Unseen Enemy.

SELLING ANGLES: **"They Came by Night"**

The imaginative showman has no end of interesting exploitation possibilities to explore with this film, importantly among which there is the reputation of Will Fyffe. For an interesting lobby exhibit, the showman might rig up a display of paste jewelry, coat one item with shellac to give it gloss and put out a sign inviting the audience to select the "real" piece. A collection of excavating tools—picks, shovels, etc.—should be labelled burglar implements. Kuda Bux, a Hindu sleight-of-hand artist, has a part; therefore, something might be done along amateur magician lines.

CATCHLINES:

Circumstance Dictated That He Join a Band of Crooks . . . But He Outwitted Them in the Shrewdest Manner Yet.

The London Police Were Baffled . . . Until He Deposited Their Quarry in Their Laps.

SELLING ANGLES: **"Blazing Six-Shooters"**

The Sons of the Pioneers have a large radio following, due to their broadcasts, in person and through recordings, on more than 300 stations. Starrett also has his western following. Miss Meredith is one of the few outdoor heroines who can ride well and who knows how to load a Winchester. Contact a sporting goods store for a contest in which interested spectators are invited to guess at the number of shells piled into a container. Radio stores should be contacted for the Sons of the Pioneers posters. Autographed photos of Starrett can be given away.

CATCHLINES:

Bullets Sing as Rhymes Ring . . . And They Settle Arguments With Bullets and Fists.

Your Favorite Western Player . . . Charles Starrett . . . And the Fighting, Singing Sons of the Pioneers.

SELLING ANGLES: **"Pioneers of the West"**

The Three Mesquiteers' latest opus should be heralded by life-sized photographic blowups of the trio with drawn guns placed in proper localities in the lobby. The pressbook accompanying the film has a good assortment of publicity stories about various members of the cast which should be circulated to film editors. Noah Beery, still as villainous as ever, rates attention in the personality selling division. Display saddles and other western accoutrements in the lobby. Distribute paper domino masks imprinted in black on one side and the date of presentation on the other.

CATCHLINES:

Three Cactus Cavaliers Riding the Road to Romance and Adventure.

Fiery Frontier Days . . . When the Only Law Was a Six-Gun and Crime Ruled the Range.

SELLING ANGLES: **"My Son, My Son!"**

In advertising and exploitation, sell Howard Spring's novel on an equal plane with the star-studded cast of which Madeleine Carroll, Brian Aherne and Louis Hayward are most worthy of mention. See that bookstores create special displays of the book in their windows, liberally sprinkled with stills from the picture. The Irish rebellion of 1916, which forms the background for much of the story, suggests that native-born Irish be invited to attend on the opening night. Dress a man in Irish costume and have him drive through the streets in a donkey-cart.

CATCHLINES:

Drama Such as the Screen Has Never Seen Before . . . Vivid . . . Compelling . . . Irresistible.

A Great Novel Becomes a Screen Classic . . . The One Picture of the Year You Won't Want to Miss.

SELLING ANGLES: **"A Bill of Divorcement"**

Cast-toppers Maureen O'Hara, Adolphe Menjou, Fay Bainter and Herbert Marshall should have the marquee mention. Sell them as one of the strongest acting aggregations of the year. The story motivation suggests a letter-writing contest in which prizes of free passes are offered for the best solution to the marital problem. Tie in a local newspaper as the judge. Throwsheets and mailing pieces might be prepared as official-looking "subpoenaes" requesting patrons to attend a "hearing" on this "divorce case."

CATCHLINES:

One of the Truly Great Dramatic Documents of the Century . . . Comes to You as Powerful, Emotional Screen Entertainment.

The Story of a Woman's Lifelong Sacrifice . . . And of a Courageous Daughter . . . Who Gave Her Mother Freedom.

SELLING ANGLES: **"Three Cheers for the Irish"**

Make a direct-mail canvass of all families in the area whose surnames are Irish and set aside one evening for a special showing, at reduced prices. Such a stunt should rate newspaper mention. String compo-board cut-out shamrocks around the marquee and use the shamrock design for lobby posters, with a portrait of one of the stars mounted in each. Tie up with drug stores on a "shamrock sundae." Hire a man dressed in Irish costume to ride through the streets in a donkey cart.

CATCHLINES:

Sure and Begorrah . . . 'Tis Grand Entertainment Ye'll Be Seeing . . . In the Season's Funniest Comedy.

Irish Eyes Are Smiling . . . And They'll Bring Joy to Your Hearts in This Story of a Cop and His Three Colleens.

Short Subject Reviews

Rockin' Thru the Rockies

Columbia (Three Stooges) 16½ *Mins.*

The Three Stooges' repute for comedy suffers no decline if their latest opus is to be compared. They fairly murder each other, injecting the usual scatter-brained comedy as they play at being pioneer scouts who endeavor to get a wagon to San Francisco, elude Indians and, at the same time, go fishing. Eventually they sail the wagon off just as the Indians decide to scalp. Good in its fashion.

Canada at War

(March of Time, Vol. 6, No. 8)

RKO 18 *Mins.*

Being the closest geographical contact with the war in Europe, Canada and her wartime activities, as they are documented in this issue of the March of Time, prove to be an interesting assemblage of scenes. Editorial comment woven into the narration tends to be eye-opening stuff, particularly a sequence wherein President Roosevelt says a piece on America's obligations in the event Canada is attacked. The reel is quite all-covering. While the accent is heavily on the military—soldiers and sailors on parade take up much of the footage—emphasis is also thrown on Canada as a potential supply depot, the Red Cross, expansion of aircraft industries, promotion of government bonds and the generally prevalent atmosphere of a country at war.

Pardon My Berth Marks

Columbia (Buster Keaton) 18 *Mins.*

Keaton can still top 'em all when it comes to falls and knockabout comedy. In this item he sets out as a reporter to cover a divorce. One principal is on a train, enroute to Reno. Buster goes along. What follows is slightly on the risque side, but, nevertheless, provokes laughs and slambang comedy action.

Flying Targets

Columbia (World of Sports) 10 *Mins.*

Ducks and duck hunting in Tidewater Virginia. It has enough adequate moments of interesting photography and narration to hold the attention of any audience. The script offers a day with a hunter and his dog. Also shown are various types of blinds and decoys.

Fashion Takes a Holiday

Columbia (Cinescope) 11 *Mins.*

This would be a rather good imitation of another series if the color was better and more imagination was exercised. As it stands, it manages to furnish glimpses of pretty girls in various costumes at various localities.

The Mouse Exterminator

Columbia (Phantasy Cartoon) 6½ *Mins.*

The familiar cat and mouse game with the latter getting the better of it. It is well-animated and the action sustains the comedy content. Good for the youngsters.

NEWSREELS

TUESDAY, MARCH 5

Movietone News, No. 51

Allied army at Suez Canal; aftermath of air raids in Finland; prison ship "Altmark" in Norway port; released English sailors return home; "Exeter" crew returns; western front patrol; Duce decorates soldiers; Archduke Otto arrives here; Roosevelt returns from fishing trip; presidential possibilities in capital; Lew Lehr; Hialeah and Santa Anita racing.

News of the Day, No. 249

British prisoners from "Altmark" return; "Exeter" returns; Finnish children in Swedish refuge; Archduke Otto arrives on Clipper; President returns from fishing trip; presidential candidates at capital dinner; California flood; hat fashions; Santa Anita racing; Chicago Cubs in training.

Paramount News, No. 54

Roosevelt at Panama, Florida and Washington; Archduke Otto arrives in Baltimore; Pennsylvania city sinking into mine shaft; Press Club dinner in Washington; rescued British prisoners from "Altmark" return; German prison ship in Norway; Leap Year didoes; Seabiscuit wins.

RKO Pathe News, No. 66

"Altmark" prisoners return on cruiser; prison ship in Norway; flood in California; presidential candidates at Washington dinner; Hoover in Polish relief drive; Winston Churchill honors "Exeter" men; racing in Florida and California.

Universal Newsreel, No. 855

Finn troops take Russian prisoners; French patrol on Rhine; released British sailor-prisoners return to England; "Exeter" crew returns; Eden greets Australian troops in Egypt; New York storm; Roosevelt back from cruise; Mussolini decorates soldiers; west coast flood; Leap Year in Illinois; Seabiscuit wins race.

THURSDAY, MARCH 7

Movietone News, No. 52

Storm in New York; fire at LaGuardia Airport; carnival in Viareggio, Italy; select Miss Florida; tons of food arrive for Maginot Line troops; Hore-Belisha's successor, Oliver Stanley, visits front; Australian ambassador presents credentials to Secretary Hull; King Zog and queen in French chateau exile; army planes over California; women's bowling tournament in Chicago; Lew Lehr.

News of the Day, No. 250

Arrival of super liner, "Queen Elizabeth;" Anzacs in Egypt; carnival at Viareggio, Italy; New York suffers from effects of storm; select Miss Florida at Miami Beach; women's bowling tournament in Chicago.

Paramount News, No. 55

Ski rescue patrol in Oregon; water ballet in Chicago; IC-4A meet in New York; airport fire; Eden in Palestine; Dorothy Lamour judges beauty contest in Florida; King Zog in exile; Madeleine Carroll visits orphans near Paris; census gets under way; California woman seeks presidency.

RKO Pathe News, No. 67

Army air corps in California; big guns active on the Maginot Line; Madeleine Carroll at French chateau she donated to war orphans; water ballet in Chicago; Stanley, new British war minister, at front; new machine that can crush locomotive tested in Pennsylvania.

Universal Newsreel, No. 856

War activities in Finland, England and Egypt; liner "Queen Elizabeth" arrives in New York; Mexican train wreck; select Miss Florida; Baltimore lumber yard in flames; Pennsylvania city sinking into mine shaft; carnival at Viareggio, Italy; Giants in training; army pursuit planes in flight over California.

New Hampshire—The Ninth State

Columbia (Columbia Tour) 11 *Mins.*

A good deal of ground is covered—just as the state bureau of publicity which obviously inspired this film would have liked—as this collection of scenes is shown. The color is pretty bad. Historical background is included. This should serve to fill in when there is nothing else around.

Screen Snapshots 19-5

Columbia (Seeing Hollywood) 10 *Mins.*

This issue is a cut above the normal in content. Surprisingly enough, many prominent players are quite adept in the use of the tools of various arts and crafts. Their work is shown and intelligently commented upon. The audience should go for it.

Home Movies

M-G-M (Robert Benchley) 9 *Mins.*

This latest Benchley opus will add to his already high batting average. The meter that records titters may not move much, but the instrument that counts the belly laughs will get a workout when it is screened. Prof. Benchley tells how home movies are shot, who the persons appearing therein are, the faults of the mechanical equipment. He also presents a record of his travels. The Benchley brand of humor has yet to pale.

Pennant Chasers

RKO (Sportscopes) 10 *Mins.*

Even if there are a few in the audience who are not keen about baseball, they'll probably be swept along with the others who are for the full enjoyment of this swell subject. The national sport gets a fine combing from the standpoint of name values, with most of the favorite heroes caught in action. Carl Hubbell, Dizzy Dean, Al Lopez, Bucky Walters, Leo Durocher, Dick Bartell, Joe Medwick and the rest of the big timers are here. Closeups, slow action, trick plays and lots of color by the fans add up to an enjoyable reel.

Information, Please

RKO (No. 7) 9 *Mins.*

This can't miss. Mass and class alike should get a kick out of the fun that goes on as well as a smattering of information that seldom comes up at dinner tables. The manner of presentation is identical with others in this series. The "brain trust" in this reel, the same combination that has often been heard on the air, comprises Oscar Levant, John Kieran, Franklin P. Adams and Clarence Budington Kelland. They tackle the questions fired at them in a style that is the epitome of informality, and not without genuine humor. The topics are varied, as usual, and the kind that will probably find audiences participating while they are observing.

"WIND" AND "GRAPES" ARE DOMINANT DUO

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
- Cleveland 600
- Pittsburgh 550
- Dallas 500
- Chicago 300
- Detroit 300
- Philadelphia 250
- New York 200
- Denver 185

GRAPES OF WRATH—
- Los Angeles 200
- Salt Lake City 200
- New York 175

ABE LINCOLN IN ILLINOIS—
- Salt Lake City 200

MY LITTLE CHICKADEE—
- Pittsburgh 200

WE ARE NOT ALONE (dual)—
- Salt Lake City 175

DR. EHRLICH'S MAGIC BULLET—
- New York 165

EXTENDED RUNS

Gone With the Wind, 12th wk., New York City; 7th wk., Chicago, Philadelphia; 6th wk., Cleveland, Detroit, New Orleans, Portland, Ore.; 5th wk., Pittsburgh; 4th wk., Dallas, Denver.

Pinocchio, 4th wk., Los Angeles, New York.

Light That Failed, 4th wk., Chicago.

Northwest Passage, 3rd wk., Chicago, Seattle.

Fighting 69th, 3rd wk., Pittsburgh.

BOSTON

Fenway—**He Married His Wife** (20th-Fox); **The Man Who Wouldn't Talk** (20th-Fox)... 65
Memorial—**Little Old New York** (20th-Fox); **The Saint's Double Trouble** (RKO) 130
Metropolitan—**Dr. Ehrlich's Magic Bullet** (FN); **Granny Get Your Gun** (WB) 80
Orpheum—**Northwest Passage** (M-G-M); **The Lone Wolf Strikes** (Col), 2nd wk.....120
Paramount—Same as Fenway 70
State—Same as Orpheum 115

CHARLOTTE

Albee—**Of Mice and Men** (UA); **Chump at Oxford** (UA) 130
Carlton—**Broadway Melody of 1940** (M-G-M); **Lone Wolf Strikes** (Col), 2nd wk.....150
Fays—**Double Alibi** (Univ), plus stage show... 60
Majestic—**Grapes of Wrath** (20th-Fox) 200
State—**Northwest Passage** (M-G-M); **Blondie on a Budget** (Col) 150
Strand—**Parole Fixer** (Para't); **Knights of the Range** (Para't) 80

CHICAGO

Apollo—**The Light That Failed** (Para't), 4th wk. 75
Chicago—**Grapes of Wrath** (20th-Fox), plus stage show, 2nd wk. 135
Garrick—**Castle on the Hudson** (FN), 2nd wk..105
Oriental—**Gone With the Wind** (M-G-M), 7th wk. 275
Palace—**House of Seven Gables** (Univ); **Black Friday** (Univ) 110
Roosevelt—**He Married His Wife** (20th-Fox).. 75
State-Lake—**Night of Nights** (Para't), plus stage show 100
United Artists—**Northwest Passage** (M-G-M), 3rd wk. 110
Woods—Same as Oriental 300

CINCINNATI

Capitol—**The Grapes of Wrath** (20th-Fox), 2nd wk. 120
Keith's—**He Married his Wife** (20th-Fox).....100
Lyric—**Green Hell** (Univ) 130
Palace—**Strange Cargo** (M-G-M), held 130
RKO Albee—**Abe Lincoln in Illinois** (RKO)..100
Shubert—**The Lone Wolf Strikes** (Col), plus stage show 120

CLEVELAND

Allen—**The Story of Dr. Ehrlich's Magic Bullet** (FN), 2nd wk. 100
Hippodrome—**Grapes of Wrath** (20th-Fox)....150
Palace—**I Take This Woman** (M-G-M), plus stage show 100
State—**Northwest Passage** (M-G-M) 140
Stillman—**Gone With the Wind** (M-G-M), 6th wk. 600

DALLAS

Majestic—**Grapes of Wrath** (20th-Fox).....125
Melba—**Gone With the Wind** (M-G-M), 4th wk. 500
Palace—**Remember the Night** (Para't).....100
Rialto—**Congo Maisie** (M-G-M), 1st half.....135
Rialto—**Invisible Stripes** (WB), 2nd half.....125
Tower—**His Girl Friday** (Col) 100

DENVER

Aladdin—**Swiss Family Robinson** (RKO), after a wk. at the Orpheum 110
Broadway—**Gone With the Wind** (M-G-M), after 4 wks. at the Orpheum 185
Denham—**Farmer's Daughter** (Para't) 85
Denver—**Grapes of Wrath** (20th-Fox).....150
Orpheum—**Broadway Melody of 1940** (M-G-M); **Saint's Double Trouble** (RKO) 125
Paramount—**Invisible Stripes** (WB); **Calling Philo Vance** (WB) 125
Rialto—**Raffles** (UA), after a wk. at the Paramount; **Nick Carter, Detective** (M-G-M).100

DETROIT

Adams—**Little Old New York** (20th-Fox), after 1 wk. at the Fox; **Young as You Feel** (20th-Fox) 75
Cinema—**The Return of the Frog** (SR); **The Demon Barber of Fleet Street** (SR)..... 90
Fox—**Grapes of Wrath** (20th-Fox).....115
Michigan—**I Take This Woman** (M-G-M); **A Chump at Oxford** (UA) 90
Palms-State—**Return of Dr. X** (FN); **Castle on the Hudson** (FN) 90
United Artists—**Gone With the Wind** (M-G-M), 6th wk. 300
Wilson—Same as United Artists 250

INDIANAPOLIS

Alamo—**West of Carson City** (Univ); **Chasing Trouble** (Mono) 85
Apollo—**I Take This Woman** (M-G-M); **Marines Fly High** (RKO), 2nd wk. moveover..... 80
Circle—**Granny Get Your Gun** (WB); **Castle on the Hudson** (FN) 70
Indiana—**Grapes of Wrath** (20th-Fox).....115
Loew's—**Northwest Passage** (M-G-M); **The Lone Wolf Strikes** (Col) 125
Lyric—**Convicted Woman** (Col); Hal Kemp band on stage 100

KANSAS CITY

Esquire—**My Little Chickadee** (Univ), holdover. 70
Midland—**Northwest Passage** (M-G-M); **Five Little Peppers at Home** (Col) 140
Newman—**Seventeen** (Para't); **Farmer's Daughter** (Para't) 100
Orpheum—**Dr. Ehrlich's Magic Bullet** (FN); **Two Thoroughbreds** (RKO) 80
Tower—**Honeymoon Deferred** (Univ), plus stage show 80
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**The Grapes of Wrath** (20th-Fox)....140
Downtown—**Dr. Ehrlich's Magic Bullet** (FN); **Blondie on a Budget** (Col) 135
Four Star—**The Grapes of Wrath** (20th-Fox), including $5.50 premiere 200
Hillstreet—**Pinocchio** (RKO-Disney), 4th wk...100
Hollywood—Same as Downtown 135
Pantages—Same as Hillstreet 100
Paramount—**Adventure in Diamonds** (Para't), Jimmy Lunceford's orchestra 125
State—Same as Chinese 175

MILWAUKEE

Palace—**His Girl Friday** (Col); **Night of Nights** (Para't) 140
Riverside—**Cafe Hostess** (Col); Cab Calloway on stage 120
Strand—**My Little Chickadee** (Univ); **The Village Barn Dance** (Rep) 115
Warner—**Vigil in the Night** (RKO); **Brother Rat and a Baby** (WB) 150
Wisconsin—**Grapes of Wrath** (20th-Fox), 2nd wk. 100

MINNEAPOLIS

Aster—**Cisco Kid and the Lady** (20th-Fox); **Married and in Love** (RKO) 90
Century—**Gone With the Wind** (M-G-M), 5th wk. 150
Esquire—**Lion Has Wings** (UA) 90
Gopher—**Geronimo!** (Para't) 125
Orpheum—**Brother Rat and a Baby** (WB), plus **Horace Heidt** stage show 200
State—**Northwest Passage** (M-G-M), 2nd wk...100
World—**We Are Not Alone** (FN), 2nd wk..... 90

NEW HAVEN

College—**Northwest Passage** (M-G-M); **Five Little Peppers at Home** (Col).....150
Loew-Poli—**The Grapes of Wrath** (20th-Fox)..100
Paramount—**Sidewalks of London** (Para't); **Henry Goes Arizona** (M-G-M) 100
Roger Sherman—**Dr. Ehrlich's Magic Bullet** (FN); **Private Detective** (FN).....115

NEW ORLEANS

Center—**Green Hell** (Univ), 2nd run 95
Globe—**Gulliver's Travels** (Para't), 2nd run...100
Liberty—**Swiss Family Robinson** (RKO), 2nd run 90
Orpheum—**My Little Chickadee** (Univ).....125
Saenger—**The Light That Failed** (Para't)....125
State—**I Take This Woman** (M-G-M).....130
Tudor—**Gone With the Wind** (M-G-M), 6th wk. 150

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 12th roadshow wk 200
Capitol—**Gone With the Wind,** 12th and final wk. 175
Center—**Pinocchio** (RKO), 4th wk.....Holding
Criterion—**The Man From Dakota** (M-G-M), 2nd wk. 100
Globe—**Castle on the Hudson** (FN).....125
Paramount—**Seventeen** (Para't), plus stage show. 130
Radio City Music Hall—**Abe Lincoln in Illinois** (RKO), 2nd wk., stage show..... 85
Rivoli—**Grapes of Wrath** (20th-Fox), 6th wk..175
Roxy—**The Blue Bird** (20th-Fox), plus stage show. 90
Strand—**Dr. Ehrlich's Magic Bullet** (FN), 2nd wk., stage show 165

PHILADELPHIA

Aldine—**Dr. Ehrlich's Magic Bullet** (FN).....100
Boyd—**Gone With the Wind** (M-G-M), 7th wk. 200
Earle—Same as Boyd 250
Fox—**Grapes of Wrath** (20th-Fox).....165
Karlton—**Castle on the Hudson** (FN), 2nd wk..100
Keith's—**Swiss Family Robinson** (RKO)..... 80
Stanley—**Northwest Passage** (M-G-M), 2nd wk..115
Stanton—**Double Alibi** (Univ) 80

PITTSBURGH

Alvin—**His Girl Friday** (Col), 2nd wk.....100
Barry—**Fatal Hour** (Mono); **Gentleman From Arizona** (Mono) 100
Fulton—**My Little Chickadee** (Univ).....200
Penn—**Remember the Night** (Para't)..... 80
Ritz—**Fighting 69th** (FN); Louis-Godoy fight pictures, 3rd wk. 95
Senator—**Of Mice and Men** (UA), 2nd wk..... 80
Stanley—**Earl of Chicago** (M-G-M); Jimmie Fidler on stage 100
Warner—**Gone With the Wind** (M-G-M), 5th wk. 550

PORTLAND, ORE.

Broadway—**My Little Chickadee** (Univ); **British Intelligence** (WB) 150
Liberty—**Sidewalks of London** (Para't); **Mexican Spitfire** (RKO) 90
Mayfair—**Gone With the Wind** (M-G-M), 6th wk., transfer .....Big
Orpheum—**Honeymoon Deferred** (Univ); **Village Barn Dance** (Rep) 100
Paramount—**Granes of Wrath** (20th-Fox).....150
United Artists—**Northwest Passage** (M-G-M); **Granny Get Your Gun** (WB) 110

SALT LAKE CITY

Capitol—**The Big Guy** (Univ); **Honeymoon in Bali** (Para't) 105
Centre—**Strange Cargo** (M-G-M) 110
Paramount—**Grapes of Wrath** (20th-Fox).....200
Rialto—**Abe Lincoln in Illinois** (RKO).....200
Studio—**His Girl Friday** (Col), 3rd wk.....115
Utah—**Music in My Heart** (Col); **We Are Not Alone** (FN) 175

SEATTLE

Blue Mouse—**Northwest Passage** (M-G-M), 3rd wk. 100
Fifth Avenue—**Grapes of Wrath** (20th-Fox)..100
Liberty—**House Across the Bay** (UA).....100
Music Box—**Broadway Melody of 1940** (M-G-M); **Emergency Squad** (Para't) 2nd wk. 90
Orpheum—**Vigil in the Night** (RKO); **Law of the Pampas** (Para't) 90
Palomar—**Dr. Ehrlich's Magic Bullet** (FN), plus stage show 90
Paramount—**Sidewalks of London** (Para't); **Ghost Comes Home** (M-G-M) 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams
Not so bad, but the same idea has been done before. It seems to me this detective team idea is being overdone. Audience: Mild approval. Boxoffice: Not so hot. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Blondie on a Budget
This is one of the best of the series. A howl from start to finish. Never a dull moment. Ideal family fare. Don't be afraid of over-selling it. You can't. Tuesday. Weather: Snowing. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

His Girl Friday
A corking comedy that moves swiftly and should please any type audience. Only criticism was the characters talked too fast and some good wise-cracks were lost. Rosalind Russell was great. Wed., Thurs. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

First National

Fighting 69th, The
We expected outstanding business on this but didn't get it. The men came but the women didn't. Weather was against us. Heavy storm blocked roads. Picture was great. Sun., Mon. Weather: Awful. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Fighting 69th, The
A show such as only Warner Bros. seem to be able to deliver. The old combination of Cagney and O'Brien plus an action story spells boxoffice. Business 180 per cent. Give it your best dates. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Return of Dr. X
Scares ya to death and ya gotta furnish flashlights for the ladies to go home, but it'll get business. Tuesday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Metro-Goldwyn-Mayer

Broadway Melody of 1940
The best "Melody" for a long time. The audience ate it up. Sets are great and the dancing is finest we have seen. Astaire and Powell are terrific. Specialty numbers swell. Sun., Mon. Weather: Snowy. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Fast and Furious
Good light entertainment. If they could have thought up a "sock" finish for this it would have been tops. Audience: Liked it. Boxoffice: Just average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

I Take This Woman
I disagree with those critics who say this is a bad pix. Those who do not like Hedy Lamarr probably can't help themselves. But in all fairness it must be said that this pix is at least good if **not** excellent. Its story is logical and believable and the acting is good. The only spot I could find fault with was at the very end—Tracy took Lamarr back with a little too much readiness and not enough enthusiasm. A little pause here followed by a little more enthusiastic reception would have made the ending tops. Of course, this kind of a picture may not go over in all spots, especially in the small situations, **but our audience registered approval.** Boxoffice: Not bad at all. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Man From Dakota
The critics are right, this deserves cellar position. Beery does a good acting job but the story is terrible. I'd like to know what Metro is thinking of, presenting Beery as a fellow who goes around killing people with an ax. I don't like it and neither does the audience. Boxoffice way below par. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Shop Around the Corner
Splendid, but like other Metro attractions is too deep for our class of patronage. Business was only fair. Sun., Mon. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Paramount

Emergency Squad
A snappy little number full of action and considerable comedy. Doesn't mean much at the B. O. but will keep them coming. The audience liked it. Good for week days or double bills. Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Light That Failed
An excellent drama that we couldn't get them out to see. English accents are poison at our boxoffice. Direction especially fine. Okay for class audiences. Sun., Mon. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Remember the Night
Don't fail to get this because it is splendid and well received. Extra business on second night. Sun., Mon. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

RKO Radio

Mexican Spitfire
For us this was a wow. The people, young and old alike, all went out holding their sides. We played on a Saturday and I feel sure handing out this kind of entertainment for the admission money we accept has helped keep up our standing or rating in the minds of our patrons which I feel is important. Audience: Delighted. Boxoffice: Good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

That's Right, You're Wrong
Grade A entertainment. If we could play RKO product before the public loses interest we could do much better business with their pictures. As it was we did about average. Sun., Mon. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Republic

Jeepers Creepers
We got stuck on a Sunday date and set this one in with considerable uncertainty as to its ability to stand up. Did we get a surprise? The third highest gross over a period of ten months and we didn't have to mortgage the gold in our teeth to get it either. The crowd ate it up and asked for more. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

20th Century-Fox

Grapes of Wrath, The
Both my wife and I and all the customers save a few whom we talked to were disappointed, and we didn't read the book either. It seems to prove that the basic story of the book as motion picture material had very little but a sensational content. With this content removed, there was nothing much left. Acting very good, but I would like to declare here that what the customers pay money for is **entertainment** and this picture hardly qualifies Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out Wickenburg-Way, Wickenburg, Ariz.

High School
One of the better Jane Withers pictures. Joe Brown jr. shows good possibilities and so does this Lloyd Corrigan. Hollywood needs more good male actors. Audience: Liked it. Boxoffice: Good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Second Fiddle
A fine musical but did us no business. Can't understand it. Sat., Sun. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Swanee River
Tops in a big way. A tonic for winter business. Wed., Thurs. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Why Change Track? A Showman Asks

Availing himself of the columns of this service of BOXOFFICE, Allan Banks, who operates the Vogue in Remsen, Ia., wants to know:

"Why doesn't Universal decide what type sound track to use? They use a wide and a narrow track, changing from one to the other several times during a reel. The volume control keeps the operator busy, and sudden changes of volume are disagreeable to the audience."

United Artists

Chump at Oxford
Slapstick as the old days and contains plenty of laughs, but personally can't class it good as Laurel and Hardy's go. Fri., Sat. Weather: Rain. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Housekeeper's Daughter
A pleasing comedy but below average business. United Artists has not clicked for us yet this season. Hope we get some good action pictures from them to even up the year. Tuesday. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Intermezzo
This one did exactly what we expected—nothing. Ingrid Bergman should go places. She has a fresh, wholesome charm. The picture wasn't too bad but not good for rural patronage. Tuesday. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Universal

Destry Rides Again
This one is a natural for a situation that uses westerns and can be sold for big returns. We played it against tough competition—a home talent play—for two nights and did better than expected with it. Dietrich wows 'em. Wed., Thurs. Weather: Good. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Hero for a Day
An entertaining picture with a college football background. The picture breezes along nicely from beginning to end with a little comedy relief here and there. Just a programmer, but good. My audience liked it. Not big enough for Sunday, but OK otherwise. Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Tower of London
Drab, dreary and morbid. A story of old England and its royal family complete with knights in armor, beheading, etc. A boxoffice flop. One to skip if you can. I couldn't. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Witness Vanishes
So many feet of film. No good any place. No comments, good or bad. No business. A high-priced film if you get it for nothing. Skip it. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Warner Bros.

A Child Is Born
Story is rather disjointed. Acting is very good Subject matter prohibits Sunday date and can hardly be played Saturday. Strictly adult entertainment. The ladies thought it was grand. The men slept through it. Business considerably above average. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Brother Rat and a Baby
Sure, it's a lot of hokum, but how my crowd loved it. They chortled in glee. B. O. way above normal. If your crowd likes comedy, give it your best dates. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN



A Window Display for "Diamonds"—

The window in LeRoy's, prominent Los Angeles jeweler, obtained by the Paramount Theatre in a cooperative tieup on "Adventure in Diamonds."

Diamond Tieup Aids Paramount Film

LOS ANGELES—An unusual promotional tieup was worked out in connection with the screening of Paramount's "Adventure in Diamonds" at the Paramount here recently.

The stunt comprised a tiein with LeRoy's Jewelers, prominent local jewelry retailers, consisting of a six-column newspaper advertisement, an exhibit of rough and cut diamonds in the lobby of the theatre and a complete promotional window display in LeRoy's downtown store. The advertisement featured a new wedding and engagement ring combination titled "Adventure," flanked by a still from the film showing George Brent and Isa Miranda, its stars, in a romantic scene. The picture's title was also used as the keynote of the window display in which large-sized cutouts of Brent and Miss Miranda, as well as a liberal quantity of stills from the film, intermingled with complete display of rings and other diamond-studded jewelry.

The theatre lobby exhibit constituted an assortment of rough and cut diamonds from South African mines, for which display LeRoy's received credit.

The promotion was worked out by Margaret Ettinger, publicity-advertising agent, who handles exploitation for the DeBeers Consolidated Mines and associated companies of South America, in close cooperation with Paramount studio publicists and the theatre. Miss Ettinger also arranged for a private screening of the picture at the studio, attended by 80 local jewelers. The film also was screened in San Diego at the California State Jewelers Ass'n annual convention, and in Chicago at a similar conclave.

Caught in the Middle, He Benefited All Way Around

PHILADELPHIA—Lee Kline, Orpheum, nabbed 360 lines of free space in the neighborhood newspaper, and at the same time got valuable tieups with local merchants, their employes and customers, in exploiting "The Shop Around the Corner." Here's how:

He got photos of girl employes from different stores, made small cuts of them, and got the newspaper to print them. The paper asked readers to identify the girls' photos—and at the same time plugged his picture. The paper stressed the importance of neighborhood merchants, the merchants stressed the importance of the neighborhood paper—and Kline, in the middle, benefited from both sides.

Inventions Are Displayed For "Young Tom Edison"

DETROIT—Young inventors of Detroit will get a chance to match wits with the products of "Young Tom Edison," in a contest being staged by Earl Hudson of United Detroit Theatres.

Boys under 16 have been invited to submit their own inventions or works of craftsmanship for display in the lobbies of the circuit's 17 theatres here. The major display will appear at the Michigan, where the film was to open March 15. Each contestant is given a ticket to the film.

NUGGETS

A DANCING school in Hartford, Conn., offered one free lesson to the boy and girl who could most nearly fit into the frames of Eleanor Powell and Fred Astaire, on display in the lobby of the Loew-Poli during the run of "Broadway Melody of 1940." Stunt created much favorable word-of-mouth.

•

Taking a leaf from the dime museums, Eddie Jacobson, manager of the Harmony, Detroit, set up a full length "distorting" mirror in the lobby and put a sign above it reading, "And you'll see 'Another Thin Man' at this theatre next week."

•

The Cigar Manufacturers' Association of America is circulating 250,000 four-page booklets nationally on behalf of "The Story of Dr. Ehrlich's Magic Bullet." They include a photograph of Edward G. Robinson as Dr. Ehrlich, an inveterate cigar smoker, and Alvaro M. Garcia, president of the association, as well as a personal letter from Garcia to all dealers urging cooperation with local exhibitors in boosting the film.

•

Warner turns to national magazines again, this time for "'Till We Meet Again." Space in 15 publications with a total circulation of over 18,000,000 has been lined up, including Photoplay, Silver Screen, Screenland, Glamour, Modern Screen, Movie Mirror, Screen Guide, Motion Picture, Hollywood, Picture Play, Movie Story, Movie Life, Movies and Screen Romances. *The magazines hit newsstands April 1.*

•

Columbia has arranged a tieup with the Cotton Textile Institute on behalf of its short, "Threads of a Nation." Twenty thousand two-color brochures were prepared for distribution by the institute for cotton mills, department stores and dry goods stores throughout the United States. Further distribution is being made by Columbia to various accounts. The tieup was effected by Al Sherman and Jose Schorr of Columbia in cooperation with Baldwin, Beech & Mermey, publicity firm representing Cotton Textile Institute.

•

A girl made daily appearances on the mezzanine of the M&P Allyn in Hartford, Conn., reduced from her natural size to appear only 14 inches in height. The stunt, accomplished with a magnifying glass, was a ballyhoo for "Dr. Cyclops."

Advance Plug for "Passage"

HARTFORD, CONN.—Manager Jack A. Simons of the Loew-Poli mailed educators in the Greater Hartford area advance announcements on "Northwest Passage."

They Don't Miss Much In "Ehrlich" Bally

CLEVELAND—Manny Pearlstein, head of the local Warner exploitation and publicity department; Ben Cohen, field publicity, and assistants in the local Warner bally department, mapped out an unusual and effective campaign for "Dr. Ehrlich's Magic Bullet." While not neglecting its scientific and educational value, the campaign stressed the picture's emotional appeal, and the boys back of the boxoffice sold it along straight entertainment lines.

The campaign started three weeks ahead of playdate at Warner's Hippodrome. There were special lobby boards and trailers two weeks in advance. Special previews were held for medical, educational, library and social service groups; radio spot announcements one week ahead of playdate, including an announcement of the theatre giving away a photo of Edward G. Robinson to the first 1,000 patrons of the picture; an extensive direct mail campaign, including personal letters to various civic groups, and an endorsement signed by Eddie Miller, manager of the Hippodrome.

"The Tobacco and Candy Retailer," trade publication with a state-wide circulation, devoted its cover page to a picture of Robinson in character; 2,000 cigar dealers displayed special streamers with a message from Robinson: "I can't think without a cigar in my mouth." Newspaper advertising contained signed "rave" reviews by critics.

But the *piece de resistance* was a written endorsement from Helen Hayes, who was playing an engagement at the Hanna in "Ladies and Gentlemen," following a special screening for her. Addressing herself to Jack Warner, Miss Hayes wrote:

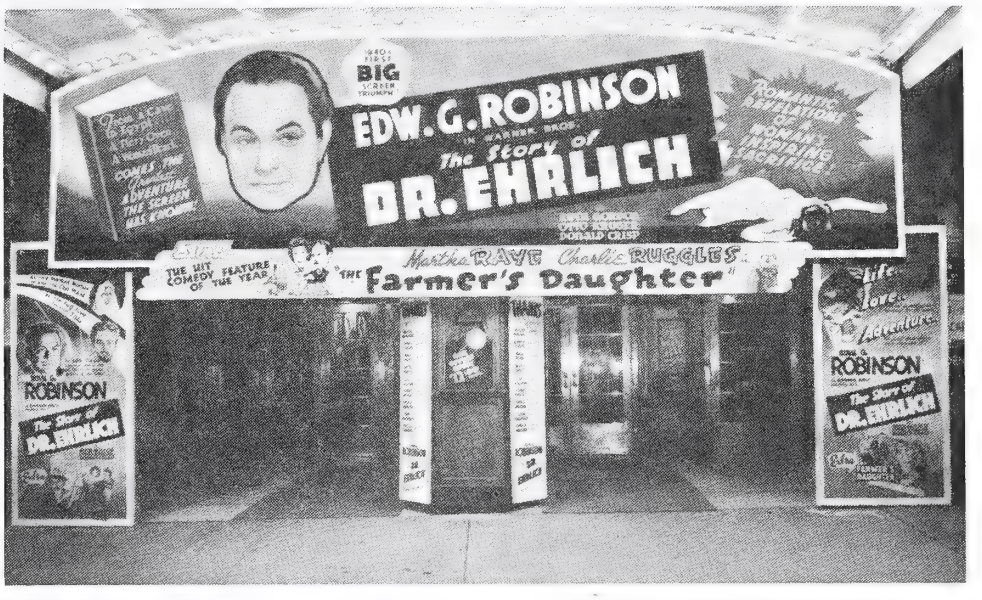
"I don't know when I've been so excited by a picture. The acting is superlative. If you keep on like this, we will some day have a film on the life of Jack Warner, who made the great discovery that the public will buy adult moving pictures. My congratulations and gratitude."

To round out a campaign for what Pearlstein considered a "perfect program," all advertising gave due space to the latest March of Time, "The Vatican—Pope Pius XII," both for its timeliness and educational value.

Special Screenings and Civic Ties Are Used

ALBANY, N. Y.—Appeals to special groups, aided by special screenings and letters to women's organizations, doctors, nurses and pharmacists; endorsement by the city health commissioner and general exploitation highlighted the Strand campaign for "The Story of Dr. Ehrlich's Magic Bullet." It represented the consolidated effort of C. A. Smakwitz, district manager; Jules Curley, advertising manager, and Andy Roy, manager of the theatre, a Warner house.

Arrangements were made for the marriage license clerk to hand cards to prospective brides and grooms, urging them to see the picture. Notices on school bulletin boards suggested students visit the theatre. Various organizations, such as the YMCA and YMHA, also agreed to post notices of the engagement. The health commissioner wrote all medical men to attend a screening arranged for them. Bumper streamers on 200 taxis and autos figured in, as did spot announcements over WABY and WOKO two weeks in advance and one week during the run. Three ministers and two rabbis were induced to refer to the film during services. Five thousand bookmarks were distributed to all libraries and displays arranged in some of them. Newspaper trucks were bannered and a picture contest planted in one of the local papers. The object was to identify various roles played by Edward G. Robinson, based on scrambled stills from various of his pictures.



As Sold in a Warner House—

Manager Andy Roy's flashy front on "The Story of Dr. Ehrlich" (now "The Story of Dr. Ehrlich's Magic Bullet") at the Strand in Albany, N. Y.

An "Information, Please" Held at Albany Palace

ALBANY—Fabian's Palace, which screens the RKO short, "Information, Please," held a like quiz, with Edgar S. Van Olinda, critic of the *Times-Union*, C. R. Roseberry, reviewer for the Knickerbocker *News* and Dr. Harold W. Thompson, professor of English at State Teachers' College and an author, as participants. Questions were submitted by theatre patrons a week prior to the stunt, which was conducted in cooperation with Canada Dry, sponsor of radio's "Information, Please."

A Longest Married Couple Contest for UA Picture

PARSONS, KAS.—"Silver Threads Among the Gold" was a fitting theme song for the winners of the longest married couple contest, sponsored by David Dallas, in connection with the showing of UA's "Eternally Yours" at his Kansan here.

A wedding anniversary cake, donated by a local bakery, was presented to the winning couple from the stage. It was displayed in the lobby three days before film date, and contestants were asked to register at the boxoffice.

Local newspapers carried front page stories announcing the contest.

The winning couple, married 65 years and three months, won the marital sweepstake in a walk.

Flash Announcement Does Well for "Mr. Williams"

PHILADELPHIA—Marty Goldenberg, State, flashed this on the screen in announcing "The Amazing Mr. Williams:"

"Attention, please! No one will be seated during the last ten minutes of the showing of 'The Amazing Mr. Williams' due to the large number of people who will be lying in the aisles doubled up with laughter."

The announcement got a laugh and didn't hurt the turnout for the show.

Break for "Girls Friday"

NEW HAVEN—Bob Russell invited various business heads to bring their girls Friday to see "His Girl Friday" at the Poli.

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Amazing Mr. Williams, The..7..(86).....Nov. 23
Mystery Comedy. The solution of crimes constantly detours a detective from marching his sweetheart to the altar. Melvyn Douglas, Joan Blondell. Director: Alexander Hall.

Blondie Brings Up Baby..1013..(69).....Nov. 9
Comedy. Baby Dumpling, by getting lost, leads Blondie and Dagwood to a financier who ultimately sponsors Dagwood's building scheme. Penny Singleton, Arthur Lake, Larry Simms. Producer: Frank R. Strayer.

Blondie on a Budget..1014..(70).....Feb. 29
Comedy. Financial and domestic woes follow Blondie's decision to budget the Bumstead income. Penny Singleton, Arthur Lake. Director: Arthur Strayer.

Bullets for Rustlers..1204..(56).....Mar. 5
Western. A gang of rustlers are rounded up in time to save the life of the hero who masqueraded as one of them. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Cafe Hostess..1030..(63) .....Nov. 30
Drama. The unrevealed mother of a night club hostess saves daughter's fiance from a jealous rival. Preston Foster, Ann Dvorak, Douglas Fowley, Wynne Gibson. Director: Sidney Salkow.

Convicted Woman..1034..(66) .....Jan. 31
Drama. An innocent girl, imprisoned, exposes the maladministration prevailing, through a newspaperman. Rochelle Hudson, Frieda Inescort, June Lang, Glenn Ford. Director: Nick Grinde.

Devil Is an Empress, The..(73).....Dec. 1
Drama. (In French). Portrays imperial intrigue during the reign of Catherine II, the rebellion of Poland, and the love of an Austrian Baron for the children of a former love. Francoise Rosay, Conrad Veidt.

Five Little Peppers at Home..1020..(60)....Feb. 8
Comedy. A mine cave-in reveals the rich copper vein for which all had been searching. Edith Fellows, Clarence Kolb. Director: Charles Barton.

Fugitive at Large..1026..(66) .....Dec. 7
Drama. A gangster, resembling a construction engineer, frames the latter in a payroll robbery, sending him to prison. Jack Holt, Patricia Ellis. Director: Lewis D. Collins.

Hidden Power..1025..(60) .....Sept. 7
Mystery Drama. Accidental discovery of a new explosive fails, despite all opposition, to veer a scientist from his research for a life-saving serum. Jack Holt, Gertrude Michael, Dickie Moore. Director: Lewis D. Collins.

His Girl Friday..1003..(92) .....Jan. 18
Comedy Drama. A star girl reporter uncovers important factors that win a condemned man a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

Lone Wolf Strikes, The..1019..(65).....Jan. 26
Mystery Drama. The Lone Wolf emerges from retirement to pursue a gang who have stolen a friend's pearl necklace. Warren William, Joan Perry, Eric Blore, Robert Wilcox, Astrid Allwyn. Director: Sidney Salkow.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Music in My Heart..1018..(70) .....Jan. 10
Musical. A romance blooms when a young man, about to be deported, comes into the life of a girl just as she is about to marry a wealthy publisher. Tony Martin, Rita Hayworth, Alan Mowbray, Eric Blore, Andre Kostelanetz. Director: Joseph Santley.

My Son Is Guilty..33..(63) .....Dec. 28
Drama. An ex-convict gets a job in the police broadcasting station, but uses the job as a screen to carry on his gangster activities. Bruce Cabot, Jacqueline Wells, Harry Carey. Director: Charles Barton.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Pioneers of the Frontier..1212..(58).....Feb. 1
Western. The hero and his girl confound the gang trying to steal her property and dominate the settlers. Bill Elliott, Linda Winters. Director: Sam Nelson.

Stranger From Texas..1202..(55).....Nov. 2
Western. A feud between two ranchmen, stealing cattle from each other, is settled by the newcomer. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Taming of the West..1211..(54).....Dec. 7
Western. Law and order come to a prairie town. Bill Elliott, Iris Meredith. Director: Norman Deming.

Two Fisted Rangers..1203..(61) .....Jan. 4
Western. The Sons of the Pioneers are planted as saloon entertainers to get evidence for the solution of two murders. Charles Starrett, Iris Meredith, Kenneth MacDonald. Director: Joseph H. Lewis.

First National

Castle on the Hudson..459..(77).....Feb. 17
Melodrama. A gangster doesn't let down a warden who believes in the honor system. John Garfield, Ann Sheridan, Burgess Meredith, Pat O'Brien. Director: Anatole Litvak.

Dr. Ehrlich's Magic Bullet..457..(101).....Mar. 2
Drama. A doctor's heart-breaking efforts and ultimate success in finding a cure for syphilis. Edward G. Robinson, Ruth Gordon. Director: William Dieterle.

Fighting 69th, The..451..(85) .....Jan. 27
Drama. A story of redemption on the battlefields of the World War. James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn. Director: William Keighley.

Four Wives..453..(110) .....Dec. 25
Drama. The "Four Daughters" become four wives, and the story depicts the family matters that concern each. Claude Rains, Jeffrey Lynn, Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page. Director: Michael Curtiz.

Mad Empress, The..481..(72) .....Dec. 16
Drama. The story of the sword-wrought and short-lived Mexican Empire from the standpoint of the tragically destined emperor and empress. Medea Novara, Lionel Atwill, Conrad Nagel. Director: Miguel C. Torres.

Private Detective..471..(55) .....Dec. 9
Comedy Melodrama. Sleuths and an amateur uncover a crooked lawyer's skullduggery activities. Dick Foran, Jane Wyman, Maxie Rosenbloom. Director: Noel Smith.

Return of Dr. X, The..464..(62).....Dec. 2
Mystery Drama. A supposed formula for synthetic blood returns the executed doctor to life, only to develop a mania for killing. Humphrey Bogart, Rosemary Lane, Wayne Morris. Director: Vincent Sherman.

Three Cheers for the Irish..(100) .....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

We Are Not Alone..458..(111) .....Nov. 25
Drama. Circumstances bring a brief happiness to a small town British doctor and pave a road to tragedy. Paul Muni, Jane Bryan, Raymond Severn. Director: Edmund Goulding.

Metro-Goldwyn-Mayer

Another Thin Man..13..(102) .....Nov. 17
Mystery Comedy. Junior joins Mr. and Mrs. Thin Man, and mysteries pile up when the wife's financial adviser is slain. William Powell, Myrna Loy. Director: W. S. Van Dyke, II.

Balalaika..17..(102) .....Dec. 29
Drama with Music. A cossack officer falls in love with a cafe singer, unaware that she is on the side of the revolutionists. Nelson Eddy, Ilona Massey, Charlie Ruggles, Frank Morgan, C. Aubrey Smith. Director: Reinhold Schunzel.

Broadway Melody of 1940..21..(100).....Feb. 9
Musical. A dancing team makes a bid for big time recognition. Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan. Director: Norman Taurog.

Congo Maisie..19..(70) .....Jan. 19
Comedy Drama. A girl and a young doctor, each escaping from something, are stranded and find romance and rehabilitation in the Congos. Ann Sothern, John Carroll, Rita Johnson. Director: H. C. Potter.

Earl of Chicago..18..(85) .....Jan. 5
Comedy Melodrama. A Chicago gangster inherits an English estate and goes to England to live, taking his lawyer along with him. Tragedy ensues when the latter tries to settle an old score with the gangster. Robert Montgomery, Edward Arnold, Reginald Owen, Gladys Blake. Director: Richard Thorpe.

Ghost Comes Home, The..27..(76).....Mar. 8
Comedy. Thought drowned, a man returning to his village triumphs over his wife and the townsmen who previously dominated him. Frank Morgan, Billie Burke, Ann Rutherford. Director: William Thiele.

Henry Goes Arizona..2..(67) .....Dec. 8
Comedy. Inheriting his murdered brother's ranch, the heir arrives in time to save an innocent man and expose the guilty one. Frank Morgan, George Murphy, Ann Morriss. Director: Edwin L. Marin.

I Take This Woman..26..(97) .....Feb. 2
Romantic Drama. A clinic doctor saves a girl from suicide and marries her although knowing she is still in love with another. Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. Director: W. S. Van Dyke.

Joe and Ethel Turp Call on the President 14..(69) .....Dec. 1
Comedy Drama. A young couple see the president in behalf of a mailman dismissed from the service. Ann Sothern, William Gargan, Lewis Stone, Walter Brennan. Director: Robert Sinclair.

Judge Hardy and Son..16..(90) .....Dec. 22
Comedy. In which the irrepressible Andy tries to earn money for dates, but forgets his personal financial troubles when a crisis strikes the family. Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden. Director: George B. Seitz.

Lambeth Walk..22..(66) .....Jan. 26
Comedy. A Cockney inherits a title and nearly loses his girl friend while submitting to an "improvement" program. Lupino Lane, Sally Gray. Director: Albert de Courville.

Man From Dakota..24..(91) .....Feb. 16
Drama. An escaping prisoner of war sacrifices his life that his co-refugee and a girl may escape. Wallace Beery, Dolores Del Rio, John Howard. Director: Leslie Fenton.

Nick Carter, Master Detective..15..(60)..Dec. 15
Drama. The super sleuth salvages stolen airplane plans from foreign agents. Walter Pidgeon, Rita Johnson, Henry Hull, Donald Meek. Director: Jacques Tourner.

Ninotchka..7..(110) .....Nov. 3
Comedy Drama. A Russian woman commissar, on a mission into France, falls in love. Greta Garbo, Melvyn Douglas, Ina Claire. Director: Ernst Lubitsch.

◎Northwest Passage..25..(115) .....Feb. 23
Drama. Stirring saga of bravery and hardships of early colonists. Spencer Tracy, Robert Young, Ruth Hussey. Director: King Vidor.

Remember?..11..(81) .....Nov. 10
Farce Comedy. A girl marries her fiance's friend. When a rift occurs, the ex-fiance patches things up for the married couple. Robert Taylor, Greer Garson, Lew Ayres. Director: Norman Z. McLeod.

Secret of Dr. Kildare..12..(85).....Nov. 24
Drama. An assignment to cure a neurotic society girl takes the young doctor from his research lab. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Shop Around the Corner..20..(100).....Jan. 12
Drama. A young man falls in love with an anonymous correspondent, and when they arrange to meet, learns she works in the same shop with him. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Director: Ernst Lubitsch.

Strange Cargo..23..(113) .....Mar. 1
Drama. A desperado couple escape from a penal isle and encounter a spiritual influence. Joan Crawford, Clark Gable, Melvyn Douglas. Director: Frank Borzage.

Young Tom Edison..28..(82).....Mar. 16
Biog. Comedy-Drama. The boyhood life of the great inventor in Port Huron, Mich. Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler. Director: Norman Taurog.

Monogram

Chasing Trouble..3917..(64) .....Jan. 30
Comedy Drama. A delivery boy cupid, who is an amateur graphologist, gets in and out of various exciting situations, including a spy ring and a murder. Frankie Darro, Marjorie Reynolds. Director: Howard Bretherton.

Cheyenne Kid, The..3962..(51).....Feb. 20
Western. Trapped by a disgruntled foreman whom he succeeded, a cowboy is helped by his girl and his pal. Jack Randell, Louise Stanley. Director: Raymond K. Johnson.

Danger Ahead..3939..(56) .....Jan. 10
Action Drama. A robber gang's tieup with a trucking concern is exposed. James Newill, Dorothea Kent. Director: Ralph Staub.

Danger Flight..3816..(61) .....Nov. 1
Action Drama. An air pilot, in a sky battle, saves the payroll from gangsters. John Trent, Marjorie Reynolds, Milburn Stone, Tommie Baker. Director: Howard Bretherton.

East Side Kids..3924..(62) .....Feb. 10
Melodrama. Slum-raised children thwart a gang of counterfeiters. Vince Barnett, Dennis Moore. Director: Bob Hill.

Fatal Hour, The (Formerly Mr. Wong at Headquarters)..3909..(65) .....Jan. 15
Melodrama. Several murders and a profusion of clues give a smart girl reporter the opportunity to match wits with a group of slippery knaves. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Fighting Mad..3937..(60) .....Nov. 5
Action Drama. Renfrew rescues the kidnapped witness to a robbery and the two capture the crooks. James Newill, Sally Blane, Benny Rubin, Milburn Stone. Director: Sam Newfield.

Gentleman From Arizona..3912..(73).....Dec. 25
Drama. After the race horse, owned by his girl's father, is poisoned, the hero rides his own horse to victory in the sweepstakes, wins the girl and a job as foreman on her father's ranch. J. Farrell MacDonald, Joan Barclay, John King. Director: Earl Haley.

Heroes in Blue..3919..(61).....Nov. 7
Drama. A father and son save a younger member of the family from a gangster's frameup. Dick Purcell, Charles Quigley, Bernadene Hayes. Director: William Watson.

Hidden Enemy..3922..(63) .....Jan. 20
Melodrama. Newspaperman loses his job protecting a girl he thinks a spy. All is cleared when it develops she works with the G-Men. Warren Hull, Kay Linaker. Director: Howard Bretherton.

Human Monster, The..3916..(73).....Mar. 9
Melodrama. An insurance head, concealing himself as administrator of a home for the blind, kills various persons after having them insured. Bela Lugosi. Director: Walter Summers.

Lucky Texan, The..Reissue..(56).....Dec. 10
Western. "Lucky" returns to the West from college, in time to save a prospector and his daughter from two villians. John Wayne, George Hayes, Barbara Sheldon. Director: R. N. Bradbury.

Murder on the Yukon..3940..(57).....Feb. 25
Western. A miser's death leads to the uncovering of a counterfeit ring. James Newill, Polly Ann Young. Director: Louis Gasnier.

Phantom Strikes, The..3923..(58).....Nov. 15
Mystery Drama. Scotland Yard attempts to thwart the predicted murder of a shady criminal lawyer. Wilfrid Lawson, Sonnie Hale, Alexander Knox, Louise Henry. Director: Walter Forde.

Pioneer Days..3961..(53) .....Jan. 25
Western. Apprehension of express agent killers also leads to restoration of a stolen saloon to the heroine. Jack Randall, June Wilkins. Director: Harry Webb.

Roll, Wagons, Roll..3951..(53) .....Nov. 25
Western. An officer leads his army against a gang smuggling rifles to the Indians. Tex Ritter, Nelson McDowell, Muriel Evans, Reed Howes. Director: Al Herman.

Rhythm of the Rio Grande..3953..(53).....Mar. 2
Western. Ranch fires are traced to an owner who wants his neighbors' lands. Tex Ritter, Susan Dale. Director: Al Herman.

Secret Four, The (Formerly Four Just Men) 3924..(79) .....Jan. 15
War Melodrama. An English-produced picture. Four men uncover a conspiracy to destroy Great Britain. Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee. Director: Walter Ford.

West of the Divide..Reissue..(55).....Dec. 10
Western. A cowboy tracks down his father's murderer and brings to justice a gang of cattle rustlers. John Wayne, George Hayes, Virginia Brown. Director: R. N. Bradbury.

Westbound Stage..3952..(56) .....Dec. 15
Outdoor Musical. Tex captures the gang responsible for his brother's death. Tex Ritter, Muriel Evans, Reed Howes. Director: Spencer Bennett.

Yukon Flight..3938..(58) .....Dec. 5
Action Drama. A plane crash exposes the theft of gold shipments. James Newill, Louise Stanley, Dave O'Brien, Karl Hackett. Director: Ralph Staub.

Paramount

All Women Have Secrets..3914..(70).....Dec. 15
Drama. Problems that stem from student marriages. Virginia Dale, Joseph Allen jr., Jean Cagney, Peter Hayes. Director: Kurt Neumann.

Cat and the Canary, The..3909..(71).....Nov. 10
Melodrama. Murder intrudes at a gathering of prospective heirs to hear the will of an eccentric millionaire. Bob Hope, Paulette Goddard. Director: Elliott Nugent.

Emergency Squad..3917..(58) .....Jan. 5
Action Drama. A girl reporter solves the mysterious accidents in a municipal tunnel project. William Henry, Louise Campbell, Richard Denning. Director: Edward Dmytryk.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

Geronimo!..3918..(90) .....Jan. 12
Outdoor Drama. Historical version of the marauding Apache chief who terrorized the Southwest for many years after the Civil War, and his ultimate capture by the army. Preston Foster, Ellen Drew. Director: Paul H. Sloane.

Great Victor Herbert, The..3916..(92)...Dec. 29
Drama. Story of the life of the composer, bringing to the screen his famous, semi-classical melodies. Allan Jones, Mary Martin, Walter Connolly. Director: Andrew L. Stone.

Gulliver's Travels..3915..(74) .....Dec. 22
Technicolor Cartoon. Feature-length, fantasy cartoon, adapted from the Jonathan Swift classic. Singing Voices: Jessica Dragonette, Lanny Ross. Director: Dave Fleischer.

Knights of the Range..3923..(68).....Feb. 23
Western. Disgusted with his activities, a rustler joins the side of law and order, outwitting his old gang. Russell Hayden, Victor Jory, Jean Parker. Director: Lesley Selander.

Law of the Pampas..3955..(72).....Nov. 3
Western. A plot to murder a wealthy native is exposed by Hopalong while on a mission to South America. William Boyd, Russell Hayden, Steffi Duna. Director: Nate Watt.

Light That Failed, The..3921..(97).....Feb. 9
Drama. An artist, back from war in Egypt, struggles for fame and love, achieving the former as he goes blind. Ronald Colman, Walter Huston, Ida Lupino. Director: William A. Wellman.

Llano Kid..3913..(69) .....Dec. 8
Western with Music. Starting to impersonate the missing heir of a Mexican land-baron, the deceiver turns on his partner-in-crime. Tito Guizar, Alan Mowbray, Gale Sondergaard. Director: E. D. Venturini.

Night of Nights, The..3912..(87).....Dec. 1
Drama. A heartbroken playwright triumphs in a play of his own, when he meets his daughter after 20 years. A fatal heart attack follows his triumph. Pat O'Brien, Olympe Bradna, Roland Young. Director: Lewis Milestone.

Our Neighbors—the Carters..3911..(85)....Nov. 24
Comedy Drama. A small town family struggles for survival against cut-throat competition. Fay Bainter, Frank Craven, Mary Thomas. Director: Ralph Murphy.

Parole Fixer..3920..(64) .....Feb. 2
Melodrama. FBI work in rounding up criminals who are loosed by shyster lawyers and crooked parole boards. William Henry, Virginia Dale, Robert Paige. Director: Robert Florey.

Remember the Night..3919..(86).....Jan. 19
Drama. The assistant district attorney prosecutes the girl he loves who happens to be a jewel thief. Barbara Stanwyck, Fred MacMurray. Director: Mitchell Leisen.

Rulers of the Sea..3910..(96).....Nov. 17
Historical Drama. The victory of steam over sail in navigation. Douglas Fairbanks jr., Will Fyffe, Margaret Lockwood. Director: Frank Lloyd.

Santa Fe Marshal..3956..(68) .....Jan. 26
Western. The leader of a robber gang is exposed by a marshal who conceals his identity as a medicine show participant. William Boyd, Russell Hayden, Marjorie Rambeau. Director: Lesley Selander.

Seventeen..3924..(78) .....Mar. 1
Comedy. An adolescent's hectic courtship, financial troubles and his tragic defeat when the vamp leaves with another man. Jackie Cooper, Betty Field. Director: Louis King.

Showdown, The..3957..(64) .....Mar. 8
Western. A pal's cargo of race horses is saved from the bad men. William Boyd, Russell Hayden. Director: Howard Bretherton.

Sidewalks of London..3922..(84).....Feb. 16
Drama. The lives of London's "buskers," sidewalk entertainers. Charles Laughton, Vivien Leigh. Director: Tim Whelan.

Women Without Names..3925..(62).....Mar. 15
Melodrama. A bride breaks jail in time to free her unjustly accused husband from a murder charge. Ellen Drew, Robert Paige. Director: Robert Florey.

Republic

Covered Trailer..915..(66) .....Nov. 10
Comedy. Considered lost at sea, the Gleasons are arrested for forgery when they reach their vacation spot. James, Lucile and Russell Gleason, Harry Davenport. Director: Gus Meins.

Cowboys From Texas..962..(57).....Nov. 29
Western. Land office racketeers are outwitted and cleaned up. Bob Livingston, Raymond Hatton, Duncan Renaldo, Betty Compson. Director: George Sherman.

Days of Jesse James..953..(61).....Dec. 20
Western. Further adventures of Jesse James, and how a peace officer aids a railroad detective in cleaning up a frontier town. Roy Rogers, George Hayes, Pauline Moore. Director: Joseph Kane.

Heroes of the Saddle..963..(56) .....Jan. 10
Western. The three mesquiteers rescue the daughter of their pal who was killed, and other inmates from a mis-run orphanage. Robert Livingston, Raymond Hatton, Duncan Renaldo. Director: William Witney.

Main Street Lawyer..905..(71).....Nov. 3
Drama. A district attorney's apparent aberration from duty becomes understood. Edward Ellis, Anita Louise, Robert Baldwin, Harold Huber. Director: Dudley Murphy.

Money to Burn..917..(66) .....Jan. 4
Comedy. Pa Higgins as an advertising agency employe and Ma with a contest mania. Ma gets Pa fired so she can enter a contest promoted by his agency. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Pioneers of the West..964..(56).....Mar. 10
Western. The Three Mesquiteers rescue a wagon train from Indian attack; later save the group's land, and finally save their proceeds, realized by a cattle sale. Director: Les Orlebeck.

Rovin' Tumbleweeds..848..(64) .....Nov. 16
Western. A flood control bill is blocked until the opposition's own land faces a threat. Gene Autry, Smiley Burnette, Mary Carlisle. Director: George Sherman.

Saga of Death Valley..952..(58).....Nov. 22
Western with Music. A villain seeks to control a valley's water supply. Roy Rogers, George Hayes, Donald Barry, Frank M. Thomas. Director: Joe Kane.

South of the Border..941..(70).....Dec. 15
Western. Federal agents quell an uprising in Mexico. Gene Autry, Smiley Burnette, Mary Lee. Director: George Sherman.

Thou Shalt Not Kill..916..(64).....Dec. 27
Drama. An innocent lad awaits the death penalty, while a priest, unable to violate the sanctity of the confessional, uses his influence to get the real killer to confess. Charles Bickford, Owen Davis jr., Doris Day, Paul Guilfoyle. Director: John H. Auer.

Village Barn Dance..919..(74).....Jan. 30
Musical Comedy Drama. The small-town girl is won by the handsome newcomer who also succeeds in regenerating the village skinflint. Richard Cromwell, Doris Day. Director: Frank MacDonald.

Wolf of New York, The..918..(69).....Jan. 26
Melodrama. A criminal lawyer becomes D. A. when a person he befriended is executed, though innocent. As D. A. he rounds up the guilty ones. Edmund Lowe, Rose Hobart, James Stephenson. Director: William McGann.

RKO Radio

Allegheny Uprising..006..(81) .....Nov. 10
Outdoor Drama. The colonial government's fight to suppress illegal trading in rum and weapons with the Indians. Claire Trevor, John Wayne, George Sanders, Brian Donlevy. Director: William A. Seiter.

Escape to Paradise..945..(60) .....Dec. 22
Drama with Music. A highly imaginative South American youngster aids in furthering a romance between a tourist and the daughter of a ranchero. Bobby Breen, Kent Taylor, Marcia Shelton. Director: Erle Kenton.

Flying Deuces..010..(65) .....Nov. 3
Comedy. Two foreign legionnaires inadvertent-

ly become heroes when they try to desert. Stan Laurel, Oliver Hardy, Jean Parker. Director: A. Edward Sutherland.

Hunchback of Notre Dame, The..015..(114).Dec. 29
Drama. Medieval horror melodrama of the gypsy girl who is saved from a Paris mob by the Hunchback. Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara. Director: William Dieterle.

Isle of Destiny..017..(83) .....Mar. 8
Drama. An aviatrix, compelled to fly contraband, is wrecked on an island and saved by her Marine brother, stationed nearby. William Gargan, Wallace Ford, June Lang. Director: Elmer Clifton.

Legion of the Lawless..082..(59).....Jan. 5
Western. A western lawyer rides into a frontier settlement in time to prevent a crooked element from gaining control of the town and selling out to the railroad. George O'Brien, Virginia Vale, Norman Willis. Director: David Howard.

Little Orvie..020..(66) .....Mar. 1
Comedy. An eight-year-old runs away when his parents deny him a dog for a pet. John Sheffield, Ernest Truex, Dorothy Tree. Director: Ray McCarey.

Marines Fly High..018..(68) .....Feb. 2
Action Drama. Marines, trapped in a Central American village, are rescued by one of their number. Richard Dix, Chester Morris, Lucille Ball, Steffi Duna. Director: Ben Stoloff.

Mexican Spitfire..016..(67) .....Jan. 12
Comedy. A hilarious mixup occurs when a friend impersonates a visiting English lord to help save a contract for the spitfire's husband. Lupe Velez, Leon Errol, Donald Woods. Director: Leslie Goodwins.

Married and in Love..014..(60).....Jan. 19
Drama. A professor, married to a plain wife, meets his old college love and is forced to decide between the two women. Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson. Director: John Farrow.

Marshal of Mesa City, The..081..(61).....Nov. 3
Western. A marshal ends the domination of a crooked sheriff over a frontier town. George O'Brien, Virginia Vale. Director: David Howard.

Meet Dr. Christian..005..(63).....Nov. 17
Drama. Saving the mayor's daughter wins a small town doctor his long-sought hospital. Jean Hersholt, Dorothy Lovett, Paul Harvey. Director: Bernard Vorhaus.

Millionaire Playboy..022..(64) .....Mar. 15
Comedy. A tendency to hiccough in the presence of a pretty girl is cured for a millionaire when he is surrounded with beauties. Joe Penner, Linda Hayes. Director: Leslie Goodwins.

Pinocchio..091..(80) .....Feb. 23
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Reno..008..(73) .....Dec. 1
Drama. How a young lawyer put Reno on the map. Richard Dix, Gail Patrick. Director: John Farrow.

Saint's Double Trouble, The..021..(67)....Jan. 26
Melodrama. The Saint rounds up his double who had taken to diamond smuggling, embellished with murder. George Sanders, Helene Whitney, Bela Lugosi. Director: Jack Hively.

Swiss Family Robinson..019..(93).....Feb. 16
Adventure Drama. A family wrecked on an uninhabited island find peace thereon and decline to leave when the opportunity to do so appears. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

That's Right, You're Wrong..011..(90)....Nov. 24
Musical. There's a razz for the film capital in this story of the band coming to make a picture. Kay Kyser, Adolphe Menjou, May Robson, Lucille Ball, Edward Everett Horton. Director: David Butler.

Vigil in the Night..007..(94).....Feb. 9
Drama. A study of British hospitals, with a story of one sister paying for the other's fatal mistake. Carole Lombard, Brian Aherne, Ann Shirley. Director: George Stevens.

20th Century-Fox

Barricade..026..(71) .....Dec. 8
Melodrama. A girl and a newspaperman battle death when caught in the U. S. consulate during the invasion of China.

Charlie Chan in Panama..035..(68).....Mar. 1
Melodrama. Chan foils an attempt to blow up the Panama Canal. Sidney Toler, Jean Rogers. Director: Norman Foster.

Charlie Chan in the City of Darkness 021..(74) .....Dec. 1
Mystery Melodrama. Murder during a Paris blackout engages Chan's attention. Sidney Toler, Lynn Bari, Harold Huber. Director: Herbert I. Leeds.

Cisco Kid and the Lady, The..012..(74)...Dec. 29
Outdoor Drama. O. Henry's mythical caballero and badman, saves a baby and a gold mine. Cesar Romero, Marjorie Weaver, Robert Barrat. Director: Herbert I. Leeds.

City of Chance..027..(56).....Jan. 12
Drama. A Texas girl, star reporter on a metropolitan newspaper, is assigned to expose a gambling establishment, only to learn the owner is her girlhood sweetheart. Lynn Bari, C. Aubrey Smith, Donald Woods. Director: Ricardo Cortez.

Day-Time Wife..020..(72) .....Nov. 24
Comedy Drama. Suspecting a love affair between her husband and his secretary, a wife turns the tables by taking a job as some other man's secretary. Tyrone Power, Linda Darnell, Warren William. Director: Gregory Ratoff.

Drums Along the Mohawk..015..(103)..Nov. 10
Historical Drama. Mohawk Valley pioneers wrest homes from the wilderness during the Revolution. Claudette Colbert, Henry Fonda. Director: John Ford.

Everything Happens at Night..029..(77)..Dec. 22
Comedy Drama. Intrigue and romance take to skiis in this story of a political refugee in Switzerland hounded by two American reporters who make love to his daughter. Sonja Henie, Ray Milland, Robert Cummings. Director: Irving Cummings.

Grapes of Wrath, The..040..(128).....Mar. 15
Drama. The story of California's half-million migratory workers. Henry Fonda, Jane Darwell. Director: John Ford.

He Married His Wife..023..(83) .....Jan. 19
Drama. A divorced husband tries to marry his ex-wife off to a former admirer to save himself alimony, but realizes he still loves his wife and marries her himself. Joel McCrea, Nancy Kelly, Roland Young. Director: Roy Del Ruth.

Heaven With a Barbed Wire Fence..019 (62) .....Nov. 3
Drama. A ranch owner en route to Arizona and a Spanish refugee meet and marry to escape arrest. Jean Rogers, Raymond Walburn, Glenn Ford. Director: Ricardo Cortez.

High School..028..(74) .....Jan. 26
Comedy. The cocky daughter of a wealthy rancher is reformed by her schoolmates. Jane Withers, Joe Brown jr. Director: George Nicholls jr.

Honeymoon's Over, The..024..(70).....Dec. 15
Comedy Drama. Tribulations of newlyweds who do not choose friends wisely. Stuart Erwin, Marjorie Weaver. Director: Eugene Forde.

Inspector Hornleigh on a Holiday..022..(77).Dec. 1
Comedy Melodrama. Inspector Hornleigh and his aide investigate an insurance racket involving the disappearance of corpses from a London hospital. Gordon Harker, Alastair Sim, Linden Travers. Director: Walter Forde.

Little Old New York..031..(100).....Feb. 9
Historical Melodrama. The daughter of his backer keeps her father interested in Robert Fulton's invention of the steamboat. When it is a success a lover's tangle is straightened out. Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce. Director: Henry King.

Man Who Wouldn't Talk..1030..(74).....Feb. 2
Drama. A man avenges his unjust court martial by the murder of a noted financier who framed Jean Rogers. Director: David Burton.

Swanee River..017..(84) .....Jan. 5
Musical Drama. Based on the life of Stephen Foster; introduces his songs and shows in sequence how each was conceived and written. Don Ameche, Andrea Leeds, Al Jolson. Director: an espionage charge against him. Lloyd Nolan, Sidney Lanfield.

They Came by Night..033..(73).....Feb. 23
Melodrama. A band of high-powered jewel thieves meet their nemesis when they endeavor to make an appraiser one of their number. Will Fyffe. Director: Harry Lachman.

Too Busy to Work..016..(65).....Nov. 17
Comedy. Pa Jones neglects his drug store to carry out his duties as Mayor; his wife neglects housework for the local stage. Jed Prouty, Spring Byington, Joan Davis. Director: Otto Brower.

Young as You Feel..032..(58).....Feb. 16
Comedy. Pa Jones tries retiring but finds it hard to enjoy himself and is glad to get back his drug store. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason. Director: Malcolm St. Clair.

United Artists

A Chump at Oxford..(63) .....Feb. 16
Comedy. Two street cleaners are rewarded for apprehending a bank robber by being sent to college from where they are glad to get back to their jobs. Laurel and Hardy. Director: Alfred Goulding.

House Across the Bay..(74).....Mar. 1
Melodrama. An underworld biggie's wife has him imprisoned to save him from death at the hands of rivals. Joan Bennett, George Raft, Walter Pidgeon, Gladys George. Director: Archie Mayo.

Lion Has Wings, The..(76).....Jan. 19
Propaganda. The British raid on the Kiel canal highlights this depiction of the Royal Air Force's war activities. Merle Oberon, Ralph Richardson. Directors: Michael Powell, Brian Desmond Hurst, Adrian Brunel.

Of Mice and Men..(104) .....Jan. 12
Drama. A social study focused on a dim-witted Samson, who occasions grief for the one friend who understands him. Burgess Meredith, Betty Field, Lon Chaney jr., Charles Bickford. Director: Lewis Milestone.

Raffles (71) .....Dec. 29
Comedy Melodrama. The story of a man who couldn't resist stealing jewels and who gloried in outwitting the police. David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape. Director: Sam Wood.

Rebecca..(..) .....
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Slightly Honorable (formerly Send Another Coffin)..(83) .....Dec. 22
Melodrama. A lawyer starts a one-man crusade against a racketeering highway bill, and clears up the case when he solves the murder of a big politician. Pat O'Brien, Ruth Terry, Claire Dodd, Edward Arnold. Director: Tay Garnett.

Universal

Big Guy, The..4016..(78).....Nov. 24
Melodrama. A warden has self-incriminating evidence that will save an innocent boy from execution. Victor McLaglen, Jackie Cooper. Director: Arthur Lubin.

Call a Messenger..4020..(65) .....Nov. 3
Comedy Drama. The leader of a boys' gang picks a job in preference to reform school, and his friends follow. Billy Halop, Mary Carlisle, "Little Tough Guys." Director: Arthur Lubin.

Charlie McCarthy, Detective..4011..(77)....Dec. 22
Comedy. Bergen and McCarthy are invited to entertain guests at the home of a millionaire publisher, but find themselves with a murder mystery on their hands. Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Robert Cummings, Constance Moore. Director: Frank Tuttle.

Chip of the Flying U..4060..(55).....Nov. 24
Western. A foreign agent's cache of explosives is uncovered on a ranch. John Mack Brown, Bob Baker, Fuzzy Knight, Doris Weston. Director: Ralph Staub.

Danger on Wheels..4055..(60) .....Feb. 2
Action Drama. A racing driver wins the girl when he proves the value of her father's new motor on the track. Richard Arlen, Andy Devine, Peggy Moran. Director: Christy Cabanne.

Destry Rides Again..4002....(94).....Dec. 29
Action Drama. A saloon entertainer sacrifices her life to help the man representing the law. Marlene Dietrich, James Stewart, Brian Donlevy. Director: George Marshall.

Double Alibi..4034..(60) .....Mar. 1
Mystery Melodrama. A reporter, blamed for three killings, clears himself and traps the real culprit. Wayne Morris, Margaret Lindsay, William Gargan. Director: Philip Rosen.

First Love..3002..(84) .....Nov. 10
Comedy with Music. With the help of servants, a modern Cinderella is dressed for a ball where she meets Prince Charming. Deanna Durbin, Helen Parrish, Robert Stack, Eugene Pallette. Director: Henry Koster.

Framed..4032..(60) .....Feb. 23
Melodrama. A newspaperman's girl frees him from a false murder charge. Frank Albertson, Jerome Cowan, Constance Moore. Director: Harold Schuster.

Green Hell..4041..(87) .....Jan. 26
Drama. The thrilling experiences of an expedition party along the Amazon which faces hostile natives. Douglas Fairbanks jr., Joan Bennett, John Howard, Alan Hale. Director: James Whale.

Honeymoon Deferred..4038..(59) .....Feb. 16
Comedy Drama. An insurance detective solves the mysterious death of the head of his company. Edmund Lowe, Margaret Lindsay, Elisabeth Risdon. Director: Lew Landers.

Invisible Man Returns, The..4009..(81)....Jan. 12
Mystery Melodrama. A fantastic tale of an innocent man, sentenced to hang, who is rendered invisible by a doctor and escapes prison to seek the real murderer. Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton. Director: Joe May.

Laugh It Off..4026..(63) .....Dec. 1
Musical. A show by a group of down-and-out

showgirls saves a gambling friend's night club, ruined by a raid. Constance Moore, Johnny Downs, Cecil Cunningham, Edgar Kennedy. Director: Albert S. Rogell.

Legion of Lost Flyers..4053..(64).....Nov. 3
Melodrama. Blamed for an air crash, the aviator tracks down the villain and forces him to confess. Richard Arlen, Andy Devine, Ann Nagel, William Lundigan. Director: Christy Cabanne.

Ma! He's Making Eyes at Me..(61).....Mar. 15
Comedy. A fashion publicist falls in love with show girl he built up, and was about to marry off to another. Tom Brown, Constance Moore. Director: Harold Schuster.

Man From Montreal..4054..(60).....Dec. 8
Action Drama. Hi-jackers frame a fur trapper but the Mounties save the day. Richard Arlen, Andy Devine, Kay Sutton. Director: Christy Cabanne.

Missing Evidence..4028..(64).....Dec. 15
Melodrama. A counterfeit ring dealing in lottery tickets is smashed. Preston Foster, Irene Hervey, Chick Chandler. Director: Phil Rosen.

My Little Chickadee..4004..(84).....Feb. 9
Comedy. A series of evictions from towns out west ends for the heroine when she gets the bandits to return the loot gathered in coach holdups. Mae West, W. C. Fields, Joseph Calleia. Director: Edward Cline.

Oh, Johnny, How You Can Love..4021..(63) Jan. 5
Drama. A romance that started on a highway is continued after the young couple escape captivity by bandits. Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek. Director: Charles Lamont.

One Hour to Live..4030..(59).....Nov. 10
Action Drama. An inspector tracking a big-shot gangster finds the police commissioner involved. Charles Bickford, Doris Nolan, John Litel. Director: Harold Schuster.

Tower of London..4012..(94).....Nov. 17
Melodrama. The scheming brother of a usurper is kept from the throne when the exiled king is aided to effect a restoration. Basil Rathbone, Boris Karloff, John Sutton, Barbara O'Neill. Director: Rowland V. Lee.

West of Carson City (formerly Galloping Kid) **4061..(55).....Jan. 19**
Western. Law and order are restored to a western town after a crooked gambler and his gang are captured. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran. Director: Ray Taylor.

Witness Vanishes, The..4027..(66).....Sept. 22
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Zanzibar..(69).....Mar. 8
Drama. A shipboard acquaintance saves a woman explorer and helps her obtain the relic she was commissioned to get. Lola Lane, James Craig, Eduardo Ciannelli. Director: Harold Schuster.

Warner Bros.

British Intelligence..416..(60).....Jan. 20
Melodrama. A spy story climaxed by bombs and an air raid. Margaret Lindsay, Boris Karloff. Director: William Clemens.

Brother Rat and a Baby..406..(87).....Jan. 13
Comedy. A pal only succeeds in muddling the chances his friend has of heading the college football team. Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris. Director: Ray Enright.

Calling Philo Vance..420..(62).....Feb. 3
Mystery Drama. The stealing of airplane plans by foreign agents is uncovered. James Stephenson, Margot Stevenson. Director: William Clemens.

Dead End Kids on Dress Parade..413..(62) Nov. 18
Comedy Drama. The Dead End Kids at Military school. Billy Halop, Bobby Jordan, Leo Gorcey, John Litel. Director: William Clemens.

Granny Get Your Gun..421..(60).....Feb. 10
Comedy Drama. A pioneer tracks down the guilty gambler when her grand-daughter is hauled into court on a murder charge. May Robson, Harry Davenport, Margot Stevenson. Director: George Amy.

Invisible Stripes..408..(75).....Dec. 30
Melodrama. An ex-convict tries to make things easier for his younger brother, but gets shot when he double crosses his gang to save the boy from prison. George Raft, Jane Bryan, Humphrey Bogart, William Holden. Director: Lloyd Bacon.

Kid Nightingale..411..(58).....Nov. 4
Comedy Drama. A prizefighter launches his musical career after winning the championship. John Payne, Jane Wyman, Walter Catlett. Director: George Amy.

©Private Lives of Elizabeth and Essex 402..(100).....Nov. 11
Drama. A characterization of England's most famous queen. Bette Davis, Errol Flynn, Olivia de Havilland. Director: Michael Curtiz.

State Rights

Bad Boy..(66).....Gateway
Melodrama. A small town boy becomes a big time racketeer only to meet the fate of all racketeers. Johnny Downs, Rosalind Keith, Helen MacKellar. Director: Herbert Mayer. 1-40

Black Eyes..(72).....Alliance
Drama. A waiter rears his daughter to believe that he is a business man, so she can be brought up in luxury. Mary Maguire, Otto Kruger, Walter Rilla. Director: Herbert Brenon. 1-40

Buried Alive..(62).....Nov. 6..P-D-C
Melodrama. A hoax execution of an innocent man makes the guilty man confess. Beverly Roberts, Robert Wilcox, Peter Lynn. Director: Victor Halperin. 11-39

Death Rides the Range..(58).....Colony
Western. Investigating an expedition that is masking espionage activities, Maynard and his pals also clean up a range war and save a helium supply. Ken Maynard, Fay McKenzie. Director: Sam Newfield. 2-40

Flaming Lead..(57).....Colony
Western. Aid comes to a girl ranch owner who is combating rustlers. Ken Maynard, Eleanor Stewart. Director: Sam Newfield. 12-39

Goose Step..(90).....Oct. 15..P-D-C
Drama. A brave German organizes anti-Nazi forces. Roland Drew, Steffi Duna. Director: Sherman Scott. 12-39

Headleys at Home, The..(60).....Standard
Comedy Drama. A hired impersonator turns out to be a bank robber, embarrassing friend wife to no end. Grant Mitchell, Evelyn Venable, Benny Rubin. Director: Chris Beute. 11-39

Hell's Angels..reissue..(100).....Astor
Action Drama. Air battles in the World War intersperse the romance. Ben Lyon, James Hall, Jean Harlow. 2-40

Ireland's Border Line..(65).....Regal
Comedy. An itinerant encounters a man and woman crook somewhere between northern and southern Ireland. Jimmy O'Dea, Myrette Morven. Director: Harry O'Donovan. 12-39

Invisible Killer, The..(61).....Nov. 14..P-D-C
Drama. The town's leading reformer faces a murder charge. Grace Bradley, Roland Drew, Alex Callam, Frank Coletti. Director: Sherman Scott. 12-39

Keep Punching..(81)..M-C Pictures.....Dec. 15
All-Negro Drama. A lad seeking a fighting career in the big city, meets an old friend. The "friend" tries to poison his drink but someone else gets the drink and the lad wins. Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee. Director: John Clein. 1-40

Lost on the Western Front..(62).....World
Melodrama. A soldier foregoes the intention to kill his successful and unscrupulous rival in love. Paul Cavanagh, Marcelle Chantal. 3-40

Mercy Plane..(58).....P-D-C
Drama. The pilot who was to fly the "Mercy Plane" which was stolen, sends out a false S. O. S. to trap the man suspected of stealing planes and selling them to a foreign government. James Dunn, Frances Gifford, William Pawley. Director: Richard Harlan. 1-40

Mesquite Buckaroo..(59).....Metropolitan
Western. A bronc-riding cowboy escapes kidnapers and reaches the rodeo in time to win. Bob Steele, Carolyn Curtis, Frank LaRue. 11-39

Mill on the Floss, The..(80).....Standard
Drama. Tragedy follows the antagonism between two families. Geraldine Fitzgerald, Frank Lawton. Director: Tim Whelan. 12-39

Mystery in Swing..(76).....International
All-Nego Melodrama. A reporter finds the girl who kills the swing band leader. Monte Hawley, Marguerite Whitten. Director: Arthur Dreifuss. 3-40

Mystic Circle Murder..(69).....Merit
Melodrama. A newspaperman saves his girl from a phoney medium about to rob her. Betty Compson, Robert Fiske. 11-39

North Sea Patrol..(65).....Alliance Films
Drama. The Royal Navy waylays a band of spys through the commander of a destroyer. Geoffrey Toone, Judy Kelly, Clifford Evans. 2-40

One Dark Night..(Negro)..(81).....Sack
Comedy with Music. The lazy head of a family leaves after a dispute, but discovers a mine out west and returns to establish himself in a night club. Manton Moreland, Betty Treadville. Director: Leo C. Popkin. 1-40

One Night in Paris..(74).....Alliance
British Mystery Drama. A French producer is murdered on the opening night of his play. The murder is solved before the play closes. John Lodge, Judy Kelly, Hugh Williams. Director: Walter Summers. 1-40

Pocomania..(65).....Dec. 1..Lenwal
All-Negro Drama. Filmed on the island of Jamaica, the plot deals with a jealous girl, who uses voodooism to gain control of land left to her sister by their father. Sisterly love reunites the two. Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington. Director: Arthur Leonard. 1-40

Riders of the Sage..(53).....Metropolitan
Western. A range war, with the sheep men trying to rout the cattle men. Bob Steele, Claire Rochelle, Ralph Hoopes. 1-40

Second Bureau..(60).....Film Alliance
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Songs and Saddles..(67).....Alexander
Western. A cowboy hides his friend, a ranch owner, and then rounds up the gang who believe their attempt to kill the rancher was successful. Gene Austin, Lynne Berkley. Director: Harry Fraser. 1-40

Spies of the Air..(78).....Alliance
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight Shooter..(54).....Principal
Western. Concealed bonds are recovered for the heroine. Tim McCoy, Julie Sheldon. Director: Sam Newfield. 1-40

Straight to Heaven..(56).....Domino
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Torture Ship..(57).....Oct. 22 P-D-C
Melodrama. Criminals aboard ship mutiny in fear of becoming scientific experiments. Irving Pichel, Jacqueline Wells, Lyle Talbot. Director: Victor Halperin. 11-39

Trigger Fingers..(55).....Victory
Western. A G-man tracks down the rustlers. Tim McCoy, Ben Corbett, Joyce Bryant. 1-40

Two's Company..(68).....Times Pictures
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Vengeance of the Deep..(70).....Astor
Drama. Two men on a South Sea island forgetting the same girl, meet a new girl with whom they fall in love anew. Lloyd Hughes, Shirley Ann Richards. 3-40

When Germany Surrendered..(70).....A. L. Rule
Documentary. An appeal for peace. Scenes of the battlefronts and submarine warfare of the World War. 11-39

Why This War..(70).....Jewel
Documentary indicting the war-makers. Compiled by Samuel Cummins. 11-39

Foreign Dialogue

A People Eternal..(65).....Six Star
Drama. Mystical interpretation of the Messiah's plea for salvation. English subtitles. Conrad Veidt, Peggy Ashcroft, Basil Gill. Director: Maurice Elvey. 12-39

Baker's Wife, The..French..(97).....B. W. Inc.
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Between Two Worlds..Italian..(78).....Esperia
Drama. A woman torn between two loves. Isa Miranda, Vasa Prihoda. 3-40

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Citadel of Silence, The..(French) (91).....Film Alliance
Drama. A Polish patriot marries a Russian prison commandant to be near her imprisoned lover and later to inspire mutiny. Annabella, Pierre Renoir. Director: Marcel L'Herbier. 2-40

Entente Cordiale..(French)..(90).....Concord
Drama. The alliance between two traditional enemies, England and France, that came at the turn of the century. Victor Francen, Gaby Morlay. Director: Marcel L'Herbier. 1-40

First Film Concert, The..(52).....World..Nov. 1
Mixed Concert. A series of recitals on the music of the masters. Alfred Cortot, Gregor Piatigorsky. 12-39

Golden Key, The..(70)..(Russian) Amkino.....Dec. 25
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who

fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Human Beast, The..French..(78).....Juno Films
Melodrama. Study of a man driven to acts for which he was no longer responsible. Jean Gabin, Simone Simon. Director: Jean Renoir. 3-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Katia..(French)..(78).....Mayer-Burstyn
Drama. A marriage of love for Alexander II of Russia nearly alters his country's course, when assassination ends all. Danielle Darrieux, John Loder. Director: Maurice Tourneur. 2-40

L'Alibi..(82)..(Foreign Dialogue).....Columbia
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Spanish).....UA
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Last Desire..French..(80).....Transatlantic
Drama. The love of an old man for a young woman. Raimu, Jacqueline Delubac, Pierre Brasseur. 3-40

Life of Tchaikowsky, The (Es War Eine Rauschende Ballnacht)..(93).....UFA-Carl Froelich..Nov. 1939
Music Drama. The composer's struggle for recognition. English sub-titles. Zarah Leander, Aribert Wascher, Hans Stowe. 12-39

Life on the Hortobagy..Hungarian..(78)..Eureka
Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary. Native cast. 3-40

Louise..(French)..(72).....Mayer-Burstyn
Music Drama. In the period of 1900 a girl runs off to Paris with a composer. The opera integrates the story. Grace Moore, Georges Thill. 2-40

Love in Old Naples..(Italian)..(99).....Esperia
Musical Drama. A story of unrequited love and the dutiful attention of relatives. Emma Grammatica, Vittorio De Sica. 2-40

Marseillaise..(79).....World..Nov. 3
Historical Drama. Early days of the French Republic. Pierre Renoir, Lise Delamare, Louis Jouvet. Director: Jean Renoir. 12-39

Motel the Operator..Yiddish..(86).....Cinema
Drama. A lost son, as a lawyer, defends his father against a murder charge. Chaim Tauber, Yetta Zwerling. Director: Joseph Seiden. 3-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Shors..(Russian)..(92).....Amkino
Historical Drama. The idealism that spurred the conquest of the Ukraine in 1917-19. Director: Alexander Dovzhenko. 2-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

SOS Mediterranean..French..(81).....Vedis
Drama. Three nations, through their naval officers, run down the smuggler of a poisonous gas. Pierre Fresnay. 3-40

Tevya..(Yiddish)..(93).....Maymon
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

That They May Live (J'Accuse) (78).....Mayer-Burstyn
Drama. Fantasy of dead comrades alding a war veteran to fight for peace. Victor Francen. Director: Abel Gance. 12-39

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

Ultimatum..French..(73).....Hoffberg
Drama. Events that befall an Austro-Serbian couple when the World War breaks out. Eric Von Stroheim. Director: Robert Wiene. 3-40

We Two..(Swedish)..(89).....Scandinavian
Drama. A husband becomes involved in a flirtation with his friend's wife, but when his wife has a baby, happiness wipes clean the slate. Sture Lagerwall, Signe Hasso. 1-40

We Were Seven Widows..Italian..(80)....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

ALPHABETICAL GUIDE TO FEATURES

A

A Chump at Oxford.....UA
A People Eternal.....Foreign
All Women Have Secrets...Para
Allegheny Uprising .....RKO
Amazing Mr. Williams.....Col
Another Thin Man.....M-G-M

B

Bad Boy .....SR
Baker's Wife .....Foreign
Balalaika .....M-G-M
Barricade 20th-Fox
Between Two Worlds.....Foreign
Big Guy .....Univ
Black Eyes .....SR
Blondie Brings Up Baby.....Col
Blondie on a Budget.....Col
Boys School .....Foreign
British Intelligence .....WB
Broadway Melody of 1940..M-G-M
Bullets for Rustlers.....Col
Buried Alive .....SR

C

Cafe Hostess .....Col
Call a Messenger.....Univ
Calling Philo Vance.....WB
Castle on the Hudson.....FN
Cat and the Canary.....Para
Charlie Chan in Panama 20th-Fox
Charlie Chan in the City of Darkness 20th-Fox
Charlie McCarthy, Detective..Univ
Chasing Trouble .....Mono
Cheyenne Kid, The.....Mono
Chip of the Flying U.....Univ
Cisco Kid and the Lady..20th-Fox
Citadel of Silence.....Foreign
City of Chance.....20th-Fox
Congo Maisie .....M-G-M
Convicted Woman .....Col
Covered Trailer .....Rep
Cowboys From Texas.....Rep

D

Danger Ahead .....Mono
Danger Flight .....Mono
Danger on Wheels.....Univ
Day-Time Wife 20th-Fox
Days of Jesse James.....Rep
Dead End Kids on Dress Parade .....WB
Death Rides the Range.....SR
Destry Rides Again.....Univ
Devil Is an Empress.....Col
Dr. Ehrlich's Magic Bullet...FN
Double Alibi .....Univ
Drums Along the Mohawk 20th-Fox

E

Earl of Chicago.....M-G-M
East Side Kids .....Mono
Emergency Squad .....Para
Entente Cordiale .....Foreign
Everything Happens at Night 20th-Fox

F

Farmer's Daughter.....Para
Fatal Hour, The.....Mono
Fighting Mad .....Mono
Fighting 69th, The.....FN
First Film Concert.....Foreign
First Love .....Univ
Five Little Peppers at Home .....Col
Flaming Lead .....SR
Flying Deuces .....RKO
Four Wives .....FN
Framed .....Univ
Fugitive at Large.....Col

G

Gentleman From Arizona..Mono
Geronimo! .....Para
Ghost Comes Home.....M-G-M
Golden Key .....Foreign
Goose Step .....SR
Granny Get Your Gun.....WB
Grapes of Wrath.....20th-Fox
Great Victor Herbert.....Para
Green Hell .....Univ
Gulliver's Travels .....Para

H

He Married His Wife..20th-Fox
Headleys at Home.....SR
Heaven With a Barbed Wire Fence 20th-Fox
Hell's Angels .....SR
Henry Goes Arizona.....M-G-M
Heroes in Blue.....Mono
Heroes of the Saddle.....Rep
Hidden Enemy .....Mono
Hidden Power .....Col
High School 20th-Fox
His Girl Friday .....Col
Honeymoon Deferred .....Univ
Honeymoon's Over 20th-Fox
House Across the Bay.....UA
Human Beast .....Foreign
Human Monster, The.....Mono
Hunchback of Notre Dame..RKO

I

I Condottieri .....Foreign
I Take This Woman.....M-G-M
Inspector Hornleigh on Holiday 20th-Fox
Invisible Killer .....SR
Invisible Man Returns.....Univ
Invisible Stripes .....WB
Ireland's Border Line.....SR
Isle of Destiny .....RKO

J

Joe and Ethel Turp Call on the President .....M-G-M
Judge Hardy and Son....M-G-M

K

Katia .....Foreign
Keep Punching .....SR
Kid Nightingale .....WB
Knights of the Range.....Para

L

L'Alibi .....Foreign
La Inmaculada .....Foreign
Lambeth Walk .....M-G-M
Last Desire .....Foreign
Laugh It Off .....Univ
Law of the Pampas.....Para
Legion of Lost Flyers.....Univ
Legion of the Lawless.....RKO
Life of Tchaikowsky, The..Foreign
Life on the Hortobagy...Foreign
Light That Failed, The....Para
Lion Has Wings, The.....UA
Little Old New York....20th-Fox
Little Orvie .....RKO
Llano Kid, The.....Para
Lone Wolf Strikes, The.....Col
Lost on the Western Front....SR
Louise .....Foreign
Love in Old Naples.....Foreign
Lucky Texan, The.....Mono

M

Ma! He's Making Eyes at Me .....Univ
Mad Empress, The.....FN
Main Street Lawyer.....Rep
Man From Dakota.....M-G-M
Man From Montreal.....Univ
Man Who Wouldn't Talk 20th-Fox
Marines Fly High.....RKO
Marseillaise .....Foreign
Marshal of Mesa City, The..RKO
Meet Dr. Christian.....RKO
Men Without Souls.....Col
Mercy Plane .....SR
Mesquite Buckaroo .....SR
Mexican Spitfire .....RKO
Mill on the Floss .....SR
Millionaire Playboy .....RKO
Missing Evidence .....Univ
Money to Burn.....Rep
Motel the Operator.....Foreign
Murder on the Yukon.....Mono
Music in My Heart.....Col
My Little Chickadee.....Univ
My Son Is Guilty.....Col
Mystery in Swing.....SR
Mystic Circle Murder.....SR

N

Nick Carter, Master Detective .....M-G-M
Night of Nights, The.....Para
Ninotchka .....M-G-M
North Sea Patrol .....SR
Northwest Passage .....M-G-M

O

Of Mice and Men .....UA
Oh, Johnny, How You Can Love .....Univ
One Dark Night.....SR
One Hour to Live.....Univ
One Night in Paris.....SR
Our Neighbors—the Carters .....Para
Outside the 3-Mile Limit.....Col
Overture to Glory.....Foreign

P

Parole Fixer .....Para
Phantom Strikes, The.....Mono
Pinocchio .....RKO
Pioneer Days .....Mono
Pioneers of the Frontier.....Col
Pioneers of the West.....Rep
Pocomania .....SR
Private Lives of Elizabeth and Essex .....WB

R

Raffles .....UA
Rebecca .....UA
Remember? .....M-G-M
Remember the Night.....Para
Reno .....RKO
Return of Dr. X.....FN
Rhythm of the Rio Grande..Mono
Riders of the Sage.....SR
Roll, Wagons, Roll.....Mono
Rovin' Tumbleweeds .....Rep
Rulers of the Sea.....Para

S

Saga of Death Valley.....Rep
Saint's Double Trouble, The .....RKO
Santa Fe Marshal.....Para
Second Bureau .....SR
Secret of Dr. Kildare....M-G-M
Seventeen .....Para
Shop Around the Corner..M-G-M
Shors .....Foreign
Showdown .....Para
Sidewalks of London.....Para
Skeleton on Horseback....Foreign
Slightly Honorable .....UA
Songs and Saddles.....SR
SOS Mediterranean .....Foreign
South of the Border.....Rep
Spies of the Air.....SR
Straight Shooter .....SR
Straight to Heaven.....SR
Strange Cargo .....M-G-M
Stranger From Texas.....Col
Swanee River 20th-Fox
Swiss Family Robinson.....RKO

T

Tevya .....Foreign
That They May Live.....Foreign
That's Right, You're Wrong..RKO
They Came by Night....20th-Fox
Thou Shalt Not Kill.....Rep
They Wanted Peace.....Foreign
Three Cheers for the Irish....FN
Torture Ship .....SR
Tower of London.....Univ
Trigger Fingers .....SR
Two's Company .....SR

U

Ultimatum .....Foreign

V

Vengeance of the Deep.....SR
Vigil in the Night.....RKO
Village Barn Dance.....Rep

W

We Are Not Alone.....FN
We Two .....Foreign
We Were Seven Widows..Foreign
West of Carson City.....Univ
West of the Divide.....Mono
Westbound Stage .....Mono
When Germany Surrendered..SR
Why This War.....SR
Witness Vanishes, The.....Univ
Women Without Names.....Para

Y

Yukon Flight .....Mono
Young As You Feel.....20th-Fox
Young Tom Edison.....M-G-M

Z

Zanzibar .....Univ

Clearing House

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

LOOK AT THESE FROM OUR JUBILEE SALE CATALOG—Spotlights, $3.95; six ampere rectifier bulbs, $1.98; leatherette, 69c yard; Bausch Lomb Lenses, $6.95; soundscreens, 19½c foot; exciter lamps, 33c; fifty slidemats, 79c; exit boxes, 98c; stereopticans, $19.95. S.O.S. CINEMA SUPPLY CORP., New York.

THREE YEARS TO PAY—Think of it! Buy new sound projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., New York.

NEW EQUIPMENT

TWO CLOSEOUTS from our tremendous stock—Tickets, roll or folded, misprints, 22½c roll; brand new blowers, 3,000 cubic feet capacity, worth $90.00, now $29.50. S.O.S. CINEMA SUPPLY CORP., New York.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

ARTIFICIAL LEATHER at most reasonable prices. Samples on request—mention quantity interested. You'll save lots of money. MOTOR FABRICS DISTRIBUTORS, Inc., 219 West 66th St., New York City.

THEATRE CHAIRS

205 INSERTED PANEL BACK CHAIRS with upholstered cushions, 75c. Thousands of others equally cheap, send for bulletin. S.O.S. CINEMA SUPPLY CORP., New York.

1,500 USED theatre seats for sale, $1.00 each. People's Theatre, 47th and Ashland, Chicago.

EQUIPMENT WANTED

WANT 16mm sound projector with high intensity arc and rectifier. F. Shafer, Washington, Ind.

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

THEATRE PROGRAMS

NEW! DIFFERENT! Beautiful four-page lithographed program full of news and pictures of Hollywood. Space provided on pages 2 and 3 for your coming attractions. Introductory prices, $1.65 per thousand. F. O. B. Chicago. Write "Movi-News," 128 Hyde St., San Francisco, Cal.

THEATRES FOR SALE

AUCTION SALE—Modern Eight Hundred Seat Theatre; two Simplex projectors, RCA sound; large parking space. City population, 150,000; suburban, 100,000. Sale to highest bidder on premises, March 20th, 2 p. m. Call or write Lomas Company, 23 Elm St., Springfield, Mass.

FOR SALE—South Texas attractive new theatre; 322 seats. No competition; oil town, 1,200 population with steady payroll. Good income. B-1220, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

MODERN Motion Picture Theatre Building, in thriving community near Pittsburgh, Pa.; seating capacity 600; may be purchased at sacrifice price. Write P. O. Box 627, Pittsburgh, Pa.

THEATRE FOR SALE—In Illinois town of 1,000 which also has Catholic school of over 200 students. Very reasonable for cash. B-1224, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES WANTED

WILL BUY OR LEASE theatre. Prefer good southern town without competition. B-1225, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WINDOW CARD ADVERTISING

WINDOW CARDS—Two to six changes. Size 14x22; two colors; unexcelled quality. 15 cards $2.00; 25 cards $2.50; 50 cards $3.00; 75 cards $3.50; 100 cards $4.00; 200 cards $7.00. Shipping charges prepaid. Cash with order; samples on request. 24 hour service. TRIBUNE PRINTERS, Lineville, Iowa.

HELP WANTED

SALESMEN WANTED—Lease theatre screen games. Weekly advance, 40% commission. Car required. SCREEN GAMES ATTRACTIONS, 1243 So. Wabash Ave., Chicago, Ill.

OPERATORS AND MANAGERS—Movie circuits; 518 State Theatre, Pittsburgh, Pa., or P. O. B. 1001, Memphis.

POSITIONS WANTED

EFFECTIVE APRIL FIRST — Young manager, sign artist, exploitation man; excellent references; locality no objection. E. WHILES, CRYSTAL THEATRE, GILMER, TEX.

PROJECTIONIST—Now employed, desires change. James Curran, 6027 South Vermont Ave., Los Angeles, Cal.

PROJECTIONIST — Experienced; do show-card lettering; references. Behrens, 902 North 8th St., Sheboygan, Wis.

PROJECTIONIST—Sober, reliable, no tobacco. Five years experience; any equipment. Salary reasonable. GLENN F. SMITH, Fayetteville, Ark.

THEATRE GAMES

PLAY (70 WAY) BINGO—Play to capacity business. 70 ways to win for the audience. Different, simple. Holds audience interest to very end. PREMIUM PRODUCTS, 354, West 44th St., New York City.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

FOR RESULTS

Advertise in

THE CLEARING HOUSE

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

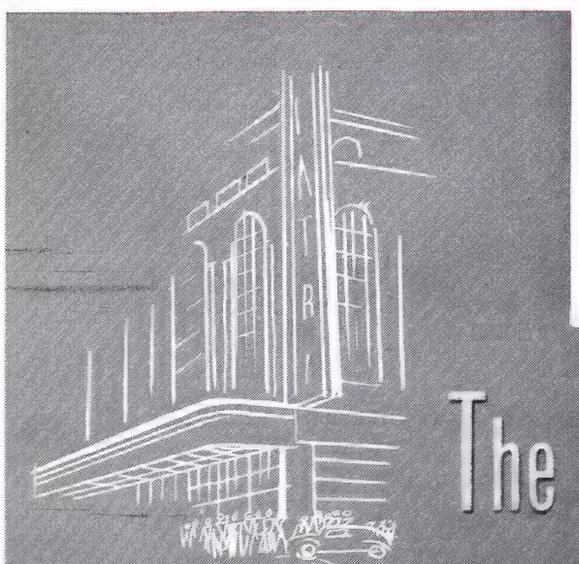
Another Exhibition!



ONE OF SEVERAL CURRENT THEATRE BUILDING PROJECTS TO BE FEATURED IN THIS FORTHCOMING ISSUE

A permanent public exposition of the beauty and effectiveness in modern building materials and furnishings—a perpetual demonstration of the use values and efficiency of modern equipment. A World's Fair—localized! That is a definition of the modern moving picture theatre, of today and tomorrow . . . No other place of business—bar none—so directly influences public favor and so certainly fosters a demand for the practical requirements of modern living—comfort, convenience, art and refinement . . . So The Modern Theatre section of BOXOFFICE again urges theatre owners and managers to create and capitalize HOUSE APPEAL. The public is so vitally concerned and vulnerably receptive to it that the cost of property modernization is soon liquidated THRU THE BOXOFFICE . . . A most timely theme was selected by our editors and their collaborators for the March 30th issue. On the brink of a new season, when a change of scenery is sure to be appreciated by all your patrons, we bring you

MARCH 30



SPRING RENOVATION

. . . a seasonable exhibition of modern materials and methods involved in renovizing, house-cleaning, repairs and replacements to make theatres more competitive to many outdoor attractions That Bloom in the Spring. You mustn't miss reading it; because it's A REAL BUYERS' GUIDE.

The MODERN THEATRE

The Pulse of the Motion Picture Industry

BOXOFFICE

MARCH 23, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

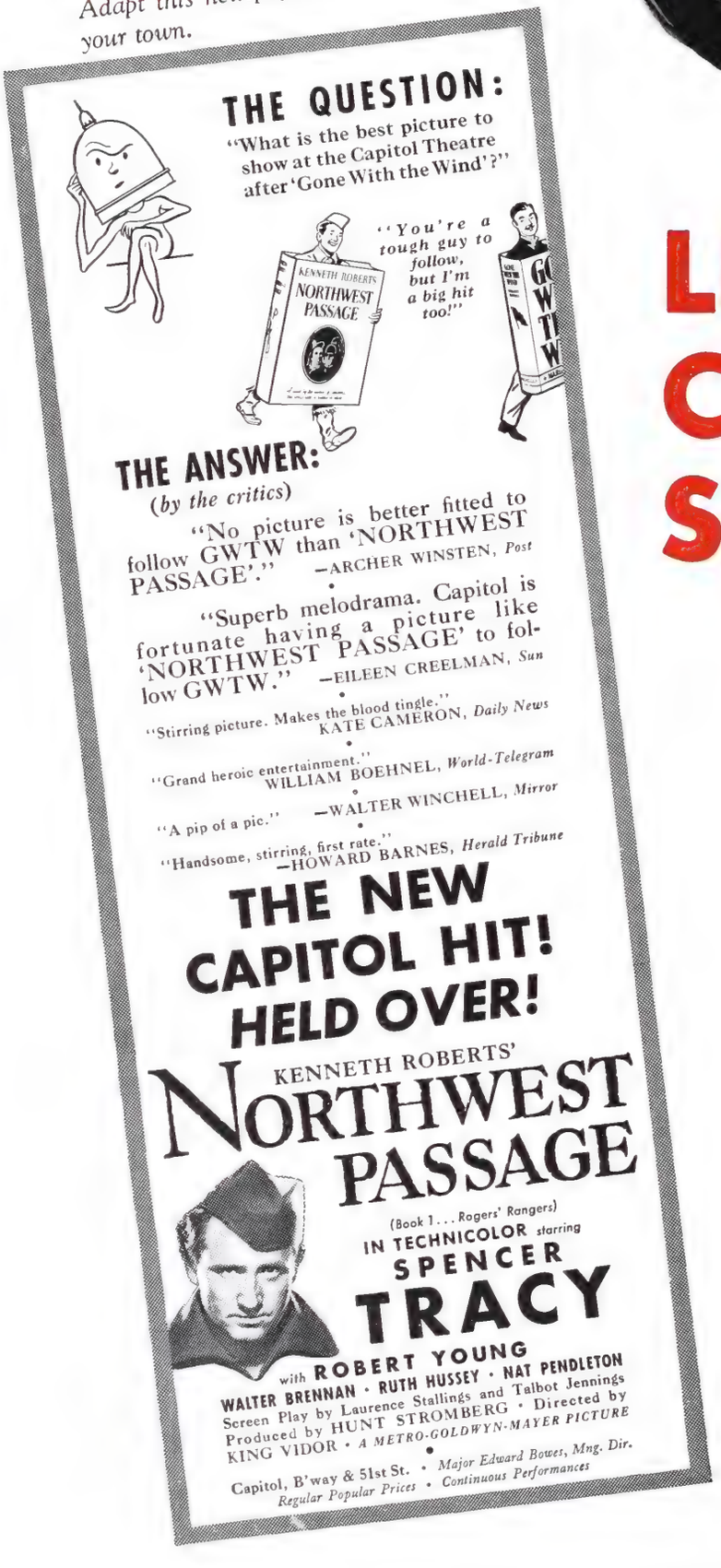
MAJORS SPLIT OVER ADOPTION OR REJECTION OF CONSENT DECREE TO END GOVERNMENT SUIT . . . INDUSTRY'S CAPITAL INVESTMENT NOW $2,050,000,000. AVERAGE FILM RENTAL FIXED AT 35 PER CENT. WORLD'S THEATRE TOTAL 67,129 . . . "JOHN LASTRUN WANTS ADVICE," AN EDITORIAL . . . AND, AS USUAL, REVIEWS, "THE EXHIBITOR HAS HIS SAY," SELLING SEATS, BOOKING CHART, FIRST RUNS, LOCAL NEWS



ABOVE: *Biggest Saturday at Capitol, N. Y. since Personal Appearance Mickey Rooney, Judy Garland. (except advanced price 'GWTW')*



BELOW: *2nd Week at Capitol. Adapt this newspaper ad to your town.*



LEO CONFUCIUS SAY:

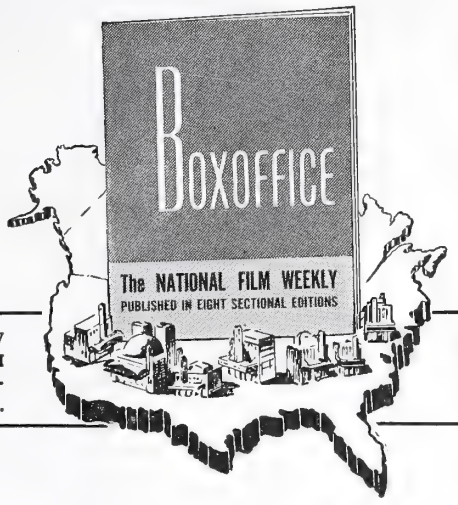
"Don't be sap! Hold-over 'NORTHWEST PASSAGE' and get plenty mazumeh!*

Take tip from smart fellas who hold-over in

CHICAGO · SPOKANE · HARRISBURG
WORCESTER · MINNEAPOLIS · ST. PAUL
NEW HAVEN · BRIDGEPORT · PORTLAND
SEATTLE · SAN FRANCISCO · PHILADELPHIA
BOSTON (*State & Orpheum Day and Date!*) ·
PITTSBURGH · *More coming!*"

* Chinese for money

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 18
March 23, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

JOHN LASTRUN WANTS ADVICE

HE WAS bothered about it as far back as October, 1938. So he wrote a letter, did this exhibitor who calls himself John Lastrun when his real name obviously is withheld, but not from us.

Lastrun is still bothered. So he wrote a second letter, reminding of the first and his dilemma. In it, he says, in part:

"As an exhibitor who operates a single, last-run theatre in the metropolitan zone, I wrote to you in the hope that it would elicit some sort of reply to the questions which I propounded. Even though one year and a half have elapsed since I wrote, I have yet to see any answers to the questions which bother me. With all the controversy, publicity, debate and propaganda which have ensued from the government anti-trust action, I have been unable to run across a single statement which proves conclusively that I, an independent exhibitor with two affiliated circuit theatres and two independent circuit theatres as opposition, will benefit by a government victory.

"Perhaps you might see sufficient merit in my original letter to warrant a reprinting of it in the hope that one or more of your readers might have the answers to my personal problem."

A quick case of inspection proves Lastrun's first letter is decidedly worth the reprinting, because his situation suggests that, certainly, there must be many others identically like it, or generally similar to it around the land. Slightly condensed, it now hits the deck:

"I have been reading with a great deal of interest all the material your publication has printed on the government monopoly suit. I have even read the digest of the petition filed by the government and have tried to glean as much from it as is possible for a layman to understand.

"With due deference to your publication and the capable manner in which it has presented all the available fact and opinion, I fail to see where I, the independent exhibitor, whom 'all the shootin's for,' will benefit. Assuming that the government is successful in breaking up what it considers a monopoly, exactly what do I gain? My affiliated circuit competitor will be compelled to divest itself of its theatres by the process of selling or leasing them to some independent. In all likelihood, my independent circuit competitor will be the logical buyer as he has the money and backing with which to negotiate such a deal. If that happens, then, where am I benefited?

"The government has won its suit; my producer-distributor competitor has disposed of his theatres to my independent circuit competitor; the latter now operates all four opposition theatres in my zone. Will I be able to get pictures any earlier and will I be able to buy them any cheaper? I fear that I cannot quite see any ray of sunshine in that score.

"I don't question Thurman Arnold's integrity and honesty of purpose for a moment, but I'm afraid that, even if his prosecution is successful, the victory will be an empty one. Frankly, I don't think the courts and the anti-trust laws can help the independent single theatre operator much. Anti-trust suits, theatre divorce laws and such will merely have the effect of changing the name of my opposition, but not the character. It occurs to me that, if there is a solution, it is by way of state legislation similar to that in force in many states against the chain stores. The plight of the independent is created by chain operation, whether affiliated or independent chains, and it is this phase of the industry which should be regulated.

"If, by taxation by the various states, it is made uneconomical for a chain to exist as a large scale operator, then the independent theatre market will be truly thrown open. Whereas, for example, the number of stores which have been closed by the A&P because the smaller units can't stand the chain store tax burden, it is interesting to note that, where the chain stores have closed a unit, an independent store has opened in its place. A single operator could make the store pay without the chain store tax, whereas the chain found it uneconomic to operate.

"It might well be that the whole picture of the present monopoly suit eludes me and, if anyone can show me where I'll benefit by it, I wish you would open your columns for such explanation. If you've read this far, I thank you for your patience; if you will print this letter so that a reply might be forthcoming from some authoritative source, I will indeed be grateful."

We are going into an obvious dodge on this. Maybe only for the time being. Maybe permanently. And that doesn't help John Lastrun. But neither does it rule off any eastern, western, northern or southern Moses who believes he knows the four-lane highway out of the wilderness.

Kann

SMALL BLOCK SALES, ARBITRATION, REVISED CLEARANCES SEEN BASE OF POSSIBLE DECREE

Move Toward Potential Industry Suit Washup Gaining Momentum

NEW YORK—The government suit, two years old on July 20 provided it remains on the docket that long, may be settled out-of-court through the consent decree method on the following reported basis insofar as it may embrace four, and perhaps, five of the eight major defendants:

A drastic revision of the accepted industry structure of selling in large blocks in favor of an unwound formula providing for small blocks, separately offered after the members of each such block—number to be determined—are completed and trade shown.

A modified trade practice program providing for the creation of arbitration, a revision of current clearance schedules throughout the nation, the introduction of stop gaps to protect the independent exhibitor against his overbuying, or overbought, competitor, and a larger cancellations bracket permitting the exhibitor to cancel pictures he deems objectionable on moral grounds would be assured.

It is understood, but not confirmed, that the change in the selling plan, which would be revolutionary for this business, is engaging the interest of the exhibitor-producer-distributor defendants as a concession to the government in return for which the department of justice would drop its insistence upon theatre divorcement.

So rapidly is the picture changing, there can be no assurance what segments of these general principles will be in the running after this boildown approach clears the presses. The situation is altering almost daily as the principals directly concerned in the negotiations, among themselves and in conference with department of justice officials, dig in further. More particularly, however, it is believed the battering which certain proposals have been getting and others to come no doubt, stems to the almost constant day-and-night meetings which have characterized this accelerated move toward a potential wash-up of the all-industry action.

As prevailed in the extended code negotiations, each and probably all of the groups among the first five involved are seeking to revamp suggestions in accordance with their particular situation and their company structure. Thus, many ideas are being thrown on the table and either are being tossed out or rewritten along different lines.

The possibility exists that an accord, less Columbia, Universal and UA, may be reached very rapidly. But the possibility also is very much present that nothing may come of the negotiations and that the final decision may find the majors exactly where they are now: Anticipating a trial date beginning May 1.

However, these formulas are understood to have been discussed:

Sales in blocks of five, in each instance no films to be offered until they are fin-

(Continued on page 11)

Majors Not in Accord on Consent Decree Step

New York—The lid is on and it's pretty tight. But it is not tight enough to prevent reliable report from circulating that the eight majors, all of them defendants in the government suit, do not see eye-to-eye on a settlement of the issues via the consent decree route.

Generally, the five theatre-owning producer-distributors are bulked as one. They, of course, are Paramount, Loew's, Warner, 20th Century-Fox and RKO, but even as a group there is no complete unanimity of opinion on the advisability, or the practicability, of such a move. Columbia, Universal and UA, as non-theatre-owning companies on the other hand, are understood to feel differently about it and very likely will not go along with the others. They have always felt they had been more or less "dragged" into the action anyway and constantly have had in their minds the intention of seeking dismissal when that legalistic step appears proper.

Planted in October of 1938, It Took 'Til Now to Bloom

NEW YORK—*Directional signs, pointing toward an out-of-court settlement of the all-industry suit, have been waving in Washington and New York breezes almost since the case was filed on July* 20, 1938. *How the scene pieces itself together, courtesy of research and the handy back files of* BOXOFFICE, *follows. The references are to date of issues.*

October 1, 1938—Colonel William Donovan, William Mallard, Austin C. Keough, Thomas D. Thacher, J. Robert Rubin, Robert W. Perkins, Ralph Harris and John Caskey—lawyers representing the defendant majors—returned from Washington. There, they conferred with Thurman Arnold and Paul Williams of the department of justice. Said D. of J. officials after the meeting: "There will be further meetings."

The allusion specifically concerned the possibility of settling the suit.

October 22, 1938—Indications pointed to another conference between counsel for the majors and Arnold to discuss the trade practice code. "The meeting," reported BOXOFFICE, "will be for the purpose of presenting the distributor view that steps are being taken to eliminate the 'evils' complained of in the government suit. It is the hope, according to some interests, that eventually the government may be convinced to drop its action."

An Allied leader at the time remarked, "If the discordant parties get together and the evils are disposed of, there is no reason why the government should not withdraw its suit."

November 12, 1938—Consent decree possibility, admittedly discussed, slid temporarily into the background. Attributed as the reason at the time was the criminal contempt proceedings instituted by the department of justice in Chicago against B&K and all the majors except Columbia. The set-back to any consideration in the direction of a consent decree developed because the Chicago action was viewed as demonstrating "there is no limit to the punishment possible under the consent decree formula."

January 7, 1939—Arnold, in his annual report, suggested the establishment of an agency in the department to issue rules and regulations governing observance of anti-trust laws, in much the same way as the revenue and social security acts and certain other statutes are administered. This recommendation elicited interest be-

(Continued on page 14)

MAJORS NOW VEER TOWARD CONSENT DECREE, BUT WON'T BOW TO THEATRE DIVORCEMENT

BOXOFFICE :: January 6, 1940

A Headline That Pointed the Way—

Reproduction of streamer over lead story which appeared in BOXOFFICE *on January* 6 *of this year. "Long adamant, the majors are understood to be reconsidering their stand and are willing to contemplate a consent decree as a quick means of bringing the all-industry suit to a close without benefit of trial," was the opening sentence.*



LEADERSHIP in America!

FIRST *in*
Reader Interest

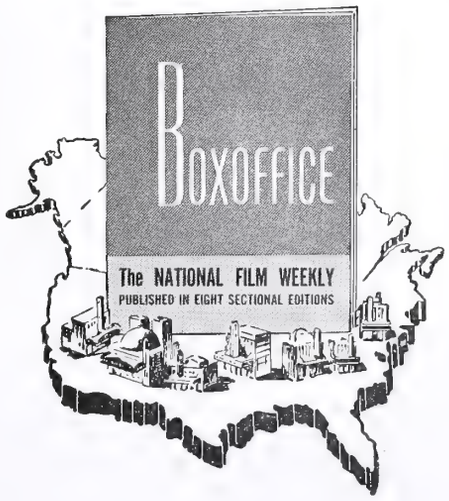
FIRST *in*
*Circulation**

Over 13,000 in the U. S. Film Trade regularly read

BOXOFFICE

No wonder it's called

The Pulse of the Motion Picture Industry



* *Taken from A.B.C. Publisher's Statement, for the period ending December 31, 1939.*

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

THIS is the story of how Abe Montague almost became a musician, probably with long hair, but instead became a dance hall impresario, an exhibitor, a distributor, finally general sales manager of Columbia and the current focal point of a sales drive marking his fifteenth anniversary with that company.

Properly, the tale starts in 1908 in Boston where Montague, then considerably shy of the voting age, played the piano, sold that instrument when he could find customers and faced a family anticipation that, some day, he would be a concert artist of repute. But Abe had heard about a dance hall at The Weirs in New Hampshire. So had Hy Fine, who played the violin, and, subsequently, Mal Hallett, who does tricks with banjos.

It looked bullish for the dance hall.

In a combination high finance manouevre, Montague and Fine pooled a few dollars and took the leap. As the Montagues, at large, frowned. The partners were ready for business, but summer vacationists and countryside regulars, just getting into the dancing intricacies of The Dip, preferred to try it in a hall down by the lake side. It looked, and was, tough, but the boys decided to stick it out until Independence Day. After that, and comes no bucks, giving up the ghost was a foregone conclusion.

There were a number of printed handbills among the dubious assets, however. They suggested advertising in the general neighborhood with a particular concentration on Meredith, five miles up the line. This called for railroad fare which called for money. In sequence, this suggested parting with a $2.50 gold piece pierced through with a ring—a gift from Montague's sister. The ticket agent said, "Get rid of the ring and I'll accept the gold piece." Fine said, "Nuts," or its '08 equivalent, and added, "We'll walk."

Up the railroad right-of-way, they started. Down the railroad right-of-way, they met a stranger. Time of day was exchanged. Said the stranger, "I'm on my way to The Weirs. Looking for a guy named Montague. Wanna interest him in a picture show." Said Montague, "I'm your man, but I haven't any money."

Cronin, who advertised himself as "The Man With the White Light" because he had an open-air projector with an incandescent lamp strong enough to eliminate flickers, remarked it wasn't necessary. "Get hold of Walter Greene in Boston, but don't talk to Harry Asher. Harry's too tough." On a reverse telephone call, Montague booked four changes at $18 a week, payable at the end of the month, and found himself in the picture business, entirely through the fluke route.

Upstairs in the balcony, the drammers of the day were shown, projection in charge of Cronin and the film feeding out of his machine into a bag. Downstairs, they did The Dip. Montague was at the ivories, Fine at the violin and Hallett at his banjo. It worked and soon there followed a quickly arranged circuit reaching into Meredith, Ashland, Center Harbor and other mountain metropoli.

In natural order came other theatres in and around Boston—there were Somerville, Cambridge and Arlington. In '23, Montague sold out, entered distribution as Certified Screen Attractions. A year later he joined Joe McConville as partner in Independent Films, which acquired the Columbia franchise for New England. When Columbia went national, Montague and McConville sold out, but both remained with the company.

Today, Cronin is dead.

Fine is with Mullin and Pinanski in Boston.

Hallett ranks high in the field of swing.

McConville is Columbia's foreign general sales manager.

Montague, of course, is domestic sales manager for whom the current drive—already 800 contracts up over any similar period—is being waged. If he hadn't met "The Man With the White Light," the dance hall would have flopped. Montague would have returned to Boston, chastened and well aware his family's warnings had borne fruit. This would have meant a return to musicianship and that's where the long hair and the concert stage might have won out over the film business.

Today, Montague continues at the piano, but for his own pleasure.

The ring? Mrs. Montague has it. Abe says she shows it to friends who know the story behind it.

The novel a million readers praised, now ready for a high place among 1940's box-office champions



MADELEINE CARROLL
as LIVIA VAYNOL

MY SON, MY SON!



BRIAN AHERNE
as WILLIAM ESSEX



LOUIS HAYWARD
as OLIVER ESSEX

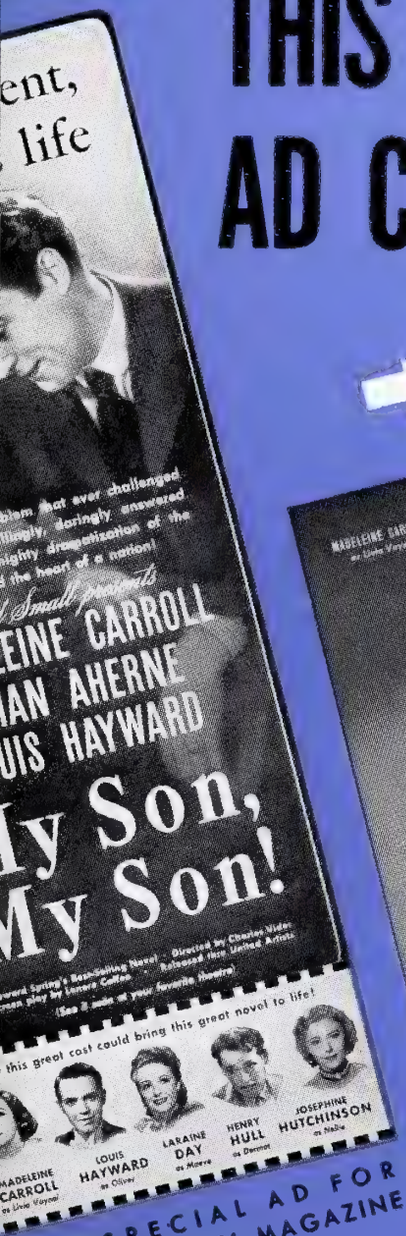


LARAINE DAY
as MAEVE O'RIORDEN

Edward Small's distinguished production of the famous best-seller by Howard Spring


"Two Loves have I...
must they break my heart..."
William Essex, the father; brilliant, strong-hearted, good . . . Oliver Essex, his son; young, gay, careless of life, careless of love . . . and Livia, loving them both . . . torn between their love for her . . .
With all my love
your very own
William
From your very difficult but very loving Oliver
Can you, a
live your
for him?
BRIAN AHERNE as William Essex;
Scotty Beckett as the young Oliver.
My Son, My Son!
The year's mightiest novel brought to flaming life upon the screen by a perfect cast!
Edward Small presents
MADELEINE CARROLL
BRIAN AHERNE · LOUIS HAYWARD
My Son, My Son!
with LARAINE DAY · HENRY HULL · JOSEPHINE HUTCHINSON · SOPHIE STEWART
BRUCE LESTER · Screenplay by Lenore Coffee · Directed by Charles Vidor · Released thru United Artists
From HOWARD SPRING'S best-selling novel — praised by more than a million readers
(SEE IT SOON AT YOUR FAVORITE THEATRE)

PRE-SOLD TO A MIGHTY PUBLIC OF 7,000,000 MAGAZINE READERS BY THIS SMASH NATIONAL AD CAMPAIGN . . . . .



SPECIAL AD FOR PARENTS' MAGAZINE



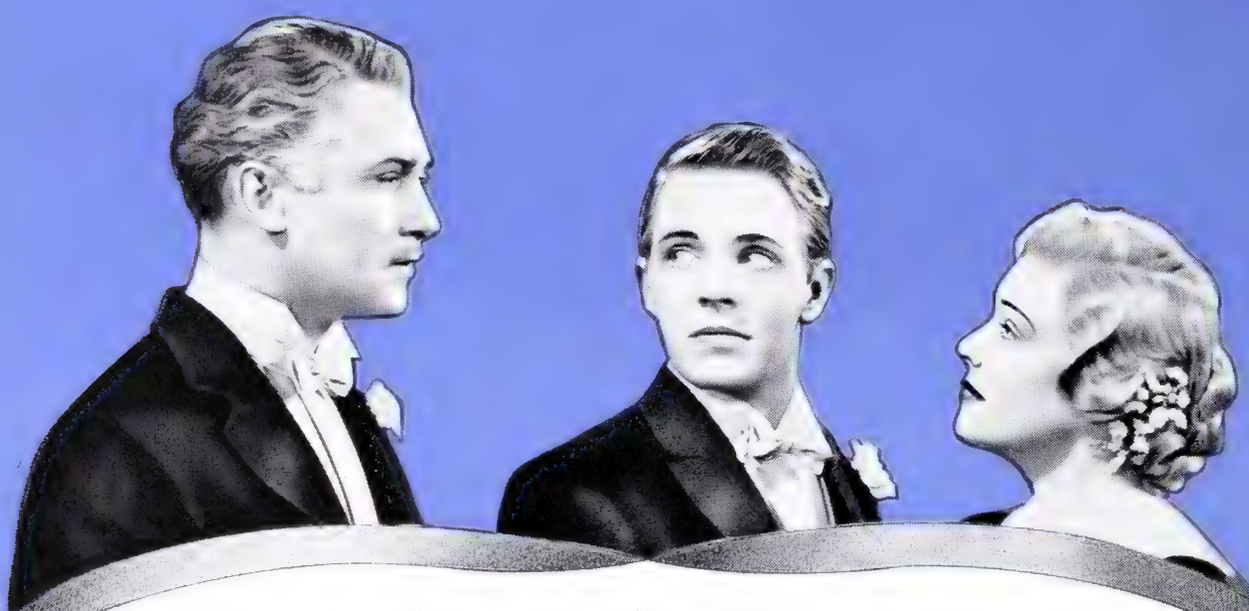
NATIONAL RELEASE DATE MARCH 22 . . .

...when the attention of a coast to coast public will be focussed on the big-space ads in . . .

LIFE
PARENTS' MAG.
GLAMOUR
MODERN SCREEN
PICTURE PLAY
MOTION PICTURE
HOLLYWOOD MAG.
MOVIE STORIES
SCREENBOOK
SCREEN GUIDE
MOVIE MAG.
MOVIE LIFE
PERSONAL ROMANCES

Unlimited Assistance . . .
in a Typical United Artists Promotion Campaign

More than 200 key-city dailies participating in national MY SON, MY SON! CONTEST, tied in with local engagements . . Picture dramatized to millions on Lux Theatre of the Air. The Macfadden Publications go to town for Photoplay's book-length serialization with national promotion thru ten thousand newsstand outlets and the distribution of a million heralds. Also big national book-sellers tie-up. All this PLUS a target-sure barrage of national advertising and including Red Book's selections as the picture of the month!



Edward Small presents

Madeleine **CARROLL** · *Brian* **AHERNE**

Louis **HAYWARD**

MY SON, MY SON!

with LARAINE DAY · HENRY HULL · JOSEPHINE HUTCHINSON · SOPHIE STEWART

BRUCE LESTER · Screenplay by Lenore Coffee · Directed by Charles Vidor · Released thru UNITED ARTISTS

from HOWARD SPRING'S best-selling novel

CAPITAL INVESTMENT NOW $2,050,000,000; REPRESENTS $50,000,000 JUMP OVER 1938



—Photo by Cosmo-Sileo

First Shot of Pre-Trial Hearings—

This is Room 1604, Federal Building, New York where industry figures are being examined informally before trial of the industry suit. On this day, Spyros Skouras was the star. The group, left to right, includes Lawrence Bunker of Davis, Polk, Wardwell, Gardner and Reed, attorneys for Loew's and M-G-M; Albert C. Bickford of Simpson, Thacher and Bartlett, for Paramount; Robert L. Wright, for the government; the court secretary; Skouras, president of National Theatres and the witness; John F. Caskey of Dwight, Harris, Koegel and Caskey, for 20th-Fox; Bertram F. Shipman of Mudge, Stern, Williams and Tucker, for Chase National Bank and National Theatres; Frederick W. R. Pride of the Dwight firm; Irving Moross of Columbia's legal staff; John Healy, Skouras' secretary, alongside of Moross, and Spyros Skouras jr.

The photographer's camera was confiscated by Federal guards "because of the Japanese situation." It took two full hours to clear it out of "customs."

Studio Investments Lead In Increase; Payroll Rises Appreciably

NEW YORK—The total estimated capital investment of the industry in this country in 1939 is put at $2,050,000,000 by Will H. Hays in his annual MPPDA report. The figure represents an increase of $50,000,000 over 1938.

The official breakdown shows the largest increase is accounted for in studio investments, with $25,000,000 over the previous year noted. Other notable increases include $20,000,000 for new theatres and $5,000,000 for distribution.

An increase of 5,500 in the estimated number of the regularly employed in the industry brings the 1939 total to 287,500 as compared with 282,000 in the previous year, according to the report. The largest increase is in theatres where the 1938 total of 241,000 jumped to 245,500.

The industry's annual payroll in 1939 increased $1,500,000 over the previous year; with approximate figures standing at $370,060,000 for 1939 and $368,560,000 for 1938. The largest boost came in production, which went up $1,000,000 from $91,000,000 in 1938. Payrolls in theatres account for the additional increase of $500,000. Distribution payrolls remain at $27,560,000 for 1939.

Estimated capital investment follows:

	1939	1938
Theatres	$1,900,000,000	$1,880,000,000
Studios	125,000,000	100,000,000
Distribution	25,000,000	20,000,000
Total	$2,050,000,000	$2,000,000,000

Estimated number regularly employed:

	1939	1938
Exhibition	245,500	241,000
Production	29,500	28,500
Distribution	12,500	12,500
Total	287,500	282,000

Approximate annual payrolls:

	1939	1938
Exhibition	$250,500,000	$250,000,000
Production	92,000,000	91,000,000
Distribution	27,560,000	27,560,000
Total	370,060,000	368,560,000

Arbitration, Clearance Revamp Seen Base of Possible Decree

(Continued from page 4)

ished and trade shown. One source flatly denies this was ever discussed. Another asserts the blocks-of-five arrangement was almost at once changed from another proposal of blocks of eight with a generous cancellation right. But also reported is a third proposition, presumably giving the distributor the right to sell one at a time.

Columbia, Universal and UA where spokesmen guardedly say they will exert every means at their command to thwart a consent decree on the ground they were not consulted and "have nothing to gain by any form of decree," oppose all these variations in selling. One executive says such a proposal, or proposals, "would wreck us." His observation is based on this statement, "In order for us to sell pictures in blocks of five, for instance, we would have to put out one 'A' in every group which no producer has been able to do." Posing a question, he asks, "Who would buy our cheaper pictures? We would never be able to buck the larger producers, even in the 'B' category."

Viewed as a means of removing the thunder from the Neely bill, nevertheless there prevails considerable doubt in several directions, not necessarily confined to the so-called three "small" majors whether or not some such limited block selling is at all preferable to the proposed bill. "I'm not so sure about that at all," a highly placed executive tells BOXOFFICE. "Furthermore, it may turn out to be, on the basis of actual experience under such a suggestion, that the Neely bill would come out as the lesser of two decided evils."

It is further regarded as curious that the government now should countenance, and in fact insist upon, incorporation into a decree of a modified trade practice plan in view of the summary liquidation of the code at the hands of Thurman Arnold, assistant attorney general in charge of anti-trust prosecution, some time ago.

Exactly what form of arbitration the government envisions is not clear. This mystery appears to envelope exact proposals in regard to clearances, overbuying and cancellations as well. Yet those who ought to know what is going on behind discreet doors insist these provisions must be incorporated in a final formula before Washington will approve.

However, it is understood the government's thought on arbitration is not the setup arranged under the NRA code. Neither is it the proposal suggested under the now defunct trade practice plan. Rather, does it appear to be something different from both and representative of an entirely new plan for this industry. One element reputedly involves a board personnel not based on any general blueprint nationally applied, but designed to fit specific situations. Thus, it is assumed, constituents of a board in Chicago would not necessarily match up constituents of a board in Atlanta. Those familiar with the general terms of the plan are declared impressed favorably.

An element of haste likewise enters the deliberations because of the Clayton anti-

(Continued on page 24)

WORLD'S THEATRES NOW PLACED AT 67,129; 65,006 IN 98 COUNTRIES WIRED FOR SOUND

17,003, Wired, in U. S.; Areas Outside Europe Reflect Impetus

WASHINGTON—The government's annual tally of motion picture theatres throughout the world for 1939 reveals a grand total of 67,129 in 98 countries. Of the total, 65,006 were wired for sound. This compares with a grand total of 92,816 for 1938 and a wired aggregate of 66,253 for the identical year. Sound theatres, therefore, are down by 1,247.

What is apparently a startling shift in the international statistical picture actually turns out to be otherwise, according to Nathan D. Golden, chief of the motion picture division of the bureau of foreign and domestic commerce who conducted the survey. He points out that the 1938 compilations embraced nearly 30,000 so-called theatres in Russia which were nothing more than meeting halls for workers where pictures were shown. These have been dropped. Substituted for them are theatres where an admission is charged. On this basis, Russia has 3,000 houses.

Domestic Increase

The United States is listed at 17,003 houses, according to trade paper and industry estimates. Golden states all are wired for sound, were open and in operation on January 1, 1940. The total represents an increase of 752 over 1938's total of 16,251. Canadian expansion was slight, a gain being noted here of 27 over 1938 when the tally was 1,224. Currently, it is 1,251.

Aside from Europe, all major geographical divisions once more reflected an impetus. Germany, of course, moved into first place with 7,797 theatres representing a consolidation of its own plus those in Czechoslovakia and Danzig. England went into second place with an unchanged 5,300 houses. Whether the figures represent revisions, or actual changes in Spain because of its civil war, it is interesting to note its total appears as 2,852 theatres in 1939 when it was 3,500 in 1938. Of the 35,936 houses reported in operation in Europe, 34,694 were wired.

Far East Advances

Advances were once more reported from the Far East where 20 countries and territories showed an increase of 467 theatres. Total theatres in that area were 6,568 of which 6,220 were wired as against 6,201 theatres of which 5,796 were wired in 1938. Japan retained her lead with 1,875 houses compared with 1,749 the previous year. Australia was second with 1,400, an increase of 29 over 1938. India reported fractional gains which kept her in third position, nevertheless.

Latin America, comprising 30 nations and territories, likewise gained. In 1939, there were 5,403 theatres of which 4,884 were wired as compared with 5,239 houses with 4,571 wired in 1938. Brazil once more was the leader although the survey reduces her theatres from 1,450 in 1938 to 1,300 in 1939. Argentina again ran second with 1,208 this time as against 1,021 last time. Mexico with 829 houses was third.

Africa and Near East, with 15 countries and areas reporting, kept pace with other world markets, it appears. In 1939, there were 968 houses with 954 wired as against 881 houses of which 856 were wired the previous year.

U. K. After World Market, Washington Is Informed

WASHINGTON—The British industry is concentrating "to a greater degree than formerly" on productions suitable for the international market, Alan N. Steyne, American consul in London, reports to the department of commerce. He adds production will be well maintained throughout 1940 "providing no serious air attacks occur and personnel problems do not become too difficult."

Figure Average Film Rentals Totaled 35 Per Cent in 1939

NEW YORK—For the second consecutive year, the average theatre spent 35 per cent for film rentals in 1939, according to MPPDA calculations. A computation of how the boxoffice dollar fits into local economics during the past year shows it to be identical with 1938.

In other words, out of each 25 cents paid at the boxoffice an average of almost 17 cents remains in the community in which the theatre is located, it is said. In total, this means that films are responsible for the expenditure of $650,000,000 annually in cities, towns and hamlets everywhere. This is more than $2,000,000 every business day.

The breakdown of the average theatre admission ticket for the past year as well as for 1938, according to the report, reveals film rentals were up one per cent over 1937. A comparison for the three years follows:

	1938-1939	1937
Film Rentals	35.0%	34.0%
Payroll	25.0%	25.5%
Real Estate, Taxes, Insurance	19.0%	15.2%
Advertising	8.0%	8.1%
Light and Heat	5.0%	4.8%
Miscellaneous	8.0%	8.8%
Extra attractions	....*	3.1%
Maintenance and Repairs	....**	.5%

Of the 35 per cent the average theatre pays for film, 25 per cent goes to studios for production and 10 per cent to the distributor for prints, advertising, sales and service costs, the survey concludes.

*This item is considered in 1938-39 reports as miscellaneous.
**This item is included with light and heat in 1938-39 reports.

PCA Approved 596 Pictures Last Year

NEW YORK—Production Code Administration of the MPPDA approved 596 features in 1939. This compares with 594 in 1938 and 663 in 1937.

Last year's tabulation shows that, of the total, eight features receiving seals were produced abroad by member companies; 57 produced abroad by non-member companies; 11 were domestic reissues and one a foreign reissue.

Of the 584 new features approved by PCA in 1939, MPPDA member companies produced 366, while independents produced 218. Of the 12 reissues approved, eight were produced by member companies and four by independents.

The 1939 tabulation does not cite the number of pictures rejected by PCA.

"Another Mortgage Lifter"

Hollywood—Chalk up Universal's "It's a Date" as another mortgage-lifting success from Joe Pasternak and Deanna Durbin—her seventh starring picture and as good as any she ever has made. Deanna herein graduates from winsome girlhood to a young lady of charm, culture and consummate acting skill, at the same time retaining, and improving upon, her remarkable singing ability. The transition has been so deftly and intelligently handled that she cannot help but increase her already vast popularity. The picture is lavish in production scope, while Deanna has been surrounded by a strong and unimpeachable supporting cast headed by Kay Francis and Walter Pidgeon. Sure-footed, smooth direction was imparted by William Seiter.—SPEAR.

WORLD PREMIERE, Radio City Music Hall, Thursday, March 28th . . .





SELZNICK INTERNATIONAL
presents

Rebecca

. . *directed by* ALFRED HITCHCOCK, master of suspense, who made "The Lady Vanishes" and "The 39 Steps". Hitchcock—his career and "Rebecca", his masterpiece—have been recently publicized to millions thru special feature stories in Life, Collier's and other important national magazines.

Starring

LAURENCE OLIVIER • **JOAN FONTAINE**

hero of "Wuthering Heights" — *in her sensational starring debut*

with GEORGE SANDERS • JUDITH ANDERSON • *From the best-selling novel by* DAPHNE DU MAURIER

Produced by DAVID O. SELZNICK • *Released thru* UNITED ARTISTS

"Planted" in 1938; Blooming Now

(Continued from page 4)

cause of his earlier-made threat that, if the suit did not attain the objectives sought by the department, an appeal will be made to Congress to legislate what the courts refuse to order.

He also reiterated the principle the department will not take the initiative in the development of consent decrees or suggest the concessions on which specific cases might be dropped. In that connection, his report read, "The test of whether a consent decree should be accepted must be whether it will benefit the public, not whether it will give relief to the department. Only where it appears that the consent decree will yield more constructive results for the consuming public, for employes, and for competitors, than the eventual criminal punishment of the offenders, will proposals for such a decree be entertained."

The government action, of course, is in equity.

February 4, 1939—As an outside influence, not specifically connected with the litigating parties, nevertheless, Abram F. Myers' speech at the annual convention of Independent Exhibitors, Inc. in Boston bore on the suit. That address was printed, but delivered for him, and said, in part:

"This code (trade practice) I would endeavor to have included in a consent decree in the government suit so that in the future the producer-distributors would be protected against the demands of the so-called independent chains for preferential treatment."

February 11, 1939—Distributor attitude, carefully cross-sectioned by BOXOFFICE, revealed little enthusiasm for a consent decree. The viewpoint then was that a decree, carrying with it admission of guilt of the charges named plus a promise never more to commit the identical transgressions, would be ineffective in that no issues thereby would be solved and no planning of future industry course, therefore, would become possible.

The consent decree method for which Abram F. Myers struck in Boston last week was not regarded as an answer.

June 10, 1939—Further moves by the government to bring about a consent decree were launched this week when Harry Hopkins, secretary of commerce, met with Will H. Hays, Nicholas M. Schenck, Harry M. Warner, George J. Schaefer and Joseph Hazen. The main purpose of the latest palaver, according to New York sources, was to explore the possibility of reaching a satisfactory consent decree which would halt the government's anti-trust campaign. The meeting was regarded as "merely a preliminary review of the situation."

Hint From Conference

Dr. Willard L. Thorp, economic advisor to Secretary Hopkins, in Washington hinted to reporters that a consent decree, settling the case, might possibly result from conferences Hopkins held with industry leaders. Thorp said the topic discussed included the proposed code of trade practices and methods to provide arbitration boards to settle local disputes between distributors and exhibitors. Also considered was the block booking system as it prevailed in the trade.

June 17, 1939—Further conferences between representatives of producers and officials of the department of commerce, scheduled to be held this week, will not come for some days due to the need for additional time in which to compile the data which department officials asked for at the initial meeting. Washington observers were not sanguine about the outcome on the theory a consent decree acceptable to the department of justice would be difficult to evolve. Significantly, a Washington dispatch to BOXOFFICE pointed out:

"While the department of justice has expressed a willingness to accept consent decrees in civil cases, it has made such acceptance contingent upon the decree giving the government all the relief it seeks in its suits. Accordingly, it is held, there is little the department of commerce can do to negotiate any compromise more satisfactory to the industries involved, a situation which abruptly halted conferences with representatives of the oil industry seeking to avert prosecution on the west coast.

July 22, 1939—"Washington Insiders Cast Dubious Looks on Hopkins for His 'Big Brother' Policy," read a BOXOFFICE headline. The Washington wire on this credited the realistic attitude of Thorp as being responsible for the slow progress made in seeking to iron out difficulties within the industry. While reputedly desirous of protecting the industry against any disorganization, Thorp, nevertheless, has insisted the anti-trust statutes must be obeyed and that any solution worked out by the commerce department must be based on legality. "In the case of the film industry, for instance, it is indicated Dr. Thorp and his cooperators," the dispatch continued, "are not convinced the outlawing of block booking will not threaten the steady supply of pictures on which all theatre operations are based. But, before the department adopts any definite position on that matter, he is insisting that the distributors prove their contention that block booking does not involve injury to any exhibitor.

"Depends on Cooperation"

"In the film industry, for instance, the department is understood to be exploring the possibilities of eliminating abuses involved in block booking, without abandoning that method of distribution, which the producers claim is the only logical method whereby exhibitors can be assured of a steady flow of films. It has been made clear the department officials do not feel that they alone can solve the problems of industry but that such solutions can be worked out only if the industries themselves cooperate. Thus, in the final analysis, success of the department's efforts to aid the film industry will depend upon the cooperation of the industry heads who sought that aid."

August 12, 1939—In New York, the shifting situation reflected this:

That there appeared to be unanimity in the opinion that the report prepared by

(Continued on page 17)

Minimizes Value to UA Circuit, 20th-Fox

New York—Although he is president and chairman of the board of the UA Theatre Circuit and chairman of 20th Century-Fox, Joseph M. Schenck minimizes the benefits he brings to both companies because of those posts. He so stated in his deposition before trial in the government suit.

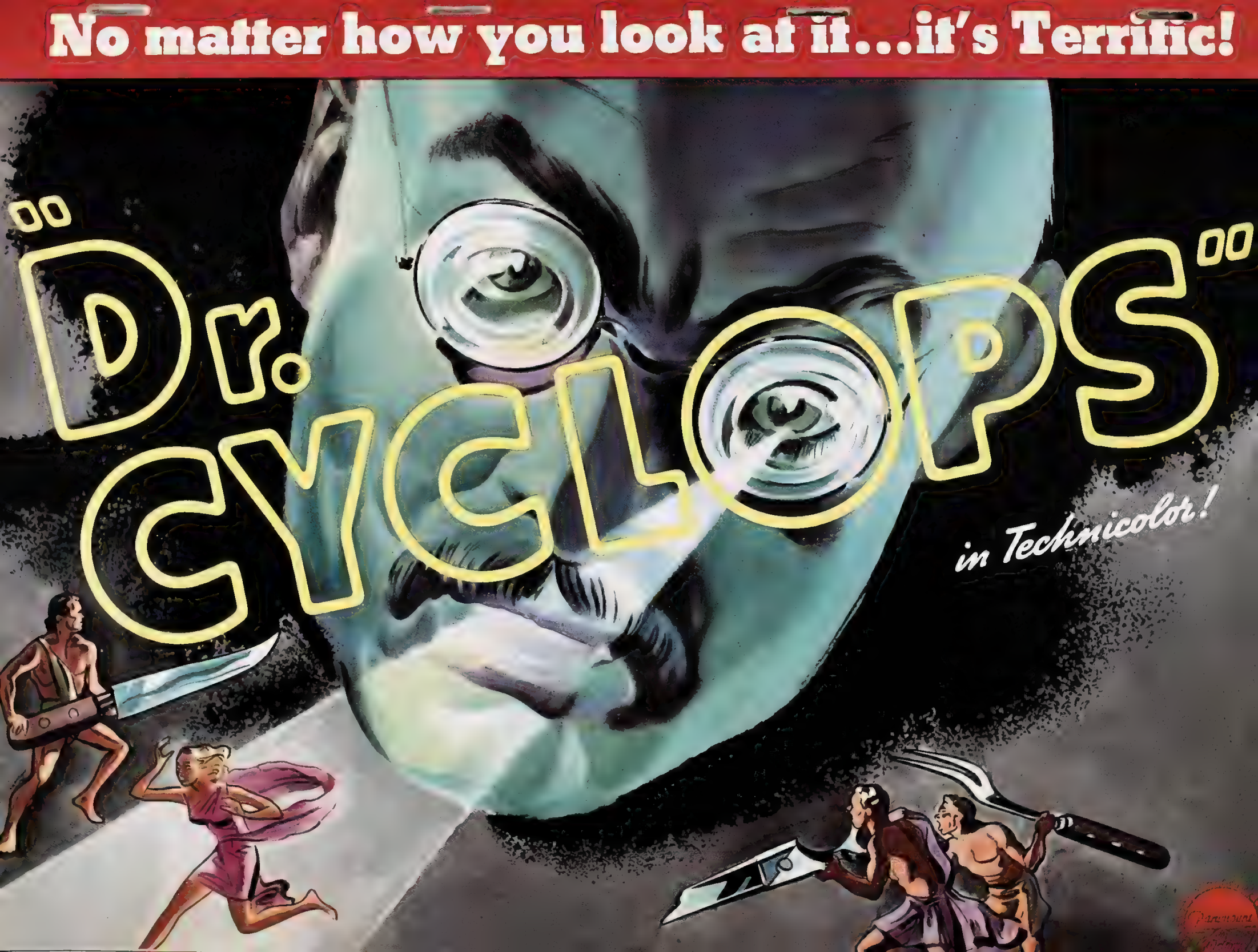
He testified he spends very little time on circuit affairs and most of it on 20th-Fox production. He draws a salary from the latter post, but none from the circuit.

Schenck views the affiliations of National Theatres with 20th-Fox as beneficial in many ways. Among them he includes better playing time and maximum exploitation and advertising of the product. Financial advantages in the form of dividends were not overlooked, he added.

JOHNNY APOLLO

Known to the Ivy League as the best stroke oar in College, but to Mickey Dwyer as the smoothest front man the mob ever had!

20th CENTURY FOX


No matter how you look at it...it's Terrific!
"Dr. CYCLOPS"
in Technicolor!

Half a dozen proofs why PARAMOUNT'S "Dr. CYCLOPS" will give your theatre that magic shot in the arm that spells healthy box office!





A beautiful young woman shrunk to infant's size, yet possessed of every normal function. It's a brand new thrill for the screen and for the box office!



Watch the cash customers gasp as Dr. Cyclops, in his jungle laboratory, traps four victims...and with his new radium formula, shrinks them to 14 pitiful inches—the size of a child's doll!



Sell 'em shocks and thrills when an ordinary house cat becomes a ferocious monster to the helpless little people!



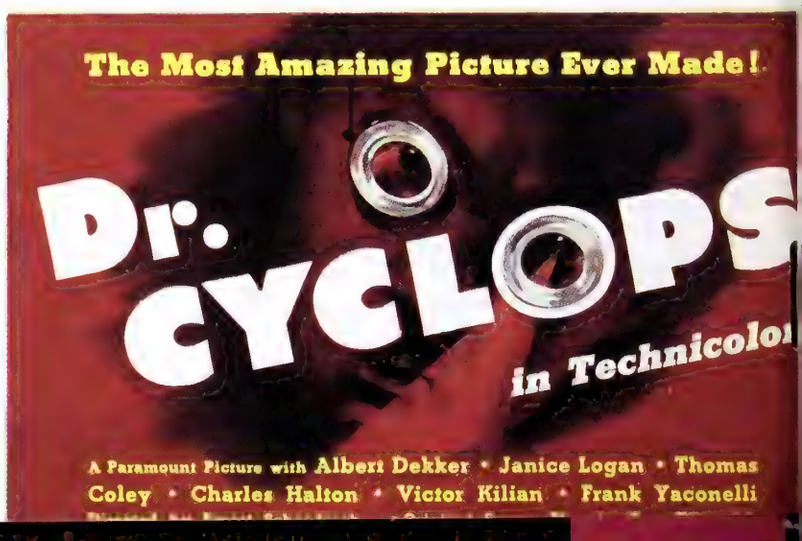
Wait'll they see the maddened Dr. Cyclops attack his pygmy-like victims with a deadly shovel... they'll yell out loud!



A pet alligator becomes a huge, hideous and deadly enemy. An amazing effect, achieved for the first time, and in Technicolor!



Dr. Cyclops' victims, maddened at the results of their size reduction, attack the gigantic scientist. A scene packed with enough suspense to make anyone sit on the edge of his seat and cheer!



Depended on Report To Ease Charges

(Continued from page 14)

major companies for the department of commerce, as a result of recent meetings between department officials and company heads, was hopefully designed to remove the sting from the government's suit. A closely held interpretation was that exhaustive compilations contained in the report should prove many of the allegations against distributors to be without foundation, thus paving the way for their abandonment or easement.

For example, a prime premise of the report, according to those who have worked on it, was to show that domestic revenue barely covers the negative cost of pictures; that the first profits come from foreign markets and that these are fast dwindling. "Therefore," went a private opinion, "if the companies prove with figures they are not the racketeers they have been made out to be perhaps the commerce department can convince Thurman Arnold that he's barking up the wrong tree."

August 19, 1939—Department of commerce experts studied the consolidated report of seven majors, explaining in great detail the operative structure of the industry here and abroad. To round out the picture, they also studied data from independent exhibitors and the MPTOA. Meanwhile it was understood this research was going forward with the knowledge and full consent of the department of justice. "Further, Hopkins' procedure has the blessing of the President, it was said." This is how the Washington wire read.

Adjustment Hope Dims

December 23, 1939—Successful crowning of the commerce department's efforts at adjustment without prosecution dimmed at about this time. While experts there met questioners with the pat reply they were working out a possible basis, it was the department of justice which apparently held the real answer. For commerce seemed to be caught in justice's trust-busting net. Washington observers felt little progress could be made toward out-of-court settlement so long as the justice department insisted the industry divorce exhibition and abandon block booking

December 30, 1939—Thurman Arnold in a surprise "sabotage" statement stated, in part:

"Information has reached the department of justice reports are being circulated in the motion picture industry that the equity action pending in the district court of New York will not go to trial. These reports are being circulated notwithstanding the fact that it was stipulated by counsel for the government and defendants the case will proceed to trial on May 1, 1940. Any such reports being circulated are utterly without foundation."

Informed New York opinion at once viewed that statement as another government stab in the direction of a consent decree. Simultaneously, distributors virtually abandoned hope that Secretary Hopkins and his department could work out a formula. The department of justice was reported resenting commerce's intrusion on the ground its rights were impinged. A number of distributors, therefore, concluded their several months efforts had been wasted and the industry neatly pinioned by dissension between two government bureaus.

UA Denies Knowledge Of Production Costs

New York—In its answers to the government interrogatories, UA has not included production costs. The memorandum in this connection states the distributing company does not know what its producers spend on each picture. Hence no information is available.

January 6, 1940—Read the headline on BOXOFFICE's lead story: "Majors Now Veer Toward Consent Decree, But Won't Bow to Theatre Divorcement." That potentially significant article said, in part:

"Long adamant, the majors are understood to be reconsidering their stand and are willing to contemplate a consent decree as a quick means of bringing the all-industry suit to a close without benefit of trial. This would apply to all companies with the exception of UA, but strings are attached. The theatre-owning majors will not go for any provisions bearing on theatre divorcement. Whether or not a trade practice plan becomes part of a settlement is not viewed as essential. Yet, admittedly, the majors would prefer it . . .

"Counsel for the majors are willing to offer the code as part of any settlement of the all-industry action provided a period of time is granted to determine whether the provisions will tend to solve the problems of the industry . . . The code provided for a two-year trial during which various objections could be studied and taken under advisement for correction.

"It is still the contention of executives who participated in the code marathon that a majority of the ills in the industry could be removed by code application.

"Industry sources would not be surprised to find Arnold making a direct approach shortly to settle the all-inclusive suit."

Cited Special Master Idea

January 13, 1940—BOXOFFICE, in another exclusive, reported the government would insist upon appointment of a special master to keep tab on the industry's activities under any settlement plan. This master would be responsible to the justice department and not necessarily an individual now in government service. In fact, a person familiar with the industry's structure would be preferred. Two men already were reported in line. Part of the contemplated accord would provide for creation of a central arbitration, or conciliation, board to sit in New York where it would weigh and determine complaints from the field. Such a board would be designed to vitiate the need for new litigation and to take over the checkup work on complaints now lodged almost daily with the department of justice in Washington.

Under government study, as well, was the development of a clearance system, different from the one in vogue in some of its aspects and geared to the premise that the market must be kept open. The justice department long has been insistent upon

A "Gimmick" Enters Into Situation

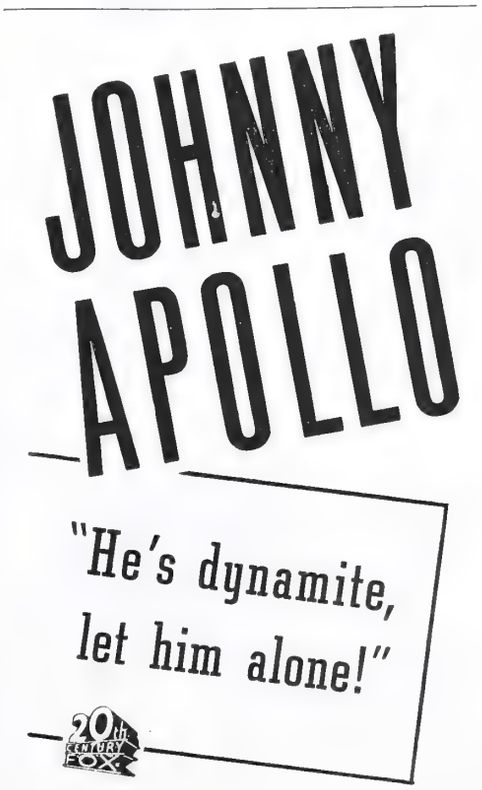
this. A phase of it, reputedly, would be a rearrangement which would permit the smallest exhibitor to actively compete with the largest in his territory for product.

February 3, 1940—Whether political or not, a presumed "gimmick" entered the situation at this point with a statement to BOXOFFICE from a source close to the prosecution that "the government cannot abdicate its duty by stipulation," thereby indicating, of course, the government proposed pressing the suit. Hand in hand with this came the Washington report the government was now viewing the industry in terms of a public utility and would so fashion its course. This was denied at once.

In Washington, Robert Jackson replaced Frank Murphy as attorney general. With that switch came first signs of a New Deal slackening on its monopoly drive. Jackson was credited with subscribing to a more realistic attitude than Messrs. Cummings, Murphy and Arnold; with a lack of sympathy toward headline hunting; with a credited determination to personally decide what is to be done in each case rather than leave decisions to "Trust Buster" Arnold. This did not mean Jackson intended dropping prosecutions, however. Whether the new attorney general's approach conceivably might bear on the all-industry suit became a matter of pure speculation.

Meanwhile, the silence which had been surrounding the department of commerce cracked open sufficiently to demonstrate earlier reports of complete failure had been exaggerated. A set of "suggestions" arrived at jointly with distributors and ex-

(Continued on page 18)



Trade Practice Pact Into "Suggestions"

(Continued from page 17)

hibitors had been prepared and already had been set before the department of justice for consideration. In lengthy memorandum form, it was understood to include a trade practice reform program. Conspicuous in its formation were Dr. Willard Thorp, chief statistician of Dun and Bradstreet and for some time in government service as special advisor to Secretary Hopkins; Ernest A. Tupper, chief of the department's statistical division; Nathan D. Golden, chief of the motion picture section, and top figures of the industry headed by a small committee of which Joseph Hazen, Warner attorney, was the "work horse."

How Washington viewed it:

"That the government might adopt this way of reaching its objectives, rather than to bring a number of suits to trial at great expense is seen in Washington as a possibility under the 'new approach' to the monopoly question which Attorney General Jackson has said would be sought."

February 10, 1940—Whether for purposes of getting the added appropriation he sought—and didn't get—or whether by way of meaning it, Arnold told the House appropriations committee the film suit was one of 32 major cases which "cannot be dropped," routine skirmishes designed to bring the issues to trial on May 1 meanwhile continued in New York.

February 17, 1940—Only in broad terms did the department of commerce make its recommendations for a settlement, sans trial. Apparently it was not designed as a document upon which Arnold would take immediate, definite action. So informed Washington opinion believed.

Again thrown into the melee was the impression voiced several times earlier that little might be expected so long as justice men remained adamant in their approach. If the Neely bill is defeated, however, and "some face-saving settlement of the anti-trust suit reached," Capitol observers believed film leaders would lose no time in hitting the sawdust trial to Washington by way of a real effort at trade practice formulation.

March 9, 1940—On the back of an application by attorneys for Joseph John Davilla in a plagiarism suit against Harms, Inc., a Warner-controlled music company, Senior Federal Judge John C. Knox on March 2 wrote this in his own handwriting:

"If it be, as has been suggested, that the case of U. S. vs. Paramount Pictures, et al. will be disposed of without trial of the issues, then the suit can be tried upon May 15, 1940. If this Paramount case goes to trial upon May 1, 1940, the trial of this action (Davilla vs. Harms) will have to await its conclusion."

Counsel for Davilla had sought April 2 as a preference date. Counsel for Warner had pleaded for a postponement until the Paramount case, which is the all-industry case, is discharged from the docket on the ground Robert W. Perkins, general counsel for Warner, will be tied up in the government suit, if it goes to trial.

BOXOFFICE established at about this time Jude Knox had held a telephone conference with Washington and that subject matter had concerned the disposition of the big suit. Denials immediately flew on all sides. The judge himself denied the report, once it was drawn to his attention. However, he did not expunge it from the record. Robert L. Wright of the justice department called it "a lot of nonsense." Colonel "Wild Bill" Donovan, representing RKO, remarked, "I know of no settlement pending." But he also said, "You never can tell. It may be an act of God."

To this, someone remarked off-record, "Also, it may be an act of men."

March 16, 1940—Arnold, "happening" to be in New York, was quick to sit down hard on the excitement created by Judge Knox's remark. There is no thought of settlement, said Arnold. Yet he also spoke of a pre-conceived theatre plan, which he said was based on a government victory whether reached in or out of court. His idea called for a trustee to hold the stock of the approximate 2,500 theatres facing divorcement, if and when, and to sell these holdings over a period of ten years or more in order not to deflate the theatre market.

"Distinguished Offering"

Hollywood—Another distinguished offering by the producer who gave the screen "Gone With the Wind" is David O. Selznick's screen version of Daphne Du Maurier's widely read novel, "Rebecca." Discriminating audiences will acclaim it a masterpiece of artistic picturization and, at the same time, the feature has sufficient dramatic impact to assure its mass appeal. But for a few minor details, the screenplay adheres faithfully to the book and succeeds, through expert scripting and the able direction of Alfred Hitchcock, to capture its exact spirit. The cast was chosen with meticulous care, each mummer, especially Joan Fontaine and Laurence Olivier in the leads, fitting perfectly the reader's conception of the character. Performances from top to bottom are beyond criticism.—SPEAR.

Majors Burn Arnold For Reputed "Leak"

WASHINGTON—Lawyers for major companies, it is learned, have written Thurman Arnold a scorching letter for assertedly permitting information submitted confidentially by major counsel in connection with the all-industry suit to be seen by others not identified with the department of justice.

The case in point revolves around the Savannah Theatre suit in Savannah, Ga., against majors.

According to information gathered here from attorneys, John Kelly, who represents the plaintiffs in the southern suit, asked Robert Sands, counsel for the majors in Atlanta, for some of the contracts with affiliated circuits. He was referring to "priority and preferences."

When Sands is understood to have informed Kelly there are no such contracts, Kelly then, according to major counsel, told Sands he had seen copies of such contracts in Washington DJ offices.

Whereupon Sands immediately got in touch with home office lawyers who, in turn, are said to have dispatched the letters of protest to Arnold.

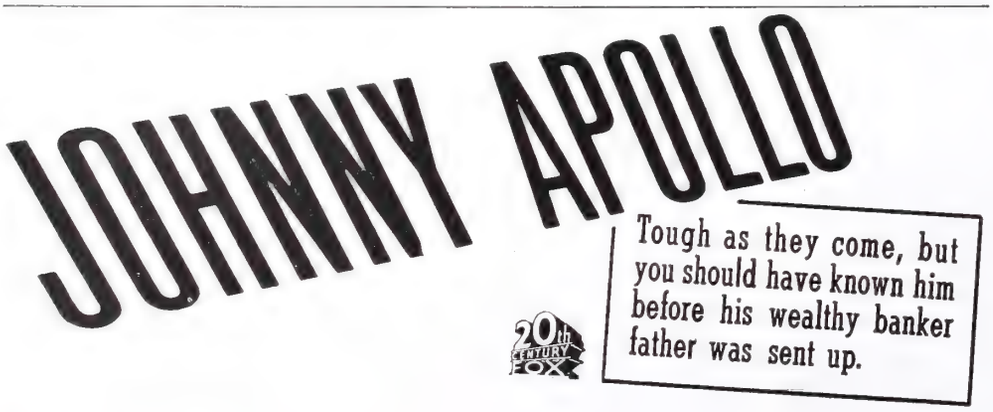
Three Poster Renters Out of AA Lineup

NEW YORK—Since announcement by Advertising Accessories a month ago that virtually all independent poster renters exchanges had been acquired, three which were included have been released from their deal with AA. They are the Behrend M. P. Supply House of New York; R. C. Dial of Washington, and the Rex Poster Exchange of New Orleans. The Poster Exchange in Atlanta never concluded a deal with the National Screen subsidiary.

Brookline Funeral Rites For Mother of Scully

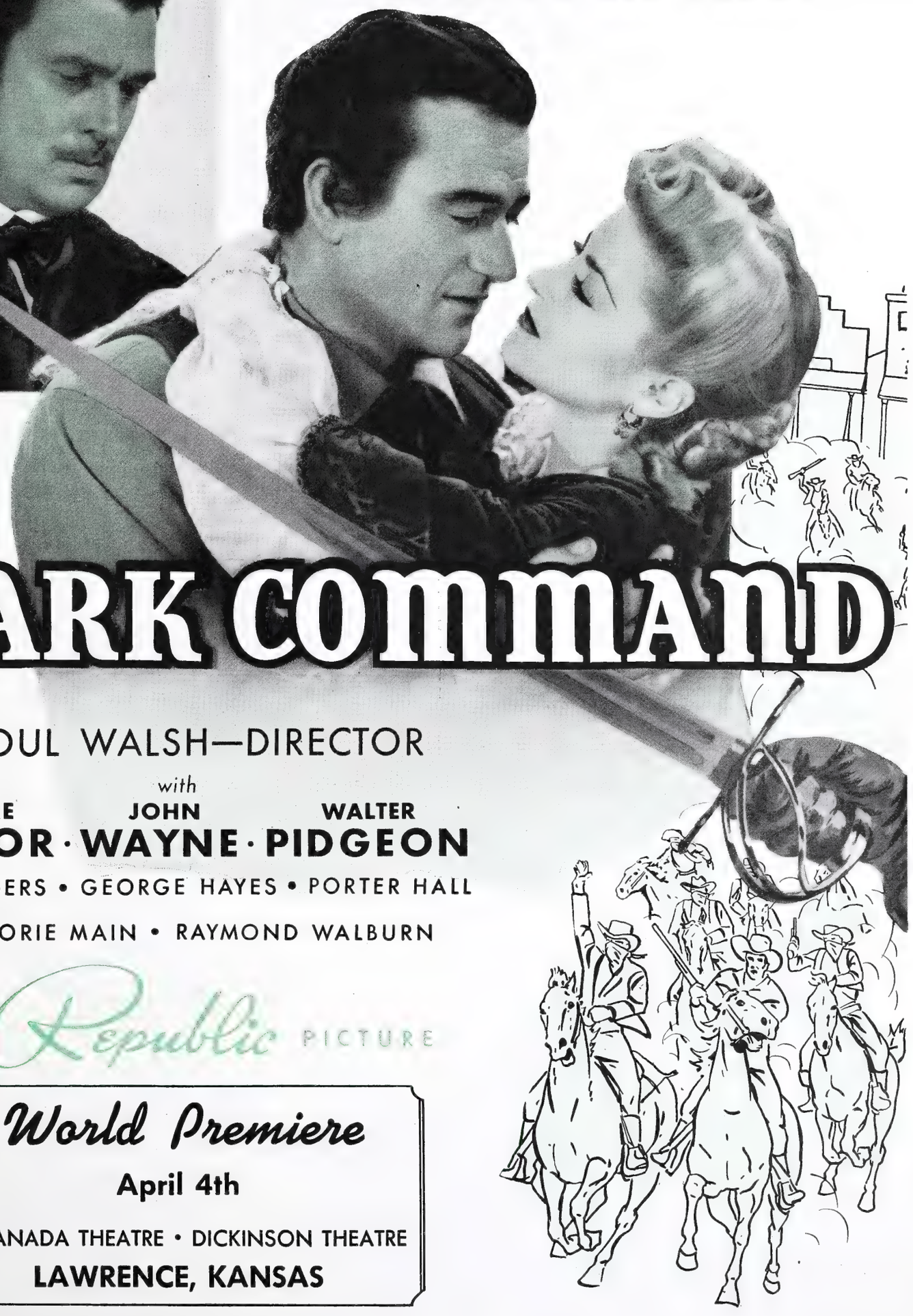
BROOKLINE, MASS.—Funeral services were held here Monday for Mrs. Mary Scully, mother of three sons identified with the industry. William A. Scully is general sales manager of Universal; John is Universal manager in Boston and Frank is a salesman in Washington for M-G-M. Three daughters also survive.

Interment was in Portland, Me.



A DRAMA OF UNDYING LOVE





DARK COMMAND

RAOUL WALSH—DIRECTOR

with

CLAIRE TREVOR · JOHN WAYNE · WALTER PIDGEON

ROY ROGERS • GEORGE HAYES • PORTER HALL

MARJORIE MAIN • RAYMOND WALBURN

A Republic PICTURE

World Premiere

April 4th

GRANADA THEATRE • DICKINSON THEATRE

LAWRENCE, KANSAS

1938 Top Gross Year; Profits Drop Sharply

WASHINGTON—The motion picture industry hit an all-time high level of business in 1938, according to a survey just issued by the securities and exchange commission on the basis of reports filed with it by corporations with registered stock.

Seven of the nine registered companies showed a total volume of business of $410,000,000, compared with $405,000,000 in 1937, it was disclosed in a "Survey of American Listed Corporations" issued by the SEC giving, in condensed form, basic figures from company reports.

Profits of the seven companies, however, did not keep pace with sales, falling from $33,000,000, or 8.2 per cent, in 1937, to $21,000,000, or 5.1 per cent, the following year, it was shown.

The survey gave yearly figures for six companies which filed annual reports for each year from 1935 to 1938, inclusive.

The total assets of the six companies increased from $496,000,000 in 1935, to $511,000,000 in 1936, $529,000,000 in 1937 and dropped to $528,000,000 in 1938.

The volume of business increased from $334,000,000 in 1935 to $373,000,000 in 1936, $405,000,000 in 1937 and $408,000,000 in 1938.

The net profit after all charges increased from $13,000,000 in 1935 to $27,000,000 in 1936 and $34,000,000 in 1937, but dropped to $21,000,000 in 1938.

Dividends paid increased from $6,000,000 in 1935 to $14,000,000 in 1936 and $22,000,000 in 1937, but dropped to $13,000,000 in 1938.

Incorporated in the report were individual statistics for each of six companies for which comparisons could be made with past years—Columbia Pictures, Loew's, Inc., Paramount, 20th Century-Fox, Universal and Warner.

These figures showed that Loew's continued to lead in volume of business in 1938, with $108,892,000 against $107,822,000 in 1937, $94,805,000 in 1936 and $85,032,000 in 1935.

Warner, however, supplanted Paramount in second place with 1938 sales of $102,206,000 against $99,864,000 in 1937, $90,204,000 in 1936 and $84,475,000 in 1935.

Paramount was in third place, with $100,928,000 against $104,186,000 in 1937, $102,820,000 in 1936 and $90,581,000 in 1935.

Twentieth Century-Fox reported 1938 sales of $58,201,000 against $56,172,000 in 1937, $51,670,000 in 1936 and $42,447,000 in 1935.

Columbia Pictures reported $19,414,000 in 1938 against $20,101,000 in 1937, $19,066,000 in 1936 and $17,499,000 in 1935.

Universal sales were $18,555,000 against $16,396,000 in 1937, $14,711,000 in 1936 and $14,317,000 in 1935.

All of the companies were in the black for 1938 except Universal which, despite an increase in sales over 1937, reported a net loss after all charges of $691,000. Columbia profits were the smallest of the remaining five, amounting to $2,000, but Loew's reported $9,918,000, 20th Century-Fox $7,252,000, Paramount $2,866,000 and Warner $1,930,000.

The $13,000,000 in dividends reported as paid by the group was distributed by four companies, neither Universal nor Warner turning anything over to their stockholders. Largest dividend total reported was $6,485,000, by Loew's, but 20th Century-Fox paid $4,899,000, Paramount $1,186,000 and Columbia $326,000.

Changes in the total assets of the members of the group were, on the whole, of minor character during the year. Warner assets were reported as $174,369,000 against $177,544,000 in 1937; Loew's, $143,840,000 against $142,544,000; Paramount, $118,224,000 against $120,219,000; 20th Century-Fox, $60,703,000 against $60,364,000; Columbia, $18,560,000 against $16,516,000, and Universal, $12,323,000 against $11,765,000.



No Loanout Bonuses, Schenck Testifies

NEW YORK—Joseph M. Schenck never paid a bonus for borrowing a star, either as an independent producer or as chairman of 20th-Fox "in charge of production," he stated in his deposition in the government suit.

After the examination, BOXOFFICE approached him to clear up the question of Darryl F. Zanuck's status. Schenck answered Zanuck is vice-president in charge of production "accountable to me."

The first star he ever borrowed was the late Thomas Meighan from Paramount when he released Schenck Productions through Selznick and Select. At the time, Schenck had exclusive contracts with Norma Talmadge and Rudolph Valentino.

Later, about 1928 or 1929, he borrowed Joan Crawford for "Rain" from M-G-M for $45,000. "M-G-M loaned her out at cost," Schenck stated and explained he had to pay her for three weeks idle time. M-G-M had figured the weekly salary of the star on the basis of the number of pictures she would make in a year, plus the extra three weeks layoff.

Experience and statistics prove the method fair, Schenck added and, although he did not participate in setting up the method, he has adhered to it. "It is an unwritten law and a matter of custom."

Other Loanout Details

In some instances, other arrangements for borrowing are made. If a star receives $5,000 a week and makes three pictures a year, he or she would get $100,000 for a picture at another studio, regardless of the time spent in making the picture.

Directors and cameramen work on the same arrangement, but, in such instances, it depends on whether their contracts are for short or long periods.

"On writers," Schenck said, "we have some under long term contract. We try to get them to write continuously. But if they don't feel like writing, they just don't."

On loaning of sets, 20th-Fox charges 10 per cent and pays the same where scenes are made at other studios. Generally, the rule is for the use of exterior sets. There are no restrictions. Anyone with the money can borrow sets. On talent, however, it is different and very rarely are loans made, according to Schenck. This exception applies where stars are anxious to play a certain part and they figure it will help their prestige. He cited instances where 20th-Fox had a script fitting Spencer Tracy and M-G-M had an ideal part for Tyrone Power. An exchange was made.

The amount of money to be spent on the picture does not influence the loaning of a star, he continued, but the director, such as a Frank Capra or a Henry King, does mean something.

Schenck said the fact that a producer is affiliated with a circuit also has no bearing on a loan because "the public finds its way into theatres playing the best pictures regardless of whether the theatre is affiliated or not."

Today, as production head for 20th-Fox, Schenck said he finds it more difficult to borrow stars than he did when he was

(Continued on page 25)


...a wild, free girl
one stolen kiss
a woman in love!

THE AMAZING STORY OF A GIRL WHO DIDN'T KNOW A THING ABOUT MEN...



...of a mother who knew too much...and of a youth who learned that there's more to life than a "love-'em-an-leave-'em" attitude!..Screened for your BOX OFFICE *from the play that ran for twenty sensational weeks on Broadway.*

GINGER ROGERS JOEL McCREA

PRIMROSE PATH

with

MARJORIE RAMBEAU
HENRY TRAVERS
MILES MANDER
QUEENIE VASSAR · JOAN CARROLL



RKO RADIO PICTURES

Produced and directed by
GREGORY La CAVA
Screenplay by Allan Scott and Gregory La Cava

LITHO U.S.A.



'Virginia City' Bow Quite a Success

By IVAN SPEAR

RENO—This mecca of frustrated spouses and ambitious gamblers, slightly over-touted as "The Biggest Little City in the World," joined hands for two days with Hollywood, which also fancies itself some pumpkins as a community. The occasion for the brief municipal merger, promoted by Charles Einfeld and his corps of Warner publicists, was the world premiere of "Virginia City," and, with the exception of one untoward incident at the nearby ghost town from which the feature derived its name, the party was quite a success.

A special trainload of Warnerites, invited stars from other studios and members of the press comprised the Hollywood contingent at the clam bake, while the honor and hospitality of Reno were entrusted to the willing hands of a crowd that, judging from the census figures, was apparently most of Nevada's citizenry.

The effete East was also well repre-

(Continued on page 25)







It Was Lots of Excitement—

A camera roundup of some of the highlights of the Hollywood trek to Reno and Virginia City for the world premiere of the film of the latter name. In the spirit of the famed "Dodge City" junket, only more of it, the stunt, engineered by S. Charles Einfeld, resulted in the anticipated national word-and-picture coverage anticipated, including what the reader sees here. Top picture was shot on the stage of the Majestic, Reno. Left to right are Wayne Morris, Gilbert Roland, Guy Kibbee, Joan Day, Lillian Bond, Hobart Bosworth, Rosemary Lane, Frances Robinson, Martha Brown, Patricia Ellis, Errol Flynn, Ken Murray, Jeffrey Lynn, May Robson, Binnie Barnes, Ronald Reagan, Jane Wyman, Carol Grant, Bill Boyd, Mary Astor, Mayo Methot and Humphrey Bogart. Under it, is the special before it pulled away from Burbank. Next shows the train crowd at Modesto, Cal. Finally, the parade in Reno, led by Flynn. Einfeld is buried lower right, under a 10-gallon hat.

JOHNNY APOLLO

said:

"Sure I'm hard! So what?.... You've got to hock your soul to get what you want in this world!"

20th CENTURY FOX

Radio War by Majors Against Neely Bill Off; Not 'Needed'

NEW YORK—In the belief "it is not necessary to go direct to the public" to enlist its aid against the Neely bill, the contemplated radio campaign has been canceled, Howard Dietz, director of publicity and advertising for M-G-M, advises.

It is no secret that the majors are engaged in a drive to "enlighten" public groups in the provisions of the legislation and their interpretation of its danger to the industry. However, the idea of resorting to radio was dropped because it might induce the bill's proponents to adopt similar tactics and thereby develop a major controversial issue "with the FCC in the middle," according to a spokesman.

"The bill is not going to be decided by referendum," this source asserts, "so it is not essential that we have the support of every man and woman in the country."

Political Angles Into Neely Bill Battle

WASHINGTON—The Neely block booking bill this week became a political factor, with indications that it may be made an issue in the coming Congressional campaigns in states where religious, educational and welfare organizations have taken part in the fight.

The potent possibilities of the legislation were revealed in letters received by Representative John G. Alexander of Minnesota following his remarks in the Congressional Record of March 5, in which he suggested that the motion picture industry should clean its own house and Congress should not be asked to enact legislation dealing with industry problems.

With but one exception, the Congressman said, his suggestion has been endorsed, the sole criticism coming from W. A. Steffes, president of Allied Theatre Owners of the Northwest, who reminded him that "the independent home-owned theatres mean more to the domestic economy of the state of Minnesota than the producer-owned chains, the earnings of which do not remain in the state but are remitted to the parent companies in New York."

The other side of the picture was portrayed in a letter from another Minnesota exhibitor, whose name, other than the initials "A. H.," was withheld by the Congressman.

"I wish to hell there were a few more like you to take the stand that you took and let business regulate itself," "A. H." wrote.

Prefer Adjustment Course

"We were coming along nicely with some swell concessions from the producers, all that we needed, and that publicity hound, Arnold, threw a monkey wrench into the whole proceedings.

"I have yet to see the time that if I had a grievance I could not sit down with the manager of the district and iron out the trouble.

"More power to you. If they would get it through their thick heads the less they interfere with something that they don't know anything about, the better the country will recover."

In his letter, Steffes referred to the efforts which he said are being made by the distributors to kill the bill and asserted that the counter-attack of its supporters was necessary "to prevent the bill from being swamped in a sea of propaganda."

"A few years ago, when the public utilities attempted to defeat the securities and exchange commission bill by similar methods, great indignation was expressed in Congress and an investigation was ordered," he commented. "It seems to me the public has a right to expect a like reaction in Congress to the methods used by the motion picture trust against the Neely bill."

Steffes charged that Alexander's suggestions were harmful to the independents in that they accorded with the "trust's" tactics of killing legislation by promising voluntary reform. He outlined the many efforts which he said have been made to bring such reforms about and predicted that nothing would be accomplished if the legislation was delayed.

"Because of their general soundness," he asserted, "your observations are dangerous in the present situation and have been gleefully seized upon by the trust."

The independent exhibitors, he contended, are entitled to legislative relief from a situation to which federal legislation has contributed. Through the copyright law, he pointed out, the distributors receive the powers which they exert over the exhibitors.

J. M. Schenck Scoffs at Goldwyn-Fox Deal

New York—All those stories about Samuel Goldwyn joining 20th-Fox, if and when the producer disposes of his suit to abrogate his UA contract, are a "lot of nonsense," states Joseph M. Schenck, chairman of the 20th-Fox board.

Schenck asserts there never has been one word spoken of such a deal. "Furthermore," he adds, "I would not talk to Goldwyn on such an arrangement particularly in view of the fact I once was chairman of the UA board, and its president."

Small Blocks, Arbitration May Be Decree Base

(Continued from page 11)

trust act. Section 5 provides:

"A final judgment, or decree, hereafter rendered in any criminal prosecution, or in any suit or proceeding in equity brought by or on behalf of the United States under the anti-trust laws to the effect that a defendant has violated said laws, shall be prima facie evidence against such defendants in any suit or proceeding brought by any party against such defendants under said laws as to all matters respecting which said judgment or decree would be estopped as to between the parties thereto. Provided, this section shall not apply to consent decrees or judgments entered before any testimony has been taken."

If the current case, therefore, goes to trial for as short a period as one day, the majors face great potential legal trouble if they later enter a consent decree or lose their case because present or future litigants, acting privately, can use the decree terms in current actions or as the basis for new actions.

However, if the majors should settle before trial, terms of settlement cannot be used as evidence against them in any other action, present or to come. The defendant majors are understood to be thoroughly aware of these circumstances.



"Virginia City" Bow Quite a Success

(Continued from page 23)

sented, inasmuch as a group of Warner executives and press members from New York and points west trained here to meet the group from the film capital.

From the time the "Virginia City" Premiere Special, after making several stops en route so that the Thespic members of its cargo could take rear platform bows, arrived, until it staggered homeward, 30 hours later, it was a continuous round of parades, personal appearances, autograph signing, and hand-shaking for the stars—with, of course, some slight intermissions so that they and their traveling companions might participate in the various legalized amusements for which this state is distinctive—and as individual tastes indicated.

The vexatious incident which was the only jarring note in an otherwise perfectly arranged and managed junket occurred at Virginia City, historic mining town 21 miles from here, to which the party adjourned following the festivities-opening parade through the streets of Reno Saturday morning. The afternoon program, among other things, provided for a coast-to-coast broadcast from Piper's Opera House and an afternoon premiere at the Virginia City Theatre, managed by Joe Hart and with a seating capacity of 207. Having been promised, he claims, that the stars would appear at his premiere, Manager Hart had boosted his admission price from 40 cents to a precedental $1.10 and had sold out. In fact, he could have hung up the SRO sign had his house had 20 times the capacity, because the widely-publicized activities at Virginia City had also attracted a record-breaking crowd of visitors. The trouble came when the personal appearances at the afternoon premiere were canceled. Manager Hart, backed by most of the town folks, especially those who had gone on the line at $1.10 per copy, wanted to make something of it—even to fisticuffs, with Warner press agents at the receiving end, and mob violence. The Warner crowd's stated reason for the cancellation was that Mr. Hart, in an effort to keep his 207 cash customers entertained until the premiere (with personal appearances) got underway, had dispensed free grog with a lavish hand. Those responsible for the safety of the millions of dollars worth of Hollywood luminaries concluded that the audience had gotten somewhat out of hand and that it would be unsafe for Errol Flynn and the other players to appear at the theatre. So, after an exchange of a few wild passes and even wilder insults, the stars were rushed to their buses and returned to Reno for the evening premiere, held simultaneously at the Wigwam, Granada and Majestic theatres—where the promised personal appearances were made without incident—and the governor's ball which wrote finis to the day's pleasure—at least the scheduled part of it.

Among the Hollywood names to make the trip were Errol Flynn, Priscilla Lane, Rosemary Lane, Humphrey Bogart, Jeffrey Lynn, Wayne Morris, Bruce Cabot, Sigrid Gurie, Wallace Beery, Elizabeth Whitney, May Robson, Gilbert Roland, Bill Boyd, Binnie Barnes, William Lundigan, Tom Mix, Big Boy Williams, Mary Carlisle, Fred Stone, Hobart Bosworth, Guy Kibbee, Mayo Methot, Ken Murray, Buck Jones, Jean Parker and Patricia Ellis.

Spyros Knows English, But It All Depends

New York—Spyros Skouras knows when to speak English and when not to. It happened this way at the examination before trial in the big suit:

At the close of the hearing, the examiner asked Skouras if, in his opinion, he believed it necessary for a circuit to be affiliated with a distributor to assure profitable operations.

"I don't speak English," the witness said. "I have often been instructed by counsel not to answer and now I say I don't speak English."

"Virginia City" Off on 382 Day-and-Date Runs

NEW YORK—Representing one of the largest simultaneous first run engagements ever amassed for any of its attractions, Warner is off to approximately 382 day-and-date runs on "Virginia City."

Allied 3-Year Term

CHICAGO—Jack Kirsch has been renamed president of Allied of Illinois, this time for a three-year term.

No Loanout Bonuses, Schenck Testifies

(Continued from page 20)

top man at UA. When he was there "stars were anxious to have their pictures released through the company," he remarked. "They wanted to travel in the illustrious company of the stars we handled then."

While exploitation may be an important factor in loaning out stars, it never is discussed when a deal of this kind is negotiated. "The studio does not exploit the stars, it is the exhibitor who does and hence it is up to him," added the 20th-Fox chairman.

Schenck confers with Spyros Skouras about 20 times a year in New York and in California. These meetings are usually on the type of pictures planned by 20th-Fox.

"I often complain to him about the lack of exploitation of our pictures in National Theatres on the theory that the more you kick the more you get," said Schenck, adding at no time are relations with other producers discussed.

Skouras appeared Tuesday and gave a lengthy discourse on his history in the business and the operations of National Theatres. Y. Frank Freeman, production chieftain for Paramount, was examined Wednesday and was questioned on his experience in the industry, particularly as it relates to Paramount theatre operations and production.



PACE STILL SET BY "WIND" AND "GRAPES"

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
- Cleveland 575
- Pittsburgh 500
- Chicago 300
- Philadelphia 250
- New York 200

GRAPES OF WRATH—
- Detroit 250
- Kansas City 225
- Pittsburgh 205
- Minneapolis 175

NORTHWEST PASSAGE—
- Los Angeles 175

ABE LINCOLN IN ILLINOIS—
- Salt Lake City 150

EXTENDED RUNS

Gone With the Wind, 13th wk., New York; 8th wk., Chicago, Philadelphia; 7th wk., Cleveland, Detroit, New Orleans; 6th wk., Minneapolis, Pittsburgh.

Grapes of Wrath, 7th wk., New York.

Pinocchio, 5th wk., New York.

Northwest Passage, 4th wk., Seattle; 3rd wk., Chicago.

Broadway Melody of 1940, 3rd wk., Seattle.

We Are Not Alone, 3rd wk., Minneapolis.

BOSTON

Fenway—**Judge Hardy and Son** (M-G-M); **British Intelligence** (WB), 2nd run.....115
Keith Memorial—**My Little Chickadee** (Univ); **Honeymoon Deferred** (Univ) 110
Loew's Orpheum—**His Girl Friday** (Col); **Convicted Woman** (Col) 130
Loew's State—**His Girl Friday** (Col); **Convicted Woman** (Col) 125
Metropolitan—**Sidewalks of London** (Para't); **Seventeen** (Para't) 70
Paramount—Same as Fenway 120

CHARLOTTE

Broadway—**U-Boat 29** (Col), 1st half.....100
Broadway—**High School** (20th-Fox), 2nd half.100
Carolina—**Strange Cargo** (M-G-M), 1st half...100
Carolina—**Blue Bird** (20th-Fox), 2nd half.... 90
Imperial—**My Little Chickadee** (Univ).....110
State—**Tropic Fury** (Univ), 1st part.....100
State—**Wolf of New York** (Rep), 2nd part.....100
State—**Desperate Trails** (Univ), 3rd part.....100

CHICAGO

Apollo—**Man From Dakota** (M-G-M) 85
Chicago—**Grapes of Wrath** (20th-Fox), plus stage show; 2nd wk. 110
Garrick—**Castle on the Hudson** (FN), 2nd wk... 85
Oriental—**Gone With the Wind** (M-G-M), 8th wk. 250
Palace—**Bill of Divorcement** (RKO); **Millionaire Playboy** (RKO) 90
Roosevelt—**Sidewalks of London** (Para't), 2nd wk. 110
State-Lake—**Green Hell** (Univ), 2nd loop wk. and run; stage show 90
United Artists—**Northwest Passage** (M-G-M), 3rd wk. 110
Woods—Same as Oriental 300
World-Playhouse—**Tevya** (Maymon), 2nd wk...100

CINCINNATI

Albee—**Northwest Passage** (M-G-M), held.....130
Capitol—**Strange Cargo** (M-G-M), 2nd wk.....120
Keith's—**Man From Dakota** (M-G-M) 120
RKO Lyric—**Grapes of Wrath** (20th-Fox), 3rd wk. 120
Palace—**Swiss Family Robinson** (RKO).....100
Shubert—**Farmer's Daughter** (Para't), plus stage show 120

CLEVELAND

Allen—**Black Friday** (Univ) 75
Hippodrome—**Grapes of Wrath** (20th-Fox), 2nd wk. 90
Palace—**My Little Chickadee** (Univ), plus Prof. Quiz and vaudeville 105
State—**Strange Cargo** (M-G-M) 125
Stillman—**Gone With the Wind** (M-G-M), 7th wk. 575

DALLAS

Capitol—**Honeymoon Deferred** (Univ), 1st half. 80
Capitol—**Parole Fixer** (Para't), 2nd half..... 85
Majestic—**Broadway Melody of 1940** (M-G-M)..125
Palace—**The Light That Failed** (Para't).....100
Rialto—**Oh, Johnny, How You Can Love** (Univ). 90
Tower—**Grapes of Wrath** (20th-Fox), 2nd wk...100

DENVER

Aladdin—**Grapes of Wrath** (20th-Fox), after a wk. at the Denver 115
Broadway—**Broadway Melody of 1940** (M-G-M); **Saint's Double Trouble** (RKO), after a wk. at the Orpheum 120
Denham—**Dr. Cyclops** (Para't) 125
Denver—**I Take This Woman** (M-G-M).....120
Orpheum—**Man From Dakota** (M-G-M); **Vigil in the Night** (RKO) 100
Paramount—**Brother Rat and a Baby** (WB); **British Intelligence** (WB) 125
Rialto—**My Little Chickadee** (Univ), after a wk. at the Denver; **My Son Is Guilty** (Col)..120

DETROIT

Adams—**Black Friday** (Univ); **House of the Seven Gables** (Univ) 80
Cinema—**Unfinished Symphony** (GB); **Man of Aran** (GB), revival 85
Fox—**Grapes of Wrath** (20th-Fox), 2nd wk.... 90
Michigan—**A Child Is Born** (WB); **Broadway Melody of 1940** (M-G-M) 75
Palms-State—**The Return of Dr. X** (FN), 2nd wk.; **I Take This Woman** (M-G-M), after wk. at Michigan 80
United Artists—**Gone With the Wind** (M-G-M), 7th wk. 250
Wilson—Same as United Artists 200

INDIANAPOLIS

Alamo—**Westbound Stage** (Mono); **Secret Four** (Mono) 60
Apollo—**Gone With the Wind** (M-G-M), return engagement 70
Circle—**Grapes of Wrath** (20th-Fox), 2nd wk. moveover 40
Indiana—**Abe Lincoln in Illinois** (RKO); **Millionaire Playboy** (RKO) 65
Loew's—**Broadway Melody of 1940** (M-G-M); **Outside the Three Mile Limit** (Col).....100
Lyric—**Slightly Honorable** (UA); Paul Whiteman band on stage 100

KANSAS CITY

Esquire—**Grapes of Wrath** (20th-Fox), held..225
Midland—**Broadway Melody of 1940** (M-G-M); **The Lone Wolf Strikes** (Col) 120
Newman—**Dr. Cyclops** (Para't) 120
Orpheum—**Abe Lincoln in Illinois** (RKO); **Millionaire Playboy** (RKO) 100
Tower—**City of Chance** (20th-Fox), plus Joe Venuti's Orchestra 135
Uptown—Same as Esquire 175

LOS ANGELES

Chinese—**Northwest Passage** (M-G-M).....150
Downtown—**Dr. Ehrlich's Magic Bullet** (FN); **Blondie on a Budget** (Col), 2nd wk.....100
Four Star—**Grapes of Wrath** (20th-Fox), 2nd wk. 100
Hillstreet—**My Little Chickadee** (Univ); **Music in My Heart** (Col) 125
Hollywood—Same as Downtown.....100
Pantages—Same as Hillstreet 125
Paramount—**The Light That Failed** (Para't), plus Vera Vague on stage 140
State—Same as Chinese 175

MILWAUKEE

Palace—**His Girl Friday** (Col); **Music in My Heart** (Col) 100
Riverside—**The Lone Wolf Strikes** (Col), plus Horace Heidt on stage 140
Strand—**Gone With the Wind** (M-G-M), 2nd d. t. engagement 120
Warner—**Story of Dr. Ehrlich's Magic Bullet** (FN); **Millionaire Playboy** (RKO) 140
Wisconsin—**Broadway Melody of 1940** (M-G-M); **The Earl of Chicago** (M-G-M) 110

MINNEAPOLIS

Aster—**Oh, Johnny, How You Can Love** (Univ); **Saint's Double Trouble** (RKO)..... 95
Century—**Gone With the Wind** (M-G-M), 6th wk. 100
Esquire—**A Chump at Oxford** (UA) 95
Gopher—**Slightly Honorable** (UA) 125
Orpheum—**He Married His Wife** (20th-Fox), plus stage show with Martha Raye..... 80
State—**Grapes of Wrath** (20th-Fox).....175
World—**We Are Not Alone** (FN), 3rd wk..... 90

NEW HAVEN

College—**The Grapes of Wrath** (20th-Fox), 2nd wk.; **Young as You Feel** (20th-Fox)..... 80
Loew-Poli—**I Take This Woman** (M-G-M); **Blondie Brings Up Baby** (Col).....100
Paramount—**Swiss Family Robinson** (RKO); **Double Alibi** (Univ) 100
Roger Sherman—**Abe Lincoln in Illinois** (RKO); **Marines Fly High** (RKO) 125

NEW ORLEANS

Center—**Little Accident** (Univ) 100
Globe—**Four Wives** (FN) 85
Liberty—**The Story of Dr. Ehrlich's Magic Bullet** (FN) 100
Orpheum—**Invisible Man Returns** (Univ).....125
Saenger—**Sidewalks of London** (Para't).....150
State—**Broadway Melody of 1940** (M-G-M).....150
Tudor—**Gone With the Wind** (M-G-M), 7th wk. 150

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 13th roadshow wk. 200
Capitol—**Northwest Passage** (M-G-M).....150
Center—**Pinocchio** (RKO), 5th wk. .....Steady
Criterion—**Wolf of New York** (Rep)..... 75
Globe—**Castle on the Hudson** (FN), 2nd wk...100
Paramount—**Seventeen** (Para't), 2nd wk., plus stage show 100
Radio City Music Hall—**Too Many Husbands** (20th-Fox), plus stage show 90
Rivoli—**Grapes of Wrath** (20th-Fox), 7th wk...150
Roxy—**Vigil in the Night** (RKO), plus stage show 100
Strand—**Three Cheers for the Irish** (FN), plus stage show 100

OMAHA

Brandeis—**Three Cheers for the Irish** (FN); **Blondie on a Budget** (Col) 100
Omaha—**Brother Rat and a Baby** (WB); **Free, Blonde and 21** (20th-Fox) 110
Orpheum—**The Light That Failed** (Para't); **He Married His Wife** (20th-Fox).....100

PHILADELPHIA

Aldine—**Dr. Ehrlich's Magic Bullet** (FN), 2nd wk. 80
Boyd—**Abe Lincoln in Illinois** (RKO) 90
Earle—**Gone With the Wind** (M-G-M), 8th wk. 250
Fox—**Grapes of Wrath** (20th-Fox), 2nd wk....125
Karlton—**Seventeen** (Para't) 95
Keith's—**Northwest Passage** (M-G-M), 2nd run.125
Stanley—**Strange Cargo** (M-G-M) 135
Stanton—**The Night of Nights** (Para't)..... 95

PITTSBURGH

Alvin—**Grapes of Wrath** (20th-Fox) 205
Barry—**Days of Jesse James** (Rep); **Sued for Libel** (RKO) 120
Fulton—**My Little Chickadee** (Univ), 2nd wk... 70
Penn—**Northwest Passage** (M-G-M) 135
Ritz—**Marines Fly High** (RKO); **Bad Little Angel** (M-G-M) 70
Senator—**His Girl Friday** (Col), 3rd d. t. wk... 80
Stanley—**Vigil in the Night** (RKO); Morton Downey, Edmund Lowe and Clyde McCoy's band on stage 105
Warner—**Gone With the Wind** (M-G-M), 6th wk. 500

PORTLAND, ORE.

Broadway—**Man From Dakota** (M-G-M); **Double Alibi** (Univ) 90
Liberty—**Knights of the Range** (Para't); **Farmer's Daughter** (Para't) 90
Mayfair—**Northwest Passage** (M-G-M); **Granny Get Your Gun** (WB), after wk. at United Artists 150
Orpheum—**Marines Fly High** (RKO); **My Son Is Guilty** (Col) 85
Paramount—**Grapes of Wrath** (20th-Fox), 2nd wk. 90
United Artists—**Strange Cargo** (M-G-M); **Ghost Comes Home** (M-G-M) 140

SALT LAKE CITY

Capitol—**Night of Nights** (Para't); **Geronimo!** (Para't), 2nd run 100
Centre—**I Take This Woman** (M-G-M).....115
Paramount—**Remember the Night** (Para't)....115
Rialto—**Abe Lincoln in Illinois** (RKO).....150
Studio—**Grapes of Wrath** (20th-Fox).....150
Utah—**My Little Chickadee** (Univ); **A Child Is Born** (WB) 100

SEATTLE

Blue Mouse—**Northwest Passage** (M-G-M), 4th wk. 90
Fifth Avenue—**Grapes of Wrath** (20th-Fox), 2nd wk. 100
Liberty—**House Across the Bay** (UA), 2nd wk.. 90
Music Box—**Broadway Melody of 1940** (M-G-M); **Emergency Squad** (Para't), 3rd wk..... 90
Orpheum—**Slightly Honorable** (UA); **Seventeen** (Para't) 90
Palomar—**Granny Get Your Gun** (WB); **Village Barn Dance** (Rep), plus vaudeville 90
Paramount—**Young Tom Edison** (M-G-M); **Charlie Chan in Panama** (20th-Fox).....110

Say Future in S. A. Depends on Quality

NEW YORK—Future business prospects in South America for all companies are dependent upon their ability to produce quality product, in the combined opinions of Adolph Zukor and John W. Hicks jr., Paramount board chairman and foreign head, respectively, upon their return from a ten-week visit to South and Central America.

Characterizing as "ridiculous" the statements of foreign observers who claim a concerted drive for South American business might materially offset losses from Europe, Hicks countered with: "The market is nothing to get excited about. It is a market that all companies have taken advantage of for years. Our problem is to make pictures with broader appeal than ever before. This is the only way to help us build that market."

New theatre building is active along many fronts, he asserted, particularly in Buenos Aires, Santiago and Montevideo. There is no disposition on the part of Paramount, he said, to produce native language pictures in order to attract additional revenue. Local producers are better equipped to handle this, he added.

Argentina, which Hicks said is the largest film producing country there, probably will handle about 40 pictures for the new season, which is about the average produced last year. However, he noticed a tendency toward a "better type" of product.

Both men agreed American films with action and music are the most popular. Zukor plans to remain east for a few months before returning to the coast. They estimate the trip covered about 15,000 miles.

Sees No "Windfall" in South American Market

NEW YORK—Discounting statements which view the South American market a rich field for recouping revenue lost in Europe, Joseph Hummel, Warner foreign sales executive, declares "we have been getting all that is possible from these countries for the past ten years." However, he admits an anticipated drop in French product, which presently is said to enjoy wide appeal, may open the way for a commensurate increase in American films. If French producers have difficulty in maintaining a flow of product due to the war, it may not be felt in South America for a year, he adds.

Bioff Appeal Due When Sentence Is Ordered

CHICAGO—An appeal to the state supreme court will be taken Monday in the case of Willie Bioff, Hollywood labor leader, when Chief Judge John Prystalski officially dismisses the writ of habeas corpus Bioff's attorney had sought.

Bioff, originally sentenced to six months in jail and to pay a $300 fine, on a charge of pandering in 1922, served six days of the sentence, the state's attorney here contended.

Theatres Throughout the World

Territory—	1939	1938	1937	1936	1935	1934	1933
Europe	35,936	63,043	59,187	66,876	60,150	39,547	29,693
United States	17,003§	16,228§	17,000§	16,258¶	15,378‖	10,143*	19,000
Far East	6,568	6,201	5,827	5,244	5,185	4,718	4,639
Latin-America	5,403	5,239	5,174	5,292	5,044	5,002	5,270
Canada	1,251	1,224	1,089	1,033	905	823	1,100
Africa, Near East	968	881	820	676	637	686	645
Totals	67,129	92,816	89,097	95,379	87,299	60,919	60,347

*Based upon Bureau of Census survey, December, 1934.
‖Based upon trade estimates.
¶Film Board of Trade estimates of theatres open.
§Trade estimates of theatres open.

Europe

Country—	1939	1938	1937	1936	1935	1934	1933
Germany	7,797***	6,500**	5,395	5,273	4,782	5,100	5,100
Russia	3,000‖	30,000	26,000	34,990§	29,691§	9,987*	2,000
England	5,300	5,300	5,000	4,950	5,070	4,897	4,672
France	4,650	4,600	4,500	4,100	4,000	4,000	3,900
Italy	4,013	4,049	4,900	4,800	4,221	3,794	2,500
Spain	2,852	3,500§§	3,500	3,500	3,450	3,252	2,600
Sweden	2,134	1,907	1,783	1,641	1,581	843	1,100
Czechoslovakia	*****	1,305	1,847	1,833	1,833	1,955	2,024
Belgium	1,100	1,100	1,000	800	790	750	650
Austria	*****	*****	779	765	779	850	850
Poland	834	769	741	693	498	728	759
Hungary	524	524	420	410	400	380	633
Finland	410	285	265	220	242	232	220
Yugoslavia	395	383	349	318	336	319	338
Rumania	372	372	325	350	301	380	350
Switzerland	360	354	354	334	340	320	310
Denmark	346	370	358	352	344	340	350
Netherlands	335	333	297	305	305	308	255
Norway	270	247	250	240	225	241	220
Portugal	210	215	210	210	210	250	250
Irish Free State	200	200	190	190	181	.....	.....
Greece	175	170	150	153	142	122	100
Bulgaria	144	111	100	94	94	128	145
Turkey	140	120	121	121	110	100	80
Latvia	95	100	100	98	86	107	107
Lithuania	76	73	69	64	63	60	80
Estonia	64	62	58	58	62	94	93
Canary Islands	52	22	60	....	....	....	....
Luxemburg	30	30	30	....	....	....	....
Malta	25	....	....	....	....	....	....
Danzig Free City	*****	24	22	....	....	....	....
Albania	18	18	14	....	....	....	....
Iceland	10	....	....	....	....	....	....
Gibraltar	3	....	....	....	....	....	....
Madeira	1	....	....	....	....	....	....
San Marino	1	....	....	....	....	....	....
Totals	35,936	63,043	59,187	66,876	60,150	39,547	29,693

*Includes all halls, converted churches and other local places of exhibition.
§Includes urban, rural theatres, both those equipped with stationary and portable equipment.
§§January, 1937, figures. No data for 1938.
**German total includes Austria and Sudetenland.
***German total includes Austria, Sudetenland, Czechoslovakia and Danzig.
‖Includes only theatres charging admission.
Gibraltar, Iceland, Madeira, Malta and San Marino are new divisions, appearing in 1939 statistics for the first time.

Far East

Country—	1939	1938	1937	1936	1935	1934	1933
Japan	1,875	1,749	1,717	1,616	1,634	1,600	1,699
Australia	1,400	1,371	1,541	1,420	1,334	1,050	1,050
India	1,030	1,025	900	670	675	675	685
New Zealand	618	721	424	410	435	366	335
China	225	275	300	300	300	276	238
Philippine Islands	350	258	235	211	313	273	300
Netherlands Indies	330	170	154	198	248	192	180
Burma	136	131	40	.....	.....	.....	.....
French Indo China	90	110	100	100	40	40	40
British Malaya	123	97	123	122	57	58	45
*Thailand	90	80	123	123	77	68	68
Chosen	60	60	56	45	43	43	....
**Taiwan	41	41	29	....	....	....	....

(Continued on next page)

Theatres Throughout the World

(Continued from preceding page)

Country—	1939	1938	1937	1936	1935	1934	1933
Manchuria	120	36	36	....	....	....	....
Hong Kong	28	28	....	....	....	....	....
Ceylon	18	19	19	18	18	18	18
Karafuto	17	17	17	....	....	....	....
Fiji & Society Isl.	11	11	11	11	11	11	11
Afghanistan	1	1	1	....	....	....	....
Straits Settlements	....	....	....	....	....	48	....
French Oceania	5	1	1	....	....	....	....
Totals	6,568	6,201	5,827	5,244	5,185	4,718	4,639

*Formerly Siam.
**Formerly Formosa.

Latin-America

Country—	1939	1938	1937	1936	1935	1934	1933
Brazil	1,300	1,450	1,246	1,370	1,351	1,200	1,125
Argentina	1,208	1,021	1,021	1,425	1,493	1,604	1,634
Mexico	829	823	1,115	835	701	701	701
Cuba	375	375	375	350	300	225	400
Colombia	274	276	250	210	200	170	385
Chile	263	243	233	180	171	243	215
Peru	215	205	201	200	141	110	100
Uruguay	181	150	128	128	137	137	127
Venezuela	174	147	111	111	88	134	134
Puerto Rico	121	121	96	100	100	127	112
Panama	54	51	51	47	44	38	33
Costa Rica	42	40	39	37	35	29	27
El Salvador	41	34	31	29	30	36	47
Ecuador	37	37	34	34	31	29	22
Bolivia	39	20	19	19	24	23	25
Guatemala	38	34	34	31	32	28	28
Trinidad	31	27	23	19	17	....	....
Dominican Republic	28	28	22	23	21	36	20
Nicaragua	27	24	25	25	24	22	21
Honduras	23	27	23	29	29	14	18
British Guiana	23	23	23	23	5	5	5
French W. Indies	19	19	15	15	15	....	....
Jamaica	17	17	15	15	14	14	14
Bermudas	11	9	9	8	9	9	9
Paraguay	8	15	14	6	11	9	9
British W. Indies	....	....	....	....	....	42	42
Netherland W. Indies	9	9	7	6	5	4	4
Haiti	7	7	7	8	7	7	7
Bahamas	3	3	3	5	4	4	4
Barbados	3	3	3	3	3	....	....
British Honduras	3	1	1	1	2	2	2
Totals	5,403	5,239	5,174	5,292	5,044	5,002	5,270

Africa and Near East

Country—	1939	1938	1937	1936	1935	1934	1933
South Africa	340	300	275	300	300	350	291
Algeria	180	165	166	130	130	130	150
Egypt	125	118	101	102	90	89	89
French Morocco	62	62	....	....	....	....	....
Palestine and Trans-Jordan	45	43	35	29	27	22	25
Tunisia	43	37	32	27	30	....	....
Syria	40	40	39	24	24	26	20
Iran	35	35	35	30	30	30	30
Iraq	25	20	17	7	4	4	4
East Africa	24	16	13	11	13	19	17
Spanish Morocco	21	21	....	....	....	....	....
Nigeria	11	11	8	....	....	....	....
West Africa	9	9	15	12	12	12	12
Madagascar	4	4	4	4	4	4	4
Surinam	4	....	....	....	....	....	....
Morocco	....	....	80	....	....	....	....
Totals	968	881	820	676	637	686	645

In 1938 chart Morocco is broken down into French and Spanish Morocco. Surinam is a new listing.

(Continued on next page)

Loew Assets Abroad Total $13,266,820

NEW YORK—After adjustment for remittances, the net total of all Loew assets in all foreign countries (not including the portion of cost of film productions allocated to foreign countries but retained on the company's books here), totaled $13,266,820 in the 1939 fiscal year.

Included are net current assets (with the same exclusion of film productions) amounting to $1,210,250, of which $470,722.15 is in countries with exchange restrictions.

Cash in foreign countries subject to export restrictions totaled $1,027,713 on July 29, 1939. Subsequent remittances from such countries up to August 31, 1939 totaled $625,201.

Other investments include Italian government bonds (face value $1,131,900) due July 31, 1940, carried on the company's books at $739,977, Fixed deposits in the Yokohama Special Bank, Ltd. of San Francisco, due 1941-42 total $230,240. U. S. government securities placed in escrow respecting pending litigation total $613,007.

Artkino New Transmission Belt for Soviet Product

NEW YORK—Where Amkino failed, Artkino hopes to succeed. In other words, by dropping an "m" and inserting an "r," the USSR's film output is once again available to exhibitors in North and South America.

Not long ago Amkino officially declared itself out of the running. Its president, Dmitry Vassiliev, departed for Moscow in December "to look over new product and make arrangements for discontinuance of the company." The words are those of Nicola Napoli, who, with Rosa Madell, comprise the present "partnership" that operates Artkino.

The new organization is assured of a "normal source of product," with four new pictures en route here from the Soviet and a new season schedule of between 15 to 20 films anticipated. Napoli says bidding for the Soviet product, following dissolution of Amkino, was "spirited," but Soyuzintorgkine—foreign department of the USSR—accepted his bid to others.

Italian Deal for "Wind" Denied by Arthur Loew

NEW YORK—"Anyone who says we're going to release 'Gone With the Wind' in Italy is full of wind himself," is Arthur Loew's answer to reports that a deal has been set. The director of M-G-M's foreign sales goes further to emphasize the company's stand in respect to Italy will not change until that country's state-controlled film monopoly alters its "closed market" attitude toward American distributors.

"Wind" is expected to open in Latin American countries between June 15 and July 1, which is the middle of the theatrical season below the equator.

Joe Schenck Traces Production Career

NEW YORK—Producing is an old role for him, Joseph M. Schenck explained to the government in his deposition taken in pre-trial examinations in the all-industry suit.

He had been a producer of comedies with Buster Keaton. He made the Mutt and Jeff cartoons and a long array of features with the Talmadge sisters—Norma and Constance—in the years preceding his association with UA and now with 20th Century-Fox. Before that, he was general manager in charge of vaudeville bookings of the Loew circuit for five years prior to 1916. These were the days when vaudeville meant more than the picture.

As president, Schenck formed 20th Century Productions in 1923. From 1923-35 he also was president of UA, which released 20th Century Productions. He organized Art Cinema about 1925 and was interested in Reliance Pictures, not as an officer, but financially. It was formed in 1928 or thereabouts.

While he was president of UA, Schenck owned a considerable amount of stock in Buster Keaton Productions which released through M-G-M. Schenck Productions was formed in 1916 and continued until 1928. From 1916 to 1920, Select and Selznick released Schenck product, from 1920 to 1923 the company found First National as an outlet and after that UA. The same arrangement, with the exception of UA, applies to Talmadge Productions. Mutt & Jeff cartoons, produced in 1920-21, were released through 20th-Fox.

At the beginning, Schenck produced about 17 pictures in two and a half to three years for Select and Selznick. Later, about 12 for First National in three years, 11 of which were made on the coast. From 1923 to 1932, Schenck's company produced three a year for UA and this last about two or three years.

Private Loans by Schenck Paid Up, He Testifies

NEW YORK—All loans Joseph M. Schenck has privately made to executives or employes with companies other than 20th-Fox have been paid up, he testified in his deposition in the all-industry suit.

He has made advances to Samuel Goldwyn, Darryl F. Zanuck, Al Lichtman and the late Irving Thalberg. The loan to Thalberg was made in 1929 and amounted to $100,000.

None of the loans was made for production purposes.

McKenzie Is Retiring; Harmon Taking Over

NEW YORK—Long executive assistant to Will H. Hays, Maurice McKenzie retires at the end of the month to establish his permanent residence at Crown Point, Ind.

Francis Harmon, who has been gradually assuming McKenzie's duties for the past 18 months, will absorb all of them.

World's Sound Theatres

(Continued from preceding page)

Sound Theatres Throughout World

Territory—	1939	1938	1937	1936	1935	1934	1933
Europe	34,694	37,578	34,819	29,207	27,956	23,460	20,934
United States	17,003*	16,228	17,000	16,258	15,378*	10,143	15,000
Far East	6,220	5,796	4,868	4,584	3,709	3,368	2,545
Latin-America	4,884	4,571	4,355	4,068	3,338	2,783	2,208
Canada	1,251	1,224	1,089	1,033	833	710	710
Africa, Near East	954	856	764	610	480	411	432
Totals	65,006	66,253	62,895	55,760	51,694	40,875	41,829

*Based upon trade estimates.

Sound Theatres in Europe

Country—	1939	1938	1937	1936	1935	1934	1933
Russia	3,000‖	8,000*	6,337*	2,285*	3,000*	1,800§	2,000
Germany	7,797***	6,450**	5,395	5,271	4,780	4,489	4,000
England	5,300	5,300	5,000	4,950	4,712	4,608	4,414
France	3,850	3,750	3,700	3,900	3,300	2,900	2,550
Italy	3,800	3,800	3,600	2,800	2,724	2,095	1,079
Spain	2,852	1,600¶	1,600	1,600	1,550	1,333	1,500
Sweden	2,134	1,907	1,783	1,641	1,581	843	750
Czechoslovakia	....***	1,245	1,608	1,343	1,343	1,025	818
Belgium	1,000	950	800	740	725	650	400
Poland	816	743	703	657	467	428	353
Hungary	524	483	420	385	362	315	267
Yugoslavia	379	330	301	263	246	174	184
Denmark	346	370	348	352	312	325	303
Switzerland	360	354	354	328	330	310	302
Rumania	354	354	293	350	298	300	350
Netherlands	297	297	297	297	291	252	240
Finland	410	285	265	210	214	120	120
Norway	270	247	250	240	205	204	175
Irish Free State	200	200	190	190	160	.....	.....
Portugal	185	185	185	180	170	168	107
Greece	175	170	145	140	112	107	100
Turkey	140	120	100	98	85	60	52
Bulgaria	130	110	97	89	89	88	109
Latvia	95	100	100	98	86	107	87
Lithuania	76	73	63	44	43	44	53
Estonia	64	62	58	55	54	58	44
Austria	....***	....	706	692	706	650	570
Canary Islands	52	21	56	....	....	....	....
Luxemburg	30	....	....	....	....	....	....
Malta	25	....	....	....	....	....	....
Albania	18	18	14	14	11	7	7
Iceland	10	....	....	....	....	....	....
Gibraltar	3	....	....	....	....	....	....
Madeira	1	....	....	....	....	....	....
San Marino	1	....	....	....	....	....	....
Danzig Free City	....***	24	22	....	....	....	....
East Canary Isl.	....	21	56	....	....	....	....
Totals	34,694	37,578	34,819	29,207	27,956	23,460	20,934

§Includes all halls, converted churches and other local places of exhibition.
*Includes urban, rural theatres, both those equipped with stationary and portable projectors where films are shown.
¶January, 1937, figures. No data for 1938.
**German total includes Austria and Sudetenland.
‖Includes only theatres charging admissions.
***German total includes Austria, Sudetenland, Czechoslovakia and Danzig.
Gibraltar, Iceland, Madeira, Malta and San Marino are new divisions, appearing in 1939 statistics for the first time.

Sound Theatres in Far East

Country—	1939	1938	1937	1936	1935	1934	1933
Japan	1,701	1,574	1,353	1,237	827	877	450
Australia	1,400	1,371	1,541	1,420	1,334	999	999
India	1,030	1,025	600	600	500	506	340
New Zealand	618	721	424	610	435	366	324
China	225	250	250	183	178	157	120
Philippine Islands	320	230	213	148	121	127	105
Netherland Indies	330	160	154	172	192	172	131
French Indo-China	85	85	50	50	18	18	18

(Continued on next page)

Sound Theatres Throughout World

(Continued from preceding page)

Country—	1939	1938	1937	1936	1935	1934	1933
British Malaya	110	83	97	96	57	50	36
*Thailand	65	60	22	22	10	12	12
Chosen	60	50	46	29	24	24	....
Burma	47	50	31	....	....	....	....
Manchuria	120	29	29	....	....	....	....
**Taiwan	41	41	20	....	....	....	....
Hong Kong	28	28	....	....	....	....	....
Ceylon	18	19	18	14	10	9	7
Karafuto	15	15	15	....	....	....	....
Fiji & Society Isl.	3	3	3	3	3	3	3
Afghanistan	1	1	1	....	....	....	....
Straits Settlements	....	....	....	....	....	48	....
French Oceania	3	1	1	....	....	....	....
Totals	6,220	5,796	4,868	4,584	3,709	3,368	2,545

*Formerly Siam.
**Formerly Formosa.

Sound Theatres in Latin-America

Country—	1939	1938	1937	1936	1935	1934	1933
Brazil	1,250	1,250	1,084	1,170	906	800	525
Argentina	1,208	1,021	1,021	1,000	1,000	600	542
Mexico	443	437	543	402	220	350	265
Cuba	375	375	375	300	225	150	131
Colombia	254	256	230	150	120	120	60
Peru	215	201	201	180	122	85	77
Chile	205	200	192	159	150	148	160
Uruguay	181	150	124	124	122	117	110
Venezuela	174	147	111	111	85	75	44
Puerto Rico	121	121	96	100	100	93	87
Panama	54	51	51	47	44	36	25
Costa Rica	42	40	30	36	35	26	26
Ecuador	37	37	34	34	31	27	22
Guatemala	33	30	28	25	17	16	12
El Salvador	41	30	27	27	24	24	11
Dominican Republic	28	28	22	23	21	13	14
Trinidad	31	27	23	19	17	....	....
Honduras	23	27	23	29	29	14	18
Nicaragua	27	24	25	25	23	15	14
British Guiana	23	23	23	23	2	2	2
Bolivia	39	20	19	19	19	20	19
French W. Indies	19	19	15	15	....	....	....
Jamaica	17	17	15	15	14	14	8
Bermudas	11	9	9	8	9	9	9
Haiti	7	7	7	6	5	5	3
Brit. West Indies	....	....	....	....	....	11	11
Netherland W. Indies	9	9	7	6	5	5	2
Paraguay	8	8	4	6	5	5	6
Bahamas	3	3	3	5	4	4	4
Barbados	3	3	3	3	3	....	....
British Honduras	3	1	1	1	1	1	1
Totals	4,884	4,571	4,355	4,068	3,338	2,783	2,208

Sound Theatres in Africa-Near East

Country—	1939	1938	1937	1936	1935	1934	1933
South Africa	340	300	275	250	200	200	195
Algeria	180	160	131	130	60	60	95
Egypt	125	118	101	102	90	72	72
French Morocco	62	62	....	....	....	....	....
Palestine & Trans-Jordan	45	43	35	29	27	22	16
Syria	40	40	39	24	24	23	20
Tunisia	43	34	27	24	27	....	....
Iran	35	32	32	25	25	....	....
Spanish Morocco	21	21	....	....	....	....	....
Iraq	25	20	17	6	6	6	6
East Africa	24	16	13	11	12	13	13
Nigeria	5	5	2	....	....	....	....
West Africa	3	3	10	7	7	7	7
Surinam	4	....	....	....	....	....	....
Madagascar	2	2	2	2	2	2	2
Persia	....	....	....	....	....	6	6
Morocco	....	....	80	....	....	....	....
Totals	954	856	764	610	480	411	432

In 1938 chart Morocco is broken down into French and Spanish Morocco.

Chaplin Balk on UA Franchise Divulged

NEW YORK — Charles Chaplin was the only UA producer in 1926 who would not grant the UA Theatre Circuit a ten-year franchise, stated Joseph M. Schenck in his deposition in the government suit.

"The franchises helped us secure finances for the theatres," he asserted.

Schenck also invited Chaplin to buy an interest in the circuit and he refused that, too.

The reason for Chaplin not wanting to subscribe to the UA franchise arrangement was his reluctance about signing the required papers. He approved the plan, but did not want to commit himself to anything permanent. Schenck explained that, prior to that, Chaplin had signed papers in other deals which had not worked out as he had wanted them to.

Sid Grauman, Lee Shubert, Schenck, William P. Philips, Mary Pickford and the late Douglas Fairbanks were associated in the forming of the circuit in 1926. Miss Pickford and Fairbanks jointly held as much stock as Schenck, which was 80,000 shares. Grauman also owned 80,000 shares which were later sold to Schenck "because he got cold feet. He did not want to leave California," Schenck stated as the reason for the sellout.

"We felt we needed theatres ready and willing to run our pictures as long as the public would patronize them. We decided to build theatres seating 1,500 to 2,000 to exhibit our films for a long run," Schenck stated.

Wanted Show Windows

"The larger theatres at that time usually played vaudeville acts and stage shows. We wanted to show our pictures without the extra attractions. We wanted show windows to build up advertising for long run pictures.

"Another factor which resulted in our going into exhibition was the fact that the large theatres with stage shows and vaudeville would turn over a large part of the gross to this end of the bill. We felt that, if we showed pictures exclusively, we could get a large percentage of the gross."

About 15 houses were acquired by the UA circuit shortly after its formation, the units being located in Los Angeles, San Francisco, Detroit, Chicago, Baltimore, Columbus, Portland, Ore., Seattle, Pittsburgh, Louisville and New York. In some towns, such as Baltimore and Columbus where there were more than one theatre, UA bought a half interest with Loew. In New York, UA had a 50 per cent interest with Paramount in the Rivoli and Rialto.

Expansion over the years now finds the UA chain interested in the Robb & Rowley circuit in Texas and Oklahoma, Randforce in New York, and others.

Chicago Censoring 16mms

CHICAGO—Lieut. Harry Costello, police film censor, again reiterates all 16mm prints shown to the public, whether admissions are charged or not, must go before the board for permits.

Film Relationships Likened to Press

NEW YORK—Likening the relationship of the distributor and exhibitor to that of a newspaper and press associations, Y. Frank Freeman, vice-president in charge of Paramount production activities, stated in his examination before trial in the big suit, "In my experience, I have always looked upon the contract between a distributor and exhibitor as a contract of service, just the same as if you operated a newspaper and made a contract with Associated Press for a service or features which come to you every day and which the public feels is part of the newspaper.

"In contracting for service, you do so in the belief you will keep the theatre open, build up a reputation of the house and sell it to the public. In my humble opinion, it is on this relationship the industry has been built and will continue to be built."

Freeman had completed six hours of interrogation by Robert L. Wright, assistant to the attorney general, when he was asked the benefits that accrue to Paramount theatres from its affiliation with the distributing company of the same name.

"The benefits," he said, "materially affect the theatres until it almost becomes, over the years, an essential thing for those theatres, particularly if the producing and distributing company are successful.

"I believe," he continued "the three parts of the industry—distribution, production and exhibition—are interwoven one with the other. I have felt that way since I first entered the business with S. A. Lynch in the south. At that time Lynch was interested in exhibition and distribution.

"Need Constant Service"

"I think, and feel, theatres essentially over a period of weeks or years are in a position of needing constant service. That service delivers to the theatre, or groups of theatres, motion pictures that maintain the level of entertainment of the theatre and which the operator of the theatre has set for it.

"No one producer can supply an operator with that assurance but at least supplies him with part of it to help pay his obligations, help, rent and taxes. There is some insurance in not knowing what he may not have in his theatre."

He then made the analogy between the industry and newspapers. He also cited the days when contracts were made with booking agents for vaudeville acts over a period of time.

"The theatre buys service today and will in the future. On production quality, the theatre has to sell to the public. The producer has to build for himself the quality of product. I have never been shaken from that since I have taken over production responsibilities at Paramount.

"These are my beliefs. You asked for it, Mr. Wright. Now you have them." He stopped briefly and then continued.

"Every picture produced today is a gamble. The money spent on production is no warrant of its success, or assurance of its boxoffice returns. There are lots of pictures which cost less than the higher bracket pictures and come out with better success at the boxoffice.

"There is also a feeling that theatres affiliated with your company give sympathetic understanding to your problems. In the end, there is a better sense of security. It makes us, as producers, feel a sense of going further."

The first part of his examination dealt with his affiliation with S. A. Lynch, his becoming a partner in the various Lynch enterprises, which included distribution and exhibition in 11 southern states; his joining Paramount and his activities at the home office where he had charge of theatre operations after the bankruptcy and his participation in various partnership, pooling or other theatre deals where Paramount, or affiliates, was involved.

He also recited his activities at the studio. After five days in New York, he left for the coast.

Freeman Has Ideas About Settling Things

New York—After being examined for six hours in the all-industry suit, Young Frank Freeman, in charge of Paramount studio operations, gave his own idea on a quick way to settle the action. Said he:

"An easy way to settle this suit is to send your fellows (meaning the department of justice investigators) to the studios in Hollywood for six weeks. When they came back they would tell you to give the whole business back to the Indians."

Ask Buffalo Order Ease; Would Double Reply Time

BUFFALO — Modification of Judge Knight's order granting Schine and majors a bill of particulars in the local government suit was sought early in the week by Willard S. McKay, counsel for Schine, and attorneys for the majors. It is held certain parts of the decree for the bill are contrary to other parts.

In addition, defense counsel asked for 40 days in which to answer after service of the bill. This is double the ordinary time, but sought because of attorneys being tied up in other cases throughout the country, principally the big suit in New York.

ITOA Draws 800

NEW YORK—About 800 members and guests jammed the main ball room of the Hotel Astor Saturday night for the seventh annual ITOA movie ball.

Skouras Tells of 3-Year 'Nightmare'

NEW YORK—"It was a nightmare, those three years from 1934, during which National Theatres underwent reorganization. They were the hardest years of work in my life," Spyros Skouras, president of National Theatres Amusement Corp., testified in his examination before trial in the all-industry suit.

"During that time I was seeing creditors constantly, approaching everyone" in an endeavor to rehabilitate the circuit, he said. The circuit was losing $200,000 a week; his day started at 8 a. m. and wound up at 2 a. m.

Spyros now is in full charge of film negotiations for National. He holds these various titles in the company and its affiliates:

President of National Theatres Amusement Corp.; executive vice-president of National Theatres Corp.; vice-president of Fox West Coast; chairman and member of the board of Fox Midwest, Intermountain Theatres, Wisconsin Amusement Co. and member of the board of Evergreen States. Each division is in full charge of its president who is the division manager.

Skouras advises only on acquisition and dropping theatres and either recommends or opposes such deals to the board of National of which 20th-Fox owns 42 per cent. Most of his discussions with S. R. Kent, president, and W. C. Michel, executive vice-president of 20th-Fox, have not been on policy but "about my natural troubles," Skouras said.

He said it is National's policy not to build against competitors anywhere in the nation, but to lease or acquire where territories, in its opinion, can be developed. Since the original Wesco was organized, to date, there have been only 35 "numerical changes," he added.

This was the first instance where he took on a note of levity, by explaining, "These are my economic difficulties."

To Robert L. Wright, the examiner, Skouras said, "If you really want to hear about these I can tell you a story that will last three days."

The examination was finished in four and a half hours.

Moskowitz Returns East

NEW YORK—Joseph H. Moskowitz returned to New York during the week after a short stay at the 20th-Fox studios on the coast.

A Day He Can't Forget

New York—Spyros Skouras can never forget the day he signed up to personally guarantee the bonds on the Ambassador, St. Louis.

During his examination before trial in the big suit, he was asked if he had any financial interest in the film or theatre companies. He said he owns 5,000 common of 20th-Fox, shares in Dumont and Farnsworth television companies, but also has an outstanding commitment on the Ambassador.

Said Skouras, "It has cost me already from $600,000 to $700,000 interest on the bonds which do not have the assets of a cigar. I have paid this because I want to keep the matter out of court."

"Are you indebted to any other companies?" the examiner queried.

"Thank God, no!"

Holds FTC Trustee Dismissal Plan

NEW YORK—Supreme court justice Aaron Levy has reserved decision on application of Milton C. Weisman and Kenneth Steinreich, trustees of Fox Theatres Corp. to discharge them from their duties. This involved approval of a plan of operation and a budget of estimated rentals and expenditures during 1940, payment to trustees for their services, and extension of an agreement between the William Fox Isis Investment Co. and Fox-Inter-Mountain Agency, Inc., for two years from Jan. 26, 1940 to 1942. Approval of these points is seen as just a formality, however.

The trustees were appointed March 16, 1939 by the former circuit judge, Martin T. Manton. Weisman had been receiver for a number of years, but, since it was "in the red" for over $30,000,000, it had been decided to liquidate. Directors are being paid eight per cent of their allowed claims. The report of the trustees shows cash taken over, including general funds, those reserved for the William Fox claim against the estate, and for prosecution of the estate's claim against Fox totaled $111,915, of which $80,000 was reserved for the Fox claim.

Cash receipts during the nine-month period were $71,216 and disbursements $14,853. Cash on hand Jan. 1, 1940 was $168,248, of which $87,528 is reserved for taxes, allowances to the trustees and its counsel and for distribution to creditors. The Fox claim for $7,186,627 against the estate is in process of compromise, with the claim to be allowed at $1,000,000, and Fox to receive $80,000 as his eight per cent dividend. The Fox Theatres claim against William Fox for $7,000,000 will be dropped. Estimated gross receipts in 1940 are $132,846 and the net $121,254.

District Heads Get Two Weeks of a Drive

NEW YORK—The final two weeks of the Ned Depinet Drive have been designated as tributes to RKO's eight district managers. Accordingly, the period from April 27 to May 10 will be known as follows: Nat Levy Weeks in the east; Herb MacIntyre in the northeast; Ed McEvoy in the east-central district; Bob Mochrie in the south; Walter Branson in the midwest; "Nickey" Goldhammer in the Prairie district; Harry Cohen in the west, and Leo Devaney in Canada.

Golden, Back From Tour, Sights Brighter Outlook

NEW YORK—After touring 15 Monogram exchanges over a period of six weeks in connection with the company's "Spirit of Independence" playdate drive, Edward A. Golden, general sales manager, states he found exhibitors generally optimistic on the business outlook. Several centers are profiting from war booms in various types of industries and these gains are being reflected at boxoffices, he adds.

Press Agent Forgets To Press Agent

New York—Indicating a new order, maybe, is a current press release from RKO which acknowledges "Pinocchio" to be only "99 44/100 per cent perfect."

It appears, according to the story, ushers and elevator boys at the Center report audience comment has approximated a new high. That is, with the exception of two antis.

They said the current Disney is not as good as "Snow White."

Sees Cost Too High for Fair Participation

NEW YORK—Figuring it would cost the industry at least $1,000,000 to put on any kind of a show at the World's Fair in New York, Joseph M. Schenck does not envision complete cooperation as far as the major companies are concerned.

Stating Harvey Gibson has had conferences with Nicholas M. Schenck, Will H. Hays and Barney Balaban on the Fair, the chairman of the 20th-Fox board, adds, "We cannot afford to spend that kind of money today. There's little we can get out of it."

Majors Lukewarm Toward Participation in Fair

NEW YORK—There is "no life" in the majors' contemplated participation in the World's Fair despite huddles between executives and publicity directors. Although Major Leslie E. Thompson of RKO, chairman of the group mulling the idea, declines to comment, the plan cooled on the opinion the money involved and lack of time did not justify the investment.

Will Hays, meanwhile, has advised the ITOA that "no plans have yet been accepted." This was in reply to a protest the Fair's 50 cents admission constituted serious competition. "Of course, as always," Hays wrote, "theatre interests will receive, I am sure, most careful consideration in whatever is decided."

Only One RKO N. Y. Unit To Single "Pinocchio"

NEW YORK—With the exception of the Albee, Brooklyn, where the picture goes in April 4 for a two-week run, "Pinocchio" will be double featured with "The Saint's Double Trouble" over the RKO circuit locally. The Albee will tilt the takes five and a dime. For other houses, prices remain unchanged.

In the last few weeks, the Center has been garnering about $30,000 a week on "Pinocchio," as compared to the opening week's $50,000. This run winds up Wednesday. On March 28 it will be double featured in the Bronx and Manhattan houses.

The film opened in about 300 situations around the country over the weekend. The Disney office, in the face of trade criticism over the Center booking, expresses satisfaction with the engagement. An estimated 423,000 audience will have been played in the total seven-week run.

Says 20th-Fox Lineup Will Cost $23,000,000

NEW YORK—Approximately $23,000,000 will be spent by 20th-Fox for its 1940-41 program, stated Joseph M. Schenck on his departure for the coast after several weeks here and in Miami.

Details of the new program which were scheduled to be set up here have been delayed because of the government suit, Schenck added. A number of pictures will be made by Robert T. Kane in England, but the total has not been determined.

The program for next season will be about 52, but even that is not definite, Schenck pointed out. The annual sales meeting will be held in Chicago about the middle of next month, but he will not attend.

The chairman of 20th-Fox believes this year will see an early selling season. He does not see any improvement in foreign revenues.

Asked if he had any discussions on acquiring additional Metropolitan & Bradford Trust stock, which controls GB, during Isidore Ostrer's visit here, Schenck said he had not seen Ostrer.

Additionally, "What is there to negotiate for? Nothing."

Alexander Korda to Start Production on Coast

HOLLYWOOD—Alexander Korda will immediately set up a permanent production unit here to function simultaneously with London, he said upon arrival from New York. His only definite plans at present are final sequences for "The Thief of Bagdad" and getting his brother, Zolton, under way with "Jungle Boy." At least one other picture will be made here in the immediate future, he said, but the property is undecided.

Korda will augment his staff here with Morris Helprin, hitherto his advertising and publicity director. This is as planned and reported by BOXOFFICE about a year ago. Helprin arrives from New York Thursday with title of associate producer and accompanied by Emanuel Silverstone, Korda's American representative, who returned east from here only last week.

After a month's stay, Korda plans to head for New York and London and pick up production there, although he is not set on what he will do.

No Helprin Successor

NEW YORK—Morris Helprin's post as advertising and publicity director for Alexander Korda will not be filled "for the time being," it is said here.

Selling Plans Discussion Occupies Warnerites

HOLLYWOOD—Selling plans for four forthcoming films are subject of conferences between Mort Blumenstock, Warner's eastern advertising and publicity director; Jake Wilk, story editor, and Charles Einfeld.

MORE THAN SPECIAL ABILITY

TRADITIONAL Eastman uniformity backs up each film's special ability. That's why cameramen place utmost confidence in the three Eastman negative films — Plus-X, Super-XX, and Background-X. This reliability has made them the raw-film favorites of the industry. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., ***Distributors***

Fort Lee **Chicago** **Hollywood**

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

BROADWAY

CHALK up another breezy, entertaining and streamlined luncheon-meeting to Ampa. Emphasis was on fun and it came in large portions. No one seemed disappointed that the slate of nominations for new officers was not ready. Apparently the incumbents are doing a swell job. Because the private dining room at Jack Dempsey's resounded time and again with belly laughs as "Dr." Giovanni, pickpocket par excellence, went to work on Dempsey and a few unwilling victims. No less amusing in the field of smart, satirical song pattering was Danny Kaye. Top billing went to Gilbert Seldes, who, in fine fettle, gave a facetious roundup of television versus motion pictures and vice versa. Hollywood, he ventured, is less concerned about television than the ultimate success of sound films. As soon as the "circle of confusion"—his term for television—is perfected it will undoubtedly present the same form of competition to films that films have presented to good books, bad books, radio, motoring or bridge, he observed.

New spring fashions for milady inspired by "The Thief of Bagdad" was the object of a cocktail party and fashion show at the Beachcomber sponsored jointly by UA and Pacific Mills. The atmosphere was just right. Ditto the refreshments and the music. The models were a flock of new season debutantes. Mary Ellen Cookman ran off with the honors of "Girl of Summer 1940." The only thing lacking was summer weather . . . Jack Hattem of Interboro is active in the drive of the American Sephardic (Jewish) Committee for Turkish Earthquake Relief. A number of well-known localites already have contributed.

Marvin Schenck dropped 18 pounds during his three-week Hot Springs, Ark., vacation . . . C. C. Moskowitz, without a vacation but with a good diet, tossed off five pounds in the last week . . . Joe Vogel and Lep Friedman are due back from Havana a week from Monday . . . Bill Moses of Monogram scrams April 5 for Miami for a three-week siesta . . . Max A. Cohen is back from the shores of Miami . . . John Redman, statistical expert at the RKO circuit headquarters, left over the weekend for the same spot where Cohen came back from . . . Funny thing happened during the examination of Grad Sears for the government suit. He was asked who Sam Dembow was. And without a wince of the eye, the Warner sales head said, "Sam Dembow."

Sid Davidson says he expects Nat Wachsberger of Film Alliance to return from France in about two weeks . . . Maurice Bergman, Columbia's advertising and publicity head, was out to and back from the coast within a week . . . Ditto Lynn Farnol of UA, except that the destination was Boston and the premiere of "Rebecca" . . . Terry Turner, RKO exploitation manager, and Dick Condon of the Walt Disney office, were marooned in Memphis when a few cloudbursts flooded the area. They were en route home from Dallas where they went over plans for publicizing "Pinocchio" with the Interstate circuit . . . The M-G-M and NSS basketball teams will clash for the industry championship March 30 at the Riverside Plaza Hotel. There will be a dance on the side . . . Murray Silverstone returned from the coast Friday after a six-week visit. He was preceded a few days by brother Emanuel, who was on a business trip for Alexander Korda . . . Lou Lifton, Madeleine White and Mrs. George West quaffing java at the RKO Gateway.



They Held a Forum Over the Air—

Some of those who engaged in the collegiate forum which discussed films, at large, and "Johnny Apollo," in particular, over the mike Sunday morning. Left to right, Robert Benchley jr., Harvard; Charles E. McCarthy, 20th-Fox's director of advertising; Russell Eck, Penn State; Dick Wilbur, Amherst; Roger Starr, CBS, and Raymond Curran, Brown University.

George Jessel, Henny Youngman, Harry Hershfield and Milton Berle—who are an entire show in themselves—will only be masters-of-ceremonies at the 11th annual Press Photographers' ball at the Hotel Astor, April 12. Which gives you an idea of what the rest of the evening's entertainment will be like . . . Lee Garmes returned to the coast during the week and is expected back Monday to confer with George J. Schaefer, RKO president, who is due the same day from a Florida vacation. Purpose: Garmes to produce . . . Jack Schlaifer was in Chicago on a UA business trip . . . Two of the paintings in the current Yale Club art exhibit are the work of Fred Ullman jr., new RKO producer . . . Ullman, incidentally, is very proud of Walton Ament, new general manager and editor of Pathe News, who has been with the company only three years. He was taken on when he was a lawyer with Donovan, Leisure, Newton and Lumbard, with virtually no production experience.

Mrs. Leonard Picker is doing well at Beth Israel Hospital, Newark. Which means the Columbia attorney's newest is named Sue Ann, tipping the scales at six pounds, nine ounces . . . Don Velde of Advertising Accessories has such a raspy throat he's using sign language . . . Due Monday from the coast are David O. Selznick, "Jock" Whitney, Frank Altstock and Mary Morrissey for the Music Hall premiere of "Rebecca" . . . Already on the scene from the coast and the Selznick office are Dan O'Shea, S-I vice-president, and Ernest Scanlon, treasurer . . . Murphy McHenry, Edward Small's advertising and publicity director, is here from Hollywood for the opening of "My Son, My Son" . . . Bob Wolff, Bernie Kranze, RKO's Albany branch manager, and Walter Reade jr., discussing the merits of getting their shoes shined . . . Barret McCormick expects to remain on the coast for several weeks . . . George O'Brien has returned to the coast, with three more pictures to do for RKO this season. His plans beyond that point are obscure for the moment.

Eddie Aaron, assistant to William F. Rodgers, has taken his wife and daughter, Barbara, to Florida on a vacation. Ed is going to divide his time between trying to repeat his piscatorial triumphs of last season and improving his golf game . . . Joseph Bernhard, general manager of Warner theatres, is convalescing in Florida after a long siege at Lenox Hill Hospital . . . Mel Heymann of Howard Dietz's staff is in the southern resort . . . Earle Hammons is back with his wife from Hot Springs, Ark., where she was under the doctor's care for the past few months . . . Charlie Cohen of M-G-M publicity was best man at the wedding of his sister, Anne, to Charles Streifer at Casa del Rey in Brooklyn . . . Ben Tendler, former Washington operator, has taken over the Grove in Brooklyn.

Lou Johnson, head shipper at the local M-G-M exchange, is back from a Miami vacation with the missus . . . Harry Brandt is planning to head for California next month on independent production . . . The local bookers' club met Monday night at the Lincoln. The session was open . . . Harry Tierney, composer of "Irene," is in town. Ditto Sam and Bella Spewack, who appeared on the radio program, "Information, Please," the other night . . . Joe Priore represented BOXOFFICE *in the trade paper-RKO bowling match Wednesday night at the Radio City alleys . . . And*

(Continued on opposite page)

Consolidated Suit Court Highlight

NEW YORK—Court news of the week was highlighted by the start of trial of Sidney P. Levey's $1,800,000 stockholder action against Consolidated Film Industries, Cajo Co., Setay Co., CBS, Republic, and officers and directors of Consolidated in the supreme court before Justice Carroll G. Walter. The suit charges Consolidated lost $750,000 in investment in Republic, $150,000 in Cajo, and $900,000 through sale of American Record Corp. to CBS. An accounting is sought.

Other Litigation

William V. Hodges and John R. Moroney, as a committee for RKO's unsecured creditors together with their attorneys, White and Case, have filed applications for allowances in federal court.

UA has filed an answer in federal court to Samuel Goldwyn's $54,559 suit in which the producer seeks compensation, plus interest, under the "Silverstone plan." UA first entered a general denial and then said Goldwyn had assigned the claim to the Bank of America, which should have brought the action. UA cited the producer's refusal to agree, of having offered the money but having been rejected and asked for a dismissal.

A first meeting of creditors of Educational Films Corp. of America in federal court before Referee John E. Joyce saw the appointment of William S. Brown as trustee. James A. Davidson, trustee of the parent company, Educational Pictures, and Harry G. Fromberg, trustee of Grand National, had been advanced as candidates, but since claims filed were not in order the referee appointed Brown. Next meeting is April 5.

Federal Judge Henry Warren Goddard has reserved decision after trial of William Jordan Rapp and Lowell Brentano's $75,000 suit against Harold Lloyd in which the producer is accused of plagiarising the plaintiff's play "Greek to You" in "Professor, Beware."

Walter Reade has filed a $150,000 suit in the supreme court against City Theatres claiming breach of employment contract whereby he was to receive $200 weekly as long as the theatre was in existence. Reade was let out in October, 1939.

Universal Corp. Shows $866,152 Net for Year

NEW YORK—The Universal Corp., parent company for Universal Pictures Co., Inc., showed a net of $866,152 for the year ending October 28. Including a $274,111 equity in profits of foreign subsidiaries and after providing $141,152 in cumulative dividends on first preferred eight per cent cumulative of Universal Pictures, the parent company reflected earnings of $999,110 carried to its deficit account. In the previous year, this company lost $827,398 which likewise was carried to the deficit.

RKO Foreign Drive

NEW YORK—RKO's foreign department has launched the Phil Reisman Treasure Chest contest. It will run 15 weeks, with prizes weekly and for the full period.

BROADWAY

(Continued from preceding page)

while on the subject of BOXOFFICE, *Lou Rydell, advertising manager, is basking in the sun at Miami Beach.*

Sam Forgoston was so excited about the arrival of his newborn he failed to show up at the office the day after Mrs. F. gave birth to Jeffrey at the Jewish Memorial Hospital. The M-G-M assistant production manager declines to reveal the tonnage . . . Morton Van Praag, NSS service branch manager in Chicago, was in for conferences with George Dembow. He says it is virtually certain NSS and AA will move into a new building soon . . . B. E. Jolley, formerly research production manager of Ross Federal, has been made director of research planning and production. His former post has been filled by John Holzapfel . . . Adolph Zukor denies reports that his 760-acre estate at New City, N. Y., has been sold. The property will continue to operate as the Mountain View Golf and Country Club, he adds . . . Linda Darnell is here from the 20th Century-Fox studios on her first New York visit . . . Emerson Yorke was host to officials of the Finnish Relief Fund and those associated in the production of "Finland Fights" at a dinner in the Wyndham Hotel.

: *What They Talk About* :

NEW YORK—What do two brothers—Joseph M. and Nicholas M. Schenck—talk about when they meet socially? They get together four times a year, twice on the coast, once in New York and once in Miami.

Many subjects, according to Joseph M., including business which means the policies of their respective companies.

"I criticize some of the things that happen at M-G-M studios and Nicholas criticizes some of the things that happen at 20th-Fox," he says.

Distribution and exhibition also come up. "I tell him (N. M.) he spends too much for pictures and his answer is he makes good pictures."

The 20th-Fox chairman said he has not kept in touch with distribution for the past five years and hence knows little about it.

"My brother used to tell me how much M-G-M grossed on certain pictures and I regretted to hear they did so well."

Story values are discussed as to their boxoffice merits. "He asked me about production costs constantly increasing and we would both justify our budgets and agree the mounting costs were beyond our control."

Joseph M. states he has never talked to his brother about borrowing or loaning talent. "I always discuss these with Louis B. Mayer or Eddie Mannix on account of our relationship. I am very careful not to discuss this with my brother."

On exhibition: "I often found fault with his theatre operation. I (meaning UA Theatre circuit) have an interest in some of the theatres which Loew operates."

One of the theatres discussed has been the Penn, Pittsburgh. "This is a general bone of contention because I have felt the overhead (fixed charges) is too big." Two others include the Broad and Ohio in Columbus, Ohio, which he said are not very profitable and the same bone of contention applies, according to Schenck.

"We finally got some relief in Pittsburgh," the witness said, but could not remember what the outcome was on the Ohio situation.

Bookings have never come up at their meetings, he declared in his deposition before trial in the government suit.

Morris Helprin got a rousing sendoff from his friends at UA before departing for his new post on the coast. It was in the form of a specially prepared record that contained some advice and carries the voices of Monroe Greenthal, Al Margolies, Morris Kinzler, Louis Berg and Arthur Silverstone . . . Sammy Cohen of UA foreign publicity who has asked us to say he wears his age well is winding up the celebration of his 21st anniversary in the business . . . Dave Levy had Herman Becker to lunch at Lindy's. Arthur Schwartz, Joe Ingber and Bruise Schwartz made up a party of Brandt-ites . . . The foreign contingent comprised I. E. Lopert, Irvin Shapiro, Henry Seigel, Max and William Goldberg, Arche Mayers and Ed Simmons . . . Sidney R. Kent and his wife are vacationing in Florida . . . Louis Nizer spent most of the week at home nursing a cold . . . Celeste Levy of the UA foreign publicity staff is on a belated vacation.

Bill Rodgers is scheduled to be examined before trial in the government suit Tuesday with Adolph Zukor following later . . . The film baseball league held its first meeting during the week. Within the next few weeks the games will get under way . . . James A. FitzPatrick has had his M-G-M contract renewed for another dozen Traveltalks next season . . . Marlene Dietrich is visiting from the coast . . . Joe Seider is back from his southern vacation which mostly was spent fishing . . . Jack Sichelman has returned from Chicago where he set preliminary plans for the annual 20th-Fox convention.

Sam Meinhold of Loew's is recuperating at Polyclinic Hospital after a minor operation . . . Mrs. George Skouras has been at the New York Hospital the last few days for a general checkup . . . Sidney Picker of Republic, his mother, and wife leave April 4 for a Honolulu vacation. After the vacation, Picker's mother and wife will remain on the coast for an indefinite stay . . . Ben Abner, New Jersey M-G-M manager, lost his mother-in-law Thursday . . . Leon Rosenblatt of Rosenblatt & Welt plans to head for Tucson, Ariz., in a few days to spend four or six weeks recuperating from his recent breakdown . . . Joel Levy jr. has moved his Mercury Studios . . . M. J. Siegel, studio head for Republic, is in the east on one of his periodic trips.

Union Strike Notice To Stanley-Warner

PHILADELPHIA—A two-week strike notice, expiring April 1, has been sent to the Stanley-Warner management by George Browne, IATSE president.

The notice declares 1,000 employes, including operators, in the 85 S-W houses in this area will be called out unless the management reaches some settlement of the contract dispute with Local 77 of the Musicians' Union. Key S-W houses have been picketed by the musicians since November 30, when the old contract expired.

The strike notice, announced by A. Rex Riccardi, secretary of No. 77, was sent out after Joseph Weber, international president of the union, issued a "road call" to affiliated AFL unions. That action followed an unsuccessful conference with Warner officials in Miami the preceding week.

Riccardi also reports a door-to-door campaign by the union has collected 75,000 signatures of film patrons urging the chain to rehire the musicians.

Bell Telephone Will Stage A Sound Demonstration

NEW YORK—Climaxing a long period of research, Bell Telephone Laboratories will stage a demonstration of stereophonic reproduction of "enhanced music" at Carnegie Hall, April 9 and 10. The purpose will be to show the possibility of recording and reproducing every sound that was picked up originally so that the listener will have the same "spatial sense" as to the source of the sounds as if he were sitting in the hall where the music was originally played. Additionally, the listener is expected to be able to hear the music enhanced by variations of loudness and tone quality according to the interpretation of the original director.

Fades as Theatre

NEW YORK—The Cameo has been converted into a health service information bureau. It is doubtful whether pictures will play again in the house which closed after an unsuccessful try with Jewish films.

Claim Warner Zoning Shift Is Damaging

PHILADELPHIA—A sudden change in "zoning" by the Warner circuit caused an Affiliated circuit house to be moved farther down in the clearance schedule, Affiliated charges in a bill of complaint filed in the U. S. district court.

The bill brings suit under the Sherman and Clayton anti-trust acts against the Warner chain, Vitagraph, Paramount, RKO, Loew's, 20th-Fox, Columbia, Universal and United Artists. Plaintiffs are the M. F. S. Corporation, owner of the Walton; the Rialto Theatre Co., lessee of the Rialto, and Affiliated Theatres Circuit, Inc., operator of both houses. Plaintiffs ask for a total of $330,000 in triple damages and injunctions restraining the defendants from continuing "monopolistic" actions.

The zoning charge states that prior to the 1939-40 season, Warner's Bromley and Grange were not classed in the same zone as Affiliated's Walton, 1.7 miles from either. This season, Warner listed the houses all in the same zone, the complaint alleges, and those houses immediately got clearance over the Walton.

The complaint also declares that Affiliated's Rialto formerly followed Warner's Sedgwick in clearance, but a zoning change in 1938 moved it farther back by inserting Warner's Germantown.

Affiliated also claims it has to pay higher rentals than Warner, despite later run.

The court is asked to grant injunctions restraining Warner from drawing up and sending zoning schedules to distributors; restraining the defendants from carrying out contracts discriminating against the Affiliated houses, and from continuing alleged monopolistic and discriminatory policies in the future.

Paramount 1939 Net Is Placed at $3,870,000

NEW YORK—Paramount estimates its 1939 net as $3,870,000, including $1,110,000 in undistributed earnings of partially owned non-consolidated subsidiaries. After deducting $1,201,074 in dividends accrued during the year on 144,672 shares of cumulative convertible $100 par value six per cent first preferred and 555,071 shares of cumulative convertible $10 par value six per cent second preferred, the remaining estimated earning of $2,668,926 represents $1.08 per share on the 2,465,927 shares of common outstanding as of Dec. 30, 1939.

Estimated net, after all interest and charges, for the fourth quarter of last year is estimated at $1,030,000 not including $245,000 representing dividends from non-consolidated subsidiaries.

Edgar Lloyd Has Rights To Prize Czech Film

NEW YORK—Edgar E. Lloyd has acquired distribution rights to "The Merry Wives," Czechoslovakian historic feature formerly known as "The Maidens' Guild of Lutna Hora." English titles are being prepared by Charles Clement Jahrblum, who edited "Harvest" and "The Baker's Wife." The film received a first-prize award at the 1938 Venice International Film Biennale.

PHILADELPHIA

BLUE RIBBON exploitation stunt of the year is the one pulled off by Morty Almes, Felton. He had the foresight and enterprise to arrange for his wife to have a boy on exactly the opening date of "A Child Is Born!" . . . Simon Libros is ill of pneumonia in Jefferson Hospital . . . Harry Weiner, Columbia, is back from Florida . . . Funny thing about the local critics' trip to Nevada for the premiere of "Virginia City." The film was screened in the local Warner projection room the day before they left.

Gossipers say Eddie Tract, Vine Street projectionist, has circled a date next month for a walk to the altar . . . The Variety Club's Ladies Auxiliary has set March 31 for a benefit at the Fays. Sam Stiefel has donated the theatre . . . Monogrammers had to get out the old paint brush and put some more clothes on the lovely lady in the window who advertised too many of her charms along with "The Human Monster." The request came from the board of censors down the street . . . Peg Barker, Metro bookkeeper, was whisked off to Municipal Hospital with scarlet fever.

Al J. Davis, 20th-Fox, greeted the missus just back from Florida . . . Al Zimbalist, Warner brain man, went to West Chester to chop down trees and clear the road for "Gone With the Wind," which hits the Warner, April 12. The film will open at the Stanley, Chester, and Stanley, Camden, April 5 . . . Joe Farrow, Metro office manager, left on a honeymoon-vacation. His friends say the lucky lady is a nurse, but Farrow has been keeping details secret . . . Joe Conway, Egyptian, Cynwyd, and Bud Hissner, Academy, Lebanon, arranged to make films of the Lower Merion High-Lebanon High basketball game at the Palestra. They plan to use the reel in their houses.

Joseph Unger, Paramount eastern division manager, and Milton Kusell, district manager, paid the local exchange a visit . . . Clint Weyer, formerly of New York, breezed into town to take up executive duties with Horlacher . . . Larry Daily, Vine Street's notary public de luxe, was worked to death by a double feature March 15—federal and city income taxes . . . Abe Rovner is confined to Mt. Sinai Hospital . . . Sixsome celebrating St. Patrick's Day at the Variety Club were J. Clyde Fisher of the censor board; Mrs. Fisher; Mr. and Mrs. Milton Rogasner, Iris; Oscar Neufeld, Horlacher, and a friend.

Joe Sapsis complains his men's outfitter shop is becoming too popular with the wrong people. It was robbed for the third time . . . Dom Lucente, Alhambra, reports he's the most popular guy in the neighborhood since he tied up with merchants for a "hockey coaster" giveaway for kids . . . Bill Huffman, Warner, West Chester, discovered a local gal had a part in the Victor Herbert film, and got the local paper to interview her family . . . Pop Graver, Grove, Willow Grove, promoted a layette for first child born in the area during run of "A Child Is Born."

Visitors-of-the-Week: Pete Magazzu, Coaldale circuit owner; Bill Kneller, Auditorium, Manheim; J. V. Schreck, Roxy, Ashland, who has just got back from Florida, where the horses treated him well; Irvin Phillips, Rio, Chester, and his brother and side-kick, Morris, Park, Allentown; George Riester, general manager of the Buckley circuit; Sam Tannenbaum, Palace, Atlantic City; Herbert Lubin, Landis, Vineland; Joseph Sheverha, Shillington; Harry Felt, Park, Highland Park.

More Foreign Sales Meets Planned by 20th-Fox

NEW YORK—Barring unforeseen developments, at least four and perhaps two more foreign sales conventions will be held by 20th Century-Fox. Sessions are tentatively set for Paris, Stockholm, Budapest and London. Meetings are planned for South America and Australia as well.

Benjamin Miggins, European managing director, sailed on the *Conte di Savoia* Saturday for Paris.

Robert T. Kane Resumes Production in London

NEW YORK—Robert T. Kane, head of English production for 20th Century-Fox, has returned to London. Of eight features scheduled for next season, one is already completed. At least two are planned for Technicolor.

BALTIMORE

I M. RAPPAPORT, Hippodrome, is back from a cruise in southern waters where he reports he caught a seven-foot sailfish . . . Edward Kimple jr. is on the sick list . . . A special show on "How to Take the Census" will be shown at the Broadway, March 27 . . . A quick recovery is the hope for Walter McNeill's sister, who is at Johns Hopkins, and his father, who is confined at Marine Hospital.

Ralph Martin jr. has resigned as relief manager for United Theatres. Sidney Nichman of the Rialto takes his place . . . Charlie Oates has resigned at the Capitol . . . Last week was spring cleaning for several local houses in the form of rug dusting . . . Leon Zeller, Roxy, is in Florida . . . Another pin-ball tournament at Nate's and Leon's by Leon Back, Eddie Kimple, Wilbur (ice hockey champ) Brizendine, and Harold Grott, who kept his title as champ.

Toby Joyce has resigned as publicist at Warner's Stanley to become Washington representative of Al Johnson, big liquor purveyor . . . Hospitalization insurance taken out by nearly all Rome Theatres' employes in a group project . . . Bob Ashcroft, Apollo, spent the best part of his day off last week looking for his little girl's dog. He finally wound up at the dog pound and had it released . . . There is nothing to the rumors that Harry and Al Vogelstein of Baltimore Poster Co. have sold out to National Screen, they both say, and they ought to know.

Due to so many recent robberies here, police have been on the lookout for suspects. They stopped George Klusky of the Garden and is his face red when he tells about it . . . "Fixer Dugan" Cohen, Essex, after watching "Destry Rides Again," decided to do a bit of riding himself. Now he's eating on a mantel-piece . . . Harry Silver of Overlea and Mickey Hendricks of the Hicks circuit have been going to night school . . . A new subscriber to BOXOFFICE *is August Buckheit, manager of the Casino . . . Mr. and Mrs. Walter Silverberg of the Park and daughter, Shirley, have returned from an extended vacation in Florida.*

WASHINGTON

ARRANGED by Hardie Meakin, Walt Disney, RKO Pictures and the Washington *Post*, a screening of "Pinocchio" was held at Keith's for all the crippled and handicapped children in the hospitals, clinics and community centers in the district. Official opening was held Friday at 8:15 a. m., allowing for nine complete showings.

Metro doin's: Everyone is envying Rudy Berger's tan . . . Mrs. Fred Rippingale, home from the hospital, is looking forward to a visit from her father who is chief engineer on the Queen Elizabeth, *the queen of the seas . . . Birthday greetings to Mrs. Phil Bobys . . . Helen Pender, Cinderella girl, has clicked and will model for Coca-Cola next month . . . Mrs. Esther Blendman, who recently celebrated her 11th wedding anniversary, will be hospitalized the 25th.*

John May, Schine treasurer, and Mrs. May visited with Frank Boucher en route to Gloversville from Miami . . . Marion Francq has joined the Schine office staff . . . Tom Rayfield, Clark Film, has left the hospital and is convalescing at home . . . Alice Keylor has joined the NSS staff . . . George Gill, Trio-Preferred, has returned from a New York confab . . . Columbia's Freddie Sapperstein has been elevated to third booker, with Joe Goldsmith replacing him as accessory manager . . . M. K. Murphy has re-purchased the Appalachia and Big Stone houses from Lincoln Theatre Corp. of Marion, Va., and will take over April 1 . . . Earl Atkins has reopened in Clintwood, Va., for Saturday-Sunday showings only . . . RKO's El Grover is sporting a new car.

Deepest sympathy is extended to Bill Scully, Universal's general sales manager, and Frank Scully, Metro salesman, on the death of their mother . . . Henry Hiser switched the repeat run of "Birth of a Nation" from the Hiser to the downtown Belasco . . . Don Reda, Bonny Blue, Va., will marry April 1; no foolin' . . . Lincoln Theatre Corp. is rebuilding in Norton, Va. . . . Ted Spraker of Saltville, Va., and C. E. Smith of Grundy, Va., have returned from Florida . . . E. J. Baker of Independence, Va., is building a new one in Galax, Va. . . . Universal's Sam Tabor is vacationing in Atlantic City.

Seen along the Row: C. A. Lucas, Radford, Va.; Spud Query, Marion, Va.; Julian Gordon, Newport News, and brother, Jerry, making his first visit in many moons; Frank Hornig, Balto; Mike Leventhal, Barry Goldman and Leon Back, Baltimore.

The 20th-Fox group is checking off the days to April 12, which will mark the opening of the convention in Chicago, and the appointed time for distribution of awards. Edgar Moss, district manager, is on the expected list . . . Thelma Williams has joined the Universal office staff . . . Alan Kahn, Curtis Bay, is reseating his house with International. We hear Alan will bear some glad tidings in the near future . . . Sam Ternant of South Cumberland is up and around following injuries suffered in an auto accident . . . The Opera house, Piedmont, W. Va., is being redecorated.

Fred Rohrs, UA branch manager, is heading west with his family in that new car and will vacation in Omaha a fortnight . . . It's a 7½-pound boy for Dorothy Pollack, formerly of UA, at George Washington Hospital . . . Louis Bernheimer is building a 1,000-seater in Brentwood to be known as the "Village."

Exploitation Honor Roll at Warner theatres: Jack Fretwell, Harrisonburg, on "A Child Is Born;" Lou Kusner, Martinsburg, W. Va., on "GWTW;" Lamar Keen, Winchester, on "Balalaika" and "I Take This Woman;" Jack Forney, Frederick, on "GWTW;" Edward Purcell, Staunton, on "In Old Monterey and "Green Hornet;" Fred McMillan, Silver Spring, on "Fighting 69th;" Claude Land, Kennedy, Washington, on historical shorts.

More Exploiteers Set to Handle "Dr. Cyclops"

NEW YORK—Paramount is enlarging its exploitation staff to handle "Dr. Cyclops" after six pre-release test engagements. The western area goes to Cliff Lewis and the east to Alec Moss.

Each exploiteer will handle a separate sales district working under the district manager. The setup follows: Ben Hill to cover Hugh Braly's district out of Dallas; Carl Krueger out of Allen Usher's office in Chicago; Bill Lansberg with R. C. LiBeau in Kansas City.

In the east, A. Maxwell Joice will cover Harry Goldstein's territory in Pittsburgh; Bud Getschall, handle H. F. Wilke's district in Atlanta; Thomas Jefferson, Milt Kusell's district in New York.

Ex-IATSE Head Dies

TROY, N. Y.—James Lemke, 67, former IATSE president, died in Leonard Hospital after a brief illness.

Admissions Tax "Take" Reflects Improvement

WASHINGTON—Admission tax collections sharply above those of a year ago indicate that the improved business experienced by the amusement industries in the final months of 1939, is carrying over into 1940.

Collections of the federal tax in February are reported by the bureau of internal revenue at $1,852,763.82, an increase of $366,229 over the $1,486,534.64 received in January and $349,636 above the February, 1939, total of $1,503,127.31.

The bureau announces also that collections for the first eight months of the treasury's fiscal year, which begins July 1, totaled $14,059,382.93, an increase of $677,547 over the $13,381,835.93 collected in the corresponding period a year ago.

Routine Allied Meeting

PASSAIC—A regular meeting of Allied of New Jersey combined with a beefsteak dinner at the Ritz restaurant was described as "routine."

ALBANY

JOE STERNBERG, Franjo, Boonville; Frank Curas, Rialto, Massena, and Ernie Wolfe, Avalon, Lowville, were three exhibitors from North Country booking on Filmrow. Others in were: Irving Barker, New, Hoosick Falls, and Cambridge, Cambridge; Frank Wieting, Park, Cobleskill; Henry Grossman, of Frieder & Grossman, operating Community, Star and Warren (this still closed), Hudson; Sid Dwore, Cameo and Lincoln, Schenectady; Leonard Rosenthal, State, Troy; Roger Marmon, Bright Spot, Rensselaer, and Delmar, Delmar; George Thornton, Orpheum, Saugerties; Sam Milberg, Ritz, Scotia; Ollie Mallory, Starr, Corinth; Mrs. Frieda Klein, Hunter, Hunter; Sam Davis and Mrs. Davis, Phoenicia, Phoenicia; Jerry LaRocque, Fairyland, Warrensburg; Walter Wertime sr., Chestertown; Frank Williams, Benton booker (he pinch-hit for Manager James Malone, State, Mechanicville, during latter's illness); Bill Kraemer, Schine booker . . . Mr. and Mrs. Sam Davis, Phoenicia, had a narrow escape when coal gas filled their home. Mrs. Davis, awakened by the odor, managed to crawl to a door and have a doctor summoned. Davis was overcome by fumes.

Harry Berkson, Monogram upstate franchise holder, and Nate Sodikman, of his Buffalo sales force, visited Albany, Gloversville and other points . . . Johnny Milligan, Broadway, Schuylerville, has been in Miami . . . Bill Smalley, Smalley chain, reported still in Florida . . . St. Patrick's Day marked first wedding anniversary for Jack Walsh, M-G-M exploiteer, and Mrs. Walsh . . . Joe Burke, 20th Century-Fox auditor, made one of his periodic stops at the local exchange . . . Alberta Evenson, head contract clerk in M-G-M, is recovering from an operation . . . Fabian's Rialto, Cohoes, now playing big pictures four instead of three days . . . Publicity Representative Tarbox at RKO exchange and in the territory on behalf of "Pinocchio" . . . Bernard Kranze, RKO manager, hopped to New York . . . Jeanette McDonald filled 3,100 *of the Palace's* 3,700 *seats for her concert, according to Promoter James D. McNary, of Troy. This the largest turnout for concert here in years, and at* $2.50 *top. For an overnight stay, Miss McDonald occupied the temporarily vacated Loudonville suburban estate home of W. W. Farley, owner of the Capitol Theatre.*

Joe Rosenzweig went over to National Screen's subsidiary when latter assumed control of RKO's accessories department . . . Frank McMahon is operator in 20th Century-Fox's projection room—the only one on Filmrow and often engaged by other exchanges. Mac lives around the block from the Alley.

Warner's Ritz men, as a gag, decided to make the following name "changes" for run of "Three Cheers for the Irish:" Manager Bob Rosenthal, Mike Murphy; Assistant Manager Al Hoffman, Scarlett O'Hara; Ushers, Bob Rosenberg, Casey Jones; Joe Testa, Joe Kelly; Elmer Ellsworth, Elmer O'Neill; Ken Hunter, Ken O'Keefe; Ronald Arbuckle, Ronald O'Shay; Jack Haas, Jack O'Rourke. Fireman John J. Murphy qualified without doctoring his name.

REVIEW FLASHES

AMERICAN GANG BUSTERS (Times Pictures)—Pretty corny is this assemblage of stills and newsreel clips tracing the careers of such recent criminals as Dillinger, Floyd, Hauptmann, "Machine Gun" Kelly and Karpis.

COURAGEOUS DR. CHRISTIAN, THE (RKO)—Stressing the fundamental human decency of people when they are confronted with near-tragedy, this should be effective with general audiences. Jean Hersholt, Dorothy Lovett. Bernard Vorhaus directed.

FRENCH WITHOUT TEARS (Para)—This British-made farce will hold considerable appeal for most American audiences, despite the fact that the only familiar names in the cast are those of Ray Milland and Ellen Drew. The picture has more than its share of bright lines and comedy situations. Mario Jampi produced. Anthony Asquith directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Selznick at UA for Two More After "Rebecca"

NEW YORK—David O. Selznick remains with United Artists for at least two more pictures after "Rebecca." He assured Murray Silverstone, chief of UA operations, that he was not negotiating with other distributors, Silverstone said upon his return Friday after six weeks in Hollywood on the new UA lineup.

UA will have 30 films costing $29,000,000 from 14 producers, Silverstone said, adding that there would be no short subjects. The season will open with the new Charles Chaplin film which started under the title of "The Great Dictator," on special sales handling. John M. Stahl will deliver one.

Silverstone said that the industry is "at the crossroads," observing it was "mandatory" for exhibitors to "cooperate" on big pictures. He discussed the UA resignation from MPPDA with Will H. Hays over the weekend. The inference is that Monday's annual Hays meeting may witness a new development.

A $10,000,000 Segment Either Is or Isn't

WASHINGTON—There appears to be a difference of opinion over the capital investments of the industry in the United States. Will H. Hays, in his annual MPPDA report, places it at $2,050,000,000. The department of commerce, in its annual statistical roundup for which it assumes no responsibility beyond pointing out the information stems to the industry itself, says it is $2,060,000,000. Industry sources include leaders of the business, trade organizations and the trade press.

Average weekly attendance is placed at 85,000,000; average daily attendance per theatre, 500; average admission, 23 cents. By days, theatre attendance breaks in this wise, Monday through Thursday, 10 percent each day; Friday, 15 per cent; Saturday, 20 per cent, and Sunday, 25 per cent. The "pat" figure of $1,000,000,000 again appears as the estimated theatre gross for 1939 and average film rentals at 35 per cent. Theatre construction last year is computed at $22,267,000. Houses seating over 3,000 total 117, but the largest bracket goes to theatres seating between 200 and 500 each of which the tally is given as 7,303.

RICHMOND

THE 25th anniversary celebration of the Operators' Local will be held at Hotel Richmond's Winter Garden Wednesday night. Five charter members will be on hand, namely, Leroy Ford, "Happy" Reid, George Daniels, Billy Baltimore and Otis Bugg . . . Allen Sparrow, Loew's manager, and Charlie Yerby, assistant, took turns vacationing after the "Wind" engagement. They took their wives to Norfolk and Virginia Beach . . . The D. C. Poster Exchange has sent out announcements they have not sold out to Advertising Accessories, as announced in various trade papers.

Wilmer & Vincent has outfitted the service staffs at the National, Colonial and Carillon with new spring uniforms . . . The second half race in the bowling league has certainly tightened up with the Colonial team leading by one game over Park, Brook-Vue is third and the State boys, fourth . . . The corporation commission has issued a charter to Waverley Theatre Corp., Franklin, Va., with a maximum capital of $25,000. *Hal Lyons of Franklin is listed as president . . . Big doings over on Rappahannock St. the other night when Mayor Bright cut the ribbon which opened a greatly widened street with ornamental lights, etc. New improvements will help business at the Bellevue Theatre . . . Ober Boyd, doorman of the Brookland, motored down to North Carolina on his day off last week.*

Church services were held in the Westhampton Theatre every morning during Holy Week . . . "Gone With the Wind" has been booked into the Walker, colored house, next month. There will be three shows daily, with reserved seats at the night show . . . Jimmy Thompson, doorman of the Colonial, celebrated a birthday, March 14 . . . The Saturday night barn dance, sponsored by WRVA, has been moved from the Bainbridge High School into the Mosque.

Stewart Tucker and Keith Caudle visited in Washington . . . George Crozier's wife has returned after visiting relatives in North Carolina . . . Alex Ravdin, manager of the Capitol, was in Washington last Sunday . . . Sam Roth, Harrisonburg theatre manager, and Tom Baldridge, Warner manager in Winchester, are members of the board of directors of Shenandoah Valley, Inc., regional chamber of commerce, which has launched a campaign to draw visitors to that vicinity . . . Charlie Denmead, manager of the York, West Point, has been elected a director of the West Point Country Club.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Silverstone Ends a Three-Week Stay

Terminating a stay of three weeks, during which he conferred with the various United Artists producers on their current and future plans and looked over pictures now in work for UA release, Murray Silverstone, chief of operations for the corporation, has returned to his New York headquarters. He was accompanied by Mrs. Silverstone and their two daughters. Also checking out, after a week on the coast, was Emanuel Silverstone, Alexander Korda's American representative, who completed his work of preparing for Korda's arrival. The latter is due in shortly to film a number of unfinished sequences for "The Thief of Bagdad," which was made largely in England, and to line up plans for producing "Jungle Boy," starring Sabu, here.

Others Eastbound

Other east-bound executives included M. J. Siegel, studio head at Republic, who followed his chief, Herbert J. Yates, to New York. Siegel will spend three weeks at the homeoffice looking over Broadway plays and stage talent. Y. Frank Freeman, vice-president in charge of Paramount studio operations, left for New York to undergo pre-trial examination in the government's anti-trust suit.

Indicating that he will produce no more films for M-G-M, Winfield R. Sheehan announced he is leaving for New York in two weeks on a business trip. He has completed his one-picture deal with the studio and the production, "Florian," is scheduled to be given its press preview March 26.

Producer Joe Pasternak of Universal has headed for New York on a combined business-pleasure jaunt, with stopovers scheduled in Chicago, Philadelphia and Washington, D. C. Also pulling out for the east were S. J. Briskin and Irving Starr, of Columbia.

To aid studio exploiteers in mapping campaigns on forthcoming product, Maurice A. Bergman, Columbia's advertising-publicity director, has checked in at the studio from New York.

Producer Herbert Wilcox has returned from the east, where he spent several days in conference with President George J. Schaefer of RKO Radio relative to future picture-making plans. Wilcox tentatively plans "Sally," starring Anna Neagle, as his next for RKO Radio release.

Mort Blumenstock, Warner's eastern publicity-advertising head, and Jake Wilk, homeoffice production executive, pulled in from the premiere junket to Virginia City to spend ten days here in conference with Jack Warner and Hal Wallis. Blumenstock will also huddle with Charlie Einfeld on national campaigns for several forthcoming features.

For conferences with studio executives pertaining to production matters, as well as a discussion of the government's pending anti-trust suit, Adolph Schimel, of Universal's homeoffice legal staff, planed in from New York. Also arriving at the studio was Matty Fox, executive assistant to Cliff Work, who spent a few days at the homeoffice.

Harlan Thompson, Paramount producer, has checked back at the studio after three weeks in the east on a combined business and pleasure trip.

Spring's Production Outlook Brightens on Various Lots

Promises of a busy spring production schedule continue to pile up with announcements of impending production spurts on various lots. Although filmmaking activity currently is somewhat under normal, the next few weeks, judging from present signposts, will witness a substantial upturn.

Adding to the 35 pictures—many of them big-budgeters—announced for production during the next two months, Republic has writers poring over 14 more films, RKO has slotted another six and Universal, predicting a boom before the end of April, is whipping scripts into shape at the hands of 30 scriveners. One of Republic's coming "specials," titled "Doctors Don't Tell," has been given a budget boost of $100,000. Six features are to roll by April 1, with eight others starting during the next 60 days. Included in RKO's lineup are "They Knew What They Wanted," "Good Luck," "Sister Carrie" and "Half a Rogue." Universal is preparing "Spring Parade" for Deanna Durbin, "The Boys From Syracuse" and a number of programmers.

Sherman Starting New Slate

Harry Sherman will launch his 1940-41 slate of "Hopalong Cassidy" westerns for Paramount April 1. In addition to eight of these he will make three "specials"—one of them, "The Round-Up," to star Don Wilson. Paramount itself guns "Mystery Ship" April 1 and will follow with "The Polonaise" and "Interlochen."

Other big-scale vehicles being prepared for early launching include Columbia's "Arizona" and "Tree of Liberty," and 20th Century-Fox's "The Great Commandment," "Brigham Young" and "Four Sons." Edward Small on March 25 will simultaneously launch "The Son of Monte Cristo" and "South of Pago Pago" for United Artists. David O. Selznick, however, will mark time until fall, when "Joan of Arc," starring Ingrid Bergman, gets the gun. Warner lists eight features to start within as many weeks, including "The Life of Knute Rockne," "The House on the Hill" and "This Man Reuter."

Current Production Pace Slows for Second Week

Production has taken a nosedive for the second successive week, with the total in work at the major plants now standing at 36. Of this number, 11 are newcomers to the camera, while six others, previously in production, went into the cutting rooms.

Columbia, gunning "The Lone Wolf Meets a Lady," has three on its sound stages. Metro is filming six, having started "Boom Town" after a week's delay. "Two Girls on Broadway" and "Andy Hardy Meets a Debutante" wound up production at the Culver City plant and are now being edited. Monogram has two in work, including a new start, "The Cowboy From Sundown."

Five are being filmed at Paramount. Newcomers are "A Night at Earl Carroll's" and "I Want a Divorce." Going into the cutting room was "Destiny." Postponed for several days, "Anne of Windy Poplars" went into work at RKO Radio. For release by the same company, Harold B. Franklin began shooting on "The Villain Still Pursued Her," giving the studio an aggregate of three in work.

Launching "Backfire" and "The Old Mill Stream," Republic almost simultaneously completed "Grandpa Goes to Town" and "In Old Missouri," to emerge with a four-picture total. "The Young People" got the starting nod at 20th Century-Fox, which is filming four.

Universal has three before the cameras. For United Artists Walter Wanger gunned "Personal History," while Hal Roach completed "Turnabout." Warner, with no new starts, has five in the mill.

Studio Unions and Producers Resume Wage Discussions

After four weeks of inactivity, parleys between the Conference of Studio Unions and the producers, relative to the ten per cent wage increase given the former last fall, have been resumed, as the result of a letter to Y. Frank Freeman, president of the producers association, from J. W. Buzzell, vice-chairman of the CSU. During the hiatus since the last huddle, producers have been preparing statistics endeavoring to demonstrate that the wage boost should be rescinded. If unable to prove this point, the question is to be submitted to arbitration. Freeman handles negotiations for the employers and Buzzell will negotiate for the workers in the continued absence of William Bioff, CSU chairman.

Producers' schedule also includes:

Conferences with Joseph Weber, American Federation of Musicians president, relative to the establishment of new regulations governing music recording and libraries in the studios. These are continuations of confabs held in New York last summer, at which it was agreed orchestras should be hired to score Class A features, providing work for several hundred additional musicians.

Consideration of demands by the Society of Motion Picture Interior Decorators for classification and pay revisions; parleys with the Screen Readers Guild on the latter's demand for a closed shop contract; and a study of wage boost demands filed by the Society of Motion Picture Artists and Illustrators.

Screen Directors Guild has approved a draft of a minimum wage scale for its members working on small-budget films, and the plan now goes to the directorate for formal okay. Under its terms the scale ranges from $500 down to $250 weekly for pictures costing from $200,000 down to $15,000.

Request of the Screen Actors Guild to rejoin the AFL's Central Labor Council, from which it withdrew last December, has been accepted. Similar request by the Motion Picture Painters, however, was turned down.

Patterning its action on that of the SAG, the Screen Writers Guild has begun to draft a proposed franchise arrangement for scriveners' agents and has appointed John Wexley, Melville Baker and Sheridan Gibney, SWG president, to work out the plan in detail. No concrete action is expected to be taken for several weeks, however. The SWG has also lodged a protest with Samuel Goldwyn alleging it is unfair for him to have writers submit elaborate story outlines without remuneration before definitely tying them to a contract.

Williams to Capitol For Conferences

Spending only a few days on the coast, during which his activities were kept largely confidential, Paul Williams, prosecutor of the government's pending anti-trust suit against the major companies in New York, pulled out for Washington for further conferences with U. S. officials.

While here Williams spent most of his time with Albert J. Law and Harold Collins, department of justice deputies, who have been handling various local phases of the federal action and are, in addition, the chief figures for the government in another U. S. suit charging Fox West Coast and nine major distributors with criminal conspiracy in allegedly violating the 1930 consent decree.

Law would not confirm nor deny whether Williams, while here, secured depositions from local independent exhibitors and distributors for use in the government's anti-trust case, and had no other comment to make as to the significance of Williams' visit. He declared he and Collins are still compiling data on production operations for use in the eastern suit and that the FWC case remains at a standstill, pending setting of a trial date.

Burkhardt Joins Wanger

Bob Burkhardt is a new addition to Walter Wanger's publicity staff.

10,000 Expected at "Peace" Meeting

Perfecting details of the mass meeting which, under the general sponsorship of the Hollywood Peace Council, is to be staged April 6, organizations in the film colony's progressive front have selected the Olympic Stadium as the site of the session—titled "America Declares Peace"—and are preparing to accommodate an expected turnout of 10,000. Its organizers, with the Hollywood League for Democratic Action in the van, have tied the meeting in with "National Peace Week," set for March 30 to April 6, as designated by the American Youth Congress.

Enrolled in the arrangements committee, in addition to the HLDA, are representatives of the Motion Picture Democratic Committee, the Hollywood Theatre Alliance, the Maritime Federation of the Pacific, the Industrial Council of the CIO, the League of American Writers, the California Youth Legislature, the League of Women Shoppers, the Hollywood Peace Forum, the Motion Picture Guild and the Committee to Aid Agricultural Workers.

As a highlight of the session, the Hollywood Theatre Alliance is scheduled to produce a "living newspaper" drawn from events which led up to America's entry in the World War in 1917 and depicting similar events of today which it contends, if not recognized and interpreted, may result in the United States again calling its citizens to arms. The April 6 date was selected because on that day, 23 years ago, the United States entered the first world conflict.

With Helen Gahagan and Melvyn Douglas as the principal speakers, a mass meeting was held March 21 at Philharmonic Auditorium under the sponsorship of the Committee to Aid Agricultural Workers. Object of the affair was to arouse public interest in the plight of migratory workers whose lives were dealt with in John Steinbeck's "Grapes of Wrath."

Part of the preparations for the mass meeting April 6 included the sending of telegrams by the HLDA to Lee Geyer, member of the House of Representatives, and George W. Norris, of the Senate. In each instance the messages urged their recipients to present a resolution to Congress requesting President Roosevelt to call an extraordinary session of both houses April 6 "for the express purpose of declaring peace." Pointing out America entered the last World War on April 6, 1917, the wires closed by declaring "let us hope the present Congress will resolve that America declares peace." They were signed by Donald Ogden Stewart, HLDA chairman.

Move Against Dies Centers Around Proposed Council

Beyond nebulous plans to form a council comprising liberal organizations opposing Congressman Martin Dies, his theories and tactics, Hollywood has apparently cooled down to an almost normal temperature after waxing feverish in its campaign to refute Dies' charges that the film colony is infested with "Communistic activity" and that he will, shortly, launch a thorough investigation into alleged Communist and Nazi infiltration here.

Of a more tangible nature was the disclosure by the Screen Writers Guild that its message to President Roosevelt urging Dies' removal from office has been relayed to the department of justice for scrutiny and that a number of congressional representatives have endorsed the Guild's anti-Dies stand. In its missive the SWG had charged the Texas congressman had "disqualified himself as an impartial investigator of alleged un-American activities in the motion picture industry."

Groundwork of forming the "united front" against Dies was laid by the Hollywood League of Democratic Action at a recent board meeting, following which the idea was broached to the SWG, the League of American Writers and other organizations. Plans to hold a meeting attended by representatives of these groups for more detailed discussion so far have not resulted in the setting of a definite date, however.

Post to Nolan

At the RKO directors' meeting here March 14, J. J. Nolan was elected vice-president in charge of production.

Trio Opens Theatre

The new Monica, a 550-seat house, has been opened here by Harry Feigenbaum, Bill Mandler and Harry Rackin.

MORE THAN SPECIAL ABILITY

TRADITIONAL Eastman uniformity backs up each film's special ability. That's why cameramen place utmost confidence in the three Eastman negative films — Plus-X, Super-XX, and Background-X. This reliability has made them the raw-film favorites of the industry. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., ***Distributors***

Fort Lee **Chicago** **Hollywood**

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

"Washington to Town" Initialer for Buell

First picture to be placed on schedule for the newly formed Dixie National Pictures, Inc., is "Mr. Washington Goes to Town," to be produced by Jed Buell, vice-president and executive producer. Associate producer on the all-colored feature is Maceo E. Sheffield. The original story is by Walter Weems.

Dixie National announced, at the time of its incorporation, plans to produce eight all-Negro features in addition to a number of westerns and melodramas using white casts. Associated with Buell in the undertaking, additionally, is the Rev. James K. Friedrich, also president of Cathedral Pictures. Dixie's output will be released by Dixie National Distributors, a subsidiary.

Other Producers Active

For release through RKO, Harold B. Franklin has launched production of "The Villain Still Pursued Her," based upon the stage presentation, "The Drunkard." Edward Cline is directing a cast headed by Buster Keaton, Hugh Herbert and Anita Louise.

As a means of making use of some of his English investments which have been "frozen" as a result of the war and are unavailable if not spent in that country, Sol Lesser announces he will produce a picture in London this fall. He has acquired film rights to "The Adventures of Tom Jones," a novel written nearly 200 years ago by Henry Fielding, and has signed William Cameron Menzies to direct it. Spokesmen for Lesser declare no release has been set for it, although Lesser's American product will be distributed by United Artists. Lesser's partner in his UA deal, Ernst Lubitsch, has acquired headquarters at the Samuel Goldwyn studio and is preparing to launch his first production, title of which has not yet been announced.

Rejuvenates GN Studio

With "Flying Heels," a racetrack story, set to go into work within a week, Franklyn Warner's Fine Arts Pictures is completely rejuvenating the Grand National studio, which Warner has leased and the name of which has been changed to Fine Arts. New electrical and camera equipment is being installed to supplant that sold at auction recently, and five scripts are being prepared for early production. Dick Pearl, signed as studio manager, is lining up maintenance and operations personnel.

To resume conferences with James Roosevelt and executives of the Mills Novelty Co., Henry Henigson, general manager of Roosevelt's Globe Productions, has returned to Chicago. He and Roosevelt are discussing details of their affiliation with Mills in a project to produce short subjects for distribution in an automatic slot machine, which Mills will manufacture and supply to bars, cocktail lounges, railroad stations and other spots.

Adapts a "Nick Carter"

"Nick Carter in Panama" is being adapted for Metro by Jonathan Latimer. Frederick Stephani will produce.

• REVIEW FLASHES •

COURAGEOUS DR. CHRISTIAN, THE (RKO)—Stressing the fundamental human decency of people when they are confronted with near-tragedy, this should be effective with general audiences. Jean Hersholt, Dorothy Lovett. Bernard Vorhaus directed.

FRENCH WITHOUT TEARS (Para't)—This British-made farce will hold considerable appeal for most American audiences, despite the fact that the only familiar names in the cast are those of Ray Milland and Ellen Drew. The picture has more than its share of bright lines and comedy situations. Mario Jampi produced; Anthony Asquith directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

New Company Formed By PPC Creditors

Adhering to the creditors' expressed determination to keep the company in operation, Sigmund Neufeld Productions, Inc., has been formed to succeed Producers Pictures Corp., of which Ben Judell was president, and which halted operations some time ago as a result of financial difficulties. The new company has announced a 15-picture schedule for 1940-41, on which work will begin March 27.

Step was taken as a result of conferences in New York between Robert S. Benjamin, attorney for Pathe Laboratories—PPC's largest creditor—and franchise holders for Judell's Producers Distributing Corp. Corporate title of the new distributing company which will handle Neufeld's output has not yet been selected. It will embrace approximately 85 per cent of the domestic territory. Harry Rathner will serve as sales director and will also function as president of the producing unit.

A spokesman close to Judell declared that the latter is planning to return to the midwest to resume active operation of his own circuit of independent exchanges. Seven pictures had been made by his company during the three months of its existence. Distribution on them will be handled by the new firm.

Included on Neufeld's schedule are four westerns under the "Sagebrush Family" banner, to star Bob Steele; four westerns starring Tim McCoy, and seven melodramas, three of which are already in story form. They include "Son of the Finest," by William A. Ullman jr., "Wolf Cry," by Jack London, and "Skip Tracer," by Ray Shrock.

International Charity Will Benefit by Film

Plans for the first production venture of its kind ever attempted—a motion picture the entire profits from which will go to charities both in the United States and abroad—have been announced by Dr. A. H. Giannini, campaign chairman for the Los Angeles Community Chest and chairman of a board of trustees which is to be appointed to administer the project.

Technical and artistic talent for the film will all be donated, according to Dr. Giannini's announcement, and will all be of British and French origin. Revenue from the film's showing in this country will go into the coffers of various Community Chest organizations, while profits accruing from its distribution through Europe will be turned over to the British Red Cross and similar organizations in Britain, France, Belgium, Finland and other countries yet to be designated.

Production costs have been advanced by President George Schaefer of RKO Radio, with no charges save interest, and RKO Radio will give world-wide release to the film through its exchanges at actual cost, Giannini said. The type of picture and other production details have not yet been disclosed, although Giannini revealed that major studios here have already agreed to permit their English and French stars, including Brian Aherne, Charles Boyer, Madeleine Carroll, Ronald Colman, Errol Flynn, Cary Grant, Sir Cedric Hardwicke, Charles Laughton, Vivien Leigh, Herbert Marshall, Ray Milland, Anna Neagle and Laurence Olivier, to appear in it. Directors and producers who have pledged their services include Alfred Hitchcock, Frank Lloyd, Victor Saville, Herbert Wilcox and Robert Stevenson.

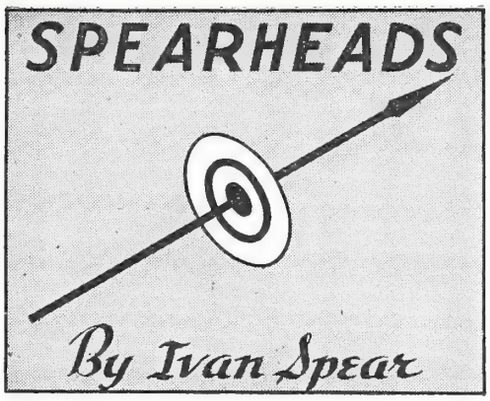
Out-of-Town Premiere List Still Growing

Apparently the coming months, already well-studded with such affairs, are to be packed even more extensively with plans for debuting new releases in various locales throughout the nation, an exploitation stunt which seems to be the seasonal piece de resistance for studio publicists in connection with a goodly share of forthcoming product.

Latest to hop aboard the out-of-town-premiere bandwagon are Hal Roach and Republic, with the former planning to debut his "1,000,000 B. C." at the Fox California in San Diego March 26 and the latter laying plans for an elaborate world premiere of "Dark Command" in Lawrence, Kas., early in April.

Don Ameche Starts Work At Fox on "Four Sons"

Suspended recently because of his refusal to accept a loanout assignment to Paramount for "The Night of January 16th," Don Ameche has been placed back on the 20th Century-Fox payroll and has been handed one of the top spots in "Four Sons." The film rolls early in April with Archie Mayo directing for Producer Harry Joe Brown.



LEO's academic adjective agitators approach a new high in ill-advised public relations with the following release:

"Douglas Shearer, M-G-M recording engineer, took out his final citizenship papers in federal court in Los Angeles yesterday afternoon.

"A brother of Norma Shearer, he was born in Toronto, Canada, but has lived most of his life in this country."

Because of previous widely-printed publicity concerning Mr. Shearer, the reader with even the slightest interest in matters cinematic must conclude, upon reading the foregoing, that during "the most of his life" spent in this country, he has prospered to a far greater degree than a preponderant percentage of native-born citizens.

Whether and when Mr. Shearer decided to become a citizen of the country which has been so good to him is, presumably, a matter between himself and his own conscience.

But certainly a question may be raised as to the wisdom of broadcasting the fact that he waited until this late date and the reactions of the average American to such news.

→

Proving that he is both an opportunist and a humorist, Producer Jed Buell announces that the first all-Negro feature he will produce under the banner of his newly-organized Dixie National Pictures Co. will be titled "Mr. Washington Goes to Town."

He is now looking for a cullud actor who resembles both Gary Cooper and James Stewart.

→

From local gossip column:

"Clarence Brown has already taken twice his investment from that gold mine up north."

Which perhaps qualifies him to show M-G-M executives how to follow the same procedure on the pictures he produces. Or is that asking too much?

→

Quite unoriginal is the plan of Charles R. Rogers to conduct a hunt for juvenile acting talent via radio in a 13-week program on which, each week, eight youngsters will be tested. It is his intention to choose a winner every week, with the 13 finalists then competing in a listener-in vote to determine who shall be chosen for a part in one of Rogers' forthcoming pictures. Stunt is being broadcast over Station KECA.

In the final analysis, the Rogers idea is nothing more than a very limited imitation of what was undertaken by the recently-deceased "Gateway to Hollywood" program, for more than a year Jesse L. Lasky's contribution to the non-existent borderline estate between radio and motion pictures. Despite its having been on a coast-to-coast basis and sponsored by one of the largest airways advertisers it failed to uncover any talent of more than passing consequence. That being the case, the Rogers venture, limiting itself to one comparatively unimportant local station, can hardly hope for much success in its avowed intentions.

Certainly the public must be fed up with radio hunts for screen stars which never discover any lasting talent. Such satiation, garnished with sizable dashes of skepticism and suspicion, does little to improve general opinion of the industry.

→

Hedda (Shrinking Violet) Hopper columns:

"I just love to act."

Directors' chorus: "Well, why don't you?"

→

Devastating results might follow in the wake of the plan of Dean Charles Maxwell McConn, of New York University, to start a course to train young men and women for the film industry.

What will the old-timers do when interoffice memoranda, reflecting college educations, are written in words of two or more syllables?

And screen credits, already devouring too much footage, will probably go berserk when a string of B. A.'s, M. A.'s and Ph.D.'s have to appear after the names of assistant directors, film editors, sound engineers, etc.

→

Retrospectively ironical is the publicity release from Warner, broadcast prior to and concerning the "Virginia City" junket, which declared that Reno authorities had issued an order banning transient gamblers and gaming houses in order to protect the enormous crowds expected, and that only regular gambling operations would be in action. Those who made the trip, a vast majority of whom came home on a strictly C.O.D. basis, find it a bit difficult to believe that it would have been any tougher to find gold 'neath them thar hills had the transient gamblers been permitted to operate side by side with the established local gentry . . . "Names Is Names" addicts didn't overlook the fact that Reno's mayor is named Frolich . . . Fox publicists deny that the Okie-borne "We Are Starving" banners which made their appearance at Bakersfield were planted as plugs for "Grapes of Wrath" . . . Nor will anyone admit sabotage in Errol Flynn's rear platform statement at the same gathering regarding how much "he had enjoyed making 'Dodge City'" . . . It would have warmed the cockles of Harry Sherman's heart to see the rousing reception given Bill (Hopalong Cassidy) Boyd, on loanout from Paramount for the trip, from the crowds all along the line. In many places, notably Virginia City, he completely stole the show from the Burbank entries.

Sourdoughs, Songbirds and Slipshod

Because of the ballyhoo and hoop-la which accompanied the debut of Warner's "Virginia City," the Errol Flynn-Miriam Hopkins starrer dominated the preview week, although it was closely pressed, if not surpassed, in critical acclaim as to entertainment values by Universal's "It's a Date."

Action—in bucketfulls—comprises the dominant element in Warner's saga of the famous Comstock mine, with the Civil War setting the stage and backgrounding the motivation. As a top-budget effort the picture can, of course, boast of impressively sweeping production supplied by Robert Fellows; direction by Michael Curtiz in which suspense and drama are recorded in impressive style; a strong and capable cast; and exploitation potentialities far beyond the ordinary. Similarly competent was the original screenplay penned by Robert Buckner, adding to a list of strong selling points which should make the vehicle a substantial money-earner in every spot.

* * *

Every whit as good as the six previous and astoundingly successful Deanna Durbin starrers, "It's a Date" should do as well as, and possibly better than, any of them. Under the astute guidance of Producer Joe Pasternak, Deanna demonstrates herein that she has successfully bridged the gap between winsome girlishness to young womanhood—in such a way that her already vast popularity cannot help but be materially increased. Neither has there been any neglect of her rich voice and remarkable singing ability, while she also establishes herself firmly as an actress of consummate skill. A thoroughly appealing screenplay was tailored by Norman Kraska from a story by Jane Hall, Ralph Block and Frederick Kohner, and was transcribed to celluloid in masterful fashion by Director William A. Seiter.

* * *

The third and only additional feature to be shown finished a bad third. It was 20th Century-Fox's "Viva Cisco Kid," a far cry from the rootin', tootin' tales of banditry below the border as related in previous "Cisco Kid" vehicles. This one is definitely negative in entertainment content, having been cursed with jumpy motivation, badly timed direction and a dearth of the necessary action sequences. Dialogue, also, is amateurish in many cases. Norman Foster directed for Producer Sol M. Wurtzel.

Hollywood Personnelities

Barnstormers

—Paramount

BILLY LEE, child actor, set for a series of personal appearances through Georgia in connection with showings of "The Biscuit Eater." He will appear at the premiere in Albany, then continue to Macon, Columbus and Atlanta.

ALLAN JONES returns from extended concert tour, winding up his cross-country trek in Vancouver, B. C.

DOROTHY LAMOUR checks in after an extended series of personal appearances throughout the east.

Cleffers

—Sol Lesser

AARON COPELAND writing background music for "Our Town."

—Frank Lloyd

RICHARD HAGEMAN signed as musical director on "Tree of Liberty."

—Metro

C. BAKALEINIKOFF completes recording score for "One Was Beautiful."

ALEX HYDE signs new contract as studio orchestra manager.

DAVID SNELL scoring "Andy Hardy Meets a Debutante."

—Monogram

EDWARD KAY to score "Son of the Navy" and "Tomboy."

—Paramount

SIGMUND KRUMGOLD begins recording background music for "Down Went McGinty."

SIGMUND KRUMGOLD begins recording background music for "Queen of the Mob."

—20th Century-Fox

JOSEPH CRAWFORD sells an original Negro spiritual, "Amen," for use in "Maryland."

—Warner

MAX STEINER to compose symphonic score for "All This and Heaven, Too."

Meggers

—Columbia

ALEXANDER HALL to "Singapore," a Sam Bischoff production in which Melvyn Douglas will have the male lead. Abem Kandel is scripting from a story by Houston Branch.

—Metro

EDWARD CAHN to "Early Birds," an Our Gang comedy.

W. S. VAN DYKE to "I Love You Again," a Lawrence Weingarten production, co-starring William Powell and Myrna Loy.

—RKO Radio

GARSON KANIN to "They Knew What They Wanted," an Erich Pommer production in which Charles Laughton will star.

—Republic

ARTHUR LUBIN to "The Gangs of Chicago," which Robert North is producing.

—20th Century-Fox

HENRY HATHAWAY to "Brigham Young."

—Warner

KURT BERNHARDT to "Episode," co-featuring Priscilla Lane and Jeffrey Lynn.

WILLIAM DIETERLE to "This Man Reuter," which will star Edward G. Robinson. Script is by Milton Krims.

Options

—Columbia

CHARLES BENNETT signs one-picture writing deal.

GLENN FORD, actor, held for another term.

PETER LORRE signs two-picture acting deal.

—Samuel Goldwyn

JAN FORTUNE, writer, given contract extension. She is working on "Natchez."

—Metro

JAMES A. FITZPATRICK given new five-year contract under which he will turn out 12 "Traveltalks" yearly.

—Paramount

VIRGINIA DALE, featured player, held for another year.

HAROLD SHUMATE signs one-picture writing deal.

MARGARET WEBSTER signs six-month contract to write, act, and work with directors and producers learning film production. A New York stage director, dramatist and actress, Miss Webster checks in April 15 to begin work under her three-way agreement.

—RKO Radio

JOAN CARROLL, child actress, handed term contract.

—20th Century-Fox

TED NORTH, stock actor, signs term contract.

—Universal

FORD BEEBE, director, held for another year. Currently he is co-directing a serial, "Winners of the West," with Ray Taylor.

CHARLES LAMONT given new one-year directorial contract.

—Warner

CLAUDE RAINS given new long-term acting contract.

GRACE STAFFORD signs two-picture acting contract.

Scripters

—Columbia

ROBERT ANDREWS to "Girls of the Road." Ralph Cohn will produce.

ART ARTHUR and ROBERT HARRARI to "A Girl's Best Friend Is Wall Street." Charles R. Rogers will produce.

OLIVER DRAKE to "Barn Dance." Leon Barsha will produce in the Irving Briskin unit.

DEAN JENNINGS to "Twelve Against Crime," gangster story to be produced by Ralph Cohn.

ABEM KANDEL to "Singapore" for Producer Sam Bischoff.

FLORENCE RYERSON and COLIN CLEMENTS to "The First Woman Doctor," in which Irene Dunne will star.

HARRY SEGALL to "Jane Addams of Hull House," from a treatment by Arthur Caesar. Charles R. Rogers is the producer.

—Metro

NORMAN BURNSIDE to "Dumant: Story of the Red Cross," a book by Martin Gumpert.

LIONEL HOUSER to "Third Finger, Left Hand."

JONATHAN LATIMER to "Nick Carter in Panama." Frederick Stephani will produce.

—Paramount

JOHN L. BALDERSTON to "Victory," starring Fredric March, which John Cromwell will direct.

CHARLES BRACKETT and BILLY WILDER to "Arise, My Love," forthcoming Claudette Colbert starrer, which Arthur Hornblow jr. will produce.

FRANK BUTLER and FRANZ SCHULZ complete "Rangers of Fortune," which Sam Wood will direct. Fred MacMurray will star in the Dale Van Every production.

LEONARD LEE to "Merchant Marine" for Producer Anthony Veiller.

—RKO Radio

JAMES V. KERN teams with JAMES EDWARD GRANT on an untitled story dealing with a thoroughbred horse farm, which David Butler will produce and direct.

HERMAN MANKIEWICZ and JOHN HOUSEMAN join ORSON WELLES on an untitled script.

—Republic

VAL BURTON and PAUL CONLAN to "Everybody's Happy," a "Higgins Family" picture.

ROBERT YOST and GERALD GERAGHTY to "Carson City Kid."

—Richard Rowland

SHERIDAN GIBNEY to "Three Cheers for Miss Bishop."

—Stephens-Lang

MARION ORTH to "Dr. Christian Prescribes a Diet," third in the series starring Jean Hersholt, for RKO Radio release.

—20th Century-Fox

WILLIAM CONSELMAN JR. and IRVING CUMMINGS JR. to "Corncob Kelly's Benefit," a story by Peter B. Kyne.

HILARY LYNN to "The Great Profile," in which Adolphe Menjou will star.

LIAM O'FLAHERTY joins ERNEST PASCAL on "How Green Was My Valley," the novel by Richard Llewellyn.

—Warner

MICHAEL HOGAN to "Episode."

JACK LUCAS teamed with EARL BALDWIN on "She Couldn't Say No."

TOM REED teamed with ROBERT KENT on "Flowing Gold."

FRED NIBLO JR. and JAMES CAIN complete "Money and the Woman," a novel by Cain.

KEN GAMET teamed with ROBERT KENT on "Flowing Gold."

Story Buys

—Columbia

"We Dare Not Love," by James Edward Grant. Sam Bischoff will produce the anti-Nazi story.

—Larry Darmour

"Keep 'Em Alive," by Albert DeMond. It will be used as a Jack Holt starrer, rolling April 7. Columbia releases.

—Republic

"Millions for Rackets" and "April Nights," by Beth Brown.

—20th Century-Fox

The diary of Andre Maginot, who built France's Maginot line of defense, purchased from his widow. The diary and Mme. Maginot's explanatory notes are to be published in book form this summer. The French government will cooperate in production of the film.

"Private Practice of Michael Shane," a murder mystery by Brett Halliday.

—Universal

"Black Diamonds," by Sam Robins, as a co-starring vehicle for Richard Arlen and Andy Devine. Ben Pivar will produce.

—Warner

"Long Haul," a trucking story by A. I. Bezzerides.

"High Sierra," by W. R. Burnett, as a James Cagney starrer.

Technically

—Columbia

GENE ANDERSON, unit manager; RAY BEARLY, business manager, and VERA BACH, Anderson's secretary, establish Tucson headquarters for location work on "Arizona," the Wesley Ruggles production, which goes into work April 8.

GEORGE COLE, animal scout, rounding up 2,000 head of horses, cattle and burros around Tucson for use in "Arizona."

—Frank Lloyd

SLAVKO VORKAPICH signed to handle montages and special effects for "Tree of Liberty."

—Metro

FORD ALEXANDER signed as technical advisor on "Boom Town." He has been an oil well fire fighter for 27 years.

ART BLACK handling special effects on "Boom Town."

HUGH BOSWELL named assistant director on "I Love You Again."

WILLIAM DANIELS signs new long-term contract as a cameraman.

JAY MARCHANT and CHESTER FRANKLIN plane to Florida to line up sets for "The Yearling," much of which will be filmed on location there by Director Victor Fleming.

OLIVER MARSH to photograph "I Love You Again."

—Paramount

GORDON JENNINGS, head of special effects department, signs new contract.

HUGO GRENZBACH mixing sound for second unit of C. B. DeMille's "North West Mounted Police."

JOSEPH LEFERT set as assistant to Director Kurt Neumann on "A Night at Earl Carroll's."

LOREN RYDER, sound department chieftain, to leave for New York April 5 to attend convention of the Society of Motion Picture Engineers. HOMER TASKER, his assistant, will take over during Ryder's absence.

—RKO Radio

JIMMIE ANDERSON set as assistant director on "One of Six Girls."

GENE LEWIS set as dialogue director on "One of Six Girls."

—Harry Sherman

JOE POPKIN joins staff as assistant director and business manager on Sherman's forthcoming films.

—Warner

GEORGE AMY editing "The Sea Hawk."

Sees Exhibitor-Distributor Tie As "Contract of Service"

NEW YORK—Likening the relationship of the distributor and exhibitor to that of a newspaper and press associations, Y. Frank Freeman, vice-president in charge of Paramount production activities, stated in his examination before trial in the big suit, "In my experience, I have always looked upon the contract between a distributor and exhibitor as a contract of service, just the same as if you operated a newspaper and made a contract with Associated Press for a service or features which come to you every day and which the public feels is part of the newspaper.

"In contracting for service, you do so in the belief you will keep the theatre open, build up a reputation of the house and sell it to the public. In my humble opinion, it is on this relationship the industry has been built and will continue to be built."

Freeman had completed six hours of interrogation by Robert L. Wright, assistant to the attorney general, when he was asked the benefits that accrue to Paramount theatres from its affiliation with the distributing company of the same name.

"The benefits," he said, "materially affect the theatres until it almost becomes, over the years, an essential thing for those theatres, particularly if the producing and distributing company are successful.

"I believe," he continued "the three parts of the industry—distribution, production and exhibition—are interwoven one with the other. I have felt that way since I first entered the business with S. A. Lynch in the south. At that time Lynch was interested in exhibition and distribution.

"I think, and feel, theatres essentially over a period of weeks or years are in a position of needing constant service. That service delivers to the theatre, or groups of theatres, motion pictures that maintain the level of entertainment of the theatre and which the operator of the theatre has set for it.

"No one producer can supply an operator with that assurance but at least supplies him with part of it to help pay his obligations, help, rent and taxes. There is some insurance in not knowing what he may not have in his theatre."

He then made the analogy between the industry and newspapers. He also cited the days when contracts were made with booking agents for vaudeville acts over a period of time.

"The theatre buys service today and will in the future. On production quality, the theatre has to sell to the public. The producer has to build for himself the quality of product. I have never been shaken from that since I have taken over production responsibilities at Paramount.

"These are my beliefs. You asked for it, Mr. Wright. Now you have them." He stopped briefly and then continued.

"Every picture produced today is a gamble. The money spent on production is no warrant of its success, or assurance of its boxoffice returns. There are lots of pictures which cost less than the higher bracket pictures and come out with better success at the boxoffice.

"There is also a feeling that theatres affiliated with your company give sympathetic understanding to your problems. In the end, there is a better sense of security. It makes us, as producers, feel a sense of going further."

The first part of his examination dealt with his affiliation with S. A. Lynch, his becoming a partner in the various Lynch enterprises, which included distribution and exhibition in 11 southern states; his joining Paramount and his activities at the home office where he had charge of theatre operations after the bankruptcy and his participation in various partnership, pooling or other theatre deals where Paramount, or affiliates, was involved.

He also recited his activities at the studio. After five days in New York, he left for the coast.

Golden Winds Up Duties At 20th Century-Fox

Max Golden has wound up his contract as an associate producer at 20th Century-Fox after six months on the lot, and has checked out. During his six-month stay he produced two "Jones Family" features, editing on the last of which, "On Your Own," has just been completed. Golden had no announcement to make as to his plans for the future.

Also leaving the 20th Century-Fox organization was Arthur Levy, business manager of the wardrobe department, because of ill health.

Freeman Has Ideas About Settling Things

New York—After being examined for six hours in the all-industry suit, Young Frank Freeman, in charge of Paramount studio operations, gave his own idea on a quick way to settle the action. Said he:

"An easy way to settle this suit is to send your fellows (meaning the department of justice investigators) to the studios in Hollywood for six weeks. When they came back they would tell you to give the whole business back to the Indians."

Chaplin Reluctant To Franchise UA

NEW YORK — Charles Chaplin was the only UA producer in 1926 who would not grant the UA Theatre Circuit a ten-year franchise, stated Joseph M. Schenck in his deposition in the government suit.

"The franchises helped us secure finances for the theatres," he asserted.

Schenck also invited Chaplin to buy an interest in the circuit and he refused that, too.

The reason for Chaplin not wanting to subscribe to the UA franchise arrangement was his reluctance about signing the required papers. He approved the plan, but did not want to commit himself to anything permanent. Schenck explained that, prior to that, Chaplin had signed papers in other deals which had not worked out as he had wanted them to.

Sid Grauman, Lee Shubert, Schenck, William P. Philips, Mary Pickford and the late Douglas Fairbanks were associated in the forming of the circuit in 1926. Miss Pickford and Fairbanks jointly held as much stock as Schenck, which was 80,000 shares. Grauman also owned 80,000 shares which were later sold to Schenck "because he got cold feet. He did not want to leave California," Schenck stated as the reason for the sellout.

"We felt we needed theatres ready and willing to run our pictures as long as the public would patronize them. We decided to build theatres seating 1,500 to 2,000 to exhibit our films for a long run," Schenck stated.

"The larger theatres at that time usually played vaudeville acts and stage shows. We wanted to show our pictures without the extra attractions. We wanted show windows to build up advertising for long run pictures.

"Another factor which resulted in our going into exhibition was the fact that the large theatres with stage shows and vaudeville would turn over a large part of the gross to this end of the bill. We felt that, if we showed pictures exclusively, we could get a large percentage of the gross."

About 15 houses were acquired by the UA circuit shortly after its formation, the units being located in Los Angeles, San Francisco, Detroit, Chicago, Baltimore, Columbus, Portland, Ore., Seattle, Pittsburgh, Louisville and New York. In some towns, such as Baltimore and Columbus where there were more than one theatre, UA bought a half interest with Loew. In New York, UA had a 50 per cent interest with Paramount in the Rivoli and Rialto.

Expansion over the years now finds the UA chain interested in the Robb & Rowley circuit in Texas and Oklahoma, Randforce in New York, and others.

To Produce "Episode"

Warner has assigned Wolfgang Reinhardt to produce "Episode," in which Priscilla Lane and Jeffery Lynn will co-feature. Kurt Bernhardt will direct.

: What They Talk About :

NEW YORK—What do two brothers—Joseph M. and Nicholas M. Schenck—talk about when they meet socially? They get together four times a year, twice on the coast, once in New York and once in Miami.

Many subjects, according to Joseph M., including business which means the policies of their respective companies.

"I criticize some of the things that happen at M-G-M studios and Nicholas criticizes some of the things that happen at 20th-Fox," he says.

Distribution and exhibition also come up. "I tell him (N. M.) he spends too much for pictures and his answer is he makes good pictures."

The 20th-Fox chairman said he has not kept in touch with distribution for the past five years and hence knows little about it.

"My brother used to tell me how much M-G-M grossed on certain pictures and I regretted to hear they did so well."

Story values are discussed as to their boxoffice merits. "He asked me about production costs constantly increasing and we would both justify our budgets and agree the mounting costs were beyond our control."

Joseph M. states he has never talked to his brother about borrowing or loaning talent. "I always discuss these with Louis B. Mayer or Eddie Mannix on account of our relationship. I am very careful not to discuss this with my brother."

On exhibition: "I often found fault with his theatre operation. I (meaning UA Theatre circuit) have an interest in some of the theatres which Loew operates."

One of the theatres discussed has been the Penn, Pittsburgh. "This is a general bone of contention because I have felt the overhead (fixed charges) is too big." Two others include the Broad and Ohio in Columbus, Ohio, which he said are not very profitable and the same bone of contention applies, according to Schenck.

"We finally got some relief in Pittsburgh," the witness said, but could not remember what the outcome was on the Ohio situation.

Bookings have never come up at their meetings, he declared in his deposition before trial in the government suit.

Leichter Acquires Sales Rights to Ten Condors

Having acquired sales rights to ten features produced by the now defunct Condor Productions for Grand National release, Mitchell Leichter, independent producer-distributor, has pulled out on a swing around the country in an effort to raise funds on them. The deal was made with Condor's receiver, Felix Cunningham, in an attempt to provide some cash for creditors of the company.

Pictures involved include "The Devil on Horseback," "Captain Calamity," "We're in the Legion Now," "Yellow Cargo," "Navy Spy," "Bank Alarm," "Gold Racket," "Love Takes Flight," "Boots of Destiny" and "Trading Trouble."

Puts 20th-Fox Lineup Cost at $23,000,000

NEW YORK—Approximately $23,000,000 will be spent by 20th-Fox for its 1940-41 program, stated Joseph M. Schenck on his departure for the coast after several weeks here and in Miami.

Details of the new program which were scheduled to be set up here have been delayed because of the government suit, Schenck added. A number of pictures will be made by Robert T. Kane in England, but the total has not been determined.

The program for next season will be about 52, but even that is not definite, Schenck pointed out. The annual sales meeting will be held in Chicago about the middle of next month, but he will not attend.

The chairman of 20th-Fox believes this year will see an early selling season. He does not see any improvement in foreign revenues.

Asked if he had any discussions on acquiring additional Metropolitan & Bradford Trust stock, which controls GB, during Isidore Ostrer's visit here, Schenck said he had not seen Ostrer.

Additionally, "What is there to negotiate for? Nothing."

Private Loans by Schenck Paid Up, He Testifies

NEW YORK—All loans Joseph M. Schenck has privately made to executives or employes with companies other than 20th-Fox have been paid up, he testified in his deposition in the all-industry suit.

He has made advances to Samuel Goldwyn, Darryl F. Zanuck, Al Lichtman and the late Irving Thalberg. The loan to Thalberg was made in 1929 and amounted to $100,000.

None of the loans was made for production purposes.

Kanin to Direct Lombard And Laughton for RKO

RKO will team Carole Lombard and Charles Laughton in "They Knew What They Wanted," play by the late Sidney Howard, which Erich Pommer will produce. Garson Kanin draws the directorial assignment.

The picture will be the next for both Laughton and Miss Lombard. Schedules have been revised to establish later starting dates on Laughton's "Half a Rogue" and on Miss Lombard's "Mr. and Mrs." and "The Unbreakable Mrs. Doll."

Composer Is Signed

Music for "Our Town," a Sol Lesser production for UA release, will be written by Aaron Copland, noted American composer, who is now on the coast to assume his duties. In the cast are William Holden, Martha Scott, Frank Craven, Fay Bainter, Beulah Bondi, Thomas Mitchell, Guy Kibbee and Stuart Erwin. Sam Wood will direct.

Program Committee Will Plan PCCITO Conclave

Los Angeles—The rough draft of the business and social schedule for the first annual Pacific Coast Conference of Independent Theatre Owners having been okayed by the directorate of the ITO of So. Calif. and Ariz., which will be host at the May 8-9-10 conclave here, the PCCITO program committee has called another meeting for April 1 to map detailed plans for the affair.

Committee comprises Bob Poole, PCCITO executive secretary and director of the ITO; Mrs. Jenne Dodge, Jack Y. Berman, Ida Y. Schreiber and Nate Tanchuck. Convention is to be held at the Ambassador Hotel with Poole presiding and delegates attending from northern California, Washington, Oregon and Alaska.

Ray Olmstead's Interest in Monogram to Stubbins

Los Angeles—Ray Olmstead has sold his interest in the Monogram Pacific Coast franchise to Howard Stubbins, his former partner, and Mel Hulling, with Stubbins becoming president of the franchise company. The deal includes the San Francisco, Portland, Seattle and Los Angeles exchanges. Hulling, former western district manager, will maintain offices in San Francisco.

Stubbins has appointed Marty Solomon manager of the local branch. Solomon has been connected with film selling for 21 years.

Olmstead will assume an active interest in a chain of Arizona theatres with which he is affiliated.

Woolfall and Harris Take Over Broadway in Butte

Butte, Mont.—Bill Woolfall and E. E. "Bucky" Harris have taken a ten-year lease on the old Broadway here which they will remodel and operate in conjunction with their Park.

The two independent operators will spend approximately $50,000 in rejuvenating the Broadway, which they hope to reopen by the middle of May as the Montana.

About three months ago Woolfall and Harris opened an attractive lounge room capable of accommodating 200 persons at the Park.

Gets New Duty

Los Angeles—George Simpson of Fox West Coast's accounting department has been named financial supervisor of the candy distribution unit being organized by the circuit. Handling the department under the supervision of W. H. Lollier, is Bill Lyris.

Gretzinger Opens Machine Shop

San Francisco—Victor Gretzinger, formerly with National Theatre Supply Co. here, has opened a shop at Pacific Coast Theatre Supply Co. for repairing projection machines and other theatre equipment.

License Committee in Denver Acts on Film Slot Machines

Denver—The license committee of the city council has recommended that appropriate fees be placed on coin-in-slot motion picture machines to be installed here soon.

Fees suggested by the committee were $200 for each operator of a machine, $50 for each machine used by an operator, and $100 on each machine owned by an individual in his place of business.

The committee recommendation followed a like suggestion by Harry Huffman, city manager for Fox, who claimed that unless proper fees were imposed on such machines, they might prove unfair competition to theatres who bear a proportionate share of the city's expense to other established businesses.

Windy City Exhibitors Brand Roosevelt Venture "Unfair"

Chicago — James Roosevelt, here this week conferring with Mills Novelty Co. officials, heard his forthcoming venture into slot machine films branded as "unfair" to established theatre operators by Windy City showmen.

Roosevelt, who invited the exhibitors to discuss the matter with him, was warned that his idea could get out of hand and that salacious and objectionable films would be produced by irresponsible companies that would hurt the industry no end. The exhibitors also told him use of prominent film and radio names would cut into their grosses.

Replying, the head of Globe Productions said: "We in the film industry might as well make up our minds that these slot-machine projectors are here to stay. Not only is the Mills Novelty Co. going to make them, but all of the other leading concerns in the 'jute box' industry are going into the field. Wurlitzer, for one, has definitely told me that the concern has a machine ready to start production.

"If I don't make the three-minute subjects for the machines, some one else will, that is sure. And I feel it is for the best interests of the industry that a reputable concern make them and thus keep the level higher and as an aid to the industry.

"I feel definitely that the machines will not be in any way competitive to the operation of motion picture theatres . . . Actually, they can be put to beneficial use, if leaders in the industry take the attitude at the outset that they will work with the companies making them instead of against them. As an example, it can easily be arranged to have special trailers on coming attractions run at regular intervals in the machines. Thus the theatres in the neighborhood of those taverns will have their forthcoming programs advertised.

"Our company, Mills-Globe Co., does not plan to use big film names in our productions. But by the same token, these short films may very likely develop new talent that will be available for full-length features and thus increase boxoffice returns indirectly."

AFM Pushes Plan to Install Orchestras

Los Angeles—A renewed effort on the part of the American Federation of Musicians to install orchestras in de luxe theatres in this territory, as well as throughout the nation, is being undertaken in conferences between Joseph Weber, AFM president; Fox West Coast, Warner, RKO and Paramount theatre representatives; and Pat Casey, labor contact for the Producers' Ass'n. Weber was accompanied here from the east by James Petrillo, business manager of the AFM's Chicago local, and Sam Brenton, international treasurer.

The plan to supply live music from now-empty theatre orchestra pits has long been lobbied by the AFM as a means of reducing unemployment in the union's ranks. The current parleys constitute a renewal of conferences held in New York last summer, at which it was agreed to table the matter until this spring.

Affected by the plan, should its acceptance be agreed upon, would be such local first-run day-daters as FWC's Chinese and State; RKO's Hillstreet and Pantages and Warner's Hollywood and Downtown. Other de luxe houses in on the deal would be FWC's Four Star and Carthay Circle and the first-run Paramount Theatre.

Paramount Signs Boyer

Hollywood — Paramount has signed Charles Boyer to a two-picture commitment, the first to be "The Golden Door," dealing with political refugees on the Mexican-California border now awaiting admission into the United States. Mitchell Leisen will direct for Arthur Hornblow jr.

Must Submit All 16mm Films for Review

Chicago—All 16mm films, whether shown in taverns, halls or clubs for an admission fee or not, must be submitted for review, Lieut. Harry Costello, police film censor, said this week.

License Revocation Ends Burlesque in Seattle

Seattle—After a two-hour session of sampling rum-flavored toffee, peeking at "view-boxes" and listening to the pros and cons of burlesque "double entendre," the city council revoked the license of the Rialto, wiping out the last stand of burlesque in Seattle.

The mayor signed the papers after the council meeting making the closing effective immediately.

"Virginia City" Debut Restores Mining Days Glory for a Day

VIRGINIA CITY, NEV.—Never since the scalding water poured into the diggings of the Comstock lode from a subterranean stream, and wrote the death knell of this thriving western Sodom which produced more than a billion dollars worth of gold and silver ore, has there been as many people in this town as when Warner presented "Virginia City."

Actually, the three-way junket to Virginia City, was headquartered at Reno, with a side trip by Greyhound bus over tortuous mountain road to the 1,200-populated town perched on a Nevada mountainside as one of the highlights. It was estimated that Virginia City's normal population was upped at least ten times and the old standby saloons—"The Bucket of Blood," "Sawdust Corner," "Union Brewery" and "Crystal" did a big business.

First unreeling of the film took place in Joe Hert's Virginia Theatre, a 200-seater, a situation which brought on the only unscheduled event, in which Hert and Charles Einfeld, Warner vice-president and advertising boss, almost shot it out in the streets. Hert had promised all the people who went to the theatre, and the house was packed, that the stars would appear at the Virginia in person, but by some slip, they left immediately for the return trip to Reno after doing an NBC broadcast from old Piper's Opera House. Einfeld finally compromised by allowing Hert the film rent free, and bloodshed was averted.

John Peere Miles and Frank Heacock, the Warner publicists, went to town handling the Reno end and had drummed up sufficient ballyhoo to get out 7,000 people in Reno to meet the Hollywood train when it arrived at 8:30 a. m. Saturday. First train in was the three-car hookup from New York and Chicago, and with the sun came a delegation from San Francisco and the northwest headed by Sam Clark, Warner Pacific coast press man, formerly of the Chicago office.

Events, in order, were the introduction on the station platform in Reno, the morning parade, bus side trip to Virginia City for NBC broadcast and a home talent production called "Snitzer's Beer Garden Revue," trip back to Reno, premiere in three theatres—Majestic, Granada and Wigwam, a special premiere ball, and then touring the night and gambling spots by all hands.

Sid Rechetnik, who worked with Ralph Budd, and who handled filings for the newspaper people, said approximately 200,000 words of press coverage on the premiere was filed by the newspaper correspondents to wire services, syndicates and individual newspapers all over the country. This was slightly better than the newspaper attention given Warner's "Dodge City" a year ago in Dodge City, Kas.

Frisco's delegation included Claude LaBelle, San Francisco *News;* Paul Speegle, *Chronicle;* Fred Johnson, *Call-Bulletin;* Wood Soaness, Louis Levy, Oakland *Tribune;* Les Wagner, United Press; Sam Jackson, Ernie King, Associated Press.

Roster of the pilgrimage on the eastern special: Dan Thrapp, United Press, Chicago; Mrs. Sam Clark, Warner, Chicago; Isabel MacDonald, Milwaukee *Sentinel;* J. Mortensen, *Greater Amusements,* Minneapolis; Earl Pomeroy, Minneapolis *Tribune;* Fred Bartow, Warner, Chicago; Nate Gross, Chicago *Herald-American;* Herb Graffis, Chicago *Times;* Barney Oldfield, Nebraska *State Journal,* Lincoln; Tom Shafer, Acme newspictures, Chicago; Sam Shain, *Motion Picture Daily,* New York; Charles Lewis, *Showmen's Trade Review,* New York; Frank Tinsley, Reuters, New York City; Andre Peron, *Havas* news agency, New York City; Jerry Keyser and Sid Rechetnik, Warner, New York; Mr. and Mrs. Duncan Emrich, Columbia University, New York; Eileen Creelman, New York *Sun;* Elsie Finn, Philadelphia *Record;* Jay Emanuel, Philadelphia; Frank Ferrell, New York *World-Telegram;* George Tucker, Associated Press, New York; Herb Cohn, Brooklyn *Eagle;* Ira Wolfert, *Nana,* New York; Harold Cohen, Pittsburgh *Post-Gazette;* Karl Krug, Pittsburgh *Sun-Telegraph;* Harry Martin, Memphis *Commercial Appeal;* Joe Miller, Philadelphia *Inquirer;* Harry Oshrin, New York City; Jake Wilk, Warner, New York; Gardiner Mulvaney, New York *Post;* M. R. Werner, *New Yorker;* Lucius Beebe and Howard Barnes, New York *Herald-Tribune;* Mort Blumenstock, Ralph Budd, and John Harkins, Warner, New York.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

LOS ANGELES

VACATIONING at Palm Springs for some time is George Hickey, Metro's western division manager, who came in from San Francisco recently . . . There are plenty of broken hearts along the Row since Ann Shipp, cashier at G. F. D.-Lyons, showed up with a diamond ring on you know what finger. Donor is Jack Massman, whom she'll marry in June.

Hugh Bruen, Whittier Theatre operator and one of the directors of the ITO of So. Calif. and Ariz., has returned from a two-week trip to Seattle, looking after business interests there . . . Rudolph Valentino's last picture, "The Eagle," will open at Louis Berkhoff's Cinema Theatre March 29 after two postponements.

Majestic has acquired distribution rights to "Peck's Bad Boy," starring Jackie Cooper, orginally distributed by Fox . . . The Los Angeles Motion Picture Club, recently-organized association of bookers, salesmen and office managers, is planning a midnight show for some time in April and a Filmrow picnic for May. Next dinner meeting of the group will be held April 15 with President Ken MacKaig in charge.

Booking visitors included Earl Brothers, Boulder Theatre, Boulder City; Ben and Sol Mohi, Princess and Century theatres; and Ben Peskay, operator of the Palms and Banner theatres.

Vacationing here is David Miller, district sales manager for Universal, who headquarters in Cleveland . . . Stopping off en route to New York for studio conferences was George Dillon, manager of Warner's operations in New Zealand.

Max Meyer and Sam Blowitz, of the Congress exchange, have acquired "The Demon Barber of Fleet Street" and "The Return of the Frog" for distribution in this territory. Films were booked into the Uptown, Pasadena, beginning March 17 . . . Murray Hawkins, general manager of the Swan circuit, came in for bookings.

Arthur Greenfield has joined the Universal exchange as a booker—his first job in the film business . . . Leo Hamecker, Diana Theatre, San Diego, a Filmrow visitor. Ditto Phil Greenbaum, Castle and Mecca theatres.

Three contestants tied for first place in the weekly Filmrow ski-ball tournament, carding 360 points each. Sharing the honors were Carl Bryant, Phil Greenbaum and T. Rubin . . . Jack Chazen, operator of the Rosebud Theatre, checked in for bookings.

Out-of-town visitors along the Row included Ralph Branton, president of the Blank circuit, Des Moines, Ia., and Sol Bank, an exhibitor from St. Louis . . . Joseph K. Bernstein, sales manager for Premier Pictures, is contemplating a business trip to Dallas, Phoenix, Cleveland and New York, leaving around April 21 . . . Rube Wolf, orchestra leader at the Paramount, was a Filmrow visitor.

Harry Stern of Film Alliance has returned from his trip to Phoenix and other Arizona points . . . The Biltmore Bowl was forced to rearrange its schedule in order to allow Larry Kent's orchestra to play for the annual Filmrow Relief Fund dance, March 29.

Charles P. Skouras, president of Fox West Coast, has returned from a week's trip to San Francisco and Reno, looking over his circuit's properties in those localities. He was accompanied by Charles Buckley and W. H. Lollier . . . At home at the Kenwood Arms are Samuel L. Johnson, assistant shipper at Columbia, and his new bride, the former Gloria Louise Flynn of Long Beach. They were married St. Patrick's Day at the Lakewood Church in Lakewood.

Republic has signed a new seven-year lease on its office space in the building owned by the Gore brothers, and is renovating the spot, installing new woodwork and a new paint job.

Screen Club in Denver Gets 27 New Members

DENVER—The Screen Club's membership committee chairmen, Harold Rice, reports 27 new members as follows:

Tom Anglen, Paramount exchange; Ralph D. Lee, Isis; John Denman, Broadway-Rialto; Gene Gerbase, Republic; Robert Selig, Fox Intermountain; Jack Copeland, Aladdin; Art M. Moore, architect; Sebe Goodlett, National Screen Service; Dave Davis, Atlas Theatres; Ralph Batschelet, Bluebird, all of Denver; Ray Bartlett, Ocotilla, Artesia, N. M.; Harry Taylor, National Screen Service, Los Angeles; Arch and Mylas Hurley, Princess, Tucumcari, N. M.; J. Haas, National Screen Service, Los Angeles; Tom Vilnave, Bison, Buffalo, Wyo.; Dennis Baca and Claude Graves, Coronado, Albuquerque, N. M.; Tom Kerby, Worland, Wyo.; Everett Cole, Rialto, Alamosa, Colo.; Sam Cain, Avalon, Pueblo, Colo.; Ben Fish, United Artists, Los Angeles; Irving Winterstreet, Loew's, Inc., Kansas City, Mo.; Ralph Ayer, Ute, Colorado Springs, Colo.; Al O'Keefe, Universal, Los Angeles; Harvey Gollogher, Durango, Durango, Colo., and Neil Beezley, Grand, Littleton, Colo.

Fred Danz in Surprise Wedding on March 15

SEATTLE—Surprising friends, Fred Danz, son of John Danz, president of Sterling Theatres, Inc., of Seattle, and Miss Selma Gold of Phoenix, Ariz., were married March 15.

Danz and his bride met at the University of Washington where both were students. They were married at the Temple de Hirsh. Fred is supervisor of theatres for his father.

Long-Termer to Rains

HOLLYWOOD—Claude Rains had drawn a new long-termer at Warner.

DENVER

WITH Jack Langan, Bill Agren and Bob Hill the committee in charge, the ping-pong tournament at the Rocky Mountain Screen Club will get under way soon. It will be limited to members, with trophies for the winners.

The second monthly membership luncheon of the Screen Club will be held at the usual place, the Cosmopolitan Hotel, March 25, with Mark Skinner, director of the Denver mint, as speaker.

Mr. and Mrs. Harry Huffman are on a vacation trip through Mexico. They will go to the west coast before returning here about April 1. Huffman is city manager in Denver for Fox.

Nat Wolfe sued Bob Mapel and others for damages as a result of a fist fight said to have taken place in Wolfe's exchange shortly after the alleged hijacking of some fight films. Mapel and others sued Wolfe in a counter claim, $6,500 against Wolfe's claim for $50,000. The jury decided neither had a sound case and found against both. Wolfe will ask for a new trial.

SEATTLE

THE big Movie Ball sponsored by the Northwest Film Club will be held some time in April and the various committees in charge are putting their noggins together to make this a gala occasion. Jules Levy, Jimmy O'Neal and Fred Mercy jr. in charge of the band have their feelers out for a "name" band, and tickets will be available in plenty of time, according to Roy Peacock, Max Rubenfeld and Tom Dempsey who comprise the ticket committee. Jack Sampson and Eddie Rivers will handle the publicity and Joe Cooper is working with all committees. The recent confab held in connection with the forthcoming occasion was presided over by Herndon Edmond in the absence of J. T. Sheffield, who is the club president.

Hugh Bruen, theatre owner of Seattle and Whittier, Calif., is in town and has placed Joe Gamble in charge of the 45th Street Theatre here. Gamble has been with Bruen in Whittier for the past couple of years but his home is in Seattle. He is a brother of Ted, who is general manager of the Parker theatres in Oregon.

After two weeks of hectic wrangling and changing hands four times, the Dishman Theatre in Dishman has finally landed in the lap of Howard McBride, owner of the Granada in Spokane . . . Maury Saffle, local Metro head, is finally taking a well-earned vacation and is now in Salt Lake along with his wife . . . Cecil Gwinn of Centralia is back in the hospital again where he underwent another major operation from which he is now coming along very nicely.

Changes in the Warner exchange find Craig Turner in as assistant booker, Dan Weston moved up to the shipping department and Morty Ender to the ad sales department. Earl Bangasser joined the staff as assistant shipper. Changes were caused by the resignation of Jim Parry, assistant booker.

The young sons and daughters of Filmrow were entertained by Fred Mercy jr. and his wife, Dorothy, who staged a special preview for them. A good crowd was on hand and the youngsters were also treated to candy bars . . . Sad event of the week was the funeral of John Monk Saunders, well known in Seattle. Most of his folks reside here and John attended the University of Washington.

Marie Constanti, daughter of Pete, is recovering from injuries sustained in an auto accident. Pete owns the Harbor Theatre in Aberdeen, which he is now remodeling and renaming . . . The Beacon announces a series of nine Thursday night amateur shows, ending with a contest between each week's winner for a grand award on the ninth and final show . . . L. J. McGinley reports that theatres throughout this district are responding nobly on the Will Rogers National Theatre week.

Harriet Lamb is recuperating at the home of Mr. and Mrs. David Hughes in West Seattle . . . Bill Forman accompanied Walter Graham to Reno for the world premiere of "Virginia City." They flew in Walt's plane . . . Word from San Francisco tells that Roy and Adelaide Cooper were also at the Reno opening . . . Jack Flannery of National Screen and his staff have gone to California for a sales conference . . . Madge Spear in the hospital and doing fair after a sinus operation, but still too ill to receive visitors . . . Frances Madigan also in the hospital for a spell.

Paul Bean is in town from Hollywood. Paul services most of the screens in these parts and will be kept busy for the next couple of weeks . . . Mrs. Ned Edris of Tacoma has left by car for Los Angeles and will sail the latter part of this month for Honolulu . . . Al Rosenberg, back from his sojourn in California, is now confined to his home with an infected throat.

R. J. Peravoitch, on the Row from Klawock, Alaska, to order new equipment for his Bay View . . . Eddie Miller home from three weeks in Oregon, attended the opening of Ray Hodkinson's and Frank Blount's new Tower Theatre in Bend.

Tom Tomlinson to Tacoma to attend the funeral of his wife's father . . . With Harry Owens band playing the Palomar, the Palomar policy of two first run features and vaudeville will be diverted to the Rivoli for a week . . . Mrs. Howard McBride now able to leave the hospital for home but is still very weak.

Visitors this week included C. L. Carpenter from Mabton; A. J. O'Keefe, western head for Universal who went from here to Salt Lake and Denver; Charlie Laidlaw from Dayton; W. A. and Mrs. Cochrane from Snoqualmie; Ed Halberg and Henry Davidson from Port Angeles; W. B. McDonald, Olympia; Harry Newman from Lynden; Bud and Mrs. Benson, Anacortes . . . Charlie Comfort says that Vic Gauntlett cartoons for a hobby, Hal Daigler gardens for diversion, but Eddie Rivers talks for hours.

Evelyn Oxtoby up from San Francisco to visit her parents in Portland . . . Eddie Lamb holding a special preview of "The Primrose Path" . . . Captain Lathrop and Mariam Dickey are expected shortly from Alaska . . . Jack Rosenberg, with pictures to prove it, spent a weekend in Bellingham tending the Al Baker's baby.

A special meeting of the Northwest Film Club members was held this week. A free buffet dinner was served.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

THE newspapers here have long had an an agreement to carry no cooperative advertising between stores and theatres, but the bars were down this week when Magnin's, exclusive women's store, tied up with the Golden Gate on "Pinocchio" . . . Bob James, formerly with the Golden State chain, has taken over as manager of the Victory in San Jose. Ray Kelso moves out . . . George Yost, Palace, Oakland, manager, is the proud paper of a boy, and claims that it seems everyone he knows has dropped in to see the youngster, for which he says thanks . . . Three thousand dollars was expended on newspaper space and 100 24-sheets to tell the East Bay about the "Book Nights" currently running at the 13 houses in that territory.

A large contingent, headed by George Ballantine, will leave the end of the month for the annual Fox convention to be held in Chicago. The others from the local exchange who will check in at the Drake Hotel for the festivities include, A. Laurice, J. Erickson, F. Bernard, J. Flanagan, and Miss R. Telfer.

Monogram begins its "Spirit of Independence" playdate drive on March 30 . . . Al Belasco has been brought out from Chicago to front the orchestra and emcee the stage shows at the Golden Gate. He replaces Jay Brower . . . H. W. Dodge, district manager for Altec Service, has checked in for a business visit . . . Earl Carroll's "Vanities," which opened its tour here several months ago, will play a return week, starting March 24.

Norman Moray, Vitaphone general sales manager, was back on the Row this week for a few days. It was his second visit in two weeks, stopping over on his way back to Los Angeles after a jaunt to the northwest . . . Herman Wobber, general sales manager at Fox, has returned from an eastern junket . . . The Fox exchange went far over its sales quota and rose from 18th to 4th in the national list, due to the tremendous success of "Grapes of Wrath" in this territory . . . Margo, the Greyhound secretary known by nearly everyone on the Row, has quit her job to marry. She will honeymoon at Banff and Lake Louise.

Visitors: Pat Sanford, Carson, Carson City; George Smith, Willats, Willats; Cecil Pace, Rio, Rodeo; Jay Bolton, Roxy, Santa Rosa; Jack Goldman, Park, Los Angeles . . . Mike Newman, Columbia exploiteer, has been confined to his bed with flu since arriving in town last week.

Roy Rogers, minus horse but accompanied by his manager, Ben Roscoe, dropped in to say hello to the boys and girls at Republic. Rogers hae been making personal appearance in San Joaquin Valley houses . . . Warner is busy with preparations for the handling of their new line of silk screen accessories . . . Herbert Rosener has been in Seattle in connection with the opening of his foreign picture house, the Montlake, early in April. Rosener operates the Clay and Larkin here on a foreign picture policy . . . Sam Clark, new Warner publicity man from Chicago, was in town before going on to Reno for the "Virginia City" premiere.

Assault Charge Conviction Costs Theatremen $25

SEATTLE—Three theatremen were found guilty of what the judge called "technical third degree assault" in connection with a union dispute, and were fined a total of $25.

The defendants were Walter Coy, Ernest Lindgren and Kenneth Seger. James McNabb, business agent for the Motion Picture Operators Union and complaining witness, testified under questioning that he was distributing handbills charging the theatre with being unfair to organized labor when Coy and Lindgren and Seger, their doorman, attacked him. Coy and Lindgren maintained they merely rescued Seger when McNabb tried to prevent Seger from taking his picture.

The union has been banned by the courts from picketing the White Center Theatre, owned by Coy, following a decision by Judge William Wilkins that partners in theatre can each do a shift in the booth, and do not have to employ a union operator.

Lundberg Wins $100 for "Ninotchka" Campaign

WESTWOOD, CAL.—George Lundberg, manager of Fox West Coast's Village Theatre, received the $100 first prize given by Metro for a Southern California exploitation contest in connection with bookings of "Ninotchka." Second prize went to Dick Mears, who manages FWC's Glen in Glendale.

Charles Skouras Returns

LOS ANGELES—After a brief trip to Reno to inspect theatre holdings, President Charles Skouras of Fox West Coast has returned to his headquarters here.

SALT LAKE

RUEL G. WILLIAMS, western division manager for the Ross Federal Service, Inc., is here for a short stay, following a sales conference held at Miami Beach, Fla. He will go to Seattle from here . . . G. L. Cloward is back from a vacation trip to Los Angeles.

Joining the train for Reno and the premiere of "Virginia City," from here, were Ray Hendry, assistant manager to Harry David of the Intermount Theatres, Inc.; C. Clare Woods, house manager at the Centre Theatre; William Dorack, booker; Harold Chesler, assistant booker; Will F. Gordon, Warner branch manager; I. H. Harris, of the Harris Boeller circuit of Burley, Ida.; Charles E. Huish, Eureka; and David K. Edwards, Salt Lake City assistant manager for the J. L. Lawrence Theatres.

Branch Manager Herschel Stewart of the FWC Theatres reports the operators strike of the past six weeks has been settled amicably . . . Fred Glass is in Montana for FWC . . . Preparations for the Spring and Summer Drive which opens April 14 are keeping Rick Ricketson busy.

PORTLAND

A WILD and wooded area near Pendleton and just south of the (Washington) border is the reported selection of Cecil B. DeMille for part of the shooting of "Northwest Mounted Police," to star Gary Cooper and Paulette Goddard. The word here is that Charles Wooltenhulme, unit business manager, is seeking the services of 1,000 Umatilla, Nez Perce, Klamath, Blackfoot and Cheyenne Indians, and that riders and stunt men will arrive in a few weeks to be followed later in April by the rest of the company, when shooting is completed in the San Jacinto mountains.

Our recent note on the new house at Kelso failed to do justice to Bill Ripley, the southwestern Washington impresario. The word now comes that he is remodeling the Roxy at Longview and installing new seats in the Columbia . . . And it shouldn't be long now until Norman Goodin opens that modern theatre in Oswego. A few more days of sun and the lake should play to capacity crowds of bathers . . . Reminding that Bill Thrall, down at Junction City, has completed construction of his new 14-foot boat.

Harry Percy of White Salmon visited the Row this week, and G. W. Gessler of Sweet Home paid his first call in some three months . . . Bert Williams, former Cashmere, Wash., exhibitor, is in town with the roadshow, "Elysia" . . . M. W. Mattecheck of McMinnville is back in the saddle, his vacation ended.

T. J. Cleary, auditor from the N. Y. office, is sojourning at 20th Century-Fox . . . Lou Stang, Paramount booker, missed a few days, the result of illness . . . Lloyd Moore, in booking for the Oasis at Hermiston and the Star at Goldendale.

George De Waide won a prize with his miniature camera print of a locomotive couchant, entered in a monthly amateur print contest . . . The Hollywood Bowl, new liquorless night spot featuring a "milk bar," opened last Friday with Bob Mitchell's orchestra playing a limited engagement. Manager Don Merkle announced dancing five nights a week with "old time" music Tuesdays and Thursdays.

Add signs of spring: Kirk McGowan giving a loving and deft touch to the B. F. Shearer shrubbery; Ray Henderson of Albany talking field archery; daffodils and forsythia at the 20th Century-Fox office and yellowbells from east of the mountains at Hamrick-Evergreen.

A bunch of pictures of oldtime stage celebs inspired Harold Hunt of the *Journal* to nostalgic reminiscences of the days when Schumann-Heink and Gilda Gray played on the same Fanchon & Marco bill at the Paramount, and May Robson, Guy Bates Post, etc., played extended engagements and Portland had a "stage crowd" . . . The Paramount newsreel showing rescue work by the Mount Hood ski patrol has been booked by half a dozen local houses.

Get "First Woman Doctor"

HOLLYWOOD—Florence Ryerson and Colin Clements will collaborate on the script of Columbia's "The First Woman Doctor," to star Irene Dunne.



To Three-Year Job—

Jack Kirsch, president of Allied Theatres of Illinois, re-elected by that organization for a period of three years, a precedental action.

Precedental Qualities In Kirsch Election

CHICAGO—The re-election of Jack Kirsch to the presidency of Allied Theatres of Illinois for three years marks the first such lengthy period of office ever given to an officer of the organization.

Other officers and directors elected for a one-year period were: Van Nomikos, vice-president; Richard Salkin, secretary-treasurer; Harry Nepo, sergeant-at-arms, and the following directors: Benjamin Lasker, Jack Rose, Joseph Stern, Ludwig Sussman, Sinuel Roberts, Verne Langdon, Abe Gumbiner, Charles Nelson, Tippy Harrison, Ben Bartlestein, Harry Reckas and Nate Wolf.

Kirsch announced a portion of the members of the local committees to work on the forthcoming national Allied convention, now tentatively set for the second week in June, with the dates due to be set this week.

Van Nomikos heads the housing committee; Dick Sachsel, programs; Charles Nelson, arrangements. Kirsch is general chairman.

Rogers Drive Participants Are Asked to Report

CHICAGO—Tom Gilliam, branch manager of Warner, who is chairman of the Chicago district of the Will Rogers National Theatre Week Drive asks exhibitors who plan to cooperate in the drive to advise him immediately. The drive for funds will be conducted the week of April 18.

Zorn Sells Apollo

PONTIAC, ILL.—Eddie Zorn of Pontiac has sold his Apollo in Belvidere to the Hainline circuit.

Double Features Stand Staunch In Chicago as Exhibition Policy

By GENE RICH

CHICAGO—Windy City film patrons will be seeing double features "until the occasion presents itself when a change of policy is required."

And you can take the word of John Balaban, operating head here of B&K, that duals will remain. Balaban returned from Arrowhead Springs right into more single-double-triple feature talk than the Chicago filmites have rattled off in a long time. He explained he didn't want to get into any discussions about the situation, but his statement made it clear that B&K finds duals are doing well, and that they will remain in vogue as far as his theatres are concerned.

"We feel we are doing what the boxoffice requires us to do from the present standpoint of business," he said. "We feel we are in keeping with the trend of the time, but when the time comes that there is a policy change required we will make that change immediately."

Meanwhile, the sudden outbreak of triples on the north side had subsided to only one house, Lester Retschen's Howard. The others—the Devon, 400, Adelphi and Bryn Mawr—where the triples experiment was tried once or twice, returned to duals. It was learned B&K will continue on a dual basis at the Norshore and other such houses.

There continues to be veiled talk, however, of what Allied will do at its forthcoming general membership meeting next week. Jack Kirsch, president, did not know exactly what day it will be held. He did, however, make it clear that the single-double-triple feature situation will be gone into carefully and in detail.

Also due for discussion at the Allied meeting, Kirsch said, will be the Neely bill, the general film situation in Chicago, the question of whether or not to eliminate premiums and the forthcoming national convention here.

All 16mm Films Must Be Reviewed, Says Costello

CHICAGO—Lieut. Harry Costello, police film censor, repeats that all 16mm motion pictures shown to the public, whether an admission fee is charged or not, must be submitted for review by the board.

This is part of Costello's drive to have all 16mm films submitted for review. He says that whether these pictures are shown in taverns, halls or clubs, they must be looked at by the censor board, adding all infractions will be dealt with accordingly, meaning arrests for failure to have police permits for the showings.

Chicago Grosses Impaired But Little by Holy Week

CHICAGO—Even though it was Holy Week, business did not suffer so much comparatively this week in the loop. Paramount's "Road to Singapore" did well at the Chicago, while the fourth week of M-G-M's "Northwest Passage" held up in its final stanza at the United Artists. Other product did comparably as well.

Construction on New House At Elkhart Is Started

ELKHART, IND.—The new Elkhart State Theatre Co., with N. N. Bernstein as president, has started construction of their $75,000 theatre which is expected to open around June 1. Mrs. Winifred Frye is owner of the company.

Nate Bernstein operates other theatres in Hammond, Ind., and Waukegan, Ill.

Film Columnist Sees Little Hope for Singles' Return

CHICAGO—Harold Heffernan, Hollywood staff writer for the North American Newspaper Alliance, whose column is carried locally in the Chicago *Daily News*, wrote that tests show there is little or no hope for single feature offerings to come back. During his discourse he mentioned the recent test locally about which he wrote "results of the experiment were pretty dismal and no similar attempt is likely to be repeated in the near future."

"Exhibitors declare the bargain policy now has too firm a grip on the public and can't be broken unless the nation's 18,000 theatres line up solidly," he wrote. "Even then they think it would be a protracted siege in which hundreds of houses would starve themselves out of existence . . . It must not be overlooked that ten years of duals (he was referring to the national double-feature movement, now ten years old) have reared an entirely new audience that can't even remember the days of single feature shows. Ask any moviegoer between the ages of 12 and 20 (and this youthful group comprises at least 15 per cent of the screen's total audience) to state a preference and you'd get an almost solid vote in favor of doubles—and the longer the show the better . . .

"Duals are apparently here to stay—by popular approval . . . Producers and exhibitors are now resigned to that situation, and the small minority of die-hards who rise occasionally to protest might better save their breath."

Allied Directorate Slates Meeting

Chicago—Allied's new board of directors was to meet late this week, Jack Kirsch, president, said on Monday. Following that session a general membership meeting will be set for the early part of next week, at which general conditions in the Chicago territory at present will be discussed.

Jimmy Asks for It, So Chicago Exhibitors Slam "Jute Box"

By GENE RICH

CHICAGO—Jimmy Roosevelt asked for it here and he got it.

The head of Globe Productions invited Chicago exhibitor leaders to present their views on his forthcoming venture into slot-machine film projectors and the Windy City theatre owners weren't bashful in voicing profound and lengthy opposition to the project.

At the same time, Roosevelt showed he could take it, for he kept asking for more and more comment—all of which was adverse—and thanked them all for it.

Conferring with Roosevelt were Jack Kirsch, president of Allied Theatres of Illinois; Walter Immerman, general manager, B&K; Harry Lustgarten, district manager, B&K; Mort Goldberg, G. C. S. Circuit; Charles Ryan, assistant zone manager, Warner Theatres; Jack Rose and Alex Manta, Indiana-Illinois Theatres; Edwin Silverman, Essaness Theatres; Sam Meyers, Wilmette; Lou Abramson, Allied. Others attending were Tom Gilliam, Warner branch manager; Jack Schlaifer, United Artists western sales manager; Irving Schlank, UA branch manager, and Ben Eisenberg, Chicago UA sales manager.

While Roosevelt briefly outlined his production plans for three forthcoming features for the film industry, practically all of the discussion was about the new slot-machine venture.

Term It Competitive

All of the exhibitors present felt that the new project would definitely keep potential patrons out of theatres. Others warned Roosevelt that the idea could get out of hand and that salacious and objectionable films would be produced by small-time companies that would hurt the film industry in general. Use of prominent film stars and radio names in the slot-machine films will also cut into grosses, they said. One said that the short subject production field will be hampered even more than now, since potential theatre patrons would see enough shorts in the slot-machines, thus encouraging even more general use of doubles and triples in theatres. Another argument was that Hollywood producers should stay out of such fields on the ground that if Hollywood makes the three-minute reels that will be needed they will be good and will hurt the boxoffice, but that if small companies have to make them, they will not be so good and the resultant competition will not be nearly so great.

To this, Roosevelt replied: "We in the film industry might as well make up our minds that these slot-machine projectors are here to stay. Not only is the Mills Novelty Co. going to make them, but all of the other leading concerns in the 'jute-box' industry are going into the field. Wurlitzer, for one, has definitely told me that the concern has a machine ready to start production.

"If I don't make the three-minute subjects for the machines someone else will, that is sure, and I feel it is for the best interests of the industry that a reputable concern make them and thus keep the level higher and as an aid to the industry.

"I feel definitely that the machines will not be in any way competitive to the operation of motion picture theatres . . . Actually, they can be put to beneficial use, if leaders in the industry take the attitude at the outset that they will work with the companies making them instead of against them. As an example, it can easily be arranged to have special trailers on coming attractions run at regular intervals in the machines. Thus the theatres in the neighborhood of those taverns will have their forthcoming programs advertised.

"Our company, Mills-Globe Co., does not plan to use big film names in our productions. But by the same token, these short films may very likely develop new talent that will be available for full-length features and thus increase boxoffice returns indirectly."

Roosevelt made it clear that should the subjects that will have to be produced for the new machines need to be in any way objectionable or salacious he will be the first to get out of it. In answer to a query that Warner Bros. left the field when they saw its competitive possibilities to theatres, Roosevelt answered that "Warner still wants the deal, but can't get it." He said that the same outcry was raised years ago when "jute boxes" first came into prominence.

Roosevelt said that the extent of the competitive possibilities cannot be determined for two years, since all of the companies planning to make the machines will only be able to place 60,000 in the entire country during the first two years.

In discussing his production plans for regular feature-length films, Roosevelt said that the cast for "The Bat," which starts in production April 15, thus far named includes Edna Mae Oliver, Eddie (Rochester) Anderson, Claude Rains and Robert Cummings, with the male and female leads still to be picked. "Pot O' Gold" starts on June 15 with Horace Heidt and his band featured. The third production, as yet unset, will start in the fall with John Stahl producing in conjunction with Roosevelt and United Artists.

Will Recognize Hays

With about nine-tenths of Chicago's exhibitors represented at the conference the objections they raised to the slot-machine projectors represented the opinion of practically 100 per cent of the Chicago territory, observers believe. Leaders of the circuits, as well as the independents, were present.

Some of the comments of the exhibitors present follow:

Alex Manta, Indiana-Illinois Theatres: "You must be cautioned against using anything that will stigmatize pictures. You must be careful not to use anything objectionable or salacious. (Roosevelt answered this by saying all productions of his will be passed through the Hays organization before being released to the slot-machine projectors) . . . Personalities of both radio and screen that make up the major portion of the entertainment we sell should be kept off the three-minute movies . . . With your prestige, Mr. Roosevelt, I feel you can do something for the industry, and I do not feel that producing for the slot-machine projectors is the right 'something' . . . As far as our Indiana As-

MILWAUKEE

CONNIE KREBS, studio publicist for RKO, has been a local visitor . . . Fox's Wisconsin is sandwiching a five-minute intermission between each feature during which time attractive misses market candy and soft drinks. The intermission policy is an aftermath of "GWTW."

W. L. Ainsworth, prexy of the ITPA of Wisconsin, has been named entertainment chairman for the 1940 *Fond du Lac Home Show . . . Jack Yeo has installed a new screen, lamp housings and generator in his Plaza at Burlington.*

William Exton, manager of the Roosevelt in Kenosha, reported the theft of a vacuum sweeper, an electric heater, and about 300 bars of candy and gum packages from the theatre offices.

Chilton Theatre at Chilton has been closed Holy Week for renovations . . . Ben Brown, operator of the Temple and Vernon in Viroqua, enters his 50*th year in the show business. Brown's wife and his son and daughter are actively engaged with him in the operation of the houses.*

The Plaza Theatre last week ran up high team total in the Woman's Social bowling league in Burlington . . . William Exton has adopted a new spring weekend policy with shows only on Thursdays, Fridays, Saturdays and Sundays. Each program runs two days.

The Abby, south side nabe house, was entered and robbed last week of $20. *An attempt to break into the Alamo, another south side theatre, failed . . . Fox's Varsity conducts a "Young Americans' Club" on Saturday mornings with kids receiving free candy and doughnuts last week. Admission is a dime for youngsters up to* 16 *years and* 15 *cents for those over* 16.

The Kenosha in Kenosha, Bay in Green Bay and Jeffris in Janesville staged special midnight St. Patrick's Day shows March 16 with two-bit admission policy . . . Kenosha Theatre in Kenosha has inaugurated amateur stage shows on Wednesday and Thursday nights with Ray Gruis at the organ leading community singing.

Bay Theatre in Green Bay last week conducted a pre-Easter style review in a tie-up with three local merchants. Girls from two local high schools served as models and the audience cast ballots for the "Model of Tomorrow."

sociated Theatre Owners' organization is concerned, we are wholly against this new project."

Charles Ryan, Warner Circuit: "These machines will definitely take away from our patronage, and every dollar taken away in these times reduces our meager profit."

Walter Immerman, B&K: "Producers making pictures for theatre consumption should stay out of this new venture . . . If Hollywood producers make the three-minute reels they will be good and will hurt us; if others make them they will not be of the same high calibre and consequently will not hurt us nearly so much."

Sam Meyers, Wilmette: "These new machines are bound to go and we in the theatre business may find ourselves coming down to the cafe level in that we may eventually have to offer drinks in our theatres to compete with the taverns . . . There is too great a possibility of chiselers coming in and producing salacious films to hurt the film industry . . ."

Edwin Silverman, Essaness: "First thing we know national advertisers will be offering to make up special reels as advertising matter in the machines and we will have that added burden to face. (Roosevelt commented that already one large railroad concern has offered to purchase 1,000 machines and equip them with advertising films on travel. He added that the advertising field offers unlimited possibilities in that direction).

Others also present who voiced objections were Jack Kirsch, Allied; Jack Rose, Mort Goldberg, Harry Lustgarten of B&K.

Roosevelt explained that it is his plan to stick with the project a year and see what the outcome is and then if it is too competitive to theatres he will then decide whether to remain in regular production or devote his entire time to the new project; or that if it is not competitive he will continue to pursue his present plans. He said newsreels will not be produced for the new "jute box circuit." He added that there will always be bootlegging of salacious objects in every industry, and that it can't be kept out of this one either. "But the people who want to see those things," he said, "are not your customers anyway."

16mm Shows in Taverns Virtually Eliminated

CHICAGO—Through concerted efforts of exhibitors here, both circuit and independent, the use of 16mm films in taverns has been practically eliminated. The exhibitors presented arguments to the fire department and police film censor board which were accepted and used to help eliminate this competitive angle of free shows. The fire marshal's office enforced the ordinance not permitting motion pictures to be shown where the proper safety facilities are not available. Likewise, the censor board arrested tavern owners on the fact that the film ordinance requires all films be licensed.

"Great Profile" to Lynn

HOLLYWOOD — Twentieth-Fox's filmization of "The Great Profile" will be adapted by Hilary Lynn. Adolphe Menjou plays the title role.

Sign Shumate for One

HOLLYWOOD—Harold Shumate has signed a one-picture writing deal at Paramount.

CHICAGO

HERB MacINTYRE, RKO New England district manager, and head of the Ned Depinet Drive, was here conferring with the local salesmen. With him was Harry Michalson, short subjects sales manager. They went from here to St. Louis.

Harry Levinson, formerly RKO booker, and now office manager for RKO in Detroit, was a local visitor.

The Bookers Club of Chicago is sponsoring a testimonial dinner for Max Factor, Great States' booker, on March 27, in the Florentine Room of the Congress Hotel. Factor is leaving soon to become assistant to Harold Field, president of Pioneer Theatres' Circuit, Minneapolis.

Jack Barnett, Movietone News head in Kansas City, has returned after spending several days here.

William J. Connelly, 56 years old, manager of the Grove for Warner, died last Friday.

Jack Schlaifer, United Artists' western sales manager, was here this week.

Florence Lipschitz, "hello" girl at the RKO exchange, was the center of attraction this week at the meeting of the Women's Film Industry Club of Chicago in the screening room of the 20th Century-Fox exchange. Florence gave a reading of G. Martinez Sierra's "The Kingdom of God."

Ray Thompson is the new manager of the B&K Luna. His post as assistant manager of the Chicago is now being handled by Alan Waldman, formerly chief of service at the Chicago.

Bill Hollander of B&K was in New York this week.

Ray Goldstein is now using vaudeville headliners every Sunday at the Olympic. Recently there were Evelyn Brent, Gus Van and Eddie Peabody.

Henri Elman went to New York to be on hand for the Joe Louis-Johnny Paychek fight.

Harry Goldman, Warner down-state salesman, has a lot of interesting stories to tell about "Black-Jack as It Is Played in Country Towns."

The Bowling League's annual party is definitely set for Harry's New York Cabaret, Wednesday, April 10.

Warner will screen "It All Came True," the newest Ann Sheridan opus next Thursday, March 28, 1:30 p. m., in the Warner screening room. This week exhibitors saw "Virginia City," and the new patriotic short, "Teddy Roosevelt and the Rough Riders."

Fred Bartow, Warner exploiteer, is back from the Virginia City jaunt.

Seymour Gumbiner and his new bride are honeymooning on the west coast.

Among the down-state exhibs visiting Filmrow: M. Ewing of Bloomington and East Peoria, who told of acquiring the King at Tremont; Ray Jeanotte, Palace, Cambridge; Jack Berglan, Rialto, Walkerton, Ind.; Lynn Girard, Ladd; Eddie Zorn, Pontiac; Steve Bennis, Lincoln, and his son Leo, together with Steve's daughter, now Mrs. Ekner of Lincoln.

Gus Constan, Decatur, out of the hospital now, was on the Row this week.

Ed Harris of the Columbia and Princess, Peoria, is vacationing in Florida.

"You Killed It Yourself," Says Roosevelt

Chicago — During Jimmy Roosevelt's conference with exhibitors here, talk turned to doubles and triple-features. Said Roosevelt: "Well, I feel you have killed your own business with four-and-five-hour shows."

Joe Goldberg Equipment House to Frank Nuber

INDIANAPOLIS—Frank J. Nuber, former salesman of Motiograph equipment in this territory, has taken over the Joe Goldberg, Inc., equipment house and the new company will be known as the Indiana Theatre Equipment Corp. with Joseph F. Bommercheim, as agent.

Corporation papers filed show 50 shares of $100 par value stock; purpose: To deal in motion picture theatre equipment and engage in theatre construction and remodeling. Incorporators are Nuber, Bommercheim and Bess Kaufman.

Bommercheim was the manager of the Goldberg company in this territory, and will continue in that capacity for Nuber.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

Deposition by Barney Balaban Saga of American Exhibition

NEW YORK—It was the construction of the 670-seat Circle in Chicago that inaugurated the de luxe type of theatre, combined stage shows and films for the first time and marked the beginnings of the powerful B. & K. circuit, declared Barney Balaban in his deposition taken in the all-industry suit. The narration turned out to be a sort of saga of American exhibition.

In those days, most of the theatres were store shows, which meant camp chairs installed in stores and film exhibited exclusively. However, the Balabans' first theatre was the Kedzie in which they were part owner of a lease. This was in 1908. The interest in the theatre lasted a year when the brothers developed plans for a larger house in the same locality. This theatre, unnamed, was operated for ten years or more during which others were acquired and dropped because of their obsolescence.

The Circle, Balaban added, was the first house to have opera chairs, an orchestra pit, a stage and a ventilating system. Most of the store shows closed for the summer in those days, but the Circle remained open.

In 1912 or 1913, the Balabans acquired a half interest in the Ashley on Madison St., but the operation continued in other hands. Between 1913 and 1916, they operated two theatres, one the White Palace on the West Side, and the other the Franklin, on the other side of Chicago. The Balabans operated, although others were interested.

Theatre Interest After 1914

Until 1914, Barney said he had devoted little time to the theatres. He was employed in an industrial enterprise and only spent evenings in the theatre end. His brothers were the operators.

Balaban also had been interested in the Swanson Film Exchange, the Schiller Film Exchange and General Feature Films but gave them up because "there was no consistency of product available for distribution in Illinois."

Construction on the Central Park Theatre was started in 1916. It was the first de luxe theatre in a concrete building and seated 2,000, he said. It had a main floor, a mezzanine and balcony after which many theatres are patterned today and had the physical characteristics of the Paramount on Broadway. It had an orchestra pit, a stage and air conditioning system and was the first house in the middle west to operate on the policy now in effect at the Music Hall.

According to Balaban, what pleased patrons most was the elimination of tipping. This theatre had its own stage producer and artists, played classic and semi-classic music and had highly trained ushers. One admission for the entire house prevailed. The evening price was 35 cents. While the film consumed most of the operating time, the stage show was considered a novelty and more highly regarded as the principal draw. The theatre drew patronage from all over the state because of the stage show.

"We operated the theatre so successfully we were able to interest Chicago capital for the acquisition of the Riviera, under construction," Balaban continued.

Sam Katz's father and the Balabans underwrote the investment and the Balabans assumed management. The house seated 2,000. B&K was formed in 1923. However, in 1919 plans were started for the Tivoli which opened in February, 1921. This house seated 4,000 and featured films and stage shows.

Then the Balabans turned over the lease on the Circle to Fred Cleveland and the Ashland to the men who were managing it. This left the Balabans with the Central Park, Riviera and Tivoli, all big houses.

While the Tivoli was under construction, the same financial group acquired the land for the Chicago, built and opened it in the fall of 1921. The State-Lake, built by the Orpheum circuit several years earlier, was a simon-pure vaudeville house.

In 1921, Katz and the Balabans acquired the Jones, Linick & Schaefer and Ascher Brothers interest in First National. It was an individual transaction and had nothing to do with the circuit. A year or two after the Roosevelt was opened by the Ascher Brothers it was acquired by B&K for $800,000. The McVickers remodeled in 1924, was reopened by J. L. & S., who subsequently leased it to Paramount, marking the first time this company had acquired a Chicago theatre.

In 1925, Paramount was interested in a number of theatres in New England and San Francisco. It was also planning the erection of the Paramount on Broadway and others.

"Leading Theatre Operators"

"We were recognized as the leading theatre operators in the country. Paramount evidently recognized that and started negotiations with Sam Katz, then the outside man," Balaban said. An arrangement was concluded to take over the management of the Paramount houses with Katz to be made available for operation. Paramount then had an interest in McVicker's and later purchased the theatre. Katz went to New York to develop manpower, but began drawing on B&K personnel to such an extent the Balabans objected. Paramount then arranged, in about 1925, to purchase two-thirds of the interest in B&K. The deal was closed in 1926. The McVickers then was turned over to B&K which also bought the Roosevelt from F. J. Godsal.

At about that time, B&K had acquired an interest in Great States. In 1925, the circuit opened the Uptown and in the same period bought a 50 per cent interest in the Lubliner & Trinz string of 20 to 25 houses. These were downstate operations.

B. & K. now operates as a separate entity and Paramount owns none of its preferred stock. In 1926, Paramount purchased an additional interest. Katz has sold all of his stock interest.

In 1929 or 1930, B. & K. acquired the outstanding 50 per cent interest in Lubliner & Trinz. At about this time, the chain found some of its smaller theatres, about a dozen of them, could not be operated profitably. These were turned over to Emil Stern under a leasing arrangement for 50 per cent of the profits. Balaban criticized Stern for some of his recent actions, particularly after B&K had done him "a great favor."

Essaness—Emil Stern and Edwin Silverman—according to Balaban, today is as big as B&K.

Traynor's Quick Thinking Makes Opening Possible

MINONK, ILL.—Quick thinking on the part of Sam Traynor, district manager of the Bailey circuit, enabled the Minonk here to reopen seven days after it was threatened with complete destruction by fire.

Traynor, at his home in Princeton 50 miles away when he received word of the fire, drove here in 45 minutes to see four buildings adjoining the theatre in flames. Obtaining canvas tarpaulins, he had the entire main floor of the Minonk covered to keep the water seeping into the building from damaging the seats.

While the apartments above the theatre were destroyed, damage to the Minonk was restricted mainly to the new marquee. Other minor damage brought the Bailey circuit's loss up to an estimated $3,000.

Billy Outland Returns

WINDFALL, IND.—Billy Outland has returned to the show business in taking over the operation of the Rex here from John Cooper. Outland formerly operated the Arc in LaFayette.

Indianapolis Drive-In Will Rise on New Site

INDIANAPOLIS—Land leased for a proposed open-air theatre on Indiana 67 near East 42nd Street and Massachusetts Avenue by Midwest Drive-In Theatres, Inc., was abandoned for a new site purchased this week.

The new location is a 70-acre tract situated northeast of Indianapolis on highway 67, about a quarter mile east of the Post road. Fifteen acres of the purchased ground will be utilized by the theatre. A farm house now on the site will not be disturbed. Philip Smith, theatre operator of Boston and president of the corporation, announced contracts have been signed for work on the theatre to start immediately. It is hoped it will be in operation by May 10.

There will be 11 ramps to accommodate approximately 500 automobiles with individual speakers for each car. The projection booth will be in a semi-underground dugout, 250 feet from the screen. The entire theatre will be enclosed by a high fence, and will represent an investment of $75,000.

Drive-in theatres are operated by the corporation in St. Louis, Milwaukee, Cincinnati, Detroit and Cleveland.

His Trade Cavalcade Covers 23 Years

NEW YORK—It took Gradwell L. Sears 23 years to work his way up from a projectionist in a small town in Missouri to the presidency of Vitagraph.

Testifying at examinations before trial in the all-industry suit here, Sears stated he entered the business in 1914 and held the projectionist job for the better part of a year.

The time then jumped to 1919 when he became associated with World Film Co. as a salesman in the New York exchange. In August of the same year he was transferred to St. Louis, later joining Vitagraph as a salesman in the Mound City. He remained there until December, 1920, when he joined Central Film Exchange in Chicago as a salesman covering southern Illinois. This company was a component part of First National. His connection there lasted "only three weeks."

Joins Favorite Players

In January, 1921, Sears joined Favorite Players Film Corp. as Chicago salesman. This company released Triangle reissues and other product. He continued on the job until June when he reassociated with First National in Chicago as salesman. He was then promoted to city sales manager and in August, 1925, was transferred to the Cleveland exchange as branch manager.

In April, 1928, he was transferred back to Chicago as First National exchange head and in March of the following year was promoted to western sales manager with headquarters in New York. He continued in that post until the First National-Warner merger.

It was in 1936 he was appointed general sales manager for Warner and a year later elected president of Vitagraph. Today he holds both titles.

Ticket Experience Limit in Trade

Chicago—Judge William H. Holly, who heard the Gary Theatre Company's anti-trust suit in federal court here was discussing some phases of the case, following his dismissal of the suit, with attorneys in his court-room.

The judge, who is particularly jovial, was complimented by a BOXOFFICE staff writer for his quick grasping of industry phases during the five-day hearing. "Have you had any theatre experience," the judge was asked.

"The only experience is the usual fee for a theatre ticket."

Judge Holly observed that "the case was indeed an interesting one, and it will be interesting to see what the circuit court of appeals thinks about it," as if he was certain that V. U. Young, head of Gary Theatre Co., would appeal his decision.

St. Louis Clearance Genesis Is Revealed by Skouras

NEW YORK—How clearances were established in St. Louis as far back as 1914-15 were revealed by Spyros Skouras in his examination before trial in the government suit.

At that time, most of the theatres were charging five and 10 cents, a few were charging 25 cents and theatres with vaudeville had a much higher scale.

General Film, which was distributing the Chaplin films then, used to sell the pictures at $100 a day to one and all. Along came Mutual Film and took over General's distribution of the Chaplin subjects and started selling them to the first run theatre, which had a higher admission than the other houses. Mutual received more rentals and the theatres playing the pictures were more successful than under the plan whereby simultaneous runs prevailed where admissions were alike.

"We rebelled at first," Skouras said, "but later came to the conclusion it was the best plan."

Cites Lyric Protection

When Skouras bought the West End Lyric in 1919, the theatre had 45 days protection over all metropolitan houses. It charged 25 cents, but under Skouras operation the admission was increased to 40 cents and clearance reduced from 45 days to 30 days. This was done in the negotiation of a Paramount product deal. Paramount requested the reduction because it was building the Missouri as a first run at the time.

Skouras then adopted a vaudeville-film policy at the West End Lyric and at first continued the 30 cents price. It was the first time St. Louis was given stage shows. The plan was unprofitable and the admission was then hiked to 40 cents.

The theatre thrived on the new policy and the 40 cents admission was followed.

"Entertainment was the important thing at that time," the witness declared. "Clearance was not so important, but it is important in that a theatre cannot operate without it today with varied admission prices. Unless we have clearance we have little protection."

Skouras also cited that all first runs are not as profitable as they might seem, that many subsequent runs are more profitable than first runs because of the popularity of the neighborhood patronage.

He contrasted clearance with a newspaper, stating both are a very competitive business. "In journalism one newspaper likes to scoop the other and in the film business we have to act accordingly," was the way he put it.

On Percentage Picture

Since the percentage system has been established, block buying is antiquated as well as flat film rentals, he said.

"I am trying to buy for as many theatres as I can on flat rental now. There are certain theatres which cannot afford to pay percentages. Some of them are first runs in small towns, all depending on the financial setup, taxes, gross, and so forth."

At this juncture Skouras interrupted himself to tell the examiner, "Of course, I want you to know the film companies don't pay any attention to me." A laugh echoed through the room.

National Theatres has a sliding scale franchise with M-G-M, a plan which Skouras likes, and is trying to get other companies to adopt similar policies. Some have refused. The witness declined to name them in view of counsel for all majors being present.

Illness Delays Order In Gary Trust Suit

CHICAGO—Because of the illness of Albert Gavit, attorney for the Gary Theatre Co., the written order of Federal Judge William H. Holly dismissing the Gary company's anti-trust suit against B&K, Warner Theatres and the eight majors which was due March 18, is set to be handed down Monday.

Gavit at that time is expected to indicate whether he will appeal the case to the federal circuit court of appeals for V. U. Young, who heads the Gary (Ind.) Theatre Co.

Briefly, Judge Holly commented orally on his findings: Clearance is a proper practice in the motion picture industry; there is no evidence that the distributors have combined to injure the plaintiff; there has been no unreasonable restraint of trade; a producer may make any reasonable arrangement for exclusive showings of his product.

Young, in his original suit, had sought a general re-arrangement of playing time and permission for his Gary-Palace to obtain pictures "on or about the national release date."

Jack Katz Handling Ads For B&K Suburban Units

CHICAGO—Jack Nelson Katz has been moved up to handle all outlying suburban house ads in the B&K publicity department, permitting Eddie Seguin and Eddie Solomon to concentrate on publicity and special exploitation.

Katz's job as production manager goes to Herb Lyon, who is succeeded in the publicity department by Al Denby, promoted from usher at the Garrick.

Roth Joins Warner

CHICAGO—Max Roth, well-known along Chicago's Filmrow and formerly with Columbia and Republic, has been named to the Chicago sales staff of Warner Brothers, according to Tom Gilliam, branch manager. Roth will handle the south side city territory.

Bands Have Their Innings Currently at B&K Houses

CHICAGO—B&K is going in for bands during the next few weeks in its two loop houses that use vaude, the Chicago and State-Lake, in a big way.

Horace Heidt and his band is playing this week at the Chicago, with Buddy Rogers and his crew across the street at the State-Lake. Next Friday, March 29, Orrin Tucker, with his sensational singer, Bonnie Baker, open at the Chicago, with Little Jack Little and his band at the State-Lake. Wayne King goes into the Chicago, April 5, and on April 12, Clyde McCoy and his band open at the State-Lake.

More Space Secured by Hollywood Amusement

CHICAGO—Phil Fischer, president of Hollywood Amusement Co., has secured additional space on the sixth floor of the old Universal exchange building here. This includes the old Universal screening room. Fischer also is dickering for another floor.

O. K. Fischer, vice-president of Hollywood, has returned from an extended southern business trip and will remain in the local offices for some time aiding his brother.

Milwaukee 'Journal' Has Kudos for "Bullet"

MILWAUKEE—The Milwaukee *Journal*, in an editorial, handed the picture, "Dr. Ehrlich's Magic Bullet," a bouquet during its showing at the Warner here. The editorial declared, in part, that "the movie is a well conceived and beautifully executed tribute to an unselfish servant of mankind."

To Let Contracts

CARROLLTON, ILL.—S. E. Pirtle of Jerseyville, Ill., is contemplating letting contracts for extensive alterations and improvement to his theatre building here. The plans, prepared by O. W. Stiegemeyer, call for an extension to the auditorium, a new structural glass front, acoustical treatment, lighting fixtures, etc.

$1,500 Fire Loss

FOX LAKE, WIS.—All patrons left the Lake in orderly fashion when a fire broke out recently in the booth causing about $1,500 damage. Both projection machines were destroyed. Reuben McBurnie of Columbus, Wis., is owner of the house.

Raben Joins Movie Poster

INDIANAPOLIS—Arthur Raben formerly in the accounting department of Balaban & Katz theatre circuit, out of Chicago, has joined Movie Poster Service here as accountant.

Fourth Week at Sonotone

CHICAGO—"The Birth of a Nation," now in its third week at the Sonotone, will be held over a fourth.



His Excellency's Tree—

Nate Gross, right, Chicago Herald-American *feature writer, accepts "Clementine" from Mayor Edward J. Kelly of Chicago, for presentation to Gov. E. P. Carville of Nevada. Yes, it was a stunt for the premiere in Reno of "Virginia City." Gross traveled on the Warner special to the Nevada town and took the small American Elm along as a memento from the Windy City.*

New Trial Denied in Nick "Ouster" Case

ST. LOUIS—Circuit Judge Ernest F. Oakley overruled the defense motion for a new trial in the case in which he granted a permanent injunction against John P. Nick, international vice-president of the IATSE, and Clyde A. Weston, former business manager of Local No. 143, operators' union, restraining them from interfering in the affairs of the union.

Likewise, Judge Oakley denied a rehearing to the Eden Theatre Co., owner of the Fox, on its petition to intervene in the receivership proceedings against Local No. 143, or to sue James A. McKeown and William M. Brandt, co-receivers for No. 143, for $75,000 because of picketing of the Fox. The court also rejected the Eden company's motions for arrest of judgment.

Sigmund Bass of counsel for Nick and Weston has indicated he will appeal to the St. Louis court of appeals from Judge Oakley's decisions.

The appeals court upheld Oakley several weeks ago on his rulings in connection with the temporary receivership for Local No. 143.

Carl Gluff Is Robbed

INDIANAPOLIS—Carl Gluff, manager of the Mecca, was slugged and robbed of $8.00 by a bandit Tuesday night. The Mecca is owned by John Servaas.

Measure of Education in Films for Many—Dr. Deer

BELOIT, WIS.—Dr. Irvin E. Deer of the MPPDA, in an address on "How a Good Motion Picture Is Made" before the DAR here March 14, said that in the process of making a motion picture, 275 professional and scientific skills are used, one only of which is the actor.

Dr. Deer explained that the office of education has estimated that 78 per cent of the American people over 18 years of age have not completed a high school course. He pointed out that this 78 per cent of the population can enjoy and be instructed by motion pictures as much as the smaller percentage of people who are better educated.

McKillip Aids Paralysis Victims With Benefit

LA CROSSE, WIS.—James McKillip, manager of the Wisconsin here, secured the cooperation of 29 local merchants in staging a midnight benefit show March 15 for two young local infantile paralysis victims.

Everyone having any part in the stage-radio show, including ushers, cashiers, stage hands and talent, donated their services for the event. Ray Pflamadore and Jack Martin of station WKBH cooperated by staging an amateur show at the theatre in connection with the benefit affair.

Loose Product Jam

ST. LOUIS—Due to the backing up of films because of the record-breaking six-week run of "Gone With the Wind" at Loew's, two more pictures which Loew's was unable to play in that period, have been made available for first run showings in the Ritz, Norside, Esquire and Varsity theatres which usually play second runs after Loew's. The films are "Nick Carter, Master Detective" and "Henry Goes Arizona."

Urges Cracking Down

MILWAUKEE—The Milwaukee *Journal*, in an editorial commenting upon the state supreme court's refusal to conduct a rehearing on its January ruling labeling Bingo a lottery, called upon law enforcement officials to stamp out the game.

Zarings Face Suit

INDIANAPOLIS—A suit has been filed in circuit court here by Louis Bassler against the Zaring Theatre Corp., et al., for damages for injuries allegedly sustained in a fall on the sidewalk in front of the theatre.

Partners Remodel

SUMMITSVILLE, IND.—Venis & Flannery, who recently acquired the Town Hall here, have closed the theatre for several weeks to remodel, redecorate and make alterations to comply with state fire regulations. The house will reopen in the near future.

ST. LOUIS

"KNOW YOUR MONEY," the motion picture authorized by the U. S. treasury department, is being shown locally as part of an educational program undertaken by the department to combat counterfeit money. Leo Smugai, head of secret service here, said the film will be shown in public and parochial schools and a number of business establishments.

Tickets for the annual police circus, to be held at the Arena for two weeks commencing April 10, are now on sale. One dollar admits two to unreserved seats.

The National League's motion picture, "Play Ball, America!" is being shown locally before a number of service clubs, church organizations and the like . . . Burton Holmes concluded his series of five travelogues at the Municipal Opera House, March 18. "More About Sweden" was the final one.

The talking picture, "The Life of Christ," is being shown at various Catholic school halls during the final days of Lent . . . Noel Coward's "The Queen Was in the Parlor" will be staged at the Little Theatre, March 27 through April 6 . . . Earl Carroll's "Hollywood Vanities" did $16,000 *at the American.*

"King of Kings" was revived for Holy Week exhibition at Fanchon & Marco's Missouri. The shows were free Monday through Friday under the auspices of the Metropolitan Church Federation.

Theatre Parking, Inc., subsidiary of Fanchon & Marco, has purchased a 57-foot lot at 3511 Washington Ave. and leased an adjoining 80-foot strip to provide free parking space for patrons of F&M houses in the Grand boulevard sector, including the Missouri, Fox and St. Louis.

Close Exchange Bids

ST. LOUIS—Bids have been closed for the construction of Paramount's new exchange building to be erected at the northeast corner of Garrison Ave. and Olive St. The structure is to be one story and basement.

Presents Stellar Organist

INDIANAPOLIS—Earl Cunningham, manager of the Fountain Square Theatre, last week presented Miss Venida Jones, selected the most popular organist in the Midwest, at his theatre, under the sponsorship of the local Venida Jones fan club.

Adapt Peter B. Kyne Story

HOLLYWOOD—The Peter B. Kyne story, "Corncob Kelly's Benefit," is being whipped into screen form at 20th-Fox by William Conselman jr. and Irving Cummings jr.

Bernhardt Directs "Episode"

HOLLYWOOD—"Episode," to be made by Warner co-featuring Priscilla Lane and Jeffrey Lynn, will be directed by Kurt Bernhardt.

A Peanut Eating Case Ruled Out by Judge

St. Louis—The question of how far employes of a theatre may go to prevent cash customers from eating peanuts inside the theatre was raised in Circuit Judge McLaughlin's court, but the matter never got to the jury, Judge McLaughlin sustaining a defense demurrer on the grounds that the plaintiff failed to prove a cause of action.

Ervan Craft of 3018 Lemp Ave. had filed a suit for $3,000 actual and $2,000 punitive damages against owners of the Senate, on the grounds that he had suffered in "nervousness, humiliation and embarrassment" when he was requested to leave the theatre with his wife and 12-year-old son, because the boy was eating peanuts.

"Roy Churchill Week" a Part of Depinet Drive

INDIANAPOLIS—As a tribute to Manager Roy Churchill of the local RKO exchange, the staff has designated the week from April 13 to 19 as "Roy Churchill Week." A large display has been erected in the branch office announcing the week as part of the Ned Depinet Drive.

Requests for Tieups

CHICAGO—Bill Brumberg, Warner assistant branch manager who is handling school tieups through his public talks on Warner's "Living American History" advertising sets, reports over 200 of these have been requested.

Change at Logansport

LOGANSPORT, IND.—Chuck Kreighbaum, operator of the Arc in LaFayette, has acquired the Arc here from C. D. Patterson, who has operated the theatre many years.

Throat Ailment Confines Berman

SPRINGFIELD, ILL.—M. E. Berman, manager of the Orpheum, was a patient for several days at St. John's Hospital, suffering from a throat infection.

BOWLING

CHICAGO — Republic was leading the Filmrow Bowling League this week, defeating Photoplay twice. The two other close contenders lost ground, dropping three games apiece, National Screen bowing to Universal, and Film Carriers to 20th Century-Fox. Warner took two from Paramount in the other match.

The standings:

	Won	Lost
Republic	42	33
National Screen	41	34
Film Carriers	41	34
20th Century-Fox	39	36
Photoplay	37	38
Paramount	36	39
Universal	34	41
Warner Bros.	29	46

INDIANAPOLIS

TIMOTHY CLEARY, salesman at M-G-M, made good his boast that his baby would be born on St. Patrick's Day. His son, promptly named Patrick, arrived early on Sunday morning at the St. Vincent's Hospital.

Judy Starr and Donald Novis, singing stars, stretched their legs at the municipal airport last Sunday during a pause in their flight to Ohio, where they joined a show troupe.

A. B. Thompson, operator of the Park and Ritz in North Vernon, has returned from his Florida vacation . . . H. A. Ackerman, father of Al Ackerman, operator of the Tacoma Theatre, Indianapolis, died at his home in Ligonier, Ind., last week.

Andy Anderson, circuit theatre operator in Kentucky has established his permanent home here where he will be handy to Filmrow in booking pictures for his theatres . . . Rud Lohrenz, district manager from Chicago for Warner Bros., held a sales meeting in Indianapolis last week . . . John Vallin, Warner auditor, also in town.

William Wallace, head booker at Warner Bros., is the proud father of a son, born last week . . . Earl Penrod, Bank Night distributor in this territory, who is now on a business trip to New Orleans and points south, had a pleasant surprise awaiting him upon his return. He "hit" for a thousand smackeroos this week and all Filmrow was excited as kids for him . . . Hugh Martin, manager of the Great States' Colfax in South Bend, is another passing out cigars these days. He has a new son, named James.

Seen along Filmrow: J. B. Stine, Garfield, Terre Haute; K. E. Maurice, Wabash, Clinton; Dick Vlastos, Fowler, Fowler; J. B. Sconce, Playhouse, Edinburg; Dick Neall, Edinburg; Art Clark, Indiana, Bloomington; F. Nessel, State, Anderson; Mrs. Ethel Luckett, Indiana, Scottsburg; T. N. Luckett, Dream, French Lick; D. G. Steinkamp, English, English; Mrs. Will Haney, Milan, Milan; Walter Easley, Tree, Greensburg; A. E. Hancock, Columbia, Columbia City; Harold V. Neese, Dana, Dana; Joe Schilling and wife, Auditorium, Connersville; Howard F. Morin, Morin, Brookville; Frank Walters, Orpheum, Hartford City; Harmon Allison, Ritz, Mooresville; L. T. Moore, Orpheum, Mitchell; Herb Johnson, Madison, Madison; Roy Harrold, Princess, Rushville; Max Paige, State, Greenfield; A. H. Kaufman, Fountain, Terre Haute.

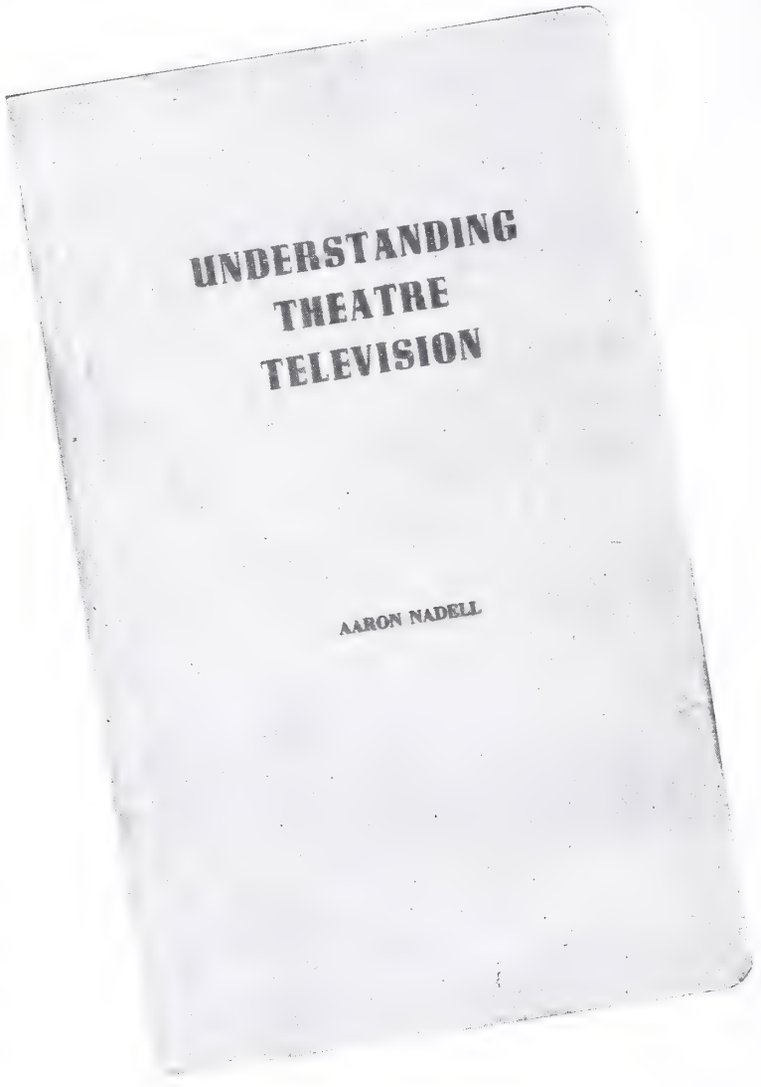
New Incorporation

MICHIGAN CITY, IND.—Michigan Shores Theatre Colony, Inc., has been incorporated here with 340 shares of $50 par value, to operate theatres. Incorporators are John McMahill jr., Victoria M. White and Charles Gaylord.

May Reopen in April

EL PASO, ILL.—Complete repairing of the El Paso, which was damaged sometime ago by fire, is expected to be finished in April, according to J. E. Schlink, operator.

ARE YOU READY?



EXCLUSIVELY
DEVOTED TO
THEATRE
TELEVISION

DON'T BE CAUGHT UNPREPARED (AS SO MANY WERE CAUGHT BY SOUND) WHEN COMPLETELY NEW APPARATUS comes into YOUR theatre. Do you understand synchronizing impulse circuits?—cathode ray tubes?—mechanical scanning?—projecting THIRTY frames a second from standard film running at standard speed?—complete theatre television installations? KNOW what it is all about. Twenty thousand word book of television facts, written in YOUR language by Aaron Nadell, author of "Projecting Sound Pictures," etc., etc., explains theatre television—what the equipment is—how it works—what makes it work.

Sixty-Nine Pages, Illustrated and Indexed
Only $1.00. Order Your Copy Today!

Send Check or Money Order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

Fox Midwest Files for Dismissal of Suit

Lincoln—The Fox Midwest circuit filed dismissal action in federal court here Wednesday in the anti-trust suit by Frank Hollingsworth, Beatrice, Neb., exhibitor. Hollingsworth started action recently demanding $234,000 triplicate damages. He claims to own no property, and has no agent in Nebraska. Fox Midwest officers, Elmer C. Rhoden, H. A. McClure, R. G. Montgomery and Charles E. Shafer, all of Kansas City, separate defendants in the action, also asked dismissal.

Word on "Lillian Russell" Premiere Expected in May

CLINTON, IA.—Definite decision as to whether Clinton will get the world premiere of "The Life of Lillian Russell" will not be reached until sometime in May, according to word received by local business men from 20th Century-Fox.

However, Franklin George, head of the junior chamber of commerce, is going ahead with the plan to have Clinton adopt Alice Faye as a native daughter and has advised her he is filing legal action in the courts toward that end . . . Lillian Russell, whom Miss Faye portrays in the film, was the daughter of the first publisher of the Clinton *Herald*, Charles Leonard.

In Des Moines, Branch Manager Stan Mayer has been getting details of the Iowa bid for the "Lillian Russell" premiere tossed at him from both Clinton and the west coast, but says he is unable to offer any clew as to whether the first showing will land in the Mississippi river city. He has been heard to mention the possibility of a simultaneous dual premiere in New York City and Clinton, however.

James R. White Partner Of Sosna in Moberly

MOBERLY, MO.—James R. White, formerly with the Griffith-Dickinson circuit, is now a partner of Louis Sosna in the operation of the Sosna here, the latter announces.

Sosna also reports a change in operating policy. There are continuous performances on Saturdays and Sundays starting at 2 p. m., while on other week days matinees begin at 2 p. m. with evening shows at 7 and 9 p. m. Previously the Sosna was on a daily continuous show policy.

Special Missouri Session Will Gather in Summer

JEFFERSON CITY, MO.—Governor Lloyd C. Stark announced this week that he will call a special Missouri legislative session along in the summer when and if the present direct relief appropriations run out, which it is pretty certain they will do. The next regular session is in January, 1941.

Columbia Signs Lorre

HOLLYWOOD—Peter Lorre has signed a two-picture acting deal at Columbia.

Discuss Grand Jury Dime Show Proposal

MINNEAPOLIS—A committee of independent exhibitors this week met with John J. Friedl, Minnesota Amusement Co. general manager, to discuss a grand jury proposal that, as an aid in combating juvenile delinquency, theatres here admit junior and senior high school students for a dime on Saturdays.

Appointment of the committee, comprising Bennie Berger, Abe Kaplan, Sidney Volk and Paul Mans, followed an exhibitor meeting called by Ben Ashe, Northwest Allied secretary. In making the proposal, the grand jury was influenced by the fact much delinquency exists among high school students and that a survey showed considerable of this occurs on Saturdays when the young people have idle time on their hands and hang out downtown.

Independent neighborhood exhibitors felt if loop theatres also made the special price concession, that more of the students than ever would be attracted downtown because they naturally would choose the first-run de luxe loop houses to the neighborhood theatres. It was felt, too, the entire problem of admission price slashing might be opened up.

Under the plan proposed by the grand jury, the high school students would be issued non-transferable cards which would have to be presented at the boxoffice in order for the holder to obtain the admission price concession.

Northwest Allied Group Studies 16mm Problem

MINNEAPOLIS—Ben Ashe, Northwest Allied secretary, has appointed a committee to make a study of the situation created by the showing of 16mm films in beer taverns throughout the Twin Cities and report back to the body. The committee consists of Sol Fischer, Martin Lebedoff and Hiller Hoffman.

It is planned to invoke a city ordinance requiring night clubs offering entertainment to have a special license. Ashe and other leaders believe this would cause many of the taverns to discontinue narrow films which are assailed as unfair opposition.

The exhibitors point out taverns do not comply with the fire ordinances and disregard the numerous regulations which are imposed on theatres.

May Set Convention Date When Steffes Returns

MINNEAPOLIS—Setting of a date for the scheduled Northwest Allied spring convention probably will await the return here of W. A. Steffes, president of the organization, from Florida where he is recuperating from a heart ailment.

The main purpose of the convention will be to adopt a plan for district units to bring about closer cooperation among all the territory's exhibitors in the fight against alleged trade practice evils.

Rules for Griffith In Lottery Action

LINCOLN—Judge T. S. Morton, in Nebraska City, ruled in favor of the Griffith Bros. Amusement Co. there, calling its weekly "goodwill" award of a cash prize outside the scope of Nebraska's tight lottery law.

He cites lottery as composed of three ingredients—prize, chance, and consideration. He thought, that due to the fact the Griffith circuit paid off to winners whether they were in the theatre or not and whether they were a ticket buyer or not, no consideration was involved.

This is a more lenient outlook on the lottery law than was taken by the supreme court when Bank Night was lopped out of theatre business practice several years ago. At that time, the court ruled the simple need of a man's time at the theatre to register his name, or to make any effort in any way to collect the prize, was a matter of consideration.

Card Punching Plan Is Not a Lottery

KANSAS CITY — The "weekly goodwill award" which a court at Nebraska City, Neb., this week pronounced outside the effect of the Nebraska lottery law, is a plan devised by the Griffith Theatre interests. A similar plan is being used extensively in Texas by Partnership Theatres, Inc., and to some extent by Griffith Amusement Co. in Oklahoma.

The patron registers and gets a card, around the edges of which are 52 numbers, one for each week in the year. The patron has the card punched each week at the theatre in order to be eligible to win. The registration, card, and punching does not require purchase of an admission by the patron. To collect the award, when it is determined, the patron must come to the theatre before that night's show closes. In one instance a Nebraska truck driver who won an award at Nebraska City, was called at filling stations along the highway he was traveling by ten friends, and four called him at his home before he had time to change clothes and go to the theatre.

The plan is an advertising scheme. It is being used also at Auburn, Neb.

"Dark Command" Premiere Plans Made in Kaycee

KANSAS CITY—Bill Saal, special representative of Republic Pictures, was here working with Robert F. Withers, branch manager for Republic-Midwest, and Stanley Schwahn, Commonwealth city manager at Lawrence, Kas., on the world premiere of "Dark Command." The picture debuts in Lawrence at the Granada and Dickinson on April 4.

Charles Radcliffe, president, and George Hedrick, secretary of the Lawrence chamber of commerce, came in to confer with Saal and Withers on the premiere plans.

Adapts "Merchant Marine"

HOLLYWOOD—Leonard Lee will adapt Paramount's "Merchant Marine."

LINCOLN

EN ROUTE TO VIRGINIA CITY, NEV.—Across the table from Herb Graffis, of the Chicago *Times*, this spasm of afterthoughts, deeds undone, and work unfinished, is written, while heading full Union Pacific steam ahead for what Warner press agents call the "glittering, golconda of the glorious west" . . . From all appearances, it's 1939 history repeating itself, because it was all of 11½ months ago a similar Warner bankrolled special hauled a crew of printers ink dispensers into Dodge City, Kas. for a like premiere.

Harry Martin, the Memphis Commercial-Appeal *columnist and prexy of the National Film Critics, was aboard, and listened to as many critics as were also on board tell him how and why the national group could never be more than an unwieldly headache . . . Before leaving Lincoln, Manny Goodman, banner man of the Hollywood Advertising Co., Chicago, came in to spread it a bit with Ed Vaughan, and say hello to* BOXOFFICE *for the first time. He said he had been down to Dodge City to see Jay Wooten a few days before, and they still haven't forgotten what Warner did for the town there.*

Train tidbits: Mrs. Sam Clark, whose husband was the midwest press contact man before being moved to the west coast, went on the special to meet the husband in Virginia City, and fell down, spraining her arm when making the train . . . Lucius Beebe gave the porter definite instructions to make his bunk up with head pointing in the direction the train was going, and his bunk mate, Howard Barnes, also on the New York *Herald-Tribune*, tipped the dark boy to make it up just the opposite . . . Harry Oshrin, half owner of the stage old-timer, "Tobacco Road," was on the train as Warner guest, and said he personally would rather see Warner make "Tobacco Road" than any other company, providing they want it (money) badly enough.

Lincoln left-overs: R. W. Huffman spent more time staging Paradise's number at the Nebraska than all the rest of the show, yet there was less to the act. She's a stripper, wearing enough cellophane to wrap a package of gum in one number and carrying a parasol, nothing else, in another . . . Harvey Traylor is now at the Stuart, which puts him closest to the Lincoln Theatre Corp. ping-pong table, and by moving M. E. Lofgren to the Nebraska, may result in the latter losing his championship form . . . L. L. Dent and T. B. Noble jr. both dropped in on Howard Federer at the Liberty opening of Joe Marcan's stage show. They were not on hand for the show, however, but to get ready for the heralded Liberty remodeling . . . Mrs. Bob Livingston, just back from Tucson, Ariz., where she wintered, is going with Mr. and Mrs. BOXOFFICE *to Hollywood for a two week stint, April* 13.

Trade press poker game results: Winner Chick Lewis, who said he had to, what with advertising at its present ebb. Jay Emanuel finished up in his sweater-sleeves, and Sam Shain made a beaut of a picture in the train corridor clad in cap, pajamas, dressing gown and one carpet slipper, which was elaborate testimony on how he fared.







Midwesterners in Hollywood—

Top left: N. M. Zipperman of the Western circuit in Westington, S. D., with Donald Crisp, all dressed up for his role in "The Sea Hawk." Top right: Don G. West (at the right) of the Tri-State circuit in Des Moines, with Ronald Reagan. Below: Fred Hageman (second from right), operator of the Bremer in Waverly, Ia., and a group of friends with Brenda Marshall. All shots were on the Warner lot in Burbank.

Laugh of the trip: Rocky Mountain News *threw a bundle of* 40 *papers on the train. In the color section was a big display of picture names in snappy photos, not the least of them being a very much displayed Ann Sheridan. She was credited in the caption as appearing in "Walter Wanger Productions."*

"U" Holds Ford Beebe

HOLLYWOOD—Ford Beebe, currently co-directing the serial "Winners of the West" for Universal with Ray Taylor, has been held for another year by the studio.

Ascap Would Collect on Sound Truck Music

Minneapolis—Sound trucks, used extensively by local theatres to advertise their attractions, are faced with a demand for payment of a music tax by the Ascap. The trucks, driven along thoroughfares, play phonograph records through loud speakers to attract attention. Truck owners claim they do not come within the royalty law and will fight the demand.

Nabes in Twin Cities Balk on 'Pinocchio'

MINNEAPOLIS—Twin City neighborhood exhibitors are balking against the RKO percentage demands for "Pinocchio," but their resistance will do them no good, according to L. E. Goldhammer, RKO district manager here. They'll either play the picture on percentage the same as "Snow White," or not at all, he declares. There'll absolutely be no flat deals for the Twin City independents or anybody else, Goldhammer insists.

The Twin City independents are engaged in a campaign to eliminate all percentages. A move is now afoot to enlist country independent exhibitors in the fight. They are not singling out "Pinocchio" alone, they point out.

Goldhammer announces he has closed a "Pinocchio" deal with the Minnesota Amusement Co. for the entire circuit. It was on the same basis as that of "Snow White," he says, and the picture will be one of the few to play all the chain's theatres on Saturdays and Sundays.

Gillman May Appeal In Permit Fight

MINNEAPOLIS—Irving Gillman is considering an appeal from the decision of Judge W. A. Selover in district court dismissing his application for a mandamus to compel the city council to issue him a permit to build and operate a neighborhood theatre on property owned by him.

The court's ruling that the council may deny a theatre license without giving its reason, will have the effect of blocking a dozen new neighborhood theatres that had been planned. On the grounds that the city now is overseated and additional showhouses would jeopardize present investments, the aldermen are on record against further theatre construction.

Several other court fights to compel the issuance of permits to build and operate new theatres also have been lost. In the case of Gillman, who owns the Esquire, loop sure-seater, the city argued the site of the proposed new neighborhood house was in such close proximity to a public playgrounds, that a traffic hazard would be created.

At the outset of the present fight, Gillman declared he would carry the matter to the state supreme court, if necessary.

AA's Branch in Kaycee To 1710 Wyandotte St.

KANSAS CITY—Advertising Accessories, Inc., of which Homer L. Blackwell is branch manager, has moved from 110 West 18th St. to 1710 Wyandotte. Included in the removal was the former Independent Poster Exchange, the poster departments of Paramount and RKO, and the Premier Advertising service. The new location has been occupied for some months by Premier, and is next door to Advertising Accessories' corporate affiliate, National Screen Service.

AA will occupy the entire building at 1710 Wyandotte, formerly the location of the Universal exchange. Tenants other than Premier are moving to the vacated building on West 18th. This includes the Saline Theatre Corp., the Potter Premium Co., and Jim Foland's Independent Theatre Supply.

Grand Ball by Variety: Money for Milk Fund

MINNEAPOLIS—As a project for raising money for the Minneapolis Milk Fund which it is underwriting, the Twin City Variety Club will hold a grand ball in the Nicollet Hotel, April 13. Music will be provided by 30 members of the Minnesota Symphony Orchestra under the direction of Cliff Reckow, and there will be a midnight supper. Members of the club and all Twin City theatre managers are selling tickets.

The club has distributed more than 19,000 quarts of milk to Minneapolis underprivileged persons during the past three months.

A Vehicle for Cagney

HOLLYWOOD—"High Sierra," a story by W. R. Burnett, has been purchased by Warner as a vehicle for James Cagney.

KAYCEE

ON THE ROW: M. A. Otto, Linn, Pleasanton, Kas.; F. L. Lowe, Lowe, Sterling, Kas.; John Courter, Courter, Gallatin, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.; O. F. Sullivan, Civic, Wichita, Kas.; Ralph Larned, Paramount, LaCrosse, Kas.; Don Russell, Ness, Ness City, Kas.; Mr. and Mrs. George Summers, Royal, Unionville, Mo.; Dale Danielson, Dream and Mecca, Russell, Kas., with Mrs. Danielson; Gus Diamond, Vogue, Salina; Ritz, Eldorado, and Howard, Arkansas City, Kas., back on the Row after his appendectomy.

Sam Dembow and Leonard Goldenson of the New York office of Paramount Theatres were in to see Jerry Zigmond of the Newman.

The big news of the week is the arrival of a young lad, seven pounds, two ounces, at the Zack Beisers. The event took place March 16 at Providence Hospital, Kansas City, Kas. The Beisers have a five-year-old daughter.

Robert E. Scott, son of Ward E., district manager of 20th-Fox, was "Leap Year King" at the University of Arizona.

(Continued on page 55)

Here Is a Picture That Will Appeal to Everyone Regardless of Religion!

THE LITTLE FLOWER

(Saint Therese of Lisieux)

IT'S TRUE— IT'S HUMAN— IT'S BEAUTIFUL

•

Dramatization of a Great Saint in Our Modern World



Now Being Booked and Played to Capacity Business by Fox Wisconsin Circuit and Saxe Warner Wisconsin Circuit

•

Opens Fox Midwest Circuit March 23 at the Apollo Kansas City

Starring Simone Bourday and Supporting Cast of Thousands Plus Choir of the "Petits Chantres De Saint Therese."

Write — Wire — Phone

SPECIAL FILM ATTRACTIONS

WM. E. MICK

1820 WYANDOTTE ST. — VIctor 1647 — KANSAS CITY, MO.

The Money's There, For Some People

DES MOINES IA.—Let theatre men take a tip from this:

Money is being spent in Iowa, the latest sales tax report shows, but only the fellow who creates a desire for his product is cashing in.

For example, Iowans are spending three times as much for electrical equipment as they did five years ago, but no more in barber shops and beauty parlors.

They're devoting twice as much cash to the purchase of building materials and furniture, but less than before in haberdasheries and millinery stores.

Furriers are doing three times the business they did in 1934, the sales tax collections show. Lunchroom business has doubled and department store, drug store and "5 and 10" sales are up 25 to 50 per cent. Dry goods stores' and leather goods stores' reports are down slightly on the same comparison, however.

With these past statistics on which to gauge the future, theatre men can draw their own picture of who's going to cash in on the fact that payrolls in Iowa industries showed a 4.9 per cent gain during February and employment was up 7 per cent, compared to the same month a year ago.

Doing "Singapore" Script

HOLLYWOOD—Sam Bischoff, Columbia producer, has assigned Abem Kandel to the script of "Singapore."

O M A H A

BILL WINK heads the Warner drive race this week and they're going into the home stretch . . . M. P. Harwood, home office representative for Warner, leaves here this week for Denver . . . George Bonacci of United Artists has started growing a beard for Golden Spike Days.

John Metzger, exhibitor at Beaver City, Neb., got his name in the local press in connection with a whisker club in his area . . . Bill Miskell's older daughter is three years old this week . . . Ted Mendenhall, Paramount boss, was out of town . . . What happened to the plan of National Screen taking over the former Grand National headquarters here?

Roy Munden, Okeh, Lake Andes, S. D., in town and left his toll bridge ticket at one of the local exchanges. How did you get back into South Dakota, Roy? . . . Warner's screening of "Virginia City" an SRO deal for sure. Some of the exhibitors had to sit on the floor . . . Carl White on a trip through southern Nebraska and Iowa.

Mrs. Fred Schuler, exhibitor at Humboldt, Neb., on Davenport Street wearing a new spring hat that deserves special mention . . . C. E. Bradshaw, Inland, Martin, S. D., has put in new sound, says Frank Van Husan . . . Mr. Blackburn, father of Stanley Blackburn, Mainstreet, Fremont, Neb., was on the Row, but we didn't get to talk to him.

Paul Walter, Ritz, Eldon, Ia., had a birthday . . . Tom Brown, Strand, Iowa City, Ia., celebrated his 41st wedding anniversary recently. Tom has been in the theatre business in Iowa City almost 25 years . . . Mary Francis of Monogram was ill, but is all right now.

Edward Zorn, Zorn, Benkelman, Neb., has a birthday this week . . . BOXOFFICE *was in Harlan, Ia., but didn't get a chance to see Ray Brown of the Harlan. Understand Ray is going to build a second house there and with Carl Ernst might be interested in disposing of the Harris at Avoca, Ia.*

Francis E. Pace, Empress, Malvern, Ia., was on Davenport Street to celebrate his birthday. Pace is the No. 1 baseball fan of the Omaha area . . . Frank Good, Iowana, Red Oak, Ia., was here to get new sidewall fixtures from Western Theatre Supply . . . C. C. Moore and wife, Dunlap, Ia., also in town.

Joe Scott, 20th-Fox chief, is waiting for the snow to melt so he can play golf. Ditto for the rest of the divot-diggers on Film-row . . . Don McLucas, United Artists boss, is due back from Mexico the same day this issue hits your theatre or desk . . . J. E. Holben, Strand, Pisgah, Ia., here this week.

Phil March, circuit owner, in Omaha in connection with remodeling some of the March houses. The Pix at LeMars, Ia., is completed and work is progressing nicely on the March at Vermillion, S. D., and the Gay at Wayne, Neb. The Coyote at Vermillion will be increased in size from 250 to 1,600 seats, our scouts tell us . . . Carl Johnson, Grand, Red Oak, Ia., on Davenport Street.

Will Mort Troxwell, Wilber and Dewitt, Neb., please check in and out of Davenport Street with BOXOFFICE *next week. We missed him this week and thereby missed the news he usually possesses . . . Allen Banks, Vogue, Remsen, Ia., in town for the first time in several weeks . . . A change at RKO, but we couldn't get an official confirmation, so we'll tell about it next week.*

Civic-minded John J. Metzger, owner

(Continued on page 58)

Loose Product Jam; World Gets "A's"

MINNEAPOLIS—In order to relieve the product jam caused by the long "Gone With the Wind" run and the numerous holdovers in the loop during the past several months, and thus lessen the danger of a product shortage which threatens neighborhood theatres here later in the season, the Minnesota Amusement Co. is sluffing important pictures to the World, W. A. Steffes' downtown sure-seater, and booking a number of "A" pictures into its 25 cent Gopher.

The World already has had "We Are Not Alone" and "Green Hell." It also will get "Sidewalks of London," "Of Mice and Men" and probably "Abe Lincoln in Illinois." Such pictures as "Seventeen" and "Earl of Chicago" are being spotted into the Gopher.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

KAYCEE

(Continued from page 53)

Jack Shriner, who operates the Gem and who just got back from a 5,000-mile motor car trip without a scratch, on Monday, while walking to the theatre, slipped and sprained his ankle. Shriner this week won two tickets to "Three Cheers for the Irish" for his safe driving. He was scared to death, he said, of those cops "following along behind." They finally ran him to the curb, the two tickets were presented, and a newspaper photographer took his picture—all because he let some pedestrians get across the street.

Hal Perrin, American Seating Co., has sold 1,000 *seats to the Municipal Auditorium, Beatrice, Neb.;* 3,700 *to the new Municipal Auditorium at Emporia, Kas., and* 900 *to the new auditorium at Beloit, Kas.*

Add on the Row: Earl Kerr, Rigney, Albany, Mo.; Noll and Roxy, Bethany, Mo.; Broadway, Council Bluffs, Ia.; Lake at Storm Lake, Ia.; Sunflower, Peabody, Kas.; Nick Kotsis, Holden, Holden, Mo., and Nu Era, Oswego, Kas.; Walt Talbot, Rogers, Ark.

L. J. Kimbriel, Oklahoma Theatre Supply, has sold 800 *upholstered Heywood-Wakefield seats to the new Municipal Auditorium at Falls City, Neb. . . . J. W. Davis, who operates the Davis at Higginsville, Mo., still is in Research Hospital here, where he has been several weeks. He is not well enough yet to see visitors.*

Rube Melcher, manager of Poppers' Supply Co., has returned from a trip to Kansas and Oklahoma. He called on many exhibitors he knew as a film salesman.

Some of the boys on Filmrow got a chuckle out of this one. Jack Riggs of Central City, Neb., and Mons Thompson of St. Paul, Neb., were on Filmrow transacting business last week. Frank Hensler of Metro asked them out for a sandwich. They went to the Union Station, where the boys had several refreshments and big steak dinners before they were through. The boys from Nebraska felt that they had had a good trip, and that they had gotten as good as an adjustment.

Charley Potter has taken over the Bijou from Chuck Esterly . . . Jimmy Winn, Warner district manager, going by with coattails flying—headed somewhere in a hurry . . . Have you reached the metallic age yet, wonders Les Durland of Universal. You know, silver in your hair, gold in your teeth, and lead elsewhere.

On the Row: C. B. Kelly, Kelly, Wakeeny, Kas.; Lee Sproule, Newton, Kas.; O. L. Christian, Blue Mound, Blue Mound, Kas. . . . Ralph Kieffer, formerly with Griffith-Dickinson, now is managing the Vogue for W. D. Fulton.

Clean-Up Week in Kaycee

KANSAS CITY—A civic "Clean-Up" Paint-Up, Fix-Up campaign has been launched for the week of April 6-15 by the local Junior Chamber of Commerce.

Twin City Nabes to Get "Wind" Later

MINNEAPOLIS—There are no plans for the present to sell "Gone With the Wind" to Twin City neighborhood theatres, according to W. H. Workman, local M-G-M branch manager, who says his company expects "to feel its way along" as far as further Minneapolis and St. Paul distribution of the picture is concerned.

"In view of the extremely large number of people who saw 'Gone With the Wind' during its long downtown runs in Minneapolis and St. Paul, it's doubtful if there is any considerable neighborhood demand for it at this time at the 75 cents to $1.25 scale which it must prevail during 1940," explains Workman. "For the present everything is being held in abeyance."

"We don't wish to do anything to hurt outselves, Mr. Selznick or exhibitors. Moreover, we don't wish to play any favorites and give the picture to one house and deny it to another."

Workman also points out there are a very large number of situations outside the Twin Cities where it is incumbent to book the picture. It is advisable to use available prints for such situations now, he says.

While he has not received any advices from the home office in regard to the matter, Workman is of the opinion the few neighborhood showings of "Gone With the Wind" now are of a test nature to indicate the suburban demand.

Lofgren and Traylor Switch Lincoln Theatre Posts

LINCOLN—Mancel E. Lofgren, formerly manager of the Stuart, has been switched to the Nebraska, and Harvey Traylor of the Nebraska slides into the vacated post. Move was made by City Manager Bob Huffman of the Lincoln Theatres Corp.

Reopens Easter Sunday

CARTHAGE, MO.—The Tiger will be reopened on Easter Sunday by Fox Midwest, with Bill Laughlin, who presently operates the Crane here for the circuit, in charge. The latter house will only operate on Friday, Saturday and Sunday when the Tiger reopens.

: Sez Tom Edwards :

KANSAS CITY—From Tom Edwards, who operates the Ozark at Eldon, Mo., this open letter to Jimmy Roosevelt:

"Hi, Jim:

"We're proud of you in this industry. You received a job as an 'exec' with Sam Goldwyn, and everyone thought your Dad got it for you. You proved us wrong, by really being a help to the industry, and we expected big things from you.

"You didn't disappoint us. Then you left Sam this year, and went out on *your own hook for Bigger and Better Pictures.*

"You started out to see all the exhibitors, or a representative group, on what they wanted. You called on Seattle and saw your young kin, went to Portland, then took a trick and went back to Hollywood and signed up Horace Heidt and his 'Pot O' Gold' program for one of your first pictures.

"Jimmy, you know he is giving all us exhibitors gray hairs on Tuesday nights and yet you want us to exploit that program on our screen, and run a picture with him in it, called 'Pot O' Gold.'

"Jimmy, ain't you slippin', I sez—cuz I know you are in the film business.

"I had almost forgotten that and began to believe in you again when I pick up the trade papers and read where you have organized a company to produce 'nickel-in-the-slot movies' for restaurants, bars and dansants.

"Again, Jimmy, you are slipping. My advice to you is to contact Dale Carnegie, on a proposition of how to influence people and make exhibitors happy.

"You have started out wrong—and are almost a competitor. So, Jimmy, let's take a hitch in our belt, go back to Seattle and Portland, and get back, by all means, into the MOVING PICTURE BUSINESS, as exhibitors see it."

May Make Film on Career Of an Iowa Poundmaster

COUNCIL BLUFFS, IA.—The career of Poundmaster Chris Christensen here may be the inspiration for a new motion picture. He has been invited to Hollywood in April for an interview on the subject.

Christensen sponsors an annual "dog dance" here to obtain funds with which to provide licenses for the dogs of poor and crippled children.

BRING YOUR POPCORN PATRONS BACK

BY GIVING THEM IOWA'S FINEST

IT'S THE BEST IN THE LAND

Try Our High Grade Flav-O-Nut Oil
—Also Sacks, Boxes, and Salt—

RUBE MELCHER
GRand 0672

POPPERS' SUPPLY CO.
1717 Wyandotte St.
Kansas City, Mo.

MINNEAPOLIS

BOB O'KEEFE, Paramount cashier, a bridegroom . . . W. H. Workman, M-G-M branch manager, stopped over in New York en route home from his Puerto Rico vacation . . . Eddie Ruben and wife back from a South American cruise and both looking like a million dollars . . . Phil Dunas, Columbia district manager, who recently concluded a Florida vacation, visited "Hy" Chapman, local branch manager . . . Liwina Husby of the Warner staff underwent an appendectomy.

"Help, help," is the appeal of "Nickey" Goldhammer, RKO district manager, to the territory's exhibitors. The reason: The Depinet drive's last two weeks has been designated district managers weeks and he wants to make a good showing . . . Father of Jenny Smeby, Universal contract clerk, passed away . . . Joe Podoloff and the rest of the 20th-Fox gang already making plans for that convention in Chicago, April 12. Joe is all steamed up over "Johnny Apollo" as the result of telegrams received from Hollywood acclaiming it one of the best ever . . . United Artists screened "My Son, My Son" and they're singing its praise plenty.

Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis.; Charlie Connought, Olivia, Minn.; Al Inman, Fairfax, Minn., and Mr. and Mrs. L. K. Moser, Jeffers, Minn. . . . Before leaving Washington for Florida for further recuperation, W. A. Steffes, Northwest Allied president, sent a big barrel of oysters for Twin City Variety Club members and they were enjoyed plenty last Saturday. Steffes was the organization's chief barker two terms.

Tommy Charack, former Warner salesman here and now in Los Angeles for the same company, writes Bill Grant, local city salesman, that he's happy and busy in his new post. He does miss his many Minneapolis friends, however, he says . . . R. P. Hagen, head of the Warner checking department, in town . . . Morrie Abrams, M-G-M exploiteer, narrowly escaped serious injury when his auto turned over near Rice Lake, Wis. The car was wrecked . . . R. C. LiBeau, Paramount district manager, a visitor . . . Dorothy Crane of the Welworth circuit staff back from a Florida vacation and plenty brown.

Florence Bellman, Monogram secretary, plighted her troth to Leonard Katz, local troth. After a honeymoon in Chicago, she'll return to the job . . . Warner branch here in second place in its division in the Grad Sears drive which is considered very good in view of the fact that C. K. Olson, branch manager, has been ill for a month. Clarence is recovered now, so watch the Minneapolis branch go.

Ruth Orinstein of the 20th-Fox office staff flashing a diamond ring on her engagement finger that's a beauty. The lucky man resides in St. Paul . . . Merle Potter, Times-Tribune *film critic, back from his annual Hollywood trek in quest of film news items and material for stories anent the screen folks. During his absence, Billy Elson of the Seventh Street took over his movie quiz radio broadcast program, sponsored by a local coffee firm, and did a mighty sweet job.*

The wife of Gordon Greene, formerly managing director of the Minnesota and in charge of all the Benz theatre operations, is hospitalized as the result of injuries sustained in an auto accident. Fortunately, the injuries are not serious . . . Brother-in-law of Gertrude Guimont of the Warner office staff passed away . . . "Hy" Chapman has a lame back. He tossed a coin with a neighbor to determine who would shovel the snow away from in front of both of their houses, and lost.

Cedric Adams, Star-Journal *columnist and newscaster, is master of ceremonying style shows at theatres throughout the territory . . . Hale Cavanaugh resigned his position as Esquire publicity man to become manager of the Harry Dickerman theatre at Racine, Wis. . . . "Chuck" Rubenstein, independent theatre owner, and Ted Galanter of Elliot Films vacationing in Hot Springs, Ark. . . . Al Hill's two white rats gave birth to a litter. Al is Pantages Theatre manager . . . Bennie Berger, owner of a large independent circuit, and the wife off for Hot Springs and a vacation. From there they'll go to Dallas for the Variety national convention.*

Ray Close of the Welworth circuit offices in Asbury Hospital recovering from an appendectomy . . . The brother of Mrs. Moe Levy, wife of the 20th-Fox district manager, passed away at his home in Indianapolis . . . Some of the boys are anxious to know why Mannie Sgut, Columbia salesman, rushed back to South Dakota. Politics still hot there, Mannie? . . . Bess Crane, Eddie Ruben's secretary, in Asbury Hospital recuperating from the flu . . . RKO is increasing the lead it always has had in the Film Bowling League . . . Bob Long, M-G-M home office auditor, in town . . . Bob Ableson, Paramount salesman, got stuck in snowdrifts at Elsworth, Wis., and burned out a bearing of his auto.

Mick Opens State Rights Office in Kansas City

KANSAS CITY—William E. Mick, who has been for some time in Milwaukee, has formed Special Film Attractions at 1820 Wyandotte here for the distribution of state rights product.

Currently, Mick is handling "The Little Flower of Jesus," now starting an indefinite run at the Fox Apollo here. The picture was screened March 16 at the Fox Isis for over 300 Catholic sisters and priests. Arrangements have been made by Morrill Moore, manager of the Apollo and Isis, to have children from far parishes brought to the Apollo.

Films on Czechoslovakia

DES MOINES—Younker Bros. will show motion pictures of Czechoslovakia as part of the program for the Czechoslovakian evening at their tea room next Tuesday.

Opposition Entertainment Is Tough in Minneapolis

MINNEAPOLIS—Along with Lent as an adverse factor, Minneapolis theatres during recent weeks have faced the toughest non-theatre opposition within memory, not to mention the drain taken on purse-strings by "Gone With the Wind."

There was, first, the Shriners indoor circus which grossed a huge $28,000 for a week at the Auditorium. Then came the Builders show which drew 15,000 people a day to the same building. Currently, there is the "Ice Follies" at the Arena. In 13 days this show will play to more than $100,000. And now, just starting, there is the annual Sportsmen's show which also is certain to pack 'em in daily at the Auditorium.

In spite of the opposition, "Northwest Passage," "Grapes of Wrath," "Slightly Honorable" and "Seventeen" all have done fine business during this period. The first two named held over for an additional week.

Liberty and Nebraska in Lincoln Vie With Flesh

LINCOLN—After months in which vaudeville was only lightly considered, Theatre-row bounced into flesh life last week with two rival stage show bookings. R. W. Huffman, city manager of the Lincoln Theatres Corp., after Howard Federer had set the "Sidewalks of Paris" unit in the Liberty, suddenly found himself with a straight vaudeville show to run day and date at the Nebraska.

Shades of the old terrific opposition days between L. L. Dent and J. H. Cooper were revived in the act, because the Cooper house, the Nebraska, didn't even raise the house price for the occasion, and the Nebraska is the cheapest (10-20-25) of the Cooper string. Federer, who has been asking 10-25-40, upped his scales to 10-35-55, however.

Both shows drew large crowds.

No Comment by Rodgers On Berger-Benz Remarks

NEW YORK—William F. Rodgers, M-G-M general sales manager, declines to comment on remarks made by Bennie Berger in regard to his alleged mistreatment at Jamestown, N. D., and by George Benz, owner of the Palace, Minneapolis.

The two exhibitors, in addition to W. A. Steffes, will be among the government witnesses who will take the stand in the all-industry suit soon after it gets under way in federal court here before Judge Henry W. Goddard.

Burden Royal Reopens

BURDEN, KAS.—The new Royal opened last week following a six weeks' closing for the installation of RCA sound and other improvements. The new theatre, which seats 250, was completed on November 1. Mr. and Mrs. Dick Alexander, the theatre owners, also own and publish the Burden *Times*.

DES MOINES

FIVE CHEERS, a six-buck necktie, and a box of our favorite chocolates to Stan Mayer for taking our BOXOFFICE suggestion to heart. Stan, assisted by Mrs. Stan, gave us a special showing the other eve of those new red lights installed on the Little Fox review room steps to keep Filmrowers from tripping up the aisle. Another improvement is a new lock on the inside door of the Fox foyer, a farewell gesture in the direction of Harry Hiersteiner's missing overcoat. "After the horse is stolen," Stan kids himself, but we've known them as would let the animal be swiped and be d——d!

From what we hear around the Row, it's a crime to openly admire one's own husband—and here we always thought it was a crime to admire somebody else's husband! But being a gal who goes to Rome and still doesn't do as the Romans do, we'll continue to admire our own, if you don't mind . . . Dave Fidler of the Club 100 *tells us Art Anderson got back to town Friday; he saw him on the way. Monroe Rubinger will be relieved to know that Art got over that hill in high this time.*

For some really zippy, zestful writing, take a look at one of those Tristaco Bulletins put out by Tri-States' DD (Dorothy Day) . . . For all our perusal of the Italian masters in NY, we never saw a painting with anatomy to compare with that masterful job over the Sazarac Saloon bar in "Virginia City" . . . Warner's DM office is first in the district for the Grad Sears Drive . . . Emil Franke became very irate because he thought his "Three Cheers for the Irish" review was left out of the *R&T* last week, but 'twas on the page where the comics usually run (don't you ever read the funnies, Emil?)

Howard Dunn is worrying already about that apple tree in the front yard of his new house; he's afraid Mr. Brink will get up in it. Hazel devotes all the time she isn't taking Art Stolte dictation to selecting draperies, carpeting, etc., for the Dunn Domain . . . Metro's Jerry Banta has a new conception of how many 30 *is; he washed that many for Baby Gloria the other day after work (neva mind, Jerry, she'll learn) . . . RKO's Barret McCormick said in a letter from NY the other day that Rene's (whoinelzat?)* BOXOFFICE *column was becoming one of his weekly reading habits.*

Notice: That is not soot on Frank Snowden's upper lip; he's growing a mustache. He's being called "Gigolo" as in "giggles" because of the way he snickers. Ralph Neumann offers his opera glasses to anyone wishing to see what progress the growth on Frank's upper lip is making . . . Saw Wilma Lundgren and Thelma Crittenden at the bank the other day, and noted that Thelma is retaining her "best-figure-at-Central-States" title with the greatest of ease.

A. H. Blank took a one-day trip to Kaycee March 14 *on biz . . . Leone Matthews of Tri-States now is interested in real estate taxes . . . Doris Sandquist is about to become a home owner, too . . . Everybody is glad to hear that May and Don Allen will vacation right here in DM this year (from Omaha) . . . Tri-States must specialize in having only the handsomest young men for managers in their theatres, latest example to come to our attention: Marvin Grable at the Roosevelt.*

Del McDermott, assistant manager to Harry Holdsberg at the Des Moines, was home in Cedar Rapids sick for some time, but he's back and fit as a fiddle again now . . . Lou Elman didn't get to the "Hot Mikado" the other night, because Nickey Goldhammer showed up from Minneapolis . . . Clint Bolton, RKO's exploitation man, will sing sea chanties on the slightest provocation, and if you really don't want to hear one, don't ask him to sing at the corner of Seventh and Locust . . . Showing the "Grapes of Wrath" here seemed to stir up a number of people again to tell-the-editor (who already knew it) that the book was naughty.

We thought Eddie Dunn was tall and slim. Clayton says he's shorter and built on the heavy side. We're going to the Paramount, which Eddie manages, especially to settle the argument . . . Fox's Harry Gottlieb and DD were in the lineup at Bishops' the other eve. After a hard day at the office, we stopped by the R&T *and heard a lot of talk by P. A. Bill Scholl about "Abe Lincoln in Illinois." We looked out the window and saw the same thing on the Orpheum marquee. We stopped at a certain exchange and heard 'em crab about the "Abe" ad stealing the theatre page. We went home sick and tired of "Abe" and decided to look over those examples of perfect letters we'd got from Boss Ross Carrell just for a change. The first one we read was Lincoln's letter to Mrs. Bixby of Boston, Mass.!*

Notes on the back of an old expense account for Rene Clayton's BOXOFFICE, by Clint Bolton, RKO representative (one guess when you're through reading it, what pic he's plugging): Wednesday nights are sacred to cards as far as Tri-States' Art Stolte playroom where Columbia's Bing Miller and Candy Kid Jack Siegel ganged up on Marse Bolton. The lovely Mrs. Franke primed his empty pockets later, though, by finding and returning the $10 bill (Bolton version) he'd lost in the Franke hall earlier.

Recommended (still by Bolton): Late afternoon at the Franklin Hotel bar where there's a cute gal (who thinks Clint is a big beauty operator from Muscatine) playing nice piano not too forte . . . and quiet evenings in the town club (formerly Des Moines' Variety Club) where the radio-victrola has a bunch of swell records (but no sea chanties, Bolton) . . . Sports note: Tim Evans, RKO booker, plays a mean game of ping-pong and also is a pretty hot bowler.

Ben Lass (Bolton still speaking) ducked Waterloo this week. He's afraid Johnny Dostal of the Orpheum there will win back that rummy money ($1.52) . . . Leo Pillot, RKO pub. rep., is working Davenport, Dubuque and Cedar Rapids on "Pinocchio." He made the jump from NY in his new Chevvie . . . Bill Scholl, regular district man for the same outfit, is handling "Pinocchio" openings in Sioux City and

(Continued on next page)



DES MOINES

(Continued from preceding page)

Omaha . . . The guy who's covering DM, Marshalltown and Waterloo (Bolton is modest) sent his NY heart flowers by wire for her birthday and absent-mindedly repeated the order next morning. She wired back "Thanks twice, but it looks like a guilty conscience to me!" (Clint Bolton did a prattfall on the ice Tuesday morning).

Hangover cure (Bolton variety): The smooth, bland vanilla milk shakes at McNerney's, next door to Franke's Orpheum and across the street from the R&T . . . *As handy a location as ever was (for P. A. Bolton).*

Note to Clayton & Clayton: When do we have another evening together? (Note to Bolton: When you show us Terry Turner's okay on that expense account!)

Pearl Stansell, Fox booker we've seen hanging around the reference library, is married to an ex-schoolmarm and his pa used to be the sheriff at Osceola. All of which has nothing to do with the fact that the fellows call him "Gus." . . . Bibianne Haslett took Kennie to the screening the other night. He's a Universal boy, but he didn't dare boo the product, because he was surrounded by Vitagraph huskies . . . First Fox convention of 1940 *will be at the Drake in Chicago, April* 12-13 . . . *The Fox salesman who resigned will not be replaced for the time being, Stan Mayer says . . . Those PTA ladies not only attended the "Blue Bird" screening, but held their meeting in the Little Fox afterwards, while the operator waited to lock up.*

Herb MacIntyre, captain of the Ned Depinet sales drive, and Harry Michalson, short subject sales manager, visited Lou Elman at RKO here Monday . . . Mel Evidon carries a dagger between his teeth and wears a rose behind one ear since returning from Mexico . . . Just found out that Clark Allen jr., Franke's assistant at the Orpheum, used to be an usher there . . . Clyde Fairless, Orpheum stagehand, built the first steps for that Bill Robinson dance. Franke recalls opening Minneapolis baseball season with Robinson doing bases backward to best a crack outfielder.

Funeral Services Held For J. L. Maitland

MINNEAPOLIS—Funeral services were held this week for J. L. Maitland, veteran theatre man, who passed away at the Masonic home, Bloomington, Minn., at the age of 64.

Maitland opened the Vaudeville, Winnipeg, in 1902, and subsequently managed the Empress, Chicago; Bijou, Duluth; Princess and Bijou here; Tower and Strand in St. Paul and the Palace in Mandan, N. D.

He has been a Masonic home resident for two and a half years and was one of the oldest members of Palestine lodge, AF&AM, of Duluth.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

TOBY STEWART at the Mayfair in Shenandoah is showing his friends Hollywood clippings which say that his daughter, Kay, is being groomed for big things in the film biz for Paramount.

Milt Troelher of the Capitol in Marshalltown was on the Row Thursday and decided to entertain "Pinocchio" for a week at Easter . . . Milt's 15-minute radio program over KRJB is worth listening to if you go for movie tunes smoothly dished up on an organ. (Milt is a newlywed, did we tell you?)

Scouts report lots of Neon on the Odeon front in Marshalltown, but still no opening date has been announced.

Johnny Dostal, Orpheum, Waterloo, is reported to be the town's leading bachelor and bon vivante. Entertains visitors at the Elks Club (we notice a two-cent error on those rummy winnings from Ben Lass—it's $1.50, not $1.52 as reported in the DM column).

Dr. Cuthbert Smith is dickering with a major downtown house as a spot for the film, "Mikado," here.

Hayden Peterson of the State in Lee Township enlarged his advertising budget during the pre-Easter week, running counter to precedent in these parts . . . He's showing "The Valley of the Nude," one of those no-kids pix.

I. C. Jensen, formerly assistant cashier of the Northwest Savings Bank in Mason City, now is associated with Tom Arthur in the management of the Cecil and Palace theatres at Mason City.

We overheard an argument hot enough to pop it between the Stan Mayers about the relative merits of Harry Hiersteiner's popcorn at the Family and the corn sold next door to the Paramount . . . Harry, who prides himself on his popcorn taste, orders the stuff by the ton from a farmer in Northwestern Iowa.

Alice Johnson of Bonaparte took over Lineville March 18 from Mrs. Oscar Benson.

Paul Walters sold the theatre at Eldon to a Mr. Luire from Newton, we believe.

G. B. Kirschner, owner of the building which housed the theatre at Lone Tree, has taken over the operation . . . Tony Chado ran the show heretofore.

OMAHA

(Continued from page 54)

of the Oriental in Beaver City, Neb., besides his many duties as an exhibitor, keeps himself actively engaged in communal affairs. He is service officer for the American Legion, secretary of the Furnas County Soldiers and Sailors Relief Commission, vice-president of the school board, member of the civic improvement committee of the Chamber of Commerce, secretary and program chairman of the Furnas County Fair Ass'n.

Nick Kotsis Remodeling At Holden and Oswego

KANSAS CITY—Nick Kotsis, who operates the Holden at Holden, Mo., and the Nu Era at Oswego, Kas., has just completed a remodeling job on the first and is starting an even more extensive one on the second house. At Holden, Kotsis installed new walls of Nu Wood, and light fixtures. At Oswego, he plans to redecorate and remodel in addition to installing new equipment.

Frank Rubel Vacancy Not to Be Filled

DES MOINES, IA.—Harold D. Field, president of the Pioneer Theatre Corp., says the vacancy occurring when Frank Rubel resigned would not be filled.

Max Factor, at present connected with the booking department of the Great States Theatres in Chicago, is to become affiliated with Pioneer as booker and assistant to Field.

Biechele to Swope Civic Club on the Neely Bill

KANSAS CITY—R. R. Biechele, who operates the Osage, Kansas City, Kas., spoke before members of the Swope Park Civic Club on the Neely bill. Biechele recently discussed the bill at the Council of Women's Clubs in Kansas City, Kas., and is to make several other talks on the same subject.

See Zionist Achievements

DES MOINES—"The Land of Promise" and "Hanita" were shown at the Jewish Community Center here last Sunday. These films show achievements of Zionist pioneers in the Holy Land since the World War. The showing here was under the auspices of the local chapter of the Jewish National Farband.

Condition Serious

ST. PAUL—Eddie Valet, Radio Theatre owner here, is still unconscious in St. Luke's Hospital with a skull fracture sustained in a fall in his theatre three weeks ago. Internal injuries also are feared.

Independent Display Is Absorbed by AA

PITTSBURGH — Advertising Accessories, Inc., subsidiary of National Screen Service, has acquired Independent Display Co., poster rental firm in existence here more than 30 years. David Rosenfeld, manager of Independent, said the deal was arranged at a conference in New York. No details were available.

Date of the transfer was not announced, but it is expected to be effective this week. Whether AA will occupy the property of Independent Display in the rear of the Loew's exchange, is not known. AA, distributing Paramount and RKO accessories, has been occupying the space of the former Paramount accessory department in the Paramount building.

Jack Judd and Lou Vogel Leave National Screen

PITTSBURGH—Jack Judd, representative of National Screen Service for 12 years, has left the company, as has Lou Vogel, who covered the West Virginia area for NSS. NSS's new advertising accessories subsidiary, Advertising Accessories, Inc., has been required to absorb certain employes of former independent poster companies acquired by it.

Judd had been hospitalized for several weeks with an ear infection, prior to his dismissal.

Anti-AA Resolution To Film Companies

PITTSBURGH—A formal resolution condemning the "monopolization" of the industry's advertising accessory business by Advertising Accessories, Inc., has been drawn up by Allied Motion Picture Theatre Owners of western Pennsylvania to be sent to home office executives of the various producing and distributing companies.

If AA is successful in centralizing the accessory business, "all independent poster companies will be forced out of business much to the detriment of exhibitors," the resolution maintains.

It further contends that a "grievous and monopolistic situation can be the only result of a combination of all advertising accessories in the hands of one company."

Use Police Radio System To Recover Film Prints

CHILLICOTHE, OHIO — Harland Fend, manager of Warner's Sherman, demonstrated recently that the police radio is useful to locate things other than criminals.

When a film messenger inadvertently picked up a can of film which Fend had earmarked for another theatre, he notified the police who sent over the air an inquiry for the film messenger whom the state police located just outside of Circleville. The can was rescued and turned in at Circleville where Fend had it relayed to its proper destination.

Clears Co-Op Neely Substitute Proposal; No Call for a Cop

DETROIT—Objection to the present Neely bill and proposal of seven specific amendments a month ago by Cooperative Theatres of Michigan has brought a flood of correspondence to Co-Op offices here, it has been learned, with expressions of opinion both for and against. Several points in the proposals were apparently not entirely clear to some of the industry leaders who have spoken or written about them, and a further statement has been issued by Tom McGuire, Co-Op's director of public relations.

One point that has been clarified is the fourth proposal, which is now for a "prohibition against 'forced' selected playing time on percentage pictures," as commonly interpreted by those who commented on this point, instead of the "collective playing time" which crept into earlier drafts "through a typographical error."

No Regulation Provision

In his statement, McGuire said: "Numerous individual inquiries and summaries carried by the trade papers carry the thought that these proposals 'call for a more strict regulation by the government than the present Neely bill.' This is a misunderstanding, as there would be no supervision by the government needed under these proposals, and a complaint to the local district attorney by any injured party that the law was being violated would be sufficient to cause an investigation by that government agency. If there were no just cause for complaint, it would be dropped. Criminal action would not be necessary under these regulations, and we in Cooperative would have no objection to deletion of all reference to 'criminal action' from the bill.

"Action against a wilful violator could be rapidly obtained through the district attorney or the federal district court. A request for a 'Show Cause' order by the local D. A., or just his 'inquiry for facts' from the offender after a complaint would in most instances bring the recalcitrant back to the letter of the law in short order.

"As stated to the committee on interstate and foreign commerce when we made our proposals, they were made to allow 'the industry to wash its own linen within the industry,' and to stay away from government regulation other than passage of these amendments, rather than Senator Neely's section 3 and 4.

"We have been pleased that many independent owners and groups have agreed with us that these seven amendments would go a long way toward eliminating most of the grief now plaguing the industry, but their groundless fear of 'too much government regulation' deterred them from publicly approving Co-Op's stand.

"If the trade papers could and would get the reactions of the industry's leaders, both distributor and exhibitor, and publish them point for point, it would be a healthy thing for the industry, as many of those not thoroughly familiar with the bill and proposed amendments follow the leaders of their own choice, whose opinions go a long way toward shaping the opinions of a vast majority of independents in the industry.

Urges Quick Action

"Producers, distributors, and exhibitors alike, who are interested in defeating the present Neely bill had better make their feelings known to their congressmen at once. When I was in Washington last month, the volume of 'yes' mail, etc., far outnumbered the 'no' expressions in the hands of congressmen, particularly the committee now holding the bill, which will hold public hearings within the next week or so.

"If they do not so advise their congressmen and get behind a set of amendments that they do want, to help clean up the industry, they will most likely find the present Neely bill provisions enacted, with the good possibility of getting that added bugaboo, 'Community Selection,' which the proponents have sold to the nation's social and women's groups and this 'Community Selection' idea will saddle the industry with about 6,500 local censorship boards.

"The independents throughout the country have beleaguered Congress to pass legislation against block-booking and blind selling for many years, and not enough has been sent this year to convince congressmen that this present Neely bill will not help the independent exhibitor, but that rather it will more than likely ruin him, that it is not what we want to correct the evils of block booking and blind selling.

"Cooperative Theatres of Michigan represents 100 independent exhibitors, and we think the present Neely bill will do irreparable harm to the independents all over the country."

Heights Newest Affiliate Of Associated Circuit

CLEVELAND—Now it is disclosed that the Heights, sold last week to the Cleveland Heights Theatre Co., comes under the influence of the Associated circuit, largest independent chain in this area. Members of the circuit operate and control 25 theatres in Cleveland and its suburbs.

The Heights, oldest picture house in Cleveland Heights, was built in 1921 by Louis Isreal, who, in turn, leased it to Loew's, who sold the theatre building to M. B. Horwitz and associates in 1929. Horwitz has been operating it ever since.

The present transaction, which does not include the building, calls for a 20-year lease to the Cleveland Heights Theatre Co. The deal was handled by Herbert Ochs, former local Vitagraph manager.

Bank Night in Massillon

MASSILLON, OHIO—The Weslin, Massillon's newest theatre, has started Bank Night, first promotion of its kind to be held here. The Lincoln, opposition house, has been conducting Prosperity Night on Thursdays.

To Exhibition Via the Piano



WHEN George Schenker, who has been operating theatres in Lorain, Ohio, for the past 30 years, started to take piano lessons as a little boy in his home in Austria, he didn't know that he was taking the first step toward his life work—but he was, because it was his piano playing that determined his career as an exhibitor.

Just before Christmas in 1906, George Schenker came from Vienna where he was born and educated, to join his brother in New Castle, Pa. The day after he arrived, Dan Robins, then manager of the Warner Theatre in New Castle, was looking for someone to pound the piano keys while the electric piano was being repaired. George got the job. It lasted two days. Not a very long time, to be sure, but long enough to convince him that some day he wanted to be in the motion picture business. So, to gain that end, he supported himself by giving piano lessons, while he learned how to operate a projector.

A nickelodeon in New Castle was his first venture. But his first real chance came in 1909 when Marty Withers hired him to manage the old Star in Lorain. Marty paid him $18 a week, which entitled him to be manager, operator, ticket taker and jack of all trades. The following year Withers opened the Pastime in Akron and engaged George as manager. But for reasons unrecorded, George was fired when his two weeks were up.

To get even, Schenker bought the Star from Withers. He paid $250 for the house. It didn't cost much to run a theatre in those days. Schenker says that $20 a week covered everything—including film rental, posters, express charges and advertising. The theatre prospered, and he formed a partnership with August Ilg, then an electrical repair man, and now owner of the Ohio in Lorain.

In 1910, building remodeling costs were not what they are today. It cost George $4,900 to turn a store room into the Pastime. In its day, the Pastime was a de luxe house, with Heywood Wakefield theatre chairs fastened to the floor. Admission was five cents straight. Film was shipped in blind. Not until the cans were opened did they know what pictures they were going to show. About this time, Lorain saw its first film lithograph. It was on an Easter Sunday and it advertised "Sherlock Holmes," made by Pathe.

The next combined move of August Ilg and George Schenker was to buy the Wonderland from Max Lefkowich, now a big Cleveland circuit owner. From then on, it was easy sledding. The Pearl in 1913, the Broadway in 1915, the Dreamland in 1916 and then in rapid succession the Elvira, Park and Standard all of Lorain, came under the Schenker banner.

Then in 1922, George reached out into the Cleveland field. He bought the Superior, holding it only long enough to drop $14,000 by the transaction. After that he decided to stay within the limits of Lorain. Gradually he sold most of his theatre interests until now he has only the New Lorain, an ultra de luxe house which he built last year at a cost exceeding $100,000.

"But there's more work and more worry running one modern de luxe house today," says Schenker, "than there was to run a whole chain in the old days."



The Old Days and Now—

George Schenker, above, as he appears now. Below, George, at the left, and brother John in front of the Pastime at Lorain back in 1911. Attractions listed on the boards include "Bonifacio in Society," "The Conflict's End" and "My Baby's Voice." How many of the oldtimers can give the casts? Careful, that was 29 years ago.

CINCINNATI

MANNY MARCUS of the Esquire, associated with the Central Amusement Co., dropped in at Warner's. Earl Fitzpatrick, Jenkins and Van Lear, Jenkins, Ky.; W. Brakefield, Sabina, Sabina, and Mr. and Mrs. W. L. Crist, Ripley, Ripley, Ohio, were also in . . . Gene Hensley, Black Diamond Theatre Co., Montgomery, W. Va., drops a line he will be visiting within a week. Hensley has been laid up with a kidney ailment . . . Lloyd Rogers, Welsh and Temple, Welsh, W. Va., and the Mann at Mann, W. Va., was seen chatting with Frank Schreiber at Universal.

William Thalheimer, Midelberg and Logan theatres, Logan, W. Va., and his father-in-law, Fred Midelberg, left for Miami, where they will join Mrs. Thalheimer for a late winter vacation . . . Charley Arron, Sunset, Charlston, dropped in at Columbia . . . S. S. "Steamship" Steenrod, who was reported to have sold out his Majestic at Nelsonville, to Schine, announces the deal is off and that he will continue operations . . . Barney Burnett, Wells, Dayton, visited for the first time in years.

The aunt of Universal's Frank Schreiber was buried at Dayton, Ky. Irene Lowe of the same company lost her uncle . . . Metro's Ann Warnell (Mrs. Doyle) is receiving condolences on the death of her father . . . Fire caused a $7,500 loss to the Dunbar, Lockland, colored house. It has been operated since 1924 by Mrs. Sally M. Bennett . . . Booth of R. McNeely's Ohio in New Baltimore was destroyed by fire.

Friends of Bill Jacobs, Metro's Columbus representative, will regret to learn he is confined in a Columbus hospital with the flu . . . Columbia's shipper, Lou Grossman, was presented by the office force with a set of spurs and a pillow. Grossman is taking riding lessons . . . Willard Vance is building a new theatre at Lindenwald, and S. Hamilton is adding a fourth house to his chain . . . Bill Ackerman's new Sunset is reported coming along nicely . . . Co-Operative Theatres has closed its Cincinnati office.

RKO Shubert is dropping its stage shows according to report . . . Miss Marie Merts has joined the Warner personnel . . . Noah Schecter, exploiteer, is back from Miami . . . Invitations have gone out announcing the approaching wedding of Jack A. Custer, son of Gene Custer of Custer & State Theatres, Charleston, W. Va., to Miss Avaline McClanahan Garrett.

Team Lucas and Baldwin

HOLLYWOOD—Jack Lucas and Earl Baldwin have been teamed on the script of Warner's "She Couldn't Say No."

PITTSBURGH

FRED SOLOMON'S American Poster Supply will remain in business here, despite rumors to the contrary . . . Governor James has decreed a return to the traditional last Thursday of November for the Pennsylvania observance of Thanksgiving; thus the holiday this year will be November 28 . . . Following "Key Largo" with Paul Muni at the Nixon this week, the legit house will offer a return engagement of Bill Robinson in "The Hot Mikado" for Easter week; then comes "Heavenly Express," with John Garfield, Harry Carey and Aline MacMahon, opening April 1; for the week of April 8, Katharine Hepburn will trod the boards in "Philadelphia Story."

Walt Disney's "Pinocchio" opened at the Stanley, March 22, with stage presentation eliminated for the engagement. Other Easter week attractions include Maeterlinck's "Blue Bird," with Shirley Temple, at the Fulton, opening March 23; "Virginia City" at the Penn, opening March 22; "It's a Date," Deanna Durbin's seventh hit for Universal, at the Alvin . . . Leo Beresin, Berlo Vending executive, was here the other day on business with Nate Lazier, local distributor . . . The John Perrys of Belle Vernon have returned from a Florida and Havana vacation. They visited with relatives of Paramount's George Elmo at Havana and at Miami they greeted Guy Woodward, auto dealer of Washington, Pa., who is building a new theatre at Charleroi, Pa., which will be operated by Leon Reichblum . . . The Ben Steermans are parents of an eight-pound daughter, born in Allegheny General Hospital to the wife of the treasurer of the local Warner circuit.

Special session of the Pennsylvania legislature will be called by Governor James for May 6 to replenish the nearly exhausted relief treasury and legalize an unemployment compensation amendment already adopted by the labor and industry department. The May 6 date, unofficial at present, indicates Governor James is unable to hold off this special assembly call until after the GOP convention . . . From Harrisburg comes other news too: That Rev. William B. Forney, secretary of the Lord's Day Alliance, who lobbied for many years against relaxation of the blue laws, has resigned from the Philadelphia Public Assistance Board as a result of a dispute with Governor James . . . Fulton advertised WB's "A Child Is Born" for "adults only—children under 16 must be accompanied by parents."

Three thugs were frightened away without loot from the Star, Monessen, after slugging Joseph Rendos, night watchman. They joined two companions in a car parked nearby and made a speedy exit . . . Guy Lombardo has been booked for the Stanley . . . Millvale council has imposed a $50 license fee on pinball machines . . . Lou Gilberts are vacationing in Florida, as is B. F. "Dinty" Moore . . . Miss Phyllis Fineman, daughter of the Archie Finemans, is enacting a leading role in the Taylor Alderdice High School Senior class play . . . Eighth annual Allegheny County Free Fair at South Park will open August 29 and continue five days through September 2, Labor Day.

One of the happiest young papas we have come across in a long time is Bob Leiber, manager of the Paramount, Braddock. He was around passing cigars in celebration of the birth of a daughter, March 11. The young couple have named their first child Trudi Linda. Mother and daughter are doing well . . . A new Filmrow service has been established by Stella Nevins of the Monarch exchange who is offering a wide variety of birthday, congratulations, greetings and stork cards . . . C. C. Kellenberg has been named general chairman for Pittsburgh's second Americanization Day program May 1, and the 20th-Fox executive will have as his guest for this occasion Lewis Johnson, assistant secretary of war and past national commander of the American Legion. "Kel" has arranged a visit to Camp O'Connell, a luncheon at the Variety Club, a banquet in the Chatterbox and a patriotic program

(Continued on page 65)

13 REASONS WHY YOU SHOULD CLEAR THE DECKS FOR 13

"THE DARK COMMAND"



1—9 Months in the Making.
2—Cost Over 3/4 Million Dollars.
3—A Terrific Story.
4—It Stars Claire Trevor.
5—It Stars John Wayne.
6—It Stars Walter Pidgeon and Roy Rogers.
7—Directed by Raoul Walsh (Director of "Roaring Twenties").
8—Over 3 Million Books Sold.
9—Over 2,000 in the Cast.
10—It's a Hit as Sure as You Are Born.
11—Get Ready to Hire Extra Cashiers.
12—The Largest Independent Major Company Produced It.
13—Just in Time for "Jim Alexander's 20th Annual Round-Up."

Yes! Get Ready For
"THE DARK COMMAND"

Republic Pictures Corp. of Pittsburgh
1701 Blvd. of the Allies ATlantic 4858

Discord in Auto City Over Multiple Bills

DETROIT — Competitive conditions between the Loop and the Times Square, downtown houses operated respectively by Associated and Broder circuits, have resulted in a multiplicity of attractions again at the Times Square, according to Alex Schreiber of Associated. Multiple features were complained of by Schreiber some months ago, as reported in BOXOFFICE, and the situation was somewhat cleared up at the time.

Present policy of the Times Square, Schreiber said, covers a triple feature program on the Sunday-Monday-Tuesday change, with the change features showing additionally on change nights, so that a patron can come in at 7:30 Tuesday for a five-feature, seven-hour show. Admission is straight 15 cents, or five cents plus a "courtesy card," Schreiber said, which courtesy cards are reported to have been distributed by the thousands. In addition, free parking has been provided after 6 p. m. Dishes are given away on Wednesday and Thursday.

Schreiber, having taken the matter up with various exchanges serving the house, has been informed that "exchanges cannot control the policy of a theatre."

Teitel Pushes Expansion In Colored House Field

DETROIT—Moe Teitel, owner of the Warfield, considered the de luxe colored house of the city, disclosed what is probably the biggest expansion program in the colored theatre field in this city in years. Teitel bought two theatres, taking an operating partnership in one of them, and is looking for a site to erect another house.

His new acquisitions are the Rogers and the Grant. The latter, formerly known as the Holbrook, has been operated by Saul Korman, and Teitel becomes a partner with Korman, in addition to becoming the landlord there. He plans to remodel the house.

In addition, Teitel bought the Rogers building. The house will continue to be operated by the Robinson Brothers circuit, who have three other houses, and whose lease still has five years to run.

Detroit Sets Edison Week As "Young Tom" Opens

DETROIT—Unusual interest attaching to the showing of "Young Tom Edison" at the Michigan was enhanced by a proclamation issued by Mayor Edward J. Jeffries, naming this as "Edison Celebration Week."

Further unusual historic importance was given to the fact that the shop in which Ford, under Edison's encouragement, built his first car, is the present site of the Michigan Theatre where the film is being shown, as noted by a bronze tablet on the building. It will be recalled that Edsel Ford attended the premiere of the film at Port Huron a few weeks ago.

Record Talkie Run Set by "GWTW"

Detroit—"Gone With the Wind" broke all existing Detroit records for talking picture runs, completing a total of 16 weeks evenly divided between the Wilson and the United Artists theatres.

COLUMBUS

ON THE sick list are Martin Smith, Toledo, ITO prexy, and Milt Jacobs, Metro salesman . . . Mike Cullen, Loew's western division manager, is on the road again after a run-in with the flu . . . Johnny Hardgrove, after a vacation, is back at the Ohio . . . Understand the delegation from Tent 2 will go to the national Variety convention in Dallas via a private railroad car . . . "Doc" Smith is now helping Max Stearn at the theatre . . . Despite reports to the contrary, Spence Steenrod is still operating the Majestic, Nelsonville . . . Bill Pancake and Bob Harmon, Knickerbocker, are vacationing in Florida. Must have met J. Real Neth on the way home.

The Crawford-Loufbourrow interests (Chevwood and Woodlawn in Cheviot) are building a 600-seater in Ft. Mitchell, Ky. Project will cost $90,000. *F&Y has the job . . . F&Y also building the new Linden, Lindenwald, for Miles Vance. It will seat* 500, *will cost* $50,000. *Vance formerly had a house in Cincy.*

Charter has been issued to the Ironton Theatre Co., $25,000 capital. Incorporators: Franz, Hazel and A. J. Sexton, who operate the Marlow and Lyric in Ironton, recently acquired from the Stearn interests. The Sextons also have houses in Ashland and Portsmouth.

District court of appeals dismissed the injunction held by the Troy Amusement Co. to prevent city officials from stopping the show when the company held Bank Night in their two houses. The court ruled the game a lottery. The theatre company will appeal to the state supreme court.

Joseph Sloan has replaced Clinton Wander, resigned, as manager of Loew's Broad. A native of Cleveland, his last assignment was the relief stint at the Capitol, Washington, D. C. Wood Wiler, assistant manager, and Johnny Stiffler, student assistant, hold on.

The RKO Grand and WCOL are cooperating in sponsoring a quiz radio show each Monday night, the program originating from the stage of the theatre. Conducted by Charlie Warren, it is the brainchild of Johnny Barcroft and Ed Bronson, and emphasizes questions of a local nature . . . Leo Yassenoff of F&Y is back after a vacation in California with the missus . . . Hoy Simons, Washington C. H. exhibitor, is the new ITO treasurer.

Annual "Gay Nineties" party of Variety was a hit, over 300 attending in costume. Among prize winners were Curt and Mrs. Littman (Republic), Lou Holleb (New), Mrs. Virgil Jackson (Uptown) and Mrs. Bill Murphy. Budd Sweeney was emcee; Leo Haenlein, general chairman . . . Johnny Jones, formerly of the Southern, is now handling publicity for the Columbus Zoo.

Promotion of Hudson Tribute to Ability

DETROIT—Earl J. Hudson's promotion to the post of president of United Detroit Theatres, announced in New York by Barney Balaban, president of Paramount Pictures, gives recognition to the work actually handled by Hudson since the resignation of George W. Trendle as president last August.

Hudson's connection with UDT dates back to 1934 when he became advertising director and subsequently assistant on executive matters. His career is marked by a wide range of experience in the industry, including operation of theatres in Pennsylvania and New England and the post of director of national advertising for First National. He subsequently organized and managed FN production units in Hollywood and New York.

In coming to the top post of Detroit's largest circuit, Hudson brings with him a large fund of goodwill built up from contacts in the Detroit area over the past six years, plus a wide recognition of his abilities as an executive.—H. F. R.

NTS Renews Cincy Lease; Remodeling Is Planned

CINCINNATI—The local branch of National Theatre Supply Co. has renewed the lease on its present quarters for five years and is planning an extensive remodeling program in anticipation of improved business conditions, according to Herman Hunt, manager.

According to Hunt, the new Simplex intermediate high intensity lamps, introduced three months ago to give smaller theatres a higher intensity light at no increase in cost, is meeting with an excellent reception.

Theatres in Detroit Aid Good Friday Observance

DETROIT — Detroit theatres, generally, closed from noon to three o'clock, in order to cooperate with the religious observance of Good Friday. This has become an annual custom in this city for a number of years, and is one factor in the good relations that have long existed, on the whole, between Detroit church and show business circles.

$10 to Youthful Bandit

YOUNGSTOWN, OHIO—A youthful note-passing bandit, who emphasized his demands with a gun, escaped with $10 after holding up the cashier of the Foster, neighborhood house here.

Ground Broken for New House in Pittsburgh

PITTSBURGH—Ground has been broken for the new theatre building on the west side of Brownsville Road near the intersection of Brownsville Road and Route 51. It is being constructed for John P. Moss of Club Drive, owner of the Melrose Theatre. The project is the forerunner of a new shopping center.

The new Brentwood house, to be operated by the Whitehall Theatre Amusement and Shopping Center, is one of 19 planned units which will include bowling alleys, lodge rooms, super market, parking station, various shoppes. Modern glass front and building materials will be utilized including special designs and illuminations. Theatre auditorium will have a seating capacity of 1,000. Architect is Victor A. Rigaumont.

Arcadia in New Bethelehem Streamlined for Easter

NEW BETHELEHEM, PA.—The Arcadia has been "streamlined" during recent weeks and will open after the Easter season as a modern small-town theatre. Various alterations have been made and new equipments and fixtures have been installed, including seats and marquee. The house is one of the Blatt Bros. circuit.

"Dates" Are Announced By Pittsburgh Variety

PITTSBURGH—Variety Club "dates" have been announced as follows:

Monday "Kings for the Day" dinners: March 25—C. C. Kellenberg and board of directors; April 1—Archie Fineman and M. N. Shapiro; April 8—A. I. Weiner and his UA boys; April 15—Dr. L. G. Beinhauer; April 22—Mike Gallagher; April 29—M. A. Rosenberg.

Friday "Family Night" parties: March 29—Mr. and Mrs. Jake Soltz; April 5—Mr. and Mrs. Jules Lapidus; April 12—Mr. and Mrs. Sid Jacobs; April 26—Harry Feldman.

Movie Ball at William Penn Hotel, Sunday evening, April 7. Tickets are $10 per couple.

National convention at Dallas, April 18-20.

Ladies of Variety luncheon, Tuesday, April 2.

Show for veterans at Aspinwall formerly scheduled for May 1 has been set back to May 8.

New members of Tent No. 1 include Walter Framer, Antonio Conforti, Maxwell Adkins, Felton Pinner, Sherman Gregory, Roy (Legs) Hawley, George Wilson jr., Edward Hirshberg, Sam Cohen, Robert Fiske, Elmer Hamburg, George Abernathy, Herman Auerbach, David Wood Jacobs, Clarence Smith.

Musicians Drop Liquor Control Board Fight

HARRISBURG—With the liquor control board modifying an order which had confined amusements and dancing in night clubs to the hours during which liquor sales are permissible, the fight which had been waged by musicians has been dropped. The later decree of the board is that regulation would not apply in communities where amusements are licensed by local ordinances.

New Policy for Grand

YOUNGSTOWN, OHIO—The Grand, former burlesque house, has reopened with a stage and screen policy. House will operate from 11 a. m. until 11 p. m., with a midnight show Saturday nights.

DETROIT

AL BRODER, younger brother of Circuiteer Jack, (there's still another) is making his show debut assisting Hank Garrish, manager of Broder's Times Square . . . Thomas Paul, former partner, is no longer with the house.

Jim Bennett, formerly of the Loop, is distributing "The Great Train Robbery" . . . I. Grass, assistant at the Loop, is handling supplies and advertising for all houses of Associated, in his "spare time."

Alex Schreiber, Associated chieftain, and the wife are planning a motor trip southward, following her recovery from a recent illness . . . B. Samuels of the Colonial is reported lonesome, with his wife in New York for several weeks.

Morton Maius of the Loop has a suave approach for his customers . . . Sam Ackerman, owner of the East Side, has gained 18 pounds in his first couple of weeks in the Danville Sanitarium, son Al reports.

G. E. LeVeque, Cinema Service head, was away the first of the week planning changes under the new setup . . . J. Ollie Brooks and Dave Newman held their meeting in the lobby of the National Bank Building.

Bob Fisher, roadshow distributor who's also a camera addict, had a narrow escape when his car turned over several times going down a cliff in Kentucky . . . Tom McGuire, Co-op's chief of public relations, still has his broken arm in a sling.

Frank Howard, booker at Co-op, is a welcome face at the office again. He was out nearly two years, ill . . . Cully Buermele, Co-op general manager, found plenty of work piled on his desk when he got back from Hollywood . . . Alex Schreiber has a new idea for low-cost, downtown parking. Ask him about it.

Mable Duggan, booker in the Sun Office, has a severe case of pneumonia . . . Thomas G. Johnstone, who headed the national group selling department of Jam Handy, has been promoted to account executive of the automotive and specialty selling staff.

Charles D. Thomas of Jam Handy's group selling staff, has been transferred to the retail training department in the eastern division . . . George McArthur isn't used to much walking these days . . . Jack Haley (Jam Handy), Bill Flemion (Excellent) and Charles C. Perry (Adams), seen lunching together.

Art Robinson, circuiteer, claims he and Sam Seplowin have taken on a sideline business in used furniture . . . Ira Kaplan opened up good with "Scarface," Paul Muni's fame-bringing vehicle, at the Cinema.

Irving Belinsky of Film Drug fame has a new seven pound, 14 ounce daughter. He's wearing a big red rose and passing out stamped cigars . . . Bill Flemion of Excellent has purchased all the furniture and fixtures of the former Grand National offices here.

Theatrical Post Notes: Reuben Rosen-

(Continued on page 65)

E. H. Goldberg Retiring; An Exhibitor 20 Years

PITTSBURGH—Edward H. Goldberg, city exhibitor for 20 years, is retiring within the next week or so, having transferred the Brushton to the newly incorporated Brushton Theatre Corp. The new group includes David M. Green of the Beacon, Squirrel Hill, president; Herman Littlestone, Secretary; A. J. Littlestone and Henry Littlestone.

The Littlestone brothers and Green are experienced theatremen. Herman Littlestone, formerly an exhibitor at East Pittsburgh for 14 years, will manage the Brushton. Transfer of the property will be made on or before April 1. The house will be modernized.

Give Jake Soltz Watch At Stag Testimonial

PITTSBURGH—Jake Soltz was presented with a diamond-faced wrist watch at a testimonial dinner staged by Filmrow bookers and salesmen. A number of exhibitor friends joined in the stag affair which was attended by 125, the event honoring the bridegroom. The new Mrs. Soltz was honored the same evening by lady friends at the Ruskin Apartments.

Hundreds of friends of the Rhumba exhibitor were guests of the newlyweds at a reception Sunday evening in the Chatterbox of the William Penn Hotel.

Davis Denies Being Sued By Dorwin L. Robinson

PITTSBURGH—"Danny" Davis of the Port, Lumberport, W. Va., denies he is being sued on "misrepresentation" charges by Dorwin L. Robinson, who formerly operated the theatre, stating he has been served with no papers in such action. Davis states he has received judgment against Robinson in default of rent, gas and electric power bills.

Milt Engel Branch Head For Quality Premiums

PITTSBURGH—Milton J. Engel has been appointed branch manager for Quality Premium Distributors. He replaces George "B" Josack, who resigned.

Milton's brother, the late Louis J. Engel, had formerly been manager here for Quality Premiums.

Gets Easter Dates

CLEVELAND—"Pinocchio" is getting an Easter Sunday break in key towns in this territory. Bookings to date include Toledo, Canton, Wooster, Tiffin, Fostoria, Bellefontaine and Mount Vernon. In Cleveland, the picture opened March 3 at the Hippodrome.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

CLEVELAND

MILT HARRIS, Loew publicity head, has arranged a stunt whereby those bringing proof that their first name is Rebecca will be guests of Loew's State during the showing of the UA picture of that name . . . Jack Lykes, manager of Loew's Stillman, makes known over 200,000 people saw "GWTW" during its first six weeks here. Seats are now being sold for the eighth week.

Dick Cleary, Variety Club stewart, is feeling better these days minus those four ailing teeth . . . Ed Bang, News *sports editor, gave each of the six Boys Town mayors who were guests of honor at last week's Variety stag, an autographed baseball . . . John Rundell, manager of the Kaufman houses in Montpelier, was a Filmrow visitor, which is an event, as his appearances are few and far between.*

Mrs. Buck Stoner, wife of the M-G-M salesman, is recovering from a minor operation . . . Gilbert Lefton has left for Florida to join his parents, Mr. and Mrs. Nat Lefton of Republic Pictures.

The mother of Richard Sheridan, who drives Eddie Johnson's film truck, died last week . . . Ivan Loucks, absent from the managers' group for the past few months, is back as assistant manager at the Plaza, a Washington circuit house where he used to be some years ago.

Ray Allison, manager of the Shaker, will also supervise the Heights, recently acquired by Associated circuit from M. B. Horwitz. First change Allison made when he took over, was to throw out the two-for-one policy. Otherwise, there will be no changes, either as to product or prices.

B. Raful of the Ohio, Youngstown, was in town . . . Likewise, Sam Reichblum of the Columbia, East Liverpool, and J. O. Guthrie of the New Karolyn, New London.

Frank Drew, M-G-M branch manager, and Mrs. Drew are vacationing at Mt. Clemens, Mich. . . . Anne Trugman Rose, who was secretary to Paramount district managers, Eddie Fontaine and Harry Goldstein for many years, is the mother of a boy, born last week in Des Moines, Ia., where the family is now living.

Jack Lawrence, until recently on the local RKO payroll as salesman, is reported on his way to the west coast . . . Harry Goldberg, national advertising head of the Warner theatre department, was in town for a one-day session with Richard Wright, Ray Brown and Frank Harpster, district managers, to discuss selling angles for the Louis Bromfield tale, "And It All Came True."

Nat Wolf, Warner zone manager, and Mrs. Wolf have checked in from a vacation trip to California . . . Lou Walters, NTS manager, who was host at the Monday Variety stag, staged a surprise—there were no speakers, but he made good with the crowd by supplying two duffle bags as door prizes.

Rudy Norton, Republic salesman, is laid up with an infected eye. Jack Lefton, also of Republic, reports Mrs. Ellen C. Barlow will manage the Point at Powhatan Point, while her mister opens a house in St. Clairsville . . . Among local theatremen who attended the funeral of Caldwell Brown in Zanesville last Monday, were Mr. and Mrs. Frank Drew, Mr. and Mrs. C. C. Deardourff, Duke Clark and Frank Boyd.

Visitors from here and there along Filmrow on Monday included: "Weary" Smith, newly-elected president of the Akron Exhibitors Ass'n; Harry Reinhart, Canton; R. E. Paulus, Akron; Joe Trunk, Youngstown; Mr. and Mrs. Parker, Steubenville . . . Jack Judd, former NSS manager in Pittsburgh, was in town visiting his brother-in-law, Milt Harris, Loew publicity director.

Angelo Constant, head of the Constant circuit and just back from Florida and wearing a thick coat of tan, was around the exchanges . . . Irving Fields held a community Easter Egg Hunt in the city square in front of his Opera House in Burton. Every egg, carefully hidden under brush, stone and shrubbery, had a pass attached.

Milton A. Mooney has temporarily closed his Cincinnati branch of Co-operative Theatres of Ohio and is now servicing his southern Ohio accounts from his Cleveland office . . . Edwin Brauer jr., son of M-G-M's Eddie Brauer, is an alternate on the current appointment list to the U. S. Naval Academy . . . Sidney Andron, WGAR daily broadcaster, and Mrs. Andorn are back from a California trip . . . "Grapes of Wrath," after two big weeks at Warner's Hippodrome, moved over to the Allen for a third week downtown.

Saul Bragin, Warner head booker, went to Florida last week via Chicago. From Cleveland, he drove to Chicago to pick up his pal, Alex Halperin, also a member of the Warner booking chain. They plan to be away about two weeks . . . They say it isn't so about Jerry Steel of Oberlin, that he was not "stuck" for a "Pot O' Gold" payment.

: "Growing Up" :

PITTSBURGH—Florence Fisher Parry isn't the only one of the Pittsburgh *Press* staff who is writing "nice" things re: ye cinema. Comes Kaspar Monahan, theatre editor, with this observation:

"Even as late as last year there still lingered some slight excuse for speaking condescendingly of the screen as 'in its infancy.' This year the hackneyed phrase may be tossed into the discard, for in the light of the stunning achievements of Hollywood these last few months, the screen has attained finally a towering adulthood.

"It will, of course, have its lapses—as the legitimate stage has its lapses—but already this year the American screen has demonstrated conclusively that it can, when it is of the mind, present dramas of power, honesty and high purpose."

: It's "Who's Where" :

CLEVELAND—Instead of a "Who's Who," the greatest interest these days is "Who's Where." Just touching the high spots, here are some of the local film colony and where they are vacationing:

MIAMI BEACH—
- Mr. and Mrs. Bert Stearn, UA district manager.
- Mr. and Mrs. Nat Lefton, Republic Pictures.
- Gilbert Lefton.
- Sigmund Vermes, Eclair and Yale theatres.
- Paul Gusdanovic and Mrs. Gusdanovic.
- M. B. Horwitz and family, Washington circuit.
- Mr. and Mrs. Jack Shulman.
- Mr. and Mrs. Abe Schwartz.
- Mr. and Mrs. Meyer Fine, Associated circuit.
- Mr. and Mrs. Sam Stecker, Associated circuit.
- Mr. and Mrs. Max Lefkowich, Community circuit.
- Frank Gross, Grand, Cedar and Quincy theatres.
- Frank Porozynski, Victory Theatre.
- Mr. and Mrs. George Lefko, RKO branch manager.
- Saul Bragin, booker, Warner theatre department.
- Joe Leavitt, Independent Screen Room.
- Mr. and Mrs. Harry Goldstein, Paramount district manager.

FORT MYERS—
- Mrs. Nazera Zegiob, Lorain.

MOUNT CLEMENS, MICH.—
- Mr. and Mrs. Frank Drew, M-G-M branch manager.

HOT SPRINGS, ARK.—
- Mr. and Mrs. P. E. Essick, Scoville, Essick & Reif circuit.
- James E. Scoville, Scoville, Essick & Reif circuit.
- Morris Berkowitz, Ritz and Ambassador theatres.

CALIFORNIA—
- Mr. and Mrs. Manny Pearlstein, Warner theatre publicity department.
- Mr. and Mrs. L. G. Baldwin, Almira Theatre.
- Jack Lawrence, formerly RKO salesman.

CRUISE TO PANAMA AND CALIFORNIA—
- Mr. and Mrs. Dave Miller, Universal district manager.
- Martin Printz, Alhambra Theatre.

Five Stations Broadcast Formal Variety Opening

PITTSBURGH — KDKA, WCAE, WJAS, KQV and WWSW broadcast the opening of the new quarters of the Variety Club, Tent No. 1, last Friday evening. Leading entertainers, including Charles "Buddy" Rogers and Bobby Clark, were on the program.

New club rooms were formally opened in a ribbon-cutting ceremony at the door leading into the new suite wing at the William Penn Hotel, with Mrs. John P. Harris, "Mother of the Variety Clubs," doing the honors.

Speakers included C. J. Latta, chief barker of the tent, and John H. Harris, national chief barker.

DETROIT

(Continued from page 63)

field, insurance man well known in film circles, was buried at Woodmere . . . Theatrical Post is starting the procedure of nominations for office once more, Commander Max Kolin informs. The Post sent two bowling teams to Flint for the state Legion meet.

Joe Portell of the Greenwood and Virginia is disporting aboard his yacht in Florida waters, reports trickle up . . . Dave Kaplan of Theatrical Advertising is out of the hospital . . . Jim West of Burriss Studios postcards to his friends from Texas—and in Spanish, at that!

Eddie Jacobson, manager of the Harmony, was presented with a bronze key by the Parkside Housing Project Ass'n, in recognition of his civic leadership.

Seen at Variety Saturday Frolic: W. Floyd Chrysler, M-G-M salesman, and a party of friends . . . J. Theodore "Ted" Reed, ex-Detroiter, staged a home town reunion at Hollywood when Henry T. Ewald, advertising executive and a former buddy in the Players Club here, visited him, together with Heber Smith, now in radio.

Bob Haskins, Paramount shipping department, is the daddy of a new seven pound girl, Carol Lee. She'll maybe inherit his Georgia drawl.

Oliver Broughton is handling contacts for M-G-M at the Wilson, during the record run of "Gone With the Wind" . . . Miss Tracy Flanders is new manager of the Boston Costume Co., following the death of her father, Morris Flanders.

Rufus Shepherd, Broadway-Capitol manager, is proudly watching the redecoration in progress out front on the marquee . . . George Kane of Novelty Costume, is a victim of nasal trouble . . . Clare Winnie of the Wolverine reports his address book a bit mixed up.

Stepin Fetchit, who appeared in the production of "Three After Three" at the Cass here, left town a day ahead of schedule, reversing his reputation for slowness, and, incidentally, missing the Saturday performances—although the show was scheduled to close indefinitely after the Detroit booking.

Peter Tzinis, manager of the Greenwood, is sticking close to his post, till his boss, Joe Portel, comes home—about July, he says . . . Bill Napier, operator at the Virginia, is just back from a Florida sojourn, well sun-kissed . . . Sam Brown is going to change the name of his Woodward Grand, up in Highland Park, to the Grand, in a few weeks.

WOLVERINE DOINGS:

George Bremen, manager of Associated's Wyandotte at Wyandotte, arrived over the weekend from Florida . . . Alex Schreiber, Associated chief, says the new Farmington will open about May 15.

A. Milo (Bring-Em-Back) DeHaven reports the grand opening of the new front on the Woodward Grand in Highland Park will be about May 1 . . . Leonard Slepski, managing the Esquire of Grosse Pointe, says it takes more than a week to get acquainted.

Joe Daly, former manager of the Loop, Detroit, is now bossing the Regent at Jackson for Butterfield, following his sojourn in Florida.

Harold Sandelman, M-G-M salesman, reports good business all over the state with "Gone With the Wind."

Bob Peltier, Mount Clemens exhibitor, in for his first visit for several weeks, seen at Paramount.

Niles Stafford of Caro, Cass City, and Millington was another Monday visitor.

"Barn Dance" Screening Held for Kidoodlers

CLEVELAND — Republic held a private screening of "The Village Barn Dance" for the Kidoodlers, featured in the picture and also on the current week's vaudeville bill at the RKO Palace.

Movie critics also were invited to the screening, resulting in feature stories in all local newspapers the following day. Al Gregg, in charge of Republic publicity, arranged the party.

UA Cincy Office Lauded For Showing in Drive

CINCINNATI—Harris Dudelson, UA manager, and the local exchange force received special commendation from Bert Stearn on the completion of the UA sales drive with the local boys first in the district and expecting to capture top spot in the nation. Special tribute was given Irvin Sochin and Jean Hendel for beating their quota.

"Wind" Leaving Stillman After Nine Big Weeks

CLEVELAND—Col. Harry E. Long, Loew division manager, announces that the record run of "Gone With the Wind" will close at the Stillman March 28. The picture played nine weeks to nearly capacity business.

Theatre for Forest Assured

KENTON, OHIO—A new theatre is assured for nearby Forest where workmen under the supervision of Leo T. Jones of Upper Sandusky and Edward T. Gibbons of Canton, have started reconstruction of a building.

Schulz Finishes Script

HOLLYWOOD—The script of "Rangers of Fortune" has been completed by Franz Schulz. Sam Wood will direct the Paramount production for Producer Dale Van Every.

Progress in Falmouth

FALMOUTH, KY.—Work is progressing on the Pastime, new 600-seater Max Goldberg is building here.

PITTSBURGH

(Continued from page 61)

at Soldiers and Sailors Memorial Hall. Kel's boss, Ira H. Cohn, was in Philadelphia last week for conferences with his bosses, Edgar Moss and Bill Sussman.

Charles J. Jim, Latrobe merchant and former exhibitor, is a candidate for the legislature from Westmoreland county's first district . . . Eighty-four Pennsylvania fair associations in 51 counties received a total of $50,000 from the state . . . National Theatre Supply will outfit the newhouse under construction at Ebensburg for the Strand Theatre Co. of Altoona, according to Jake Silverman . . . John Harrington of the Monogram home office was a visitor.

Lester Young, assistant manager at the Warner, Morgantown, W. Va., has been named manager of the Virginia, Fairmont, W. Va. . . . The Harry Walkers have purchased a new residence in Crafton . . . When the annual Variety Clubs-Pittsburgh *Press*-KDKA Milk Fund campaign was discontinued last December, it was expected the drive would be made around the Easter season, but to date there has been no such announcement.

Removal of Republic's accessory and shipping department from the old Forbes street quarters to the former GN exchange, second floor over the Universal branch office, will be under way within the next few weeks, and service from the Blvd. of the Allies address will be started May 1, according to Jim Alexander, who is observing his 20th annual "Round-Up." The Republic staff is enthusiastic as never before about "The Dark Command," which stars Claire Trevor, John Wayne, Walter Pidgeon, Roy Rogers, George "Windy" Hayes, Marjorie Main, Porter Hall, Raymond Walburn, Helen MacKellar and J. Farrell MacDonald.

Eddie Beedle expects a record Pittsburgh delegation in attendance at the annual Allied convention at Chicago, the tentative dates of which are June 12-14 . . . Frank Thomas, Filmrow projectionist, has traded his old buggy for another later model . . . Jimmy Nash jr. is more like his "old man" every time we see him. A Duquesne University student, young Jimmy visited the celluloid center the other day and viewed "My Son, My Son."

A number of members of the IATSE Bowling League (Local No. 171) have entered the Sun-Telegraph *tournament, according to the league secretary, Johnny Lengyel . . . John J. Maloney is back on the job after a vacation in Florida . . . Bill Koontzman, National Carbon's roving ambassador, was a visitor . . . The Mannie Steinberg twins, 6 weeks old, are named Iris and Doris. Papa states he is investing in a new Buick . . . Elbert Nesbit of Filmrow is the father of a son born this week and already named James Allen Nesbit. Young Elbert is one of the boys of the veteran Bill Nesbit, formerly of Filmrow . . . Jules Lapidus plans a Baltimore to Miami cruise and return after a Florida holiday.*

We looked into the Universal exchange the other day and saw Jules Lapidus, Dave Barnholtz and Bill Satori being photo-

(Continued on next page)

Last Polish-Made Film to Polish Variety Bureau

DETROIT—The Polish Variety Bureau, managed by Benjamin Leskiewicz since the death of his father, has received prints of "Three Hearts," the last film to come out of Poland before its dismemberment.

Ladis Kiepura, opera singer and a brother of Jan Kiepura, has been booked by Leskiewicz for a personal appearance, tentatively set for April 8 and 9, at the Conant, operated by William Szypulski.

Harris Loew Bally Head In Cleveland 6 Years

CLEVELAND—Milton Harris has just celebrated his sixth anniversary as publicity director of Loew's Theatres in Cleveland. Prior to coming here, Harris was with Shubert's for ten years as advance publicity man.

Film Service Moves

CLEVELAND—Independent Film Service, formerly on the third floor of the Film Bldg., has moved to 205 Film Bldg. The space formerly occupied has been leased to Advertising Accessories to supplement its present offices in the Film Bldg.

Change in Sylvania

SYLVANIA, OHIO—The Princess, 230-seat house here, has been purchased by Jack O'Connell of Toledo from E. D. Stutz, who operates the Dixie there.

Mascot Feature to Two

CINCINNATI—The State in Dayton and the Family here have booked "Laughing at Life," Mascot feature starring Victor McLaglen which is being distributed in this territory by Lee Goldberg's Big Feature Rights Exchanges.

Patrons Sign for Neely

PITTSBURGH—In campaigning for enactment of the Neely bill, John Nagy, exhibitor at Nu Mines, has been having his patrons sign petitions which favor the measure.

May Managing New Paris

PARIS, KY.—Eddie May of Corbin, Ky., is now managing the New Paris here. He replaced John Makenson, who has moved over to Lexington in charge of the Opera House.

Vanceburg to Shafer

VANCEBURG, KY.—The Vanceburg here has been purchased by R. N. Shafer from T. Neal Hubbard. Hubbard, who recently sold his Hollywood in Marysville to Schine, has no immediate future plans.

Subs for Tom Whalen

MAYSVILLE, KY.—Robert B. Pilcher, assistant district manager for Schine, is temporarily filling in here for Tom Whalen, the circuit's local city manager who is ill.

PITTSBURGH

(Continued from preceding page)

graphed for the company house organ . . . Mrs. A. W. Hepp, wife of the Lowrie Street exhibitor and Filmrow projectionist, has parted with her appendix . . . Edward Steinfeld, Filmrow printing solicitor, is general chairman of the "Y" Jewish World Fair to be staged at the "Y" building, March 28-31. His brother Saul, of Advertising Accessories, Inc., is chairman of the dance committee . . . Mike Rosenbloom, former exhibitor, was around saying "hello" . . . Bob Hornick of Huntingdon was Filmrow shopping and reported that Gus Vaveris of Johnstown was still in Florida . . . Floyd R. L. Bender and Louis J. Bender of the Grant, Millvale, as members of the G. W. Bender Sons Co., plastering contractors, are among the 53 defendants consenting to a federal court injunction that enjoins them from illegal trade practices.

BOWLING

PITTSBURGH—Filmrow Bowling League games were suspended this week, with no games scheduled for Good Friday. Standing of the teams, following the March 15 games:

	Won	Lost
Republic	48	21
Universal	45	24
Columbia	40	26
Monarch	35	34
Loew's	32	37
20th-Fox	24	42

Schedule for March 29:
Monarch vs. Loew's.
Universal vs. Republic.
Columbia vs. 20th-Fox.

CINCINNATI—The Film Bowling League is all tied up with ties, according to Gil Shepherd, manager. Paramount and Warner top the league, with 20th-Fox and RKO holding second place. RKO Theatres is in third place; Metro is fourth.

DETROIT—New standings in the Film Bowling League:

Team	Won	Lost
Republic	71	29
Film Drug	59	41
United Artists	56	44
Film Truck	51	49
20th Century-Fox	46	54
Cooperative	45	55
Amusement Supply	41	59
Monogram	30	70

High-rollers of the week were: Irving Pollard, 230; Barney Adair, 219; Lou Metzger, 213; Sam Seplowin, 213; Stanley Malinowski, 212 and 212; Art Knapp, 204 and 202, and Irving Belinsky, 202.

DETROIT—New standings for the Nightingale Club bowlers:

Team	Won	Lost
McArthur	59	41
National Theatre Supply	58	42
Oliver Theatre Supply	56	44
Amusement Supply Co.	54	46
Motiograph	54	46
Brenkert Projectors	41	59
National Carbon Co.	39	61
Lorenzen Flower Shop	39	61

High series of the week were rolled by Jack M. Hall, 611; Edgar Douville, 596; S. J. Lambly, 567, and M. J. Haskins, 531.

Metro Assigns Houser

HOLLYWOOD—Lionel Houser is adapting "Third Finger, Left Hand" for Metro.

Match Burns Are Fatal To Caldwell Brown

ZANESVILLE—Caldwell Brown, leading local citizen and theatre owner, died suddenly last week from peritonitis resulting from the explosion of a pack of matches in his hand.

Brown, who was 55 years old, is survived by his wife, Frances. A prominent exhibitor for more than 20 years, he owned and operated the Grand, Imperial, New Liberty and Quimby theatres.

Second Cleveland Ozoner To Open Around May 10

CLEVELAND—Phil Smith of Boston, head of a drive-in company, was here arranging for the opening of the new West Side Drive-In on or about May 10. The East Side Drive-In, built two years ago, will open about the same time.

See It Anyway

DETROIT—Premier Mitchell Hepburn's ban in Ontario against the March of Time subject, "Canada At War," brought many Canadians across the border to view the picture at the Palms-State here.

Jam Handy Extends Service

DETROIT—Charles D. Thomas of the Jam Handy organization group selling staff, has been transferred to the retail training department, eastern region, to assist dealers in the use of sales slidefilms.

Promote J. R. Scott

LEXINGTON, KY.—J. R. Scott has been promoted to manager of the State here. Doorman Thomas Witherspoon succeeds Scott as assistant manager at the Kentucky.

Children Get Theatre

BELLEVUE, KY.—Peter B. Smith, who has been ill several months, has turned over operation of his theatre here to his three sons and daughter.

Empress to Bevinton

WHITEHOUSE, OHIO—The Empress, closed the past two months, has been leased by the owner, F. J. Sipher, to J. Bevinton.

Opening Detroit Office

DETROIT—Barney Hoyt of Burns & Hoyt, Chicago distributors for Consolidated Book Publishers of "Book Night," was here opening a branch office.

Reopens in Columbus

COLUMBUS—The newly remodeled Hollywood has reopened with a dual subsequent run program policy.

Dedham Theatre Corp. Defies Labor Ruling

BOSTON—The Dedham Theatre Corp., Ralph Snider operating company for the circuit owner's Dedham Theatre in Dedham, will not comply with the finding of the Massachusetts labor relations commission which, in substance, orders Snider to offer to reinstate without prejudice two projectionists allegedly discharged because of union activities and to reimburse them for the time they were out. The Dedham Theatre Corp. contends that the finding, which was in favor of Local 723, IATSE, was not supported by the testimony.

Several steps of procedure now are open. The commission may petition the superior court for enforcement of the finding. The commission's findings of fact, it is claimed, may not be enforced unless an enforcement order is entered by superior court.

The Dedham Theatre Corp., in the meantime, may petition for a review of the case. A spokesman for the Snider circuit told BOXOFFICE, however, that Ralph Snider interests planned to inaugurate no independent moves in the matter. Present plans of the theatre corporation are to await an opposition move.

If superior court should decide against the Cooperative, the theatre company plans a supreme court appeal.

Wright and Donaldson to Stump Against Neely

NEW HAVEN — Earl Wright, 20th-Fox salesman and a speaker of some experience in these parts, will talk on the Neely bill at a luncheon meeting of the Kiwanis Club of Shelton, March 26. He will explain how film product is purchased under the existing system, and his slant on what the procedure would be under the new system if the Neely bill became law.

Thomas Donaldson, Metro exchange manager here, will also speak on the Neely bill before the Thompsonville Kiwanis Club, March 28.

Independent Exhibitors Repeat Neely Support

BOSTON—The Independent Exhibitors, Inc., unanimously reaffirmed support of the Neely Bill at a special business meeting last week. Frank Lydon, president, tentatively set the next meeting for April 8.

Wilson Joins Universal; Konnis to Monogram

BOSTON — Reginald Wilson, formerly salesman for Educational and Gaumont British, came to Boston from New York to join the Universal sales office, replacing Herman Konnis, resigned, who went to work Monday morning for Steve Broidy at Monogram.

Story to Life

BERLIN, N. H.—When "Northwest Passage" played here, it figured prominently in a real life story packed with drama, which became the page one "lead" in newspapers of the state.

Here is how it all happened:

Seated in the audience at one performance, were Dr. Edward R. B. McGee, Berlin physician, and a well known aviator, Johnny West. Suddenly, a call was received for medical aid for a woman stricken gravely ill in an isolated cottage in northwestern Maine.

Despite a blinding blizzard, the doctor and flier rushed from the theatre and started a mercy flight which became the most hazardous ever undertaken in this section. The 71-mile dash was completed in time to save the patient who was suffering from hemorrhages.

An interesting part of the story is that their air route covered much of the same territory once traveled by Major Rogers' Rangers in real life, and now on the screen, in "Northwest Passage."

Ban in Bridgeport On Sunday Bingo

BRIDGEPORT, CONN. — Theatre operators have scored in their first round with the Bingo menace, police having banned Sunday games and ordered that prizes be reduced. Some games were paying as much as $175 for a lucky card.

The cash prize ban is effective at once, but the Sunday games will be permitted until September when many licenses expire and operators will be faced with a difficult fight to renew them.

Theatre owners estimate more than 6,000 persons sit at Bingo tables nightly, and, of late, police have been flooded with complaints from husbands that their wives go from one Bingo game to another night after night. It is estimated at least $2.50 is spent nightly by each Bingo customer.

The theatre men are now turning their attention to games operating just across the state line in New York. These draw heavily from this area, with automobiles as the major prizes for a night's play.

Test Case for Bank Night Agreed to in Middlesex

BOSTON—Robert A. Bradford, district attorney for Middlesex county, has agreed to set a test case on Bank Night legality in about 30 days, according to Roy E. Heffner. The local Bank Night assignee, who conferred with Bradford last week, said that the district attorney agreed not to interfere with Bank Night operation on lottery grounds until a test case was heard.

Retaining Wall Agreement

NEW HAVEN—Harry L. Lavietes, operator of the Pequot, has recorded a retaining wall agreement with the city of New Haven.

Junior Councils Plan New Film Activities

NEW HAVEN—Faculty advisers and student chairmen of the 14 Junior Motion Picture Councils, representing 500 children in the public schools, met this week to appoint new committees and to plan new activities. Donald A. Eldridge, director of audio-visual education in the schools, presided.

Arrangements were made with local radio station WELI to broadcast a series of programs under the general topic, "Know Your Movies," with Worthington Hooker School planning the first of the series early in April on "How to Appreciate Motion Pictures."

A faculty committee on radio-film work was appointed, with A. A. Fisher of Truman School as chairman, assisted by John Braslin of New Haven High School and Miss Catherine Starrs of Fair Haven Junior High.

Herman Cherman, son of Dave Cherman of the Lawrence Theatre, was appointed chairman of a committee to revise the policy of the Junior Motion Picture Council *News Bulletin,* which will hereafter be issued regularly as a semi-monthly. Cherman will be assisted by Mrs. Ruth Pulver of Nathan Hale School and Mrs. Bella Obrasky of Bassett Junior High. The new public program committee consists of Elizabeth Connellen, of Columbus School as chairman, and Mary Beecher.

A student executive committee meeting has been scheduled for March 28 when further plans will be formulated for a public program at the end of May. The program, similar to last year's symposium, will attempt to show parents and all others interested, the value of educational films in the school system, and the educational values of the films shown this year in the theatres.

Ossipee Approves Shows And Sports on Sundays

OSSIPEE, N. H. — Approval of Sunday shows and sports featured the annual town meeting here.

On the question of putting a tax on tickets for shows and entertainments where prizes are given, the voters decided to postpone action indefinitely after being warned the procedure would be unconstitutional.

Three New England Towns Vote In Sunday Shows

PORTLAND—Proponents of Sunday shows won by thumping majorities at Belfast, Camden and Skowhegan when that typical New England election—Town Meetin'—was held in Maine the first part of the current month. Pittsfield turned thumbs down on the proposal. Defeated about three to one two years ago, Sunday shows will again come before the voters at Calais in April.

Sunday Shows Approved

OLD ORCHARD BEACH, ME.—Sunday shows were finally approved at the annual town meeting, after this summer resort town had almost lost them.

Await Three Answers In Waldo Corp. Suit

BOSTON—All but three defendants in the anti-trust suit being brought for the Waldo Theatre Corp., Carroll T. Cooney and C. T. Cooney jr. have filed answers in the action.

RKO Radio Pictures, Inc.; Loew's, Inc., and 20th-Fox Film Corp. brought motions, calling for bills of particulars and for the striking of certain allegations on the grounds that they are irrelevant.

Joe Dondis, Rockland Amusement Corp., M&P Theatres Corp., New England Theatres, Inc., Publix Notoco, Paramount, United Artists, Universal and Vitagraph all filed answers.

Hearings in the suit, which is being brought by Attorney George S. Ryan, have been marked for March 29 at Portland, Me.

Committee Formed to Act For Racing Law Repeal

BOSTON—Further moves for repeal of horse and dog racing in Massachusetts were inaugurated when the Citizen's Committee of Massachusetts, Inc., filed corporation papers which said that the purpose of the organization was to continue an educational campaign in support of repeal of pari-mutuel laws in the Bay State.

Charles Francis Adams, former Secretary of the Navy, and Dr. A. Lawrence Lowell, president emeritus of Harvard, are members of the committee whose formation is the latest development in the murky Massachusetts betting situation which came close to a precipitating point recently when the state racing commission refused 1940 licenses to three groups which have been conducting dog racing in the Bay State since pari-mutuels were legalized here by referendum.

Link Beano With Juvenile Delinquency; Ask Probe

BOSTON—A searching probe of Beano in Boston by the finance committee or some other body is urged by George R. Farnum, former impartial member of the local code committee for the motion picture industry.

"There is a definite link between Beano and the great problem of juvenile delinquency that confronts us," Farnum declares.

"The crime wave has risen to alarming heights in this community and the situation is rapidly getting out of hand. Thugs are touring the city and staging armed holdups with incredible contempt for the authorities. The city is infested with a horde of racketeers, chiselers and fixers of every description."

Columbia Club Party

BOSTON—The Columbia Club, local social group comprised of Columbia Film Exchange employes, partied in St. Patrick's Day fashion. A 5:00 p. m. screening was followed by festivities at the Latin Quarter, film district night club operated by Lou Walters.

HARTFORD

NOTES of a rambling reporter: A Yiddish film, "Tevya," was shown at the Bushnell last Tuesday . . . Peter Boniato, usher at E. M. Loew's, is resigning . . . That WB biography of Samuel Colt, pioneer firearms manufacturer of Hartford, is tentatively called, "First Trigger Man," according to reports reaching this correspondent . . . Wallace J. Cooper, Loew-Poli assistant manager, was a visitor . . . Pauline Talarski is the new candy girl at E. M. Loew's.

The French motion picture, "Harvest," came back for a run of three days at Maurice Shulman's Webster . . . Thom Conroy, former director of the Hartford Little Theatre, is reported assisting in the staging of a performance of "Gammer Gurton's Needle," at New York University . . . Assistant Manager Hillmer Robinson, E. M. Loew's, was sick with a cold . . . Wednesday evenings at the Cameo, Waterbury, are Glassware Nights nowadays . . . Julian B. Tuthill, Hartford Times, *was in the biggest city.*

Jimmy Randazzo, head usher at the E. M. Loew's, had a cold last week . . . Two Little Tough Guys, Hally Chester and Harris Berger, headed the vaudeville bill at the Loew-Poli, Waterbury, last week . . . Capitol, Pittsfield, which closed down last fortnight for about 20 days of renovation, was slated to reopen on March 23 with "The Blue Bird" . . . Bill Herbert, former Worcester newspaperman, has been appointed publicity director of the Fleischer Cartoon studios, Miami, Fla.

In and about the state: Plans are going ahead for the new theatre in East Hartford, which the Sycamore Corp. is backing . . . Mrs. M. Oakley Christoph, film columnist for the Hartford Courant, *was in New York . . . Tallulah Bankhead is due at the Bushnell on March 26 in "The Little Foxes" . . . Loew-Poli, Waterbury, is featuring "Movie Party" Thursday evenings.*

Jottings: Congratulations to Jimmy Hughes, Loew-Poli doorman, and his Mrs. who will soon be celebrating their 25th wedding anniversary! . . . Manager Walter Lloyd, M&P Allyn, reports that "The Blue Bird" is due at that theatre in a few weeks . . . Lou Cohen, Loew-Poli Palace manager, seen in town last Thursday after having been in Springfield for a week on relief duty . . . Wallace J. Cooper, assistant manager at the Loew-Poli, was in New York with the wife taking in a floor show.

Loew-Poli Manager Jack A. Simons and his assistant, Wallace Cooper, were working on advance campaigns for "Pinocchio" which was due on the Loew-Poli screen, Thursday . . . One of the first-run downtown theatres soon will conduct three nights of jitterbug contests on its stage. Attractive prizes will be offered with the hope of attracting high school students . . . The Local M&P Allyn, managed by Walter Lloyd, has a new boxoffice and candy stand combination.

Buy "Life of Sam Dreben"

HOLLYWOOD—Film rights to "The Life of Sam Dreben," biography of a famous American soldier, have been purchased by 20th-Fox.

Depositions Are Taken Of Ayers, Rogovin

BOSTON—George S. Ryan, anti-trust attorney, took the depositions of Norman Ayers, Warner branch manager, and Harry Rogovin, Columbia branch manager, at the Federal Building this week for use in the anti-trust actions of C. F. Millett, operator of the State in Bridgton, Me., and for the Millinocket Theatre, Inc., operated by Frank LePage. Ryan previously took depositions for use in the case of Kenneth Gorham, a third Maine exhibitor.

Long "GWTW" Run Sends Metro Product to M&P

BOSTON—Further reaction from the eight-week first-run Boston engagement of "GWTW" at Loew's, Inc., was seen last week with the opening of three M-G-M features at local M&P Theatres Corp. situations. The trio included "Man From Dakota," "I Take This Woman" and "The Ghost Comes Home."

The Paramount group had already bought a number of M-G-M releases away from Loew's State and Orpheum, handling the Boston first-runs of "Ninotchka," "Secret of Dr. Kildare," "Remember," "Joe and Ethel Turp Call on the President," "Henry Goes Arizona," "Nick Carter, Master Detective," "Balalaika," "Earl of Chicago" and the "Marx Brothers at the Circus."

Segal Refutes Report of Changes at Imperial

BOSTON—Harry Segal, Imperial Pictures head, declares that no change in the local Imperial setup is contemplated.

Segal, who now is devoting all of his time to the Boston office, following his resignation as national sales manager for Standard Pictures Distributing Co., stated that William Murphy, who left the position of booking manager for Gordon and Lockwood circuit to become office manager for Imperial, continues in that post at the Segal exchange, despite contrary reports.

Boston Cinema Club Dance Marks an Anniversary

BOSTON—The Boston Cinema Club marked an anniversary Sunday with its fourth annual charitable dinner-dance. The affair was held at the Cocoanut Grove. Turnout was heavy.

Heads Sycamore Corp.

EAST HARTFORD, CONN.—The Sycamore Corp., which has acquired a site at Main Street and Wells Avenue for construction of a commercial building to include a 1,000-seat theatre, has Morris Joseloff of West Hartford as president and treasurer. Others officers are F. Brook Rattner of New York, secretary, and Lillian L. Joseloff, vice-president.

BOSTON

CHARLES MORSE, partner in the Morse & Rothenberg circuit, has been in Florida . . . Harry Zeitz, operator of the New Bedford, Empire, and State in New Bedford, was booking in the district last week . . . Sam Kaufman was booking here last week for Fay's and the Majestic in Providence.

Dorothy Hamlin has returned to Loew's State as personal secretary to Manager Frederick R. Greenway, following an extended leave of absence.

Harry Germaine, local premium man, has lost his father.

Sam Strong of Universal has been ill at home . . . Larry DeCain of the department of public safety has been continuing on the sick list.

Frank Eldridge, manager of the Capitol in Concord, built his "Northwest Passage" exploitation on the fact that the original Major Rogers once lived in the New Hampshire capital.

Maynard Sickles, Capitol Theatre Supply Co. salesman and secretary of the Motion Picture Salesmen's Club, and Mrs. Sickles expect "twins" in August. The former is doing the prophesying.

Morris Safner, operator of the Olympia in Woonsocket, was in from Rhode Island last week . . . Harry Blanchett of the Lafayette in Central Falls was also up from Rhody . . . Marcel Mekelburg, independent distributor, was in New York on business last week.

Alex Hurwitz, manager of the Strand in Taunton, has been tying in with local schools with special students tickets.

William Doyle, manager of the Broadway in South Boston, has been ill with the grippe . . . Sal DiManno, assistant to Fred Greenway at Loew's State for the past year, continues on the invalid list . . . Anthony Zinn, house manager at the RKO Boston, has been ill.

Sam Berg of 20th-Fox and Abe Barry of Columbia canvassed film district exchanges Friday, picking up admission collections for the Salesmen's Club dinner-dance.

Lucian Descoteaux has signed with the Capitol Theatre Supply Co. for installation of a marquee on his new Rex in Manchester, N. H. The house is now under construction. Kenneth Douglass of the Capitol has also contracted to supply drapes, screen and lenses, in addition to other equipment.

Harry Zeitz, New Bedford chain operator, is having new headquarters outfitted in the State Theatre Bldg. . . . David Shapiro of Wholesome Film Service, Inc., husband of Lila Izen, has been seriously ill.

Ben Stein, former manager of the Globe in Boston and recently associated with Trailer-Made distribution in New England, has been out of town . . . William D. Stein, film checker, was in New Bedford . . . Frank Perry, operator of the Orpheum in Foxboro, was in the district . . . William Mancuso, film man, was in New York.

Frank Faille, manager of the Paramount in North Adams, glorified K. P. in publicizing "The Fighting 69th." Faille gathered a stooge, a uniform, a sack of potatoes, and a paring knife, and got the unit to work in front of his house.

The Premier in Meredith, N. H., is darkening . . . I. J. Hoffman, Warner circuit manager, plans to reopen the Globe in Clinton next month . . . Ben Katz has been assigned to the managerial staff of the Warner in Worcester.

Ann Sheridan has accepted an invitation from the football captain-elect of Boston University to be his guest at the annual Press Photographers' Ass'n Ball at the Copley-Plaza March 27 . . . Ben Cohen and Larry Golob, Warner press agents, have been in town working on Sheridan publicity angles, including the Harvard to-do.

Herb Brown, manager of the Waller in Laurel, Dela., was married in Greenfield to Gerday Rosenzweig . . . Eva A. Hawes, operator of the Puritan in Boston, has had new equipment installed at the house.

Florence Turner, secretary to Major Patrick F. Healey of the department of public safety, has been out . . . Al Laurie, manager of the Oriental in Mattapan, is now running continuous shows, beginning at 1:00 p. m. The suburban house formerly had two shows daily.

Fred Green, operator of the Bijou and Park in Woonsocket, was up from Rhode Island . . . Roy E. Heffner jr. was in from the Key in Middleboro . . . Martin Toohey, Rhode Island exhibitor, was in town . . . Archie Silverman and Ed Reed, operators of the Strand in Providence, were in.

Heinrich Pfeiffer, Provincetown Theatre operator, may split films with legit next summer now that the Wharf Theatre, old time legit stand, has gone 50 per cent seaward.

William Mancuso has joined the National Screen Service branch in the Paramount Bldg. . . . The Exhibitors Advertising and Supply Co. is now operating under the Advertising Accessories, Inc., at 58 Berkeley St.

Harry and Phil Silverman, exploitation picture owners, were in town . . . William Faxon Otis, film insurance man, was instrumental in the success of the debutante and professional models tilt last week for the Polish Charity Fund.

Ernie Hickey, manager of the Colonial in Brockton, has been readying for spring cleaning at his house . . . Likewise for Morey Perlstein at the Modern in Brockton.

Duffy Lewis, Provincetown operator, was in town . . . Irving Altshuler, home office representative, has left the Columbia exchange . . . Phil Fox, former local Columbia city salesman, is expected in town for the Passover . . . Manuel Lima of the Allyn in New Bedford was in town last week. He was accompanied by his sister, Alice, also of the Allyn.

Dominic Tuturro, Millbury exhibitor, has changed the name of his house to the Elms. Tuturro was booking in the district . . . Edward Comi of the Theatre

(Continued on page 73)

The Boston Salesmen's Club Invites You

to Attend Its

Third Annual Dinner-Dance

at the

Cocoanut Grove, April 7

Cocktails at 6:30 P. M.

Dinner 7:00 P. M.

SUBSCRIPTION $6.00 PER COUPLE

A Sterling Campaign For "Abe" by Hesse

NEW HAVEN—One of the most extensive campaigns on any picture in the public schools and outside was inspired by John Hesse, Roger Sherman manager, on "Abe Lincoln in Illinois," which had its New England premiere at the theatre, March 6. Three contests were outlined by the department of audio-visual education itself, with all details handled by the education department, instead of by the theatre, a feat never before accomplished here.

All contests, which had among the judges such names as Mayor J. W. Murphy, Dr. William Lyon Phelps, and Dr. Mark A. May, a member of the national committee on educational films, had as their general subject, "A Student Looks at 'Abe Lincoln in Illinois'."

Contest No. 1, for pupils up to the eighth grade, required a 200-300 word essay and offered two free tickets to a future program at the theatre, a cash prize of $1 for the individual writing the best essay, and a theatre party for the whole recitation class of which the winner was a member including the teacher.

The second contest was for grades 9 to 12, inclusive, requiring 300 to 500 words. The third was a national contest for high school seniors only. Awards included a cash prize of $5 and another of $3. Essays were submitted in the national contest which offered a four-year scholarship to Lincoln Memorial University covering room, board and tuition as first prize. Second prize was a four-year scholarship covering half the expenses.

Judges in the national contest were Robert E. Sherwood, author of "Abe Lincoln in Illinois;" Stewart W. McClelland, president of Lincoln Memorial University; Robert L. Kincaid, R. Gerald McMurtry, and H. E. Barker.

Not content with tying up the entire school system, Hesse broke the Yale *News* for the first time with art and a criticism of the picture by the universally respected and loved Dr. William Lyon Phelps. Hesse also cracked the "tough" local press pages two successive days with art of Dr. Phelps congratulating Dr. and Mrs. Ludington, father- and mother-in-law of Massey at the preview; and then a picture of Barney Pitkin and Hesse signing special papers for the conclusion of the agreement to run "Abe Lincoln" at the theatre. Study guides went to all student film councils in connection with the school tieup. Hesse put over another of his striking lobby displays, which seem to show an instinctive use of available still, banner and other material in the places which show them to the best advantage.

The letter from Donald A. Eldridge, director of audio-visual education in New Haven schools, setting out the rules and details of the contests, was supplemented by a letter from the superintendent of schools urging teachers, film council advisors, principals and others to stress this important educational event. Hesse suggested that tickets be left with teachers, with authorization to sell children's admissions in groups at 15 cents. The department of education asked for 13,000 such tickets.

A Winter Carnival By C. F. Millett

BOSTON—C. F. Millett, operator of the State in Bridgton, brought business to the Maine community with a Winter Carnival. Millett, general chairman of the entire affair, worked a gamut of stunts from the crowning of a "Miss Maine" by Gov. Louis O. Barrows to the running off of national ten-mile snowshoe championships.

Millett's program, many parts of which would prove a natural for New England theatre men seeking to tie in with the present winter sports craze, has been outlined for BOXOFFICE by the theatreman. Exhibitors seeking further details might contact the independent operator at the State in Bridgton, Maine. Millett's three-day program went:

FRIDAY:

6:30 p. m.—Supper and Dance—American Legion Hall—Fish and Game Club.

8:00 p. m.—Coronation of Miss Bridgton—Athletic Field. Roller Skating—Town Hall—Afternoon and Evening.

SATURDAY:

10:00 a. m.—New England Sled Dog Races—Highland Lake.

10:00 a. m.—Local School Events—Highland Lake.

12:00 Noon—Luncheon—Carnival Queens—Bridgton Academy.

1:30 p. m.—Judging Miss Maine—State Theatre.

2:00 p. m.—Trap Shooting—Highland Lake—Fish and Game Club.

2:30 p. m.—U. S. National Snowshoe Marathon Championship—Highland Lake—Sanctioned by American Snowshoe Union.

3:00 p. m.—Comedy and Laughs in Winter Sports—Highland Lake.

4:30 p. m.—Coronation Parade—Along Main Street.

6:30 p. m.—Reception and Dinner to Governor Barrows, Pleasant Mountain Camps.

7:30 p. m.—Coronation of Miss Maine—Athletic Field.

8:30 p. m.—Carnival Ball—Town Hall.

SUNDAY:

State of Maine Downhill and Slalom Class C Championships sanctioned by the USEASA, Pleasant Mountain.

10:30 a. m.—Ski Service, Congregational Church.

2:00 p. m.—New England Sled Dog Races, Highland Lake.

Millett tied in with accredited organizations, such as the American Snowshoe Union and the New England Sled Dog Club, to dignify the sports events. He made a comprehensive thing of the crowning of a "Miss Maine" by sending out invitations to a quantity of towns, schools and colleges, and particularly inviting local winter carnival queens throughout nearby territory. Marathon runners from over 20 clubs, some as far away as Ottawa, were invited to participate in the snowshoe event. A neat touch was a special "Ski Service" at the Congregational Church.

BRIDGEPORT

LOUIS SEIDMAN, who plans to build the city's biggest neighborhood theatre, is a former opera impresario and divides his evening between Bridgeport and the New York night clubs . . . Neil Welty is the new managing director of the Strand and Palace theatres at Stamford.

Credit for the first spring lobby goes to Michael Carroll of the American. It is done in blue, white and yellow . . . Connie Broderick, cashier of the Plaza, Stamford, is back from Florida . . . Other theatre folk back from the south include Mr. and Mrs. Charles Levine and daughter, Janis, of the Strand Amusement Co. of this city, and Mrs. Sarah Levine.

Mrs. Ida Shaw went to New Haven for a farewell party with her son, Harry F., Loew's New England chief, before he left for Mexico City . . . C. G. Barrett, Warner district manager at Norwalk, is convalescing from a serious attack of pneumonia. Also off the sick list is Humphrey Doulens of Norwalk, who was in the hospital for sinus trouble.

Molly and Morris Rosenthal saw the dress rehearsal of "Higher and Higher" at the Shubert . . . Jacques in Waterbury, oldest legitimate theatre in the state, has relighted with dramatic stock after years of darkness. Charles L. Cohn is operating.

Before "Geronimo" opened at the Warner, one of the cashiers asked Manager Manny Kugel if the picture was about an Italian . . . John Keenan, special policeman at the Plaza and Loew-Poli theatres for many years, is dead . . . Mary Heaphy, veteran cashier at the Palace in Norwalk, will celebrate her 11th year with the Warner circuit this spring.

Swedish films are now being booked into Odd Fellows hall at New Britain . . . "Grapes of Wrath" was held over for a second week at the Avon, Stamford. In other houses in this area, the picture did less than normal business.

March of Time gave Manager Morris Rosenthal of the Majestic special mention for his exploitation of the release dealing with the history of the Associated Press . . . Charles Cunio, formerly of the Beacon, Boston, is new doorman at the Norwalk in Norwalk . . . Bennie London, projectionist at the Plaza, Stamford, is recovering from an operation.

The Times-Star, *in a deal with the Loew-Poli, gave away* 1,000 *pictures of Spencer Tracy and Hedy Lamarr . . . The Loew-Poli had to take the "Pinocchio" advertising out of its lobby when the picture was finally assigned to the Warner.*

Weekly Radio Bulletin By New Haven Station

NEW HAVEN—WELI has launched a new weekly eight-page bulletin, the New Haven *Dial,* which prints the complete station program for the week, including several theatre programs.

The bulletin is reported to have 20,000 circulation, and contains in addition statewide advertising of merchants, art and cartoons, and comment on national and local radio news and personalities. Distribution is partly by mail, and partly by commercial tieup. Radio stations get no space at all in local press.

Judge George Pike Signs For New Sound at Lisbon

BOSTON—Judge George Pike, head of the operating corporation for the Lisbon Playhouse in Lisbon, N. H., has signed with Capitol Theatre Supply for the first New England installation of Mirrophonic de luxe 7,500 sound system. Clark Stinson, house manager, has been overseeing the installation of 350 seats, stage drapes and lamps. Charles Fish, of the Capitol Theatre Supply, is technician on the job.

Thirty-Nine Features Pass Without Cuts in Boston

BOSTON—"Men Without Souls" and "Women Without Names" were approved without deletions in a list of 39 motion pictures passed without cuts last week by the Massachusetts bureau of Sunday censorship. Sixteen vaudeville routines were granted Sunday permits in the Bay State, while three other acts were awarded Sunday licenses after eliminations of "hell" and dancing.

Option Is Recorded on Capitol, East Haven

EAST HAVEN, CONN.—A 30-day option, dated March 11, to buy the Capitol property from Olson, Inc., has been recorded, with Bernard Kopkind, local attorney, named as optionee. Capitol Theatre Corp. is lessee of the 748-seat house. Herbert Herr became William Hoyt's associate in the operation, replacing Abel Jacocks last July.

New York Producer Signs Portland Legit Lease

PORTLAND—Guy Palmerton, New York producer, has signed a lease for the Maine Civic Theatre and said that he would open March 25 with the first of a series of Broadway stage successes. The legit, which was opened for a brief time last fall, seats 1,500.

Pickwick Inaugurates New Policy of Class Concerts

GREENWICH, CONN.—The appearance of Fritz Kreisler, violinist, at the Pickwick here was a sellout at a $2.75 top. The 1,400-seat house, which is inaugurating a policy of occasional class concerts, will next feature Gladys Swarthout and Frank Chapman on May 2.

NEW HAVEN

SEEN at the New Haven Musicians' Ball until the wee hours: Al Robbins, of the Strand, Hamden; George Weber, Metro checking supervisor; Sam Zipkin, Universal; Jack Post, Fishman Theatres; Leon Jacobson, Lou Moscow, Rose Romanoff, Jack O'Sullivan and Steve Barcansky . . . At the Flower Show in New York: Mrs. Albert Smith of the Tower and Colonial, Walnut Beach, all decked out in a posy-trimmed bonnet . . . Infrequent visitors on Meadow Street: Lee Malcarni, manager of Essex and Deep River, and Mort Tiley, one of the owners of the circuit; John Kata, of the State, New Britain; Russell Hess, of the new Groton; Roy Haines and H. Hinchey, Warner's, and J. Emmett Cashman, RKO home office auditor.

All Filmrow is wishing Hymie Levine of Imperial Pictures a speedy recovery from his recent emergency operation at Grace Hospital . . . Lou Phillips of Modern Theatre Equipment has left by car for a much-needed three-week rest in Miami Beach . . . I. J. Hoffman, Warner theatre department head, is not among the winter vacationers this year . . . Cy Barrett of Warner will be away from his desk a month or more after a recent siege of pneumonia . . . Billy Sirica of Waterbury is back after a Florida vacation. The last day at the racetracks was so disastrous, that Billy had to limit himself to 55 cents for meals between Miami and Waterbury . . . Mrs. Lucy Flack is confined to the Milford Hospital for a few days.

When Lou Ginsberg, UA salesman, co-features at the Ginsberg-Baum wedding on April 21, it will be done in style at the St. Moritz. Lou has also acquired a new grey Buick sedan . . . Al Davis, Metro poster clerk, will be married on April 20 to Helen Pollock of New Haven . . . Charlie Lazarus' upper lip is now beauty unadorned after 15 years of mustache-twirling . . . Phil Saslau of Fishman Theatres is spending much of his time at the Community, Fairfield, now that the Aaron Fishmans have joined the Miami vacationers . . . Metro Pep Club members are talking about a dinner dance, and Leon Jacobson has been appointed to investigate and report at next meeting, April 1.

Warnerites under the mighty Mahan, still in first place in the company drive and with the district in a money place, stand to win a few thousand dollars with continued support . . . RKO ranked fifth in the Walt Disney contest this week . . . Morris Jacobson, Murray Kaufman, Sonny Greenberg and Del Delarocco of Strand Amusement, Bridgeport, lined up against the Columbia duckpin experts, Ben Lourie, Tim O'Toole, Al Parizer, Sid Swirsky, and Sid Lax . . . Connecticut Films beat the Politeers in total pin fall match.

Joseph Markoff of Colchester, East Hampton and Moodus is one of the early contributors to the Will Rogers Memorial Fund Drive, headed in this territory by Lou Wechsler . . . Sincere sympathy of the trade goes to Henry, Sam and Larry Germaine, whose father died at Grace Hospital at the age of 72, following a series of operations . . . Ben Simon attended a sales meeting in Boston Tuesday . . . Ben Leo of the State, Springdale, in town with his assistant, John Mendonca . . . Mrs. Maude Schuman of the Black Rock, Bridgeport, demonstrated her business ability and devotion to philanthropy when she sold colorful scarves to Meadow Streeters for the benefit of Austrian refugees . . . Athan Prakas should expect a Hollywood contract any day now since taking the stellar role in the play given by his church last Sunday.

Rumor has it there will be a new house in Watertown . . . Also that an upstate independent is interested in operating the future Joseloff-built 1,000-seater in East Hartford . . . "Dr. Ehrlich's Magic Bullet" is set for two weeks at the Avon, Stamford, beginning March 28 . . . Webster, Hartford, booked "Harvest" for three days over Good Friday, after a one-day engagement of the picture at Avery Memorial . . . New Irwin Wheeler Ridgefield Playhouse has old rose fabric walls, and rose spring back chairs which give warm, luxurious appearance.

"Swiss Family Robinson," one of the films sold away from the Poli to the Paramount because of "GWTW," was launched by Lou Schaefer with a school essay contest, in which the manager distributed study guides and offered a shooting script of the picture and passes as prizes . . . Scenes depicting life at the New Haven WMCA residence will be included in the next "March of Time" release, which the local screens should have in about three weeks . . . Bob Russell celebrated his talented son Elwood's 17th birthday with a party at Waverly Inn . . . Jake, who has walked the streets in every kind of getup but a bathing suit for dear old Loew-Poli, was a Civil War soldier in honor of "The Man From Dakota" . . . Rabbi Edgar Siskin spoke on "Abe Lincoln in Illinois" from the Mishkan Israel pulpit . . . Max Resnick, Loew-Poli interior decorator, mislaid his citizenship papers, and the boys don't know which college he resigned from now.

Jack Halprin, Whitney Theatre general contractor, gave a swanky dinner party last week . . . When Nat Rubin got to New York, he found Diane didn't live there any more . . . RKO mailing pieces continue outstanding with an art poster on "Abe Lincoln" reminding the schools the M. P. Committee of the United Parents Ass'n recommends the picture for its educational and artistic values . . . Down Middletown way: Ernest Dorau ran a special Saturday morning kiddie show, featuring Columbia Happy Hour Unit "Southward Ho!" Admission 10 cents for children, 15 cents for adults . . . The Capitol is to have men's and ladies' rest rooms on the main floor for the first time.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

This Week We Meet

WILLIAM J. HUTCHINS



When Bill Hutchins first opened his eyes and lungs in Groton, Conn., some 30 years ago, his folks were convinced another Connecticut man would make good. After five years on Meadow Street, even the notably hard-boiled Nutmeg theatremen admit they were right. In his own quiet way, with his pleasant business manner, his dependability, integrity and practical efficiency, "Hutch" has made a name for himself. The story of what made a man "what he is today" is always new and fascinating. Hutchins' path to the managership of National Theatre Supply Co. for Connecticut has been unusually direct.

By the time he had about finished the learned halls of Groton Grammar School, the family struck out for larger horizons, and moved to Syracuse, and from there to East Orange. At this stage of the game Hutchins already showed signs of being a student. He graduated from East Orange High in 1926, and entered Lehigh University at Bethlehem, Pa. Here, while grounding himself in the fundamentals of the economic order, he was intrigued by many extra-curricular sports as well, and gained real distinction on the campus. For four years, he was a member of the wrestling team and wound up with a major wrestling award. In between calculus, economics, and the secret meetings of dear old Theta Xi fraternity, he also found time for the football, track, and rifle teams, and was promoted to the rank of corporal in the ROTC. Students of such things will differ as to whether it was the experience in book learning, throwing an opponent, straight shooting, or running which has stood him in best stead in dealing with exhibitors. The combination was certainly sufficient to land Hutchins a job when he left the Lehigh portals—high success for any college graduate these days. His first job and subsequent positions have all been with National Theatre Supply Co.

He started as clerk in the general office at New York, where he spent three years. Then he was switched to Atlanta for a little southern atmosphere. During his stay the bank holiday occurred, and "Hutch" had a little difficulty getting back. But he finally made New Haven for a short stay and a first taste of the territory. Then back to New York as office manager of the sales office until 1934, and again to the general office in the sales promotion department. Late in 1934 the arrow pointed to New Haven again, and "Hutch" became assistant to Henry J. McKinney here. When the latter was transferred to Boston in June of 1935, Hutchins was made manager here.

By this time he has married the girl with whom he had a high school romance, impossible as that may sound to 1940 sophisticates. He is a proud daddy of a girl of six years and a baby boy of six months. And that isn't all. He "putters" at gardening, and may be known to some of you as ham operator W1KLE. When complaints begin to come in from the FCC that his set is "interfering" with some one in the neighborhood, he takes to the great outdoors for some fun. Give "Hutch" his 20 foot cabin motor boat, some gas, and a few worms, and he can "forget it all" in short order. When the Sound gets a little monotonous, he sneaks down to Asbury Park, where last summer he caught a 78-pound tuna.

Hutchins lays a great deal of stress of friendly relations with his staff, consisting of Bill Pavone and Gladys Rocks, and his oversubscription of his quota each year he attributes to the support and cooperation of exhibitors, the unswerving loyalty of his personnel, plus "a little hard work thrown in." The business is of growing importance, he believes, because "it is an accepted fact among exhibitors that the time has come or is fast approaching when installation of projection and allied equipment must keep pace with the progress made by the manufacturers and the increasingly discriminating audiences. "Although television is an unavoidable factor on the horizon, we don't expect it to interfere with the present exhibition of motion pictures for some years to come. When it does come, our organization will be ready to take care of the needs of the exhibitor in this field," says "Hutch," bragging again. He points with pardonable pride to the newly rearranged and redecorated New Haven office, and admits "our business has increased at a very healthy rate for the past five years." Certainly the unusual theatre expansion in the Connecticut territory has had something to do with this increase; certainly, too, Manager Hutchins had his share.

PORTLAND

WITH summer and the tourist season not too far distant, the Aroostook Development Association has decided to exploit its charms in the modern fashion, via the motion picture. Two films depicting the recreational attractions of Aroostook county are to be released within the next few months and will be shown at service and sportsmen's clubs throughout the eastern section of New England. Some Technicolor scenes of fishing, potato picking and winter carnivals are included in the films.

Four members of Local 458 of MPMO were in Boston for the E. M. Loew-Labor Relations Board controversy. They were Al Russell, Don Conrad, "Abie" Ackerman and Kingman Noyes . . . Barbara Casey, secretary to A. J. Moreau, district M&P manager, is back from a vacation trip to Florida.

The mother of Peggy Seyford, State cashier, is critically ill . . . Chelsea Waldron, State projectionist, may find himself the owner of a spanking new Chris Craft ere long.

Measles reached an "epidemic" stage in Maine with 1,600 cases, most of them school children, reported since the first of the year, according to Roscoe L. Mitchell, state health director.

The Portland Theatre, a subsequent, launched a new give-away this week—a bridge and luncheon set, to bolster Tuesday trade.

An order providing for the adoption of daylight saving time at 2 a. m. on April 28 and continuing until 2 a. m. September 29 was filed at Bangor, March 9.

Local MPMO have at long last received their licenses, requests for which were filed January 1 in accordance with Maine's new law.

Another drive on pin games and other gambling devices in Portland was begun this week. Six merchants were ordered into municipal court, March 7. One was fined $50 on a charge of permitting gambling with a machine. Hearing on the other five was postponed.

Filmrow Visitors: Ralph Snider, operator of the Strand and Empire; Bill Benjamin, NS salesman, Boston, and Mrs. Benjamin; Johnny Feloney, 20th-Fox representative, Boston.

With spring comes new car time. So it's an Olds for George E. Francis, projectionist at the State.

"Know Your Money" Soon Available in New Haven

NEW HAVEN—William A. Higgins, secret service agent in Connecticut, reports a film called "Know Your Money" will soon be available here. It is planned to show the film with the cooperation of the police department and the board of education before service clubs and other groups interested in detecting counterfeit money.

Raymond Moore Creates Foundation in Will

BOSTON—Raymond Moore, summer theatre pioneer, is dead. Moore was the owner of the Cape Cinema and the Cape Playhouse at Dennis, Mass. The Cape Cinema is under lease to Phil Smith-Interstate interests.

Moore, in his will, provided for the establishment of a foundation for promoting and fostering music, drama and the fine arts. John F. Warton, vice-president of Selznick Motion Picture Co., and Francis R. Hart jr., treasurer of the Cape Playhouse, were named executors and trustees. Moore provide that the Dennis Theatre property be used in connection with the foundation, to be incorporated under Massachusetts law.

Mrs. Michael Scully Rites Are Held in Brookline

BOSTON—Mrs. Michael A. Scully, widow, was buried from her Brookline home where she succumbed to a lengthy illness.

She was the mother of William A. Scully, Universal district manager; John Scully, former local Grand National and Gaumont British manager, now Universal Exchange manager in Buffalo; Frank Scully, M-G-M exchange manager in Washington; Mrs. Florence Scully Slater, Universal exchange employe in Boston; Ann Scully of Western Union; Mary Scully, and the late Henry Scully, former local United Artists branch manager, who died a decade ago.

A Requiem Mass was held in St. Gabriel's monastery on Monday morning.

Manchester Sorrowed by End of B. L. Kearney

MANCHESTER, N. H.—Local theatre men were sorrowed by the news of the death of Bernald L. Kearney, 57, who had been resident manager of the State Operating Co. here since 1935. The company controls the State, Palace and Crown theatres here.

Kearney, whose death occurred at his home in Ludlow, Vt., had been associated with Shea Theatrical Enterprises since 1912 and came to Manchester to manage the circuit's interests five years ago.

Funeral services were held from the Church of the Annunciation in Ludlow. Burial was also in Ludlow.

Provides Authentic Note At Showing of "Siege"

MANCHESTER, N. H.—When the film, "Siege," showing the Germans' destruction of Warsaw, was shown at the State here, the management was able to support the claim of authenticity.

A Manchester youth, Myran Lipski, who was studying at the University of Warsaw at the time, accompanied Photographer Julien Bryan while he shot many of the sensational scenes.

BOSTON

(Continued from page 69)

Service and Supply Co. purchased the safe that formerly belonged to Grand National here. Now he wants to sell his old one.

Joe Cahill, manager of the Brockton in Brockton, is active in Kiwanis . . . George Freeman, manager of the Poli in Springfield, has been convalescing following an operation . . . W. M. Laughman, representing pari-mutuel interests, withdrew a petition for a permit to operate a horse racing track in Natick after the plan struck snags at a Natick town meeting.

Ed Fahey, manager of the State in Nashua, N. H., tied in with local merchants in putting on a fashion show at the house . . . Ed Haley set up special transportation facilities in behalf of "GWTW" patrons at the Fitchburg in Fitchburg . . . Christopher McHall, manager of the Broadway in Lawrence, provided similar service.

Eleanor Glazier, daughter of John Glazier, booker for Western Massachusetts Theatres, Inc., continues at the Harry Asher exchange. She was formerly with Grand National . . . Charles Hodgdon, operator of the Princess in Wakefield, has tied in with local merchants on a cooking school promotion.

Jack Riff, recently of the Exhibitors Advertising and Display, may open a similar office of his own on Broadway in the film district . . . Roy E. Heffner, exhibitor and premium and film distributor, underwent a birthday and a party.

Charles Fish of the Capitol Theatre Supply Co. is to install new equipment for Jack Eames at the Premiere in Littleton, N. H. . . . Arthur Viano has signed for lamps at his three Somerville houses—the Broadway, Teel Square and Somerville.

Morey Sidman is using the Country Store Night plan at the Strand in Somerville . . . Evelyn Fitzgerald, formerly with Specialty Pictures, is now with Lever Bros. . . . Arthur and George Sharby, New Hampshire theatre circuit operators, were in town . . . Film district motorists, those who haven't already been clipped, are warned that cars parked in the film exchange section are again being tagged.

Ben Gold, manager of the Colonial in Nashua, N. H., has signed for new equipment at the Morse & Rothenberg house . . . Al Souza, Colonial projectionist, has been conferring with L. L. Foster of Capitol on the deal.

Norman Glassman has been readying the Rialto in Lowell, undergoing renovations, for a new marquee . . . Charles Feinberg, manager of the Capitol in Fall River, has been sprucing up the house.

Frank Priolle, Lynn theatreman, has put the Comique in Lynn back on the active list . . . Ed Dowling, manager of the Capitol in Pittsfield, was to have opened the Massachusetts house following closing for rejuvenations.

Julian Rifkin, general manager of the Rifkin chain, has put dishes into the Strand in Springfield . . . Herman Rifkin has advanced the Garden in Springfield to a first-run status . . . Ed Brady, manager of the Randolph in Randolph, recently tied in with local merchants on a cooking school promotion.

Arcade Marcoux, operator of the 1,200-seat Bailies Square in New Bedford, has been ill.

Salesmen's Club Arraying Talent for Dance April 7

BOSTON—Mickey Alpert will furnish music for the third annual dinner-dance of the Motion Picture Salesmen's Club, to be held April 7 at the Cocoanut Grove. Outside entertainment will be brought in to supplement the evening's activities. The awarding of a door prize to feminine guests has been arranged to give the affair an added lift.

The Salesmen's Club held a regular business meeting in the district last Saturday.

Professor Cabot Ventures Pointing Business Needs

BOSTON—Unless further business reforms are postponed so that private industry can get back on its feet, America's unemployed can only be put to work by dictatorial methods, Professor Philip Cabot of Harvard declares.

Cabot says that although social reforms of the past ten years have been in the right direction, the rules of business must not be changed too often if private business is to survive.

Herman Rifkin Circuit Shifts Two Managers

SPRINGFIELD, MASS.—Shifts made in the Winchester Amusement circuit, operated by Herman Rifkin, are announced as follows: U. J. Lorenzo, manager of the Jefferson, to manager of the Garden; George Rabinowitz of the Suffolk, Holyoke, to manager of the Jefferson.

Whitney in Hamden Will Open Around April 10

HAMDEN, CONN.—The new 936-seat Whitney, under construction with Jack Halprin as general contractor, will be opened about April 10. New type white fluted ceiling will be used, as well as many other innovations. Walls will be papered with imported papers. Balcony has 197 seats. A. Ferguson will be the manager.

Virginia Bruce to Warner

HOLLYWOOD — Virginia Bruce, having signed a long-term acting contract at the Warner studio, has been assigned the feminine lead in "Flight Eight," opposite Ralph Bellamy. Lew Seiler will direct.

NEW HAMPSHIRE

ARTHUR FARNSWORTH, assistant manager of Peckett's-on-Sugar-Hill in the White Mountains, where Bette Davis vacationed last summer, brands Boston newspaper reports that he is to marry the film actress as "only a rumor." He usually escorted her at dances and shows during her visit.

Shea's Theatre Club in Manchester has organized a bowling league which plans to compete with pin topplers from Nashua theatres. The club now numbers about 70, *and if the Nashua group accepts an invitation to join the club, the roster will be boosted to* 150.

Much ado accompanied the showing of a locally-made motion picture in the Town Hall at Exeter. At the railroad station, a girl chosen as "Movie Queen" received the keys to the town. A parade followed.

Lloyd Bridgham, manager of the Broadway in Dover, served on the committee in charge of "county fair" staged by the Dover Kiwanis Club.

Rule Restricts Stage

BOSTON—A Connecticut state police edict, that theatre operators may not use flesh unless their stages are outfitted with fireproof proscenium construction and asbestos curtains, has temporarily put stage shows in the discard for several Nutmeg State houses.

Knew Scully as Devotee Of Savin Rock Baseball

NEW HAVEN — The *Register's* column, "Elm City Clarion," claims to have known "Bill" Scully, Universal's sales chief, in the days when he was a devotee of Savin Rock baseball games with Kid Sherwood. Scully was then with the Paramount exchange here.

It also claims New Haven acquaintanceship with Stanley Garvey, now head of the editorial board buying screen stories for Paramount, and Lew Garvey, who is working for Metro.

Legion Makes Plans

BOSTON—William H. McLaughlin, operator of the Stoneham Theatre in Stoneham, presided at a meeting of the Theatrical Post of American Legion at the Copley-Plaza. Film district legionnaires continued to plan for the forthcoming Legion convention, to be held in the Hub.

It Takes a Holiday To Halt Premiums

Boston—Tom Woodbury, manager of the Strand in Beverly, is not using giveaways on Sunday evenings. That's news. Woodbury uses dishes on Monday, Wahoo on Tuesday, dishes on Wednesday, Hollywood Night on Thursday, frosted crystalware on Friday, and gifts on Saturday. Through it all, he's still managing to retain possession of his policedog.

Do-Nothing Didoes

BOSTON—Local film friends of Joseph P. Kennedy, U. S. ambassador to Great Britain, recall Kennedy's position as general manager of the Fore River plant of the Bethlehem Ship Bldg. Corp.

A well known Big League baseball player had a job there and found the assignment fairly soft until, one day, he noticed the boss standing a few feet behind him as he scraped lackadaisically at a hull. The ex-hurler worked diligently all day long and was pretty tired when he checked out at night. The same thing happened the next day and the next.

Finally, the player got fed up.

He glared at the boss and said: "Why don't you go and look at somebody else for a change?"

"What for?" said the man, "I'm your helper."

Ed Lakutes Manager for Sharby in Fitchburg

BOSTON—Ed Lakutes is now managing the Lyric in Fitchburg for Fred Sharby. Lakutes was formerly with the E. M. Loew circuit. Sharby, who recently left for Florida, opened Bank Night at the Massachusetts house on March 19.

Fire at Gardiner

GARDINER, ME.—Loss estimated at more than $15,000 was caused here March 15 when fire swept the one-story Strand.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Paul Scott Acquires An Interest in Six

DALLAS—Paul Scott told BOXOFFICE Wednesday he has purchased an interest from the Interstate circuit in six local neighborhood theatres, the Village, Lakewood, Varsity, Melrose, Knox and Lawn. He has established his office in the Village theatre building and will give his personal attention to the operation of those houses, he said.

Charley Meeker, who has been doing publicity out of City Manager Cherry's office at the Palace, is transferred to the Village as assistant to Scott, and to handle publicity and exploitation for the six houses. No other changes are contemplated.

Scott recently reached a settlement with Interstate of the damage suit he had filed against the circuit.

Selling "Biscuit Eater" Bow in Florida Cities

ALBANY, GA.—Two members of the local chamber of commerce are making a tour of important Florida cities in the interests of the world premiere here April 11 of Paramount's "The Biscuit Eater" at the Albany Theatre. The two are contacting newspapers with copy prepared by Paramount publicists for the opening.

Adolph C. Gortatowski, operator of the Albany and in charge of premiere arrangements, announces that Billy Lee, nine-year-old star of "The Biscuit Eater," will make a p. a. series throughout Georgia in connection with the picture's premiere.

Enoch Light Orchestra For Albany Premiere

ALBANY, GA.—Arrangements have been completed for Enoch Light and his Hotel Taft orchestra from New York City to appear at the world premiere of Paramount's "The Biscuit Eater" at the Albany here on April 11. The band will provide music for a charity ball scheduled to take place in Albany High School Auditorium immediately following the screening of the picture.

Killman Color Patent Rights Are on Sale

NASHVILLE, TENN.—Patent rights to the color film device perfected by Thomas A. Killman, whose death occurred on March 3, will be disposed of as soon as a buyer can be found, states his son, Robert T. Killman, patent attorney, who assisted his father in inventing the projection color feature.

Considers Expansion

DALLAS—Wilton Smith, operating the Sabine in Hemphill, Tex., and the New in Mansfield, La., is figuring on a location at Many, in the Bayou State. He reopened in Hemphill last Friday night after restoring fire damage. His experience in show business covers a short period of less than two years.

Number of Texas Drive-Ins by Ezell and Underwood Likely

One-Man Strike

MOUNT HOLLY, N. C.—J. W. Little, an employe of the Gaston here, staged a one-man strike when the International Alliance of Theatrical Stage Employes and Moving Picture Operators, Local No. 481, issued a statement asking public boycott of the theatre.

Little maintains, in his complaint, that he was forced to work 60 hours each week, operating the projection machine, changing posters, sweeping out the lobby and handling advertising. He asks that his wages be raised from $15 to $18 each week.

The Gaston County Theatre Workers Union (AFL affiliate) has voted to back Little in his demands.

Roy Williford, manager of the theatre, could not be reached for a statement.

L&J Circuit Building Three in Atlanta

ATLANTA—The construction of three new houses for Atlanta has been undertaken by Lucas & Jenkins, owners and operators of a chain of theatres here and throughout the territory.

Work on one of the houses, near Gordon Place in West End, has been started. This will be a 1,300-seater. Contract for an 1,100-seat house, to be built on Capitol near Woodward Avenues, already has been let and work is expected to start soon. The third unit, concerning which details have not yet been worked out, is contemplated for the vicinity of Little Five Points.

Commission in Decatur Approves L&J House

ATLANTA—Erection of a $20,000 theatre by Lucas & Jenkins on East Lake Drive near Meade Road has the approval of the city commission of Decatur.

Plans call for the rezoning of the north side of the corner and of 143 feet on Howard St. at Lansdowne, for a brick building.

DALLAS—A number of drive-ins are in the immediate offing for Texas, W. G. Underwood and Claude Ezell having closed a deal with Park-In Theatres Corp. of New Jersey for the exclusive right to build and operate a series of the open air situations in Texas, with the exception of El Paso and Corpus Christi where drive-in licenses already have been issued.

It is understood building on several Ezell-Underwood drive-ins will begin before long, with Houston regarded as a likely spot for early development.

The drive-in just outside of Corpus Christi is operated by Nick and Pete Katsaris, while El Paso drive-in rights, it is understood, belong to an Arizona company.

Depinet Drive Leaders Make Stop in Memphis

MEMPHIS—Captain Herb MacIntyre of the Ned Depinet drive forces; Harry Michalson, short subjects sales manager, and Robert E. Mochrie, southern district head, were here March 19 for a meeting with the local RKO exchange personnel, headed by A. M. Avery. The trio previously was in Dallas.

From here they left for New Orleans, Atlanta, Charlotte and Washington, and thence to mid-western and eastern offices.

Atlanta Leading Depinet Drive at Half Way Mark

ATLANTA—RKO's local exchange, headed by H. M. Lyons, is leading in the Ned Depinet Drive at the close of the seventh week, or the half way mark, in the billings competition among the sales force. Buffalo is second and New York third.

A Site in Birmingham to Wilby for Suburban Unit

BIRMINGHAM, ALA.—Birmingham Theatre Operating Co., owned by the Wilby interests, has purchased a lot 75x202½ feet at Five Points on which R. M. Kennedy, district manager, says the finest suburban theatre in this district would be erected in the near future. This concern now operates several downtown houses here, but this is its first venture into the suburban sections.

New Trust Suits in Mill

Dallas—Three, and possibly four, damage suits are being worked up by independent exhibitors for early filing in federal court, BOXOFFICE learns. As the cases have not yet been filed, and it may be some little time before they are, this reporter is not at liberty to mention names. It is evident, however, that Pat Russell, who has had previous experience in legal matters pertaining to films, is active in about three of the four cases.

The impending action is understood to be prompted from the results of three settlements out of court made in the cases of Joy Amusement Co., Houston; L. L. Dunbar and Paul Scott of Dallas with Interstate Circuit the principal defendant of the three claims.

New Home Under Way For Herber Bros.

DALLAS—Excavation is under way for construction of a modern new home for Herber Brothers, equipment distributors in the Southwest for many years. The location is between the RKO and Paramount exchanges on the lot occupied by Film Colony auto park. The Herbers signed a ten-year lease with the M. Kahn estate, the deal being worked out by Asher Kahn, administrator.

The new building will be ready about May 15 and until that time Herber Bros. will remain at the present location, 210 S. Harwood. The structure will be one story with a front of 50 feet and depth of 92 feet. The front will be streamlined with glaze brick and black Vitrolite trim with plate glass show windows and steel casements.

Features will be a streamlined display room, private offices, fluorescent lighting, repair shop, and a cooling system for the entire building. Gill & Bennett are the architects, Cowdin Bros., the contractors.

Seat Company Takes Space

American Desk Mfg. Co. of Temple will occupy a separate front store space in this new building for their display of chairs and sales office. This company will maintain its sales display at 210 Harwood until completion of the new structure.

Herber Bros. were first connected with the industry in the sale of pipe organs and automatic musical instruments to theatres. They developed the Kue-Graph, a dual turnable amplified phonograph which they installed in hundreds of theatres for cueing silent pictures. When sound came they were among the first to develop disc equipment, making many installations under the name, Photo-Talker. They later became distributors for sound-on-film equipment and branched out into the cooling business.

Moving into their present location in 1936, the Herbers opened a theatre supply store featuring cooling, projection and sound. Both of them are graduates of the University of Texas, School of Business Administration.

McLendon in Paper Deal With National Screen

DALLAS—B. R. McLendon of Tri-State Theatres, with headquarters in Atlanta, Tex., and operating 14 theatres in ten towns, has had his own poster department in Atlanta for circuiting paper to all houses, but a new deal for the exclusive use of National Screen Accessories 40 by 60's and 24 by 82's will eliminate this entirely as each theatre will be served individually, it is reported. The two sizes mentioned is all that will be used in the McLendon lobbies.

A standing order was also worked out for each theatre on all paper and window cards that will be used for outside posting. F. W. "Doc" Allen of NSA closed the deal with McLendon.





Expand Their Supply Business—

E. P. Herber, left, and B. G. Herber, heads of Herber Bros., long established theatre supply firm in Dallas, who will build a new home for their company on Filmrow.

Ascap's Course Left Open in Tennessee

NASHVILLE, TENN.—The recent decision granting a permanent injunction against enforcement of a law prohibiting operation of the American Society of Composers, Authors and Publishers in Tennessee will not be appealed, according to Charles L. Cornelis, attorney for the Society, the state having allowed the legal period for filing an appeal to pass.

"U" Lease in Memphis Is Renewed; Will Remodel

MEMPHIS—Universal has renewed its lease on the exchange building at 399 S. Second St., and is planning extensive improvements beginning this week. While the interior is being remodeled, the exchange force will probably be housed in the advertising department. The remodeling is expected to be completed by May 15.

Crescent Shifts Greer to Manchester; Set Barniza

HUNTINGDON, TENN.—Crescent Amusement Co., Nashville, owners, announce the transfer of William Greer to Manchester and appointment of W. L. Barniza as manager of the New Court.

Rufus Layton Runs

CHILDRESS, TEX.—Rufus Layton, operator of three theatres here, has his hat in the civic and political ring with his announced candidacy for alderman. The election will be held April 2.

Weave Film Series Around the Alamo

By LES KETNER

SAN ANTONIO—For the first time in its famous history, the interior of the Alamo is being woven into a feature story by Premier Pictures here titled "Shrine of Texas Freedom." The first, and exclusive, permission to film the inside of the historic mission, was granted the local company by the Daughters of the Republic of Texas, custodians of the Alamo.

The story of the Alamo was the first of a series of 20 Texas-produced educational features to be made by Premier. The second feature, soon to get under way, will be "The Ten Commandments of Texas Safety" and is being made in cooperation with the Texas state department of public safety. The entire production schedule has received approval of the Texas department of education.

Premier is headed by Steve Wilhelm, former vice-president of Elliott Roosevelt's Texas State Network and the Transcontinental Broadcasting System of New York. Filming the educational series is P. B. Willett, originator of "Clipped Wings," which was made in San Antonio several years ago.

DeVry 35mm sound recording camera and equipment is being used to produce the entire series.

Already the Alamo picture has some 300 advance booking dates in Texas schools and community auditorium theatres.

Projector to Record Work

BIRMINGHAM, ALA.—The attorney general of Alabama has ruled that the state highway department may use public funds to purchase a projection machine "to record construction operations of that department."

Dixie Doin's

By "AL" HENDERSON

HAD A PLEASANT visit with the gang at the Republic exchange in Little Rock and enjoyed seeing B. F. Busby and Fred Laurence after so long a time. They report business picking up.

Ralph Martin, who manages the Pelican for W. P. Florence at Homer, La., informs his house was recently remodeled and its front redecorated.

Chatted a while with Barney Woolner in Memphis, where he is constructing a new drive-in. This setup will have space for 500 cars and will cost $30,000. Woolner also has a drive-in at Ft. Wayne, Ind.

Don Landers of the Radio at Harrisburg, Ark., passed through Little Rock while I was there carrying a bundle of alfalfa to feed the hungry nags at Oaklawn Park in Hot Springs.

This is some sort of record for service with one concern, I think. Mrs. Frank Rouss has just completed her 19th year with film exchanges in Little Rock. She began her career in this business March 7, 1921, with the R. D. Lewis Film Co. This concern was taken over by Jack Sharp, who called it the Home State Film Co. and which later became the Republic exchange.

Mr. and Mrs. Lewis Mercer, who have the Star at Eldorado, Ark., were building a tennis court when I dropped in on them, and they tried to put me to work. I finally convinced them my hand would not fit the shovel handle. They say the court will be for the use of their friends.

Henry Sanders, who manages the New and Roxy theatres at Little Rock for Robb & Rowley, is back on the job after a vacation in Florida.

Visited with Roy Hale, city manager for Malco at Helena, Ark., and found him working at top speed for "GWTW."

Had the pleasure of meeting J. F. Saunders of Burch Manufacturing Co. (the popcorn folks), who invited me to visit his farm at Winnsboro, Tex.

L. B. "Bo" Clark of the Rialto at Eldorado, Ark., says he was the first exhibitor in Arkansas to show "GWTW." While there, had the pleasure of meeting J. W. McWilliams, the son of Clark's associate who died recently.

Steve Coan, city manager for Malco at Camden, Ark., reports the circuit has installed new sound and projection in its "A" house, the Rialto. Malco has three theatres in this town.

Jack Guest of the Camden, Camden, Ark., has remodeled the front of his house. He has also started operation of a colored house and says business is fair.

"Hoss" Noble, who operates a colored house in Greenville, Miss., has acquired the two (one white) formerly operated by Mr. and Mrs. Patty at Leland, Miss. Patty is an oldtime minstrel man and spins interesting stories of bygone days in the show business.

C. N. Jenkins has assumed the management of the Amity at Amity, Ark.

Stopped by to see Cecil Cupp at Arkadelphia, Ark., but found him out of town. However, enjoyed a visit with his manager, R. C. Wightman.

Visited here and there over the territory with Hubley of the Dixie at Ruston, La.; L. G. Trammell, Wahoo, Duback, La.; George Wilson, who has a Negro house at Helena, Ark.; "Preacher" Daughtry, West Helena, Ark.; Ralph Youree, Melba, Haynesville, La.; Joe Heard, West Monroe, La., and the boys around Little Rock.

Here's How

NASHVILLE, TENN. — The deal between Jesse L. Lasky, producer, with Sergeant Alvin York, World War hero, for York's services in staging a film, probably to be called "The Argonne Forest," re-enacting the famous World War engagement in which York is credited with capturing 132 Germans single handed, has been closed, but it required two whole days instead of an hour, as Lasky planned. The producer brought along his attorney, Walter L. Brunnington, and it was necessary to rewrite the proposed contract. York refused to sign because it was too complicated, too much "small print." It was rewritten in simpler form.

Clinton Bailey jr. Ready To Open Nocona House

NOCONA, TEX.—Clinton Bailey jr., had completed plans and the installation of equipment for reopening of the Cona Theatre Thursday night. He returned from Dallas early this week where he purchased reflector arc lamps, rectifier and sound equipment from Herber Bros. for immediate installation. The new operator, it is understood, made a deal with American Desk Mfg. Co., for the chairs already in the building.

The C. R. Baileys, parents of Clinton, are owners of the Cona building, which they built for G. Farris Squibb, who operated the house but a few months. Squibb closed up and the Baileys stepped in. Lutzer Bros. operate two theatres here.

Two Bow Simultaneously In Phillips, Texas

DALLAS—A day and date opening of new and competitive theatres was an unusual occurrence in Texas theatre history. Griffith Amusement Company opened their "66 Theatre" last Sunday night at Phillips, Tex., an oil town just outside of Borger. On the same day and place, Smith and Bearden opened the Phillips. The latter company also operates the Arcade and Tech in Lubbock, where Griffith is the principal operator.

Moves for Circuit

RAYMONDVILLE, TEX.—J. S. Thomason, who three months ago came to the Rio Grande Valley from McPherson, Kas., to accept the post of advertising manager for the R. N. Smith circuit, has been transferred from Mission, Tex., to Raymondville where he succeeds E. L. Fawkes as city manager.

Watch Out!

HOT WEATHER MAY GET YOU AND THEN YOUR BOX OFFICE SUFFERS

UNLESS—

GOOD COOLING EQUIPMENT

KEEPS YOUR PATRONS COMFORTABLE.

See Us Now for a Survey of Your House

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

HOUSTON

JOHN BOYD was selected to manage Interstate's newly-acquired River Oaks. This is his first such venture . . . John Byus will take over the treasurer's office at the Alabama, vacated by John Boyd, and at the same time continue as treasurer of the Kirby.

If Houstonians find their name in the classified ads of the Press, *they receive passes to Loew's for "Man From Dakota." Manager Deering gets a lot of free space for his attraction.*

Interstate's short subject department, headed by Besa Short, celebrates its sixth birthday with a special edition of "Besa Short's Shorts,' published from the mimeograph in the interest of selling short subjects as well as a feature for boxoffice results.

Southwestern News, *a widely read community publication, carried a column condemning the Neely bill and exposing to the community home owners the "delusions" written into the bill.*

Harry Sachs, from the Dallas booking office of Interstate, was in town to confer with Al Lever on bookings for Houston houses . . . Ben Hill, Paramount ad man, came down from Dallas to help Bob Kelly give "Streets of London" a big send-off at the Majestic.

Manager Deering of Loew's comes through with seven inches of free space in the Chronicle *telling art connoisseurs of the works of the "Old Masters" to be seen in Fitzpatrick's color short, "Night on Treasure Island" . . . Eddie Bremer gets his picture in the paper more than your favorite star. His latest likeness appeared in the Houston dailies with Ann Miller, who used to dance on his Mickey Mouse Club program at the Kirby. Ann takes all honors in the "Scandals' which played in the Music Hall last week.*

Rio in Donna Burns

DONNA, TEX.—The Rio, operated by Mike Benitez, was destroyed by fire. Origin of the blaze and extent of the loss was not learned.

MANAGER—18 years experience in every detail of efficient theatre operation. Exceptionally qualified at remodeling and construction. Years as sound and projection engineer and will furnish $3,000 worth of fine shop, camera and sound equipment for use in repair, maintenance and exploitation. Eight years at office work, buying, booking, progressive, modern publicity. I can handle your theatre on a sound economical basis. A letter will give me an opportunity to convince you of my capabilities. Salary is secondary to opportunity for future progress. Immediate reply appreciated.

Box J, BOXOFFICE
4804 E. 9th St. Kansas City, Mo.

At Interstate's Party

HOUSTON—The Interstate boys' and girls' latest party was one long to be remembered.

Little Dorothy King of the Tower was a very busy little girl teaching everybody every German dance we ever knew . . . Dorothy "Babe" Daniels gave everybody a good time by bringing her latest boy friend "Windy" . . . Al Lever broke away from himself for just a few minutes to dance the "Ten Pretty Girls" number, and did right well . . . Maxine Gunnels was said to be the prettiest in her red gingham . . . The perspiration rolled off of Marvin Khan's bald head after a fast schottische . . . Manager Ford of the Alabama took off his tie and played right along . . . Joe McDonald proved himself some sort of an expert when it comes to dancing; perhaps it was acquired from his lovely wife . . . The orchestra kept playing folk dance music, and we all kept time until the wee hours.—J. B.

Ft. Worth Golf Tourney Postponed to April 3-4

DALLAS—The Ft. Worth theatrical golf tournament and celebration, originally set for March 27-28, has been postponed to Wednesday and Thursday, April 3 and 4. The contest will be played at Colonial Hills Country Club in Fort Worth and Frank Weatherford of the Palace there, is in charge of the affair. R. J. O'Donnell will be emcee at a stag party the first night. Receipts will go to the Variety national convention fund.

Lowell T. Boidford, manager of the Parkway and Dan Gould jr., manager of the Tivoli, were over from Ft. Worth this week on business and golfing matters. Boidford is in charge of ticket sales for the party.

Heart Attack Fatal to the Variety Club Manager

DALLAS—Louie Rosche, manager of the Dallas Variety clubrooms, died suddenly of a heart attack shortly after reaching his home after duty at the club. He was very popular with all Variety members and many expressions of sorrow were heard along Filmrow. He had been a resident here since Dallas was a mere village.

Funeral services were to be held Friday afternoon in the Weiland Funeral Chapel.

Remodel Enid House

ENID, OKLA.—The Griffith circuit, operators of four houses here, has signed a new lease on the Criterion and plans for the complete remodeling of the theatre. George Limerick is local manager. The Criterion was closed last September when the company's lease on the building expired.

SANTONE

SALLY RAND and company were visitors. She is filling an engagement at Laredo, Tex., this week. Her unit has 33 people . . . Count Berni Vicki and his all-girl orchestra with Don Cummings and Texas' own Everett Marshall, singing star, will be seen at the Majestic the week of April 6.

The Aztec cagers beat the State team in the final basketball game of the series, making Aztec champions of the local Interstate Theatre League, having won every game that they played . . . On the sick list is Billy Brown, Texas usher and amateur photographer; Miguel Benitez is still in the hospital.

Visitors: Thomas Bodkin, manager of George White's "Scandals" company at the Texas last Saturday; Stephen R. Wilhelm, educational film producer, New York . . . Manager Ralph Labutis of Valley Film Service here has moved into his new Olmos Park Terrace home . . . N. W. Elder of the same transfer company, likes to spend his Sundays off in Austin . . . Paul Willett is camera-making an educational film with interior scenes being shot at the old historical Alamo mission.

Carl A. Milentz has broken ground for his new $15,500 *Negro theatre at* 617 *East Commerce St. . . . Dorothy Allsup, former candy gal at the Texas, recently went up to Dallas to join her sister who resides there . . . "Know Your Money," latest in the series of "Crime Does Not Pay" which was filmed under the supervision of, and in cooperation with, the United States treasury department, was shown at the Texas.*

The newest Azteca film now booking in this territory is tagged "Carazon de Nino." Latin-American Film Exchange here is the distributor . . . Manager Henry Bergman of the Texas, recalling the time he and his wife worked in the old Hall Room Boys series out Hollywood way.

Travelers: George W. Johnson, KTSA boss, is back from a trip to Amarillo; O. L. Taylor, president of the Lone Star Chain, Dallas, was a caller at the Sunshine Broadcasting Station here, and Eph Charnisky, Interstate neighborhood managing director here, has returned from a visit to Beaumont.

A special midnight show at the Harlandale featured "Should Husbands Work?" and "The Next Time I Marry" . . . "The World's Greatest Passion Play," a five-reel picture, was exhibited at the Central Christian Church.

Remodeling Ramon

RAYMONDVILLE, TEX.—Work is progressing on the Ramon which is being remodeled and enlarged by R. N. Smith, who also operates the Rio here. The balcony is being extended and the lobby and manager's office rebuilt. A new cooling system is being installed.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

DALLAS

EARLY Monday, we found Berman Shieldes, manager of Lutzer Bros.' Texas in Troup, showing speed in getting about the Row to book and handle incidentals for the theatre. He is a son of W. M. Shieldes, city manager for Texas Consolidated in Tyler.

O. L. Smith of the Alto, Alto, was doing his spring booking on Tuesday . . . Al Johnson, manager of the Jackson, Jacksonville, is a more frequent visitor these days . . . W. J. (Bill) Chesher, who has three theatres at Littlefield, dropped in over the weekend to set in dates. Friends talked to Bill about that big Hollywood talent contest he put over last year. The girls came from all over the Panhandle and Bill made a special film of a starlet crashing Hollywood. He didn't make any money, he says, but he woke up show business when it needed a shot in the arm, and badly.

Ernest Rockett, Pastime, Itasca, on his weekly trip to the Row, brought along his partner, Ben Knoch, who comes up every now and then. On this trip they purchased a popcorn machine from Herber Bros. Ben was talking up another tour to some distant spot, an annual thing in his 66 years of life. This summer it's going to be California, for the first time . . . A. C. Moore, Alamo, Bartlett, was a one-day visitor.

P. G. Cameron of the Peak is enjoying a visit from his daughter, Mrs. Halligan, of Los Angeles, and his grandchildren, Audry and Milton. He sees them about three times a year, here and on the coast. Incidentally, P. G. said plans for his new Airway Theatre at Love Field are now in the hands of several contractors for bids, and that construction would start immediately after the letting.

Hugh Owen, UA branch manager, threw a cocktail party the other night at the Variety Club for the debs and their gang.

Smith and Bearden of Lubbock were booking visitors in connection with two theatres there and a third just opened at Phillips out of Borger . . . A. Jules Benedic, former film salesman and trade paper reporter, returned to Dallas this week after travels over most of the country.

The new Dallas home of E. E. Lutz, circuit operator, was entered a few nights ago by a prowler and two watches and other jewelry taken. The robbery occurred before midnight.

Herb MacIntyre, former RKO district manager here, and now assigned to the New England district, was a brief visitor on the Row, accompanied by Harry Michalson of the short subject department. MacIntyre is a captain in the Depinet Drive which ends in May.

Rubin Frels of Victoria and J. C. Chatmas of Marlin were among the weeks visiting showmen.

News reached Filmrow of the death of Miss Bonnie Long's father, a retired school teacher, at Decatur, where he taught for many years. Miss Long is executive secretary of the Dallas Variety Club.

T. L. Richey of the new Texas at St. Jo arrived Wednesday to speed up after Lent bookings. The Lenten season is decidedly an off time for amusements in that area. The St. Jo theatre may get an additional break because of oil activity in Montague county. Lease money has started to circulate there, he said.

Ray Duncan, manager of the Ritz at Celina for Buddy Harris, dropped in Wednesday to pick up his film and advertising. The Ritz was modernized throughout, even to about facing of seats, when Harris bought it. Duncan is the son of R. A. Duncan, former official of Tad Screen Advertising.

Wallace Walthall, manager of National Screen, is one of the Row's busiest men since Advertising Accessories, Inc., has gone into the poster business and has taken over Texas Poster Exchange here and Clark's Poster Service in Oklahoma City. Walthall was to hold conferences here Friday with Gilbert Clark and his booker, Joe Smith of O. C. on the new setup and system.

Clarice Brickey, one of the oldest in service among National Screen employes, has resigned and moved her home to Houston with her husband, Carlton Deuschle.

J. T. Darsey Wed

LINDALE, TEX.—J. T. Darsey, who opened the Linda Theatre here a few months ago, giving this town its first regular theatre, was married to Miss Norma Mallory. After a honeymoon in south Texas they will be at home in Lindale.

Dixie Film Exchange to New Atlanta Quarters

ATLANTA—The Dixie Film Exchange of Atlanta has moved into a new three-story building at 141 Walton, and has added to its personnel.

Remodeled at a cost of more than $5,000, the new building is equipped with vaults, inspection, accessory, shipping, display and booking facilities. Headed by Ted Toddy as president, the personnel of the Atlanta exchange includes S. Hickman as manager; E. A. Dorsey, Dick Dowell, L. E. Todd, and John J. Keninger in executive and sales capacities. Norman Frankel has been appointed director of publicity and exploitation.

The expansion is in line with the recent formation in Hollywood of Dixie National Pictures, Inc., to produce pictures with all-Negro casts. Toddy is president of the producing company. Other officers include Jed Buell as vice-president in charge of production, and Norman Stephenson as secretary-treasurer. Jack Coyle is a member of the board of directors.

Distribution will be handled by Dixie National Film Exchanges, with which Dixie Film Exchange here is associated. Offices are being opened in New York, Los Angeles, Chicago, Charlotte and Dallas. The lease for the last-named city already has been signed. Other offices will be opened soon.

Commonwealth Will Build Batesville 500-Seater

BATESVILLE, ARK.—Early construction of a 500-seat house for Batesville at an approximate cost of $17,000, has been announced by officials of the Commonwealth Amusement Corp., Kansas City, operators of the Melba here.

THEATRE COOLING SPECIALISTS

We Install

REFRIGERATION SYSTEMS
WASHED AIR SYSTEMS
BLOWERS — MOTORS — DRIVES
AIR WASHERS — DEFLECTORS
EXHAUST FANS

All Equipment Guaranteed

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. HARWOOD DALLAS, TEXAS

NEW ORLEANS

JUNE PREISSER, a member of the New Orleans Kiddie Revue in 1927, now a film player, was honored at a banquet by her former co-workers. Among those present were Mrs. James Cooper, formerly Mildred Schmidt; Mrs. Margaret Veagas Dusson (Loretta Lee), and Miss Audrey Meritt.

At the "cage" of the Center, it was learned that Henry Lazarus, the proprietor, was ill at home—possibly with the flu. Henry is right in style—lots of the fellows have that popular ailment . . . Paul Mysse, a former employe of the defunct Grand National, has accepted a position as bookkeeper at the Flash Motors, the largest film delivery system in New Orleans.

Visitors to the Row: Roy Saxon, Strand, Frankelton, spotted on the sunny side of South Liberty St.; Ed Frenkel, Century, Mobile; Joe Pizzuto, Lutcher, Lutcher, who says that hereafter he can be found on the Row each and every Wednesday, rain, snow or shine; L. J. Langlois, Alamo, New Roads, looking for someone to accompany him on a fishing trip; E. Delahaye, Given, Maringouin, and A. M. Randall of the Fern, Woodville, Miss.

Exchanges closed Good Friday, practically all day, inasmuch as 90 per cent of the neighborhoods observed the holiday. Holy Week is generally observed in all the theatres . . . Velma Rae, New Orleans singer, and Harry Harris of Chicago, a writer for the screen, were married in Miami. Her mother is Mrs. C. C. Israel of New Orleans.

Earnest D'Amores, who will open a new house in Port Barre, was a visitor . . . R. C. Sutton, publisher of advertising newspapers for the past two decades in New Orleans, says he intends this fall to print special editions devoted to neighborhood theatres, with free distribution obtained through neighborhood grocery stores, and supported by advertising. A total distribution of 100,000 is envisioned.

Free pictures will be shown this summer at both City and Audibon Parks flanked by commercial advertising. Serials and shorts will make up a program . . . An effort will be made by some of the newly-elected members of the state legislature to include theatres in the general chain store tax should the sales tax be repealed by a vote at the general election held in April.

"Gone With the Wind" is now entering its eighth consecutive week in New Orleans with no letup in attendance, despite advanced prices. It is current at the Tudor.



FOUL ODORS
Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

: THE CAROLINAS :

FRANK BRUTON, manager of the Forsyth at Winston-Salem, has been transferred to High Point where he will manage the Carolina. Bruton, of Thomasville, has been manager of the Forsyth for seven months . . . Dave Garvin, who has been with the Strand in Spartanburg, S. C., succeeds Bruton at the Forsyth.

James Harris Hollaway jr., 31, manager of National Theatre Supply Co. here, died in a local hospital after an illness of several weeks. He is survived by his wife, Blanche Hammill Hollaway; his mother and father, Mr. and Mrs. J. H. Hollaway sr., and a sister, Mrs. Georgie B. Perry. Funeral was held at Ellaville, Ga.

Theatre Cashiers' Club met at the home of Miss Vivian Thomas on Dartmouth Place and elected new officers as follows: Mrs. Louise Lambe, president; Miss Sara Jamison, vice-president; Miss Vivian Thomas, secretary, and Mrs. Ruby Thomas, treasurer. Plans for a spring dance were discussed.

The Castle in Wake Forest was swept by fire, destroying the building and about $5,000 worth of equipment. The house was unoccupied at the time.

Own Engraving Plant for Theatrical Printing

ATLANTA — Photo-engraving equipment designed to speed up and improve heralds, programs and other types of trade advertising has been installed by Theatrical Printing Co. here. It is said to be the only theatrical printing firm in the southeast so equipped.

P. C. Osteen sr.

ANDERSON, S. C.—P. C. Osteen sr., for many years a theatre owner here, died at his home March 15. He owned and operated the Carolina.

ARKANSAS

NEW sound equipment and projection machines have been installed at the Ozark, Ozark . . . The New at Caraway, owned and operated by C. W. Tipton of Manila, was destroyed by fire. Loss is estimated at $7,000. Tipton has reopened in temporary quarters.

The Ritz, Morrilton, which was destroyed by fire February 22, has reopened in temporary quarters until a new $10,000 theatre, is constructed.

J. W. Crabtree, owner of the Paramount at Clarendon, announces he is constructing a new building to replace the house which burned last month.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

M I A M I

FINALLY the world premiere of "Rebecca" has moved into motion picture history. After considerable "this and that" over the date, the magnum opus was presented at the Lincoln as one of the season's major social and theatrical events in this area.

The parade of new theatres for the Greater Miami area marches on to a new high with the announcement of a big new neighborhood house to be erected in Coral Gables by Paramount Enterprises, Inc. W. R. Lynch, general manager of the chain, reports that this new establishment is to be a 1,200-seat house, to cost $100,000. Construction details will be worked out this month and work started in the near future at Ponce de Leon Blvd. and Aragon Ave.

J. W. English already is deep in plans for the erection of an ultra-modern theatre to replace his Seminole, virtually razed by fire a couple weeks ago.

The influence of films popped up in a strange setting in Miami when the influence of motion picture sets on furniture styles was discussed at a sectional meeting here of the National Retail Furniture Ass'n. Much of the discussion centered around the surprising demand for Victorian furniture, a trend directly traceable to "Gone With the Wind."

It's a double feature as far as the MacMillan family are concerned every day of the week at Sparks' Hollywood theatres, for there's always Francis MacMillan up at the Ritz, where he's assistant manager; and Monroe MacMillan on the door of the new Florida. Alternating with Monroe is a new man at the Florida, Jorden Joslin, who had previously been at the Biscayne Plaza on Miami Beach. The veteran of the Hollywood contingent is Leonard Banta, projectionist. He began his theatrical career down at Homestead with J. W. English and his son-in-law, Paul Robinson, who continued as Hollywood manager when English sold out his Hollywood holdings to Sparks several years ago.

While in Miami, incidentally topping the stage show bill at the Olympia, Edmund Lowe was sent on a gastronomic wild goose chase by the amusement editor of the Miami Herald. *Charlie Ward is still repentent over having sent Edmund out of the town, looking for a supposed piece de resistance, shrimps FRIED in beer. The beer accent was the McCoy; but, as Charlie learned from his missus later the technique is boiling, not frying.*

Continuing the run of Jewish language pictures being shown at Miami Beach this winter is "Overture to Glory," the Moishe Oysher feature, currently billed at the Biscayne Plaza.

Heavy "Nation" Play

ATLANTA — The Dixie Film Exchange claims more than 160 playdates on "Birth of a Nation." After the film opened in a Wilby-Kincey house in Griffin, it was booked into other of the circuit's units.

ATLANTA

J. H. THOMPSON of Martin & Thompson Theatres advises he has remodeled the theatre at Baxley, Ga., and has changed the name from the Princess to the Roxy . . . Everyone welcomes back Tommie Pritchett of the Poster Exchange, who has been out sick for several months.

C. D. Touchon, auditor for United Artists, a visitor . . . Mr. and Mrs. John Jenkins, Milllon Dollar Productions, have returned from Wichita Falls, Tex., where they attended the funeral of Mr. Jenkins' sister.

A. C. Bromberg, president of Republic Pictures of the Southeast, has returned from Nashville, with his portfolio full of contracts after a conference with Tony Sudekum of the Crescent Amusement . . . Fred Mathis, Monogram Southern salesman, and Corrinne Grimsley were married at Cordele, Ga., March 14.

Leonard Seligman, manager of the Empire, celebrated the theatre's 12th anniversary, March 19 . . . Frank Merritt, Acme Theatres, Birmingham, Ala., has returned from Miami . . . The many friends of W. R. "Bill" Griffin will be glad to know he has become a member of Variety Tent No. 21.

I. L. Shields, city manager for Lucas & Jenkins in Columbus, Ga., was in town several days . . . Dick Johnson, office manager for United Artists in Charlotte, and the Mrs. were welcome visitors. This was their first trip here in quite some time . . . United Artists screened "Rebecca" to an enthusiastic audience. It opens at Loew's Grand, April 2 . . . Hank Hearn, UA salesman in Charlotte, was in town.

Congratulations are in order for M. Mitchell, 20th Century-Fox salesman, who was married last week . . . Clair Hilgers of the Clair, Albany, Ga., was in town booking. A very rare visitor was R. L. Bailey of the Eagle, Blountstown, Fla.

Filmrow visitors: Fred McLendon, Union Springs, Ala.; W. B. "Bill" Collins, Toccoa, Ga.; Mr. and Mrs. Fred G. Weis, Savannah, Savannah, Ga.; Mike Carmichael, Bibb, Macon, Ga.; Charlie Bridges, Dixie Amusement Co., Swainsboro, Ga.; Carl Cape, Colonial, Buford, Ga.; J. L. Townley, Princess, Jacksonville, Ala.; Jack Williams, Ritz, Gastonia, N. C.; E. D. Martin, Grand, Montezuma, Ga.; Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; J. Cardwell, Oldham, Sparta, Tenn.; and H. J. Woodward, Strand, Winder, Ga.

Mose Lebovitz, Grand and Amusu theatres, Chattanooga, Tenn., in town several days booking . . . In the weekend golf game, Carl Floyd of Republic refused to play Riley Davis, even though Davis offered him an eight-up handicap . . . Mrs. Cowan Oldham of the Cumberland Amusement Co., McMinnville, Tenn., was in town.

Cameron Shipp, former publicity representative for Warner in the south, is now in the studio's publicity department. He is sending back stories with his by-line and local and district papers are using them . . . W. B. "Billy" Pratt, manager of the Paramount, has booked in Benny Meroff for April 11-14 . . . "Free and Easy," a film stolen from Monogram Southern Exchanges, was recovered when a youth tried to sell it to city detectives.

Mack Jackson, Strand, Alexander City, Ala., was a booking visitor.

James G. Thigpen is managing the Roxy, Lithonia, Ga., which opened last week. Jimmie was formerly connected with the Roxy in Atlanta . . . Forest Hynds Harris, secretary at Georgia Theatre Service Corp., has lost her father.

Republic Pictures is offering cash prizes to salesmen and other members of the various exchanges for publicity and exploitation ideas in selling the latest release, "Women in War," which stars Elsie Janis, the famous A.E.F. singing girl. Ideas have to conform to the title of the picture and will be paid for according to the value of the suggestion submitted.

Perry Spencer, director of publicity for Republic Pictures of the Southeast, has been up to his neck in compiling publicity material on "The Dark Command." First pre-release showing will take place about April 1.

Bostick Reports Recent NTS Equipment Sales

MEMPHIS—Bob Bostick, NTS manager, reports the following sales: Cooling equipment, chairs, carpets and light fixtures for the Gem, Heber, Springs, Ark.; screen, Community, Pine Bluff, Ark.; chairs, Pix, Grenada, Miss.; lamps, screen and projectors, Varsity, Amory, Miss.; chairs and carpets, Lura, Augusta, Ark.; carpets, Strand, Hot Springs; lamps and rectifiers, Hays, Hughes, Ark.

Suburban Deluxer Will Rise in Oklahoma City

OKLAHOMA CITY—Construction of a new $25,000 suburban theatre at the southeast corner of Northwest 12th St. and Pennsylvania Ave. is to be started immediately.

The theatre has already been leased for ten years to Nelson N. Clabaugh and James Boyle.

Dr. Gilbert Sterling

GURDON, ARK.—Dr. Gilbert Sterling, 64, died recently at his home here. He owned and operated the Wright for a number of years.

Metro Assigns Van Dyke

HOLLYWOOD—W. S. Van Dyke will direct Metro's "I Love You Again," Lawrence Weingarten production to co-star William Powell and Myrna Loy.

Projectors and Sound for the Largest and Smallest Theatre

Also Portable 16 and 35 mm equipment.

HOLMES PROJECTOR THEATRE SUPPLY

HA 7472

1820 Wyandotte St. Kansas City, Mo.

MEMPHIS

EXHIBITORS seen along the Row: Norman Fair, Fair, Somerville, Tenn; Burris & Henley Smith, Imperial, Pocahontas, Ark.; Gordon Lee Hutchins, Corning, Corning, Ark.; W. E. Malin, Lura, Augusta, Ark.; R. X. Williams, Lyric, Oxford, Miss.; John Mohrstadt, Missouri, Hayti, Mo.; Lyle Richmond, Missouri, Senath, Mo.; Earl Vandiver, Vandiver, Kennett, Mo.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; C. W. Tipton, New, Manila, Ark.; W. F. Ruffin, Ruffin, Covington, Tenn.; Jack Marshall, Crescent Amusement's city manager in Dyersburg, Tenn.; Jack Watson, Palace, Tunica, Miss.; Odis Taylor, Uptown, Dresden, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.

Also, Miss Louise Mask, Luez, Bolivar, Tenn.; George Hale and C. H. Collier, Globe, Drew, Miss.; Charles Collier, Globe, Shaw, Miss.; W. T. Ellis, Ellis, Cleveland, Miss.; Joe Jones, Ritz, Aberdeen, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; C. C. Mundo, Rex, Little Rock, Ark.; P. E. Morris, Regent and Honey, Indianola, Miss.; S. T. Lyles jr., Ritz, Oxford, Miss.; L. R. Allen, booker for Commonwealth, Kansas City; Ernest Pollock, Strand, Hohenwald, Tenn.; Rufus Hardy, Joy, Pontotoc, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; L. F. Haven jr. and sr., Imperial, Forrest City, Ark.; J. W. Wofford, Eupora, Eupora, Miss.; C. M. Mounger, City, Calhoun City, Miss.; J. F. Wofford, Union, Union, Miss.

Sidney Wharton, who operates the Pastime and Avalon at Warren, Ark., is installing new chairs in the former . . . E. H. Smothers of the Camden, Camden, Tenn., has been on the sick list the last few days.

Homer Hisey, Vitagraph's branch manager, announces a trade screening of "Virginia City" Monday at the Ritz . . . E. B. Wacaster was to formally open his New Ozark at Ozark, Ark., March 23.

Norman Fair of the Fair, Somerville, Tenn., will close for several days while new sound equipment is installed and other improvements are made on the house . . . Ed Doherty, RKO office manager, is back at his desk after several days' illness.

Lyle Richmond of the Missouri, Senath, Mo., has been elected president of the Lions Club there . . . R. V. McGinnis is temporarily closing his house in Hope, Ark.

Spring is in the air, and W. M. Snelson, Republic Pictures manager, reports they are doing their spring house cleaning at the office. Walls and floors are being done over . . . Harry Graham, Universal's southern district manager, spent several days here with Jimmy Prichard, local manager.

Complete Stage Equipment

MEMPHIS SCENIC STUDIOS

H. R. Mitchell, Mgr.

397½ S. 2nd St. Memphis, Tenn.

AUSTIN

THE King of Kings" opened for a six-day Holy Week run at the Queen, Monday, under the sponsorship of a national committee of churchmen and laymen. No admission was charged, a policy followed in 48 other key cities in the United States. Picture started at 10 a. m.

"Golgotha," another religious film, was shown for one night at the Texas Student Union Bldg. on the University of Texas campus at popular prices . . . Last of the four French pictures brought to Austin this year, "The End of a Day," was exhibited for one day at the Varsity under the sponsorship of the Alliance Francaise, University of Texas foreign language organization.

City Interstate Manager Louis Novy is promoting the sale of coupon books, in $1 and $2.50 denominations, as Easter gifts, via trailers and newspaper advertisements.

The house staff at the Varsity has shaken the moth balls out of their summer uniforms, which is as sure a sign of spring as anything . . . Smiling Ray Wood, doorman here, spent his afternoon off, paddling a canoe and has been stiff ever since . . . Stanley Fisher, Varsity chief of service, is mighty proud of his pooch, "Wimpy." "He's a smart dog, too," Stanley says, "I've taught him everything I know."

Mose Macow, skipper of the State, played "Grapes of Wrath" for seven days to a tidy gross. Week runs are rare in this house.

Harold Eichenbaum, local Interstate art department chief and camera fan, is probably one of the Austin Chamber of Commerce's biggest boosters. He's on several committees and chairman of another, the purpose of which is to publicize "The Capital City" . . . Charles Mladenka, Varsity usher, is out of the hospital and looking back on his recent siege of illness as an unpleasant memory.

Seen at the "Scandals" at the Paramount: Jesse Melinger, Dick Waite, Harold Eichenbaum, Ruth Lewis, Alonzo Jamison and Bobbye Meredith; out-of-towners: Clarence Moss, J. T. Floore, Eddie Collins and Eph Charninsky, all of the San Antonio Interstate organization.

Partners Equip

DALLAS—National Theatre Supply announces the sale of sound, mechanisms, magazines, pedestals, high intensity lamps and rectifiers to Messrs. R. O. Brewer and H. N. Britten for the Texas Theatre, Pharr, Tex.

Enlarge Stage in Dallas

DALLAS—Interstate has announced plans to enlarge the stage in the Melba and make other improvements for better accommodation of road shows.

Extends Jan Fortune

HOLLYWOOD—Sam Goldwyn has given Jan Fortune, currently scripting "Natchez" for him, a contract extension.



Old Stage Coach for Delegates—

DALLAS—The old Deadwood Stage Coach will roll again in Dallas, when the national convention of the Variety Clubs of America will be held in the Texas city April 18, 19 and 20. The old stage coach is a historical feature of John A. Guthrie's "Real Wild West and Big Indian Congress" show, which will supply much of the authentic background for the convention.

The stage coach is pictured above, showing Wm. F. Cody, "Buffalo Bill," and that famous Indian Chief, Iron Tail, whose head appears on our buffalo nickel. This stage coach has toured the nation from coast to coast and the European countries with Buffalo Bill's and Pawnee Bill's Wild West and Great Far East Combined Shows.

It will be available, with other coaches and prairie schooner wagons, to dignitaries and delegates attending the convention.

Florida Flashes

By EDW. S. NYE

Hello Central Florida Boys. C. O. (Jeff) Jeffrey, who has been your correspondent for the past few months, has turned this column over to yours truly as Jeff's work as district manager for the Alexander Film Co. is keeping him so busy he has time for little else.

O. H. Bradbury's new Drive-In at Orlando is some venture. It has a capacity of 310 cars with individual speakers for each car. The screen is 42 feet square and the throw is 219 feet, the projectors using 4½-inch lenses. For the past several days Mr. Bradbury has been in Atlanta but will be back to his managerial duties very shortly.

Don't let it be said that Chauncey Wilson, projectionist at the Winter Garden, Winter Garden, can't pick 'em. He hitched himself to a sweet little girl by the name of Juanita Earley. All this happened March 3. Here's wishing them lots of happiness!

Mrs. Frank Thompson of the Ramon in Frostproof has just started trying out her wings. Her husband, Frank C., has been a pilot for the past several years. Mrs. Thompson told us she still gets a bit air sick but hopes to conquer that and take up the sport of flying seriously in the near future.

It is now a conceded fact that Luke Stein of Jacksonville has purchased the Mulco chain composed of the Florida of Haines City; Circle, Sebring; Fox, Ft. Meade; Royal, Wauchula; Crescent, Dade City; Royal, Tarpon Springs, and the Park of Avon Park.

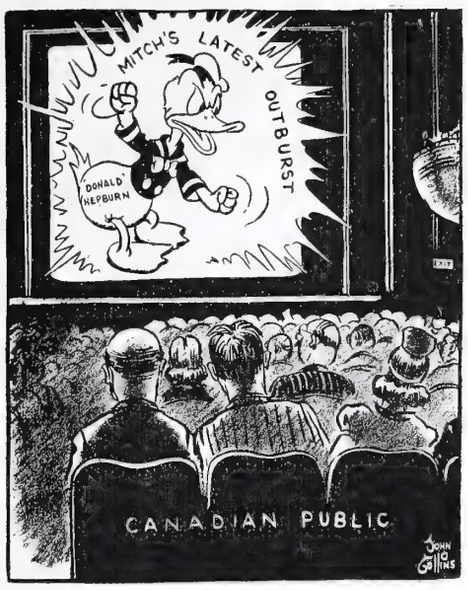
Mr. Desquin of the New, Punta Gorda, has just purchased the Ritz (Col.) of Arcadia, formerly owned by M. Tidwell.

Yes sir, boys, the news is finally out! Gene Stone, manager of the Florida at Haines City, is married to that very delightful little girl, Helen Suarez of Dundee. They succeeded in keeping this quiet for well over a year but the news will out, so let's all get together and wish them many years of happiness.

The new Sparks' Colony of Winter Park opened February 29. We had the pleasure of going through this theatre the day before it opened and we're telling you it is the "last word"—oil heated, air conditioned, 800 sponge foam seats and the very latest in projection and sound.

Theatre Ownership Is Curbed in Morrilton

Morrilton, Ark.—The city council has passed an ordinance prohibiting any person, firm, corporation or association of persons from operating or being interested in the operation of more than one motion picture theatre within the city limits.



SILLY SYMPHONY

From the Press—

How the Montreal Gazette *views the banning of The March of Time subject, "Canada At War," from Ontario by Premier Mitchell Hepburn.*

Photo-Nite Stunt Is Before Bar Again

TORONTO—Further action is being taken by Toronto police authorities against the Foto-Nite stunt in local theatres on the charge that it is a violation of the criminal code with respect to lotteries.

A previous prosecution against V. Simone, proprietor of the Radio City Theatre, and others, came to an end when the court ruled that the evidence was not sufficient for the case to proceed. In the meantime, various exhibitors continued with the weekly Foto-Nite offer.

A second trial before the Assizes has resulted in the grand jury finding a true bill against Foto-Nite operators on revamped charges and the hearing will continue.

There is a report that a group of organized independents is behind the action because of desire to discourage patronage inducements generally.

Good Friday Shut-Down Observed in Ottawa

TORONTO—In accordance with usual custom, a number of theatres in the Ottawa district were closed for at least part of the day on Good Friday out of respect to the religious portent of the occasion. In Hull, where there is extensive French-Canadian patronage, the Laurier only closes one day in the whole year, this being Good Friday, although it operates every Sunday. The Francais in Ottawa also observed Good Friday closing but is also dark on Sundays throughout the 12 months.

"Long Haul" to Warner

HOLLYWOOD—"Long Haul," a trucking story by A. I. Bezzerides, has been purchased by Warner.

National Film Board's Fate Seen Hinging on Election

TORONTO—The fate of the national film board, established by the Canadian government last September with John Grierson of London, England, as commissioner, is said to hang in the balance over the result of the Federal elections on March 26.

If the Conservatives, headed by Hon. R. J. Manion and known as the National Party, sweep into power to put an end to the Liberal regime, the film board is expected to be one of the government institutions which will be among the first to receive the attention of the new administration. The reason for this is that the Conservatives violently opposed the creation of the board when the measure came before the House of Commons at its session one year ago, arguments being advanced that Canada already had a long-established film production bureau and that the proposed board paved the way for an expensive luxury which would develop into a monopoly such as the Canadian Broadcasting Corp. The bill eventually passed, however, and the appointment of Grierson as commissioner caused further political eyebrow raising. After three months in office, Grierson departed for Australia, temporarily it was announced, for the purpose of organizing the film activities of that Dominion. This move did not help the situation in Canada.

Manion already has declared that he will wipe out the $2.50 license fee for radio receiving sets which he has called a nuisance tax in the same class as the amusement tax. Such a step would trim the Canadian Broadcasting Corp. to a considerable extent because the CBC derives $3,000,000 per year from this levy out of a total revenue of $3,500,000, according to Hon. C. D. Howe, minister of transport. The Conservatives opposed the radio license fee, particularly when it was raised from $1 to $2.50 per year.

Fuel was added to the film board fire when Premier M. F. Hepburn of Ontario, himself a Liberal, refused to permit the showing of "Canada at War" in Ontario theatres "until after the Dominion elections at least." This is a March of Time release, but the film board claimed sponsorship, naming it as the first of a series of monthly pictures under its auspices as "The Eyes of Canada." This has caused somewhat of an uproar because of the claim that it glorifies the federal Liberal government, although the producers have declared they are not interested in Canadian politics.

Resignation Following Tiff Over Film Is Withdrawn

TORONTO—When he disagreed with Premier Mitchell Hepburn of Ontario in refusing to approve the March of Time release, "Canada at War," for political reasons, Hon. H. C. Nixon resigned from the cabinet post of provincial secretary, announcement of his resignation appearing in a Toronto daily paper before it reached the Premier. The resignation lasted only 24 hours, however, because the feud was settled at a conference the following day when Nixon's letter was torn up.

To make sure that the public knew about the banning of the film, Premier Hepburn issued a signed proclamation which was published as a three-column advertisement in the newspapers in which he detailed the reasons for the withholding of the picture, declaring that "In the opinion of the board the picture is capable of being used—and is, in fact, presently being used in Canada—not for purposes of entertainment or education but for political propaganda" and pointing out that the release of the picture had been advanced three weeks "apparently to permit of the display of the film during the Dominion election campaign."

The last paragraph of the proclamation reads: "The Board of Censors of the Province of Ontario would be false to their duty if it interfered in the wartime elections campaign by placing its stamp of approval on a film such as 'Canada at War,' which in this time of grave national peril is being used and exploited for purposes of political propaganda."

Political Heat Burns Up Chance at Free Show

REGINA, SASK.—What with a federal election just ahead and newspapers and speakers still in an uproar over claims of one party that the Liberal government was trying to make political capital out of a March of Time reel, "Canada at War," Manager Harry Bercovich of the Rex here decided not to do any inviting.

Bercovich was planning to invite all members of the provincial cabinet to attend the opening of "Mr. Smith Goes to Washington" at the Rex. But the continued uproar over the March of Time subject, and the fact that the adherents of the different political parties were becoming more and more heated as election day approached, decided him to be "neutral" and let the picture ride on entertainment value alone.

Invite to "Canada at War" Across Boundary Line

TORONTO—The latest turn in developments following the banning from Ontario theatres of the March of Time "Canada at War" was the "invasion" of Canada by the Schine circuit in New York state with advertising to announce the showing of the picture at theatres adjacent to the international boundary line.

Advertisements were published in Ontario newspapers that "Canada at War" was being featured at the Strand in Ogdensburg, N. Y., which is across the St. Lawrence River from Prescott, Ont. The short subject, which has aroused considerable political controversy in the Dominion, was listed above the main attraction on the theatre's program, namely, "Grapes of Wrath."

Theatres in Buffalo and Detroit are also directing the attention of Canadians to the fact that the Canadian war picture can be seen there—on American soil.

Where and Why the Scissors Fell

WINNIPEG—A complete list of films which were not passed by the censors in 1939, either wholly or in part, was presented to the legislature here in reply to a motion for return moved by S. J. Farmer, C. C. F. leader.

Reasons for censorship were given in each case. The list was drawn up by C. Rice-Jones, chairman of the censor board.

Disclosed was the fact that 13 motion pictures were rejected by the Manitoba censor board in 1939, including three classified as anti-war which had been originally approved and then withdrawn after war broke out. In addition, 103 films met with eliminations of one kind or another.

Two anti-war films withdrawn after the war started, by agreement with the producers, as possibly detrimental to recruiting, were "Lest We Forget," a Canadian film, released by Columbia, and "All Quiet on the Western Front" (Univ). In addition, over the protests of Paramount, "Beau Geste" was withdrawn as coming within the anti-war or peace propaganda category.

Other films wholly rejected and censorial grounds for such action:

"The Phantom Creeps" (Emp-Univ)—A serial. Rejected because the horror atmosphere created by a mechanical monster carrying destruction and evil intention was too strong for public exhibition.

"Mad Youth" (Independent) — Against public welfare. Underworld exploitation in scenes of misconduct revolting to the public taste. Atmosphere is suggestive and morbid in scene and dialogue.

"Children of Tomorrow" (Independent)—Sensational treatment of a purely clinical subject.

"Cafe Hostess" (Para't)—scene laid in low type of dance cafe showing the exploitation of girls for criminal purposes.

"All Women Have Secrets" (Para't)—Travesty on adolescent college marriages in suggestive and morbid sex scenes and dialogue.

"Muscle Maulers" (20th-Fox)—Injurious and unsportsmanlike methods.

"A Child Is Born" (WB)—Unsuitable for public entertainment. The poignant experiences of the delivery room in a maternity hospital treated as sensational drama instead of as clinical.

"High Peril" (WB)—Too highly sustained suspense. Against public welfare.

"Protect Your Daughter" (Social film)—Salacious and suggestive action and dialogue.

"Monthly News Show" (German propaganda film)—Against public welfare.

What sustained eliminations, and the censors' explanation:

"Beware, Spooks!" (Col) — Suggestive dialogue.

"Boom Goes the Groom" (Col)—Vulgar exhibitions.

"Flying G-Men" (Col)—Rough behavior . . . contrary to the ethics of federal authorities.

"First Offenders" (Col)—Details of hold-up.

"Let Us Live" (Col)—Sadistic actions and dialogue in death house.

"Lone Wolf's Spy Hunt (Col)—Cruel and sinister criminal dialogue.

"Law Comes to Texas" (Col)—Assault scenes in close-up.

"Miracle on Main Street" (Col)—Underworld action and dialogue.

"North of Shanghai" (Col)—Seditious language.

"Oily to Bed" (Col)—Burlesque and comic references to Canada.

"Romance of the Redwoods" (Col)—Mayhem in two scenes.

"Scandal Sheet" (Col)—Suggestive dialogue.

"Spoilers of the Range" (Col)—Prolonged and brutal assault.

"Texas Stampede" (Col) — Prolonged fight scenes showing extreme brutality.

"Big Town Czar" (E-U)—Sadistic language and action.

"Code of the Streets" (E-U)—Assault and murder.

"Call a Messenger" (E-U)—Sadistic detail in scenes and dialogue.

"Desperate Trails" (E-U)—Suggestive dialogue.



Studio Interlude—

N. A. Taylor, right, of the Twentieth Century circuit in Toronto, and Mrs. Taylor chat with Michael Harvey, a new featured player at the Warner lot during a Hollywood visit.

RAF Fighters Film Own Air Battles

London—Films of their own air combats with German planes are being taken by the British Royal Air Force, motion picture cameras being synchronized with the guns of British fighter planes. Reports from London state that these films are being used to instruct pilots in combat. The cameras are lined up with the plane's guns and when the guns go into action the picture is automatically taken, even the course of the bullet being photographed. Pilots are shown the films in order that they may profit by any mistakes they have made which may have enabled the enemy to escape. Expert instructors give counsel on correction of any faults.

Where Censors' Shears Did Their Work

"Honor of the West" (E-U)—Close ups of gangsters shooting men who have surrendered with their hands up.

"Hawk of the Wilderness" (E-U)—Crime and horror overdrawn in many spectacular details.

"The Lady Vanishes" (E-U)—Suggestive and risque dialogue.

"Lone Ranger Rides Again" (E-U)—Scenes of arson, educative in detail; incidents of lynching.

"Mutiny on the Black Hawk" (E-U)—Gruesome details and brutality.

"Newsboys' Home" (E-U)—Details of sabotage carried out by newsboys.

"Phantom Stage" (E-U)—Closeup at too great length of man being shot and while dying; spasmodic reactions in detail.

"Pirates of the Skies" (E-U)—Gangster criminal details, enacted in airplane.

"Rio" (E-U)—Revolting views of chain gang.

"Son of Frankenstein" (E-U)—Super-horror scenes and dialogue.

"Snow Follies" (E-U)—Suggestive dance.

"Tropic Fury" (E-U)—Views of wild animals destroying human beings.

"Under-Pup" (E-U)—Lewd dialogue.

"Club De Femmes" (GN)—Scenes and dialogue of suggestive underworld behavior.

"King of Sierras" (GN)—Certain mating scenes between horses.

"Spirit of Youth" (GN)—Underworld scenes and vulgarity.

"Tell Your Children" (GN)—Scenes and dialogue of underworld manners and methods.

"Delinquent Parents" (Independent)—Sordid dance hall scenes.

"Mutiny in the Big House" (Mono)—Sordid overly-tragic scenes and dialogue and morbid behavior.

"At the Circus" (M-G-M)—Seductive acts and vulgar dialogue.

"Dancing Co-ed" (M-G-M)—Profanity.

"Fast and Furious" (M-G-M)—Vulgar dialogue.

"News of the Day" (M-G-M)—Suggestive camera studies of parade of bathing beauties.

"Sergeant Madden" (M-G-M)—Injustice and cruelty shown by officer of the law to helpless boy.

"6,000 Enemies" (M-G-M)—Exploitation of senility in scenes of cruelty; mob rioting and jail break; sinister attitudes of officers of law and order.

"These Glamour Girls" (M-G-M)—Suggestive sexy dialogue.

"They All Come Out" (M-G-M)—Subversive dialogue; views of sub-mental prisoners.

"The Women" (M-G-M)—Risque, crude and vulgar dialogue.

"Backdoor to Heaven" (Para't)—Torture scenes.

"Cafe Society" (Para't)—Vulgarity in language and suggestive actions.

"Diamonds Are Dangerous" (Para't)—Bold sexy language.

"Grand Jury Secrets" (Para't)—Cruel details of murder.

"Invitation to Happiness" (Para't)—Suggestive hospital scenes.

"Island of Lost Men" (Para't) — View

of cistern murder.

"Law of the Pampas" (Para't)—Suggestive dialogue.

"Never Say Die" (Para't)—Suggestive and vulgar dialogue and action.

"One Third of a Nation" (Para't)—Suggestive dialogue.

"St. Louis Blues" (Para't)—Suggestive bridal night dialogue.

"Dick Tracy's G-Men" (Rep)—Criminal details, educative in method.

"Frontier Pony Express" (Rep)—Over emphasis in details of hold-ups, robberies and murders.

"In Old Caliente" (Rep)—Torture and murder.

"She Married a Cop" (Rep)—Exploitation of animals in suggestive acts.

"Street of Missing Men" (Rep)—Details of sabotage, murder, planting bombs.

"Tidal Wave" (Rep)—Closeup of shooting.

"City of Darkness" (20th-Fox)—Seditious language.

"Chasing Danger" (20th-Fox)—Suggestive conduct.

"Daytime Wife" (20th-Fox)—Suggestive scenes.

"Honeymoon's Over" (20th-Fox)—Suggestive dialogue.

"It Could Happen to You" (20th-Fox)—Exploitation of court of justice in act and dialogue.

Movietone News (20th-Fox)—Suggestive comments re nude figures.

"News Is Made at Night" (20th-Fox)—Suggestive headlines in the news and vulgar dialogue.

"Return of the Cisco Kid" (20th-Fox)—Cruel vulgarity in dialogue.

"Smiling Along" (20th-Fox)—Suggestive sex insinuations in action and dialogue.

"Silly Season" (20th-Fox)—Exploitation of bathing beauties in comedy burlesque.

"Tailspin" (20th-Fox)—Revolting dialogue re murdered girl's anatomy.

"Boy Slaves" (RKO)—Details of juvenile lawlessness and criminal acts with helpless forces of law and order.

"Blame for a Blonde" (RKO)—Vulgar dialogue by an officer of the law.

"Legion of the Lawless" (RKO).

"Panama Lady" (RKO)—Suggestive dialogue.

"Pacific Liner" (RKO)—Scenes of filling furnaces with dead bodies and mock burial service.

"They Made Her a Spy" (RKO)—Suggestive dialogue.

"Made for Each Other" (UA)—Intimate scenes in delivery room of maternity hospital.

"King of the Turf" (UA)—Suggestive dialogue.

"Prison Without Bars" (UA)—Sadistic conduct in several scenes.

"Blackwell's Island" (WB)—Extended scenes of assault, murder and riot.

"Devil's Island" (WB)—Extreme scenes of brutality and torture.

"Dust Be My Destiny" (WB)—Drunken scenes.

"Each Dawn I Die" (WB)—Extremely rough details of prison life; some sadistic behavior in vengeance scenes, prison breaks.

"Four Wives" (WB)—Delivery room exploitation.

"The Kid From Kokoma" (WB)—Riot scene.

"Naughty but Nice" (WB)—Misconduct details.

"Return of Doctor X" (WB)—Sinister and suggestive details.

"Roaring Twenties" (WB)—Rough and vulgar scenes.

"Smashing the Money Ring" (WB)—Closeups of criminal acts.

"They Made Me a Criminal" (WB)—Revolting dialogue re dead bodies.

"Secret Service of the Air" (WB)—Shock scenes.

"The Man Who Dared" (WB)—Assault and unbearable dialogue.

"Yes My Darling Daughter" (WB)—Change of emphasis by removing certain scenes to secure a correct point of view.

"You Can't Get Away With Murder" (WB)—Racketeering details too elaborate, both in action and in dialogue, containing plans for each hold up.

"Torchy Blane in Chinatown" (WB)—Burlesque of portions of funeral service.

"Scarface" (General)—Harsh, brutal and horrifying behavior and dialogue.

"Night Life of the Bugs" (Sovereign)—Suggestive human situations acted by bugs.

"Armored Car" (Sovereign)—Dynamiting car, hold-up, brutal language and behavior.

Disclosed in an accidental fashion, this long list of films that have been cut in some way or other indicates the work of the censorship which goes along without attracting any public comment or reaction.

WINDSOR

ART DUSCHARME, assistant manager at the Palace here, is reported to be in line for the managership of the new 750-seat Park Theatre that Famous Players is building here.

A recent visitor to Windsor was Mr. Silverthorne of the censor board, who was in town to view the Canadian premiere of "The Fighting 69th" which was screened at the Palace . . . Charlie Dentelbeck was at the Tivoli recently to supervise the installation of new lamp houses.

Ed Lamoureux, manager at the Empire, cashed in on his unusual birthday—February 29. Besides the free publicity, he promoted a cake, flowers and other gifts and invited all whose birthdays fall "but once in four."

Simon Meretsky is away on a month's vacation in Hot Springs, Ark.

"Hollywood," conducted on the Empire stage every Thursday by Manager Lamoureux, and his assistant, Bill Pye, is in its ninth month as a business stimulant and still going strong.

VANCOUVER

TABLE TENNIS is now in full swing in the recreation room on Filmrow and though an official name is not yet attached to it, an executive committee consisting of Owen Bird, Fred Stone and Don Findlay has been appointed, and they are busy arranging handicaps and contacting other clubs in the city with the view of entering intercity competitions. The membership has reached 25, including several outside Filmrow, among whom are Frank Boothe, Dunbar; Les Young, Fraser; and Jerry Sutherland, Kingsway. Among the managers interested is Ben Plottel who has shown a live interest in the fortunes of the club and as live an interest as a player.

Ralph Calladine, Plaza and Columbia, Victoria, may soon be expected back from his visit to California, from where he is reportedly bringing two horses with him. Ralph is an enthusiastic follower of the turf and can now place his bets on his own stable instead of on others.

J. Frieberg came down from Wells to place his wife in St. Paul's Hospital here and will probably remain until she is out again.

When Sam Nagler decided that UA business necessitated a trip to Prince George, it was a toss-up whether to spend two tiresome days on the train, or an exciting three hours in the air. The air won.

The warm spring weather and the BCITA meeting combined to bring a number of out-of-town exhibitors to Vancouver last week; there was Harold Warren, Roxy, Alberni; Harry Page, Port, Port Alberni; G. G. Baiss, Capitol, Duncan; Jim Hayworth, Rialto, Ladysmith; George Washington, Rialto, West Summerland, and Ray Castle, Oak Bay, Victoria.

There is rejoicing in the Empire-Universal office as it has again taken first place in the Bill Scully Drive.

In exploitation of "France Is Ready," the boxoffice of the Brown-Stevens partners' Lux was made to represent the front of a tank, with the machine-gun slot serving as the cash shelf and the sighting slit for conversation.

Billy Moore is now a familiar figure in the lobby of the Royal, to which he is adding daily improvements . . . Jim Patterson, 20th-Fox, and Ben Plottel, Empire-Universal, are rivals on the green table in the recreation room and Jim's reach is matched by Ben's foot-work.

Picture Out Before Order

LONDON, ONT.—"Canada at War," prepared by the March of Time, was booked for showing at the Capitol here one week before Premier Mitchell Hepburn announced the picture's ban in Ontario as "political propaganda." Before the premier's public announcement, the showing of the picture here was called off.

TORONTO

GORDON DAHN, manager of the York, Montreal, ace house of the United Amusement chain, and his young wife of a year, paid a visit to his parents here, Mr. and Mrs. Harry S. Dahn, on their return from an extended trip to Vancouver and Seattle for a holiday.

I. H. Allen, western division manager of Grand National Films, Ltd., with offices in Winnipeg, has been conferring in Toronto with his brother, Harry Allen, vice-president and general manager of the Canadian company. The former was previously long identified with Universal in the Dominion, having been general sales manager of Empire-Universal before joining his present firm.

Mrs. N. Solomon, aged mother-in-law of Sam Firestone, independent exhibitor, was attacked and robbed by a lone bandit when she discovered the intruder in the family residence here. Harry Firestone, a grandson and past president of the Independent Theatres Association of Ontario, arrived on the scene a few minutes after the incident, in which Mrs. Solomon received a bad scare. Sam Firestone is holidaying in Florida at present.

Jack Arthur, district manager of Famous Players Canadian Corp., was confined to his home through illness but recovered in time to be present at the opening of the new Palace in Guelph, Ont.

Because of a severe late-winter storm which disrupted traffic and blocked highways, the turnout of out-of-town exhibitors at Toronto offices was very slim during the week. One who was conspicuously present was Bob Stevens of Sudbury who came from northern Ontario to arrange business matters for his big new Regent at Sudbury and his other theatres at Creighton Mine, Sturgeon Falls and Sault Ste. Marie.

Irving Steinhart, manager of the Manor here for some months and formerly of Windsor, Ont., is off to war, having proceeded to an eastern destination to join the Canadian naval service. R. Lerner, salesman with Toronto Grand National, has also donned the uniform of a naval rating and is on active service.

Al Ritchie, observing his fifth anniversary as manager of the Alhambra, neighborhood house, secured a Toronto first-run feature in "A Child Is Born" and put on a splash campaign with good effect . . . When the Deer Park Public School was in need of funds for special activities, Manager H. F. Elliott supervised a mid-week matinee at the Beverly in North Toronto with the proceeds being turned over to the school. The theatre was packed with pupils and the public address system was used to good advantage in announcing coming attractions.

With the city agog over the annual Toronto Skating Club carnival, Manager Tom Daley of the Imperial added "Flashing Blades" to his current program, this being the pictorial record of the 1938 figure skating event . . . Frank O'Bryne, Toronto branch manager of Associated Screen News, Ltd., spent several days in Montreal on business after a trip to Hamilton to start production on a picture for the tobacco industry.

Miss Jane Edmonds, Canada's pioneer lady exhibitor, has reopened her Kent at Lindsay, a 300-seat house, after extensive renovations . . . James O'Loghlin, general manager of 20th Century Fox Films, Ltd., Toronto, has returned from a business trip to New York City and is preparing to lead a Canadian delegation to the company's annual sales conference in Chicago.

J. I. English, architectural supervisor of Famous Players, has returned from a trip to western Canada where various circuit houses will be remodeled. He is also busy with plans for a new unit at Niagara Falls, Ont., where J. V. Ward has been in charge of the Capitol for many years . . .Gertrude Lawrence, English comedienne now in New York, has arranged for appearances of her concert party in Toronto and several other Canadian cities before proceeding to France where she will entertain the troops as she did in the last war.

Wolfe Cohen, Canadian manager for Warner Bros., took advantage of a lull to have a repainting job done at the Toronto head office.

Consider Toronto Quarters For National Film Board

TORONTO—A move is reported to be under way to open production offices of the national film board here so that the making of official government pictures can be carried out where trade facilities are available.

The board itself would continue to have its offices in Ottawa, the seat of government, but the direction and studio staffs would be located in Toronto under the proposed plan. This would probably mean that any production requirements in Ottawa would still be handled by the Canadian Government Motion Picture Bureau which has an extensive laboratory.

The acting film commissioner of the national film board is Col. John A. Cooper of Toronto, president of the Motion Picture Distributors of Canada, but his appointment is understood to be terminating in two months time and there is no intimation of further plans in the organization of personnel beyond that period with the exception of a proposal for the establishment of a production center in Toronto.

Sponsor Film Depicting Hockey Across Canada

TORONTO—The national film board is sponsoring the production of a film depicting all phases of Canada's national winter sport, hockey. Cameramen have been busy in various cities and hamlets of Ontario in the securing of shots of youngsters in action on creeks and outdoor rinks as well as of the big professional teams in action. The release is to be called "Hockey—Canada's National Sport." Shots of the Toronto Maple Leafs in the National Hockey League have been made by Frank O'Byrne and Roy Tash of Associated Screen News.

A hockey picture will be in distinct contrast to the program of war films which the board is producing.

MONTREAL

NOT A SINGLE exhibitor from outside of the island of Montreal visited Filmrow in the past week, the nearest approach to an out-of-town caller being Willie Rosenbloom of the Rex, Ste. Anne de Bellevue, which is right at the end of the island. Rosenbloom, however, lives in the city.

In Quebec City, exhibitors reported fair business, better than usual during Lent, and attributed that to the number of soldiers in uniform who had time to while away and who spent it with their girl friends "at the show."

Lloyd C. Pearson, general sales manager of Dominion Sound Equipments, Ltd., has returned from a business trip across Canada . . . Lucien Roy, Associated Screen News ace cameraman, was in Winnipeg taking pictures. ASN has camera crews in the Laurentians, Toronto and the Rockies.

Hughie Green, who will have a prominent part in "Tom Brown's Schooldays," is actually Hughes Green, godson of the late General Sir Sam Hughes, Canada's Great War minister of militia . . . Capt. C. W. R. Knight, noted naturalist, showed in Victoria Hall African films taken by himself including one of an eagle swooping down and carrying off a monkey from its home in a tree.

The noted stage actor, Raymond Massey, who takes the name part in "Abe Lincoln in Illinois," RKO production, is a Canadian, brother of the Dominion's high commissioner in London . . . Three hundred officers and men of the British cruisers *Ajax* and *Exeter* will be stars of a film which Gaumont-British Gainsborough is making of the Battle of the River Plata.

Canadian soldiers in London report that the cinemas there are showing an exceptional crop of good films, "Ninotchka," "Gulliver's Travels" and "Destry Rides Again," having restored prosperity to the boxoffices. There are more song and dance shows in the west end theatres than has been the case for years.

National film board's hockey film will be followed by others on the various characteristic Canadian sports—"Cavalcade" was revived for a week after an absence of seven years, by Joe Lightstone at the Orpheum . . . Children called as witnesses in a case against the manager of Verdun's Park Theatre accused of admitting them to see the films, were not called to testify. The manager was fined $50 and costs in each of three infractions.

Quebec provincial tourist bureau is making an educational and technical film on skiing, according to J. L. Boulanger, director of the bureau . . . Eugene Savard, manager of the St. Denis, arranged for children to be permitted to attend showings in the theatre of a religious film, "Therese Martin," and "Pauvre Petite Fille," a Shirley Temple film in French.

Paul Muni's film, "We Are Not Alone," got additional advertising when the Monkland ran it four days, starting midweek instead of at the weekend as previously announced.

"Northwest Passage" Has Old Ties in Toronto

TORONTO—"Northwest Passage" is announced as the feature which is following the Canadian premiere of "Gone With the Wind" at Loew's Toronto, an engagement which went to eight weeks at $1.50 top. Arrangements for the opening of "Northwest Passage" include a parade of the Queen's York Rangers of Toronto, a Canadian infantry unit which is officially known as the 1st American Regiment because it was organized in 1759 in New Hampshire as Rogers' Rangers. The latter became known as the Queen's Rangers when they transferred to Fort York, now Toronto. Col. C. H. Rogers, O.B.E., of Toronto, who commanded the unit of the Canadian Expeditionary Force in the last war, is a descendant of the original Col. Rogers who is characterized in the film, and is to be a guest of honor at the opening performance.

Air Force Probe Seeks Managers' Testimony

LONDON, ONT.—Two theatre managers at nearby St. Thomas were witnesses at a probe instituted by Premier Hepburn to substantiate his charges there had been a walkout of enlisted men at the St. Thomas air training base.

Harold S. Preston of the Capitol said at the request of military police he projected a slide onto the screen on February 10, notifying members of the air force in his audience that a muster parade had been called for 2:30 p. m. He produced the slide as an exhibit. Preston was formerly on the staff of the Capitol at London.

Wellington Tyers of the Granada said he paged the theatre with a similar announcement but that no one responded.

Commissioner W. H. Stringer, in charge of the probe, found there had been a walkout.

Canadian Restores Lines

LONDON, ONT.—Lieut. Harry Hadwin, for many years director of the orchestra at the Capitol here, played a leading role in restoring communications for the Southern Railway in England, after that country was swept by a severe blizzard. He had charge of a party of 24 expert linesmen from first Canadian divisional signals, in camp at Aldershot, who worked for more than a week restoring 25 miles of disrupted communications.

John Farrow Enlists

TORONTO—John Farrow, husband of Maureen O'Sullivan and a director for RKO in Hollywood, has enlisted in the Royal Canadian navy as a lieutenant and has been posted for active service on the naval staff.

Goldhamer With Coleman

TORONTO—S. A. Goldhamer, formerly with Canadian Sound Equipments here, has been appointed service engineer with the Coleman Electric Co., theatre supply firm.

Selling Seats in the Dominion

TORONTO—Tom Mascaro, manager of the Capitol, Belleville, Ont., has earned distinction in the Associated Theatres group for his exploitation campaign on "First Love," in which he had the cooperation of the Metropolitan store in the distribution of 1,000 photos of Deanna Durbin among customers, the store paying half the cost of the pictures. He secured a tie-up with a jewelry store in a window display of "First Love" silverware while a music store made a display of the song sheets. A radio store plugged the ballyhoo record for a week in advance of the engagement and Mascaro also used the recording in the theatre. The local newspaper worked up a cooperative page of advertising with local merchants and the theatre secured extra readers and a scene mat. Standees were used in a number of windows and in the theatre lobby where he also used a silk banner.

Manager Grant Garrette of the Geneva, Orillia, distinguished himself with his campaign on "At the Circus" in which he distributed 600 cards to students, with lucky number free admissions and used two street ballyhoos, one of which consisted of a headless man carrying a sign reading, "I laughed my head off at the Marx Bros." A second man paraded the streets on a cold day dressed in a bathing suit, galoshes, fur cap and smoking a cigar and handed out cards which bore the word "Nuts" on one side and an advertisement for the picture on the other. Two red and yellow barrels were placed in front of the theatre with "Don't Feed the Animals" signs. Through openings covered by wire netting could be seen stills of the Marx brothers.

For "Destry Rides Again," Manager Garrette used a street ballyhoo that comprised three horsemen, each bearing one word of the picture title.

In exploiting "Stanley and Livingstone," Garrette secured an original copy of the London *Illustrated News* published in 1872 which was displayed with other material in the window of the local newspaper and also made use of a large scene mat from the pressbook for a contest herald for which he offered passes for the best coloring job by a school pupil. For "Little Accident" Garrette displayed a large celluloid stork with a baby cutout in a store window.

Manager Keith Wilson of the Marks, Oshawa, and H. B. Neun of the Granada, Chatham, distributed small accident insurance policy envelopes containing a safety pin for "Little Accident."

For the showing of "U-Boat 29" at the Granada, Dunnville, Manager Don Doberer distributed advertising blotters bearing a coded message, used in the last war, and offered passes to the first six persons who brought the deciphered copy to him at the theatre. He used a large wall map of Africa in the lobby in special exploitation in advance of "Stanley and Livingstone."

Manager Harry B. Neun of the Granada, Chatham, secured the cooperation of a large dairy company on "Little Accident" in the placing of hangers on all milk bottles delivered in the city and district. For "Black Room," Manager Neun painted the title of the feature on snow banks in black paint with the help of a large stencil.

H. C. Tyers, manager of the Granada, St. Thomas, made use of the Confucius craze in exploiting "Each Dawn I Die" by employing a folded herald on the outside of which appeared "Confucius Say —" followed by a line in Chinese writing which nobody could read. He himself did not know the answer but it was the only available Chinese type in the city. Inside the folder was an announcement about the picture.

Baby announcement cards for "Little Accident" were used by Manager G. Beavis of the Royal, North Bay. The cards bore an illustration of a stork with the following: "The Royal Theatre proudly announces the arrival of Baby Sandy, 'Little Accident.'"

Dominion Doings

ONTARIO

ORANGEVILLE—Sam Merlina, proprietor of the Uptown here, has completed the installation of new seats and general interior renovation.

LINDSAY—New seating and an improved air conditioning system have been installed in the Kent Theatre here by Miss Jane Edmonds, manager.

NIAGARA FALLS—Bids for the New Seneca to be erected here by Famous-Players have been submitted.

ST. THOMAS—New sound equipment has been installed in the Granada by Manager Wannie Tyers.

PARRY SOUND—Tenders are in for construction of a superstructure on the theatre here.

MANITOBA

WINNIPEG — Thirteen motion pictures were rejected by the Manitoba censor board in 1939 . . . O. C. Wilson, organizing head secretary of the National Film Society of Canada, on a visit here, urged the increased showing of Canadian films and offered free distribution to schools of specified educational films.

SASKATCHEWAN

SWIFT CURRENT—New sound has been installed in the Lyric and Eagle theatres.

ALBERTA

EDMONTON—The city council defeated a proposal to permit smoking in theatres.

SASKATCHEWAN

SEEKING money for patriotic purposes, a Chinese group is traveling across Canada showing war trophies and a motion picture dealing with the war in Chica and Vancouver Chinese efforts to raise money. They show the picture at theatres in small towns, and halls in larger centers, counting on the kindness of the theatre owner to "contribute" his house to "the cause."

Called the Movie Makers, a Moose Jaw amateur film group has just completed two subjects, one a pictorial report of the Children's Shelter, "Sheltered Lives," and the other a cartoon subject . . . Getting the local Red Cross chapter to sponsor the showing of "The Lion Has Wings" helped the Pallais at Craik do good business.

If it's the fashion to look at fashions at Easter, then let 'em look in the theatre, figured Bill Novak, manager of the Capitol, Regina. He invited several stores, women's and men's, who cooperated in window space in the past, to use the lobby for spring models. Delighted, they did . . . and gave more window space to current attractions.

The Orpheum, Prince Albert, was scene of the annual three-day cooking school sponsored by local merchants . . . The Orpheum also was loaned to the Business Girls' Ass'n for a style revue in aid of the Red Cross . . . For the first time in its operating history the Milestone showhouse, the Town Hall, offered its patrons fight pictures (Louis-Godoy) this week. Radio was responsible. It built interest locally.

Showing "The Wizard of Oz," the management of the Lanigan Theatre, Lanigan, succeeded in getting schools in the surrounding district to close for an afternoon to ensure the pupils seeing the picture. Some came 15 to 20 miles over extremely bad roads.

Combining local vaudeville, speeches and motion pictures, the Young Theatre, Young, staged a bang-up "Irish Night" on March 15 . . . The Strand, Prince Albert, went military-minded in a big way last week what with "U-Boat 29" the first part of the week and "France Is Ready" to finish off. The discovery by one Prince Albert patron that his son was shown in the newsreel accompanying the second picture, resulted in a free puff in the P. A. Herald *. . . The Star Theatre, Unity, was turned over to the Red Cross on March 12 for presentation of three one-act plays . . . The Orpheum, Nipawin, was donated gratis in aid of the Canadian Legion War Services Fund for the "Cavalcade of Nipawin."*

R. W. W. Robertson, Regina collegiate teacher, was re-elected head of the Regina branch of the National Film Society at the final meeting in the Rex. E. F. Holliday was chosen vice-president with R. L. Coleman as treasurer. Stan C. Atkinson, head of General Films, Regina and Toronto, was named to the executive.

The Capitol, Saskatoon's leading theatre, was taken over by the students of the University of Saskatchewan for two days last week when they presented a musical comedy. Proceeds of the operetta go to the Saskatoon council of the Auxiliary War Services. The following week the Capitol was taken up mornings with the annual Star-Phoenix cooking school.

Planned to show how the game is played in Canada by the tiniest tots to the rugged professionals of the National Hockey League, a film dealing with the sport of hockey is being produced by the national flim board.

Harry Phillett of Regal Films, Winnipeg, rushed Easter with a trip around the west . . . Miss Mary Graham, daughter of Mrs. J. Graham, owner of the Grand, Regina, back for the summer after a season in New York as night club camera artist . . . Manager Otis Bowes of the Grand is hobbling about with a sprained ankle. He slipped on the icy sidewalk.

A tie-up with merchants in Herbert on a giveaway night is doing good business for the municipally-owned theatre. Each Saturday night $5 is given away to some lucky person in the audience. If they should have a bill on their person showing they have made a purchase of over 50 cents that day in any one of several stores, the money is doubled.

Ice Skating Documentary Is New ASN Release

MONTREAL—Release is announced of "Flashing Blades," a new Canadian Cameo, produced by Associated Screen News, and showing simultaneously at the Palace, Montreal, and the Imperial, Toronto.

The color film gives a cavalcade of the progress of ice skating in Canada from the days when grandfather was young to the present time. Shots are given of skating on Toronto Bay as it was in 1879, and contrasting shots of fast moving scenes in a modern rink.

World famous stars appear in the film, including Megan Taylor, ladies' figure-skating champion of the world, Montgomery Wilson, champion of Canada, Barbara Ann Scott, Canada's junior figure-skating champion, and the North American champion fours.

Enlivening the film is a catchy musical score by Lucio Agostini of Montreal.

Associated Screen News is distributing in Canada the non-theatrical new Castle film, "Finland Fights" of which a preview was given at ASN studios. It was also shown as a special feature of the Finnish Aid Committee's smorgasbord evening at the Palais d'Or, on a program presented by the Montreal Finnish Society. The film pictures the heroic defense of their country by the Finns against the invading Russians.—R. C.

WINNIPEG

BRINGING to a close his highly successful showing of "Gone With the Wind," Harold Bishop has been hard at work exploiting hit films. For his showing of "The Fighting 69th," Bishop invited Father MacIsaac, Catholic Padre, to see the film, and as a result the father spoke on it from his pulpit. "Broadway Melody of 1940" was screened for the Dancing Masters Ass'n and boosted to its members. Tie ups with music stores, radio stations and dance halls aided further in publicizing the film.

Big news of the week was of course the banning of the March of Time dealing with Canada's war effort, with Don Gauld of the Metropolitan finding himself in the fortunate position of playing the short at the time and garnering tremendous publicity from the numerous statements and editorials which followed Premier Hepburn's Ontario ban.

Eddie Newman went to town with exploitation on his current showing of "Charlie McCarthy, Detective." A tieup with the Winnipeg *Free Press* resulted in a free showing for Winnipeg orphans, and netted Eddie 450 lines of free publicity. In addition Eddie got 150 window displays as well as 64,000 grocers' handbills featuring the picture and playdate; tie ups with the Bay and T. Eaton Co., in the toy departments; one with the Canadian News Co., which gave him banners on the company's trucks, a 24 sheet float, and an advance program of teaser ads.

The French government is arranging for the showing of a number of single reels on France which were shown at the New York World's Fair and will be shown again there after being shown in Winnipeg.

Competition from outside sources has been usually keen here. For the first time in five years the Canadian badminton finals are being held here; the MacDonald Brier curling finals are being held in the city for the first time in history; the Winter Carnival was a sell out for the three days which it played; the YMHA major show attracted large crowds; Premier King and Minister of Justice La Pointe spoke before 7,000. Doctor Manion drew almost as many and in addition the senior and junior hockey finals are drawing crowds.

"France Is Ready," the official French government motion picture showing the might of France, has been endorsed by the Canadian Legion in Manitoba and Saskatchewan and they are sponsoring the showings. A percentage of all such showings is allowed the Legion to carry on their work. The film is released by Grand National.

Sovereign Films, distributors of 16mm films, have opened an office in Winnipeg . . . John A. Shuberg of Vancouver is temporarily looking after the Rio . . . Helmer Jernberg, former manager of the Rio, is making new connections.

Garnet Wright has been made manager of the Bijou . . . Jack Fitzgibbons, son of J. J. Fitzgibbons, is in Winnipeg, assisting at the Capitol.

F-P Canadian Net Earns $2.12 Per for Common

TORONTO — Famous Players Canadian Corp. reports a total income of $2,375,459 in its financial statement for the past year, as compared with $2,451,229 in 1938. The company's net profit is $904,324, which is equal to $2.12 per common share. This compares with a net of $974,788 the previous year.

The earned surplus now is forwarded to $3,846,486 as against the $3,364,686 shown at the end of the previous calendar year, while the company's financial condition has been improved through the reduction of the bonded indebtedness and mortgages.

The liquid assets, composed of cash, call loans and government bonds total $1,826,000, while total assets are $16,095,602. Dividends paid the past year totaled $422,524 as compared to $326,819 the previous period. The first quarter dividends for 1940 have been declared payable at the end of March.

Favorable Nets Shown by F-P Incorporated Units

TORONTO—Incorporated units of Famous Players Canadian Corp., Toronto, have revealed favorable financial statements for the fiscal year ending last December. Hamilton United Amusement Co., Ltd., operating the Kenilworth, Regent and Kenmore in Hamilton, reported operating profit of $73,920 before allowance for depreciation and taxes and an increase in earned surplus to $87,188 from $85,286 in spite of war conditions during the last four months of 1939. Dividend payments on preferred stock totaled $46,369 and a current payment has been declared of 1½ per cent payable March 30. Current assets are listed at $157,293 against current liabilities of $13,224, leaving a working balance of $144,049. Net profit for the 12 months was announced as $48,195.

Eastern Theatres, Ltd., Toronto, operating the 3,400-seat Imperial in downtown Toronto, showed a net working capital of $301,484 at the end of 1939, compared with $261,513 at the close of the previous year, with current assets of $314,561 and current liabilities of $13,077. Net profit for the 52 weeks was $41,905 after payment of all charges which is equal to $8.38 on each of the 7 per cent preferred shares of the company. After dividend requirements there was 21 cents per share on the 32,000 outstanding common shares. Depreciation account for last year totaled $24,892.

Extensive Renovations Planned by McGeachie

SAULT STE. MARIE, ONT.—Complete renovation, to include new floor, new seats, air conditioning and a new front and decorations, is planned for the Algoma Theatre here by W. P. McGeachie, manager.

Contracts for the work have been awarded to two local contractors and the theatre will likely be closed down during the month of April while the work is being completed.

B. C. Independents Pick New Officers

VANCOUVER—At the annual meeting of The B. C. Independent Theatres Ass'n, held on March 12, the principal business transacted was the election of officers for the ensuing year, who are as follows:

President, Archie Calladine, Rio; vice-president, Russell McTavish, Cambie; secretary-treasurer, Reg. Fairleigh, Hollywood; and six directors: Dan Sutherland, Kingsway; Tom Shields, Olympia; Jack Cooperband, Roxy; all of Vancouver, with G. G. Baiss, Capitol, Duncan; H. F. Warren, Roxy, Alberni; A. Laurienti, Rialto, Trail.

The meeting was fully attended, with many out-of-town members on hand.

MARITIMES

MRS. O'ROURKE, wife of T. J. O'Rourke of the Gaiety, Minto, N. B., is a patient in St. Joseph's Hospital, Saint John, where she underwent a serious operation recently.

Frank Goldhar of Montreal has arrived in Saint John to take over as booker-salesman with the Maritime Film Co., franchise holder in the Maritimes for Columbia pictures.

At the March meeting of The Film Girls' Patriotic Club, held at Regal Films office, Harry Selick, brother of Helen and Doris Selick of the Regal staff, won a radio.

"Swanee River," at the Jubilee, Stellarton, N. S., was held over to play a full week, twice the usual playing time.

Recent visitors to Filmrow included Mr. and Mrs. Carman L. Piggott of the Strand, Bridgetown, N. S., and J. E. Butler of the Imperial, Moncton, N. B.

Mr. and Mrs. W. W. O. Fenety of the Gaiety and Capitol, Fredericton, N. B., have returned home after spending several weeks in Florida.

Charles E. Staples of the Queen, St. Stephens, N. B., and the State, Calais, Me., spent a few days on Filmrow recently.

Mitchell Franklin of the Mayfair, Saint John, N. B., who is spending a vacation in Florida, was a passenger on the Caribbean Clipper *from Miami to Havana recently.*

Drinking Scene Deletions Asked by Conventioneers

TORONTO—The Ontario censor board has been asked to get busy with its shears in the elimination of all scenes of drinking from all films before they are approved for theatrical showing.

The blanket request came from the convention of temperance organizations of the Province which was held at King City. The recommendation has been filed.

Commons Candidate Is Known to the Trade

TORONTO—Neil Cameron, candidate in the Davenport Riding of Toronto in the elections for the Canadian House of Commons March 26, is well known among exhibitors of Ontario who have featured giveaways as the head of the china importing firm of Cameron Wholesale Co., Toronto, a considerable number of theatremen having handled the lines of this company for premium purposes.

Cameron, who is making his first bid in the political field, also has been prominent as an organizer of the Retail Merchants Association of Canada, has been a trade paper publisher and active in various associations. He has operated his china business for the past 20 years, two sons being officers of the company.

Extend Remodeling Work At Regina Metropolitan

REGINA, SASK.—Orders to proceed with further work in addition to that already authorized have been given by Famous Players Canadian in connection with minor remodeling at the Metropolitan here. Originally it was planned just to add new men's and women's washrooms by installing them next to the basement lounge and making possible a larger, wider foyer upstairs. Now Vic Armand, director of building operations for the company, is planning on complete remodeling of the lounge as well.

F-P Opens Third Unit In Guelph, Ontario

TORONTO—The latest link in the chain of Famous Players Canadian Corp. was opened at Guelph, Ont., on Good Friday when the Palace bowed as the third unit of the circuit in that city, the others being the Capitol and Royal.

R. McKibbin, manager of the Royal, has been placed in charge of the new Palace while Stan Andrews has been transferred from the Capitol to the Royal. Succeeding Andrews at the Capitol is Martin Simpson, formerly assistant manager at the Capitol, Hamilton, Ont.

Handbill "Bombing" Out in Toronto

Toronto—The bombing of Toronto with handbills from airplanes as an exploitation stunt has received official disapproval—not as a wartime measure or because the residents might think it was a real raid, but on account of the littering of streets with paper.

The law prohibiting the scattering of handbills from an airplane is far from being a new one but it applies even though it was written before flying became an ordinary experience. It prohibits the scattering or throwing of pamphlets, folders, handbills, dodgers or paper upon the streets or lawns of the city by any means or method. The stunt was used last week and it brought a warning that such a practice was illegal.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 3-23-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

.....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State.....

RKO Radio (023) **95 Minutes** **Rel. Feb. 23, '40**

Producer-Director Gregory LaCava's screen version of the Broadway stage success is a triumph of motion picture making and must be acclaimed, by any valuation, as one of the outstanding entertainment treats among current releases. So adroitly are blended the many elements of the original—its pathos, drama, tragedy, romance and, above all, comedy—that the background of squalor and sordidness fail to detract one whit from the feature's attractiveness. Production and portrayals are flawless throughout. Ginger Rogers as the confused girl bride who is trying to escape the influence of an easy-moraled mother, a drunken, frustrated father and a scheming, licentious grandmother, rises to new heights as a dramatic actress, while her delineation is paralleled by every member of a carefully selected cast.

Ginger Rogers, Joel McCrea, Marjorie Rambeau, Henry Travers, Miles Mander, Queenie Vassar, Joan Carroll.

Primrose Path A

Drama

Monogram (3962) **48 Minutes** **Rel. Feb. 22, '40**

One of the shortest westerns produced, Jack Randall's current gallop re-unites him with Mrs. Randall (Louise Stanley), as a western team. It's the story of a gambler who changes chips for a job as a cow country foreman, gets himself into a position of trust, and is trapped by his past reputation when there's a murder for money. Shouldering the comedy load is Frank Yaconelli, who, besides lines, coughs up one semi-comical song, to which he adds his own guitar accompaniment. Familiar western villains—Charles King, George Chesebro, and Reed Howes—make up the deviltry detachment. Hardest working of the technical crew was Editor Robert Golden, who bore down on the scissors which brings the completed film in 12 minutes short of an hour. Good kid fare.

Jack Randall, Louis Stanley, Kenneth Duncan, Frank Yaconelli, Reed Howes, Charles King, George Chesebro.

Cheyenne Kid F

Western

Colony (——) **61 Minutes** **Rel. ————**

Ken Maynard dons the habiliments of a range phantom to right the wrongs in money lending done by an uncle, who willed him a ranch, some mortgages on farms which spell a peck of trouble, and the enmity of a man who had used him (Ted Adams). It is a good action picture, slow in places, but with sufficient normal western properties to find appeal for juvenile audiences. Maynard's job in the story is to try and help the farmers in a valley near his ranch, but they having hated his uncle, refuse help from him. Masking himself as the phantom and keeping up appearances of having thrown in with Ted Adams and his riff-raff, Maynard goes around the country handing out money enough to each rancher to pay himself off.

Ken Maynard, Dorothy Short, Harry Harvey, Ted Adams, Dave O'Brien, Tom London, Reed Howes.

Phantom Rancher F

Western

Warner Bros. (——) **120 Minutes** **Rel. Mar. 23, '40**

Action is, of course, the dominant note of this more or less historically authentic document which turns to the site of the famous Comstock mine for its story and its title. And what action! Additionally it can boast of production sweep, a cast of more than ordinary talent and proven boxoffice magnetism, and tremendous exploitation possibilities. Which adds up to allocate the feature to the substantial pay dirt division, regardless of who does the assaying. Suspense is written in impressive strokes and the entire production is in broad and lavish terms. The Civil War sets the stage and focuses the motivation, with Errol Flynn, of the Union forces, and Randolph Scott, of the Confederates, vying for military objectives as well as for Miriam Hopkins, the romantic interest. Michael Curtiz directed.

Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Frank McHugh, Alan Hale, John Litel.

Virginia City F

Historical Western

Monogram (——) **60 Minutes** **Rel. Mar. 20, '40**

High crime on the New York-Montreal line makes up the dramatic content of "Midnight Limited." As average entertainment with emphasis on thrill content, it should serve. The story unfolds plausibly in spite of the profusion of clues scattered through the action, and performances fit the bill. A series of robberies and a murder are committed on the train. John King, as a sleuth, takes over the investigation. In the course of his nosing about he eventually rounds up the guilty party. The railroad atmosphere is aptly maintained throughout. The climax comes on a last trip to Montreal when King lays a neat plan for the apprehension of the gang. It works in good time and with a fair amount of action. King's romance with Marjorie Reynolds culminates the affair.

John King, Marjorie Reynolds, George Cleveland, Edward Keane, Monte Collins.

Midnight Limited F

Melodrama

Sack Amusement Ent. (SR) **66 Minutes** **Rel. Jan. 15, '40**

The combined efforts of an all-colored cast fail to lift his film from the amateurish division. If it had a novel, fantastic idea perhaps that would have saved it. It is mystery melodrama, poorly performed, unconvincing and dull. A freakish monster, half gorilla, half Frankenstein laboratory creation, provides the chills which only the most undiscerning will experience. For story it utilizes a tale of a mysterious woman doctor and her monster which she keeps in the cellar. A young married couple is involved when she is murdered. Three more murders occur in the house before the monster is killed and the place burned down. No reason is advanced for the monster's presence. There is entirely too much reliance on borrowed, familiar material.

Alfred Grant, Daisy Bufford, Laura Bowman, Arthur Ray, Zack Williams, Spencer Williams jr.

Son of Ingagi F

Col. Mys. Melodrama

20th Century-Fox (039) **65 Minutes** **Rel. Apr. 12, '40**

Jumpy motivation and badly-timed direction, nullifying the work of a competent cast, shove this one down into the lower brackets, where it is doubtful that even the juvenile matinee element will derive much enjoyment from it. Action sequences are few and far between and the dialogue is, in many cases, amateurish, making it a difficult task for Cesar Romero, in the title role, to lend any degree of credibility to his part. That he does so at all is vastly to his credit in face of those handicaps. For the rest, the picture is in the stylized western formula, with Romero and his stooge—Chris-Pin Martin—muscling in on a gang of bad men who have the father of a beautiful girl in their clutches. After saving them, the Cisco Kid and his pal ride out into the desert dusk. Norman Foster directed.

Cesar Romero, Chris-Pin Martin, Jean Rogers, Stanley Fields, Harold Goodwin, Charles Judels, Minor Watson.

Viva Cisco Kid F

Western

Republic (——) **68 Minutes** **Rel. Mar. 12, '40**

The dramatic content of "Forgotten Girls" builds its structure on the effect of environment on crime and eventual complications. Again there is the newspaper reporter who comes to the aid of the hapless heroine and in the last fadeout marries her. Between these two factors there is a wealth of interesting detail. Louise Platt fights off the advances of Jack LaRue in a tenement apartment and becomes involved with the police after he is killed by Wynne Gibson, her stepmother. She goes to jail and is reasonably happy there. Later she is forced to escape through the machinations of Miss Gibson and her underworld connections. Liberated, the prison officials think her dead because of the method of escape. Miss Platt refuses to be party to the act and decides to give herself up. The conclusion is satisfactory for all.

Louise Platt, Donald Woods, Wynne Gibson, Robert Armstrong, Eduardo Ciannelli.

Forgotten Girls F

Drama

Astor Prod. (SR) **70 Minutes** **Rel. ————**

Feeble drama of a type that has been rehashed many times before with a background of a south Pacific island where it is man against man and the ladies are out to get them all, is what is offered here. Not for one moment does the story rise to anything in the nature of its potentialities. The performances are unconvincing. The story seems to have been cut from a pattern which long ago went out of vogue. A pianist, getting away from the tedium of the civilized world, goes to the South Seas and starts diving for pearls. He meets a girl and forgets his love in the other world. Another pearl diver is doing the same thing to forget the same person. In the course of their fortune hunting in the sea an accident occurs and there is the usual rescue, etc. The pianist discovers the girl's love.

Lloyd Hughes, Shirley Ann Richards, James Raglan, Elaine Hamill, Campbell Copelin.

Vengeance of the Deep F

Drama

SELLING ANGLES: **"Phantom Rancher"**

Picture for weekend bookings, angled for kid trade almost exclusively. The adults who care for this kind of picture will come by themselves. Up on the marquee, put plenty of Ken Maynard and Tarzan, because they're the only two personalities in the picture which any merchandising emphasis can be tied to. Since Ken Maynard tries to give back mortgages to farmers, and finally has to furnish them the money to buy them with, a gag might be worked on this angle.

CATCHLINES:

Hated by All the Range Country, Ken Maynard's Money Was No Good . . . Forced to Change Identity to Even Give It Away.

Ken Maynard Hemmed in by Suspicions—on One Side by the Men Who Killed His Uncle, and on the Other by Farmers Who Want to Kill Him.

SELLING ANGLES: **"Cheyenne Kid"**

This seems to be a good year for screen heroes to get married with approval of audiences, and "Cheyenne Kid" has the personal angle of being the first released by Monogram since Jack Randall and Louise Stanley were married. They work together in this picture, which might be worked into a teaser. Usual lobby decorating in western style can be hauled in to help create atmosphere, and up on the marquee the load should be placed on Randall, who is up among the leaders in western popularity generally.

CATCHLINES:

The Cheyenne Kid Stops Gambling to Keep OUT of Trouble, But That's When He Really Gets Into It.

Jack Randall Trades a Pack of Cards for a Pack of Trouble.

SELLING ANGLES: **"Primrose Path"**

Try to impart a sort of shanty-town atmosphere to the lobby by dressing attendants in cast-off clothes and building a rickety-looking wall along the sides of the foyer. Stills showing Ginger Rogers in pig-tails and old clothes could be planted with beauty parlors, women's dress shops and other spots as a contrast to spring styles. Give the marquee and advertising credits to Miss Rogers and Joel McCrea. Tie up with florists on a specially-shaded rose called a "primrose."

CATCHLINES:

A Courageous Girl . . . Who Fought the Handicap of an Unhappy Home to Win the Love of Her Man.

It's a New Ginger Rogers . . . In the Most Powerfully Dramatic Film of the Season.

SELLING ANGLES: **"Son of Ingagi"**

This one is for the colored house. Much stress should be placed on relation to the film, released a few years ago, with a title somewhat similar. That one dealt with a gorilla who kidnaped a native woman. The indications point to a costumed ballyhoo stunt wherein curiosity and fright might be aroused. This can be done either on the streets or in a store window. Where there are Negro newspapers prepared stories should be submitted. The reception accorded colored films in the past should be the exhibitor's guide.

CATCHLINES:

A Murderer Was in Their House But They Never Saw Him.

The Killer Struck Four People Down Before He Was Cornered.

SELLING ANGLES: **"Midnight Limited"**

The pressbook is full of clever ideas that will aid in putting this one over, but the fact seems to be overlooked that John King has voice possibilities. He sings a short number in the film and very well, too. His is the name for exploitation. Among the other stunts offered are the conversion of the theatre front into something similar to a railway depot, a candid camera contest, a timetable giveaway gag, decorations for lamp posts, line drawing contests, fashion angles for Marjorie Reynolds and an assortment of interesting publicity releases about the cast.

CATCHLINES:

The Phantom Killer Escapes . . . To Strike Again . . . A Roaring Thunderbolt of Thrills.

Somewhere Among the Strange Human Cargo on This Death Express Is a Murderer.

SELLING ANGLES: **"Virginia City"**

Cash in on Warner's nationally-broadcast exploitation, which included a trek to Virginia City with stars, a radio hookup and newspapermen. Get over the colorful mining-town atmosphere in lobby decorations and costumes for your attendants. Promote a beard-growing contest among the local element and hold a "costume party" on the first night, with prizes awarded for the attire most closely resembling that worn during the Civil War period. Libraries should be contacted for displays of books dealing with the historic Comstock lode. Prepare throwsheets as mining certificates.

CATCHLINES:

Here's Roaring, Rugged Action . . . Lifted Out of History's Pages . . . Into the Living, Breathing Present.

A Page of Drama and Romance . . . Torn From One of the Most Exciting Chapters in America's History.

SELLING ANGLES: **"Vengeance of the Deep"**

The exhibitor should concentrate his attention on garnering first day business. There is little to work with in the way of cast names. Cooperate with local toy stores on working up a model boat-building contest. There are colored lobby display cards. Have amateur critics work off their artistic endeavor, as suggested in the pressbook. If it is possible, try to get hold of a diving suit, or cook one up with canvas and assorted gadgets and display it in the lobby. It is a standard maritime prop that has served ably in the past.

CATCHLINES:

He Went to the South Seas to Find His Girl a Pearl.

Daring Pearl Divers Brave the Deep to Forget Love . . . And to Win It.

SELLING ANGLES: **"Forgotten Girls"**

The five principal players—Miss Platt, Miss Gibson, Woods, Armstrong and Ciannelli—might be effective lures when their portraits are properly displayed. Barbara Pepper who is rapidly becoming a bit player of importance is also featured. For her, the sex appeal angle. The pressbook features a number of stories about the cast, what they think, their formulas for success and various biographical material which could be planted in local dailies. Promote a search for "forgotten girls." Transportation mediums are good places to spot advertising.

CATCHLINES:

Hapless and Helpless Victims of Ruthless Men, They Sacrifice Their Right to Happiness for the Right to Live.

Betrayed by Her Own Mother . . . She Fought Alone Against the Underworld and the Police.

SELLING ANGLES: **"Viva Cisco Kid"**

Build up a Spanish-American lobby atmosphere by stringing up colored gourds, blankets and pottery. Tie up with restaurants to place "Cisco Kid" Spanish dishes on their menus. Dress usherettes in senorita costumes. Display stills of Romero, playing a guitar, in music stores. Hire three or four amateur musicians, attired in Mexican costume, to stroll through the streets or stand in front of the theatre singing Latin-American music. Spell out the picture title in rope, mounted on compo board, under the marquee.

CATCHLINES:

The Romantic Robin Hood of the Rio Grande Sweeps Into Action Again.

Fighting to Live . . . And Living to Love . . . The Gayest Desperado of Them All.

Short Subject Reviews

George Olsen and His Music

Paramount Headliner 10 *Mins.*

Starts off slowly, but picks up after the first number. With Jean Blair, the songstress; the Bachelors, singing trio; Ronnie Mansfield, who plays an electric organ, and the Harrison Sisters, a harmony trio, Olsen leads his music men through a happy melange of numbers which include "Chiri Biri Bin." Will help to diversify the program.

Females Is Fickle

Paramount Popeye Cartoon 7 *Mins.*

It's Olive Oyl who makes life miserable for sailor Popeye. She has a goldfish in a bowl. He jumps out into the ocean and Popeye goes after him. What the sailer has to go through before he retrieves the fish is amusing. And after the fish is back safe in the bowl, Olive Oyl decides to free him. Which helps to make matters more complicated for Popeye and more entertaining for the youngsters.

Ants in the Plants

Paramount Color Classic 7 *Mins.*

An entertaining subject for children and adults, this Max Fleischer color cartoon. It deals with ants, how they keep themselves busy in their underground huts and how they are prepared to meet the enemy. When one of the ant eaters comes along, the entire band of ants join for the attack which ultimately leads to victory.

Stuffie

M-G-M (Pete Smith Specialty) 11 *Mins.*

Pete Smith's other specialty, besides a short subject series, is his feeling for dogs and their problems. Here he deals with a brief account of a small dog that vies for the affections of a young mistress with a St. Bernard. It is well done and touching.

Puss Gets the Boot

M-G-M (Cartoon) 8 *Mins.*

The animation of this item is the usual cat-plays-with-mouse stuff with the tables eventually reversed. The coloring is fine. Humor was injected with sly ingenuity. Ideal for the children.

"Quiz" for Showmen

NEW YORK—An attractive and ingenious sales promotion book prepared by Leon J. Bamberger, RKO sales promotion manager, for "Primrose Path," takes the form of a "Quiz," this time for showmen, on the acting and production personnel of the feature. On the front cover is a square of mirror-coated metal with the words: "The One Who Should Know All the Answers." The book has been sent to exhibitors, circuit officials and house managers throughout the United States, Canada and Australia.

Northward Ho!

M-G-M (Miniature) 9 *Mins.*

Here is the advance ballyhoo for "Northwest Passage." It is a documentary piece about the preparation for the film, how the location was found and the attendant production details. Gable, Tracy and a host of other players appear briefly. There are also spectacular shots from a number of highspot productions of recent years. It is a well-made teaser that also proves to be interesting.

What's Your I. Q.?

M-G-M (Pete Smith Specialty) 7½ *Mins.*

Pete Smith, with what almost amounts to surrealism in his popping of the questions, delivers in this short what should fit in snugly with the popular radio trend in quiz programs. It seems to be a trial balloon as far as a series is concerned. The questions are everyday, run-of-the-mill stuff. It has merit, chiefly in the Smith humor.

Not So Dumb

Paramount 10 *Mins.*

Animals are not so dumb and here is the proof, which at the same time makes for pleasant entertainment. By training, the raven, penguin and lion carry out orders from their masters. The windup scene of the man and lion tussle is gripping. The penguin crossing traffic at a busy thoroughfare is unusually good.

Way Back When a Nag Was Only a Horse

Paramount Cartoon 7 *Mins.*

This one will probably meet with good reception among the youngsters. It is a cartoon going back to the stone age when the cave man bowed to his wife. Mrs. Stonehatchet decides to go shopping, takes her spouse along and then the fun begins. What the subject really amounts to is a travesty of man's objection today to shopping with the missus.

Night Descends on Treasure Island

M-G-M (Traveltalk) 9 *Mins.*

As a Technicolored series of views of the San Francisco Fair at night, this could have been much better. But as a display of the art masterpieces shown there it has much merit and information in addition to its skillful reproductions of the paintings.

Two of a Kind

Paramount Sportlight 10 *Mins.*

With Ted Husing handling the narration of this subject in the series of Grantland Rice's Sport Parade, the interest in doubles and twins athletically inclined is enhanced considerably when such personalities as the DiMaggio brothers, the Patrick hockey twins, the Rudd brothers, sprinters, and Ken and Walt Wilhelm, archers, do their stuff.

Foreign Language Features

The Great Light

Esperia Films 80 *Mins.*

Drama. Italian-English titles. Effective drama expertly relieved when the press of emotions nears the maudlin, "The Great Light" should prove an entirely satisfying offering for audiences that understand the language and students of the international cinema. Performances are expert. The yarn deals with the troubles that befall Nazzari, a country blacksmith falsely accused of murder. He runs away to South America. When, he is cleared of the charge, he starts home but his Peruvian *paisanos* trick him into smuggling. He is caught and goes to jail. Years later he returns to Italy and learns of the interference of his grown daughter's happiness by the man who tricked him into taking the rap for the killing. He sets out to do him in. But the religious atmosphere and the resemblance of his daughter to the Virgin of the Mountain turns him from his purpose and the piece ends on a fine dramatic note.

Amedeo Nazzari, Leda Gloria, Vandina Guglielmi, Carlo Duse, Umberto Sacripanti.

Friendship

Esperia Films 74 *Mins.*

Comedy. Italian-English titles. Italy's latest export is another variation of the triangle theme. Comedy is the keynote and the points of the geometrical figure are husband, wife and friend-lover. Roman cafe society, the modern variety, supplies the characters. It is provoking entertainment with an assortment of laughs and situations that should hit the spot with its language-understanding audience and other interested spectators. Performances are good. The story deals with the ticklish situation a gay bachelor gets into when he visits an old friend after many years. His friendship for his host's wife is mistaken for love by all concerned, including himself. There follows a series of farcical situations in which the shrewd, calculating feminine viewpoint on male susceptibilities is played up. Eventually the woman triumphs in her efforts, breaking up the friendship. And at length she returns to her husband.

Mario Besozzi, Elsa Merlini, Enrico Viarisio, Lisl Anders, Aristide Baghetti.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams
This picture is funny, worthwhile entertainment for the whole family. They'll laugh at it with only a few in the house or with the house filled. Melvyn Douglas is good as usual. Comment can hardly add or detract from this prize package. Business good. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Blondie Brings Up Baby
As Confucius say: "A good thing will never hurt you." No reason why this picture wouldn't click in any spot. It's full of laughs from start to finish. Hope Columbia keeps this series up to par, as they have so far. Sun., Mon. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668. —Frank Blocher, Kimbark, Chicago, Ill.

Music in My Heart
If you like to look out of train windows, you'll enjoy this one. Hollow story. This, however, is not as bad as the general run of Tony Martin pictures. Some say that he can sing. I say that it's too bad that he can't. But he is a nice looking fellow. Business very poor all week. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

U-Boat 29
If these Britishers could put a climax on a picture this would have been okay. It is mostly an educational subject. Audience was indifferent; boxoffice was no good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

First National

Fighting 69th, The
Very good. One hundred per cent satisfactory. Will do business in any situation. Lots of comedy, lots of action and a few tears. That's what it takes to make a show. Sun., Mon. Weather: Cool. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

We Are Not Alone
This picture has some good stuff in it and is a good story. Ran it for eight days with good results. Audience composed entirely of white shirts with tie in place and ladies just as well dressed. Picture will do business anywhere that audience is of the so-called better class. Associate feature helped out with its comedy. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Metro-Goldwyn-Mayer

At the Circus
Here's a good picture that could have a few better points. Why not feature the Marx Bros. musical ability and not so much nonsense? I'm sure they would be a bigger success. Chico's piano playing was unique. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,200.—J. E. Reynolds, Texas, Bishop, Tex.

Earl of Chicago
This is good but just too deep for rural appreciation. We seldom can put this type over here. Sun., Mon. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Gone With the Wind
Yes, it's satisfactory. You'll find your people going away satisfied, even those who read the book and that is something. Metro-Selznick really made the story as written, probably the first time this has ever been done in history. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Judge Hardy and Son
Good. Film has continuity and usual brevity. When the picture is completed in theme, it ends as not a few films do nowadays. Rooney lost no favor with his boxoffice adherents. Business fair. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Joe and Ethel Turp Call on the President
This feature is drawn out a little too long, perhaps, but nevertheless it is a satisfactory, pleasing program picture. Audience reaction satisfactory. Attendance rather poor. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Monogram

Gentleman From Arizona
Excellent entertainment. Pleased everyone. Fine color. Easy on the eyes. Nice story and some good songs. Recommend this to all exhibitors. Sun., Mon. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Paramount

Gulliver's Travels
We played this three days against our better judgment and we were wrong as it did business three days plenty. Proving that once in a while a salesman can be right. Not a "Snow White," but good. Sun., Mon., Tues. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350.—G. B. Woodbury, Bethel, Bethel, Vt.

Light That Failed, The
It failed here, too. It will fail anywhere. Let's forget the whole thing. Business very poor. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

Remember the Night
A darned swell show but the trailer didn't sell it the way it should. This should do good business in any situation. It is an excellent picture with everything in it for audience appeal. Wed., Thurs. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350. —G. B. Woodbury, Bethel, Bethel, Vt.

Rulers of the Sea
I liked this picture personally, even though I thought Douglas Fairbanks jr. didn't measure up in his part. The balance of the cast did very well and the story was very interesting. This fellow Will Fyffe practically stole the show. Those who came liked it but boxoffice was no good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

South of the Border
Gene Autry appears to be wound up and to run out slowly, sans expression. He's a likeable chap and can sing. But in this one he just "puts it out." Public elegantly beguiled by the title—but what about his next picture? Wonder if they ever discard any of the shots they take? Played full week. Admission: 35-20. City and suburban patronage. Capacity: 1,000.—Richard C. Carton, Mayfair, Newark, N. J.

South of the Border
Boys, all you need here is the title. It really is boxoffice. The song and the music dominate the picture. Acting is so-so. Sun., Mon. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

RKO Radio

Flying Deuces
The rest of the exhibitors who have reported this picture are right—it stinks! Audience reaction: The kids liked it. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Meet Dr. Christian
The only good thing about this picture is Gene Hersholt, who always turns in a good performance. Story is very trite. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668. —Frank Blocher, Kimbark, Chicago, Ill.





AL. TEC

Al. Tec *says*

The sound equipment in the projection room of your theatre produces, believe it or not—a "spectrum." Nobody can *hear* a "spectrum," but your Altec engineer, aided by his exclusive Altec instruments, can analyze it and change it. The sound your patrons hear is better, as a result.

ALTEC
SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

Reno
Don't let your RKO salesmen or bookers talk you into setting this one in. It's hard to put your finger on its shortcomings but whatever the reason is, you'll lose not only your shirt but your pants, too, if you play it unless it's tied to a set of dishes or a free automobile. Audience: Very indifferent. Boxoffice: Worst business in two years. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

That's Right, You're Wrong
Not a bad picture but I wonder about the wisdom of depreciating the picture-making end of this industry in the minds of the patrons. A satire on that score might be okay but this thing smacked of **real** realism, and to reveal such stuff to the customers can do very little good. The old caution to be sure the customers laugh with you and not at you still is good advice. Cast all good, especially the girl. Audience: Reacted very favorable. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

20th Century-Fox

Frontier Marshal
Enjoyed pleasant weekend business. As fine a western as you could enjoy. Admission: 30-15. Rural patronage. Population: 2,000. Capacity: 500. —Harland Rankin, Plaza, Tilbury, Ont.

Swanee River
Here is another hit and a big one from 20th-Fox. When Fox makes a picture it is something to bill. A swell story and a swell cast. Also the public raved about the color in this. Tuesday. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Swanee River
If this picture would have had some comedy relief, say a funny Negro like Stepin Fetchit, it would have been tops. As is, the audience only had reason to react twice, once they cry and once they laugh. The rest of the time they just sit there. The music is swell, the acting is fair, but the handling is not so good. Wonder what has happened at Fox anyway? Their stuff sure hasn't shown any of the old fire lately. Audience: No expressions much on way out. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Universal

Big Guy
Too bad. Poor McLaglen hasn't been in a good picture since "The Informer." The audience had this one figured out after the first reel. It's one of those stories that has been hatched too often. Tues., Wed., Thurs. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Green Hell
This was not as bad as some critics would make you believe. My people seemed to like it. Cast perfect. Alan Hale gets better in every pictur.—Sammie Jackson, Jackson, Flomaton, Ala.

Green Hell
A high budget picture that could have been a real show. However, it goes heavily dramatic after the first reel and bogs itself down. There is a little redeeming action in the last reel. Business 75 per cent. Play it on weakest date. Not much good for Sunday. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Warner

Dead End Kids on Dress Parade
Absolutely the wrong type story for the Dead End Kids. Too serious and dry. Business poor. Doubled with RKO's "Reno." Didn't get my rental back. Wed., Thurs. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Dead End Kids on Dress Parade
This is a sample of economy in production. Picture did fair business but cannot be classed as anything but a weak program picture. The boys go sissy in this one and the crowd is disappointed. Not strong enough for Sunday, but very good for week days. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Invisible Stripes
A good show that will please the patrons who like their gangster and prison pictures. Played to fair business even against basketball. Wed., Thurs. Weather: Cold. Admission: 30-15. Small town patronage. Population: 1,700. Capacity: 350. —G. B. Woodbury, Bethel, Bethel, Vt.

Return of Dr. X, The
Poor story. Poor business. No good comments. Doubled this with Columbia's "U-Boat 29" for a good program and they flopped. Imagine what one would do. Wed., Thurs. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

How Did It Do at Your Boxoffice?—Mail This Coupon Today

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

Exhibitor .....

Theatre ..... **Seating Capacity**.....

Type Patronage..... **Admission Scale**.....

Town ..... **State**.....

Population.....

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Store Ties In on Detroit Double Bill Ballyhoo

DETROIT—Two pieces of exploitation are being used by the Cinema here on the current double bill, "Demon Barber of Fleet Street" and "Return of the Frog." Customers going into the house are given two special tickets—these also are used as giveaways in the territory. The first is a stub similar to the familiar rain check, but is labeled "Faint Check." The text reads: "This ticket entitles you to return and see a complete show in case you pass out while seeing the show." A tieup with a local department store, which supplied the printing, was made, and the back of the ticket carries the message "If you don't use this Faint Check at this show, you'll need it when you see (name of store) prices."

The second ticket had a stick of gum inserted and bore the message, "Don't chew your finger nails while seeing the double horror bill. Here is a present from (name of store). It will steady your nerves."

'Bombs Over London' Drive Assumes Actuality Near

NEW YORK—A sales drive that takes cognizance of the Nazi-threatened bombing of London this April, has been launched by Norman Elson, sales manager of Film Alliance, for the company British-made picture, "Bombs Over London."

The campaign includes a special promotional release involving 500 newspapers and 10,000 exhibitors. The releases emphasize the fact that the picture may be a version of the possible actuality. 10,000 broadsides stressing the angle "Hitler has set his date for April . . . set yours now . . . !" are being dispatched to theatre managers. The Associated Press has accepted a number of clips from the film for release against the eventuality of London being bombed.

Handbills in Paper Sacks Sell "Little Old N. Y."

MANHATTAN, KAS.—Barnes Perdue, manager of the Carlton, used a small paper bag, of the sort employed by grocery stores, to promote "Little Old New York." A long colored hand bill was folded at the bottom and inserted in the paper sack with three inches protruding. On this end was printed "It's in the Bag," under which was an arrow pointing down into the bag, where the bill gave picture, display layout, theatre and date.

Letters on "Abe"

KANSAS CITY—Manager Lawrence Lehman of the Orpheum tied up with the University of Kansas City for the run of "Abe Lincoln in Illinois" on a contest based on the best 250-word letter covering Lincoln's life. The student body printed and distributed 1,000 circulars announcing the contest and playdate. Faculty members were the judges.



—Metropolitan Photos

'Red Book' Picks 'Lincoln'—

Red Book's *selection of RKO Radio's "Abe Lincoln in Illinois" as the picture of the month was the outstanding feature of the above window display arranged for the Radio City Music Hall. Supplementing the one-sheet were de luxe* 11x14 *scene stills and the popular priced edition of the book.*

A 4-Year Scholarship In "Son" Promotion

NEW YORK—With a complete four-year college scholarship as a grand prize, UA has worked out a series of contests in 26 coast-to-coast newspapers to pick "The Perfect Son" as a promotion for "My Son, My Son."

Each individual paper's contest will be timed to run for the two weeks prior to the film's opening in each locality in order to derive maximum effectiveness. Readers of each paper will compete for the award, with local winners to be matched in a final contest.

The papers sponsoring the contest in their cities are Philadelphia *News,* Los Angeles *News,* Cleveland *Press,* Houston *Press,* Dallas *Journal,* Rochester *Democrat & Chronicle,* Syracuse *Post-Standard,* Binghamton *Press,* Boston *Record & Advertiser,* Washington *News,* and Chicago *Herald-American.*

Also Gary *Post-Tribune,* South Bend *Tribune,* Peoria *Journal-Transcript,* Rockford *Register-Republic* and *Morning Star,* Atlanta *Journal,* Spokane *Chronicle,* San Diego *Union-Tribune,* Santa Barbara *News-Press,* Bakersfield *News,* Seattle *Post-Intelligencer,* Milwaukee *Sentinel,* Portland, Ore., *Oregonian,* Cincinnati *Post,* Memphis *Press-Scimitar* and Knoxville *News-Sentinel.*

"Gone With the Wind" Billboard Tieup

Kansas City—Forthcoming engagements of "Gone With the Wind" will have the benefit of a tieup developed by a local advertising agency between Loew's and insurance agencies over the country. The tieup consists of billboards showing a house being blown to kingdom come by a storm, and the caption, in letters that seem wind-blown, reads "Gone With the Wind." Below the painting comes the insurance agencies imprint and message. Locally, the Plaza, where "GWTW" is playing a return engagement, has sniped the billboards used by an insurance company here, with the theatre name and the playdate.

Radio Broadcasts Whip Up Interest in Frisco

SAN FRANCISCO—Capitalizing on the interest in current world happenings, the Telenews Theatre has gone into broadcasting in a big way as an added attraction to bring the public into the theatre.

At present the house has many broadcasts originating from the special broadcasting booth constructed in the downstairs lounge. All programs are open to the public and the management is making plans to enlarge the room to handle the crowds that are attending the airings.

News broadcasts are given every hour on the hour. These are five minute summaries and are broadcast over the California Radio System through the local outlet, KSAN. There is a weekly half hour dramatic show built around the adventures of a newspaper reporter, a half hour kiddies show, and a 15-minute quiz program on current news which gives theatre tickets to persons participating and giving correct answers.

The Telenews, also, is one of the few houses in the country to film news for its own use exclusively. Local events are constantly being screened and are not released elsewhere.

Cowboy Display in Texas Does Job on "Destry"

MISSION, TEX.—More than double the usual business was achieved by J. S. Thompson, manager of the Mission Theatre here, for the run of "Destry Rides Again" when for two weeks in advance of the run he had a large display of saddles, chaps, spurs, blankets, and rifles in the lobby, all promoted with a few passes.

In the foyer Thompson placed cutouts of two large cacti, around which he grouped scenes from the picture. This display was moved to the lobby a week before the picture's run.



—Metropolitan Photos

Effective "Personal Appearances"—

Pinocchio figures atop the Center Theatre in New York attracted considerable attention.

This Promotion Should Stimulate Book Sales

CLEVELAND—Something new in picture exploitation has been worked out by Milt Harris of Loew's publicity department, Ed Fisher of United Artists exploitation department, and Ed Huegle, the fellow who assembles everybody's ideas and is responsible for Loew newspaper advertising here.

The idea sprang from the fact that Loew's State will play, in succession, three United Artists pictures adapted from books, "Of Mice and Men," "My Son, My Son," and "Rebecca." The three exploitation musketeers visited the City Hall and secured a license to put on the streets a traveling book truck from which they will sell copies of the three books.

Torchlight Parade Sells "Lincoln" in Harrisburg

HARRISBURG, PA.—Newsboys from two papers here and the lads from the Boys Club, as guests for a special 5:30 showing of "Abe Lincoln in Illinois" at Manager Robert Sidman's Senate Theatre here, formed three separate torchlight parades and marched to the theatre from various parts of town.

Among the stunts used by Sidman in selling the feature were two girls to canvass the town via telephone; a log cabin in a local department store; Lincoln relics in windows, school hookup, sermons, distribution of heralds by Postal Telegraph.

Photos for the Ladies Build Monday Nights

WORTHINGTON, IND.—C. W. Massey, operator of the State Theatre here, recently hit upon an idea to overcome those "blue" Mondays. The idea, which costs Massey nothing, has built Monday night into a boxoffice beauty.

Each woman attending his theatre on Monday night, is given a coupon entitling her to a free 5x7 portrait photo by a photographer in a nearby town. The photographer comes to the theatre once a week to take the pictures.

The photographer gets free advertising and enough business from his subjects to make the scheme worthwhile to him, and Massey has changed a bad night into a good one—at no cost to him.

Herald "Little Accident" On Diaper Fold Bill

INDEPENDENCE, KAS. — A sheet of paper folded and pinned to make a very realistic looking imitation of a diaper was used effectively by William Wagner of the Booth to promote "Little Accident." The outside fold read: "Don't Laugh Now. It Might Happen to You!" Inside it read "Baby Sandy, Dynamite in Diapers, in 'Little Accident,' date and theatre." The "diapers" were passed out preceding the opening of the picture.

Gives Away Popcorn to Get Them to Leave

Chicago—Here's a novel reverse on the well-known theory that managers have to entice kids with free candy and ice cream to get them into matinees.

Due to the limited seating capacity of the Cosmo, Manager R. J. Kenney, realizing he had to stimulate the turnover on the first show on Sundays, found it necessary to give free popcorn to the first 300 children leaving the theatre. He promoted the confection from a candy shop across the street.

Get Behind "Rebecca"

CINCINNATI—United Artists and RKO theatres will stage one of the biggest publicity campaigns this city has ever known, on "Rebecca," set in RKO Albee for late March. One hundred and fifty thousand tear sheets, four page spreads in the Cincinnati *Post*, and posters on all trucks, buses and cars, in addition to a serial of "Rebecca," to run in the *Post* for 14 consecutive weeks, will constitute some of the program, according to Harris Dudelson, local UA manager.

Schools Help Sell

LOS ANGELES—The school district administration here cooperated with the Four Star Theatre for the showing of "Abe Lincoln in Illinois" by mailing a special bulletin to all schools in the district, recommending the picture.

Ties Through "Swiss"

PROVIDENCE, R. I.—Bill Morton of the RKO Albee capitalized on the "Swiss" part of the title "Swiss Family Robinson" in his campaign for the production, by tying in with the Swiss Cleaning Co., which used a co-op advertisement in the papers.



For "Ehrlich's" Cigar Smoking—

A window in Dunhill's, New York's foremost tobacconist, was devoted to a display featuring Edward G. Robinson, star of Warner's "The Story of Dr. Ehrlich's Magic Bullet," currently at the Strand. Through the efforts of the Cigar Manufacturers' Ass'n thousands of dealers over the country have been circularized on publicizing the picture.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
NOV. 18		17 Com. Drama 13 **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama 3923 **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama 3910 **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western 848 **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama 005 **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy 016 **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. 3002 **First Love** (84) R—Nov. 11 17 Melodrama 4012 **Tower of London** R—Nov. 25	18 Com. Dr. WB413 **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama P-D-C **Invisible Killer** (60) Grace Bradley Roland Drew R—Feb. 10
NOV. 25	23 Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western 4060 **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	15 M'drama Al'ance **North Sea Patrol** (69) Geoffrey Toone Clifford Evans
DEC. 2	30 Drama 1030 **Cafe Hostess** (63) R—Jan. 13 1 Drama (French) **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama 021 **City of Darkness** (74); R—Nov. 25 1 Melodrama 022 **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama 1026 **Fugitive at Large** (66) R—Aug. 5 7 Western 1211 **Taming of the West** (54) R—Oct. 21	8 Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western Reissue **West of the Divide** (55); John Wayne 10 Western Reissue **Lucky Texan** (56) John Wayne	8 Western 3913 **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy Al'ance **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. 3915 ✪⊛**Gulliver's Travels** (74) R—Dec. 23	20 Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) **(Form. "Send Another Coffin")** R—Jan. 13	22 Comedy 4011 **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama 1033 **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama 3912 **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama 3916 ✪**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama 015 **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama FN453 **Four Wives** (110) R—Dec. 2 30 M'drama WB408 **Invisible Stripes** (75) **Geo. Raft**; R-Jan. 6	
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ✪⊛**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama WB415 **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) 15 Melodrama 3924 **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1008 **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 M'drama 3922 **Hidden Enemy** (63)	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama WB416 **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama Al'ance **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama Maymon **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** R—Jan. 27

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 3	31 Drama **1024** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58)	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB423** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama **25** **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill 20 Western **3962** **Cheyenne Kid** (51) Jack Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** **Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16			8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 Drama **Zanzibar** (69) Lola Lane James Craig		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	10 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **Ma, He's Making Eyes at Me** (61) Tom Brown Constance Moore	16 Comedy **FN** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) Maureen O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds John King	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	19 Drama **920** **Forgotten Girls** (67) Louise Platt Donald Wood	22 Drama **023** **Primrose Path** (..) Ginger Rogers Joel McCrea	22 Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com. with Mus. **It's a Date** (..) Deanna Durbin Kay Francis Walter Pidgeon	23 Drama **WB** **Virginia City** (..) Errol Flynn Miriam Hopkins	
MAR. 30		29 Drama **29** **Florian** (..) Robert Young 5 Musical **31** **New Moon** ( )	30 Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	27 Western **942** **Rancho Grande** (..) Gene Autry Smiley Burnette		29 Com. Drama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (..) Laraine Day Jean Muir Robert Cummings	5 Com. Drama **Tomboy** (..) M. Jones-J. Moran	5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	29 Western **Ghost Valley Raiders** (..) Donald Barry Lona Andre	5 Western **083** **Bullet Code** (59) 5 Drama **030** **Courageous Dr. Christian** (67)	5 Drama **036** **Star Dust** (..) Linda Darnell John Payne	5 Fantasy **One Million B. C.** (..) Lon Chaney jr. Carroll Landis	5 Drama **Half a Sinner** (59) 5 Western **4062** **Riders of Pasco Basin** (57)	6 Drama **It All Came True** (..) Jeffrey Lynn Ann Sheridan	
APR. 13	11 Melodrama **Man With Nine Lives** (..) Boris Karloff Roger Pryor Jo Ann Sayres	12 Drama **30** **Dr. Kildare's Strange Case** (..) Lew Ayres Lionel Barrymore L. Day	10 Western **3963** **Covered Wagon Trails** (..) Jack Randall	12 M'drama **3929** **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9		3 Com. Drama **025** **My Favorite Wife** (..) Irene Dunne Cary Grant Randolph Scott	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers	12 Drama **Rebecca** (..) Laurence Olivier Joan Fontaine	12 Melodrama **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 Drama **Gambling on the High Seas** (..) Wayne Morris Jane Wyman	
APR. 20	18 Adven. Drama **I Married Adventure** (..) Mrs. Osa Johnson	19 Com. Drama **33** **Two Girls on Broadway** (..) Lana Turner Joan Blondell George Murphy	15 Action Dr. **3928** **Terror of the Sky** (..) James Newill	19 Comedy **3930** **French Without Tears** (..) Ellen Drew Ray Milland		19 Drama **031** **Beyond Tomorrow** (..) Charles Winninger Binnie Barnes	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour	19 Comedy **Saps at Sea** (..) Laurel & Hardy	12 Melodrama **Black Friday** (70) Lugosi-Karloff R—Mar. 9 19 Action Drama **Ski Patrol** (..)	20 Drama **Till We Meet Again** (..) Merle Oberon George Brent Pat O'Brien	15 M'drama **Al'ance** **The Terror** (..) Wilfrid Lawson
APR. 27	25 Drama **Doctor Takes a Wife** (..) Loretta Young Ray Milland	26 Com. Drama **34** **10 Little Mothers** (..) Eddie Cantor Rita Johnson	20 Western **Pals of the Purple Sage** (..) Tex Ritter 30 Drama **Missing People** (..)	26 Com. Drama **Biscuit Eater, The** (..) Billy Lee Cordell Hickman		26 Drama **Curtain Call** (..)	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		26 Musical **If I Had My Way** (..) Bing Crosby Gloria Jean	27 Com. Drama **An Angel From Texas** (..) Wayne Morris Eddie Albert Rosemary Lane	
MAY 4	30 Com. Drama **10 Days in Paris** (..) Rex Harrison Karen Verne			3 Drama **Way of All Flesh** (..) Akim Tamiroff Gladys George					3 Melodrama **Enemy Agent** (61) Richard Cromwell Helen Vinson		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◐Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Pest From the West (18½)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22
Sojourn in India (9½).....July 7

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

SCREEN SNAPSHOTS (Series 18)

No. 12 (10).....July 28

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30
There Goes Rusty (10½).....July 15

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11).....July 15
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
Dog Daze (11).....July 1
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Story That Couldn't Be Printed (11).....July 22
Unseen Guardians (11).....Aug. 26

PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Take a Cue (Sepia) (9).....Aug 12

ROBERT BENCHLEY

See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Rhythm on the Reservation (7).....July 7
Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ants in the Plants (..).....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (..).....Mar. 8
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (..).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 12 (10).....July 14

POPEYE CARTOONS

Females Is Fickle (..).....Mar. 8
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (..)...Mar. 29

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Two of a Kind (..).....Mar. 22
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. L9-3 (10).....Jan. 19
No. 4 (..).....Mar. 22

RKO Radio

DISNEY CARTOONS (In Technicolor)

◐Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (..)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Pointer (8).....July 21
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

INFORMATION PLEASE

No. 7 (11).....Feb. 23

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 12 (22).....July 7
The Movies March On.
No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Goodness, a Ghost (16)...July 5, '40
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Riding the Crest (9).....July 14
Surfboard riding at Waikiki beach.
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10
Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8
World of Tomorrow (9).....June 23
Zoo (9).....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrat-

ing their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) ..... Oct. 27
Sky Fighters (11) ..... Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10) ..... Sept. 1
Clocking the Jockeys (11) ..... Nov. 24
Following the Hounds (10) ..... Mar. 1
Over the Seven Seas (10) ..... Apr. 26
Top-Notch Tennis (10) ..... Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11) .. Nov. 10
⊙Birthplace of Icebergs (11) . Aug. 4
Climbing the Spirit's Home (..) ..... Mar. 10
The Valley of 10,000 Smokes (10) ..... Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 4 (10) .. July 7
Fashion Forecasts No. 5 (10) . Sept. 15
Fashion Forecasts No. 6 (10) .. Dec. 22
Fashion Forecast No. 7 (..) .. Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9) ..... Apr. 12
Monkeys Is the Cwaziest People (10) ..... Sept. 29
The Silly Season (10) ..... Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10) ..... Mar. 15
The Evergreen Empire (11) .. Oct. 13
The Kangaroo Country (10) ... Feb. 2

TERRY-TOONS

A Dog in a Mansion (7) ..... Jan. 12
All's Well That Ends Well (..) ..... Mar. 8
Barnyard Baseball (7) ..... July 14
Edgar Runs Again (7) ..... Jan. 26
Hare and Hounds (7) ..... Feb. 23
⊙Harvest Time (7) ..... Feb. 9
⊙Hook, Line and Sinker (7) .. Sept. 8
It Must Be Love (..) ..... Apr. 5
Just a Little Bull (..) ..... Apr. 19
Much Ado About Nothing (..) ..... Mar. 22
One Mouse in a Million (7) ... Nov. 3
Sheep in the Meadow (7) .... Sept. 22
⊙The First Robin (7) ..... Dec. 29
The Golden West (7) ..... Aug. 25
The Hitch-Hiker (7) ..... Dec. 1
The Ice Pond (7) ..... Dec. 15
The Old Fire Horse (7) ..... July 28
⊙The Orphan Duck (7) ..... Oct. 6
The Watchdog (7) ..... Oct. 20
⊙Two Headed Giant (7) ..... Aug. 11
⊙Wicky-Wacky Romance (7) . Nov. 17

Universal

LANTZ CARTUNES

⊙A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9) ..... Mar. 4
Andy Panda Goes Fishing (8) . Jan. 22
Kittens Mittens (8) ..... Feb. 12
⊙Life Begins for Andy Panda (8) ..... Oct. 9
⊙Scrambled Eggs (9) ..... Nov. 20
Silly Superstitions (7) ..... Aug. 28
Slap Happy Valley (7) ..... Aug. 21
⊙Sleeping Princess (9) ..... Dec. 4
Snuffy's Party (7) ..... Aug. 7
Stubborn Mule (7) ..... July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 65 (9) ..... July 17
No. 66 (9) ..... Sept. 25
No. 67 (9) ..... Oct. 16
No. 68 (9) ..... Nov. 13
No. 69 (8) ..... Dec. 11
No. 70 (8) ..... Dec. 25
No. 71 (..) ..... Jan. 15
No. 72 (9) ..... Feb. 5
No. 73 (..) ..... Feb. 26
No. 74 (..) ..... Mar. 18
No. 75 (..) ..... Apr. 29
No. 76 (..) ..... May 13

MENTONE PRODUCTIONS

Gals and Gallons (18) ..... July 12
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
With Best Dishes (17) ..... Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 64 (10) ..... July 3
No. 65 (9) ..... Aug. 7
No. 66 (8½) ..... Sept. 18
No. 67 (9) ..... Oct. 9
No. 68 (9) ..... Nov. 6
No. 69 (9) ..... Dec. 4
No. 70 (9) ..... Dec. 25
No. 71 (9) ..... Jan. 8
No. 72 (8½) ..... Jan. 29
No. 73 (..) ..... Feb. 19
No. 74 (..) ..... Mar. 11
No. 75 (..) ..... Apr. 15
No. 76 (..) ..... May 6

TWO REEL MUSICALS

Rhumba Land (18½) ..... Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17) ..... Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ... Feb. 14
Follies Parisenne ..... Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17) .... Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18) ..... Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) ..... Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) ..... Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21) ..... Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20) ..... July 22
Ice Frolics (20) ..... Oct. 28
One for the Book (20) ..... Feb. 3
Ride, Cowboy, Ride (20) ..... Sept. 9
Royal Rodeo (15) ..... Nov. 25
Seeing Red (20) ..... Aug. 26
Seeing Spots (20) ..... Apr. 29
Slapsie Maxie (17) ..... Sept. 10
World's Fair jr. (20) ..... Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10) . Nov. 11
Mechanix Illustrated No. 1 (10) ..... Sept. 30
Mechanix Illustrated No. 2 (10) ..... Dec. 2
Mechanix Illustrated No. 3 (10) ..... Feb. 17
Modern Methods (9) ..... July 15
New Horizons (10) ..... Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7) ..... Jan. 27
Ali Baba Bound (7) ..... Feb. 10
Film Fan, The (7) ..... Dec. 16
Jeepers Creepers (7) ..... Sept. 23
Naughty Neighbors (7) ..... Oct. 7
Pied Piper Porky (7) ..... Nov. 4
Pilgrim Porky (7) ..... Mar. 16
Porky, the Giant Killer (8) .. Nov. 18
Porky's Hotel (7) ..... Sept. 2
Porky's Last Stand (7) ..... Jan. 6
Porky's Picnic (7) ..... July 15
Scalp Trouble (7) ..... June 24
Wise Quack (7) ..... Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10) .. Dec. 30
Dave Apollon & Orch. (10) .. Mar. 2
Eddie DeLange and Orchestra (10) ..... Aug. 12
Rita Rio & Orch. (10) ..... July 1
Rubinoff and His Orchestra (10) ..... Nov. 11
Swing Styles (10) ..... Sept. 2
The Coquettes (10) ..... Feb. 17
Vincent Lopez and Orch. (10) . Sept. 30
Will Osborne & Orch. (10) .... July 22

MERRIE MELODIES (In Color)

Busy Bakers (7) ..... Feb. 10
Curious Puppy (8) ..... Dec. 30
Dangerous Dan McFoo (7) .. July 15
Detouring America (7) ..... Aug. 26
Early Worm Gets the Bird (7) ..... Jan. 13
Elmer's Candid Camera (7) .. Mar. 2
Fagin's Freshmen (7) ..... Nov. 18
Fresh Fish (7) ..... Nov. 4
Good Egg, The (7) ..... Oct. 21
Hare-um Scare-um (7) ..... Aug. 12
Land of the Midnight Sun (7) ..... Sept. 23
Little Brother Rat (7) ..... Sept. 2
Little Lion Hunter (7) ..... Oct. 7
Mighty Hunters (7) ..... Jan. 27
Old Glory (10) ..... July 1
Screwball Football (8) ..... Dec. 16
Sniffles and Bookworm (8) ... Dec. 2
Sioux Me (7) ..... Sept. 9
Snow Man's Land (7) ..... July 29

TECHNICOLOR

Bill of Rights (20) ..... Aug. 12
Old Hickory (17) ..... Dec. 23
Sons of the Plains (19) ..... July 30
Mauch Twins, Rosella Towne.
Teddy the Rough Rider (19) .. Feb. 24
⊙The Monroe Doctrine (16) .. Oct. 14
The Royal Rodeo (20) ..... Nov. 25

SPECIALS (Tech.)

The Master's Touch (10) ..... Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10) ..... Jan. 13
One Day Stand (10) ..... Aug. 19
Sword Fishing (10) ..... Oct. 21
Vote Trouble (10) ..... Sept. 9
Witness Trouble (10) ..... July 29

TRUE ADVENTURES
(By Floyd Gibbons)

Lives in Peril (11) ..... July 7
Three-Minute Fuse (11) ..... July 29
Verge of Disaster (10) ..... Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32) ..... Aug. 1
Documentary.
Birth of the Movies (22) ..... Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow ..... Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men ..... Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion ..... Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers ..... Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe ..... Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet ..... Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters) .... July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps ..... Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, MARCH 12

Movietone News, No. 53

Britain honors navy men; planes shot down in England; troops at Suez; ski troops on Finnish front; captured Russian equipment shown in Helsinki; American envoys arrive in Rome; Archbishop Stritch heads Chicago diocese; shoe fashions; Yankees at training camp; Golden Gloves; Detroit bowling.

News of the Day, No. 251

British navy men honored in London; Suez troop concentration; Welles arrives in Rome; Missouri trout fishing season opens; Honeymoon Isle in Florida; New York track meet; bowling; Yanks in training.

Paramount News, No. 56

"Queen Elizabeth" arrives in New York; envoys arrive in Italy; New York flower show; Kermit Roosevelt quits British army; Kit Carson descendant to fight for Finns; naval victory parade in London; Detroit bowling; Golden Gloves; Honeymoon Isle publicity.

Pathe News, No. 68

"Queen Elizabeth" arrives; President celebrates anniversary of AAA; envoys arrive in Rome; Honeymoon Isle puff; Detroit bowling; K. of C. meet.

Universal Newsreel, No. 857

Canadian flyers arrive in England; German plane shot down; Welles and Taylor in Italy; French African troops; new bishop of Chicago inducted; Missouri trout fishing; Detroit bowling; Yanks in training; New York track meet.

THURSDAY, MARCH 14

Movietone News, No. 54

Byrd expedition in Little America; Finnish minister sums up country's position; king and queen of England tour Scottish factories; new archeological find in Egypt; Archbishop Spellman invested; fashions for dogs; middies in Annapolis baseball training; Los Angeles cuties get ready for softball season; Colorado skiing stunt; Florida boys school goes yachting; Lew Lehr.

News of the Day, No. 252

Fight ends in Finland; Byrd expedition; army bombers over California; new Egyptian archeological find exhibited; hats for Easter wrestling; Boston baseball team in training.

Paramount News, No. 57

Hockey in Boston; Louis contender tells what he'll do; Louis in training; painting of San Francisco bridge; Adolph Zukor in South America; Mrs. Roosevelt "adopts" youngsters; New Hampshire "drafts Roosevelt;" LaGuardia at Polish relief meeting; Hoover and Minister Procope comment on Finland's plight; Byrd expedition in Little America.

RKO Pathe News, No. 69

Byrd expedition nears South Pole; flying fortresses in defense "war;" Procope, Hoover discuss Finn peace; three youths build steam automobile; world's largest bridge repainted; dirt track motorcycle races start; Boston ball clubs start training.

Universal Newsreel, No. 858

War ends in Finland; bombers in spectacular hop; lovely Easter fashions seen; boys build wood-burning auto; "Middie" grid aces warm up; Duquesne Cagers win thriller; skiiers in goofy obstacle race; Byrd expedition reaches Antarctic.

In the Making

COLUMBIA

The Lone Wolf Meets a Lady—Warren William, Jean Muir, Eric Blore, Warren Hull, Roger Pryor. Director: Sidney Salkow. Producer: Ralph Cohn. Original: Louis Joseph Vance. **(Starting)**

The Man Who Would Not Die—Boris Karloff, Roger Pryor, Jo Ann Sayres, John Dilson. Director: Nick Grinde. Producer: Wallace MacDonald. **(Completed)**

METRO

Boom Town — Clark Gable, Claudette Colbert, Spencer Tracy, Hedy Lamarr. Director: Jack Conway. Producer: Sam Zimbalist. Original: James Edward Grant. Screenplay: Lawrence Hazard, John Lee Mahin. **(Starting)**

Edison, the Man—Spencer Tracy, Charles Coburn, Rita Johnson, Gene Lockhart, Lynne Overman. Director: Clarence Brown. Producer: John W. Considine jr. **(Completed)**

Two Girls on Broadway—Lana Turner, George Murphy, Joan Blondell, Kent Taylor, Wallace Ford. Director: S. Sylvan Simon. Producer: Jack Cummings. **(Completed)**

Andy Hardy Meets a Debutante—Lewis Stone, Mickey Rooney, Fay Holden, Cecilia Parker, Ann Rutherford, Judy Garland. Director: George B. Seitz. **(Completed)**

MONOGRAM

The Cowboy From Sundown—Tex Ritter, Roscoe Ates, Pauline Haddon, Dave O'Brien. Director: Spencer Gordon Bennett. Producer: Edward Finney. **(Starting)**

Tomboy—Jackie Moran, Marcia Mae Jones, Grant Withers, Charlotte Wynters, Clara Blandick. Director: Robert McGowan. Producer: W. T. Lackey. Original Screenplay: Marion Orth, Dorothy Reid. **(Starting)**

PARAMOUNT

I Want a Divorce—Joan Blondell, Dick Powell, Gloria Dickson, Sidney Blackmer, Frank Fay, Jessie Ralph. Director: Ralph Murphy. Producer: George Arthur. **(Starting)**

Destiny—Basil Rathbone, Ellen Drew, John Howard, Ralph Morgan. Director: Tim Whelan. Producer: George Arthur. Original: Ben Hecht, Charles MacArthur. **(Completed)**

RKO RADIO

Anne of Windy Poplars—Anne Shirley, Patric Knowles, Henry Travers, Slim Summerville. Director: Jack Hively. Producer: Cliff Reid. Original: L. M. Montgomery. **(Starting)**

REPUBLIC

Grandpa Goes to Town—James, Lucile and Russell Gleason, Harry Davenport, Maxie Rosenbloom, Jack Mulhall. Director: Gus Meins. Producer: Gus Meins. Original Screenplay: Jack Townley. **(Completed)**

In Old Missouri—Weaver Brothers and Elviry, June Storey, Thurston Hall, Alan Ladd. Director: Frank MacDonald. Producer: Armand Schaefer. **(Completed)**

20TH CENTURY-FOX

The Young People—Shirley Temple, Jack Oakie, Charlotte Greenwood. Director: Allan Dwan. Producer: Gene Markey. **(Starting)**

Lillian Russell—Alice Faye, Don Ameche, Henry Fonda, Edward Arnold, Warren William, Nigel Bruce. Director: Irving Cummings. Producer: Gene Markey. Original Screenplay: William Anthony McGuire. **(Completed)**

UNITED ARTISTS

The Son of Monte Cristo—Louis Hayward, Joan Bennett. Director: Rowland V. Lee. Producer: Edward Small. Original: Alexandre Dumas. Screenplay: Noel Langley, George Bruce. **(Starting)**

Personal History—Joel McCrea. Director: Alfred Hitchcock. Producer: Walter Wanger. Original: Vincent Sheean. Screenplay: James Hilton, Robert Benchley, Charles Bennett, Joan Harrison, Alma Reville. **(Starting)**

Turnabout—Carole Landis, John Hubbard, Adolphe Menjou, William Gargan, Mary Astor, Verree Teasdale. Producer-Director: Hal Roach. Original: Thorne Smith. Screenplay: Mickey Novak. **(Completed)**

UNIVERSAL

Ski Patrol—Luli Deste, Philip Dorn, Kathryn Adams, Samuel S. Hinds, Stanley Fields, John Arledge. Director: Lew Landers. Producer: Ben Pivar. **(Starting)**

WARNER-FN

The Life of Knute Rockne—Pat O'Brien, Ronald Reagan. Director: William K. Howard. Producer: Robert Fellowes. Original Screenplay: Robert Buckner. **(Starting)**

Flight No. 8—Wayne Morris, Virginia Bruce, Ralph Bellamy, Jane Wyman. Director: Lew Seiler. Producer: Edmund Grainger. Original: Richard Macaulay, Jerry Wald. Screenplay: Tom Reed. **(Completed)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 **A Child Is Born** .....WB
.... **A Chump at Oxford**.....UA
3928 **Adventure in Diamonds**..Para
923 **Adv. of Huck. Finn** ..M-G-M
005 **Adv. of Sher'k Holmes**.20th-Fox
3914 **All Women Have Secrets**.Para
7 **Amazing Mr. Williams**.....Col
.... **An Angel From Texas**..WB-FN
32 **And One Was Beautiful**.M-G-M
13 **Another Thin Man**.....M-G-M
951 **Arizona Kid** .....Rep
8012 **Asking for Trouble**.....GB
1072 **Awful Truth** .....Col

B

17 **Balalaika** .....M-G-M
026 **Barricade** 20th-Fox
031 **Beyond Tomorrow** .....RKO
4016 **Big Guy** .....Univ
.... **Biscuit Eater, The** .....Para
.... **Black Friday** .....Univ
1205 **Blazing Six Shooters**.....Col
1914 **Blondie on a Budget**.....Col
025 **Blue Bird, The**.....20th-Fox
416 **British Intelligence** .....WB
21 **B'way Melody of 1940**..M-G-M
406 **Brother Rat and a Baby**..WB
083 **Bullet Code** .....RKO
1204 **Bullets for Rustlers** .....Col

C

1030 **Cafe Hostess** .....Col
420 **Calling Philo Vance**.....WB
459 **Castle on the Hudson**.....FN
021 **Charlie Chan in City of Darkness** 20th-Fox
035 **Charlie Chan in Panama** 20th-Fox
948 **Chan in Reno**.....20th-Fox
4011 **C. McCarthy, Detective**....Univ
3917 **Chasing Trouble** .....Mono
3962 **Cheyenne Kid** .....Mono
4060 **Chip of the Flying U**.....Univ
012 **Cisco Kid and Lady**...20th-Fox
027 **City of Chance** 20th-Fox
19 **Congo Maisie** .....M-G-M
935 **Conspiracy** .....RKO
1034 **Convicted Woman** .....Col
030 **Courageous Dr. Christian**..RKO
3963 **Covered Wagon Trails**....Mono
962 **Cowboy From Texas**.....Rep
.... **Curtain Call** .....RKO

D

3 **Dancing Co-ed** .....M-G-M
3939 **Danger Ahead** .....Mono
4055 **Danger on Wheels**.....Univ
953 **Days of Jesse James**.....Rep
020 **Day-Time Wife** 20th-Fox
413 **Dead End Kids on Dress Parade** .....WB
3901 **Death of a Champion**....Para
4002 **Destry Rides Again**.....Univ
.... **Devil Is an Empress**.....Col
3929 ◎**Dr. Cyclops** .....Para
.... **Dr. Kildare's Strange Case** .....M-G-M
.... **Doctor Takes a Wife**.....Col
4034 **Double Alibi** .....Univ

E

18 **Earl of Chicago** .....M-G-M
3924 **East Side Kids** .....Mono
3917 **Emergency Squad** .....Para
.... **Enemy Agent** .....Univ
945 **Escape to Paradise**.....RKO
462 **Espionage Agent** .....FN
029 **Everything Happens at Night** 20th-Fox

F

3927 **Farmer's Daughter, The**...Para
3909 **Fatal Hour** .....Mono
3831 **Fight for Peace**.....Mono
451 **Fighting 69th** .....FN
020 **First Kiss** 20th-Fox
3002 **First Love** .....Univ
1020 **Five Little Peppers at Home** .....Col
911 **Flight at Midnight**.....Rep
29 **Florian** .....M-G-M
920 **Forgotten Girls** .....Rep
34 **40 Little Mothers**.....M-G-M
453 **Four Wives** .....FN
4032 **Framed** .....Univ
037 **Free, Blonde and 21**...20th-Fox
3930 **French Without Tears**...Para
1026 **Fugitive at Large** .....Col

G

.... **Gambling on the High Seas** .....WB-FN
3912 **Gentleman From Arizona**..Mono
3918 **Geronimo!** .....Para
27 **Ghost Comes Home**.....M-G-M
.... **Ghost Valley Raiders**.....Rep
421 **Granny Get Your Gun**.....WB
040 **Grapes of Wrath**.....20th-Fox
3916 ◎**Great Victor Herbert**...Para
4041 **Green Hell** .....Univ
3915 ◎◎**Gulliver's Travels** ....Para

H

.... **Half a Sinner**.....Univ
023 **He Married His Wife**..20th-Fox
2 **Henry Goes Arizona** ...M-G-M
009 **Here I Am a Stranger**..20th-Fox
963 **Heroes of the Saddle**.....Rep
3922 **Hidden Enemy** .....Mono
.... **Hidden Menace** .....Alliance
028 **High School** 20th-Fox
1003 **His Girl Friday** .....Col
4038 **Honeymoon Deferred** .....Univ
3904 **Honeymoon in Bali**.....Para
024 **Honeymoon's Over** ...20th-Fox
.... **House Across the Bay**.....UA
.... **House of Seven Gables**....Univ
3916 **Human Monster** .....Mono
015 **Hunchback of Notre Dame**.RKO

I

.... **I Married Adventure**.....Col
26 **I Take This Woman**....M-G-M
.... **If I Had My Way**.....Univ
022 **Inspector Hornleigh on Holiday** 20th-Fox
.... **Invisible Killer** .....P-D-C
4009 **Invisible Man Returns** ....Univ
408 **Invisible Stripes** .....WB
3841 **Invitation to Happiness**...Para
017 **Isle of Destiny** .....RKO
.... **It All Came True**.....WB-FN
.... **It's a Date** .....Univ

J

14 **Joe and Ethel Turp Call on the President** .....M-G-M
042 **Johnny Apollo** 20th-Fox
16 **Judge Hardy and Son**...M-G-M
.... **Just Like a Woman**...Alliance

K

3923 **Knights of the Range**....Para
9034 **Konga, the Wild Stallion**...Col

L

22 **Lambeth Walk** .....M-G-M
4026 **Laugh It Off** .....Univ
082 **Legion of the Lawless**.....RKO
3921 **Light That Failed**.....Para
.... **Lion Has Wings** .....UA
.... **Little Miss Molly**.....Alliance
031 **Little Old New York**..20th-Fox
020 **Little Orvie** .....RKO
3913 **Llano Kid** .....Para
1019 **Lone Wolf Strikes**.....Col
.... **Lucky Texan (Reissue)**....Mono

M

.... **Ma, He's Making Eyes at Me** .....Univ
481 **Mad Empress** .....FN
24 **Man From Dakota**.....M-G-M
4054 **Man From Montreal** .....Univ
030 **Man Who Wouldn't Talk** 20th-Fox
.... **Man With Nine Lives**.....Col
018 **Marines Fly High** .....RKO
014 **Married and in Love**.....RKO
005 **Meet Dr. Christian**.....RKO
1035 **Men Without Souls**.....Col
016 **Mexican Spitfire** .....RKO
3921 **Midnight Limited** .....Mono
022 **Millionaire Playboy** .....RKO
4028 **Missing Evidence** .....Univ
.... **Missing People** .....Mono
917 **Money to Burn** .....Rep
3808 **Mr. Wong at Headquarters** .....Mono
3940 **Murder on the Yukon**.....Mono
1018 **Music in My Heart**.....Col
4051 **Mutiny on Black Hawk**...Univ
025 **My Favorite Wife** .....RKO
.... **My Little Chickadee** .....Univ
1033 **My Son Is Guilty** .....Col
.... **My Son, My Son** .....UA

N

324 **Nancy Drew, Trouble Shooter** .....WB
31 **New Moon** .....M-G-M
15 **Nick Carter, Master Detective** .....M-G-M
3912 **Night of Nights**.....Para
.... **North Sea Patrol**.....Alliance
25 **Northwest Passage** .....M-G-M
001 **Nurse Edith Cavell**.....RKO

O

.... **Of Mice and Men** .....UA
4021 **Oh, Johnny, How You Can Love** .....Univ
452 **Old Maid, The** .....FN
.... **One Night in Paris**....Alliance
.... **1,000,000 B. C.** .....UA
3911 **Our Neighbors—the Carters** .....Para
1027 **Outside the Three Mile Limit** .....Col
.... **Over the Moon**.....UA

P

.... **Pals of the Purple Sage**..Mono
3920 **Parole Fixer** .....Para
3923 **Phantom Strikes** .....Mono
091 **Pinocchio** .....RKO
3961 **Pioneer Days** .....Mono
1212 **Pioneers of the Frontier**..Col
964 **Pioneers of the West**.....Rep
023 **Primrose Path** .....RKO
471 **Private Detective** .....FN

R

.... **Raffles** .....UA
942 **Rancho Grande** .....Rep
.... **Real Glory, The** .....UA
.... **Rebecca** .....UA
11 **Remember?** .....M-G-M
008 **Reno** .....RKO
464 **Return of Dr. X**.....FN
3953 **Rhythm on the Rio Grande** .....Mono
4062 **Riders of Pasco Basin**....Univ
4014 **Rio** .....Univ
3926 **Road to Singapore**.....Para
3951 **Roll, Wagons, Roll**.....Mono
848 **Rovin' Tumbleweeds** .....Rep
3910 **Rulers of the Sea**.....Para

S

952 **Saga of Death Valley**.....Rep
021 **Saint's Double Trouble**....RKO
3956 **Santa Fe Marshal**.....Para
.... **Saps at Sea**.....UA
3924 **Secret Four** .....Mono
12 **Secret of Dr. Kildare**....M-G-M
3924 **Seventeen** .....Para
041 **Shooting High** 20th-Fox
20 **Shop Around the Corner**.M-G-M
3957 **Showdown** .....Para
3922 **Sidewalks of London**.....Para
.... **Ski Patrol** .....Univ
.... **Slightly Honorable** .....UA
.... **Son of the Navy** .....Mono
941 **South of the Border**.....Rep
036 **Star Dust** 20th-Fox
.... **Story of Dr. Ehrlich's Magic Bullet** .....FN
23 **Strange Cargo** .....M-G-M
909 **Submarine Patrol** 20th-Fox
017 ◎**Swanee River** 20th-Fox
019 **Swiss Family Robinson**..RKO

T

1211 **Taming of the West**.....Col
939 **Tarzan Finds a Son!**....M-G-M
.... **10 Days in Paris** .....Col
3928 **Terror of the Sky**.....Mono
.... **Tevya** .....SR
011 **That's Right, You're Wrong** .....RKO
.... **The Terror** .....Alliance
033 **They Came by Night**..20th-Fox
916 **Thou Shalt Not Kill**.....Rep
.... **Three Cheers for the Irish**.FN
.... **Till We Meet Again**....WB-FN
328 **To the Rescue** .....GN
.... **Tomboy** .....Mono
016 **Too Busy to Work**....20th-Fox
1004 **Too Many Husbands**.....Col
4012 **Tower of London**.....Univ
1203 **Two-Fisted Rangers** .....Col
33 **Two Girls on Broadway**..M-G-M
013 **Two Thoroughbreds** .....RKO

V

007 **Vigil in the Night**.....RKO
919 **Village Barn Dance**.....Rep
.... **Virginia City** .....WB
039 **Viva Cisco Kid** 20th-Fox

W

.... **Way of All Flesh**.....Para
458 **We Are Not Alone**.....FN
4061 **West of Carson City**.....Univ
.... **West of the Divide (Reissue)** .....Mono
3952 **Westbound Stage** .....Mono
9207 **Western Caravans** .....Col
918 **Wolf of New York**.....Rep
1 **Women, The** .....M-G-M
3925 **Women Without Names**...Para

Y

032 **Young as You Feel**...20th-Fox
28 **Young Tom Edison**.....M-G-M
3938 **Yukon Flight** .....Mono

Z

.... **Zanzibar** .....Univ

Clearing House

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

LOOK AT THESE FROM OUR JUBILEE SALE CATALOG—Spotlights, $3.95; six ampere rectifier bulbs, $1.98; leatherette, 69c yard; Bausch Lomb Lenses, $6.95; soundscreens, 19½c foot; exciter lamps, 33c; fifty slidemats, 79c; exit boxes, 98c; stereopticans, $19.95. S.O.S. CINEMA SUPPLY CORP., New York.

THREE YEARS TO PAY—Think of it! Buy new sound projectors, lamps, chairs, whatever's needed now—pay later. Write S.O.S. CINEMA SUPPLY CORP., New York.

NEW EQUIPMENT

TWO CLOSEOUTS from our tremendous stock—Tickets, roll or folded, misprints, 22½c roll; brand new blowers, 3,000 cubic feet capacity, worth $90.00, now $29.50. S.O.S. CINEMA SUPPLY CORP., New York.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

USED EQUIPMENT

MUST SELL—Two Powers 6B projectors, soundheads, motors, Mazda lamps; excellent condition. Nelson Creswell, Cedarville, Ohio.

THEATRE CHAIRS

205 INSERTED PANEL BACK CHAIRS with upholstered cushions, 75c. Thousands of others equally cheap, send for bulletin. S.O.S. CINEMA SUPPLY CORP., New York.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

ARTIFICIAL LEATHER at most reasonable prices. Samples on request—mention quantity interested. You'll save lots of money. MOTOR FABRICS DISTRIBUTORS, Inc., 219 West 66th St., New York City. 4-6

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100.000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1.000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

THEATRE PROGRAMS

NEW! DIFFERENT! Beautiful four-page lithographed program full of news and pictures of Hollywood. Space provided on pages 2 and 3 for your coming attractions. Introductory prices, $1.65 per thousand. F. O. B. Chicago. Write "Movi-News," 128 Hyde St., San Francisco, Cal.

THEATRES WANTED

WILL BUY OR LEASE theatre. Prefer good southern town without competition. B-1225, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo. 4-6

THEATRE GAMES

PLAY (70 WAY) BINGO—Play to capacity business. 70 ways to win for the audience. Different, simple. Holds audience interest to very end. PREMIUM PRODUCTS, 354 West 44th St., New York City. 3-23

POSITIONS WANTED

PROJECTIONIST — Experienced; do show-card lettering; references. Behrens, 902 North 8th St., Sheboygan, Wis. 3-30

PROJECTIONIST—Sober, reliable, no tobacco. Five years experience; any equipment. Salary reasonable. GLENN F. SMITH, Fayetteville, Ark.

HELP WANTED

OPERATORS AND MANAGERS—Movie circuits; 518 State Theatre, Pittsburgh, Pa., or P. O. B. 1001, Memphis.

SALESMEN WANTED

RED-HOT Saturday matinee giveaway. Livewires can make better than $40 per week. L. Simansky, 1455 S. Michigan Ave., Chicago.

BOOKS

FREE—The 1939-40 Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) — **10c a word, 4 insertions at price of 3**

Kindly insert the following ad..... times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

10 in a row

...for Western Electric recorded Sound!



1930—Metro-Goldwyn-Mayer
1931—Paramount
1932—Paramount
1933—Paramount
1934—Columbia
1935—Metro-Goldwyn-Mayer
1936—Metro-Goldwyn-Mayer
1937—United Artists
1938—United Artists
1939—Universal

It is significant that throughout its 10 year history, the sound recording award of the Academy of Motion Picture Arts and Sciences has been made every year to ERPI licensees using Western Electric equipment. Congratulations to the individuals and Sound Departments who have won the awards!

Electrical Research Products Inc.

195 BROADWAY, NEW YORK, N. Y.

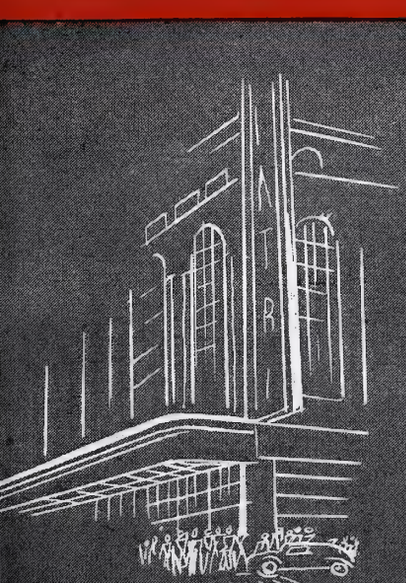
SUBSIDIARY OF

Western Electric Company

The Pulse of the Motion Picture Industry

BOXOFFICE

MARCH 30, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

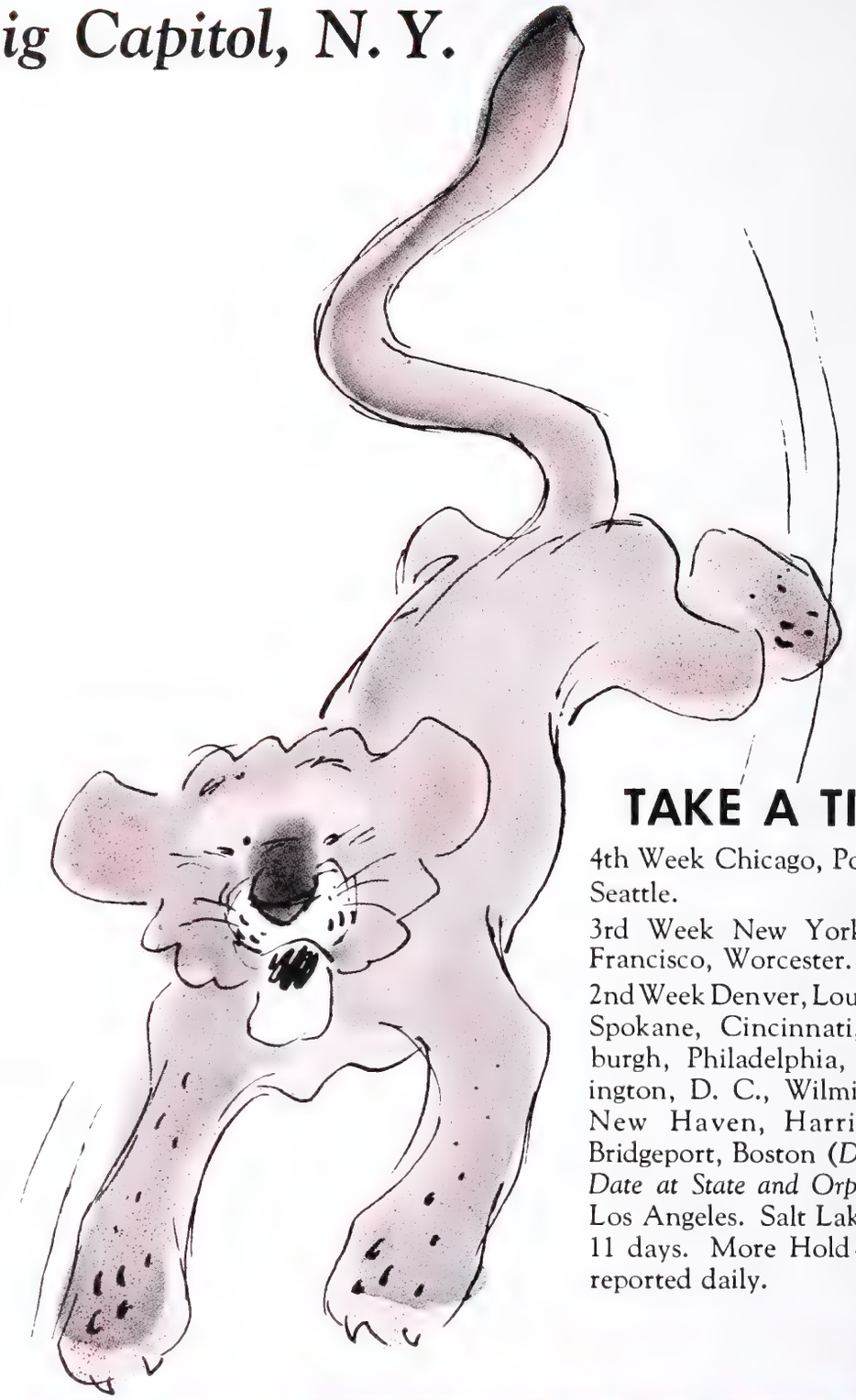


The MODERN THEATRE

"NORTHWEST PASSAGE"
HELD OVER 3rd WEEK!

at the big Capitol, N. Y.

Yes, indeed—
March came in
like an M-G-M Lion
bringing a worthy
successor to
"Gone With The
Wind" at the
Capitol Theatre.
And now they're
packing Broadway's
big show-shop
all over again!
It's a Hold-Over
picture if ever
there was one
because Tom tells
Dick and Dick tells
Harry and every-
body flocks over
to enjoy the
Technicolorful
Thrills! Have you
arranged for
Extra Time yet?



TAKE A TIP!

4th Week Chicago, Portland Seattle.

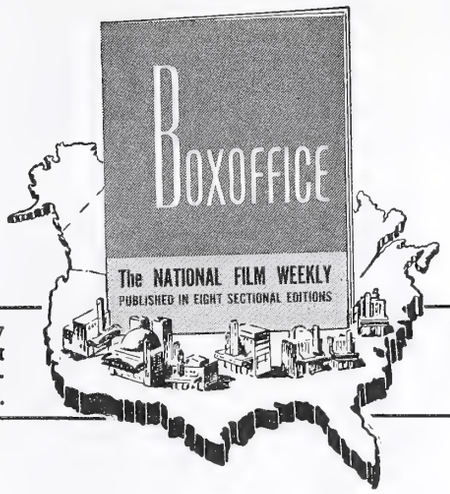
3rd Week New York, San Francisco, Worcester.

2nd Week Denver, Louisville, Spokane, Cincinnati, Pittsburgh, Philadelphia, Washington, D. C., Wilmington, New Haven, Harrisburg, Bridgeport, Boston (*Day and Date at State and Orpheum*), Los Angeles. Salt Lake City 11 days. More Hold-Overs reported daily.

"NORTHWEST PASSAGE" *(Book 1—Rogers' Rangers)* in Technicolor • Starring **SPENCER TRACY** with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton Screen Play by Laurence Stallings and Talbot Jennings Based on the Novel by Kenneth Roberts • Directed by King Vidor • Produced by Hunt Stromberg • An M-G-M Picture

THINGS HAPPEN ON PAGE 7, LOOK!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 19
March 30, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Office:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

THIS IS STAB NO. 5

IT HAS been lonely going. Four times now, since the war broke out, has this space urged exploration into the problem of self-sufficiency at home where there are no blackouts, no air raids and only the interruptions that dot the course of peacetime business. That qualifying "only" is funny enough until you compare it with the dislocated mess on the far side of the Atlantic.

Agreement with the point of view four times expressed, and now a fifth, has been noticeably lacking. In fact and aside from an occasional glimmer breaking through, we are reposing in the Garbo-like position of being almost entirely alone. But it's all right.

In the aggregate, formidable executive opinion thinks the argument has little merit. That is, practical merit. Executive opinion stands squarely behind its confirmed belief that important enough pictures cannot be made at a negative cost returnable in the domestic market. The key to any breakdown of that approach, naturally, is how expensive the costs.

You may recall the separate statements made by several national sales managers who, independently of one another, agreed $1,000,000 could be spent and brought back, plus a reasonable profit, on native soil. One man tilted his estimate to $1,250,000. Both are a lot of money, as we were saying as far back as September 16 of last year.

"Year after year, this industry has seen important foreign markets drop entirely away or dry up . . . It defies rationalization, with these storm signals flapping all over the map, to figure how this industry could, or would, proceed in the blithe and uninterrupted tenor of its foolhardy ways without once seriously halting to analyze, or seeking to analyze, what might be done while time still allowed . . . Drawing upon past and current happenings in other lands, it appears about time for the industry to accept the realization it is right here at home and betting with all-American chips that the gambling ought to be done. Nothing in a program of this nature precludes, or narrows, proper enterprise directed toward foreign grosses. Not at all. Let that continue. Let it intensify, but let no dependence on these markets, with all of their demonstrated and unpredictable uncertainties, rule the fate of the industry within its own continental borders. Disagreement with this argument will be inevitable. It will be argued it cannot be done. We maintain it can," wrote your dubious soothsayer shortly thereafter on October 7.

He found a great trouble, too, in that "Hollywood, either given the privilege, or assuming it, has gone merrily and unconcernedly on its way, ignoring the ominous conditions of quota, money restrictions and dictatorship and depending on the foreign to pull its negative cost mistakes out of the hole." This was on December 2, a day which also brought forth: "Instead of doing the smart trick of making product at a rational cost ceiling with an appeal here, as well as there, the dependence has as frequently been placed there. It is hardly sound business and that ought to be obvious enough."

It now becomes the rueful observation to make it was not obvious at all.

At a risk of further putting the reader to sleep, the editorial wisdom persisted in spouting on December 30. The spouting: "It is good business and it is entirely the normal approach to think of film commerce in terms of the world market. But it becomes something less to continue to funnel a whole, gigantic enterprise through a camel's eye that visibly shrivels under the impact of war and nationalism. This industry has done that, but it is time now to stop."

Now, three months later, the need not only is present. It has intensified. In one manner or another, currency restrictions prevail in every foreign market, ranging from the slight to the frozen tight.

The answer, and it is an answer, rests within an accessible grasp on the market here. The one right under the industry's nose. All it has to do is to look down its face to find it.

Kann

DISCUSS END OF SUIT BY U. S. LAW WITH MODIFIED, OR COMPROMISE, NEELY ANGLES

Basis of Constant Talks Now Going on With Commerce Dept.

NEW YORK—If the government suit against the majors, some or all of them, is at all settled, in all probability the procedure will take the form of a statute in the nature of a modified or compromised Neely bill without direct supervision of the government but under which no theatre divorcement would be provided.

BOXOFFICE learns such is the basis on which negotiations are being carried forward constantly now with the department of commerce. This means a consent decree, as such, is out. It also tends to substantiate the frequent inside reports published by BOXOFFICE that, under no circumstances, would the theatre-operating majors go for divorcement.

However, the proposed plan is far from completion. It is acknowledged much has yet to be done to finish the task by May 1 which is the trial date for which the department of justice is shooting. But every effort is being exerted for an agreement, in principle if not in language, by that date.

Highlights of the tentative draft, some of them touched upon last week, are these; although changes are easily and well within the realm of possibility:

1.—Features to be sold in blocks of five with all members of each block completed and trade shown in each territory before release.

2.—Cancellations only on the ground specific attractions are held objectionable locally.

3.—No forcing of shorts, newsreels or trailers.

4.—Local arbitration, in the main, to be made up of one-man boards. He is to be an outsider without film affiliation and is to be selected by agreement between distributor and exhibitor.

5.—Establishment of overbuying, clearance and the right to sell established customers as specific subjects for arbitration.

How the government, on this basis, will withdraw its suit and "save face" with its potential witnesses, including exhibitors and independent producers who have registered complaints and signed affidavits to back up those complaints, is one of the angles reputedly still very much up in the air. Likewise, it would be of no direct concern to those majors who may go for the settlement procedure.

According to current calculations, the proposed plan would be entertained as a counter proposal to the Neely bill. Again, the method may take the form of amendments to that proposed measure. But in any event, there is now expected to be a bill, or a statute, designed to become the law of the land.

Whether three or four of the majors determine against the general proposal is of luke-warm interest to those interests who approve the present outline. These groups, all of them exhibitors as well as producers and distributors, take the view that, if the proposals are worked out and ultimately embodied in statute form, the entire industry will have to operate under its provisions, including companies so far not consulted like Republic, Monogram and not excepting the state righters.

Regardless of this approach, however, some circles already express their conviction that the group-of-five plan will be the formula to replace the proposals set up in the Neely bill, but carrying with it the exhibitor privilege of buying more than five at a time if he so desires.

Cancellations No Thorn

In a sort of recognition of the sweeping change which this plan would bring about in the industry's long-functioning full-line selling formula, a compromise involving cancellations is presumed acceptable to the government. In limited sales, it is reputedly felt the need for cancellations will recede. At least, several of the distributors, parties to the deliberations, privately express the view cancellations would provide no pressing problem.

The suggestion, as it applies to the non-forcing of shorts, newsreels and trailers, stands hard and fast by the original trade practice plan, the one which Thurman Arnold unceremoniously kicked out some time ago. Insofar as shorts enter, the understanding is they may be sold in blocks, split up into units or variously disposed of, so long as no compulsion is attached to their sale. This in-general formula is believed designed to apply to newsreels and trailers as well.

While the proposed form of arbitration, in the main, would set up solo boards in each key city, it is possible, although not yet established, that more than one outsider may be utilized in some areas, dependent upon local conditions. Panels would be drawn in each city and from them selections made mutually by distributors and exhibitors. Arbitrators may be former judges, lawyers, local business men in good repute and even men professionally engaged in arbitration work. It is fixed, on the other hand, that selections could not have a financial or direct interest in the industry.

It is being recalled now that distributors figured the impartial, or neutral, member of the arbitration boards proposed under the trade practice plan would have been the deciding factor anyway. Provided the appointed individual is a man of unquestioned integrity and so long as he is mutually selected by disputants, the argument currently advanced is boards with distributor and exhibitor members are not essential. Details as to length of office is relatively minor. For each appointee, however, to retain his post permanently is not remote.

The problems of overbuying, clearance and the right to sell the established customer appear to rate consideration along lines etched in the code. Interested distributors are concerned over the right to sell, having passed through a number of

(Continued on page 19)

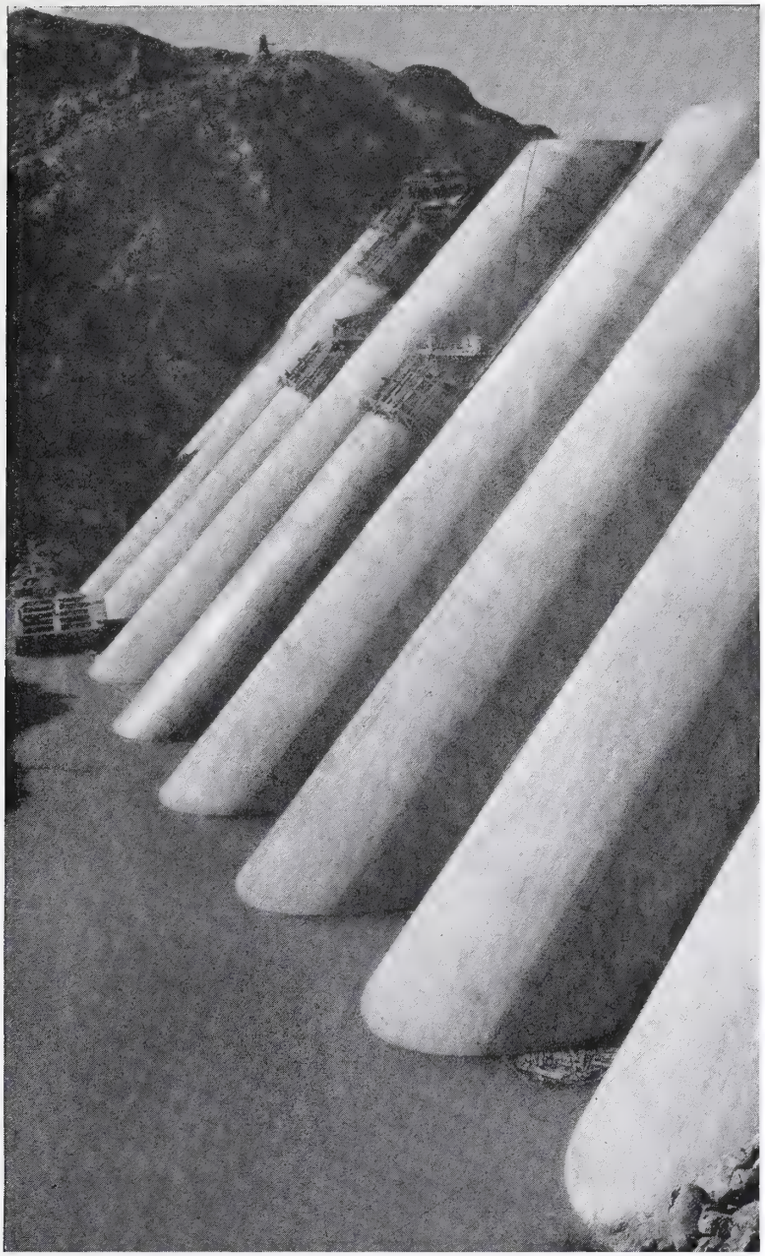




—Photos by Cosmo-Sileo

They Moved Mightily Behind the Scenes—

Above, left, is Nicholas M. Schenck, president of Loew's, Inc. Flanking him is Harry M. Warner, president of Warner Brothers Pictures, Inc. They are the two individuals who, above all others, mustered their influence behind the currently-in-work negotiations looking toward a settlement of the government suit through the medium of the department of commerce.



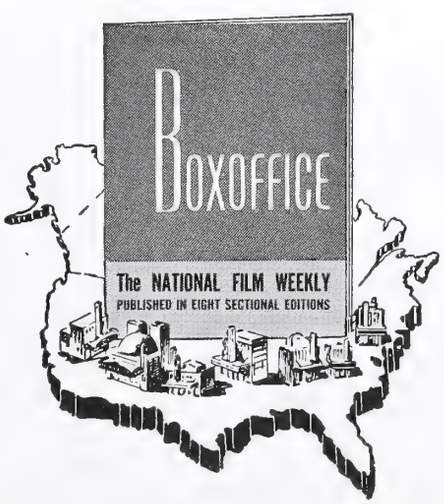
POWER in America!

Strength in numbers

(BOXOFFICE leads in circulation *in the U .S. A.)

is given added strength through the intensive reader interest generated by BOXOFFICE *with its thorough coverage of local news. Further reason why it's called*

The Pulse of the Motion Picture Industry



* *Taken from A.B.C. Publisher's Statement, for the period ending December* 31, 1939.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
CHICAGO—332 S. Michigan Ave., Eugene D. Rich, Central editor. Telephone Wabash 4575.
CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—2150 Grand, Rene Clayton.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair. Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fethersten.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

TODAY Martin G. Smith, president of the ITO of Ohio, joins the passing parade of commentators on the censorship angle—yes or no—in the Neely bill. From Toledo, he pens it:

"Either your logic or mine has slipped a cog. I find myself in complete agreement with your premises and in absolute disagreement with your conclusion.

"I thoroughly agree with you in that someone in this business must display courage and initiative. I will go a step farther and say that this has been done by the producers. You cite 'Snow White.' I will add 'Gone With the Wind.' Each involved a tremendous outlay and each was sold individually after completion and trade showing. No compulsory block booking or blind selling for these pictures.

"Furthermore, I thoroughly agree that the producers should be free to make whatever pictures they please, within the confines of decency, of course. To say that the producers shall not make, or that the public shall not see, whatever pictures they wish is equivalent to saying, 'The public be damned.'

"But there is no threat of that in the Neely bill. Not only does that bill allow the producers to make whatever pictures they please, but it goes a step farther and permits the exhibitors to select the pictures they will show.

"Now, if it is wrong to say that a producer may not make a certain picture, or that the public may not see a certain picture, then it is doubly wrong to say that an exhibitor must play a certain picture, or that the public must see a certain picture—or stay at home.

"It seems to me to be wholly illogical to suggest that personal liberty can be interfered with, or rights invaded, by affording the exhibitors, either acting alone or in cooperation with their patrons, a free right of selection.

"Yours for more and better logic!"

The case of slight difficulty here appears to us to revolve around exactly to what Smith alludes by "a free right of selection." If, for instance, he means a selective right based on the completed product, he argues over a point not raised in the editorial captioned "The Public Be Damned—Again?" or its sequel, "Deep in the Core." If, however, by that term he means a right of selection based on a synopsis, which obviously means before the product is started, the pre-censorship danger, twice cited, continues there.

IN HIS annual report, Will Hays spoke of many things, including the Neely bill but by many names except its own. The censorship angle interested him. Witness:

"But what is now urged through misleading propaganda is really selection without the consent of the community. It would be group selection exercised before, not after, pictures had been offered to the public and before public taste and public opinion had an opportunity to assert themselves. Under whatever name this is glossed, such a method would set up an irresponsible censorship by pressure groups.

"Dictation by even well-intentioned groups as to what pictures shall or shall not be shown in any given theatre, not to mention dictation from groups with an axe to grind, would stultify the art. It is a scheme destructive of the very basis of free speech, a free press, the freedom of the air or a free screen."

Decidedly There

There's no love interest in it. You can conclude what you like about the possibilities. Nevertheless and despite the fact Metro has been church-mouse in its quiet, "The Earl of Chicago" is a different kind of film and on story, script, acting and directorial merits, a tensely dramatic slice of entertainment.

Based on a cruel jest which projects an inarticulate gangster into a British earldom which is by way of obviously observing a world he cannot grasp, the picture drips power. Bob Montgomery was praised for his performance in "Night Must Fall," but he copied it from the stage interpretation by Emlyn Williams. This time with no original to draw upon, Montgomery does a superb job entirely on his own.

When Academy award time rolls around again, the coast boys and girls had better take a peek.

Siesta Stuff

The publicity-conscious Sam Goldwyn, his scrap book loaded aplenty with headlines, spoke on behalf of an additional quota upon his arrival at Phoenix for a baking in the warm Arizona sun. Not in six months, but within that period, doubles will be as old-fashioned as silent pictures, he told the Associated Press which promptly sent

(Continued on page 33)



"YOU'RE STILL THE YOUNG BLOOD OF THE INDUSTRY, LEO!"

(And how! See next page!)

IT'S GREAT TO BE AN M-G-M SHOWMAN!

The industry called it Young Blood
Sixteen years ago when Leo
Leaped into the limelight!

It's just as truly Young Blood today—
The unconquerable spirit
The pep, enthusiasm and daring!

How typical of M-G-M's constant
Reaching for new ideas
Developing new entertainment trends
Are the two great attractions
Based on the life of Thomas Edison.

Mickey Rooney as "Young Tom Edison"
Is commencing its distinguished career
At Radio City Music Hall right now!
Its sequel is completed and it is
Equally great. Watch for
Spencer Tracy as "Edison, The Man."

(continued)


RADIO CITY MUSIC HALL
Rockefeller Center
Showplace of the Nation
BEGINNING THURSDAY, March 14th
PRESENTS WITH PRIDE
An eagerly anticipated screen event
MICKEY ROONEY as
YOUNG TOM EDISON
A Metro-Goldwyn-Mayer Picture
ON THE GREAT STAGE: "GLORY OF EASTER"
and the annual Music Hall Easter show.
1st MEZZANINE SEATS may be reserved in ADVANCE at the box office in person, by mail or phone. • Circle 6-4600

MAKE WAY FOR "YOUNG TOM EDISON"!



CRITICS TOSS HATS IN THE AIR!

Read every word of the Newspaper Reviews on this page and the next!

"Here is a superb Easter treat. Perfect fare for adolescent and adult alike. Excellent. 'Young Tom Edison', the best movie Mickey Rooney can ever hope to make; an enchanting, completely captivating picture. An abundance of warmth and pathos and excitement comes out of Edison's childhood. It's swell to know that Spencer Tracy right now, is screening 'Edison, the Man' for future release. We're impatient for it already." —*Irene Thirer*, N. Y. Post

"Grand and absorbing screen entertainment. As American as ice cream sodas. The story of success over discouraging obstacles. It left your reporter pretty impatient to see the next installment, with Spencer Tracy in the title role. Here, then, is a picture to see again and again. Fine performances by the entire supporting cast. Direction could not be improved upon, and the script is excellent."

William Boehnel, —World-Telegram

"Amusing, splendidly backgrounded and human in its dramatics. One thing is clear: Spencer Tracy as 'Edison, the Man' has a tough assignment ahead. 'Young Tom Edison' is going to be a hard man to beat."—*Frank S. Nugent*, N. Y. Times

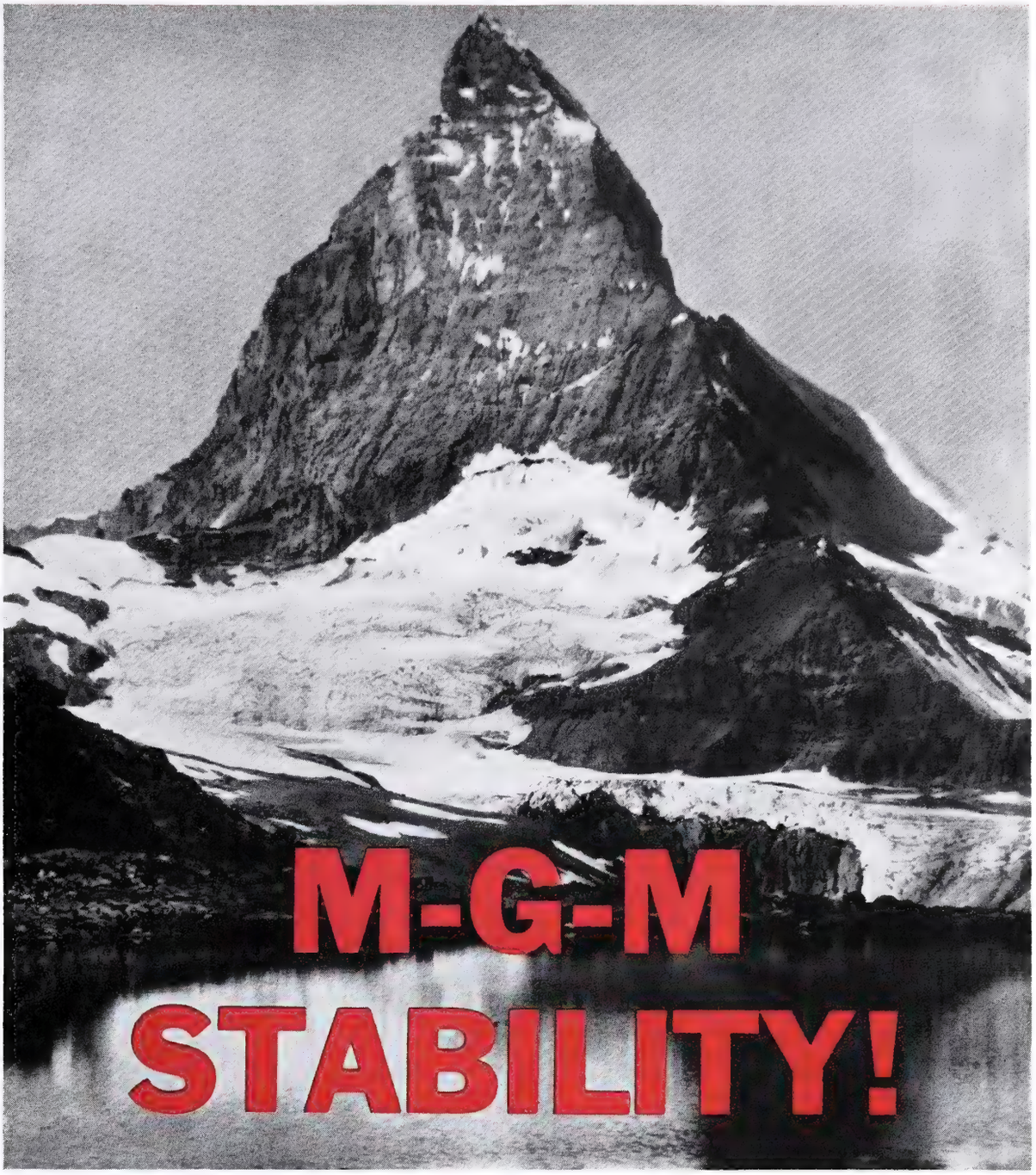
"Beautiful and great film about Edison's boyhood with a new and even better Mickey Rooney. The life of this boy is every minute as exciting as any gangster thriller. There are enough thrills, tears, laughs and excitement in this film to satisfy even the most jaded. A fitting tribute to the inventor of the motion picture." —*Lee Mortimer*, Daily Mirror

"The top box-office draw in the country, Mickey Rooney, shows how an inventor gets to be that way. He does it extremely well. 'Young Tom Edison' is quite a show."

—*Howard Barnes*, Herald-Tribune

(more on next page!)

"The mountain will be there tomorrow!"



"Northwest Passage" in the box-office headlines
the latest of a marvelous season that has set a ne
hit record, even for M-G-M. It is a comfortin
thought in these uncertain times to find the leade
of the motion picture industry serenely stabl
solidly strong, thankfully capable of assurin
continued security and prosperity to its friendl
customers. Keep young and merry with Leo.









2nd Month: Continues to sell "Young Tom Edison" and introduces "EDISON, THE MAN"

Hard-hitting M-G-M showmanship that keeps up a constant flood of propaganda, capitalizing on the acclaim of the first one to bring every man, woman and child in your town to see the second one.

THESE ADS WILL APPEAR DURING APRIL IN LEADING NATIONAL MAGAZINES WITH A CIRCULATION OF 10,872,655 COPIES, INCLUDING: GOOD HOUSEKEEPING, WOMAN'S HOME COMPANION, LADIES' HOME JOURNAL, LIFE.

3rd Month: Timed for Release!

"EDISON, THE MAN"

Preceded by three months of advertising that reaches into every home in America and the reams of publicity which have been appearing and will continue to appear, your booking of "EDISON, THE MAN" will enjoy the greatest pre-selling job of years.

ADS WILL APPEAR DURING MAY!
CIRCULATION 21,379,269 COPIES!
THESE MAGAZINES ARE USED:

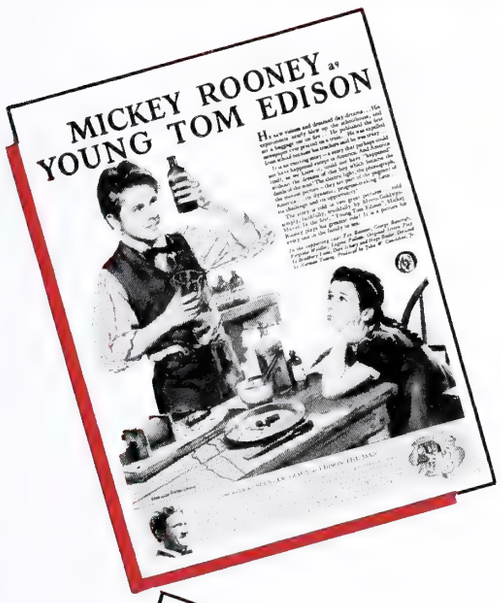
Saturday Evening Post, Collier's, Life, American Magazine, Woman's Home Companion, Ladies' Home Journal, Good Housekeeping, Popular Mechanics, Popular Science Monthly, Time and Parents' Magazine reaching 21,379,269 circulation.

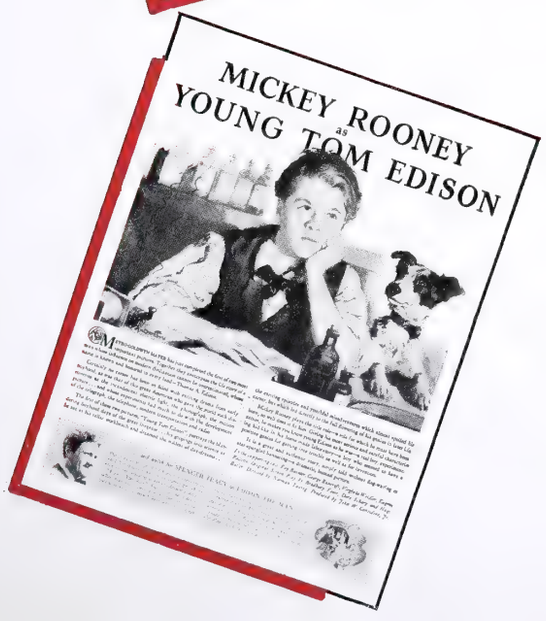
(WHAT DOES M-G-M MEAN TO YOU? SEE NEXT PAGE!)



3 MONTH
CAMPAIGN
enlighten
AMERICA!

1st Month: "YOUNG TOM EDISO





Sixteen National Magazines—122 l
ing newspapers—Total Circulat
46,513,155!

TIMED FOR YOUR DATE

M-G-M's gigantic ad campaign appea
during the entire month of March laun
the first of the two Edison pictures
sure-fire advance selling! IN THE
BIG MAGAZINES:

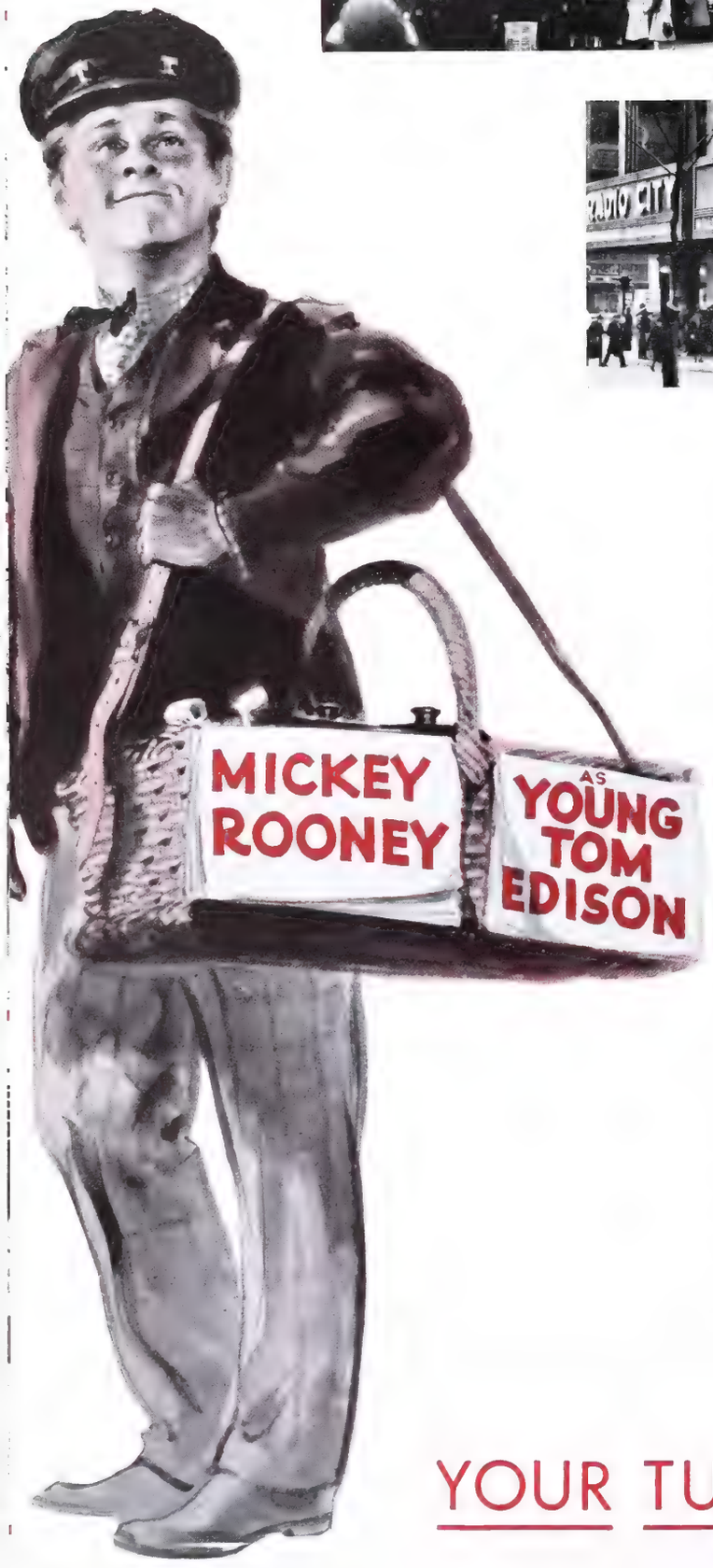
AMERICAN · GOOD HOUSEKEEPING · WOMAN'
HOME COMPANION · LIFE · LADIES' HOME JOURNA
SATURDAY EVENING POST · COLLIER'S · AMERICA
BOY · BOYS' LIFE · OPEN ROAD FOR BOYS · GRAD
TEACHER · SCHOLASTIC · PARENTS' · TIME · TH
INSTRUCTOR · YOUNG AMERICA · POPULAR SCIENC

Also in 122 key newspapers!

HIGHEST PRAISE FOR M-G-M's HEART-STIRRING PRODUCTION!







"The No. 1 box-office attraction of the screen steps confidently and understandingly into the shoes of genius and walks about in them as though they had been made to his own measure. Mickey gives a truly fine performance. Effective use of dramatic suspense. 'Young Tom Edison' an inspirational film. Homespun, warm-hearted humor. Much laughter throughout the film." —*Kate Cameron,* **Daily News**

"Well acted, with comedy as well as melodrama to amuse audiences. A sequel is now in production, but 'Young Tom Edison' can stand alone." —*Eileen Creelman,* **N. Y. Sun**

"A grand show, and an exciting one—chock-full of humor, drama, history, and heart-pull—with freckle-faced Mickey Rooney essaying his first really big role."
—*Jesse Zunser,* **Cue Magazine**

"'Young Tom Edison' is the most engaging screen entertainment on Broadway today." —*Herbert Cohen,* **Brooklyn Eagle**

"That astonishingly versatile actor, Mickey Rooney, scores a decided triumph in his newest picture, 'Young Tom Edison,' demonstrating that he's as convincing in dramatic roles as in comic ones. An enormously entertaining biography. Mickey Rooney, giving the grandest performance of his career, can take most of the bows." —*Rose Pelswick,* **Journal-American**

YOUR TURN ON NEXT PAGE!



"What pep! I'm tired just from watching him!"

"How does he do it!"



HE NEVER SITS OUT A DANCE!

Leo's been whirling Miss Box-office to dizzy heights all season, but now watch him cut capers this Spring and Summer!

(Just look →)

NORTHWEST PASSAGE
in Technicolor • *Spencer Tracy*

BROADWAY MELODY *of* 1940
Fred Astaire • *Eleanor Powell*

STRANGE CARGO • *Clark Gable* • *Joan Crawford*

YOUNG TOM EDISON . . *Mickey Rooney*

DR. KILDARE'S STRANGE CASE
Lew Ayres • *Lionel Barrymore*

FORTY LITTLE MOTHERS • *Eddie Cantor*

20 MULE TEAM • *Wallace Beery* • *Leo Carrillo*

EDISON, THE MAN
Clarence Brown Production • *Spencer Tracy*



"I've got every dance with you, Leo, Dear!"

WATERLOO BRIDGE • *Vivien Leigh* • *Robert Taylor*

MORTAL STORM
James Stewart • *Margaret Sullavan*

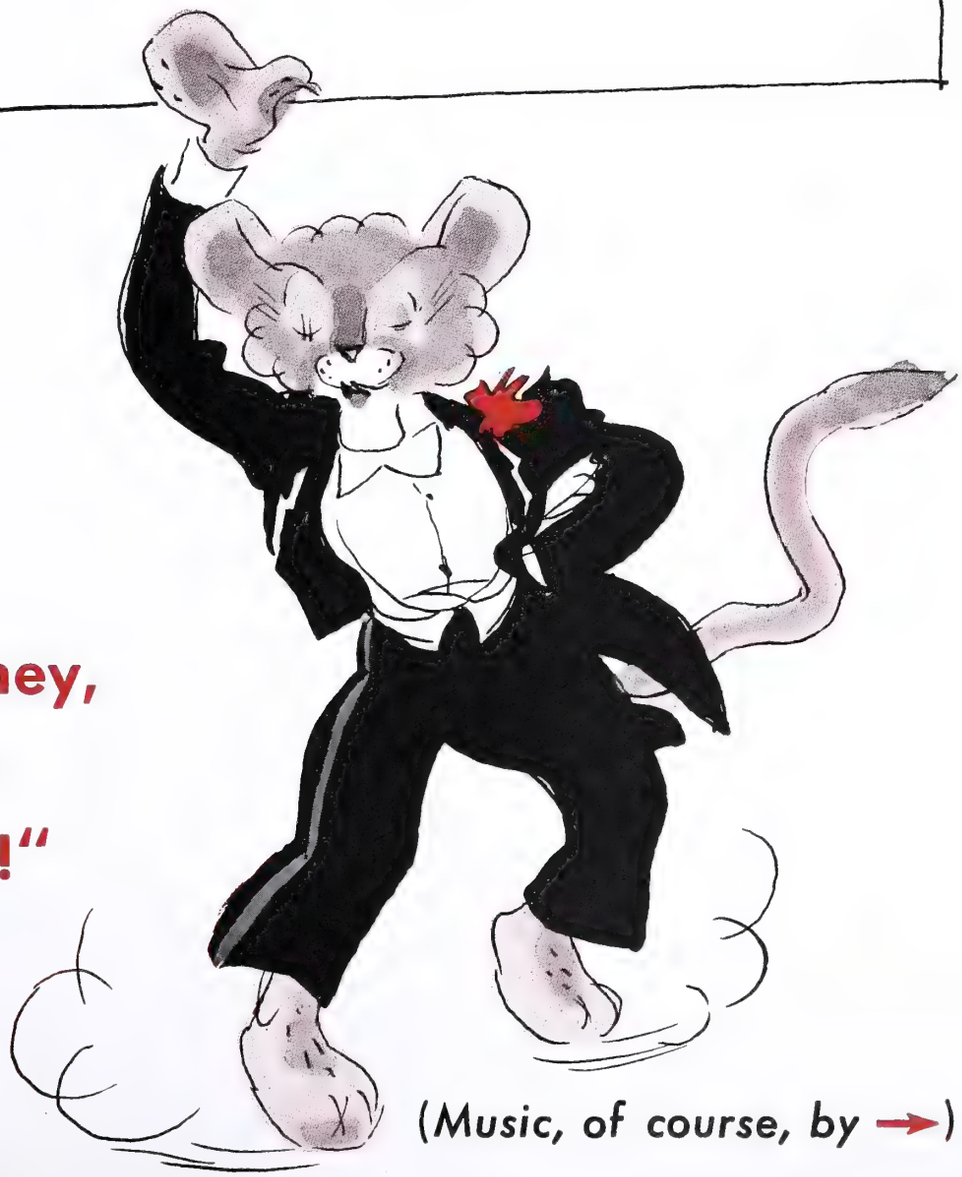
NEW MOON • *Jeanette MacDonald* • *Nelson Eddy*

SUSAN AND GOD • *Joan Crawford* • *Fredric March*

ANDY HARDY MEETS DEBUTANTE
Lewis Stone • *Mickey Rooney* • *Judy Garland*

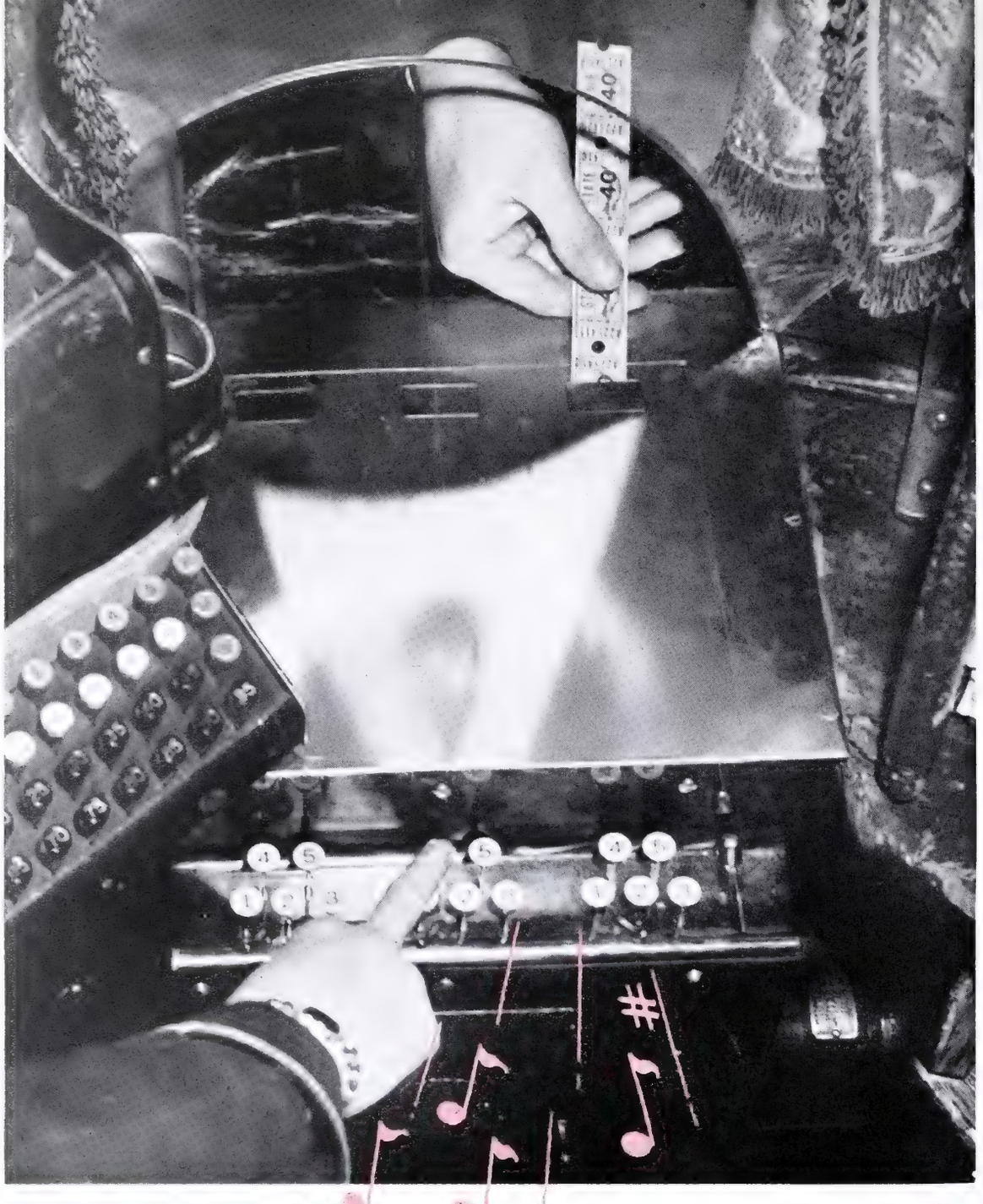
PRIDE AND PREJUDICE
Greer Garson • *Laurence Olivier*

BOOMTOWN • *Clark Gable* • *Spencer Tracy*
Claudette Colbert • *Hedy Lamarr*



"Thanks, honey, we make a great team!"

(Music, of course, by →)



FRIENDLY TO YOUR CASH REGISTER!



Year after year the sweetest box-office tunes are M-G-M!

THEATRE-OPERATING MAJORS NOT IN ACCORD ON PEACE PLATFORM; PARAMOUNT IS ALOOF

Product "Uncertainty" Under Small Block Plan Is Snag

Discuss End of Suit by U. S. Law with Neely Overtones

NEW YORK—While negotiations looking toward an out-of-court settlement of the all-industry suit were launched with the blessings of the five theatre-operating majors as apart from the three non-exhibiting, or "small" majors, even the major segment of the majors is not holding solidly together.

Paramount is the standoff. Only it has to be told with qualifications. This is how and why:

With Nicholas M. Schenck of Loew's and Harry M. Warner of Warner Bros. the standard bearers, naturally those two companies are highly sympathetic to an amicable, non-trial settlement. The illness of Sidney R. Kent, president of 20th Century-Fox, compels him to forego as active a participation in negotiations as he would, were his health up to snuff. The close relationship, blood and business, between Nicholas M. and Joseph M. Schenck of 20th-Fox is assumed to indicate beyond any reasonable doubts that the latter company, heavily interested in National Theatres, lines up with Loew's and Warner. RKO is understood to be the fourth member of the theatre-operating majors who may be tallied in the same division.

In "Peculiar" Situation

Paramount, however, is understood to be undecided and veering more definitely against settlement by federal statute than for it although it is understood the management there has not made up its final mind. Its ultimate decision, whatever it may be, is predicated largely on what its executives view as a situation peculiar to their own company. As the largest producer-distributor-exhibitor in the industry, the calculation quickly is that Paramount's investment in theatres runs at about five-to-one as compared with production and distribution.

It is reported, therefore, that this company is endeavoring to analyze the vital considerations involved more essentially on the basis of an exhibitor than as either a producer or a distributor, although, naturally, its activities in the latter two phases of the industry represent a huge investment and a far-flung business operation on their own.

As nearly as it can be learned, the doubts at Paramount center around the uncertainty to their theatres, wholly-owned and in partnership, of guaranteed supplies of film under the block-of-five proposal. In toto, and in varying degree, the Paramount circuit plays the output of every company. If, therefore, there should be genuine merit to the fears expressed by Columbia, Universal and UA over any inability on their part to meet the blocks-

(Continued on page 23)

(Continued from page 4)

experiences where independently constructed theatres of larger seating capacities have sought product away from established circuit houses of older vintage and lesser seating capacity.

However, it is calculated overbuying and clearance could be handled through arbitration. While any ambitions about rezoning the nation are held to approximate an impossible task at this time, it is, nevertheless, figured a non-industry arbitrator could dispose of complaints where such complaints are viewed as "reasonable."

Whether or not local secretaries for arbitrators will be appointed is an additional and relatively minor point on which no determination has been reached.

If adopted, the new selling plan might become effective with the coming season, but, in the meantime, the majors are proceeding on their 1940-41 production programs without interruption. It is understood, however, that one or two companies which generally hold early conventions and start their selling correspondingly are undecided on how to proceed and are awaiting final determination of the proposals before finalizing plans.

Momentous Questions

There are several momentous questions at stake. One, of course, is whether the settlement formula will ever go through. Provided it does, the second question swings around the physical job of completing any agreement by trial date. Tied to this are the forthcoming Neely bill hearings, now on the agenda for April. The impression is, however, that these hearings will be delayed, in view of all circumstances, thereby giving distributors additional time to work on a settlement formula. In driving against a May 1 deadline, out-of-court proponents naturally have in mind an accord before the suit can reach trial.

It is here that the Clayton Act plays a vital part. If the action does not go to court, testimony, obviously, will not be taken. Hence, exhibitors contemplating future anti-trust suits cannot use any pre-trial settlement as background in law for their litigation. If, however, the trial gets under way before Judge Henry W. Goddard and testimony is entered, even for as briefly as one day, the terms of any settlement later reached may be used by private litigants against the majors. Thus, the majors conceivably might find themselves confronted with hundreds of law suits in all corners of the land and thus lay themselves open to triple damage decisions running into incalculable millions.

Some industry lawyers entertain the impression the many depositions thus far taken may be regarded as testimony. Judge William O. Bondy privately says, "No, they are not." This would mean the examinations before trial would have no bearing on the trial itself.

The department of justice is proceeding with its conduct of the all-industry case with no regard to the possibility of out-of-court settlement. Likewise are the attorneys for the majors. Entirely probable, however, is a request for a delay beyond the presumed May 1 deadline. There would be nothing unusual for the court to grant such a request on the part of the majors, but its value is seen in the additional time thereby made available for further work on a settlement formula.

In for Third Time

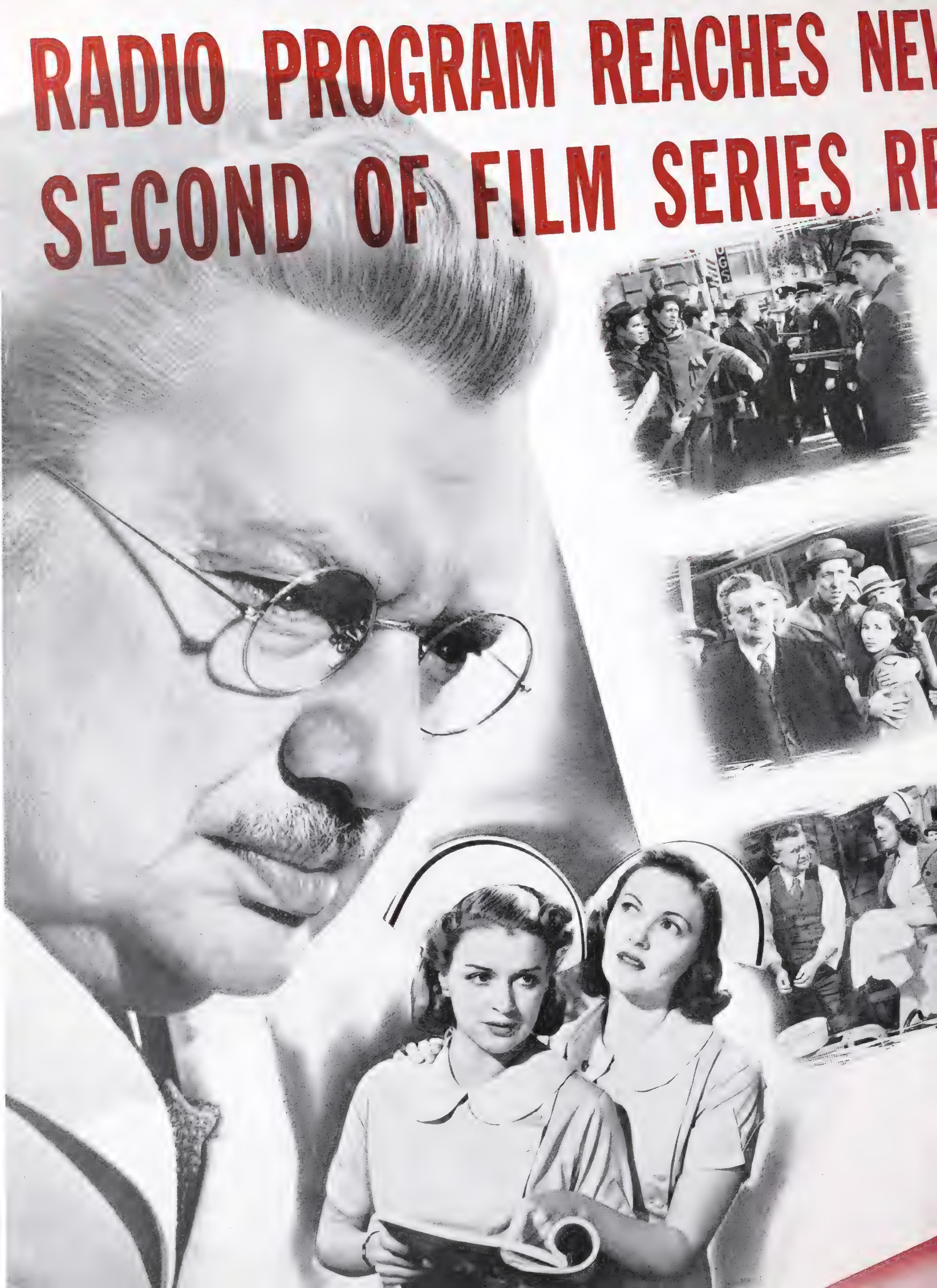
Nicholas M. Schenck, president of Loew's and, with Harry M. Warner, president of Warner Bros. Pictures, Inc., a dominant personality in favor of a peaceful solution, interrupted his Miami vacation for a third time in the past few days. He returned to New York to consult with Joseph Hazen, spokesman for Warner, at department of commerce meetings in Washington. In fact, Hazen recently returned from Hollywood after visiting the head of the House of Warner on developments bearing on the settlement. He is the "work horse" in the negotiations as the most active member of a committee of three originally appointed months ago to carry forward the conferences with Harry Hopkins, secretary of commerce, and his designated representatives. Schenck and George J. Schaefer, president of RKO, are the other two committeemen.

A Load for Hazen

In fact, it was Hazen who, in solo, carried to Hopkins the consolidated statistical data requested by the commerce secretary last year. From information gathered and supplied by the majors, the final report was prepared and audited by Price, Waterhouse and Company and provided a significant basis on which commerce department economists made their study of the industry.

Certain of the data was published exclusively by BOXOFFICE as of the time. In its essence, the overall picture which it painted was one of an industry seriously strained by constricted overseas markets, compelled to rely further on domestic income and, therefore, faced with the need to have as free an opportunity to do so as it was possible without governmental interference. In terms of "interference" or harassments, this, of course, referred directly to the all-industry suit.

RADIO PROGRAM REACHES NEW
SECOND OF FILM SERIES RE



LISTENER HIGH...
ADY FOR RELEASE!

More millions of people listen to the "Dr. Christian" program over the CBS network today than ever before, according to the newest Crossley rating of radio popularity. Which means more-than-ever fans for this second in the series, presenting the star of the broadcasts, and all the other well-loved characters, in a down-to-earth drama of a small-town doctor.

...A truly big attraction for all the folks who know and love "Dr. Christian;"... grand entertainment for EVERYBODY!



JEAN HERSHOLT

THE *Courageous* DOCTOR CHRISTIAN

with

DOROTHY LOVETT • ROBERT BALDWIN
TOM NEAL • MAUDE EBURNE • A STEPHENS-LANG PRODUCTION • Directed by BERNARD VORHAUS

Original Screen Play by Ring Lardner, Jr. and Ian McLellan Hunter

RKO RADIO PICTURES



Before Rodgers Got Under Way—

—Photo by Cosmo-Sileo

William F., general sales manager of Loew's, Inc., arriving at the Federal Bldg., New York for his pre-examination before trial in the industry suit. On left is Edward McClean of Davis, Polk, Wardwell, Gardner and Reed, the distributor's attorneys. On the right is Tyree Dillard, jr. of M-G-M home office counsel.

Few Shiftings in Clearances; Not Required, Says Rodgers

NEW YORK — There have been few changes in clearances throughout the country in the last few years for, having been established, "there is no reason to disturb them unless a complaint of merit arises," declared William F. Rodgers, general sales manager of Loew's, in his examination before trial of the all-industry suit.

Clearances and M-G-M's dealings with Loew's metropolitan New York circuit, as well as the Warner string in Philadelphia, highlighted his first day's examination.

Where complaints over clearance developed, Rodgers explained the procedure. He said an investigation would be conducted to see if the complaint warranted attention before any change would be suggested or made. On major circuit deals, it is rare for him to discuss clearances; subordinates might if a particular situation presents itself, he asserted.

When a complaint is made, the investigation would be to consult with the circuit involved, see how much veracity is attached to the complaint, check the revenues of the theatres involved, admission prices, the types of theatres themselves and other facts.

Wright brought up the five-year B&K franchise under which there is a fixed clearance for the duration of the contract.

"To be very frank, I think we made a mistake," Rodgers declared. "We overlooked it. New theatres have been cropping up, others have changed policies and hence we have changed our stand in making long term clearance arrangements in the past few years.

"We found we couldn't do what we wanted on clearance in such cases. I think it is a definite mistake to tie up for more than a year on clearance. I believe television will have a bearing on the business in the future. No one can foretell developments, or changes to be brought about."

The Warner three-year-pact in Philadelphia then came up. On the current deal, he said a provision calls for annual discussions on clearance while in the previous three-year deal there was no such provision. Each theatre is handled individually on the new three-year deal, he added. Rodgers held he did not know how long the Philadelphia clearance setup has been in effect.

The formula applies to Loew out-of-town theatres, he said, adding "Few or little changes in clearances for the circuit have been made over many years." Loew's in Atlanta gets 60 days; this also has been practice for a good number of years.

Insofar as other companies and clearances are concerned, Rodgers stated he had no interest whatsoever. "I may not agree with them on what they give. Hence, I have never tried to find out. My business keeps me busy enough without going into other companies' affairs."

Although M-G-M is a part of Loew's, Rodgers claimed he has never asked C. C. Moskowitz or Joseph R. Vogel about prices for film of other companies or for any of their records.

"It would be very unethical to ask them. Maybe it is a very puritanical streak, but I would have no purpose in asking. I am getting very good terms for my pictures and the records of other companies' business would not help me any.

"I think we have a very good supply of product and I am not interested in comparing terms paid for others. To be frank, it does not interest me at all." He stopped to interject that he did not want to go into a discussion of competitors' product because "I think they make good pictures, too."

Rodgers said he believed he gets the maximum for his product on the terms set up with different theatres. He added Loew houses have been used as a laboratory, or testing ground, on M-G-M product before designating the particular bracket for a picture.

A lengthy discussion was held on the deal with the Loew circuit for New York and out-of-town situations. He told how a certain group sold percentage and plays all theatres and how other groups are sold flat and play the short half of the week. Percentage pictures usually play the long half.

His early history in the industry and his years with Samuel Goldwyn took about an hour. Rodgers stated that, while he was with General Film in 1916, the first written contract the company got was for "Police," with Charles Chaplin. In the pact was provision for rental, the run, starting date, frequency with which the picture would play and "other legal clauses to protect the theatre and ourselves."

In the early days, runs were sold instead of clearance. He stated he believed exhibitors suggested clearance because of the closeness of runs and in an effort to get more money, which, in turn, would make for the production of bigger pictures. Exhibitors usually asked for twice as much as they got, he said. Minimum admissions in contracts were inaugurated about 1923 or 1924, he recalled.

"Some theatres were charging as ridiculously low prices as three and five cents. Prices were being changed and, in order to protect ourselves, we had the admission price included in the contract."

He also told of Goldwyn acquiring an interest in the Capitol, New York, two Denver and one California house because of difficulty in finding an outlet in those situations.

Rodgers entered the business in 1910 as a clerk for General Film on Eighth St. and Fifth Ave., New York. He was with the company 13 or 14 years before moving over to Mutual, where he remained two or three years before rejoining General. He joined Goldwyn in 1917 and was with the company until it was merged in 1924 with Metro.

Allied Meet June 19

CHICAGO — The annual Allied national convention will be held at the Morrison Hotel on June 19, 20 and 21, if plans nearly completed by Jack Kirsch, president of the Illinois unit, jell.

Gets Circuit Grosses Monthly, Rodgers Says

New York—Admitting he receives monthly reports on the revenues from FWC, Comerford, Shea, Minnesota Amusements, Wilby-Kincey, Interstate, Harris, Publix in Salt Lake City, Central States, the A. H. Blank and other circuits, William F. Rodgers testified these theatre groups roughly represent approximately 48 to 50 per cent of M-G-M's total revenue. He qualified this by adding the figures quoted may vary five or ten per cent one way or another.

In any event, he said, these circuits are among the more important for M-G-M in the point of return. Rodgers was testifying by deposition in the all-industry suit.

"Hatchet and Saw" Interests Wright

New York—Will H. Hays' speech, particularly that portion which criticizes "those who would use the hatchet and saw of litigation to sever the necessary economic relations of production, distribution and exhibition" interested Robert L. Wright, government examiner in the all-industry, to such an extent that shortly after William F. Rodgers took the stand for his deposition the subject was brought up.

Rodgers stated he has only attended three or four Hays meetings in the past year and that among the topics discussed was the Neely bill.

"What was that about?" the witness was asked.

"It was a discussion for organizing the presentation to the public of the disadvantages of the bill."

Rodgers said he did not attend the annual Hays meeting. Later Wright stated his line of questioning was in an endeavor to find out what Hays meant by his statement.

Ask More Production "Monopoly" Clues

NEW YORK—Declaring the government has given them no information, or clues, to alleged monopolistic practices in production, counsel for major companies on Friday asked Federal Judge Henry Warren Goddard to order opposing counsel to furnish additional information on production activities of which the government complains.

In addition, other factual information on exhibition is desired, but the principal item which disturbed major lawyers was the production paragraphs.

"Don't be mislead by a big answer to our consolidated interrogatories," one attorney stated.

The only data furnished on production was the naming of 22 persons, as independent producers, whose product allegedly had not been bought by major circuits. As to monopoly in production including refusal to loan or borrow talent and producers unable to sign stars, producers, directors and technicians, this information was lacking.

Motions for pre-trial conferences and the date when they are to get under way and two Columbia petitions in connection with its interrogatories also were disposed of by the court Friday.

Arguing for distributors and producers, former Judge Thacher stated the answers given by the government either have been unresponsive or incomplete. The vagueness, unless cleared up, will make it much more difficult than anticipated to investigate, it is claimed.

It was also stated it would take from six months to a year to investigate all of the 550 probable witnesses listed by the government.

Theatre-Owning Majors Lack Unison on Peace Platform

(Continued from page 19)

of-five plan, it would follow that Paramount theatres might be faced with a film shortage.

The private attitude of some or all three of the so-called "small" majors is that the proposed sales formula would be ruinous to them. This opinion traces to their belief that, in order to sell blocks of five, an "A" attraction would have to be one of the block. "No producer has ever been able to do this," one opinion, representative of this approach, maintains. To them, therefore, the issue seems to simmer down to the question of "Who would buy our cheaper pictures?" and a considerable worry over their inability to buck the larger producer. Richer in resources and more substantially bulwarked by liquid assets, this could allow completion of a dozen or more films at one time and a reshuffling to make each group of five a genuinely strong block, it is being argued.

The whole problem of their production scheme of things, these three feel, might further be imperiled by what may turn out to be a greater need for star values on the part of the "major" majors and a consequent reluctance, if not inability, to farm out players to the "small" majors. It is being pointed out that Columbia and Universal are almost entirely dependent upon the larger studio for names and that UA producers, too, "would be sunk" unless they could borrow from the larger majors.

Taking the position the government's case rests principally on the testimony of independent exhibitors who allege they have been discriminated against by all the majors, a spokesman for one of the three probably represents the attitude of all three with this:

"Ever since we saw the names of the government's prospective witnesses, we have been convinced we had nothing to worry about, which is another reason we want no part of a consent decree, or settlement. I would say that, even if all these witnesses testified for the government, we could impeach the testimony of about 75 per cent. We have proof not all of them are angels; plenty of evidence to show they violated contracts and engaged in many sorts of irregularities to which we closed our eyes. And the burden of the proof is with the government which, if our evidence that its witnesses are biased is established, would weaken its case considerably."

Similarly, there is no unanimity of opinion among majors' counsel over a settlement formula. Some say they would rather take their chances in court. Others ponder if an accord might not be more advisable in view of the probable $3,000,000 to $5,000,000 defense cost and the consumption of executive time which a full trial of the issues would entail.

32 Features, 16 Westerns Probable Monogram List

NEW YORK—Monogram will list a 1940-41 program of about 32 features and 16 westerns when the company stages its sales convention around June 1, W. Ray Johnston, president, advises. Emphasis will be on action and family type attractions.

Weekend meetings with Steve Broidy of Boston; Henri Elman, Chicago; John Mangham, Atlanta, and Harry Thomas, representing New York, were to determine whether the sales session would be national or regional.

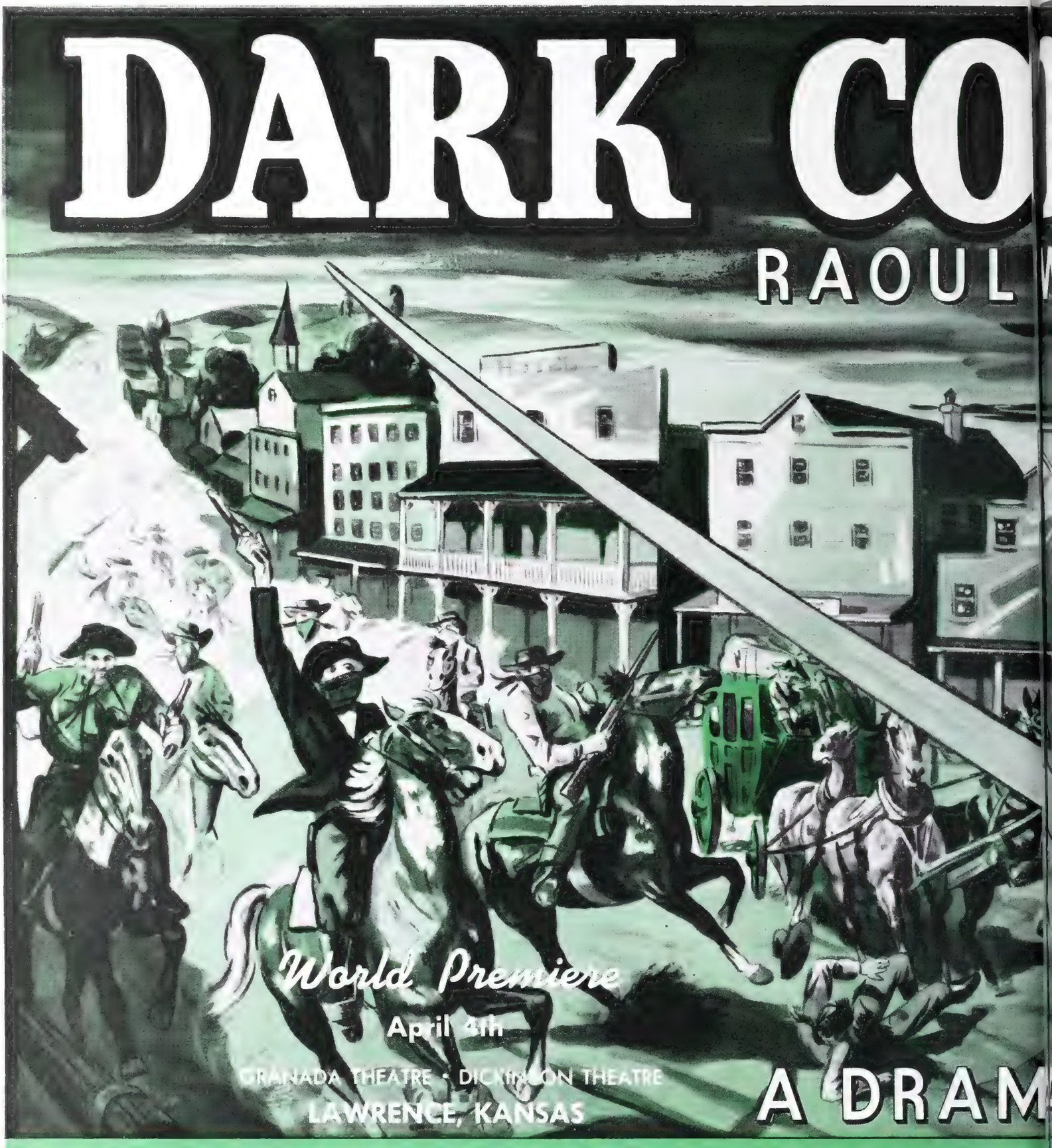
Johnston returns to the coast late this week to set the final program. By that time he hopes to have replies to questionnaires from franchise holders regarding number of pictures in each classification.



He Once Ran for the Presidency—

—Photo by Cosmo-Sileo

On the left, John W. Davis, senior member of the law firm of Davis, Polk, Wardwell, Gardner and Reed, Loew's attorneys in the government case, as he entered Federal Bldg., New York where William F. Rodgers' deposition was being recorded. Davis once ran for the presidency on the Democratic ticket. Accompanying him is Lawrence Bunker of his staff.



CLAIRE TREVOR · JOHN W

ROY ROGERS · GEORGE HAYES · PORTER HA

A REPUBL


mmand
WALSH DIRECTOR
A OF UNDYING LOVE
AYNE · WALTER PIDGEON
· MARJORIE MAIN · RAYMOND WALBURN
PICTURE

FOREIGN EXCHANGE NO. 1 OVERSEAS WORRY, BUT U. S. QUALITY SEEN EMERGING VICTOR

War Less "Devastating," However, Than First Feared, Is View

WASHINGTON—The No. 1 problem facing the industry abroad is that of adequate foreign exchange, states Nathan D. Golden, chief of the Motion Picture Division of the Bureau of Foreign and Domestic Commerce, in his "Review of Foreign Film Markets During 1939."

The outbreak of the war in Europe in September was the overshadowing event that made 1939 "probably the most troublesome . . . in the long record of our experience in foreign motion picture markets," the report notes, adding, however, that "the shocks and repercussions proved eventually to be less devastating than had been feared at first."

In viewing future prospects, Golden observes much depends on the course and duration of the war, therefore, "no forecast can even be attempted." Nevertheless, "some of the dislocations may not prove as serious as they originally seemed," he declares. "In Latin America there would appear to be a promising field for expansion and for productions of a somewhat new character—fitted more precisely, more fore-sightedly, to the requirements of a great territory which comprises a variety of distinctive markets."

"Gains May Follow Losses"

In an overall forecast, he observes: "One thing, surely, will help our pictures, abroad as well as home. That is their superlative quality. In the domestic market such achievements will compensate for any foreign losses—and, regardless of wars, they may win such favor abroad that the losses will be followed by gains."

With respect to the war's effect on competition by the European picture business, Golden notes that during the past five years England and France "had made remarkable progress and, each year, were turning out a few films comparable with the product of Hollywood." The developments of "World War II," he states, "may retard or impair the motion picture industries in France and the United Kingdom to such an extent that it will be years before they can recover to the point where they were before September, 1939.

"And though one shuns and deprecates such an eventuality," he adds, "it is even possible — under certain circumstances — to envisage their destruction. In either of these regrettable cases, the American industry would face appreciably expanded markets in non-belligerent countries throughout the world; markets characterized by the removal of the most competent and vigorous competition which we have been encountering, and which has helped, as a matter of fact, to stimulate the excellence of American product."

In the matter of "present and prospective foreign demands for American films," the report takes into consideration many factors, largely minor, but of a character "worthy of attention by our motion picture interests." These are new stringencies of censorship, "startling rules" governing conduct in theatres in neutral countries just outside the zone of actual hostilities, the calling to colors of millions of men who were normally regular theatregoers, the disorganization of essential facilities for dubbing films in foreign languages and the psychological influence of depression and anxiety.

"We see the influence of such factors when we ascertain, from one of our governmental reports, that in Great Britain, according to the estimates of leading trade authorities, admissions in December, 1939, and for the first two months of 1940, for all Britain, were down about 10 per cent, with the London-area attendance curtailed by as much as 20 per cent. In Belgium, the weekday attendance was 35 per cent below normal at the end of 1939, with the weekend receipts 15 to 20 per cent lower than usual," the report declares.

Conversely, and in spite of a resumption of British and French production "nearly resembling the pre-September status," the shipping difficulties and production curtailment there "have made foreign nations which formerly relied on these countries for a certain proportion of films dependent upon the United States to a vastly greater degree," Golden observes. "And the longer hostilities last, and the more intense they grow, the more dependent will the entire world become upon American pictures. This is particularly true in Latin America and the Far East," he states. "Even Britain and France are today desiring a somewhat increased number of American pictures."

This latter development Golden attributes to a marked change in film tastes

(Continued on page 32)

How It Goes in Europe

WASHINGTON—A few examples of "the new stringencies of censorship, as well as new rules governing conduct in theatres" in certain unnamed European countries are offered by Nathan L. Golden in his annual survey of foreign film markets during 1939.

One: Though the nation is a non-belligerent, a feature was summarily banned and banished because someone had imagined that he detected a resemblance, in the visage of one of the characters, to the foreign minister of a major power. The distributor appealed at once, but his appeal was rejected.

Another: Special police regulations are in force throughout one country which prohibit audiences from expressing approval or disapproval "of any films shown." If a fan happens to get a bit emotional and beats his palms together, he is subject, under a strict interpretation of this decree, to immediate confinement behind prison bars.

Italy, Long Lost, Re-Entering Fold as Outlet for Hollywood

WASHINGTON—Signs pointing to a "modified" resumption of exports to Italy, as indicated by foreign sales managers and other sources in New York, appear to take on added significance in the annual report of Nathan D. Golden, chief of the Motion Picture Division of the Bureau of Foreign and Domestic Commerce.

This is it, verbatim:

"On January 22, 1940, the Italian Council of Ministers presented to the Italian Parliament the text for the establishment of a new body to carry on the management of the film monopoly created in September, 1938. This contemplated decree eliminates the commercial organization ENIC from connection with the monopoly, and the latter's functions are entrusted to the National Organization for the Acquisition and Importation of Foreign Films, which is under the control of the Ministers of Foreign Trade and Exchange, Popular Culture and Finance (ENAIPE).

"The highlights of this contemplated decree are: 'The monopoly ceases to be the agent for purchasing foreign films, although it will act as agent in remitting payment to foreign companies. A list of Italian firms will be established, which will deal directly with foreign companies for the purchase of films.

" 'These firms must be either producers of Italian films or distributors who participate in the financing of Italian films. Distribution by a foreign company through its own company in Italy is no longer possible, and the total quota of films to be imported for the year will be determined as to value by the Ministry of Foreign Trade and Exchange, separately for each country of origin. No film may be distributed unless a license is issued.' "

IT'S RUNNING AHEAD OF "STAGECOACH" EVERYWHERE!

2 HOUSE RECORDS...4 HOLD-OVERS IN THIS FLASH NEWS OF GREAT PERFORMANCE IN THE *FIRST 7 OPENINGS!*

ATLANTA, LOEW'S GRAND
Opening day biggest in two years. Three hundred dollars better than "Stagecoach"!

MIAMI BEACH, LINCOLN
Top Wanger gross in history of the house. Business 150% of "Stagecoach"!

PHILADELPHIA, ALDINE
HELD OVER for second sensational week following biggest opening gross in six months—which was $600 over "Stagecoach"!

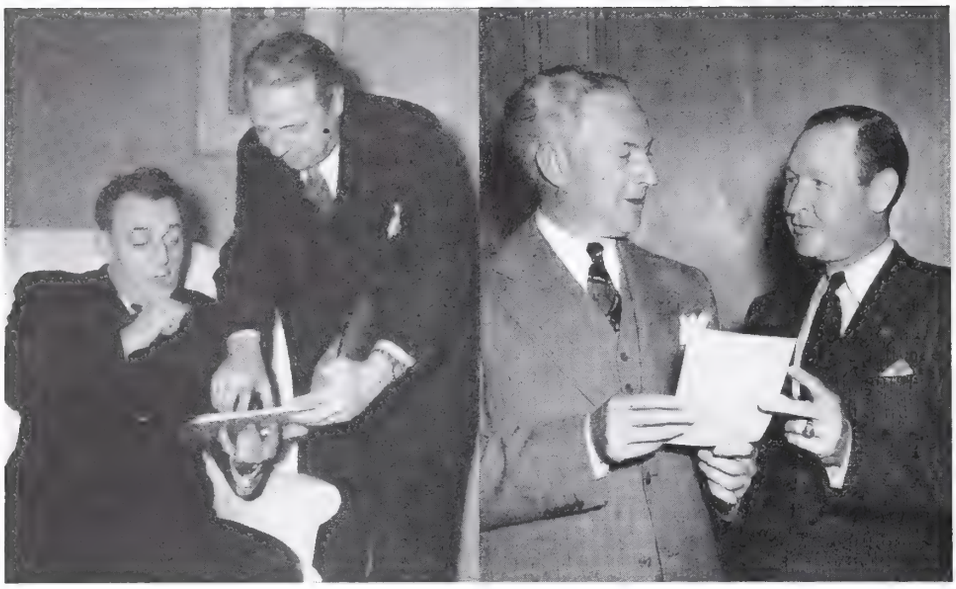
SAN FRANCISCO, UNITED ARTISTS
GOES TWO WEEKS as first week zooms to $1,500 better than "Stagecoach"!

SEATTLE, LIBERTY
SECOND WEEK OF S.R.O. "It's big!" reports Variety.

CHARLESTON, W. VA., KEARSE
NEW HOUSE RECORD set on opening day with smash $2,412.

NEW YORK CITY, LOEW'S STATE
NEW OPENING DAY RECORD...beating every first day in recent years with single exception of Eddie Cantor's personal appearance! HELD OVER!





—Photos by Landau-Meister, Dallas

Palavers and Plans for Nat'l Variety—

Busy days are these in Dallas. National Variety convention, long since encircled on the calendar for April 18-19-20, is getting closer and conferences are getting more frequent. For example. On the left (seated) John H. Harris, chief barker, and Burt King, chairman of the golf tournament committee, go over the plot to ruin the greens. On the right R. J. "Bob" O'Donnell, who general manages the Interstate Circuit when Variety doesn't interfere, talks over the grub situation with Lynn Stocker of R. E. Griffith Theatres and chairman of the food and service committee.

Dallas Going Wild West--With Modern Comforts-- for Barkers

DALLAS—Bob O'Donnell is offering a new lease on life, and the price is right. It consists mainly of getting on any sort of conveyance and joining in the festivities planned for the national convention of the Variety Clubs of America here April 18-19-20. It's to be a western extravaganza. And it won't have to pass the censor board.

In other words, advance talk has it that O'Donnell, Paul Short of the control committee, and Louis Charninsky, chairman of the atmospheric committee — now, there's a job—have arranged a multitude of activities the likes of which are designed to linger long after the parting piece de resistance of jumbo imperial squab stuffed with Texas wild rice has been consumed.

The industry is expected to turn out to the tune of about 1,250, but ample hotel accommodations have been provided. Those who can't get rooms will be in the happy position of having enough time to really take in the authentic Old West and Mexican settings that will transform part of the city. The Dallas Athletic Club will be made over for the Frontier Frolic Party. In the barricaded area in front of the club there will be an honest-Injun' rodeo. It will be in charge of John A. Guthrie, Wild West showman of Muskogee, Okla.

Guthrie's menage consists of 143 head of livestock, 75 Indians from the Sioux, Otoe, Ponca and Pawnee tribes, the original Buffalo Deadwood stage coach and the trained horses from the Tom Mix Diamond T-M Bar Ranch. Throw in about 50 riders of Oklahoma peace officers and former marshals, ropers, Australian whip-crackers, a comic mule, ten prairie schooners and some stage coaches and it all adds up to action and color.

As if anyone might be interested in food, the committee has whipped up some angles that should interest ordinary guests and those who think they're gourmets. Lynn Stocker, in charge of this, has arranged for a gigantic Mexican street fiesta, where visitors can partake of hot tamales, chile con carne, frijoles, enchiladas, Spanish rice, chile a la penas and tortillas. At the Frontier Frolic there will be mountain oysters, barbecued venison, cabrito chops, frijole beans, fried corn pones and the like.

For individual sports, golfers will find one of the most beautiful courses in the southwest at the Brook Hollow Country Club. Burt King, tournament chairman, says Variety Club champions from at least nine cities will be on hand for the medal play on April 20. The contest will be for a national champion. Among those already registered are Art Levy, Pittsburgh; J. J. Culahan, Cincinnati; Al Matreci, St. Louis; John L. Howard, Detroit; L. W. Cohen, Minneapolis; Frank Clark, Milwaukee; Jack Zern, Dallas; Bill Griffin, Atlanta, and Otto Rohde, Oklahoma City.

Transportation has been worked out so that most of the guests and delegates will arrive here simultaneously aboard two Variety Specials leaving from various points through St. Louis and Kansas City.

O'Donnell and Short were in Hollywood last weekend to make arrangements for the appearance of a large group of film players. If possible, Bing Crosby, Mickey Rooney, Spencer Tracy, Bob Hope will attend.

FCC Order Stymies Television Sales

NEW YORK—The immediate result of the FCC order calling for an inquiry into RCA's tactics in the sale of television sets was the abandonment of an elaborate advertising campaign designed to put 25,000 sets into homes in the metropolitan market.

"All pressure on sales has been withdrawn," asserted a spokesman, who observed the FCC order struck RCA "like a bombshell." Although this source says the new, lower-priced sets are in the hands of distributors he knows of no order that restricts their sale pending hearings that the FCC has ordered to start in Washington on April 8. RCA is understood to have filed its formal notice to attend the hearings.

The company will not issue a statement answering FCC, which declared the hearings are to "determine whether research and experimentation and the achievement of higher standards of television transmission are being unduly retarded" by RCA, and "whether the effective date for the beginning of limited commercial operation should be changed from September 1 to some subsequent date."

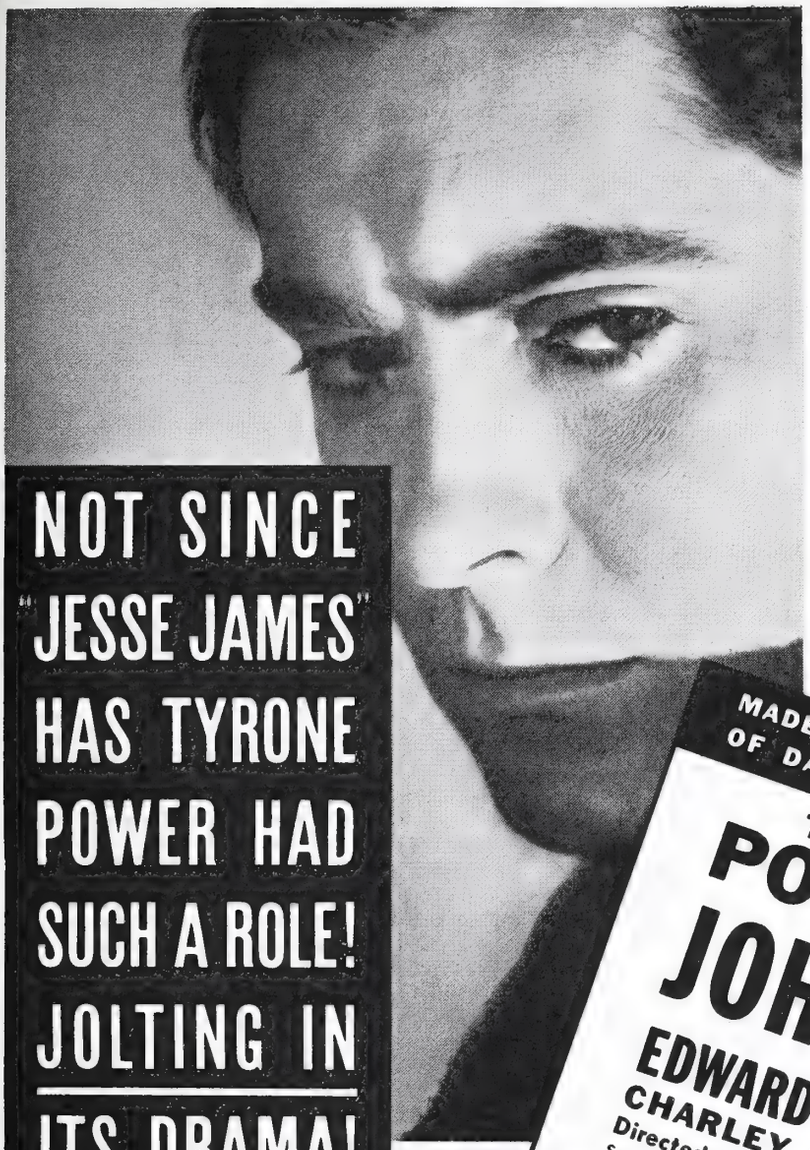
On March 16, BOXOFFICE exclusively reported that, behind the RCA announcement that it was about to launch an intensive selling campaign, coupled with the projected linking of Philadelphia and other cities with New York as the first step in a network service, was a potential population market estimated at 30,000,000 persons. "The hope is," the story said, "to interest advertisers in this market and thereby recoup some of the cost that has gone into experimentation."

The FCC criticism of RCA's contemplated promotional sale of sets was over the thought that "present day receivers may soon become obsolete," which might occasion an economic loss to the public by "premature purchase in a rapidly advancing field."

In reply to this observation, an RCA spokesman unhesitatingly charged "foul play by others in the industry who are not part of the united front." His reference, he said, was to CBS, Philco and Zenith, who, at recent FCC hearings, offered various reasons in opposition to any "go ahead signal" on the part of the commission for the television industry "because RCA-NBC had the only organized system and they were sparring for time."

Television Leads to "Perfect Corsets"

Hollywood—Now comes television with its first "discovery" for the screen. She is Lucille Keeling. Once under contract to Warner, she returned to New York and there became a featured singer and dancer for Baird Television. Seymour Felix saw her on the television screen one night and it was he who induced 20th Century-Fox to engage her to play the "perfect corset girl" in "Lillian Russell."



NOT SINCE "JESSE JAMES" HAS TYRONE POWER HAD SUCH A ROLE! JOLTING IN ITS DRAMA!



DOROTHY LAMOUR as "Lucky"...sultry dance-dive songstress, mobster's sweetie . . . and *sensational!*

MADE WITH THE DARING AND LIFE-TRUE IMPACT OF DARRYL F. ZANUCK'S GREATEST HITS!....

TYRONE **POWER** · DOROTHY **LAMOUR**

in

JOHNNY APOLLO

with

EDWARD ARNOLD · **LLOYD NOLAN**

CHARLEY GRAPEWIN · **LIONEL ATWILL**

Directed by Henry Hathaway · Associate Producer Harry Joe Brown · Screen play by Philip Dunne and Rowland Brown · Original story by Samuel G. Engel and Hal Long · Dorothy Lamour sings: "This is the Beginning of the End" by Mack Gordon; "Dancing for Nickels and Dimes" by Lionel Newman and Frank Loesser

Darryl F. Zanuck in Charge of Production

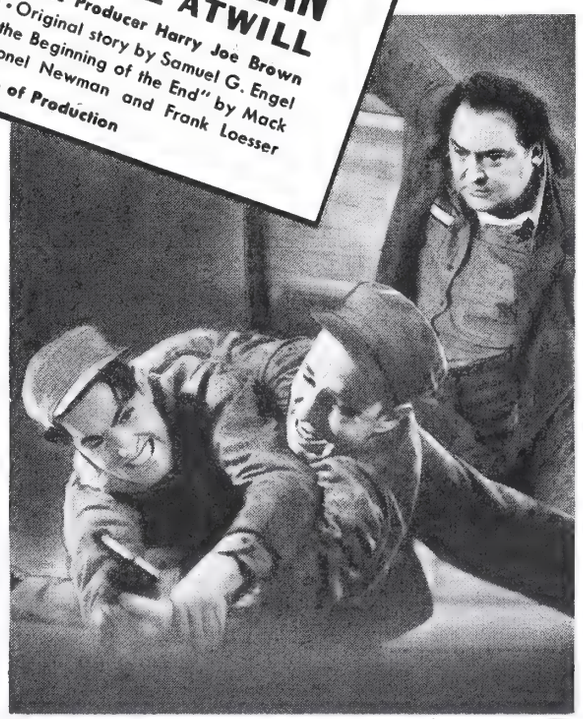
20th CENTURY FOX



EMOTIONAL DYNAMITE...set off when Edward Arnold as the convicted banker brings bitter disillusion to the son who idolized him!



IN STOP-THE-SHOW COSTUME...Lamour of the voice that thrills, personifies seductive feminine appeal!



THE TERRIFIC JAIL-BREAK CLIMAX . . . unapproached on the screen for nerve-lashing wallop!

"20TH HAS A TERRIFIC BET IN 'JOHNNY APOLLO'—WATCH!" says Hollywood Reporter

$186,494 RKO Loss; Theatres Did Well

NEW YORK—RKO and subsidiaries show a net loss for 1939 of $186,494 according to the tenth and final report of Irving Trust, RKO trustee, filed in federal court. This loss is larger than appears, as the figure given does not include provision for a current dividend of $7 a share, on 42,543 shares of seven per cent cumulative convertible preferred stock.

However, the combined operations of the theatre company show a net profit of $1,234,523 after all charges, but before accrued interest of $269,215 of indebtedness to RKO was paid. This compares with a net of $1,204,293 in 1938, but also before interest of $307,519 was paid to RKO. The theatre business thus was slightly better, the report concludes, but the average admission price decreased slightly, making for an increased operating income.

RKO Radio Pictures, the production company, had a net loss of $545,126 before payment of interest of $1,086,316 to RKO. This compares with a loss of $189,474 in 1938, but again without payment of $1,058,079 to RKO. The producing company was seriously affected by the European war, declares the report. The elimination of some markets, limited exhibition of pictures in certain territories, restrictions on the transfer of funds from foreign territories and the decline in the rates of foreign exchange all resulted in an extraordinary write-off of $392,777 in the amortization of pictures.

Pathe Net Even

Pathe News Inc. had a net profit of $97,292 in 1939 compared with a net profit of $97,199 in 1938. Van Beuren Corp., in process of liquidation, distributed $7,189 in 1939. Total claims filed against RKO were $55,512,250, of which $30,538,875 were expunged, leaving $24,973,374 participating in the plan.

Of this amount, $12,254,874 were unsecured allowed claims and $12,718,500 were allowed secured claims. From 1934 to 1939 the total reduction of fixed indebtedness of RKO and its subsidiaries was $9,641,551. Cash increased from $4,977,000 to $7,073,000.

During the six month period to December 31, 1939, Irving Trust received $1,401,120 in cash receipts and disbursed $1,316,495, leaving a balance of $84,625. Advances to outside producers during this period were $1,293,038, completed pictures not released were listed as $3,255,285, released pictures at a cost of $3,314,482, productions in progress at $2,940,241 and scenarios and continuities not in production at $480,312. Land is valued at $22,421,854, improvements on buildings at $37,571,894, and total assets at $95,965,300.

For 1939, total income was $51,451,223 of which the theatres provided $23,001,078; film rentals and sales, $25,625,822; rentals and other income, $2,824,322. Expenses were $47,885,900, which was made up of film service at $6,243,302, artists' salaries and production expenses at $1,094,947, other salaries and wages at $5,488,801, cost of film sales and service at $21,952,110, film selling and general expenses at $4,481,222, other operating and general expenses at $8,625,516 and other income at $4,385,407.

In conjunction with the filing of the earnings statement, attorneys and corporations interested in the estate, filed a total of $1,732,984 in claims for allowances. This amount will have approximately $750,000 added to it by Atlas, proponents of the plan of reorganization. Atlas's claim is the largest. It seeks first $875,037 in expenses and additional compensation for services which it asks the court to set, but hints at a $750,000 figure. Atlas agrees to take the latter compensation in stock, but wants the larger amount in cash. The expenses consist of $300,000 to Simpson, Thacher and Bartlett, its attorneys; $163,277 to Rathvon and Co., an associate; $106,250 to W. J. Merrill, now an RKO vice-president; $76,772 to Leo Spitz for services, and $200,000 for general overhead expenses.

Other Applications

Other applications are those of William J. Donovan, attorney for Irving Trust, who seeks $185,000. Of this amount, $85,000 is for services in defending RKO in the all-industry suit. Donovan, since 1934, has received interim allowances of $360,000. Irving Trust asks for $95,000, having received $295,000 since 1934.

Lehman Brothers seek $76,772 as expenses in monies paid to Leo Spitz. John S. Stover, attorney for Ernest W. Stirn, RKO stockholder, wants $118,225 based on 4,729 hours at $25 an hour. The City Bank Farmers Trust Co. together with its attorneys, seek $3,500, and the Hanover Bank and Trust Co. with Attorneys Larkin, Rathbone, and Perry, want $16,250 and $12,500, respectively.

: A Day at Warner :

NEW YORK—A day at the Warner home office, prepared by the boys who ought to know:

Nobody came in late.

No boxoffice records were broken, according to Mort Blumenstock.

Nobody asked Ralph Budd for passes.

Nobody asked Elkan Reiner to do a three-hour job in 12 minutes.

No one asked the tax department for advice on making out his income tax.

Joe Tisman didn't make a single poster.

Phil Abrahams booked no screenings.

H. M. Doherty didn't check any exchange reports.

Harry Mayer saw no agents.

Grad Sears didn't close any circuit deals.

Carl Leserman didn't see any exhibitors.

The playdate department didn't approve any playdates.

Nobody sued Warner Bros.

Jake Wilk didn't buy any stories.

Major Warner didn't talk to the coast.

Sam Carlisle didn't sign any checks.

Albert Howson didn't register a title.

Leonard Schlesinger didn't see Bernhard.

Harry Goldberg didn't see Schlesinger.

Clayton Bond didn't buy a picture.

Explanation: They say it all happened on Washington's Birthday.

20th-Fox Earnings Slide $3,105,653

NEW YORK—Twentieth Century-Fox reports net profit of $4,146,813 for 1939, compared with $7,252,466 for 1938, or a decline of $3,105,653, while net income of National Theatres for 1939 is put at $2,311,108 as compared with $2,617,653 for the previous year. This is a decline of $306,545. The parent company's 42 per cent interest in National indicates an interest in these earnings of $970,665, the report states. Dividends from National of $756,000 in 1939 are included in the net profit. The figure compares with $882,000 in 1938.

The parent company paid dividends during the year totaling $3,137,834, at the rate of $1.50 on preferred stock and $1 per share on common. Outstanding capital on December 30, 1939 comprises 926,214 shares of preferred and 1,741,991 of common.

The report also discloses that the net assets in foreign countries, whether owned by the parent company or its subsidiaries, aggregated $6,638,197 of which $3,737,757 represents the corporation's indirect investment in Gaumont British. On the foreign situation Sidney R. Kent states during 1939 the company "exhibited little difficulty" in converting the greater part of net revenue into dollars, but that since the outbreak of the present European war the situation "is becoming increasingly burdensome and constitutes a serious problem."

Current assets, including foreign, total $58,828,061, with land, buildings and equipment making up the largest item at $12,555,046. Earned surplus of the year is reported at $15,070,960. Gross income from sales and rentals of film and accessories for 1939 is $53,752,351, which compares with $58,201,314 in 1938, and $56,172,192 in 1937.

20th-Fox Urges Holidays Before New Kent Drive

NEW YORK — All 20th Century-Fox branch managers have been urged to take their annual vacations before the eighth annual Kent Drive which begins August 18. Letters to the managers suggest that "vacations start immediately." All employes who were in the employ of the company prior to July 1, 1939, are entitled to two weeks with pay. Those employed since that time are given one week with pay.

Warner Baxter to Star In Own Productions

HOLLYWOOD—Warner Baxter intends to produce and star in his own productions following expiration of his 20th Century-Fox contract with "Earthbound." In the past few years he has purchased rights to about six story properties.

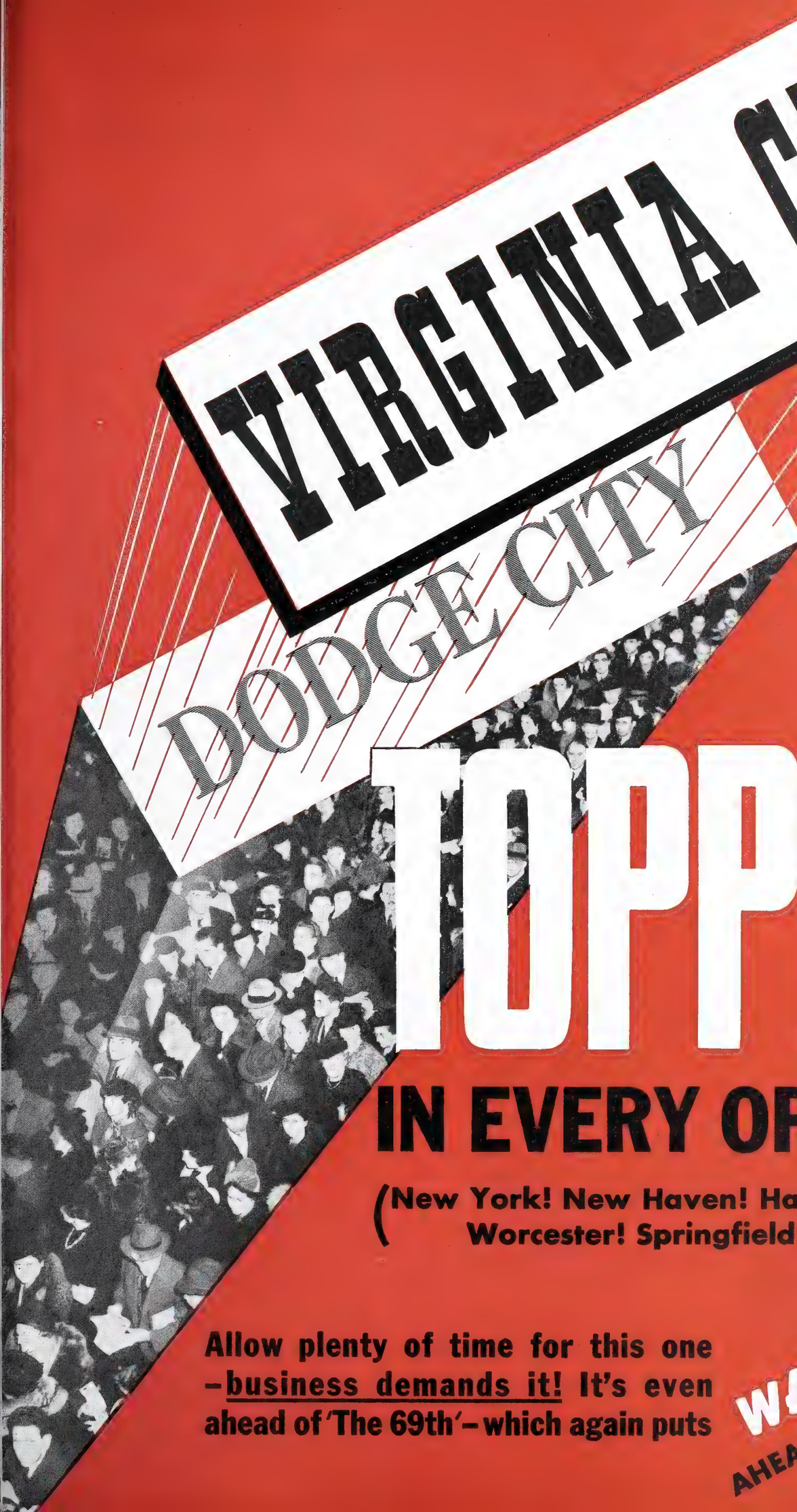
UA Regional Meetings

NEW YORK—UA is tentatively planning a series of regional sales meetings instead of one national conclave, probably to get under way late in April.

VIRGINIA CITY

DODGE CITY

ERROL FLYNN and
MIRIAM HOPKINS
in "VIRGINIA CITY"
with RANDOLPH SCOTT
HUMPHREY BOGART
FRANK McHUGH • ALAN HALE
GUINN "BIG BOY" WILLIAMS
Directed by MICHAEL CURTIZ
Original Screen Play by Robert Buckner
Music by Max Steiner
A Warner Bros.-First National Picture



TOPPED!

IN EVERY OPENING!!

(New York! New Haven! Hartford! Bridgeport!
Worcester! Springfield! Hot Springs!)

Allow plenty of time for this one –<u>business demands it!</u> It's even ahead of 'The 69th'– which again puts

WARNERS
AHEAD OF EVERYONE!



Hays Sees Quality An Economic Need

NEW YORK—"The economic imperative for a constantly growing stream of better pictures in the United States today," Will Hays declares in his annual report, "comes from the fact that there exist in the industry well-organized, highly experienced and successful companies that produce, distribute and exhibit pictures in a limited number of large and successful theatres which they direct or own."

Taking the position the industry is too complex to be increased "by the process of division," he asserted: "The fact that they—producer-exhibitors—can avoid a double loss, in exhibition as well as production, only by pictures that please the public is an incentive for substantial investment, more employment and greater enterprise in the industry, depression or no depression."

Raps Group Censorship

Apparently with the Neely bill in mind, Hays went on record against group censorship. Citing facts and figures purporting to show progressive social improvement as the result of self-regulation, which he claimed "has succeeded where censorship has failed," he went on:

"It is ironic that, notwithstanding this record, there should be any insistence on a subterfuge potentially more vicious than any form of outright censorship. The new censorship movement parades under the name of 'community selection'—except that self-appointed censors, not the community, are to do the selecting.

"But what is now urged through misleading propaganda," he asserted, "is really selection without the consent of the community. It would be group selection exercised before, not after, pictures had been offered to the public, and before public taste and public opinion had an opportunity to assert themselves. Under whatever name this is glossed, such a method would set up an irresponsible censorship by pressure groups.

"Would Stultify Art"

"Dictation by even well-intentioned groups as to what pictures shall or shall not be shown in any given theatre, not to mention dictation from groups with an axe to grind, would stultify the art. It is a scheme destructive of the very basis of free speech, a free press, the freedom of the air or a free screen."

"It is true that we have still far to go on the road of self-regulation before every buyer and seller in this industry, like the fabled lion and the lamb, will lie down in peace together. There is much to be done to secure clear and unequivocal understanding between distributors and exhibitors in many trade practices inherent in the character of our product and our business.

"Nothing should be left undone for the development of a complete system of conciliation and arbitration in the industry—action now stymied by the same uncertainty that affects other industries involved in legal proceedings. No industry is helped by the pronouncement: Try it—at your peril!"

In tracing industry developments during the past ten years, Hays observed these advances were accomplished "under most discouraging and difficult conditions." He referred particularly to the European war and its effect "at a time when foreign receipts were a most important factor in the planning of production schedules." In the domestic field he cited four important factors: The imperative need of economy, the fear that the more substantial investments in production may not be justified in view of crumbling world markets, the proposals sponsored by those who would substitute legislation for self-regulation and the uncertainty over the general economic situation.

History as Taught From the Screen

New York—Sidney Skolsky tells this one in his New York "Post" column, written out of Hollywood:

"Tom Jenks states that in a classroom the other day the teacher asked, 'Who wrote "My Old Kentucky Home?"' A kid shouted, 'Don Ameche.' 'He did not,' interrupted another youngster. 'Stephen Foster wrote it. Don Ameche invented the telephone.'"

Garner Parking Data For Trade Study

WASHINGTON—Allied, through a survey under way by the Bureau for Street Traffic Research of Yale University and the cooperation of its members, is attempting to get a slant on the parking problem in local situations for the bearing it may have in the future on what is generally recognized as a sore spot in many areas.

Although the survey has not progressed sufficiently to draw any conclusions, Allied is watching it with keen interest. One of the group's representatives appeared before the board recently and was pledged the support of regional offices in seeking the desired information.

The purpose of the survey is outlined below and is expected, when completed, to be useful to theatre owners:

1.—To determine the demand for off-street parking; the actual number of cars which must be provided for in sample cities.

2.—The development of a method for determining this demand in any city.

3.—To analyze the present off-street facilities in sample cities to establish their adequacy and success.

4.—To establish specifications for the necessary facilities of the future.

5.—To set up formulas which will enable the "generators of parking demand" to determine their needs.

6.—To set up formulas in which a property owner or a city government can determine the needs of a given area and measure the cost of providing for that need.

Allied is of the impression that theatre decentralization, due in large measure to the parking problem, is observable in all cities with the possible exception of New York.

Exchange Held No. 1 Worry From Abroad

(Continued from page 26)

in the belligerent countries, where the popularity of the historical and romantic has been replaced by a desire for comedies, mysteries and light entertainment conducive to "escape from wartime anxieties." At this point, the report notes American films shown in foreign markets have increased from 65 per cent of the total in 1938 to 67 per cent in 1939. "This does not mean that revenues from abroad have increased," it adds, pointing to sources which indicate that the "dollar-and-cents returns for American motion pictures since the outbreak of the war have fallen by perhaps 10 per cent."

The report states the following countries have, or are about to impose legislative restrictions on American films. The list does not take into account countries where currency restrictions exist. They are: Argentina, Australia, British West Indies, Burma, Canada, Ceylon, Chile, Estonia, Egypt, Finland, French Morocco, French Oceania, Greece, Hungary, Italy, Japan, Latvia, Malta, New Zealand, Palestine, Peru, Spain, Switzerland, Uruguay, Venezuela and Yugoslavia.

As evidence of the tightening of legislative and quota restrictions, the report reveals American film exports for 1939 show a decrease of 34,600,000 linear feet in positive and negative sound films compared with 1938, a drop of 17.8 per cent. A total of 160,582,315 linear feet of entertainment films, with a declared value of $3,400,657, was exported during the year. This compares with 195,237,129 feet, valued at $4,268,818 in 1938. Valuation figures, the report states, should not be confused with film remittances. Valuation is based upon raw stock film costs.

39 Produced 1,738

A survey of foreign production during 1939 shows 39 countries produced a total of 1,738 features, an increase of 32 over 1938. The Far East, with 1,025 features produced in 1939, as against 967 for 1938, was the leader. Japan was the leading country, accounting for about 500 features, followed by India, 205; Hong Kong, 100; Philippine Islands, 60; Burma, 50; China, 44 and Manchuria, 38.

European production for the year dropped to 562 features compared with 609 in 1938, the survey reveals. Germany leads with 155, followed by England with about 75 completed. Italy is down for 90 compared with 47 in 1938, while France dropped from 122 in 1938 to 62 last year.

Latin American countries, during 1939, maintained production schedules comparable to the 1938 level, Golden states. "Feature pictures produced in Mexico and Argentina," he adds, "continued to provide significant competition to American films in various Latin American countries, particularly among the poorer classes of people having no knowledge of the English language and caring little for the more modern and sophisticated themes . . . The competition by the Mexican and Argentine industries will bear careful watching by Hollywood."

The Boys in Miami's Cabanas Thought They Had a Squawk

MIAMI BEACH—The temperature—in the sun—was hovering in the late 80s. Eight salesmen from New York exchanges were complaining that there weren't enough beach umbrellas to go around. As one of them put it: "We slave all year around and finally get two weeks off, and I should walk into a sun stroke in the bargain! I'm going back to the hotel."

Back to the hotel he went, leaving his playmates to dangle in the refreshing salt water. After an exhilarating shower, he dropped into his robe, turned on the fan, poured himself a bit of refreshment and reached for a letter just arrived from a colleague in a mid-western city.

The colleague almost spoiled the salesman's vacation. He was sloshing around in snow almost a foot high. He thus contracted a "gorgeous" cold and couldn't shake it for the life of him. Once, when he decided to make a call in his car, the car skidded and wound up between two trolley cars. He had no insurance and the repair bill will probably stand him close to $75, providing the trolley line doesn't press charges. Well, anyhow, he hoped the salesman was having a swell time.

The salesman's vacation came to an end, as vacations have a habit of doing. Back on the job again, he made an inquiry about his colleague's health, his wreck, etc., and learned that things weren't so rosy. "Too bad, that's a tough session he's going through—everything coming at once."

Really Tough Going

The salesman's branch manager broke into the conversation and observed that he was in possession of some information that indicated what tough going was really like. His information came from the foreign department and involved an associate working out of the company's Glasgow, Scotland, office. He called him Burns, although this isn't his name.

Burns was making a call in the Orkney Islands, 350 miles from Glasgow. He traveled by train to Iverness, a seven-hour journey, and then by plane to the Orkney Airport, a distance of 120 miles mostly over the sea, and then a bus ride to the town of Kirkwall. The plane ran into an 80-mile wind, with the result that the ship tossed in all directions, making everyone sick. To make matters worse, the mail bags broke loose, fell on and partly buried Burns, who had to lie in this position until the plane landed, as the other passengers were too ill to help him.

On arrival at Kirkwall, Burns found there was no hotel accommodations, as the few places available were occupied by soldiers and sailors. He called on his customer, who, incidentally, gave him a good deal, which made the journey worth while. The customer had Burns put up for the night at his grandfather's house.

On making his return plane reservations, Burns was informed there were but two ships to the mainland that day and all seats had been reserved. After making a plea to the military officer and undergoing a rigid examination as to where he had been, his business, age, address, and some personal questions, it was arranged to have Burns flown back.

The return flight, which normally takes a little over one hour, this time took two and a half. It appears the machine was suddenly pressed into service by the government's naval craft, which must have been searching for something. The plane went miles off its course, zoomed toward the sea, swooped upwards again, flew for a while in the direction from which it had come, circled about in one spot and finally landed—after what Burns later described as an "unpleasant" trip.

Gala "Westerner" Debut In Ft. Worth About Set

NEW YORK—UA's plans for an elaborate, three-day celebration in Fort Worth, Tex., to publicize "The Westerner" are virtually set, said Lynn Farnol, director of publicity and advertising, on his return from Dallas where he conferred with R. J. O'Donnell of Interstate and Amon G. Carter, publisher of the *Star-Telegram*. If the idea is adopted, the world premiere will take place over the July 4 holiday, with the picture being shown simultaneously at the Hollywood and Worth in Fort Worth, both Interstate units.

Notes to You

(Continued from page 6)

the story humming over its news circuits.

How did he arrive at it? War in Europe is curtailing revenue. Producers will spend on twenty features what they now spread over fifty. Admissions may go up, but the fewer pictures will batter twin bills out of existence.

Pretty pat approach. Only Goldwyn has said the same thing many times before. Events have refused to be very kindly about it. Those duals are still around.

Seek "Wind" Sequel, Even If Metro Has to Write It

DETROIT—M-G-M wants Margaret Mitchell, author of "Gone With the Wind" to write a sequel. If she won't, the studio will seek her permission to write its own, using the Scarlett O'Hara and Rhett Butler characters. So Harold Heffernan, motion picture editor of the Detroit *News*, reports from Hollywood.

In fact, he credits Metro with having a basic story already roughed. Vivien Leigh, as Scarlett, and Clark Gable, as Butler, naturally are prerequisites to such a scheme. Both are under Metro contract.



"PINOCCHIO" DOUBLES PAR IN OMAHA OPENING

AVERAGE IS 100%

BOSTON

Fenway—**Castle on the Hudson** (FN); **Ghost Comes Home** (M-G-M) 60
Keith Memorial—**My Little Chickadee** (Univ); **Honeymoon Deferred** (Univ), 2nd wk., 5 days. 40
Metropolitan—**I Take This Woman** (M-G-M); **Man From Dakota** (M-G-M) 85
Orpheum—**Of Mice and Men** (UA); **Five Little Peppers at Home** (Col)..... 70
Paramount—Same as Fenway 60
State—Same as Orpheum 65

CHICAGO

Apollo—**Sidewalks of London** (Para't), 2nd wk.. 85
Chicago—**Road to Singapore** (Para't), plus stage show; picture held 2nd wk.....100
Garrick—**Congo Maisie** (M-G-M) 85
Oriental—**Gone With the Wind** (M-G-M), held 9th wk. 225
Palace—**Bill of Divorcement** (RKO); **Millionaire Playboy** (RKO), 2nd wk., held only 1st half of wk.; 2nd half, **Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), held 2d wk. 100
Roosevelt—**The Grapes of Wrath** (20th-Fox), 3rd loop wk. 90
State-Lake—**Joe and Ethel Turp Call on the President** (M-G-M), plus stage show..... 95
United Artists—**Northwest Passage** (M-G-M), 4th wk. 90
Woods—Same as Oriental 275
Sonotone—**Birth of a Nation** (Griffith), revival; held 4th wk. 100

DALLAS

Capitol—**Millionaire Playboy** (RKO), 1st half.. 80
Capitol—**The Lone Wolf Strikes** (Col), 2nd half. 85
Majestic—**Little Old New York** (20th-Fox).....100
Palace—**I Take This Woman** (M-G-M).....100
Rialto—**The Invisible Man Returns** (Univ), 1st half 90
Rialto—**Blondie on a Budget** (Col), 2nd half..100
Tower—**Broadway Melody of 1940** (M-G-M)...100

DENVER

Aladdin—**I Take This Woman** (M-G-M), after wk. at the Denver 100
Broadway—**Vigil in the Night** (RKO); **Man From Dakota** (M-G-M), after wk. at the Orpheum 75
Denham—**Seventeen** (Para't) 135
Denver—**Dr. Ehrlich's Magic Bullet** (FN); **Blondie on a Budget** (Col) 100
Orpheum—**Northwest Passage** (M-G-M); **Married and in Love** (RKO) 125
Paramount—**Green Hell** (Univ); **Lone Wolf Strikes** (Col) 125
Rialto—**Grapes of Wrath** (20th-Fox), after a wk. at each the Denver and Aladdin; **Legion of Lost Flyers** (Univ) 150

DETROIT

Adams—**Grapes of Wrath** (20th-Fox), after 2 wks. at the Fox 125
Cinema—**Scarface** (SR); **Mayerling** (Pax), revival 85
Fox—**Green Hell** (Univ); **Blondie on a Budget** (Col) 75
Michigan—**Young Tom Edison** (M-G-M); **British Intelligence** (WB) 110
Palms-State—**A Child Is Born** (WB); **Broadway Melody of 1940** (M-G-M), after wk. at Michigan 90
United Artists—**Gone With the Wind** (M-G-M), 8th wk. 250
Wilson—Same as United Artists 200

INDIANAPOLIS

Alamo—**Showdown** (Para't); **East Side Kids** (Mono) 80
Apollo—**Three Cheers for the Irish** (FN); **The Mad Empress** (FN) 50
Circle—**House of Seven Gables** (Univ); **Black Friday** (Univ) 80
Indiana—**Dr. Ehrlich's Magic Bullet** (FN); **Double Alibi** (Univ) 55

Top Hits of the Week

GONE WITH THE WIND—
Pittsburgh 450
Cleveland 370
Chicago 275
Detroit 250
Philadelphia 200
New York 190

PINOCCHIO—
Omaha (dual) 200

ROAD TO SINGAPORE—
Los Angeles 200
Minneapolis 150

EARL OF CHICAGO—
New York City 160

NORTHWEST PASSAGE—
Pittsburgh 150

STRANGE CARGO—
Los Angeles (dual) 150

EXTENDED RUNS

Gone With the Wind, 14th wk., New York City; 9th wk., Chicago, Philadelphia, New Orleans; 8th wk., Cleveland, Detroit; 7th wk., Pittsburgh.

Grapes of Wrath, 8th wk., New York City; 3rd wk., Chicago, Los Angeles, Seattle.

Northwest Passage, 4th wk., Chicago.

A Chump at Oxford, 3rd wk., Minneapolis.

Castle on the Hudson, 3rd wk., New York City.

Loew's—**Man From Dakota** (M-G-M); **Blondie on a Budget** (Col) 75
Lyric—**Green Hell** (Univ), plus stage show.... 85

KANSAS CITY

Esquire—**The Grapes of Wrath** (20th-Fox), holdover 90
Midland—**Man From Dakota** (M-G-M); **Blondie on a Budget** (Col) 70
Newman—**Sidewalks of London** (Para't)..... 70
Orpheum—**Three Cheers for the Irish** (FN); **Slightly Honorable** (UA) 95
Tower—**Invisible Man Returns** (Univ), plus stage show 110
Uptown—Same as Esquire 80

LOS ANGELES

Chinese—**Strange Cargo** (M-G-M); **Young as You Feel** (20th-Fox) 150
Downtown—**Three Cheers for the Irish** (FN); **Lone Wolf Strikes** (Col) 90
Four Star—**Grapes of Wrath** (20th-Fox), 3rd wk. 90
Hillstreet—**My Little Chickadee** (Univ), 2nd wk.; **Honeymoon Deferred** (Univ) 100
Hollywood—Same as Downtown 90
Pantages—**My Little Chickadee** (Univ), 2nd wk.; **Little Orvie** (RKO) 100
Paramount—**Road to Singapore** (Para't); **King Sisters** on stage 200
State—Same as Chinese 175

MINNEAPOLIS

Aster—**Parole Fixer** (Para't); **Millionaire Playboy** (RKO) 90
Century—**Raffles** (UA) 80
Esquire—**A Chump at Oxford** (UA), 3rd wk.... 85
Gopher—**Earl of Chicago** (M-G-M)..... 95
Orpheum—**My Little Chickadee** (Univ), stage, **(Orrin Tucker-Bonnie Baker)** 300
State—**Road to Singapore** (Para't).....150
World—**Green Hell** (Univ), 2nd wk.....100

NEW HAVEN

College—**I Take This Woman** (M-G-M); **Blondie Brings Up Baby** (Col), 2nd wk..... 75
Loew-Poli—**The Man From Dakota** (M-G-M); **Congo Maisie** (M-G-M) 80
Paramount—**Green Hell** (Univ); **Mexican Spitfire** (RKO) 110
Roger Sherman—**Three Cheers for the Irish** (FN); **The Invisible Man Returns** (Univ)...110

NEW ORLEANS

Center—**Three Sons** (RKO) 75
Globe—**Fighting 69th** (FN) 65
Liberty—**Three Cheers for the Irish** (FN).....100
Orpheum—**The Invisible Man Returns** (Univ)..100
Saenger—**Congo Maisie** (M-G-M) 100
State—**The Man From Dakota** (M-G-M).....100
Tudor—**Gone With the Wind** (M-G-M), 9th wk. 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 14th roadshow wk. 190
Capitol—**Northwest Passage** (M-G-M), 2nd wk..130
Center—**Pinocchio** (RKO), 6th wk. .....Off
Criterion—**Earl of Chicago** (M-G-M).....160
Globe—**Castle on the Hudson** (FN), 3rd wk.... 90
Paramount—**Road to Singapore** (Para't), plus stage show 170
Radio City Music Hall—**Young Tom Edison** (M-G-M), plus stage show 100
Rivoli—**Grapes of Wrath** (20th-Fox), 8th wk...130
Roxy—**My Little Chickadee** (Univ), plus stage show 100
Strand—**Three Cheers for the Irish** (FN), 2nd wk., plus stage show 80

OMAHA

Brandeis—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO) 200
Omaha—**Road to Singapore** (Para't); **Calling Philo Vance** (WB) 100
Orpheum—**The Blue Bird** (20th-Fox); **Over the Moon** (UA) 120

PITTSBURGH

Alvin—**Grapes of Wrath** (20th-Fox), 2nd wk...110
Barry—**Black Limelight** (Alliance); **Thou Shalt Not Kill** (Rep) 110
Fulton—**My Little Chickadee** (Univ), 2nd wk... 70
Penn—**Strange Cargo** (M-G-M) 130
Ritz—**Northwest Passage** (M-G-M), 2nd d. t. wk. 150
Senator—**Black Friday** (Univ); **House of Seven Gables** (Univ) 80
Stanley—**Castle on the Hudson** (FN); Maurice Spitalny orchestra 70
Warner—**Gone With the Wind** (M-G-M), 7th wk. 450

SEATTLE

Blue Mouse—**Grapes of Wrath** (20th-Fox), 3rd wk. 90
Fifth Avenue—**Strange Cargo** (M-G-M).....110
Liberty—**Rebecca** (UA) 110
Music Box—**The Blue Bird** (20th-Fox).....130
Orpheum—**Road to Singapore** (Para't); **Oh, Johnny How You Can Love** (Univ).....100
Palomar—**British Intelligence** (WB), plus vaudeville 100
Paramount—**Young Mr. Edison** (M-G-M); **Charlie Chan in Panama** (20th-Fox), 2nd wk.. 90

Film Biographies At High in 1939

NEW YORK—Biography, as a trend, passed through its peak year in 1939 when 17 films of this type were made as compared with two in 1938, a further study of Will H. Hays' annual report reveals.

Other trends, according to his report: Films based on novels receded from 140 in 1938 to 127 in 1939; original stories totaled 329, an increase of 13 over the previous year, and stage plays were used as the base for 34 films against 30 in 1938.

In qualifying the observation that "self-regulation is constructive whereas censorship can only destroy," Hays notes but two pictures were rejected during 1939 as "definitely outside the provisions" of the production code. Fifty-three synopsis, treatments, stories, plays and scripts were rejected and 12 features rejected in original form were re-submitted and approved by the PCA after changes. Thirty-six synopses, treatments, stories, plays and scripts originally unacceptable were later altered and approved.

The report notes that during 1939 not a single film passed by PCA was classified as "condemned" by various public groups and organizations that assay pictures. By way of comparing progress, the report notes in 1922 "only about 25 per cent of the films then produced met the social standards demanded by family attendance," while during 1939 "the group which began its work in 1922 reviewed 573 features, approved 512 or 89.4 per cent, found 50 objectionable in part—of which 15 were produced by MPPDA member companies—and rejected nine, not one of which had been approved by the PCA."

More than 3,300 new titles were registered in 1939, making the number in the file of unreleased pictures approximately 10,500.

"The industry is fortunate in having a trade press," says the report, "which regularly reaches 14,000 to 15,000 exhibitors and is capable of carrying the industry's message direct and acting as a clearing house of information for all branches of production, distribution and exhibition."

The average cost of the 527 domestic feature films produced in 1939 is estimated at about $210,000, a decrease from 1938 when the average cost was estimated at $223,000. This would place total feature cost last year at $110,670,000.

Johns Hopkins Has West Coast Rival

Hollywood—A bit of the gagging on the Jack Benny air show ran something like this:

Mary: I've got such a handsome doctor, I wouldn't take $1,000 to eat an apple.

Jack: Never mind that, does he know anything about medicine?

Mary: He ought to. He learned his medicine at Warner's, the Johns Hopkins of the west.

Production Code Seals Go to 715 Shorts

NEW YORK—In addition to PCA seals given 596 features last year, 715 shorts also were approved, comparing with 833 in 1938. Of the total, 713 were made by Hays-member companies and 221 by non-members. Two were reissues.

Loew Report to SEC Shows Sums Paid Coast Counsel

NEW YORK—Loeb & Loeb, coast attorneys for M-G-M, was paid $108,287.84 for its services in 1939, according to the Loew report submitted to SEC. The William Morris agency received $66,103.66 and Central Casting Corp., got $41,753.08.

Ben Miggins Headed for Paris; Rome Stopover

NEW YORK—Ben E. Miggins, continental manager of 20th Century-Fox, is on the *Conte di Savoia* headed for Paris with a stopover slated for Rome. With him is his new assistant, W. E. Willems Van Beveren.

Edward F. Lomba, Latin American supervisor, sailed Friday on the *Santa Rosa* for Venezuela. He expects to be gone for about two months.

Harry Warner's Wife Ill; He Delays Eastern Trip

HOLLYWOOD—Due to leave for New York to testify by deposition in the all-industry suit, Harry M. Warner has indefinitely postponed his trip. His wife is ill. Meanwhile, there is no definite date for Jack L. Warner's eastern visit for the same purpose.

Decide Fate April 23 of Educ. Registration

WASHINGTON—The New York office of SEC on April 23 will conduct a public hearing to determine whether it should suspend for one year or withdraw the registration statement of Educational Pictures, Inc., covering that company's cumulative preferred which has a par value of $5 and pays a 60-cent dividend. The charge is the company failed to comply with specific sections of the securities exchange act of 1934.

Only Slight Shrinkage In Profit for KAO

NEW YORK—Net profit of $976,627 is reported by KAO for 1939, equivalent to $15.18 a share on the 64,304 shares of seven per cent cumulative preferred outstanding. For 1938, the corresponding figure was $996,995 after all charges, equal to $15.50 per share.

B. F. Keith and subsidiary companies report net profit of $575,271 after all charges for 1939, compared with $752,011 for 1938.

KAO theatre admissions for 1939 totaled $13,554,669, while rents and other operating income came to $1,705,260, the report states. Capital surplus on Dec. 31, 1939, was $7,880,450.

Bob Hope Gives His Own Version

New York—It sounded something like this when it came over the Bob Hope-Judy Garland air show the other evening:

Bob: "I sat in a theatre for five minutes and all I saw was a blank screen."

Judy: "What was that supposed to be?"

Bob: "A Hays office version of 'Confucius Say'."

Chicago Exhibitors Oppose Slot Films

CHICAGO — Chicago's independent and circuit-affiliated exhibitors appear agreed for once on one thing—that they are opposed to Jimmy Roosevelt's plan of production of motion pictures for his newly proposed nickel slot-machine motion pictures.

Allied Theatres of Illinois was on record, via resolution passed by its board of directors, opposing any producer of motion pictures entering the field. The resolution read:

"Be it resolved that the Allied Theatres of Illinois go on record as being unanimously and unqualifiedly against any producer of motion pictures entering into the production of 16mm film for so-called 'jute' boxes or slot machines inasmuch as these are definitely a threat to motion picture business.

"Be it likewise resolved that the producers be asked to lend their support in stamping out this evil by refusing to allow the use for this purpose of any actors, actresses, directors or other personnel now used in the production of motion pictures.

"Be it likewise resolved that this organization go on record, at this time, against the production of 16mm, 8mm, or any other size film of motion picture features which have been released and/or shown in motion picture theatres, for use in non-theatrical competition."

The last paragraph of the resolution refers to a recent attempt by several independent 16mm film libraries to have their product used in local taverns and cafes. This competitive gesture, however, was killed when the police censor board demanded licenses for each of the showings, and the city fire marshals showed that the places were inadequately provided with exit arrangements in case of fire.

B&K and Warner Theatre representatives have been similarly outspoken against the "slot machine" motion pictures.

Jack Kirsch, president of Allied, said that copies of the resolution will go to all producers and distributors, and to member-units of Allied States Theatres.

Detroit Bans Two

DETROIT—Metro's "Strange Cargo" and RKO's "Primrose Path" have been banned in their entirety by the police film censor on grounds of "obscenity and indecency." Few films other than foreign have been wholly prohibited here.

Freeman Tells How Para't Chain Grew

NEW YORK—Details of Paramount's widespread theatre interests were revealed, for the most part, by Young Frank Freeman, who during his four years at the home office in charge of the department for the trustees and reorganized company, took an active part in working out many of the deals.

The discussions, prompted by Robert L. Wright, government examiner in the all-industry suit, covered pools, partnerships and other arrangements. There are several instances where deals were made prior to Freeman's departure from the deep south to make his offices at Paramount's headquarters in New York. In all, however, 18 cities were encompassed, three in New York state. Since the Paramount on Broadway is a home office operation and has always been that way, it did not enter the questioning.

Where Paramount has 50 per cent interest or more in a circuit, it attempts to make lengthy management contracts with local operators, Freeman declared. Decentralization had been in effect before he took over, he said.

About two hours were consumed for this discussion. About as much time, or more, was taken up by the witness who described the development and expansion of the S. A. Lynch Enterprises in various southern cities. The expansion, which carried with it a distribution franchise for Paramount product, was climaxed when Paramount bought out Lynch and Freeman, who held 50 per cent in Southern Enterprises, Inc., in 1932.

What Freeman had to say about the 18 situations follows:

Asheville, N. C. — When Freeman returned to Paramount in 1933, Publix Enterprises held a 75 per cent interest in the group of houses operated by Carl Banford, who had a 25 per cent interest. Freeman did not know how Banford acquired his share from Southern Enterprises. It will be remembered he was with S. A. Lynch Enterprises Finance Co. for several years preceding his shifting to the Paramount home office.

Atlanta—Upon his return to Paramount in 1933, Paramount had already acquired an interest in Lucas & Jenkins. Paramount owned 100 per cent of Atlanta Enterprises and another company which operated first runs in Atlanta. Paramount had no interest in any subsequent run at the time of acquiring an interest in L. & J., which did operate subsequent runs.

Brooklyn, N. Y.—The Paramount first came into the three-way arrangement in September or October of 1934. Allied Owners had financed the bond issue on the Paramount, leased and guaranteed by Paramount. During the receivership a one-year lease was worked out and Allied brought in Mort Shea to manage. This did not work out successfully and a new lease made with Century Operating Co. with Si Fabian to operate under the same percentage of profit terms as prevailed with Shea. Fabian felt a better operation would include the Strand and a deal was worked out with Warner. A year or two later, Fabian acquired the Fox in his own right and a new working arrangement for the three houses was agreed upon. Under his deal, Fabian receives a percentage of the gross, after paying his expenses, except for fixed charges. Of the amount left Paramount gets 35 per cent, the Fox receives the same and Warner, 30 per cent. Each company pays its own taxes, and insurance. Everyone is satisfied.

Buffalo—Paramount acquired an interest in the Buffalo and Hippodrome in 1934. Prior to that the company had a two-third interest and Mike Shea a one-third share. M-G-M acquired a one-third interest in settlement of a lease default on the Great Lakes. Loew's formerly operated Great Lakes and had leased it to Publix-Shea, which went into 77-B. The obligation created by Publix-Shea amounted to $200,000 annually and was guaranteed by Paramount Publix. On reorganization, M-G-M gave the new operating company a 10-year franchise and any claim against Paramount Publix was abandoned for a one-third interest in Buffalo Theatres.

Chicago—Paramount never acquired an interest in Loew's Oak Park, but B&K did, according to Freeman, who claimed he had nothing to do with the deal. He never heard or discussed the rumor Loew was to build in opposition to B&K in Oak Park. B&K also acquired an interest in the UA theatre before his time. His understanding is that the interest is in the form of a lease only.

Dallas—In 1934, Southern Enterprises of Texas was formed to take over the assets of Southern Enterprises and four companies in which Karl Hoblitzelle was interested. Hoblitzelle operated in Dallas, Houston, Ft. Worth and San Antonio. In the reorganization of the whole setup, Hoblitzelle took an active part by arranging for the leases to be transferred to a new company for which $750,000 debentures were issued to Paramount. A half interest was sold to Hoblitzelle in the new company for $25,000 or $50,000 with the right of the trustees to reacquire. In 1936, when Paramount had the right to exercise its option to buy back, Hoblitzelle was paid $600,000 for his half interest in Interstate.

Des Moines—The operating arrangement with RKO for the Paramount, Roosevelt, Strand and Orpheum was concluded by a subsidiary of Tri-States, operated by A. H. Blank. This was in 1936 or '37. The deal was discussed with Freeman after it was made by Blank and not before. Prior to the receivership of Paramount, A. H. Blank had no interest in the circuit's theatres in Iowa and Nebraska. Upon reorganization Blank, who had been receiver for the local group, acquired a half equity interest for approximately $100,000. There was no Paramount product franchise involved.

Detroit—Paramount acquired an interest in United Detroit Theatres Corp. during reorganization. The interest was split between Paramount and B&K. Trustees had some doubt about refinancing the local group. Their attorneys said there were not sufficient funds available. B&K did have funds and this circuit's heads felt the properties should not be abandoned. Hence, B&K advanced 25 per cent and the trustees the other 25 per cent. B&K also owned the lease of one of the Detroit theatres and agreed upon an operating arrangement by the new company.

Paramount has a half interest in the United Artists with the UA Theatre circuit retaining the other half. This deal was worked out by George Trendle and not by Freeman. He had no knowledge of Paramount acquiring an interest in Butterfield Theatres, Inc.

Idaho Falls, Ida.—When the Paramount was sub-leased to Fox Idaho Corp. or any details of the arrangement are not known by Freeman.

Lynchburg, Va.—Dominion Theatres leased the Trenton from Warner the latter part of 1937. Freeman had no connection with the deal. Hunter Perry owns 50 per cent of Dominion, Paramount the other half. Perry worked the deal out himself.

Minneapolis—Deal with RKO was made by Minnesota Amusement in the middle of 1936 whereby the latter would operate. This wiped out a previous operating arrangement between Tri-States and RKO. Under the new deal, Minnesota is paid a certain management fee before fixed charges exist. On the monies left, Mort H. Singer received 27½ per cent up to a certain point and after that the percentage increased slightly. Later the agreement was modifid whereby the 27½ per cent became 30 per cent. Singer paid rent and taxes for the Orpheum and Minnesota paid similar charges on theatres it owned.

New Orleans—The Saenger deal with Loew's on the State for a one-third interest was before Freeman's time. The arrangement was not made by Paramount, but rather by its partner.

Oklahoma City—Standard Theatres was organized in 1935 or '36. Paramount had a 50 per cent interest in two companies operating there. J. H. Cooper owned the other 50 per cent. Warner had owned and operated three theatres. Cooper worked out a deal with Warner to organize Standard. Warner owned 50 per cent. Criterion or Regal owned the other 50 per cent. By that arrangement, Paramount became an indirect owner of 25 per cent in Standard, which leases the Paramount and Warner. There has been some complication not yet cleared up. The situation was "confused" when Freeman came into Paramount and when he left the theatre end for production.

Philadelphia—The operating agreement with Stanley Co. of America was made the latter part of 1935 or early 1936. Quaker Theatres held leases on four theatres Paramount was interested in—the Frankford, Roosevelt, Nixon and Tower. Stanley operated the Circle, State and 69th St. in adjacent areas. It was felt an improvement in operations could follow if the seven theatres were

(Continued on page 34-C)

Kept Theatre Grosses Private, Says Freeman

New York—Discussing the daily box-office reports he used to receive from 150 to 175 of the theatres affiliated with Paramount, Y. Frank Freeman, in his testimony before trial in the big suit, stated there was a definite rule in the theatre department not to furnish any such information to the distributing department. If distribution wanted information it had to get it from the field directly, he said.

"Because the theatre men in the field did not want the information given out, we never did it," he said. "We guarded very jealously the contracts for buying pictures and how the various units dealt."



—Photo by Cosmo-Sileo

After the Probe Was Over—

Backgrounded by the Federal Building in Foley Square, downtown New York, pose Louis Phillips, Paramount home office counsel; Y. Frank Freeman, vice-president in charge of studio operations who had just completed his examination before trial, and Albert C. Bickford of Simpson, Thacher and Bartlett, special attorneys for the company.

Development in 18 Cities Described

"Lynton" Authors To Get $117,500

WASHINGTON—Motion picture rights in the stage play, "Dishonored Lady," once sought by Metro-Goldwyn-Mayer at a price of $30,000, will net Edward Sheldon and Margaret Ayer Barnes, authors, approximately $117,500.

The exact figure will be 20 per cent of $587,604, the net profits made by the film company from "Letty Lynton," which infringed the play, under a decision of the U. S. supreme court.

In deciding the case, which it pointed out involved questions of grave importance, the court, through Chief Justice Hughes, adopted the position that the owner of an infringed copyright is not entitled to all of the profits made by the infringement but only to that proportion representing the extent to which the use of his material contributed to those profits.

The playwrights had asked that they be awarded all of the profits from the picture, and their plea was granted by the district court which, however, observed that the amount seemed excessive and was granted only in conformity with precedents to which it referred. The second circuit court of appeals, however, reversed that decision, and after considering the contribution made to the success of the picture by the talent, scenery, production and direction employed, held that 20 per cent was adequate compensation, and the supreme court affirmed that decision.

No Allowance Cut

In passing on the case, the supreme court refused to disturb the lower court's allowance of deductions to the company for expense, of which the playwrights had claimed $922,141 which they contended was a percentage of the annual net profits of a holding company paid to three parties who contracted to produce films for it, on the ground that the questions of fact involved had been determined below upon the evidence.

Throughout the opinion, Chief Justice Hughes emphasized the desirability of an equitable distribution of profits, holding that to grant all to the copyright owners would be to impose an excessive penalty upon the company.

He reviewed at length the evidence given during the trial of the case as to the importance of the play toward the picture's success and the contribution thereto of the talent and direction engaged in its production. Expert testimony, he pointed out, had estimated the value of the play itself at from five to 12 per cent of the net profits, and the play had been negotiated for at $30,000; however, he said, the lower court sought to avoid a decision which would not give the authors adequate compensation, and had fixed upon 20 per cent of the net profits as a reasonable figure.

Eastman Bonus

ROCHESTER—A bonus melon of $2,362,331 has gone to 30,934 eligible employes of Eastman Kodak. The wage dividend was computed for individuals on a basis of $12.50 for each $1,000 they earned in the last five years.

Paramount Has Five Whats on Loans

New York—What Paramount investigates before a star is loaned out is (1) story, (2) who else is in the picture, (3) finished script to see if the personality loaned is given sufficient importance, (4) director, and (5) importance of the story itself in scope and size.

This information was supplied to the government by Y. Frank Freeman, vice-president in charge of studio operations.

Don't Concur With Arnold on Trial

NEW YORK—When Thurman Arnold recently told court reporters he anticipated the all-industry suit would take about five months, two of which would be consumed by the department of justice in the presentation of arguments and three by distributors in answer, he apparently did not take a lot into consideration. Defense counsel thinks so, anyway.

Lawyers for the majors state it would take more than two months for the government to have all of its "probable" witnesses testify. This is assuming the list of 550 is cut to the bone. The argument here is that, if only 50 witnesses were to take the stand on behalf of the government, it would take a day or more for direct examination and as much time for cross examination, and then possibly redirect.

For distributors to present their defense in three months is viewed as a hopeful minimum. Many records will be introduced, in addition to witnesses, and this will take many months, according to the defense.

If the case runs less than a year, major counsel will be more than surprised, the consensus among them reveals.

Freeman Tells How Para't Chain Grew

(Continued from 34-B)

turned over to one management. Hence a two-year deal was made with Stanley to operate. This was renewed for three more years.

San Antonio, Tex.—The Empire was leased by Interstate from Vitagraph. Freeman is not familiar with the deal, claiming it had never been discussed with him.

San Francisco—By approval of Paramount trustees, FWC leased the Paramount and St. Francis in February, 1934. There had been a lease at the time and the FWC company had gone into 77-B. New leases were made. The houses have never been operated by Paramount since he joined the theatre end. The new deal with FWC is for ten years and provides for a percentage of the profits, not only of these two, but also three other houses operated by FWC in the downtown area.

St. Paul—A somewhat similar arrangement between RKO and Minnesota as that which prevailed in Minneapolis was worked out. One important change however, gave the RKO subsidiary 33⅓ per cent and Minneapolis Amusement 66 2/3. Although Paramount owned 100 per cent in Minneapolis Amusements, J. J. Friedl had a management contract which provided for a salary and percentage of the profits. L. J. Ludvig, treasurer and business guide, has a similar arrangement. While Friedl has full authority on picture buys, he must get approval from the Minnesota board on leases, improvements and new construction.

Yonkers, N. Y.—Prior to making an agreement with RKO Proctor for the Proctor, Paramount had been operating the Strand, owned by George Walsh's father-in-law. Walsh is upstate district manager for Paramount with supervision of Poughkeepsie, Middletown, Newburgh, Yonkers and Peekskill. In addition to rent, Walsh's father-in-law received 50 per cent of the operating company's profits and complained over the results. In an effort to improve the situation, Walsh made a deal with Proctor. The results are much better now.

Paramount acquired the Parkhill and Central in 1938 from an independent operator. An arrangement was worked out with RKO because it was hoped it would fit into the group then being operated by Paramount. The independent came to Paramount for the turnover.

How Paramount developed its circuit in the south, and why, is told by Y. Frank Freeman on page 123.

Weeks on a Tour

NEW YORK—George W. Weeks, who recently resigned as Monogram sales manager to enter independent production, is back from a tour of the company's franchise holders. He is planning eight westerns backed by franchise holders.



—Metropolitan Photo

A Delegation Meets the Chief—

With six weeks in Hollywood behind him, Murray Silverstone, chief of world-wide operations at UA, returns to New York. At the station, he is met by his co-executives. They are, left to right: Arthur Silverstone, Emanuel Silverstone—brothers both—Murray, the arrival; Arthur W. Kelly and Harry D. Buckley.

Chains' Split-ups Are Not Aired–Skouras

NEW YORK—As operating head for National Theatres, Spyros Skouras has never discussed with Warner or any other major circuit the limiting of theatre operations to any particular territory, he testified in his examination before trial in the government suit.

In every key city where National operates, it has competitors and in this category the majors play a big part, he stated.

Although Robert L. Wright, the government examiner, tried to learn from Skouras plans of a get-together between Warner and National in Milwaukee, the witness forcibly struck home an impression quite to the contrary.

Said Skouras, "We had 50 theatres in Wisconsin and had advanced many hundreds of thousands of dollars. When we went into bankruptcy, we lost all but six or seven." He pointed out Warner had taken three or four of the theatres.

"We were strictly enemies and, in spite of what the government alleges, we did not try and make a deal with them for acquisition of the Warner interest in Wisconsin." He added that James Coston, zone manager for the Warner circuit, sometime in 1934 told him, but not seriously, about Warner desiring to step out of Wisconsin except for its first run interests.

National operates in competition to Warner in 15 to 20 spots on the coast and in as many in Wisconsin, Skouras added.

Other competitive spots cited by the National's operating chieftain include:

Kansas City, where competitors are Paramount, Loew and RKO.

Denver—Paramount, Loew and RKO.

Los Angeles—Warner, Paramount and RKO.

San Francisco—RKO and two independents who buy Columbia, Universal and United Artists.

Oakland—Blumenfeld, who buys Universal, Columbia, Warner and some UA.

Portland, Ore.—J. J. Parker who has UA, M-G-M, Warner and part of Universal.

Seattle—Joseph Von Herberg who has Columbia, Universal and part of UA, and John Danz who bought Warner this year.

Fox West Coast also has competition in Long Beach, San Diego and Sacramento by independents.

Paramount is competitive in the Rocky Mountain district and Arizona.

Loew in Kansas City and Denver.

RKO in Kansas City, Denver, Los Angeles and San Francisco.

"Maybe you don't believe me," the witness said, "but our policy is not to go into situations where an exhibitor of long standing has been there.

"We build only in growing situations. If we have our own theatres in the section, we build. If we don't, we may lease or buy, but we do not build against a competitor. Usually when we take over a lease or buy, an exhibitor has come to us for the reason he may be sick or want to retire, and we may take the property off his hands."

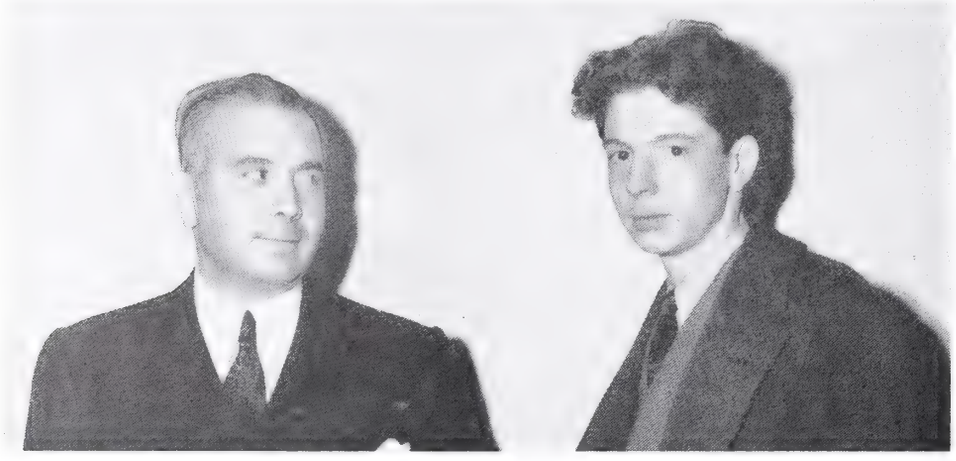
The pictures an exhibitor has under contract play an important part in deals for leasing or acquiring. "Over a period of years," the witness continued, "the contracts we took over were less than what we are now paying. That is in line with improvement of the theatre and its management."

Anti-Trust Suit Jag Makes Lawyers Dizzy

New York—The frequency with which anti-trust suits are being filed against major distributors has reached the point where much of the seriousness has been removed and a little levity installed. To wit:

"There are no new actions to report today. But it's only 11:30. I'm going out for a cup of coffee. If you return in about half an hour, there'll no doubt be a few new cases on my desk."

It was one of the majors' attorneys talking.



—Photo by Cosmo-Sileo

Spyros, the Elder, to Spyros, the Younger—

"Don't be a lawyer," advises father to son after a four-hour-and-a-half examination of the National Theatres' head in the government case preview. Sixteen-year-old Skouras, now in school in New England, has other plans, however. He has every intention of becoming an exhibitor. Like father, like———.

Open Field and All Compete, He Holds

The numerical difference in National operations from 1932, when Wesco was the company's predecessor, to the present is only about 35, he said.

Explaining the acquisition of the Fox, Detroit, as an exception, Skouras said, "We try to develop where we have our organization. Realizing we cannot operate theatres from New York we would not set up our own organization in the field unless at least 50 houses were involved."

The Adams, Detroit, a moveover from the Fox on all big pictures, is part of the automobile city operation by virtue of an arrangement made during the receivership of the Fox.

Dan Michalove and Fred Pride, the former with National and the latter an attorney, made the leasing deal for the Fox, Philadelphia, when it was turned over by Al Boyd to Warner. Skouras had been consulted. He explained the shift was made because the house was losing money.

In Kansas City, Clarence Schultz—Skouras said here "this was a nice Greek name"—assumed operation of the Warwick and Madrid in 1934 or '35. While the operation was not successful, it was an improvement, he stated.

For a short time in 1936-37, National made a pooling arrangement with RKO and Paramount for the Newman, Orpheum and Mainstreet. "Kansas City has been a very troublesome first run situation. I don't believe any first run there is profitable today," Skouras here observed.

He added National had not been anxious for the deal, hence it was given a trial. It was not successful because "there are not enough people to patronize three first runs. It is an overbuilt situation." The Mainstreet is now dark.

John Caskey, counsel for Skouras, would not permit the witness to give hearsay evidence on the acquisition in 1925-26 of an interest in Loew's State, Los Angeles. This applied to the Four Star and Chinese in the same city.

The deal for the UA, Los Angeles, in 1934-35 called for negotiations with Nicholas M. Schenck for the Loew half. National had closed the Chinese and wanted to reopen it and day-and-date with the State. Product was needed and Loew's objected to the deal, feeling the policy would not be successful. Then talks were held with William Philips of the UA circuit, the late John D. Clark of 20th-Fox, Al Lichtman, then at UA, and the late Felix F. Feist at M-G-M. No one seemed to be in favor of the plan. After a separate company was formed and operated the three theatres, Skouras said the operation proved very successful. The UA became a moveover house from the State, but occasionally a different policy prevails.

Because he did not participate in several other pools on the coast the line of questioning was dropped. At one time Wright persisted and Caskey threatened to have the issues of law decided by a judge.

Gov't Turns Gaze Upon Hays Confabs

NEW YORK—Following immediately on the heels of Will Hays' "hatchet and saw" statement, the government has started probing into meetings among distributors at MPPDA headquarters and elsewhere where the Neely bill, litigation and sales policies presumably have been discussed.

In his annual report, Hays had made this reference, "Those who would use the hatchet and the saw of litigation or legislation to sever the necessary economic relations of production, distribution and exhibition, instead of allowing them to be bettered through self-regulation, would be doing, if they succeeded, a sorry service to the American entertainment public, to the screen and to American industry generally."

He did not define persons or groups to whom his reference alluded.

Begins With Rodgers

Inaugurating this new approach at the examinations before trial in the government suit, Robert L. Wright, examiner, began to check with William F. Rodgers, M-G-M sales manager, and Neil F. Agnew, sales chieftain of Paramount.

Rodgers said the only time the Neely bill was discussed at a Hays meeting which he attended was for the purpose of presenting "the disadvantages to the public." Agnew stated he was out of town at the time when the bill was discussed. Austin C. Keough, general counsel for Paramount, might have attended, but Agnew was not certain.

Since he has been general sales manager of Paramount, Agnew declared, he has had no occasion to hold regular meetings with other distribution heads on sales policy. The few meetings he has attended at the Hays office were on the Greater Movie Season campaign, unionization of exchange employes and the flood relief in California. He said he had discussed legislation with some sales managers "when I happened to run into them on the street."

Rarely Sees Sales Managers

Asked when he saw the sales head of another company last, the witness said he espied Rodgers a short time before he started to be questioned "on the steps of your beautiful court house. I didn't talk to him because he got away.

"I see sales managers of other companies less than anyone else," Agnew said. "Gradwell L. Sears and Ned E. Depinet see more of each other than anyone else, probably because they visit the same places."

Prior to getting a quick glimpse at Rodgers, Agnew saw Sears about twice in the past three months.

"What has been the topic of conversation?"

"Well, you generally brag about your pictures. He lies about his. It's a trade practice," he flipped as lawyers roared.

But sales policies never come up, he insisted.



—Photo by Cosmo-Sileo

They Talk It Over—

In front of Room 1604 where the pre-examinations before trial in the industry suit are being conducted, Neil F. Agnew of Paramount deliberates his deposition with Louis Phillips, company attorney.

Some Circuits Pay Weekly, Says Agnew

NEW YORK—At least four important circuits employ a payment plan with Paramount by which remittances are made to the distributing company once a week, Neil F. Agnew said in his deposition in the big suit.

First adopted by B&K three or four years ago, the plan has spread to the John Ford circuit in New England, Harry David in Salt Lake City and the Griffiths in Oklahoma and Texas. There are others.

Agnew described the system as a convenience for all interests. It was at the request of B&K that the plan was adopted. He declared there is no contract with that circuit but a written memorandum. Adjustments on overages and underages are made at the end of each season.

With the exception of Interstate in Texas, no question of clearance has arisen of any importance, according to Agnew. He said zoning is "pretty well established" and only in instances where complaints are registered and found burdensome are requests for alterations with the second party involved made.

Clearances are not carried over from year to year and in no instance where he has negotiated a franchise has a provision for term clearance been included, he stated. Generally speaking, Agnew said he discourages the making of franchises in the belief one cannot forecast economic conditions. Paramount has fewer such deals today than were in force 10 years ago, he added.

"I think franchises are a one-sided arrangement in favor of the exhibitor, particularly where the terms are not embraced. As a distributor, I think it is traveling up a one-way street. I discourage all kinds of franchises because, if an exhibitor thinks he is hurt, he comes in and complains. When we are hurt, we can't do anything about it."

It is impossible to sell pictures individually, Agnew declared. "There are too many theatres around the country to sell pictures one at a time. The cost would be terrific, let alone the time involved."

As general sales manager, he said he has never used a "stop picture" to get delinquent dates. A "stop picture" was referred to as a big picture which would not be made available until all previous dates were up to snuff.

Says Reject Right Fits 86% of U. S.

NEW YORK—The 20 per cent cancellation privilege in contracts applies to 86 per cent of the theatres in the U. S., Neil F. Agnew, general sales manager for Paramount, stated in his pre-trial examination in the government suit. The cancellation figure applies to pictures whose average rental is under $100. The number of such accounts contribute approximately 30 per cent of Paramount's total revenue, he added.

Double featuring is regarded by Agnew as a "bad practice." Such a policy does not tend to increase Paramount's rentals, he said.

Among the disadvantages of selling competitive situations, as against those where a common management exists for a number of theatres, Agnew listed double features, giveaways and the tendency to reduce prices. These practices, he viewed, are as bad as "a fruit fly, which spreads throughout the territory."

On theatres affiliated with Paramount there is no advantage in rentals but in exploitation benefits, the building of consistent name product, "better handling of our product and cooperation by developing unknown players and personalities," he continued. The affiliation assures an outlet, "especially when the pictures are not so good." And affiliated houses likewise will get behind pictures with greater gusto than other theatres, he declared.

Paramount also has a closer association with the advertising departments of its affiliated circuits. The affiliates ask more and get more, but the same benefits are available to all accounts, he explained.

Agnew's first connection with the industry was in 1920 when he joined Paramount as a booker in Chicago. He was then promoted to salesman. Another elevation found him branch manager in Milwaukee for nine months. He then was shifted to Chicago in a similar post. After three years he was promoted to district manager for Chicago, Milwaukee, Indianapolis and Detroit. In 1930, he was made western division manager and continued in that post for four years when he became assistant to George J. Schaefer, sales

(Continued on page 38)

Keys Do Not Supply Bulk Money–Rodgers

NEW YORK—M-G-M has first run accounts in towns of 2,000 to 5,000 population and the 36 cities listed by the government do not provide the bulk of the company's revenue, William F. Rodgers, general sales manager, stated in his pretrial deposition in the all-industry suit. He said the 36 cities, as a matter of fact, play only a small part in the total revenue.

While Albany is important, Rodgers regards Utica, Syracuse, Troy and Gloversville as having an important bearing on the immediate territories surrounding them.

Atlanta also is important in a way, but Birmingham, Savannah and Nashville are more so to M-G-M. In the Washington area, Norfolk and Richmond are helpful to establish a picture. Providence and Springfield, Mass., are essential in New England and Dayton in the Ohio territory. So continued Rodgers.

The M-G-M sales head then outlined the company's first run accounts in the 36 cities. Where Loew houses are situated, or the circuit is affiliated with another chain, Leo has first choice.

Gov't Must Tell All Before Trade Suit

New York—The majors won a victory in federal court Friday when Judge Henry W. Goddard instructed the government to make available to distributors all information in its possession. This includes records and files which government attorneys indicated would be thrown open in approximately two weeks.

For the current season, pictures are sold in groups, the first and top providing for four, the second 10, the third 10, the fourth, 12 and the last group 16, or divided into 10 and six depending on the situation. M-G-M does not have much trouble playing off its pictures and, despite the 10, 15 and 20 per cent cancellation, there are many instances where exhibitors have not taken advantage of eliminations, Rodgers declared.

He observed exhibitors prefer buying in groups instead of singly. "The majority I come in contact with like to buy in quantity," he said. "I prefer to sell in groups. It is good business to do so and it reduces sales effort."

Although an assured outlet prevails with Loew's, the M-G-M sales chief stated his negotiations with the circuit's executives are no easier than with other circuits. He also held there are many instances where the company will not do business with exhibitors, particularly where theatres are not properly operated and "may depreciate our product."

Practically the only situations where product is split are where M-G-M has two customers of long standing.

Jimmy Explains Reasons Why

NEW YORK—Why did James Roosevelt trade a future in public affairs for the fickle rewards of Hollywood?

"Frankly," goes his own answer in a *Liberty* article penned by Kirtley Baskette, "the reason is to make entertainment, and to make it pay . . . Because I had to make a living in some new field, and I believe the opportunities of the motion picture business more closely fit my experience and training than those of any other business . . . I have no mission to reform or reorganize anything in Hollywood . . . I have no plans for any pictures propagandizing anything."

On his new coin-machine film enterprise: "I'm enthusiastic about it because it's a new non-competitive business and because it has so many possibilities for the testing, exploitation and employment of new talent. If it will serve to make jobs and money, too, I'll be very happy."

Ascap Gives Radio New Plan April 10

NEW YORK—Ascap's new licensing plan for radio stations will be ready for distribution April 10 and proposes that "those who receive the greatest benefit will pay the largest fee while those who receive the least benefit will pay a smaller fee," according to John G. Paine, general manager.

The "animosity" being stirred up by the National Ass'n of Broadcasters, he says, is "an endeavor on their part to justify what they have been saying in the past; that Ascap is ruining the industry," while predicting the NAB strategy will ultimately lose force.

Paine characterizes the formation of Broadcast Music, Inc., by the NAB as a "puppet organization that is to be the Moses to lead the broadcasters out of the bondage of Egypt; Ascap being Egypt." He says BM is a stock company, owned by the broadcasters, and "is like asking dramatists to belong to an organization owned by producers—you can't deal that way."

Ascap's sole concern in negotiating new licensing contracts, Paine declares, is that "we want the broadcasters to show us they can definitely speak for themselves." It has been the society's experience in the past, he adds, that, while Ascap's board has had the authority to approve a contract, NAB's board is not similarly possessed of such authority and much confusion has resulted.

The new contracts call for stations to pay fees in three categories, instead of the blanket five per cent that prevailed in the five-year pacts that expire in December.

Columbia and Gov't Meet Again Monday

New York—After a brief hearing Friday in federal court it was decided that the government and Columbia meet again Monday in an effort to get together on Columbia's motion seeking additional answers and further details on interrogatories. The court will decide later on points in disagreement.

Warner has retained Joseph Proskauer of Proskauer, Rose and Paskus to defend in the government suit. Proskauer put in his initial appearance Friday, when various motions were heard before Judge Henry Goddard.

Mohawk Bids, Gets All of GN Assets

NEW YORK—Assets of Grand National Pictures, held by Trustee Harry G. Fromberg, were sold for $17,500, plus 30 per cent of the gross up to $100,000, and 50 per cent over that amount, before Referee Peter B. Olney jr. in the federal court. The sale was completed only after a bitter battle of three hours, during which bids and words flew fast and furiously. Dino Rossini, whose bid of $16,000 at the last session was the highest, went up to $17,000 and dropped out. Other bids were $26,000 by Leon Horowitz and $29,500 by Gustav De Lemas. The last bid, together with the Mohawk offer, was considered by the creditors' committee, with Mohawk being chosen.

The assets consist of the trustee's right, title and interest in all produced films together with all accessories. A long discussion was held over 16mm rights, which were claimed by Samuel Adelman, trustee of Educational Films Corp. of America. It was finally decided to include a proviso in the sale to the effect any purchaser must make the negatives available to the purchasers of the 16mm rights for print-purposes.

The trustee was also empowered to apply to the California courts to examine certain witnesses to find out whether pictures claimed by both Grand National and Educational belong to both, or either.

Behrend and Center Poster In Merger Outside AA

NEW YORK—Although Progressive and Exhibitors', poster supply houses, have sold out to Advertising Accessories, Ephram Behrend of Behrend M. P. Supply Co. has merged his posting renting activities with Harry Cohen of Center Poster. The Behrend and Center companies have not joined AA and indications are they will continue as the only such independent services in the local area.

It is understood Harry Egert and Louis Weinzimmer of Progressive have been given 10-year contracts by AA with a provision they cannot re-enter the business for five years. Progressive and Exhibitors' will begin moving into the local Paramount exchange within the next two weeks.

BROADWAY

MORT BLUMENSTOCK is back from conferences at the Warner studios . . . Howard Winner, Bob Donahue jr., and Neil Sullivan, Pathe News cameramen, will be characters in a book titled "Men Without Fear," to be published this summer . . . Ian McKenzie, British Shakespearean actor and director, is here from London and may go to Hollywood if he completes arrangements for a film adaptation of "Richard III" in modern dress . . . Lana Turner and hubby, Artie Shaw, are here from the coast for about three weeks . . . Leonard Palumbo of the Warner publicity staff has been named on the Metropolitan Golf Ass'n 1940 honor roll. He is listed in the four-stroke handicap group and takes his place among a field of 62 outstanding golfers in the area . . . Boris Morros is here from the coast with Robert Stillman, his assistant.

M-G-M's local booking staff claims a formidable combined record of service to the organization. Six bookers have served a total of 81 *years, to wit: John Cuniff,* 22 *years; Bob Ellsworth,* 21; *Harold Margolis,* 11; *Eddie Richter,* 11; *Morris Rose,* 10, *and Alex Arnswalder, five . . . Ampa's nominating committee has submitted the following slate of officers for the coming year, with elections on April* 11*: Leon J. Bamberger for president; Lou Pollock, vice-president; Kenneth Clark, secretary, and Edward Schreiber, treasurer. For the board of directors: Paul N. Lazarus jr., Martin Starr, Eli Sugarman, Lou Lifton and Paul Benjamin. For the board of trustees: Vincent Trotta and Herbert Berg. Delegate to the National Chamber of Commerce: Hal Horne.*

"For a change I'm attending to my private affairs," quoth Max A. Cohen. Which means Allied of New York isn't getting too much attention, with the possibility the contemplated convention in Syracuse May 22 may be postponed. The Cinema Circuit head also hints he is acquiring a string of theatres . . . Joe Shea, formerly with the 20th Century-Fox publicity staff, is handling publicity for the Broadway play, "Separate Rooms" . . . Hortense Schorr of Columbia is back from a Florida vacation; her mother accompanied her . . . Ditto Mike Poller of RKO's playdate department . . . Ditto Albert Deane of Paramount's foreign sales department . . . Mike Simons, editor of M-G-M's *Distributor,* leaves April 4 for a combined business and pleasure trip that will take him to his home town, Paris, Ill., as well as Dallas . . . Virginia Phillips, secretary to Grad Sears, is getting over a slight case of appendicitis at home . . . Harry Carey forsakes Hollywood to return to the Broadway stage, his first appearance in 27 years. The vehicle is "Heavenly Express."

Roy Haines, Warner's eastern and Canadian sales manager, is back from a trip to Albany, Buffalo, Cincinnati and Pittsburgh . . . Bill Sussman, 20th Century-Fox eastern division manager, was in Cleveland on business . . . Rube Jackter of Columbia is back from a Florida vacation . . . Friday marked a quarter of a century anniversary for John Sutherland MacLeod with M-G-M. His association goes back to the days of "The Great Secret" with Francis X. Bushman and Beverly Bayne. His son, Donald, is rounding out 12 *years as head booker with M-G-M in Indianapolis . . . Ben Kalmenson, western and southern sales manager for Warner, is on a trip to branches in his territory . . . William C. Gehring, central division manager for 20th Century-Fox, is vacationing in Florida . . . J. H. Hoffberg was in Chicago to fight the censor ban on "The Living Dead." He'll swing around eastern key cities before returning.*

Bill Scully and Bill Heineman left Friday for the coast to spend a few days at the Universal studios and contacting coast exhibitors . . . Mort H. Singer left for Chicago Friday after a week in New York on one of his periodic trips . . . J. J. Friedl and L. J. Ludvig of Minnesota Amusements are in town from Minneapolis and plan to return home in a few days . . . I. J. Hoffman has been in town from New Haven . . . Al Hovel of Century circuit has returned from a southern fishing trip. Ditto Joe Seider who says he didn't bring back any samples. By the by, Seider's newest house in Connecticut opened last weekend . . . E. C. Grainger is due back from Florida shortly . . . Harry Edington arrives from the coast Monday for conferences with George J. Schaefer and Ned E. Depinet . . . A. W. Smith's eastern division is out front after the fourth week of the "Smith Month" drive at RKO.

Harry C. Arthur jr. spent the Easter holidays at his Shrub Oak farm. He does that every year, coming on from St. Louis to drop the cares of F&M operations there for the nonce . . . Sam Briskin has been in from the coast and Harry Cohn has departed for the Columbia studios after an extensive vacation in the east and south . . . Sam Meinhold is out of the Polyclinic Hospital. He underwent a minor operation . . . Mrs. George Skouras has been discharged from the New York Hospital. She underwent a general checkup.

Leon Netter, Paramount circuit executive, is on a 10-day business trip to Greensboro, N. C., Atlanta and Dallas . . . Irving Dollinger, Linden, N. J., operator, says he is acquiring another theatre, but is mum on the details. He adds he'll be too busy to attend the Allied convention in Chicago in June . . . Norma Davis, secretary to John J. O'Connor, leaves April 26 for a vacation in Mexico . . . Mrs. Si Seadler is in Hollywood visiting her sister, Mrs. Bert Milhauser. He is a writer at Warner . . . Tom DiLorenzo, New Paltz exhibitor, says he wasn't able to put on his annual orphan show because snow made transportation too difficult . . . Charles Casanave of Advertising Accessories is due from an extended coast trip next week . . . Lee Newbury, New Jersey exhibitor, was due from a Florida vacation days ago, but hasn't shown up at his old haunts yet . . . When Charlie Prutzman

(Continued on page 38-A)





—Photos by Cosmo-Sileo

Geographically Mixed, But It's Pasternak—

In coat and hat, the train scene shows Joe Pasternak, Universal's "white haired" producer, arriving in New York while Lou Pollock looks on. The other shows him earlier in Philadelphia where Variety Club tendered him a luncheon. The producer is smiling for the camera with David E. ("Skip") Weshner, Warner theatre district manager.

Says Reject Right Fits 86% of U. S.

(Continued from page 35)

head. Two years late, he was promoted to sales manager.

Although the theatre and distribution department are in the same building in New York, Agnew declared he has never had access to the theatre department's records. "These are two different worlds," was his Agnew-esque way of putting it.

He may have asked for grosses on some pictures other than Paramount product but never has inquired as to terms of the deals, he said. He said it is a rule for the distribution department never to ask for such information, because such data is "confidential." Paramount partners would be resentful if such information got out, he added.

Cancellations and how they became generally adopted were then discussed. Agnew stated they stemmed from the days of the NRA code in 1933 when a 10 per cent elimination was granted. This was expanded to 15 and 20 per cent as a result of negotiations with exhibitor organizations at the time of the trade practice sessions. Although the government did not accept the trade practices, he said, the eliminations were continued.

In a general discussion of how Paramount allocates its pictures in various brackets, Agnew cited the new Cecil B. DeMille picture to be released in August and which will cost $1,500,000. It will be in one of the upper brackets because of cost and importance. The general practice, however, is to have a number of test engagements and then set the allocation. One instance where a picture was reallocated to a lower bracket was "Rulers of the Sea." It was produced at "a terrific cost," he stated, and was a decided failure in test runs and "everywhere else."

Allocations differ with the territories and situations, Agnew held, saying there are frequent changes on pictures where the star or important personality was born. "Trail of the Lonesome Pine" was previewed in Wheeling, W. Va., where Fuzzy Knight was born. The picture, he said, was not only a success there but generally. Then again, "Mountain Music" with Bob Burns was "a tremendous success" in the south, but "a dismal failure" in New England. Allocations varied in the south, but not in the southwest.

Agnew in Dark on Deals Covering Pools, Acquisitions

NEW YORK—Neil F. Agnew had nothing to do with negotiations of the Paramount theatre department with other interests on pools and acquisitions in various territories, he stated in concluding his deposition in the government suit. Queried on the first run situations in 36 cities, the witness asserted there have not been any changes in the past few years.

On Friday night, Agnew and his wife left by plane for Mexico City and a two-week vacation there.

William Kupper, western division manager, and William Sussman, eastern division manager for 20th-Fox, will take the stand Wednesday and outline first run accounts in the 36 cities. Herman Wobber, general sales manager, will be relieved of this questioning when he is called shortly after his return from the coast. A. Montague, Columbia sales chieftain, is due to give his deposition Thursday with Adolph Zukor, chairman of the Paramount board, scheduled to follow either Friday or the week following.

Paul Williams, who will prosecute the suit, will personally interrogate Zukor. However, former Judge Thacher will be on the other side. Williams arrived from Washington Thursday and conferred with William P. Farnsworth the entire day preparing arguments for the three motions heard before Judge Goddard Friday afternoon.

C. C. Moskowitz of Loew's has temporarily been excused and will be called the latter part of April. Union affairs and cleaning up many details preparatory to a Miami vacation made it impossible to go on last Friday.

Audiences Should Sing Its Praise

Hollywood—Audiences should sing the praises of "Florian," a colorful, romantic story of the collapse of the golden days of Austria under Hapsburg rule, marking a solid success for Producer Winfield Sheehan. Remarkably well told, it features a superbly intelligent horse whom animal lovers will flock to see and admire, and who comes dangerously close to stealing the show from the human actors, competent though they are. In the latter classification a fiery new personality, Ballerina Irina Baronova, scores in her film debut. Edwin L. Marin directed. Release is through M-G-M.—SPEAR.

Roxy 53-Week Profit Below 1938 Figure

NEW YORK—The Roxy reports net profit of $40,686 for 53 weeks ended Aug. 31, 1939, as against $110,095 in 51 weeks ended Aug. 25, 1938. Admissions totaled $1,889,981, while program costs and other operating expenses ran to $1,642,792. The corporation paid cash dividends on $1.50 cumulative preferred totaling $23,220. Film service cost, $279,304; salaries, $505,780; scenery, properties and costumes, $53,826; publicity and advertising, $204,209, and maintenance and repairs, $26,864.

The report states the corporation is required to pay to the trustee monthly, as a sinking fund, $5,416 during the first ten years under terms of which the first mortgage 20-year, four per cent bonds were issued, and $5,833 the second 10 years. There has been repurchased through such funds and retired $224,316 face amount of such bonds to Aug. 31, 1939. Rehabilitation of the property and equipment, under terms of the reorganization plan, cost more than $150,000, the report states.

Bookers Will Tax

NEW YORK—After the next Bookers' Club meeting on April 1, all new members will be taxed with an initiation fee to be determined at an April 1 session at the Lincoln Hotel. There are 70 members in the organization.

Jurisdiction Now Draws 306's Eye

NEW YORK—Local 306 will begin an active campaign to clear up the jurisdiction in its field following the successful termination of negotiations with the local affiliated circuits which resulted in a 15 per cent wage increase for its members.

First unionizing effort will be directed against the non-union houses. Two theatres will be selected in Brooklyn and two in Manhattan for picketing in a concerted drive to start shortly.

The raises granted by Loew's and RKO are staggered over a six-year period and will affect about 150 theatres and 700 men. Pay increases of eight per cent are retroactive from September, 1939, until September, 1941. A further increase of five per cent becomes effective at that time until 1943 when an additional two per cent hike goes into effect.

In addition the union was granted an extra week's vacation providing projectionists two weeks vacation with pay.

Joseph D. Basson, Local 306 president, and Bert D. Popkin, business agent, represented the union with C. C. Moskowitz acting for Loew's and Major Leslie Thompson for RKO.

The agreement was reached outside of arbitration, although Prof. M. J. Handler of Columbia was selected to arbitrate, as provided for in the contract. Handler directed the discussions which lasted for three months.

About six months ago, the union received a flat 10 per cent increase and a week's vacation with pay from the ITOA.

Five Close, Four Change In Metropolitan Area

NEW YORK—Five theatres have closed and four have changed hands in the metropolitan area in the last week, a checkup reveals.

Max Felder and Sig Wittman operating as the Triad Circuit have closed the Ace, Metro and Vogue in the Bronx.

The Palace, Morristown, N. J., is closed as the result of a fire.

Murray Ginsberg has closed the Howard, Howard Beach, L. I.

Harry Brandt has acquired the Elton, Brooklyn, formerly operated by Rachmil & Katz.

The Garden on New Utrecht Ave., Brooklyn, formerly operated by Brandt, has been taken over by A. Lochs, under the corporative name of Cadlow, Inc.

Frank Schwartz and Herman Danowit are the principals of the new company operating the Comet, Brooklyn.

The Garden, Trenton, N. J., has been acquired by Michael Keller jr., Regina Deane and Bernard Green.

Ben Tendler has reopened the Grove, Brooklyn.

Another Paramount Talk On Production Soon

HOLLYWOOD—Returning from New York after a week there, Y. Frank Freeman stated he expected either to go east again or home office executives would come out west for a third discussion of Paramount's 1940-41 program. Among those who will participate in the sessions are Barney Balaban, Stanton Griffis, Neil F. Agnew and Russell Holman.

PHILADELPHIA

PREMIUM PROMOTION SYNDICATE put beauty and brains together in introducing its encyclopedia giveaway. Miss Philadelphia, Miss Eastern Pennsylvania and Miss News Photographer were sent around to theatres to hand out the books to customers . . . Gilbert Fleischman, 20th-Fox booker, is reported seriously ill in Graduate Hospital . . . Charles Perry, UA exploiteer, screened "Rebecca" for the newspaper boys . . . Charles Segal and Abe Rovner are crawling up the recovery road at Mt. Sinai Hospital . . . Charlie Goldfine, Alden, proves he's different by going to Florida after everybody else has returned.

Warner has reopened its renovated Cadet . . . Mary Ginther, Metroite, is at home trying to gargle away a case of tonsillitis . . . Lester Wurtele, Columbia, says it looks as if his crew is going to dip its hands into the prize money in the Abe Montague 15th Anniversary Campaign . . . Lou Goodkin, Benson, on one of his infrequent visits to the street. Purpose: To show his new Easter clothes . . . Deanna Durbin's "It's a Date" was screened at the Variety Club . . . Showmen Clubbers are still homeless, but hope to settle down soon. They say they have a couple of promising locations under consideration.

They honored Philadelphia with a visit last week: Iz Hirshblond, Traco, Toms River; Mort Lewis, Apollo, Atlantic City; Harry Waxman, Astor and Hollywood, Atlantic City; Tom Elliott, Garden, Frackville; William F. Brooker, Paramount home office exploit chief, who came around to smooth the road for "Dr. Cyclops" . . . Si Myers, former Moorestown exhibitor and Metro publicity man, dropped around to report he's associated with the Robert C. Hendrickson gubernatorial campaign in New Jersey. Hendrickson has always been a friend of the exhibitor, he asserts—always paid cold cash rather than accept a pass.

Mickey Kippel, Victoria, is getting a word of praise for his unusual display for "Castle on the Hudson." He put stills together in a sequence, to make a kind of running film . . . Bill Kanefsky, Warner, spent two days at home smothering a cold . . . Sid Mesibov, Warner out-of-town publicity dispenser, is awaiting the appearance of his first-born—a boy, he predicts . . . Warner Club bowling geniuses will play a delegation from the New York Warner Club, with a silver trophy at stake. The tossers will celebrate their victory or mourn their defeat at Benny the Bum's.

Paramounters thought they had a minor epidemic last week when four of their cohorts went down with the grippe. They were Evelyn Moore, telephone impresario; Ralph Garman, head booker; Jack Holman, Harrisburg salesman, and Jean Yoss, bookkeeper . . . Paramounters put on their overcoats to attend a screening of "Typhoon."

The eighth week of Warner's fifth annual Managers' Parade finds Skip Weshner's district still in first place in the race for the $1,000 grab-bag; Steve Barutio's district marching from third to second, and Lou Davidoff's slipping from second to third.

Art to Pasternak Means How Many Enjoy Picture

PHILADELPHIA—Joe Pasternak, Universal producer who discovered Deanna Durbin and is taking a vacation after making her seventh picture, "It's a Date," gives this as his production philosophy:

"The American people don't want to be ritzed. Also, they want clean pictures for the whole family. I judge the artistic quality of a production by how many people enjoy it."

Pasternak was given a testimonial luncheon at the Variety Club, attended by 100 exhibitors. George E. Schwartz, manager of the local Universal exchange, was host. With him on the dais were Mrs. Edna R. Carroll and Clyde Fisher, of the state censor board; Jay Emanuel, star of the club; Skip Weshner, Warner, and Louis Pollock, Universal publicity manager.

Pasternak revealed he is a home town boy. He got his first job in Philadelphia, he recalled, as a hole-puncher in a belt factory. His first employer, Joseph Guss, attended the banquet. His subsequent career was as a bus boy, actor, cameraman.

He said he plans to make another film with Stokowski—"maybe about the birth of the Philadelphia Orchestra; it's a swell story."

He made his first Stokowski picture, "100 Men and a Girl," he said, so he "could get a front row seat at a concert. I always sat in the gallery when I lived in Philadelphia."

Prominent Showmen at Luncheon for Pasternak

NEW YORK—Prominent exhibitors attended a Universal luncheon for Joe Pasternak at the Astor Thursday with William A. Scully, general sales manager, as informal master-of-ceremonies.

Theatremen present included: John J. O'Connor, Fred Meyers, Max Fellerman and Harry Mandel, RKO Theatres; John J. Friedl and L. J. Ludvig, Minnesota Amusement; George Skouras, John Benas and William White, Skouras Theatres; Milton Hossfeld and Eddie Zabel, National Theatres; Clayton Bond, Ed Hinchy, Leonard Schlesinger, Don Jacocks, I. J. Hoffman and Harry Goldberg, Warner Theatres; Al Hovell, Fred Schwartz and Sam Goodman, Century Circuit; Leo Justin and Morris Jacks, Reade Theatres; William Phillips, UA Circuit; John Wright and James Dunn, Rivoli; Joseph Seider, Prudential Circuit; Arthur Mayer, Rialto; Leo Brecher, Plaza; Joe Phillipson, Paramount Theatres; Sam Rinzler, Irving Kaplan, Harold Rinzler and Manny Frisch, Randforce; Si Fabian, Harry Brandt and Harold Eskin.

The Universal contingent included J. Cheever Cowdin, Nate J. Blumberg, William A. Scully, William J. Heineman, Joseph H. Seidelman, Charles Prutzman, S. Machnovitch, Peyton Gibson, Tom Murray, J. J. Jordon, Lou Pollock, Leo Abrams, Morris Alin, Hank Linet, Andy Sharick, Larney Goodkind, Dave Levy, Max Cohen, C. C. Margon and Fortunat Baronat.

Pasternak returns to Hollywood Tuesday.

KAO Stockholders' Meeting

NEW YORK—The annual KOA stockholders' meeting will be held here April 10.

BROADWAY

(Continued from page 37)

wants to "get away from it all" he merely casts his eyes on an adjoining wall and glances at an exhilarating sea painting.

Evelyn Gerstein is handling the publicity for the new Herbert Kline picture, "Lights Out in Europe," the first full length documentary to show the outbreak of the present war . . . Arthur W. Kelly, UA's vice-president in charge of foreign distribution, is on a Bermuda vacation . . . Street scene: Henry Fonda and the wife looking at the wall paper in a W. 45th Street store . . . George Baldson of National Theatres is looking for a customer for his Tusitala, *a trim, 27-foot Marconi-rigged sloop. Baldson, incidentally, goes in for his maritime recreation rather seriously. He is probably the only film executive who holds a master mariner's certificate . . . Arnold Picker, assistant to J. A. McConville of Columbia, busily arranging transportation for his mother who will make the trip to Honolulu via the Clipper.*

Bill Scully came back from Miami with a nice cold he hasn't been able to shake off in more than a week . . . Dave Levy, local Universal sales manager, cut his Miami vacation short due to his baby being ill . . . Johnny Murphy of Loew's and Al Suchman of Consolidated Amusements are among the best local rhumba and conga dancers. And did they show their stuff at the ITOA ball! . . . Leon Rosenblatt changed his mind and went to Atlantic City instead of Tucson, Ariz., for a three-week recuperation . . . Truman Talley is basking in the sun—whatever there is of it—at Miami . . . Louis Frisch has finally returned from an extensive stay in Miami and is feeling chipper than his partner, Sam Rinzler.

Columbia Managers Back To Posts After Meeting

NEW YORK—A group of Columbia's district and branch managers have returned to home posts following a two-day week-end session at the Gotham Hotel to plan final weeks of the "Montague 15th Anniversary Campaign," already said to have passed the midway mark in advance of expectations. Abe Montague presided.

Field men present included: Phil Dunas, midwest division manager; Carl Shalit, central; Sam Galanty, mideast; Jerome Safron, western; Nat Cohn, New York, and branch managers Phil Fox, Albany; Joe Miller, Buffalo; T. F. O'Toole, New Haven; I. H. Rogovin, Boston; H. E. Weiner, Philadelphia, and Irving Wormser, New York.

Home office executives who attended were Montague, Rube Jackter, Louis Weinberg, Louis Astor and Max Weisfeldt.

Attorneys for Landis in Deposition Arguments

PHILADELPHIA—Attorneys for the Landis, Vineland, were scheduled to appear before U. S. District Judge William H. Kirkpatrick March 29 to present arguments for taking of depositions before the scheduled opening of the trial, April 8.

ALBANY

ROY HAINES, division manager, and Eddie Schnitzer, district manager, visited Warner-Vitagraph exchange. The branch boss, Paul Krumenacker, accompanied them to Schine headquarters in Gloversville. Incidentally, Krumenacker and his wife went to Pittsburgh over Easter to see a daughter, enrolled in college there . . . Joe Engel, Universal manager, tanned himself at Miami. Most managers and exhibitors who trekked south in search of sun and high temperatures (elusive this year) have returned . . . Myer Schine reported to have been in Gloversville for a short stay before returning to Miami. Brother Louis headed for the Florida winter film capital for a brief vacation, according to word here . . . Cecil Patten, State, Adams, and Nick Googin, Town Hall, Cazenovia, are back from Miami. And Harold Tyler, of Chittenango, from Havana. Fred Mausert, State, Glens Falls, has been in Florida, 'tis said . . . William C. Smalley calling his Cooperstown office nightly while Miami-bound. When he's home, Smalley works against the clock, often starting afternoon and continuing far into evening . . . Phil Baroudi, Happy Hour, North Creek, ankled Filmrow. Ditto Phil Strauss, of Pine Plains.

Clayton Eastman, Paramount manager, and family were in old home town, North Conway, N. H., over Easter . . . Dick Hayes, Paramount salesman, suffered a car breakdown while driving over the rutty, icy roads in St. Lawrence River Valley. And George Tucker, RKO salesman, was reported injured and taken to a hospital in Watertown after being in an automobile accident near that city. Had stitches taken in his leg . . . Victor Bunze's Casino, Waterford, and Adolph Kohn's Rivoli, South Troy, closed Good Friday. Rivoli advertised closing "as a token of respect for many of Rivoli patrons."

Mildred Cummings, M-G-M biller, was in New York for Easter. Ditto Elmer Sichel, assistant booker of 20th Century-Fox, Mrs. Sichel and Scott Lester, ad sales manager at 20th-Fox. Helen Wisper, secretary to Manager Moe Grassgreen, same office, planned to visit the Big City the past weekend . . . Lou Olshan resigned as cashier at Columbia to enter business in New York. Inez Lawrence advanced to his post, and Sara Sohon came in as telephone operator . . . Henry Frieder and Henry Grossman, Hudson partners, on Filmrow. Also Dave Rosenbaum of Elizabethtown (house there closed during winter), Keesville and Ausable Forks (he manages theatres in latter Adirondack Mountain spots); Neil Hellman, Hellman circuit; Sid Dwore, Schenectady; George Thornton, Saugerties; Cal King, Williamstown, Mass.

Alice Smith, on switchboard at Warner-Vitagraph, sported a diamond ring as Easter arrived. The gift of Bill Gaddoni, Metro chief booker, to whom she became engaged. Couple visited Gaddoni's parents in Yonkers over weekend . . . Ben Smith, Pam-o salesman, was on a trip to points west . . . As an antidote to Holy Week slump, Warner theatres gave away a Chevrolet in a tieup with local dealer and four other business establishments. Draw was at Strand, but under an arrangement by which patrons in Ritz, Madison and Albany were also eligible to win . . . Paramount had a tieup on a GE refrigerator for Easter Saturday night. House also offered candy for kids up to 3 p. m.; candy bunnies at its Palace, Troy.

H. P. Wallace, the Capitol, Auburn, is a Bostonian. His upstairs theatre is opposition to Schine . . . Gene Krupa's orchestra was first in a group of big ones booked by Empire to supplement films. Strand, Syracuse, in which Schine and RKO circuits have an interest, is playing vaudeville as well as pictures. John Boles headlined while Krupa was at Empire . . . Palace, Albany, and Proctor's, Troy, Fabian units, screened Saturday and Monday morning shows of "Pinocchio" for vacationing kids. Price was 20 cents in Albany, 15 cents in Troy.

Nate Sodikman, for the past year salesman under franchise holder Harry Berkson in Buffalo, has been appointed Albany representative for Monogram. Berkson opened an office here last summer, with Mitchell Panzer as booker. Sodikman is moving to Albany and will be joined by Mrs. Sodikman when she completes a course at University of Buffalo . . . Lee Busquet, formerly associated with the Schine circuit (at one time as a booker), is manager of the renamed Carole, Utica. Joseph F. Perrone of Gloversville is reported interested in the house.

Consolidated Film's Slate Of Officers Re-elected

NEW YORK—The re-election of four members of the board of Consolidated Film Industries at the annual stockholders' meeting was followed by the re-election of the entire slate of incumbent officers.

The four board members who will serve three year terms are H. J. Yates sr., Ralph I. Poucher, Walter W. Vincent and W. P. Stevens. Officers are Yates, president; Poucher, Vincent, J. L. Aller and M. J. Siegel, vice-presidents; H. J. Yates jr., vice-president and treasurer; J. E. McMahon, secretary; R. S. Rodgers, E. H. Seifert and N. K. Loder, assistant treasurers, and W. C. Bentley, assistant secretary.

Hoyts-GU Merger Topic Michalove-Skouras Talk

NEW YORK—Conferences between Dan Michalove, assistant to S. R. Kent, and Spyros Skouras, National Theatre chief, will be held during the week over the status of the proposed merger between the Hoyts and Greater Union circuits of Australia. Michalove recently returned from a six-and-a-half-month stay in Sydney and will make his report to Skouras. National Theatres has a substantial interest in Hoyts, the largest circuit in Australia.

Await Stockholders Nod on Schenck, Zanuck Extension

NEW YORK—Quick acceptance is the anticipated decision of 20th-Fox stockholders on proposed five year extensions of contracts now held by Joseph M. Schenck, chairman of the board, and Darryl F. Zanuck, vice-president in charge of production. Action is to be taken April 16.

Zanuck's agreement would be extended thereby from August 22, 1942, its current expiration date, to March 31, 1947, at his present salary of $255,000 a year, but would carry with it an option to purchase 100,000 shares of now unissued common at the rate of approximately 14,000 a year over a seven-year period beginning August 20, 1940. The price would average $13 a share. Schenck would be continued at his current salary of $113,833 annually. Twelve directors also are slated for election.

Currently, Chase National Bank holds about one-third of 20th-Fox's stock, or 221,157 and 18/24th of common and 671,915 and ½ shares of preferred. As a group, Schenck, Zanuck and William Goetz, hold about 19 per cent. Goetz has 178,342 and 15/24ths shares of common and 55,283 and 18/24th shares of preferred while Zanuck owns 93,129 and 12/24ths shares of common and 21,945 and 6/12ths of preferred.

12,281 Employes Listed by Loew's in Response

NEW YORK—Loew's, Inc. employes 12,281 men and women, 4,881 in production, 2,283 in distribution and 5,117 in exhibition. This statistical picture, plus routine data regarding its financial structure, marks the company's answer to the government's interrogatories in the all-industry suit. Loew's, therefore, again makes it clear it regards what might be termed information essential to the government, to be confidential.

The company declares it has a fixed indebtedness of $16,081,000, but no outstanding loans. Its authorized stock structure embraces 4,000,000 shares of common and 300,000 shares of $6.50 cumulative preferred. Of this, 1,665,713 of common are outstanding and 131,722 preferred.

Additional $7,500 Granted Alger in RKO Proceedings

NEW YORK—Court news of the week was highlighted by the granting of the first application for an allowance in the RKO proceedings by Federal Judge William O. Bondy. George W. Alger, special master, who has received $34,500 to date, was given a final allowance of $7,500 for his services. Alger's petition declared he expended 880 hours on the plan of reorganization.

Federal Judge Murray Hulbert extended the Capital Company-William Fox proceedings for another two years from April 11, 1940. The Capital Company is a judgment creditor of the former film executive's in the amount of $297,412, of which over $200,000 has not been paid. It is believed it will take an additional two years to determine what creditors are to receive from the New Jersey bankruptcy. Thus delay was requested.

WASHINGTON

THE Mount Vernon Open Air opened the 1940 season the 31st. Bill Munroe of Boston has been appointed manager . . . James P. Clark, Horlacher delivery prexy, toured the territory with Ralph Binns and advised that a new terminal is under construction at Dover, Del.; with others to follow in key cities . . . It is rumored that a new colored house is to be built in Cape Charles, Va. . . . Fred Handy, formerly of the Colonial, Norwich, N. Y., has been appointed assistant to Manager Carl Sherred at the Strand, Cumberland.

Joe Young, Universal salesman, postcards en route to the southland that the vacation trip is being regarded as his ninth honeymoon . . . Paramount's Evelyn Benfer is resigning to assume a position for Uncle Sam . . . Roy Dial, D. C. Poster, will twenty-four sheet a starlet in the near future . . . The Rialto, one of the more famous theatrical landmarks of yesteryear, is being razed to allow for a parking lot . . . Sam Friel and Harry Reynolds have installed new RCA sound and new projection in the Queen, Queenstown.

Metro items: Deepest sympathy is extended to Rudy Berger on the death of his brother . . . Auditor Chas. Aaron pulled anchor and headed for the Charlotte exchange . . . Dorothy Berman has returned from her New York vacation, which included a home office visit . . . Birthday greetings to Paul Wall . . . Harriet Kenworthy and Irene Sweigenhaft weekended in the big city . . . Esther Blendman is convalescing nicely.

Monogram's Harry Brown and Buddy Hansen visited the accounts in the Norfolk area . . . RKO's Herb MacIntyre, Harry Michalson and Nat Levy held a drive meeting at the local exchange . . . Charlie Gillespie, RKO publicity representative, iscovering the territory in behalf of "Pinocchio" . . . Universal's Barney Franck is sporting a new car . . . Sam Wheeler postcards that "all's well" . . . Stanley Summers is nursing an attract of grippe . . . Earl Taylor is convalescing from a tonsillotomy at Providence Hospital . . . "Syd" Rosenthal is answering in the affirmative . . . Sara Young entertained visitors from Florida over the weekend.

UA's Fred Sandy and Mark Silver have returned from their southern sojourn and their coats of tan appear to be more than skin deep . . . UA's Ethel Bord is vacationing in Atlantic City . . . Ann Griffin's mother is ailing . . Bernie Kreisler will be the guest of Sam Mellitts and the principal speaker at the Denton Rotary club in the near future.

Noontime at the Cinema Club: Phil Boby requesting the pastry to be heated . . . Freddie Sapperstein "Lou Holtzing" . . . Harry Brown pin-balling . . . Leon Back raving about the Philharmonic Sunday afternoon concert . . . Estelle Tabb scanning the periodicals . . . Fred Rippengale emulating the "Good Humor man" . . . Jo Chaimson and Alice Keylor discussing music, from Bach to Nelson Eddy . . . Ira Sichelman and Danny Rosenthal as house guests; they just sign the checks . . . Curtis and Alice Hildebrand counter kibitzing . . . The Texas gals reminiscing.

Dark Consolidated Duo in Bronx May Go to Skouras

NEW YORK—Consolidated has closed the Moshulu and Tuxedo in the Bronx. George Skouras, it is understood, may acquire the houses.

The New Yorker, Manhattan, formerly operated by Brandt, has been converted into a furniture store.

ROCHESTER

HOLDING the spotlight in the lobbies of Loew's Rochester and RKO's Palace last week were the Easter displays featuring live chicks, rabbits and ducks. Also prominent in Loew's lobby is an exhibit of Edison's inventions, while the Palace has some "Pinocchio" originals . . . Double feature de luxe is scheduled at Palace the week of April 11 when "Abe Lincoln" and "The Blue Bird" are billed.

"Pinocchio" Notes: Jay Golden did a big job for it at the Palace. Pinocchio and J. Worthington Foulfellow were prominent in downtown street advertisements; posters were plastered on light poles; newsstands carried cards promoting the picture; Liberty *boys carried cards on bags; Sibley, Lindsay & Curr, department store, featured a special "Pinocchio" shop; more than* 3,000 *youngsters and adults packed the theatre for an Uncle Dan party, held in conjunction with a local newspaper.*

Lester Pollock, Loew's, plugged "Rebecca" with a spot announcement over WHEC following the Kate Smith Hour when a scene from the picture was presented . . . Lou Mayer organized a Fu Manchu Club in connection with the opening of the serial, "Drums of Fu Manchu," at the Temple. Each youngster is given a membership card and a button when he buys a ticket. The card is stamped every week for 14 weeks. The 15th week the child is admitted free . . . Annual Easter egg hunt sponsored by Loew's was postponed because of snow and ice.

Century, managed by Charley Freeman, featured a "Mystradrama" Week, showing "The House of Seven Gables" and "Black Friday" . . . Jessica Dragonette will sing as soloist with the Rochester Civic Orchestra at the Eastman, April 7 . . . Schine's Lake is doing good business following its reopening . . . Ray Ferrigno, Grand manager, is giving magazines to women patrons . . . A special screening of "Magic Bullet" was arranged by Jay Golden for physicians and surgeons here.

Rochester chapter of Kappa Gamma Pi, national honorary society of Catholic women's colleges, held a theatre party at the Palace . . . W. J. Healy of UA's New York office was a visitor . . . "Evolution of Charley McCarthy" is a stunt arranged by Bill Brimmer, Madison manager, for "Charley McCarthy, Detective." Brimmer has arranged a log with a limb, then a mill-planed board and finally a talking doll . . . Schine theatres here are featuring fashion shows . . . Harold DeGraw, manager of the Temple in Fairport, staged a patriotic show, featuring Warner shorts, in cooperation with schools.

RICHMOND

KEITH CAUDLE'S Colonial team is still in first place in the Midnight Duckpin League, winning two from the second place team, the Park. Brook-vue went into second place by winning three from the Grand, and the State went into a tie for third by taking three from Carillon . . . Harley Davidson, Paramount, and Barney Frank, Universal, were in town . . . Jerry Murphy, Fox, was here, also . . . The Richmond Film Society chose "The Puritan," "Alexander Nevsky" and "Anna Christie" to be presented at the YWCA, admission being by card which sells for $1.

Universal Newsreel sent a crew down here last week to "shoot" the finals in the state-wide Golden Glove fights. The films were shown at the State. James Lyons handled the camera, George Graham the sound, and Jimmy Rose the lights . . . Mid-day church services were held last week in the Westhampton Theatre . . . That was a swell blowout the operators had last Wednesday night at the Chatterbox, Hotel Richmond, celebrating the 25th anniversary of Local 370. *Five of the original charter members were on hand, W. L. Baltimore, Otis E. Bugg, George Daniel, M. D. Scarborough and W. A. Reid.*

Roger Gentry, usher at the Park, who has been sick, is being relieved by William Pierce . . . Carter Barron, Loew's district manager, was here visiting Allen Sparrow . . . Sam Gordon had a special attraction on the stage of the Venus, Friday and Saturday . . . The Capitol looks mighty nice with its front and lobby newly painted . . . M. K. Murphy has rebought his interest in the theatres at Big Stone Gap and Appalachia from the King Coal Corp. . . . Eddie Weaver, Loew's organist, made a hit with his Confucius novelty last week . . . Hal Lyons is building a new theatre in Waverly . . . Harold Hubbard, usher at the Bellevue, is sick . . . Allen Sparrow, Loew's manager, and Stewart Tucker, manager at the State, attended the fights at the Auditorium last Wednesday.

Orders Cash and Bond to Continue Fox Litigation

CAMDEN, N. J.—Creditors opposing the $500,000 settlement of the William Fox $55,000,000 bankruptcy case were ordered by U. S. District Judge John Boyd Avis to put up $50,000 cash and $100,000 bond, if they want to continue litigation. The money would be used to pay for added expenses for administration of the estate.

The $500,000 settlement was recommended in 1938 by Referee Allen B. Endicott jr., following hearings in Atlantic City, where the Fox family lived. The money was to come from a trust fund established for Mrs. Fox and two daughters.

Licked in Assembly

ALBANY—The Wright bill calling for state regulation of outdoor advertising on public highways, has been defeated in the assembly. Billboards were involved.

22nd Annual Year Book Issued by Film Daily

NEW YORK—Edited by Jack Alicoate, as usual, the 22nd annual edition of The *Film Daily* Year Book went into distribution the end of the week.

Bound in a handsome ivory-color cover, the new edition is in 1,120 pages. The opening section, running 136 pages, includes industry statistics, discussions by staff members of significant trends throughout 1939; an elaborate presentation of the Ten Best Pictures Poll, a *Film Daily* annual feature since 1922, and outstanding news developments in review since 1878.

The production section, a total of 453 pages, includes 17,238 feature titles since 1915, company releases, original titles, features imported and detail on last year's releases, credits covering producers, directors, writers and players.

Other major sections cover personnel, associations, non-theatricals, television, motion picture law; labor, which includes the text of various guild contracts; outstanding exploitation campaigns of the year; theatres, with a breakdown by towns, cities and states as well as by circuits; financial; equipment, plus a buyer's guide, and foreign.

An important, encyclopedic work, standardly accepted through the trade. And once more, very well done.—K.

B&K Retiring Remainder Of 7% Preferred Issue

CHICAGO—B&K is retiring the remaining 13,000 outstanding shares of its seven per cent preferred stock, $100 par value, at $110 plus $1.17 interest for the months of April and May, on April 30. The total stock issue was approximately 28,000 shares, of which some 13,000 were retired in 1936. Some 2,000 shares were retired in the interim.

The latest retirement is made possible through a recent bank loan negotiated by the circuit.

Cantor May Make Film For Ernst Lubitsch

CHICAGO—Eddie Cantor, through here en route to New York, said he may make a picture for Ernst Lubitsch on a loanout from M-G-M. He returns to the air next September and, meanwhile, will devote his time to producing an all-Negro musical on Broadway, "Sweet Land of Liberty." He has just finished "Forty Little Mothers" for M-G-M.

"Pinocchio" Holds

NEW YORK—As a result of the Easter holiday rush, "Pinocchio" is holding over at least five days beyond its seventh week at the Center. The film was slated to end its run March 27.

Two Coast Deaths

HOLLYWOOD—The deaths of James R. Cowan, former vice-president and general manager for Walter Wanger, and Mrs. Harriet Breese, widow of the veteran stage actor, occurred here this week.

REVIEW FLASHES

AND ONE WAS BEAUTIFUL (M-G-M)—A highly emotional problem play within the program bracket, it will probably suffice. After a fast, intriguing start, it loses itself midway in a welter of melodramatic complexities and overabundant dialogue which a great many audiences may find boresome. Cast is satisfactory but undistinguished. Frederick Stephani produced; Robert B. Sinclair directed.

KING OF THE LUMBERJACKS (FN)—A potboiler of the lumber camps which should be familiar stuff to outdoor fans. Ending is similar to sequence in "Valley of the Giants" produced by the same company a little over a year ago. Stanley Fields, Gloria Dickson and Johnny Payne form the triangle amidst the tall timbers. William Clemens directed.

LIFE OF GIUSEPPE VERDI, THE (Esperia)—Italian biography of the musical genius who composed so many operas fails to recapture spirit of the man's life or his works. The drama is mostly on the dull side with the operatic interludes sketchy and haphazard. Fosco Giachetti, Gaby Morlay and Germana Paolieri have the leading roles. Carmine Gallone directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

BALTIMORE

HAROLD GROTT, Met manager, pulled a swell one on "The Fighting 69th" by having nearly 500 National Guardsmen parade from the Armory to the theatre to see the film . . . The Maryland board of censors may move to new quarters soon . . . Walter Cohen, Leader manager, was out five days with the grippe . . . Kirk Schminkey, Lexway operator, has been appointed a J. P. . . . The coldest Easter Sunday here in years helped grosses, because it was too cold to parade.

Al and Harry Vogelstein's mother was rushed to the hospital last week for an operation . . . George Jacobs, Goldfield, is taking driving lessons. His instructor is Leo Flashman, his assistant . . . Sam Soltz, Howard, is recovering from his recent illness . . . Closed for several years, the Electra, Essex, Md., will be opened shortly by Lou (Fixer Dugan) Cohen of the Essex . . . Sydney Golaner, well known checker, and Mollie Feldman were married last August, but only now does the news come out.

Ted Routson reports the girl's legs you saw in "Earl of Chicago" were good Baltimore legs. They belong to one Gladys Temminus, who lived here before going to Hollywood . . . Judge Rowland K. Adams has ordered the censor board to show cause why the three-year-old injunction on "Ecstasy" should not be lifted to enable Harry Meyerberger to show it at the Lexway.

Cohen's Savoy Acquisition Closes One of Five Deals

NEW YORK—Acquisition of the Savoy, on W. 34th St., by Max A. Cohen, head of Cinema circuit, completes one of five deals he has been negotiating in the past few weeks. Walter Reade had been operating the Savoy for a number of years, but stepped out after differences with the owner, a surrogate judge in the local courts.

Cohen recently dropped the Devon, Bronx, but continues his holdings in the Belle circuit with Ben Sherman. This circuit has 10 units on the lower east side and in Harlem. The Cinema circuit chief is vacationing in Miami and will not be back for another fortnight.

Minnesota Chain Store Tax Ruling Is Studied

NEW YORK — Speculation prevails here whether or not the U. S. supreme court decision vacating a ruling on a Minnesota tax on gross receipts of chain stores will have any bearing on chain theatre operation.

The high court vacated a decision of the Minnesota supreme court in an action by the state against the National Tea Co. and Allied Stores Corp. However, the supreme bench did not rule on the constitutionality of the Minnesota law, but returned the case to the state court for clarification of its ruling.

Halt Operators Sympathy Strike in Philadelphia

PHILADELPHIA — Indefinite postponement of the walkout of stage hands and operators scheduled for local Warner houses March 31, was announced by A. Rex Riccardi, secretary of the musicians union, for which group the operators and stage hands were slated to stage the sympathy strike.

Riccardi offered no explanation, but it is known the announcement trailed a telephone conversation with Joseph Weber, national musicians president, in Los Angeles. Warner last week warned the stage hands and operators they were expected to fulfill their contracts with the circuit.

Felder & Wittman Trio Taken by Strassberg

NEW YORK—A deal whereby Sam Strassberg acquires three Bronx houses dropped by Max Felder and Sig Wittman has been closed. The deal adds the Vogue, Metro and Ace to Strassberg's eight Bronx units of the Interboro circuit.

New Select Release

NEW YORK—Select Attractions has acquired domestic distribution to "Lilac Domino," musical starring Michael Bartlett and June Knight.

Hepburn for "Phila. Story"

NEW YORK—Metro has signed Katharine Hepburn to an acting contract, her first role to be in "Philadelphia Story," in which she has been appearing on the stage.

The MODERN THEATRE



ARCH 30, 1940

. . . SPRING RENOVATION

ACCLAIMED! ACCEPTED! ENDORSED!

Cyclex

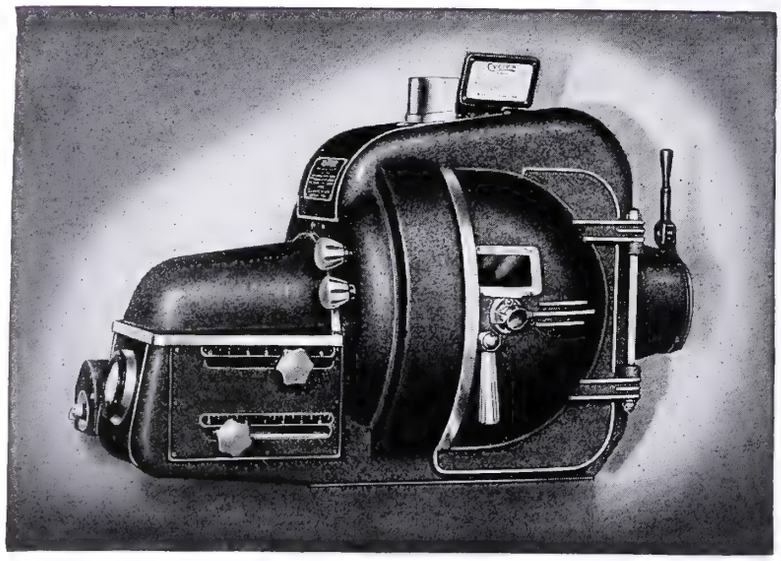
REG. U. S. PAT. OFF.

is the only major improvement in light projection in over 7 years

These are the reasons why:

- Cyclex produces High Intensity Light.
- Cyclex operates for Less than Low Intensity.
- Cyclex is absolutely dependable.
- Cyclex does not use rectifiers.

Especially designed for the smaller theatre



For the LARGER THEATRE

Type D and E Lamps

are recognized as the standard of projection excellence!

The Cyclex "ONE KILOWATT" ARC

has proven its marked efficiency and extreme economy. Exhibitors throughout the world, after careful comparative tests, have selected Cyclex above all. Moreover, because of the entire absence of flicker and extreme minimum of carbon and current consumption, exhibitors are rapidly replacing existing arcs with Cyclex.

SEE A DEMONSTRATION! CONVINCE YOURSELF!

DISTRIBUTED BY

Independent Theatre Supply Dealers from Coast to Coast

In Canada by Dominion Sound Equipment, Ltd., Montreal, Quebec

In Foreign Countries by Distributors of Western Electric Mirrophonic Sound Systems

SEND FOR DESCRIPTIVE LITERATURE

Manufactured Exclusively by

C. S. ASHCRAFT MFG. CO. *47-31 35th Street, Long Island City, N. Y.*

Manufactured under Ashcraft Patents 2183733-2183734

Patents Pending all principal Foreign countries



You wouldn't dance like this in a modern night club...

yet it's just as old-fashioned to use an outmoded sound system for modern movies!

BE PROFIT-WISE! MODERNIZE WITH RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN!

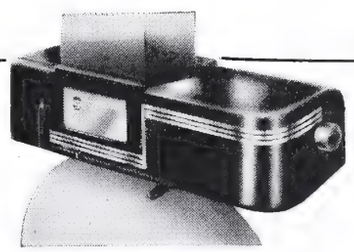
It's the only movie sound equipment with Rotary Stabilizer plus Shock-proof Drive! Is available at low cost to theatres of every size!

IN THIS AGE OF SOUND, movie-goers have sharp ears. They lay their cash on the line to *listen* as well as look. And that's why Hollywood studios spend fortunes on sound recording equipment.

Without spending a fortune, you can greatly stimulate your takes by stimulating your sound with this new RCA Photophone Equipment.

The new Magic Voice of the Screen was specifically designed for true reproduction of modern movie sound. It is the good sound you need for good box-office. There are models and prices for theatres of every size. Get full details today from your RCA Photophone representative.

Better sound means better box office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

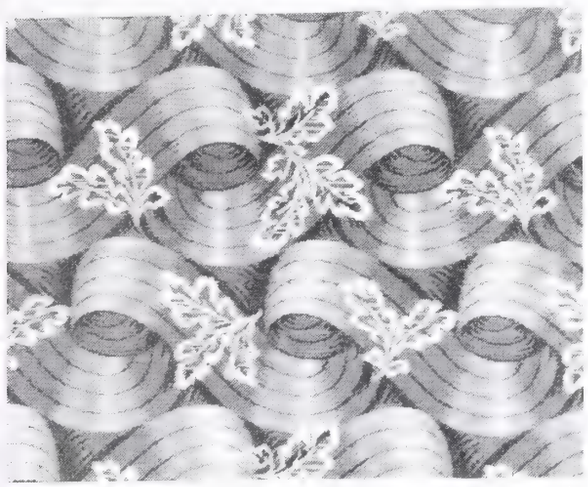
RCA PHOTOPHONE

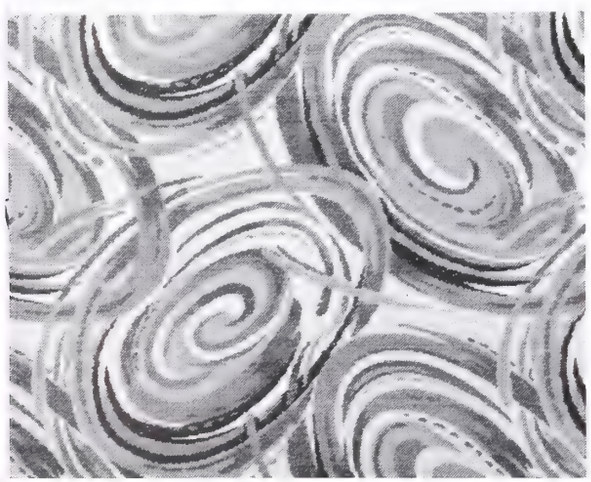
MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

The Pulse of the Motion Picture Industry







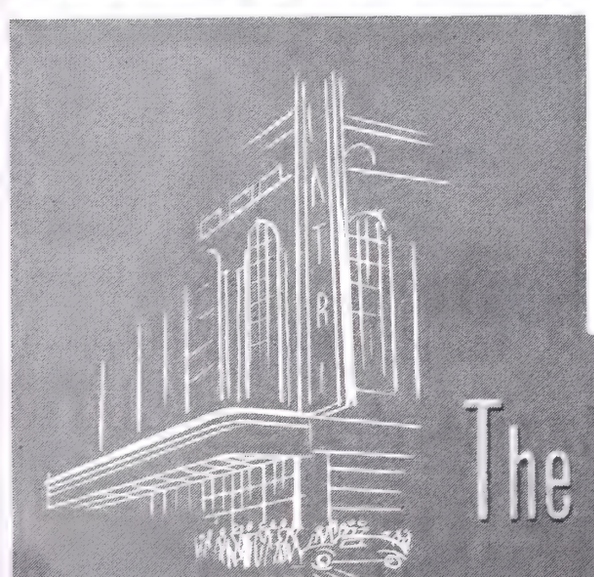
BOXOFFICE *brings you another inspiring answer to the problem of House Appeal*

Justifying a remarkable record of service to the theatre industry which has raised its paid circulation and reader preference among American Theatre Owners to an all-time high, BOXOFFICE fulfills its obligation to readers and advertisers alike with another outstanding issue on theatre property modernization.

The editors of The Modern Theatre, monthly maintenance section of BOXOFFICE, are preparing a special treat for your READER INTEREST in the forthcoming April 27th issue—a veritable index to greater values in modern materials and efficient methods of application.

Besides the featured theme, "Floor Coverings," the issue will contain many other helpful hints on House Appeal, including Architecture, Decorating, Lighting, Air Conditioning, Seating, Sanitation, as well as Projection and Sound Reproduction. Like all others, this next Modern Theatre section will be full of ideas and inspiration. So don't miss—

The FLOOR COVERINGS *issue of* APRIL 27, 1940



The MODERN THEATRE

The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

Exhibits of Art and Industry Are These Ultra-Modern Movies.....44
By Helen Kent

●

Modish Theatre Fronts Are a Marvelous Spring Tonic 46

●

Heads Up, Exhibitors!—The Invaders Are Hard Upon Us.....50
By Ansel M. Moore

●

Renovation Removes a Curse From Rural Theatre Operation.....52

●

A Three-Point Objective in Modern Theatre Planning.....58

●

Spring Renovation Requirements for Theatre Washrooms 62
By Mildred Brennan

●

The Political Outlook on Uncontrolled Air Conditioning.....66
By Gordon H. Simmons

●

New Fluorescent Luminaires Give a Theatre Distinction.....70
By W. D. Riddle

●

Your "Period" House—Is it Dated or Dateless? 72
By Hanns R. Teichert

●

"The House With Its Hair Down—or Does Better Projection Pay?".....74

Published by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group. Contents copyrighted, 1940; reproduction rights reserved. All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative, Harrison Toler Company, 332 S. Michigan Ave., Chicago, Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York.

The House that Jack Built is Now in Jeopardy

Let us briefly recall to mind, and a bit poetically, a certain boom period in theatre business and as one of the bards has writ—

> "Behold the mansion reared by daedal Jack,
> See the malt stored in many a plethoric sack,
> In the proud cirque of Ivan's bivouac.
> Mark how the rat's felonious fangs invade
> The golden stores in John's pavilion laid . . .
> Here walks forlorn the damsel crowned with rue . . .
> . . . That horned brute morose
> That tossed the dog that worried the cat that kilt
> The rat that ate the malt that lay in the house that Jack built."

'Tis in a pitiful plight we now find many superannuated show places, living in the past and struggling so hard with the present.

Their malt (stored-up profits of a more prosperous era) has long since been depleted. The damsel forlorn stalks them mercilessly day and night, despite dishes and dresser sets and double features—despite all their managers can do.

The House that Jack Built is dated. It was built for show; but not for service. Its once proud place in public favor has been usurped completely by a newcomer—a simpler, more sensible and far more serviceably equipped modern theatre.

But still, these old houses. What's to do about them? Can they be renovated satisfactorily or should they be razed completely and replaced by the type of theatre the public so obviously wants?

Many a theatre owner will make an important decision respecting his property this Spring. On what he decides to do about it will depend in no small degree the profit he gets out of show business in the future.

Toler

March 30, 1940.



A completely integrated center of community interest, dominating its surroundings and demonstrating the modern effects of art and industry, is Al Hanson's new Vogue Theatre in Southgate, Calif., designed by Architect S. Charles Lee, of Los Angeles.

Exhibits of ART AND INDUSTRY *are* THESE ULTRA-MODERN MOVIES

By **Helen Kent**

IT IS to be expected and is only right and proper that the public should look to the moving picture theatre for latest developments in art, science and cultural thought. Since there is no other place wherein more people congregate regularly, the neighborhood theatre has come to be an inspiration for modernity and mechanical efficiency which is followed closely for new ideas by the public.

Motion pictures themselves have cultivated and promoted this element by forward-looking scenarios, beautifully modern settings which set the public to thinking of better living and by perfection of film production unequalled by anything which has gone before. So what is more natural than that the theatres, which serve as backgrounds for moving picture presentation, should also be exhibits of today's art and industry?

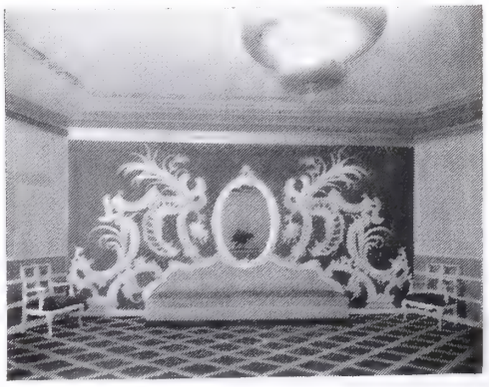
The Exposition Factor

We can be proud of the fact that theatre owners are far-sighted enough to want their properties to serve as testing laboratories for some of industry's latest developments. We can be thankful that air conditioning was first welcomed by theatre owners and widely applied even in its quite undeveloped beginnings. We can also point with pride to the pioneering made in acoustical treatment which has since been taken up as a quieting agent by many other branches of business and industry.

Modern illumination for effect and atmosphere as well as better sight has also used our theatres for a proving ground. Carpet weavers base wear tests on traffic conditions in our theatres. Indeed, theatres have been a prime means of demonstrating to the public certain efficiencies and use values of many discoveries of research and invention.

But to do full justice, it must be said that the new product exhibiting opportunity works to the mutual benefit of all concerned. If it is of advantage to industry to show its products to the public in its most receptive frame of mind, it is also an equally profitable opportunity for the showman, who is ever on the lookout for "firsts" in anything for the well-known boxoffice stimulation that something new and novel always brings.

A close-up of modern decorative application in the Vogue Theatre's lounge.



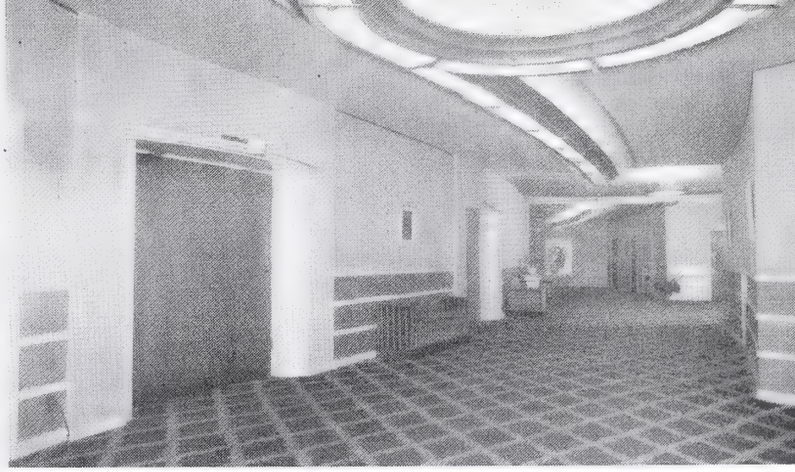
The public is attracted to the ultra-modern motion picture theatre which offers the latest materials and equipments devised by science, art and industry for greater beauty, functionalism and efficiency. That many of these materials and furnishings may be applied to their homes and businesses is never completely overlooked by patrons either. They view a new theatre property as a local "world's fair" wherein product exhibition and demonstration is of more than secondary interest.

Particularly is this true of community, suburban or small-town theatres to which the patrons return again and again. In this type of house, which should exemplify the new and modern in furnishings and equipment even more directly than the transient down-town theatre, patrons gain inspiration and a finer taste for what the developments of today offer for better living. The public becomes "sold" on the products of art and industry through its visits to modern theatres and expects no less than the finest of any house it patronizes.

A Project Example

Southgate, California, a suburban district near Los Angeles, has a quite remarkable new theatre of the exhibition type just recently completed for Al Hanson, its owner, by S. Charles Lee, the architect, who is well known for many outstanding theatre projects on the West





At left—The outer lobby of the Vogue is a veritable symposium of functional architecture and modern materials correctly applied, with emphasis on effective advertising display. Right—A view of the foyer which discloses many other unique applications of modern art and industrial products.

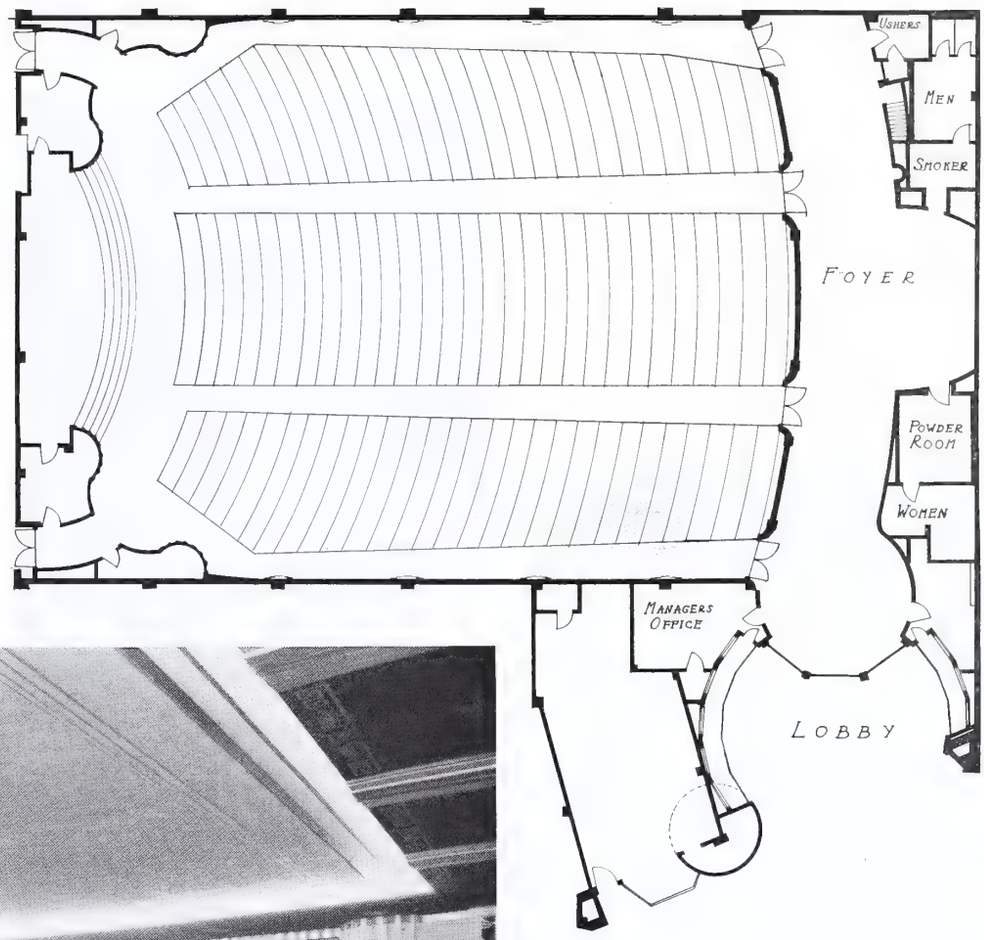
Coast. Mr. Lee is also a member of the Advisory Board of The Modern Theatre Planning Institute.

The new Vogue Theatre is outstanding as an example of modern ingenuity in design, construction and the application of the latest and most appropriate products of art, science and industry. It is truly an exhibition of today and tomorrow—when the comforts, conveniences and beauties it offers will be applied to business, shops, stores, other entertainment provisions and as well, the homes of its patrons.

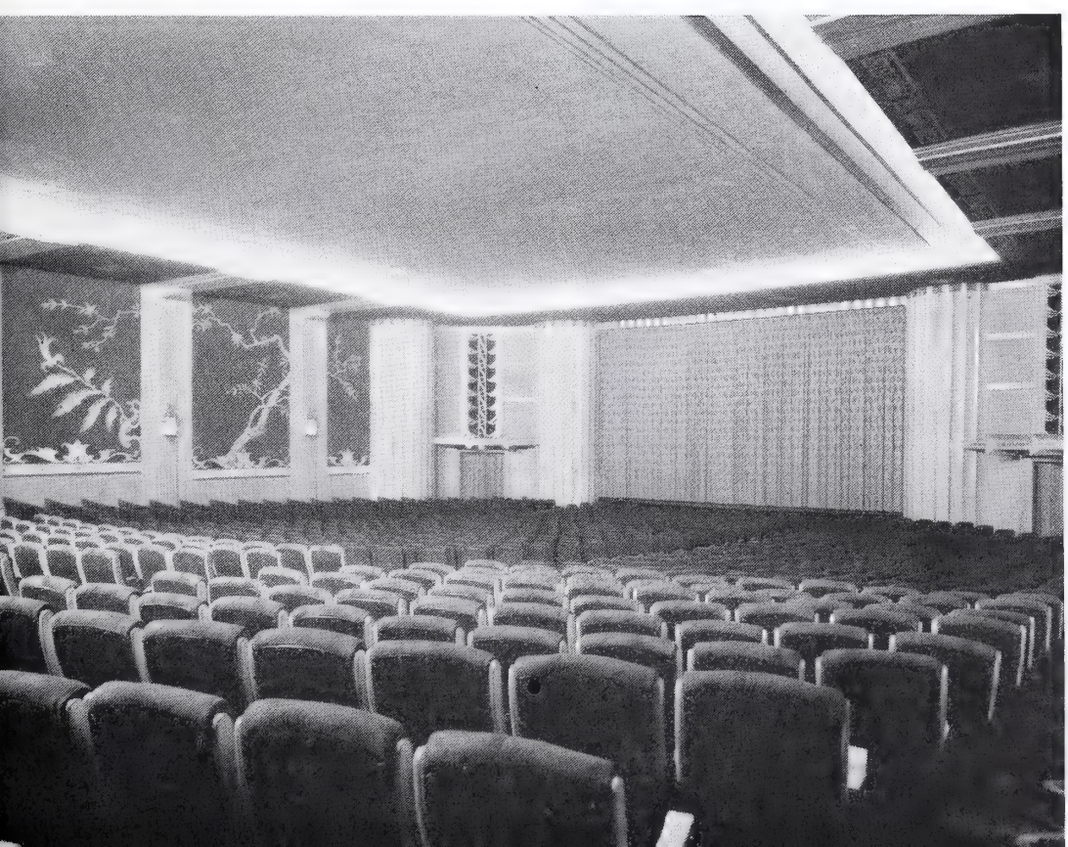
The new building which houses the Vogue Theatre forms a community center which includes a large market and several shops. In planning the layout of the theatre, spaciousness in all departments was provided and unique circular wall surfaces also were incorporated for design interest and more natural flow of traffic. The building exterior is most impressive, forming a natural attraction to patrons in its own right.

With a seating capacity of 1,180, the Vogue was constructed at an approximate cost of $85,000 and $27,000 was expended for its modern equipment. A most comprehensive display of value received for the amount of money put into the project is evident in every department of the house. Nothing but the finest was used

(Continued on page 56)



The floor plan of the Vogue illustrates a most ingenious layout for the maximum in functional efficiency without sacrifice of ground space—a recently acquired knack of theatre planning. Below—The Vogue's auditorium incorporates the latest in design and product development for the comfort and convenience of the public.



IDENTIFICATION

ACOUSTICS: Acoustipulp Company
ARCHITECT: S. Charles Lee
DECORATING: Heinsbergen Decorating Co.
ELECTRIC WIRING: Pacific Electric & Mechanical Co.
FURNITURE: George Sagar & Sons
HEATING & VENTILATING: Messenger & Montgomery Co.
LIGHTING FIXTURES: Wagner-Woodruff Co.
PROJECTION: National Theatre Supply Co.
SCREEN & STAGE EQUIPMENT: Robt. E. Power Studios
SEATING: Kroehler Manufacturing Co.
SIGN LETTERS: Adler Sign Letter Co.
SIGN & MARQUEE: Q. R. S. Neon Corp.

Additional particulars on the project may be secured by request to The Modern Theatre Information Bureau.

Modish THEATRE FRONTS *are a* MARVELOUS SPRING TONIC

THE need for Spring Renovation in theatres reminds us of many things the average housewife can think up at this time of year to make life miserable for the menfolks. Ideas and intentions which have been discussed more or less one-sidedly throughout the long winter suddenly come to life with a wifely demand for immediate action at this time of year. Like a bolt out of the blue sky and with the bombing effects of a *blitzkrieg*, the Spring Renovation problem descends upon our households and mere man must either join in or scamper for cover.

This lead paragraph may sound a bit prosaic to hard-boiled theatre owners, particularly those of you who are bachelors or wife-beaters; but there's an important promotional connection, nevertheless, between this homely heritage and the business that gives us our daily bread. You may think there's nothing in common between what you're faced with around home and the obligation that confronts you at the theatre. Laugh it off if you wish. But look out for a reaction to your laughter at your boxoffice. Remember, it's the fair sex you've got to please, in your theatre as well as at home.

Why Men Leave Home

The same motive that inspires the good wife to give your snug little nest a thorough going-over with the first faint peep of the robin should impel you to take similar, immediate and even more drastic action at your place of business.

The motive that moves things around at home and makes business good for the painter and decorator, the furniture man and the fixer of this and that is the same motive that makes Spring and Summer business good or bad for you. Believe it or not.

Monotony is a mean thing to deal with. Women get fed up with it more quickly than men. To destroy it or at least to abate its effects temporarily around home is the motive that spurs the housewife into action. But in her case she answers only to the immediate family and her circle of friends who may call socially—including yours. You, Mr. Theatre-owner, must answer to the community at large. And don't think for a moment that monotony isn't a major problem with you, too.

People get fed up on seeing the same theatre day and night, day in and out. An atmosphere that never changes is something to avoid—it's poisonous to the prestige of any theatre. With apologies to Schnozzle Durante, "It's monotony, that's what it is!"

Space limitations prohibit our mentioning the myriad of things throughout the theatre that need examination and doing most acutely at this time of year. So please permit us to confine our remarks on Spring Renovation requirements to the most logical starting point, where our Spring Tonic prescription has its broadest and most salutary effect—*the theatre's front entrance.*

A bold, but not brazen, theatre front, colorful and subject to color changes; clean and cleanable, orderly in appearance and outfitted adequately for "changeable" advertising copy and lighting effects is an all important starting point. A theatre's face should be one on which the expressions can be changed more frequently than has been the custom in the past. It must be a living rather than a languid, inanimate thing if it is to hold and enhance public interest.

Must Arouse Interest

The modish theatre front, becoming more in evidence throughout the industry each day, may be likened to the cover or frontispiece of an interesting book or the front page of an effective piece of advertising literature. It impels the passerby to "want to look at what's inside." It is a permanent broadside for public interest, combining all the functions of good sales promotion right at the point where sales are made.

But unlike most other advertising media, the modern theatre front is not subject to frequent or seasonal changes of shape or form. Its basic architecture is an unchangeable factor that must remain for many seasons. Consequently, in its original design and construction it should be made extremely flexible to accommodate the latest effects for lighting, animation and color with which to more frequently change its expressions.

Broadly, the modern theatre front in architectural design, superstructure and facia forms a background for the application of eye-catching, ever-changing electrical display. Colorful materials correctly

EXHIBIT "A"

(Courtesy Adler Sign Letter Co., through Walker & Co., of Detroit.)



applied and coordinated with colored lighting effects can be relied upon to resist the monotony of a faded theatre front.

As cite-worthy examples of the modish theatre fronts to which we refer, we present a trio of pictorial exhibits to impress the point we have endeavored to make. Each view is representative, in one or more respects at least, of the principle expressed.

Designed for Luminous Display

EXHIBIT "A"—The frontage effects of the recently completed Harper Theatre in Detroit quite well typify the ideal architectural background with adequate provision for effective changeable luminous display for both large and even smaller capacity community theatres. The Harper was designed by Charles N. Agree, theatre architect of Detroit and a member of the Advisory Board of The Modern Theatre Planning Institute.

Identification and interchangeable flexibility were harmoniously incorporated in the architectural design of this, the latest and largest modern theatre in the outlying neighborhood sections of Detroit. Reaching upward to a height of 79 feet above the sidewalk, this display, composed of three large units—vertical, parapet and marquee—can be seen for miles in all directions and dominates its surroundings completely.

More than eight tons of 18- and 24-gauge sheet metal and angle iron, 2,400 feet of 15 millimeter neon and fluorescent tubing and 1,350 yellow 10-watt bulbs were used in fabricating the display.

The vertical section is 54 feet 6 inches high by 2 feet wide and extends 7 feet 9 inches from the wall to which it is rigidly attached by a large steel beam. The surface of this unit is of dark blue porcelain enamel with five vertical louvres capped with stainless steel strips. Three stainless steel capped louvres in two encircling bands of red neon made up of four interlaced 15 millimeter tubes comprise the headpiece. Superimposed on the louvred surface of the vertical is the name "Harper" in 5-foot raised block letters of cream colored porcelain enamel. On the face of these letters is a double tube outline of 15 millimeter red neon.

The same materials and letter construction were used on the single-faced curved display mounted on the parapet above the entrance. This unit is 51 feet 6 inches long and 7 feet high. The illumination on the letters is accomplished by a double row of 15 millimeter green fluorescent tubing and the cream outline border and louvred decorations are lighted by a single strip of 15 millimeter red neon.

Fluorescence Is Featured

Extending directly over the entrance is one of the largest marquees ever erected in Detroit or the Middlewest. It is 119 feet long and 7 feet high. There are five interchangeable panels in this marquee, the surfaces of which are of pink opal glass which are backed up by eight lines of white fluorescent tubing, operated on 60 milliamperes and encased in a reflecting surface of porcelain enamel with the dividing pillars decorated with cream bands. The border of the entire unit is made of cream-colored porcelain enamel and has two rows of 10-watt yellow lamps separated by a single row of green fluorescent tubing.

The soffit of the marquee, faced with



EXHIBIT "B"

(Courtesy Libbey-Owens-Ford Glass Co., Vitrolite Division.)

cream-colored porcelain enamel, is lighted by yellow 10-watt bulbs, bordered by a strip of white fluorescent tubing operating on 60 milliamperes and by four single rows of white fluorescent tubing directly above and in front of the boxoffice, so wired that the bulbs may be turned off while the tube lighting remains in operation.

This whole assembly is steady burning, with the exception of the red tubing in the headpiece which flashes with a zig-zag action and the bulb lighting in the border of the marquee which flashes at high speed to form a running border.

The changeable attraction board equipment consists of streamlined cast aluminum silhouette letters in 24-, 16- and 10-inch sizes used interchangeably in the sign openings and mounted on stainless steel supporting frames with the new locked-in-line glass-in-frame construction. Walker & Company of Detroit built and erected the electrical display.

Viewed in its entirety, the Harper facade quite satisfactorily fulfills all the functions of the modern theatre front, the effects of which are to keep monotony at a modicum and drawing power at the maximum pitch.

Colorful Structural Materials

EXHIBIT "B"—The Douglas Theatre in Racine, Wisconsin, provides another typ-

(Continued on page 75)

EXHIBIT "C"

(Courtesy Jesse D. Fine, Premier Theatres, Evansville, Ind.)





Firestone AIRTEX seats in new Harper Theatre, Detroit

Firestone *AIRTEX*

GIVES A NEW COMFORT IN THEATRE SEATS AND BACKS

HERE's a box-office asset . . . a new seating comfort like nothing you ever felt before . . . a perfect body support. Patrons enjoy a show where they are comfortable . . . come back again.

Firestone Airtex seats and backs are made of latex (milk of the rubber tree) whipped to a high froth with air and baked to exact specifications in a mould, just like angel food cake.

They're self-ventilated . . . aerated through a million tiny air-bubbles with every body movement. They're odorless, dustless, sanitary, vermin-repellent, moth-proof. Nothing likes to eat latex. It can't be burrowed through. There's practically no wear-out to seats made of Firestone Airtex.

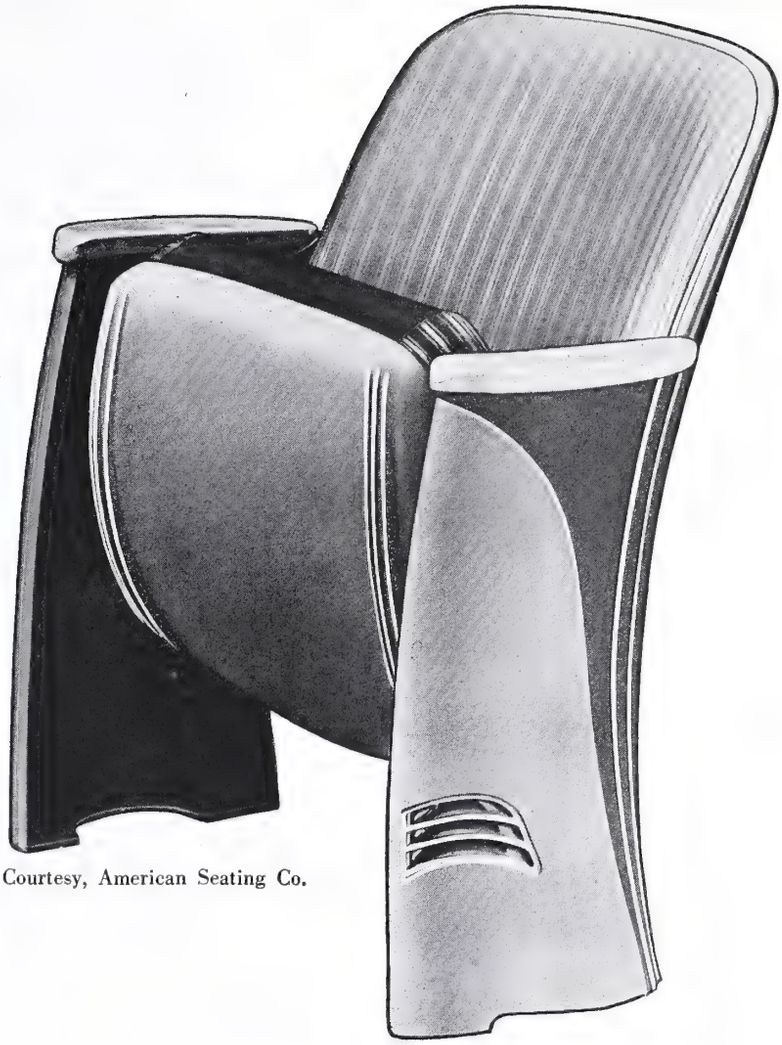
Write for full information to

Firestone

AIRTEX DIVISION • FALL RIVER, MASS.

MODERN THEATRES . . . BUILDING FOR COMFORT SPECIFY FIRESTONE AIRTEX IN THEIR CHAIRS

"Bodiform" theatre chair, with one-inch Firestone Airtex seat pad over spring construction . . . as used in the new 1,500-seat Harper Theatre, Detroit. Myriads of tiny air-bubbles throughout the Airtex pads give maximum seating comfort, aerated coolness.

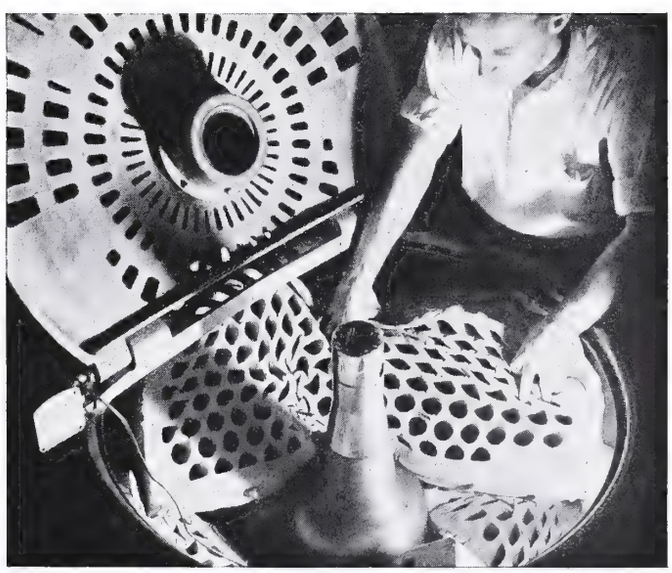


Courtesy, American Seating Co.



Firestone Airtex responds to the lightest fingertip pressure, springs back instantly pressure is removed. Accelerated ageing and other tests show a set of only 4% . . . equal to 25 years of ordinary wear.

Airtex seats and backs going through the centrifuge, in the washing and drying process at the great Firestone Airtex plant. Extra-fare trains, luxury planes, long-haul busses use this new type of seating comfort with complete success.



Heads Up, EXHIBITORS!... *The* INVADERS ARE HARD UPON US

By **Ansel M. Moore**

COME on out of your crying rooms, men, and let's see if we can cook up a revolution—a practical rebellion against the business ills, both real and imaginary, that have so long beset us.

Let's cast off the crocodile tears for a moment at least and look our situations squarely and courageously in the face. Let's try a bit of dry-eyed self-analysis and straight-thinking about things that concern us and particularly those things which are definitely within our control.

As we told you in last issue, we intend in this issue to spread an alarm, a la Paul Revere, with a deliberate design to stir you out of your several complacencies. But to rile you more completely and fully arouse the belligerency demanded of theatre men at this time, we accuse you collectively in our opening paragraph of being cry-babies. We'll let that inference stand, hoping it may serve the end intended—*to make you hopping mad.*

Self Pity Too Prevalent

Theatre owners on the whole (and we're singling out no one as an example) do seem to have little trouble keeping themselves in a constant state of despair respecting the invasion of their "inalienable rights" to a monopoly on public interest. If it isn't night baseball, the circus, the church bazaar, hockey games, radio or what have you—it's some other horrible hallucination rearing its ugly head. Something else to weep over along film row or write the Congressman about, suggesting there "ought to be a law, etc." Self pity is rife.

The latest lament, and one which must surely lead to a confused state of mind among theatre patrons because of its bold-faced inconsistency, is the current cry for legislation against a certain "Pot-O-Gold" program which, it is said, keeps movie patrons fast at home with their ears glued to telephone receivers during the course of a weekly "pay-you-to-listen" radio skit of doubtful entertainment value.

Now, definitely, we don't condone such practice on the air nor will we attempt to minimize the effect of these too resourceful radio programs on theatre "takes." But if memory serves correctly, we can easily trace this disturbing evil to its original source—the moving picture theatre. Although carefully guarding (?) its screens from the contamination of commercialism during the last two or three decades of its existence, the moving picture industry has parceled out in patronage prizes just about all the wares of industry we can think of at the moment.

Furthermore, cold cash has been doled out lavishly through all sorts of schemes and in lump sums frequently far in excess of $1,000, to the utter disgust of many people who prefer to sit comfortably in the theatre and see a good picture instead of being forced to endure the bedlam of a bingo-bango session.

A Boomerang Kicks Back

Our association with theatre business dates back to the lusty-lung ballyhoo days when you hired good barkers and had to rely on film entertainment of rather poor quality as compared to what it is today. But someone got the wacky idea of coaxing business away from his competitor with groceries and gimcracks and theatre lobbies went piggly-wiggly for a time. The giveaway gag was going full tilt long before the advent of radio in 1922. It continued with a flourish and during 1938 reached an all-time high.

More than 85 different types of copyrighted chance games and other variations of pot luck promotional devices were being employed to entice patronage to theatres throughout the nation. It is estimated that the cost of these giveaways to theatre owners ran into millions of dollars—enough money to have modernized and re-equipped every run-down theatre in the United States. And during that spree, theatre property improvement practically stood still, while radio wooed theatre patronage away with more and better entertainment—principally good music. Had theatre management directed its effort and expense to providing better projection, good sound, comfortable environment and the common conveniences expected of a genial host, radio could never have become the serious rival it really is today. Its appeal is only to the ear.

So radio can rear back confidently and say to many of you theatre owners, "You made me what I am today and now I hope you're satisfied." It is but one of the so-called invaders that have encroached upon us during convalescence from the depression and at this point we spread the alarm.

Heads Up, Theatre Owners! The invaders are hard upon us! Crying or castigating our competitors won't cure the situation. Television is a threat; home movies are becoming a more acute menace daily by reason of 16mm sound-projection developments. Even slot-machine movies at the corner drug store are being discussed seriously. Legitimate show business is perking up and entertainment in the flesh may soon be trodding the boards again as of yore.

"All right," some of you may say, "give us all the good pictures, protect us in our play dates, legislate our traducers out of existence, cut our rental costs in half and we'll really go to town." But brothers of this and similar bent, you've got to do more than that because the good Lord is still inclined to favor those most who first try to help themselves.

Too Big to Be Trifled With

Theatre operation is still a big business, far too big to be fettered by its own unfaithfulness to itself. It can throw off its invaders and reclaim its rights by the not too simple process of making its houses more attractive to millions of people who must relax physically and mentally in order to be properly entertained.

How refreshing it is, after rehearsing the ills of show business, to meet an exhibitor who concentrates all his worries on ways and means for increasing his own boxoffice "takes." We had that pleasure the other day in talking shop with a non-crying theatre owner—a gentleman who is giving his own business the attention and direction it deserves. The interview impressed us with the thought that if all theatre owners would so try to concentrate on bettering conditions right in their own theatres, providing more comfortable seats, clean breathable air, better sound and projection and other conditions that contribute that "come oftener" invitation to patronage, they would soon discover that they were worrying about "crossing bridges that were yet to be built."

This man is operating thirteen theatres right in the midst of a brood of big chain-operated theatres. In fact, several years ago he built a theatre at a cost of $500,000

(Continued on page 64)

What do you think?

Arguments on any of the points expressed by the author in this article are invited. Disagreement is anticipated—even desired. So if you want to disagree, do so. And you needn't pull your punches. But if you want to be constructive and tell us your side of the situation and what you're doing to check-mate the invaders of your domain, we'll welcome your response. In any event, read Ansel M. Moore's analysis of Radio Rivalry in the forthcoming April 27th issue.—THE EDITOR.



● *To the left,* a distinctive design from the Heywood 625 series. This chair is available with the new Extra-Depth, steel back panel which gives full protection to the seat cushion whether in raised or lowered position.

The Best BUY *You Can Make!*

HEYWOOD Streamline Chairs give you *more value,* per dollar of investment. They give luxurious comfort to your patrons . . . give you the real economy of troubleproof maintenance, year after year. The *real* value of Heywood Chairs is in their *solid, practical,* sturdy construction. With their all-steel hinges; all-steel back panels and bottom boards; cold-rolled Streamline Edges; protective, Extra-Depth Backs; Heywood Streamline Chairs are the best buy you can make . . . the best box-office bet you can place on any program. May we tell you about these swanky, modern chairs in detail?

● *Below:* a glimpse of the Heywood all-steel back panel. Note the sleek, trim, turned-over top which protects back upholstery from soil and wear.



HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

Renovation REMOVES A CURSE *from* RURAL THEATRE OPERATION

SMALL-TOWN theatre operation has long been the problem-child of the industry. It is a child with many unusual characteristics, both good and bad. In this widespread end of show business, many have been eminently successful while others have failed dismally—and the rest of the industry continues to view the small-town theatre operator as a peculiar fellow about whom no one particularly cares to make predictions.

It is a fact that small-town theatre operation is in a class by itself. Perhaps it has encouraged the isolation logically. The big-town operator may think he knows all the answers but often he will find himself no showman at all compared to some of the more sagacious so-called "hick-town" operators. Yet, on the other hand, some of the most deplorable conditions may be found in other small-town situations which simply would not be countenanced were the competition a bit keener and the movie habit less firmly entrenched.

For this reason, small-town theatre operation is an enigma to the other faction of the exhibition fraternity. Small towns have produced both outstanding showmen with progressive ideas and outstanding failures whose doors stay open only because some portion of the public still prefers to stay within its own community for entertainment rather than travel any distance for it. There seems to be no middle type between these two examples.

His House Acclaims Him

One might almost say that a small-town showman can be judged by the condition of his theatre property. Invariably, when the house is modern, attractive and vital to the community, you will find it successful and its operator a real showman. Conversely, if the theatre is down-at-heels and lacking in the comforts and conveniences which even small-town theatre patrons demand today, one may be certain that the house is existing on the rather unsure ups-and-downs of picture product alone and obviously its owner could never be classified as a clever showman under such circumstances.

Of late, small-town theatres have been the outstanding elements of the industry due to what might almost be presumed was some sort of trade pact among the rural operators to show the big towns that all good showmanship is not confined to metropolitan areas. More renovation, modernization and new construction has taken place "out in the sticks" than ever before and no other single factor has so taken the curse off theatre business in small-town locations.

They're keeping their patrons in their own bailiwicks; going into direct and planned competition with paved roads leading to what might be brighter lights. And the patrons are loving it and taking pride in the civic virtue which prompts the provision of greater beauty, more comfort and convenience and finer presentation in the small community theatre.

An Area of Activity

Al Hauetter, a theatre decorator and remodeling supervisor with headquarters in Kansas City and doing business as The Modern Theatre Decorators, has been particularly active in remodeling small-town theatres throughout the Middle-western states. His work has been of the type described above—taking the curse off small-town theatre operation and making this branch of the industry a most potent factor for the resurrection of the movie-going habit. More than a score of small-town theatres have reacted to his beauty treatments within the past three years and six more are in work now.

One of Mr. Hauetter's recently completed projects is the Pix Theatre in St. John, Kansas, owned by Warren L. Weber and formerly but rather inappropriately named the DeLuxe. It was recently entirely renovated, redecorated and re-equipped in many needed respects. The job was done most economically and all-inclusively at a cost of approximately $9,000.

The Pix, or DeLuxe, as it had been known, was the sole source of movie en-

(Continued on page 54)



Blue and yellow "seat cover" leatherette was used with novel effect as a covering for walls and ceilings of the foyer and lobby. Its modern simplicity and the economy factor are also renovizing considerations.



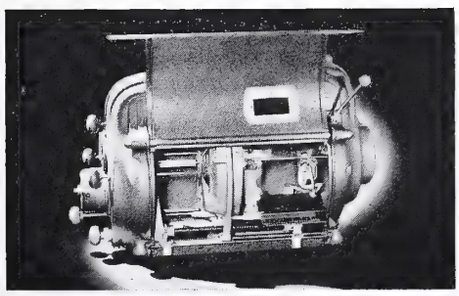


The old DeLuxe Theatre in St. John, Kansas (shown at left), lost all identity with the new Pix which replaced it in the complete renovation project. Gleaming structural glass forming an impressive facade and brilliant lighting technique make the exterior of this house an ideal example of what so many small-town operators are doing to abolish the uncertainties of theatre ownership.



"———— with the new Strong Utility High Intensity Arc Lamps. They give me twice the light I had with my old low intensities at an increased combined current and carbon cost of less than 2c an hour.

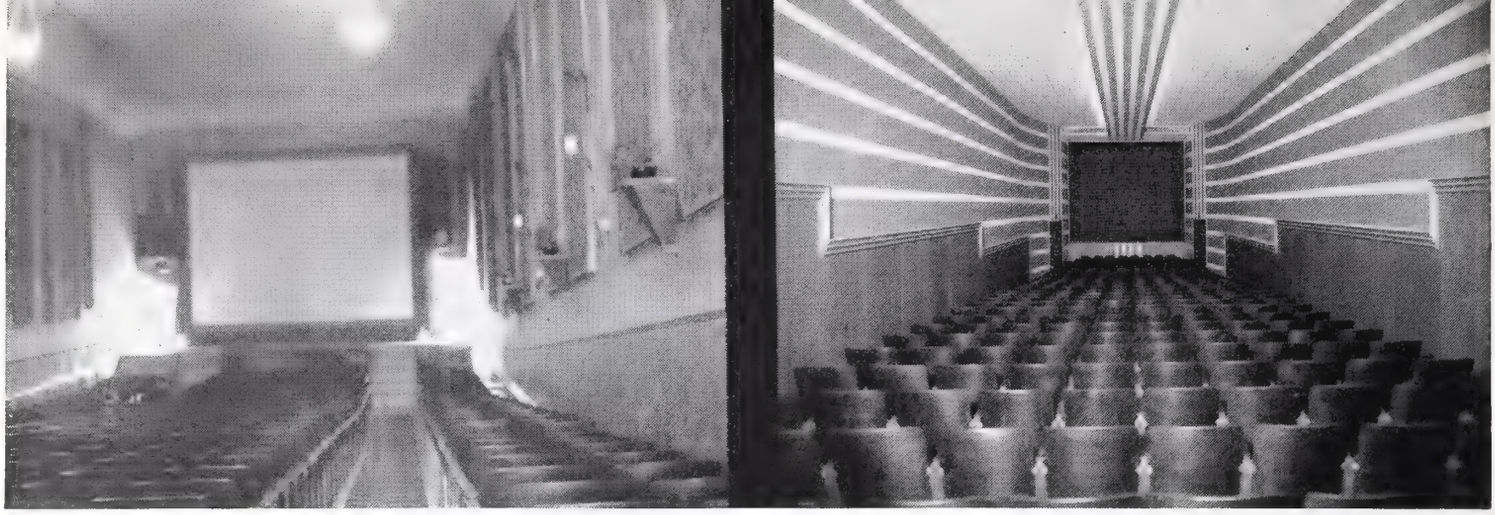
The densest black and white films fairly sparkle and I realize now that it's impossible to show colored films properly without the snow-white light of the high intensity."



The new Strong Utility High Intensity Arc Lamp was designed especially for moderate sized theatres, with screens up to 18 feet in width; where the vivid brilliancy of high intensity projection has been heretofore denied by prohibitive operating cost. Write today for descriptive folder.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W. 42nd St, New York City

• *An Independent Theatre Supply Dealer will arrange a demonstration in your theatre without obligation.*



Renovation Removes a Curse From Rural Theatre Operation

(Continued from page 52)

tertainment in St. John, a one-theatre town of around 1,700 population. When it was undergoing its beauty treatment, placards were posted inviting patrons to attend the theatre in a neighboring town —an anachronism, now that the renewed house is a perfect example of what keeps small-town patrons from straying afield.

Formerly it had been unimposing and more than a trifle drab. Now the Pix scintillates with modern beauty and up-to-date functionalism. Its front is a model of eye-attraction and by the addition of a tower to accommodate the name-sign, the theatre is now the tallest building in its vicinity as well as the most brilliantly illuminated.

Structural glass in jet-like black with a trim of cream and tan striping was the medium used to face the front and tower. The marquee and name-sign lighted with neon in yellow, green, rose and white also heighten the appeal of the new front. Modern recessed and illuminated display cases, blue doors with circular panes and a street-line boxoffice of novel blue-lighted glass-brick construction complete the attractive ensemble.

Economy Is Evidenced

The small foyer and lobby of the Pix Theatre are made most attractive and functional by their simple decorative scheme carried out in walls and ceilings covered with "seat cover" leather. The ceilings of these two portions of the house are in canary yellow and the walls in ultramarine blue with yellow inlay to form a striking combination. The rust-colored carpeting adds a luxurious and harmonious touch to the decorative scheme. Display is also amply provided in these parts of the house.

The Pix auditorium is characterized by the beauty of its streamlined decorative effect and the economy with which this effect was accomplished. Inexpensive brown blocks of interior finish material with white planking to form horizontal bands were used most effectively for the walls. The ceiling also is treated with the same material in a lighter shade and a ventilating-illuminating unit down the center of the ceiling is formed of alternating brown and white planking. As a further economy, the wall and ceiling finish material has the property of being a perfect acoustical agent.

Before—The DeLuxe auditorium was drab, uninviting and run-down, a typical example of what makes home-town theatre patrons leave home. Now —The Pix, its worthy successor, offers smart decorative effect, scientific air conditioned comfort, good acoustics and proper non-glare lighting as enticements to patrons who are rapidly re-assuming the movie-going habit.

A wainscot of hard-surfaced wallboard provides an interesting contrast by being placed in offset lines. It is edged with a moulding which later can be converted to cove lighting if desired. Since the auditorium is long and narrow, seating approximately 400, the horizontal lines give an illusion of spaciousness and greater width.

The interesting lighting element in the Pix auditorium deserves special note in that it forms the entire illumination for this part of the house. It is formed of wall board which covers the air conditioning duct work and houses coves for indirect lighting by neon. Soft blue neon was selected for its atmospheric effect and since neon gives a quite penetrating light it is discontinued within ten feet of the screen to avoid discoloration and annoyance to patrons.

Comfort, the Motive

The Pix Theatre project included an entirely new washed air cooling system and modernized heating plant for year-round comfort of patrons. Because of the long narrow shape of the auditorium, it was necessary to introduce a most efficient means of duct-work and ventilating grilles. This was accomplished by use of a stringer down the full length of the auditorium ceiling. To provide ventilation in all parts of the theatre evenly, the grilles were placed in this stringer at spaces of two, four, six, eight and sixteen feet, graduating from the booth to the stage-end of the house.

This method and the height of the vents also tends to eliminate draft. A horizontal grille extending the full width of the screen is located above the proscenium and it also serves to maintain even temperatures within the room.

The little Pix Theatre now has become a real "showman's theatre." It provides everything to be desired by discriminating moving picture patrons in a small-town—and it is keeping them there. There can't be a curse on small-town operation when such fine houses give evidence of the greater profit to be derived by smartly planned renovation.

IDENTIFICATION

ACOUSTI-DECORATION: Celotex Corp.
DECORATING: Modern Theatre Decorators
FRONT: Pittsburgh Plate Glass Co.
LUMINOUS DISPLAY: Star Neon Company
METAL TRIM: Pyramid Metals Co.
WAINSCOTE: Masonite Company

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.

Greater Porosity for Ventilated Naugahyde

Recent exhaustive tests reported by an independent laboratory indicate that Ventilated Naugahyde, a new product recently put on the market by United States Rubber Company, possesses approximately eight times the porosity for air permeability of such commonly used seat upholstering materials as leather and artificial leather.

The new material is the result of years of laboratory work on the part of its producer, being a patented process by which the holes are not cut in the fabrics but are forced in by merely parting the threads.

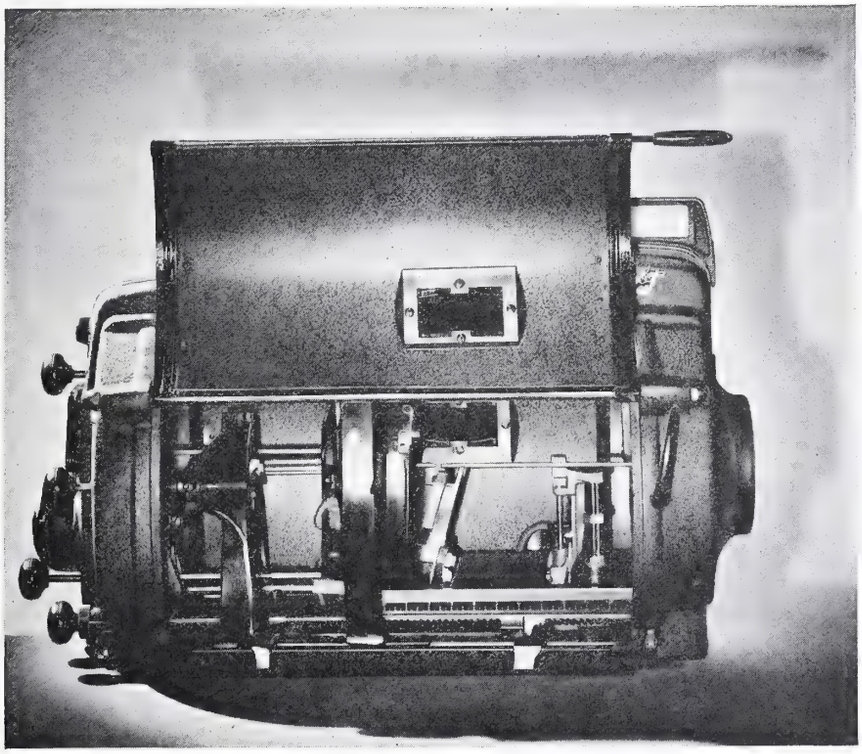
These breathing holes are permanent, since the patent process sears the edges. In the darker colors the pores are not discernible since they blend into the grain. In the lighter colors they form an interesting, decorative pattern.

The principal advantage of the ventilated material, which is available in any of the standard colors, grains and constructions, is that it permits the escape of air upon fast compression of the cushion without causing any bursting of the seams. The result is greater comfort from a cooler seat, which in reality ventilates itself as a result of compression either from sitting on the cushion or in changing position.

The new material has been thoroughly tested in both the field and in the laboratory before it was placed on the market. It was selected recently as standard upholstering material by one of the leading commercial truck manufacturers and is now available for theatre seating installation.

"What to do?"

THE QUESTION OF "HOW TO HAVE HIGH INTENSITY PROJECTION AT LOW COST" HAS NOW BEEN ANSWERED BY



The New 19000 Series

Simplex HIGH

PROJECTION ARC LAMP AND ASSOCIATED RECTIFIER EQUIPMENT

A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because, this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7mm suprex positive carbon burns for at least two hours.

This Simplex High projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

Distributed by—

NATIONAL THEATRE SUPPLY COMPANY

—Branches in Principal Cities

ANOTHER EXAMPLE OF Simplex ENGINEERING EXCELLENCE

Exhibits of Art and Industry Are These Ultra Modern Movies

(Continued from page 45)

to gain a most outstanding effect of modernity—a factor that is not being overlooked by the Vogue's patrons.

A Festive Facade

The facade of the new Vogue is made interesting by its contour formed in white concrete which was used in the entire exterior structure. A reverse curve, fluted and painted a reflective white for flood-lighting, tops the entranceway and marquee. The effect of the exterior and as well parts of the interior is modern with accents of Neo-Classic inspiration, heightened by such devices as the fluted facade and a highly decorated tower at one side.

This circular tower, decorated in Grecian motif with colors of blue and gold, serves to support the vertical name-sign with raised block letters on each face outlined in red and blue neon tubing. A row of illuminated fins operates on a speller-type flasher, and rows of marine green tubing complete the vertical sign. The marquee has three faces with the name "Vogue" in 36-inch raised block letters on each face. These letters are of marine green and gold tubing and they are placed against a background of six louvres, each of which is illuminated with one red and one blue tube flashing alternately and with a build-up from the bottom, one louvre at a time. Three rows of 10-inch silhouette changeable letters are used for program exploitation on each face of the marquee.

Modern materials lend further beauty to the entrance-way, where the floor is of terrazzo in beautiful curved design with metal dividing strips. Soffit lights and illuminated display cases encircling the area provide point-of-sale interest. The boxoffice is formed of marble, plate glass and ornamental metal in a unique design and it is placed at the street line for easy access and direct invitation to passersby. An innovation for exploitation and of particular interest to patrons who might consider adapting the idea to other purposes is the group of four poster cases which may be trimmed or dressed as one large window, similar to a store window display.

An Interesting Foyer

The Vogue's foyer is of interesting proportions and in it too may be found many unique applications of modern art and industrial commodities. It is characterized by an unusual lighting arrangement consisting of a direct-indirect unit which begins as a circle in the ceiling of the circular entrance-way and continues in a curved line the full length of the room. Wall coverings in this area are of grass cloth with a gold dado and the carpeting in mulberry and grey completes a striking and luxurious combination.

A central lounge area is formed by an alcove located at the center of the foyer and directly opposite the doors to the auditorium. Off this comfortably furnished room the men's and ladies' rest rooms are located at either side. To accomplish a striking effect, the lounge furniture is built into the room as a part of the wall decoration. Baroque scrolls in white on a mulberry background to match the car-



We'd be happy to have You decide

Whether or not so much of comfort, convenience, practical durability and outright value has ever previously been packed into any other theatre chair.

Inspect the CRUSADER at one of the nearby display rooms or write for descriptive literature. We confidently predict you will find it the most advantageous investment in theatre seating that can be made.

SEATING COMPANY IRWIN GRAND RAPIDS MICH.

Distributed by

NATIONAL THEATRE SUPPLY COMPANY

Branches in All Principal Cities

IRWIN SEATING COMPANY • GRAND RAPIDS, MICHIGAN

Cover Illustration

A number of effective suggestions for Spring Renovation are visible in this sectional view of the reception room of the new Varsity Theatre, formerly a low-ceilinged combination garage and storage building in Peoria, Illinois. Simplicity is the keynote of this fine example of modern architectural design and decorative treatment for theatre foyers. A refreshing, restful atmosphere is created through the combined effects of efficient lighting, a gracefully curved and balanced perspective in which an interesting mural and an expanse of soft carpet in modern pattern serves to set the mood for entertainment. Under the design and structural supervision of Architect J. Fletcher Lankton, the old garage became a beautiful, acoustically correct and comfortable theatre at surprisingly low cost, thanks to architectural skill and the availability of modern materials and equipment. (Photo courtesy United States Gypsum Company.)

pet give somewhat of a "fool the eye" treatment, so much discussed and used in decorative work today.

Not to overlook the more mundane things, a drinking fountain actuated by an electric eye is also to be found in this part of the house for the convenience of patrons. And "coming attraction" poster cases built in and illuminated as part of the architecture are also to be noted.

The auditorium of the new Vogue Theatre is restful and relaxing in essence. Its decoration is in such fine taste as to be unobtrusive—simple yet elegant. Many are the patrons who will adapt such color schemes and decorative effects to homes and offices. Other places of public gathering will similarly adopt such innovations. White and blue are the basic colors used for interest in this part of the house. The walls are of very strong blue with a white applique motif to form a striking contrast. Pilasters and circular fluted columns at the proscenium are also of white.

LIGHTING EFFECTS UNUSUAL

Lighting is indirect from the ceiling with only a few small decorative sidewall fixtures to augment it. A cove runs completely around the ceiling, which is executed in a gold and yellow combination. This sunny treatment lends great beauty and a feeling of gay expectation to the room. For comfort that is beyond the average patron's anticipation, the new push-back chairs of more than ample proportions and deeply upholstered beauty were selected to cap the climax.

And beyond the architectural beauty and decorative smartness exhibited in this fine new theatre, it may be said that nothing but the finest in the way of mechanical equipment was installed. Lest it be overlooked in describing the more aesthetic elements of the Vogue, it must be stated now that projection and sound are entirely as perfect as is their setting here and that the air conditioning in the new theatre provides comfort scientifically the whole year 'round.

These things are all within the scope of patrons' interests. The efficiency of all a new theatre's equipment is demonstrated to each patron who visits. And they return again and again when they are pleased with what they discover through actual contact and demonstration in these ultra modern movies.

New Transverter for "One-Kilowatt" Lamps

Hertner Electric Company announces a new Transverter of 40 ampere capacity to meet the current conversion requirements of the new low wattage high intensity lamps recently introduced by a number of manufacturers. It is a smaller version of previous Transverter models and follows the design characteristics of the HI and HIH types. Its maximum capacity is 40 amperes and the voltage is set at from 32 to 35, leaving a ballast drop of from 5 to 8 volts.

Its output efficiency by extensive tests is said to equal that of all other current conversion devices, plus the inherent advantages of motor-generator set efficiency, reliability, constancy of current, overload capacity and long life under adverse conditions, such as continued high ambient temperatures.

ALEXANDER SMITH

GUARANTEED BY GOOD HOUSEKEEPING AS ADVERTISED THEREIN

"Just like CRESTWOOD . . ."

The next time someone tells you his carpet is "just like CRESTWOOD," remember this:

No other carpet can be just like CRESTWOOD for the same reasons no other automobile can be just like Cadillac or no other piano just like Steinway.

There is *only one* CRESTWOOD and it is made *only* by Alexander Smith.

ALEXANDER SMITH

CRESTWOOD

CARPET

ALEXANDER SMITH & SONS, 295 FIFTH AVENUE, NEW YORK

PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS

A Three-Point Objective in Modern Theatre Planning

Case history and comment on the conception, construction and outfitting of the new LEE THEATRE at Little Rock, Ark., from particulars and pictures supplied by the architects, CORGAN & MOORE, of Dallas, Texas.

THE complete or partial demolition and subsequent prompt replacement of old and out-moded theatres occupying profitable locations or locations that could be made profitable under more inviting conditions is an encouraging trend in theatre construction today. It is becoming increasingly prevalent throughout the industry, thanks to the initiative of good business management and the ingenuity of the architectural profession.

The realization that run-down theatre properties are one of the most disturbing elements to the success of theatre operation has created a wave of theatre modernization throughout the country. Dilapidated and unattractive theatres or ancient houses of inadequate capacity and unsuitable arrangement for the comfort of patrons are no longer being allowed to usurp valuable locations. Nor are they permitted to stand very long as a direct invitation to outside competition and overseating in the community.

A Complete Transformation

The subject of this article provides a case in point, although particulars respecting the old theatre are lacking except that it was formerly called the "Highland," had a seating capacity of some 300, with separate compartments for white and colored patrons and a most ordinary and unimposing appearance in all respects. A comparison of the "before and after" pictures presented here can tell the transformation story more effectively than mere words.

Let us now pass on to an appraisal of Arkansas Amusement Corporation's new Lee Theatre in Little Rock, Arkansas, successor in public interest to the aforementioned old Highland Theatre.

The site is an outlying middle-class residential section of Little Rock and the theatre of necessity must cater to both white and Negro patrons. The new Lee seats 950 on two floors—a balcony seating 200 is used entirely for Negro patrons.

In the design of the Lee, the fundamental aims, according to Corgan & Moore, architects for the Robb & Rowley interests and who are also members of the Architectural Advisory Board of The Modern Theatre Planning Institute, were:

First, to provide for facilities to accommodate both white and Negro patronage equally. Second, to take up as little space as possible for foyer and rest rooms on the first floor in order to gain a maximum number of seats. And, third, to provide every possible aid to picture presentation and patron comfort within expected income at the location.

Description of Project

The Lee is of hollow tile and brick construction with a facade facing of stucco and glazed tile. Housing only the theatre, the building contains approximately 175,-500 cubic feet and was constructed at a reported cost of approximately $25,000.00, with common labor at 40 cents; masons, $1.50, and carpenters at $1.00 per hour.

The Lee's upper facade is of white stucco with three-colored porcelain enamel copings. Offsets appearing there were formed in the stucco finish. The coping matches in color the porcelain enamel sign. Round openings shown are steel casements made especially for the job. The V-shaped marquee is in three colored porcelain enamel to match the sign with letters boldly outlined in neon.

Below the marquee the facade is in glazed tile, deep maroon and cream in color. The entrance lobby and boxoffice are also done in the same colors of tile. The display frames are of wood painted cream. Entrance doors are wood painted a deep maroon.

The boxoffice shown in the exterior view of the Lee is located on the side for the purpose of serving both negro and white patrons. The ticket window for Negroes is inside the entrance doors on the right so that they do not come in contact with white patrons in any way nor at any time—a precaution wisely taken in the South.

The entrance from the foyer leads directly into the aisles of the auditorium. The general design of the auditorium, which includes a balcony extending completely over the foyer, is extremely simple with alternate lines of acoustical plaster formed on the walls. Casein paint in five shades of pastel blue was sprayed on the walls of the auditorium, thus effecting the desired decorative scheme without harm to the efficiency of the acoustical plaster.

There are three streamlined bands near the top of the walls in the auditorium which are formed of square sheet metal guttering and painted in a deep maroon.

Below—Daytime appearance of the old Highland at Little Rock, Ark., before it was demolished to make way for its modern successor, the new Lee Theatre, shown in formal evening dress at the right. A convincing argument for property renovation.





IDENTIFICATION

ARCHITECTS: Corgan & Moore.
CARPETS: Mohawk Carpet Mills, Inc.
DRAPERIES: Oklahoma Scenic Co.
FRONT & DISPLAY SIGN: Federal Electric Co.
HARDWARE: North Bell Hardware Co.
LIGHT FIXTURES: Meletio Electric Co.
PROJECTION: International Projector Corp.
SEATS: American Seating Co.
SOUND: Western Electric Co.

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.

The center of the sheet metal bands houses amber neon tubes for the purpose of dim-lighting the auditorium.

The auditorium ceiling is quite simply treated with acoustical plaster in a light tan color accentuated by simple stencil designs in a deeper tone of light brown. Facia and soffit of the balcony are treated with acoustical plaster in the same design and color scheme as that carried out on the ceiling.

Draperies at stage and door openings are of a light cream plush with a pale blue motif worked into the design. The auditorium wainscot is of a deep maroon color and mouldings are in silver leaf. The carpet harmonizes beautifully with its designs of light red and tan on a deep red background.

The seating plan which places 200 of the 950 seats in the balcony provides clear, first-row vision throughout both main floor and balcony sections. Seats in the balcony were provided solely for Negroes who enter directly from the entrance lobby by means of a stairway. Under the projection room tiled rest rooms were provided for the comfort of colored patrons. All seats on the first floor were spaced on a radial plan. The chair backs are of deep blue plush and the seats are of blue leatherette. Aisle standards are blue with an eggshell design.

Entrance from the main lobby leads directly into a carpeted foyer, the walls of which are a sand-finished plaster painted a deep coral hue fading away at the ceiling line. Off the foyer are both rest rooms and a ladies' lounge done in tile, sand-finished plaster and acoustical plaster on the ceiling. The ladies' lounge and rest room are finished in pastel shades of blue tile floor and a yellow tile wainscot with blue cap and base. The men's rest room is decorated with warm shades of tan with a tiled floor and wainscot.

Heating and Cooling Combined

The Lee Theatre has a simple ventilating system with evaporative (mat washer) cooling. Air is introduced through grilles at each side of the proscenium arch and the exhaust of air is accelerated by means of an exhaust fan of 30,000 cubic feet capacity located under the balcony and fed by means of openings cut in the balcony risers. Heating is effected by means of a hot blast furnace located in the air conditioning room, and hot air for winter temperature regulation is distributed through the same ducts used for summer cooling.

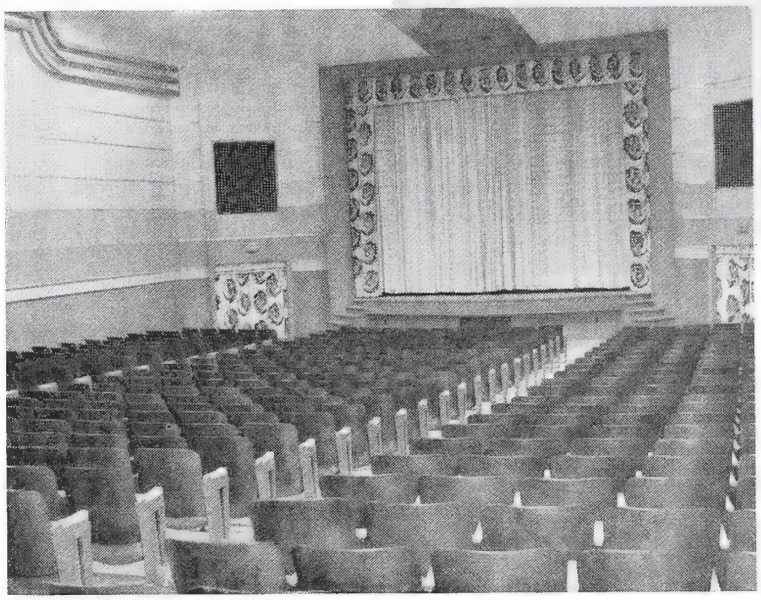
The open grilles to be seen in the balcony rail were put there so that air would float freely on the first few rows of seats in the balcony. These seats usually are hard to cool and the grilles serve to make the area much more pleasant and comfortable.

The Lee's projection room is located at the rear of the balcony and is constructed of 3-inch solid cement with channel iron studs and plastered metal lath. The walls and ceiling are done in three shades of olive green. The room is completely equipped with the latest type sound and projection systems and the operator is provided with rest room facilities for his comfort. The motor-generator is located in a space below the projection room and at the side of the Negro rest rooms.

The project in its entirety and particularly in its provision for the comfort and convenience of patrons stands out as a most worthy example of economical theatre planning in which the three-point objective heretofore explained has been most successfully carried out.

But perhaps more important still, it emphasizes what can and should be done to eliminate the eyesores and subversive elements of theatre business that still exist in many locations today. All concerned in this instance, therefore, are to be complimented.





Fore and aft views of the auditorium of Little Rock's new Lee Theatre leave no suggestion of the cramped and uncomfortable environment that formerly existed in the old house, catering to both white and colored patrons.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 3-30-40

Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

Theatre ..... Seating Capacity .....

Address .....

City ..... State .....

Signed .....
(Owner-Manager)

A FADE-PROOF INTERIOR FINISH ANNOUNCED

WOOD CONVERSION COMPANY, manufacturers of interior finish and insulating materials, announce Kolor-Fast Nu-Wood as one of the most important improvements ever made in insulating interior finish. The new product is said to be the first of its type for which fade-proof qualities can be claimed. These claims are based on severe tests by nationally recognized laboratories which have established the light-fast qualities.

The new material is available in tile and plank form and in variegated and tan colors. The colors are richer and clearer than before, the over-all colors being slightly lighter, giving the material a higher light reflection factor in keeping with the modern tendency in theatre interior decoration.

In announcing the Kolor-Fast innovation recently, P. A. Ward, the company's general sales manager, said: "Nu-Wood Kolor-Fast is the result of years of development work, aimed definitely at producing a product which could be considered a lifetime interior decoration. Heretofore, all insulating interior finish board materials have been subject to oxidization which resulted over a period of years in darkening of the material."

Continuing, Mr. Ward referred to the announcement of Sta-Lite about a year ago which was the first step in the development of fade-proof qualities in insulating interior finish. This product proved the possibility of fade-proof interior finish, so the next step of making variegated colors of the same qualities was inevitable.

"In Kolor-Fast Nu-Wood," says Mr. Ward, "we have succeeded in retaining the attractive texture of our product. We have improved the colors. On the plank and tile we have put a new tongue and joint treatment which proved so successful in Sta-Lite. The bevel at the joint is less obtrusive and more refined.

"In order to be sure of the fade-proof qualities of our new product, we subjected it to the most severe tests we could find. The product has been tested by exposure for months under the strong tropical sun in addition to other standard laboratory tests. We have checked it against all types of fabrics, wall papers and other commercial products which claim to have these qualities. Such comparisons have impressed us with the extremely high qualities of this product."

Mr. Ward further advised that a new clip system for blind nailing with the new tongue and groove joint is now available. The clip is so designed that it can be used in either the tongue or the groove. This, he said, was of major importance, because with the clip the contractor can continue to lay tile and plank in the same manner he was accustomed to without the necessity of driving nails through the face at the edges of the material.

The new Kolor-Fast material will replace the present Nu-Wood variegated tile and plank. However, the company will continue to furnish the former type of product to fill out stocks.

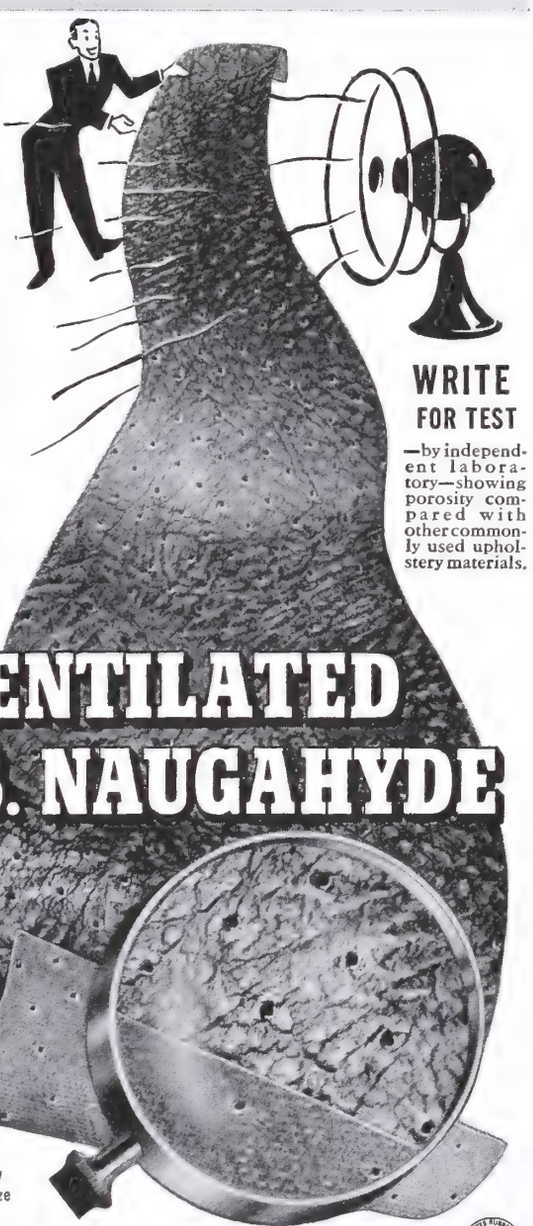
NOW YOUR FAVORITE SEAT COVERING COMES VENTILATED!

IT BREATHES! The only artificial leather with free-breathing air pores. An exclusive "U.S." development.

IT GIVES all types of cushioning clean, comfortable *ventilation.*

SAVES UPKEEP! Ventilated Naugahyde is the same *Genuine U. S. NAUGAHYDE* you've always known as the longest-wearing low-cost upholstery—*with free-breathing air pores added* by an exclusive, patented process that doesn't affect wear!
Air pores are not punched, but *seared* into the tough leather-fibre-and-rubber compound, leaving no raw edges. The backing keeps its strength, too—threads are not cut, but permanently spread apart for each pore.

EVEN BETTER with U. S. Royal Foam whipped-latex cushions. Super-flexible, to bring out all the deep-flexing comfort of "foam", and *porous* to permit the full self-ventilating effect!



WRITE FOR TEST
—by independent laboratory—showing porosity compared with other commonly used upholstery materials.



VENTILATED U.S. NAUGAHYDE

Complete Your
AIR-CONDITIONING JOB
with
VENTILATED SEATING

in all the color-and-grain combinations of regular Naugahyde. The air pores add a pleasing pattern—and in the darker colors, they're hardly visible at all! Write today for samples and your copy of porosity test.

Photograph—
Magnified View
Twice Actual Size

UNITED STATES RUBBER COMPANY COATED FABRICS DIVISION MISHAWAKA - - INDIANA

KEY JOINTS

Key joint units in modern building boards for interior application offer a world of decorative possibilities for modern theatre interiors. They provide an insulating wall and ceiling material that designs as it builds—making use of the unit joints as a fundamental part of the treatment.

The spline and groove assemblage leaves a beautifully detailed edge where each of the units meet. This joint treatment also makes possible concealed nailing and eliminates the possibility of open cracks, allowing unlimited freedom in the creation of new designs. Because the units are quite thick, application direct to open framing is practical. They may also be applied over existing walls that are irregular, dirty or damaged or where a new and insulated or acousticized interior finish is needed.

NEW MEMBERS

Two new members of the Architectural Board of The Modern Theatre Planning Institute have been added with the recent appointments of George A. Ebeling of Cleveland, Ohio, and Vincent G. Raney, of San Francisco, Calif.



MR. EBELING

As the designer of the new Lake Theatre at Painesville, Ohio, in which a number of noteworthy advances in theatre architecture were incorporated, Mr. Ebeling quite well demonstrated his ability to provide capable advice on modern theatre design and construction as a member of the Advisory Board in the Cleveland area.



MR. RANEY

Mr. Raney's most recent contribution to progress in modern theatre planning was the design of the new Vogue Theatre in Salinas, Calif., a commendable example of effective, economical theatre planning. In both particulars his work was highly outstanding, and the result has already brought recognition from West Coast theatre owners.

DEMURRER

(Clipt from ADVERTISING AGE)

To the Editor: The writer thought you would be interested in the difference of opinion that apparently exists between the Chicago *Daily News* and Mr. A. Broggini, advertising manager of National Carbon Company.

You will notice that in one of Mr. Broggini's advertisements appearing in the February 3 issue of the BOXOFFICE magazine the heading states that "You Can't Make a Silk Purse From a Sow's Ear."

However, on the front page of the February 6 issue of the Chicago *Daily News* is an article which states that scientists have discovered a means by which silk purses *can* be made from sow's ears.

Certainly no one can deny that an advertising manager leads a hectic life. But when an age-old proverb like this gets shot in the hat, that's just about the last straw.

W. J. O'GRADY, JR.,
O'Grady-Andersen, Chicago.

Drop into the nearest market and see what it has to offer you and your theatre in the way of modern materials and equipment. It's almost a cinch your time will be well spent.

Low-Reflection Lens Shown to Engineers

A new type of motion picture projector lens which reduces light reflection losses and thereby increases the amount of light projected on the screen was explained and demonstrated to the Atlantic Coast Section of the Society of Motion Picture Engineers on Wednesday, March 13, by Prof. C. H. Cartwright, of the Massachusetts Institute of Technology. The meeting was held in the RCA Photophone Recording Studios in New York City.

Dr. Cartwright's researches in the treatment of lenses with low-reflection homogeneous film are well known. In a laboratory demonstration he showed the engineers the extent to which the light-transmission efficiency of lenses may be increased by treating with the film he has developed.

The demonstration showed the difference between the new film-treated lens and a standard projection lens. Two matched films of the same subject were projected simultaneously upon a single screen by two projectors, one equipped with a treated lens and the other with an untreated lens. Half the film was masked in each projector and the halves matched on the screen, allowing visual comparison of the light-transmission of the two lenses.



● You can't make a sales-building investment that beats a modern, attractive ZOURI Store Front, designed especially for you! Modern ZOURI Store Fronts attract favorable attention, work for you day and night, and pull people in—the right kind of people who can make sales and profits go up!

SEND the coupon below or get in touch with the ZOURI distributor in your city TODAY for complete information on how to secure a ZOURI Store Front that will be just right for your particular place of business.

Remember, ZOURI features include extra protection against plate glass breakage—rich lustre and beauty of rustless metal parts—colorful Porcelain Enamel in a variety of combinations—sturdy metal Entrance Doors—Awning Bars which conceal awning roll when not in use! Get full particulars, without obligation. Write today!

COUPON BRINGS FREE BOOKLET

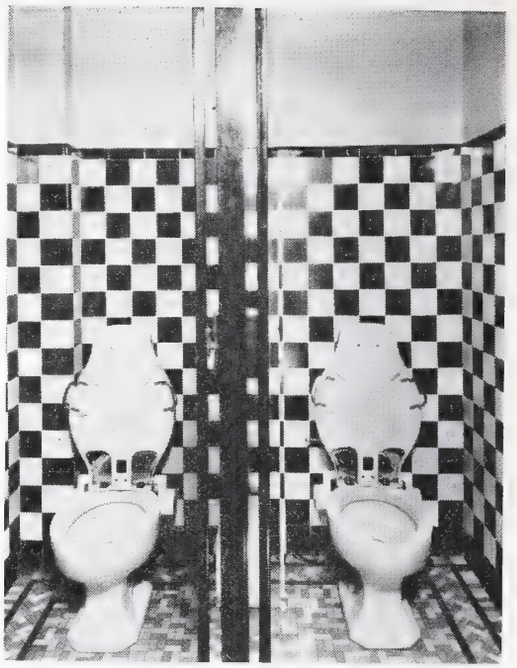
ZOURI STORE FRONTS, NILES, MICHIGAN
Send free, illustrated booklet on colorful new ZOURI Store Fronts. MT-440

NAME_____

ADDRESS_____

SANITATION

EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE



Colorfully tiled floors and walls and carefully selected plumbing fixtures cultivate a higher regard for sanitation even where, as in this instance, space is limited.

Spring Renovation Requirements for Theatre Washrooms

By **Mildred Brennan**

SPRING renovation in the theatre is not complete without a thorough modernization of the rest rooms.

Uncleanliness has a worse psychological effect in these rooms than in any other section of the building. Theatre rest rooms must not only be clean, they must look clean. If the equipment has become dingy, cracked and uninviting to the patrons, the wise theatre manager will make a vigorous and thorough renovation; not only because the appearance and sanitary conditions of these rooms must be in keeping with the rest of the house, but because well-equipped public rooms are a means of meeting competition from larger or newer theatres. Theatregoers' appreciation of modern restrooms is promptly evidenced in increased patronage.

That clean look, which starts with the general appearance of the room, but definitely concentrates on the plumbing fixtures, is the first requirement of theatre restrooms.

Restrooms in new theatres have that look. Gleaming walls reflect back lustrous plumbing fixtures, and walls, floors and plumbing fixtures are of a quality that will guarantee long life and trouble-free service.

Even if your theatre is the oldest in town, your restrooms can have that same, clean, sanitary look. Springtime is renovation time in theatres all over the country. Many managers will initiate a complete remodeling project—others will renovate on a less elaborate scale. All will be wondering about the plumbing fixtures they should install.

Good-Looking Lavatories

Because lavatories are the first thing to meet the eye on entering a rest room, manufacturers make a wide number of designs to fit almost any scheme of decoration. Lavatories are available in white, or a wide choice of colors, and are made in both stainless and lustrous vitreous china or acid-resisting enamel over rigid cast iron.

Usually theatre owners choose the type which is suspended from the wall so that floors beneath are easily kept clean. Nevertheless, the slim leg-type lavatory of today is easily maintained and frequently seen in newer theatres.

There are several features to watch for when buying lavatories for your restrooms. In the first place, the trend is away from individual spouts for hot and cold water. In the new lavatories a combination spout is used which not only saves space, but enables the user to wash in running, tempered water. The rectangular shape of the bowl on some lavatories offers an unusual amount of flat space, while others are made with an integral shelf. These shelves, which vary in width from three to six inches, provide a convenient place for toilet articles or purses while the women patrons wash or apply make-up. All metal parts of the modern lavatory are chromium-plated for easy polishing.

The most popular type of faucet with theatre men is the self-closing type, which conserves hot water, is unbreakable and cannot be tampered with. And speaking of faucets, plumbing manufacturers are providing extra protection to health by placing the spouts far above the rim of the bowl. This prevents pollution of the pure water by back-siphonage.

The closets, usually enclosed in metal stalls, are the most personal, and to the patron, the most important equipment in the rest room. Whether for men's or women's rooms, these fixtures should have elongated rims and open front seats.

The Best Is Cheapest

Remember that a water closet is a mechanical device whose moving parts must operate while totally immersed in water. Regardless of the initial cost, the cheapest closet the theatre manager can buy is the very best on the market. The purchase of the best saves time, money and annoyance in repairs and inconvenience.

Siphon jet closets are recommended for theatre installation. This type is particularly desirable where quietness is wanted in combination with mechanical efficiency.

Some theatre operators prefer the wall-hung, off-the-floor type of closet because they are planned for sanitary maintenance. This type facilitates cleaning of the floors for there are no corners, curves or angles to mop around.

In the selection of closet seats, durability and sanitation are the chief considerations. Seats made from composition materials are ideal for theatres and other public toilet rooms because they are rugged and will stand abuse. Furthermore, they will not deteriorate with the use of strong disinfectants. All seats should be disinfected several times daily by a careful wiping with a rag dampened with alcohol.

The men's rest room should be equipped with the same type of lavatories and closets as the women's room, and in addi-



Modern from ceiling to floor, this unusual restroom invites the theatre patron by its cleanliness and its beauty. The lustrous vitreous china lavatories are reflected in walls and ceiling of matt finish of porcelain enamel on steel—among the easiest of all wall coverings to keep clean. The maximum amount of space is provided around the roomy bowl of the lavatory for toilet articles. The grouping of the fixtures with a combination spout for hot and cold water also conserves space. The lavatories are ivory to match the light part of the wall. The ceiling and decorative dots that form a border are of mulberry red, while the lower part of the walls is blue.

tion, urinals of either the wall or stall type. The former have the advantage of leaving the floors open and clean. Floor type urinals, however, have an economical feature when installed with the floor sloping toward them. Excess water in scrubbing the floor, etc., drains into the urinals, and this does away with the necessity for other drains. There is little difference in the cost of the two models.

Other Sanitary Precautions

Urinals may be equipped with either automatic or foot operated flush valves. Where water must be conserved because of expense, the foot operated type is preferable. Also, the user will prefer it for he can flush the fixture without having to touch with his hands any part of it.

From the viewpoint of cleanliness, the automatic flush valve is probably best, for even if the patron forgets, the fixture will flush itself. One type has no moving parts to get out of order, and it will flush at regular intervals from a minute to several minutes, depending upon adjustment.

There is one more fixture that should be given serious consideration when the spring theatre renovating is being planned. This is the drinking fountain. Check your equipment to see if it has the two principal requisites of modern sanitary drinking fountains: automatic or manually controlled stream regulator to compensate for variations in water pressure; and an angle stream jet with guard to prevent lip jet contact and to insure washing of saliva and waste water directly into the receptor. Fountains of the vertical type, in which water flows out of an upright jet, are germ carriers. Guarantee safe drinking water for your patrons by including drinking fountains in the list of fixtures to be modernized.

And now a recommendation about all plumbing fixtures: Whenever a plumbing fixture is called upon to serve year in and year out in a public or semi-public washroom, no wiser or more economical selection of material can be made than vitreous china. It is resistant to stains; it is extremely durable; it has what it takes to deliver the goods over a long period of time at a minimum of upkeep; it always looks well, and a "swish and a promise" with sponge or rag cleans it.

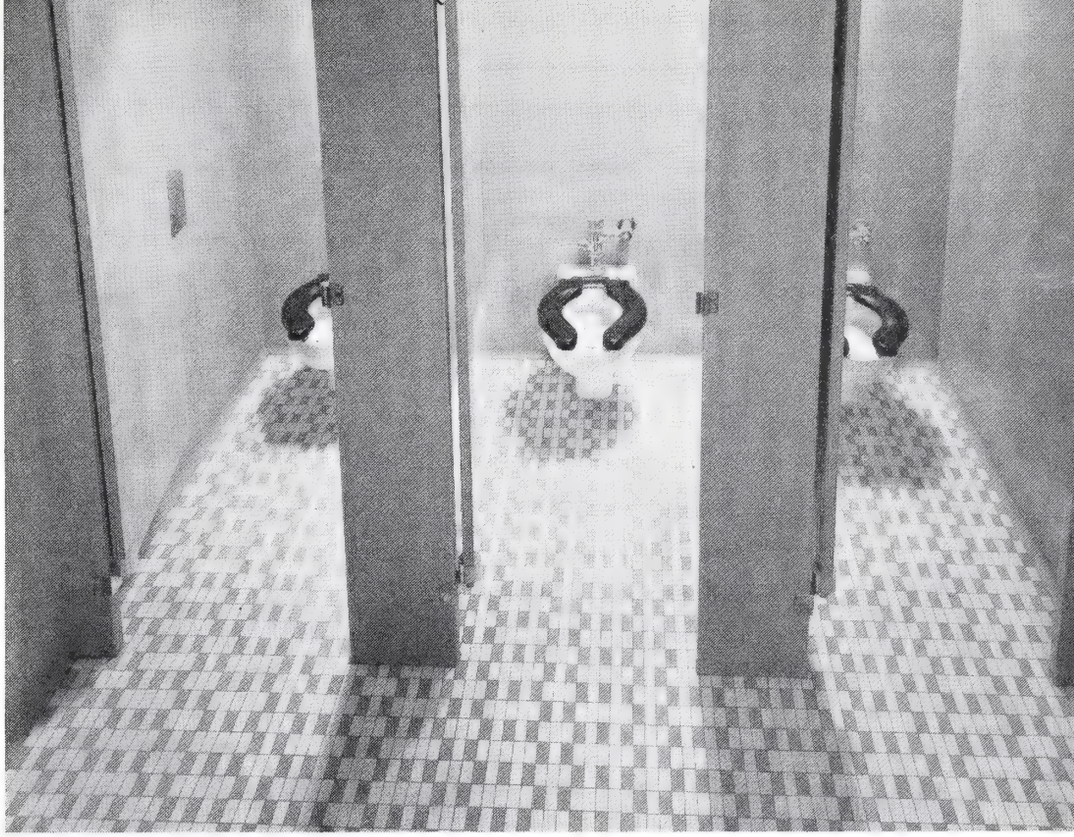
Your choice of either enameled cast iron or vitreous china must be immediately followed by another important decision—the number of fixtures needed for your theatre.

Minimum Requirements

Most sanitary codes require a minimum of one closet for each 250 men and each 250 women in capacity audiences. One urinal for each 150 men is also minimum. One lavatory is usually required for each two closets or urinals. It is well to remember, however, that restrooms must be adequate for a theatre's seating capacity, so that over-crowding won't detract from convenience.

At least one drinking fountain in the auditorium is necessary to pass most codes. For backstage performers and employees, not less than one closet for each sex, and a urinal, are required.

The sheen of fine vitreous china and chromium-plating helps to produce the effect of inviting cleanliness, which the walls and floors of the restrooms must further promote.



The patron knows it's a sanitary restroom. Cleanliness shines in the tile floors, the white vitreous china water closets with metal flush valves and the open front composition seats. This is an ideal installation for the theatre restroom.

Available for the rejuvenation of the theatre restroom are many smart and colorful wall and floor materials such as washable wallpaper, linoleum, glass and ceramic tile. One of the popular new wall coverings is boardtile which is one-eighth of an inch thick and has a hard glass-like smoothness. Boardtile cleans perfectly with soap and water. It is obtainable in soft pastel colors: blue, orchid, ivory or green—or red, orange and terra cotta.

Good will and increased patronage are built up by restrooms that are clean, and fixtures that are sanitary and modern in appearance. It is inexpensive to be clean. No theatre manager can afford to lose patronage or good will, particularly the one who says that he can't afford to modernize extensively.

Inspection Procedure

If you are in this group, look over your restrooms with a particularly critical eye. Are the washrooms constructed of washable materials so that walls, as well as floors, can be kept in immaculate condition? Does the management provide hot and cold water, as well as soap, so that patrons may refresh themselves? Is there an adequate supply of towels, and are sufficient containers in evidence to hold discarded towels? Are these containers emptied at sufficient intervals to avoid overflow? Are the rooms airy, light and attractive?

Pick out the worst feature of the room as far as the plumbing fixtures are concerned. If the toilet seats look cracked and dingy, then make a wholesale renovation of this fitting. If the closet is the objectionable feature, buy only closets—or if the small bowls and below-the-rim fittings of your lavatory equipment threaten back-siphonage and endanger the health of your patrons, a gleaming colorful lavatory will be an attractive and sanitary installation.

On the other hand, if the restrooms need just a coat of fresh paint on the walls and nothing more,—then don't neglect to apply that coat of paint.

No matter how small or how extensive your spring renovating is, your patrons will notice the gesture you are making and will realize that you are thinking of their comfort and convenience. Their protection is also assured, because one or more of these improvements will raise your restroom a step upward toward the standard of cleanliness it is important that you maintain.

Theatre Owners are saying—

"Be sure to see

AMERICAN Bodiform RESTFUL CHAIRS

before you buy any theatre seating"

No other seating offers such beauty, comfort, safety and housecleaning economy.

Investigate Now

American Seating Company

GRAND RAPIDS, MICHIGAN

A LESSON IN OPTIMISM FROM OVER THE SEA

THEODOLITE, writing in The IDEAL KINEMA, our British contemporary (Jan. 4, 1940), gives us a most inspiring perspective on the affairs of the cinema overseas. American exhibitors might well take a strong draught of optimism from his "Observations." We quote:

"Had any augur prophesied in January last year that with Great Britain at war at the end of 1939, kinemas would be open all over the land and that apparatus and equipment firms could report a steady volume of business—less than normal, of course, but still considerable—he would have been thought of as tinting his view with a distinct rose-colour.

"But it has happened, and the Trade, after the knock-down blow in September, has partially—at least—recovered. The truth is that the suspense which was ever present from September, 1938, onward held up for a time those occasional expenditures upon new apparatus and equipment which normally would have resulted, and when the first shock of the outbreak of war was over and air raids were found not to be a threat to civilian life, the long-delayed schemes of modernization were put in hand. Not with the lavishness which would have been evident had life proceeded peacefully perhaps, but still in a manner enabling contractors to execute good work in a more modest manner.

"Difficulties of obtaining material still exist, but these are being overcome, and while 1940 will not bring any big building programme of huge kinemas such as has been evident during recent years, the little fish—reputably sweet—will still come into the contractors' net in sufficient numbers to provide a toothsome and nourishing diet.

"Meanwhile, in R.A.F. camps, necessarily distant from closely populated areas, army buildings are being converted into kinemas, and effective masking and the supply of seating mean a further opportunity for business. N.A.A.F.I., which has built up a huge organization to supply troops with entertainment, has its own equipment section, and is proceeding to build and equip camp kinemas of varying sizes from 500 to 1,000 on a model allowing itself to be used for varying capacities by the insertion of bays between stage and projection room.

"Exhibitors who were at first rather dismayed at the thought of being rationed for carbons, are beginning, although they dislike the idea, to see that the scheme now put into practice is likely to be less onerous than had it been operated by a Government department with that rigidity which seems inseparable from Government control.

"There was a definite attempt on the part of some users of carbons at the beginning of the war to hoard carbons, and in one instance, had the user obtained what he ordered, he would have had carbons enough to last him for years. This would have meant a shortage for other people, and control just had to come."

The entire issue from which the above is taken is replete with pictures and descriptions of new theatre buildings and news of modernizing activities. And manufacturers are advertising their products profusely. There's no belly-achin' in Britain.



Heads Up, Exhibitors! . . . The Invaders Are Hard Upon Us

(Continued from page 50)

not over a chip shot away from one of the largest chain theatres in that particular section. During our conversation he never complained once about radio or any other kind of competition, nor did he rail at the "second fiddle" picture situation he plays to the large chain-owned and operated theatre.

A Success Secret

He unconsciously outlined to us the reasons for his ever-mounting success in theatre business. All of his conversation centered upon bettering conditions for his patrons. While a great many theatre owners are squawking about business, this man was enthusiastically telling us about the new theatre he is going to build very shortly which will cost no less than $200,000. All of which goes to prove our point

of contention and thus brings us to the crux of the whole situation.

And it is the dissemination of this crux of the situation that we will attempt in our next following issue, wherein we propose to take Radio Competition apart and expose its weaknesses as your chief competitor. After that, we'll take up the vulnerability of other invaders. If you've come this far with us and are not too mad at us for having taken you to task for your own transgressions, we'd like to have you ride along in next following issue. We'll try to make the next lap a bit less personal and more pleasant for you.

Porcelain Enamel for Interior Finish Effects

Although thus far used primarily for theatre front construction with outstanding success, the fabrication of porcelain enamel units provides complete insulation qualities as well as beautiful appearance. This is a valuable feature for application to theatre interiors as well as exteriors.

Fluted or reeded pilaster units may be had also. These add greatly to the beauty and design of building exteriors or interiors and the flexibility of design and unlimited color range makes the material most desirable for theatre modernization.

Porcelain enamel is a highly durable material, the surface of which is said to be unaffected by either temperature or humidity. It will not rust, discolor, is nonporous, easily cleanable and will not scratch. Practically any color scheme, however individual to a particular need, may be obtained.

Sound Engineers Get New Flutter Indicator

A new portable test instrument which measures the amount of flutter present in motion picture theatre sound reproduction is being supplied to RCA Photophone field engineers, announces W. L. Jones, national service manager for RCA Manufacturing Company.

The new "Flutter Indicator" visualizes the amount of mechanical flutter originating in the projector or soundhead with an accuracy which compares favorably with that of elaborate instruments used in recording studios and testing laboratories. It was developed to aid projectionists in the presentation of high quality sound reproduction and may be connected to any theatre sound system.

According to Mr. Jones, flutter in sound reproducing equipment of older design has always been a problem and becomes more acute as parts become worn or when the mechanism is improperly adjusted. The new test instrument will be a valuable aid to field engineers in reducing noisy flutter to a minimum with an accuracy never possible before.

Keep your theatre in tip-top condition as a normal day-by-day business procedure. It'll pay you well in the long run, and assure you a steady, profitable patronage.

New Cleaning Method For Carpet Maintenance

Good news for professional carpet cleaners and all carpeted institutions is an announcement of a new cleaning method created by the Technical Department of the Bigelow-Sanford Carpet Company. The new cleaning agent will be known as "Dri. Sorb.Ene."

The product was developed to combine the safety of the dry cleaning method to both texture and color with the thoroughness of professional rug and upholstery cleaning, using standard equipment. It is a dry, absorbent cleaner harmless to all fabrics and dyestuffs and is recommended for use wherever soap or wet cleaning may be injurious.

With the introduction of hard twist and other texture-type fabrics, the rug cleaner was faced with many new problems added to his former difficulties with fugitive colors and shrinkage as well as the problem of how to clean carpet economically and safely without removal from the floor. The new method was originally developed to fill the need for a safe, effective method of cleaning fabrics containing hard-twist yarns, but experience has now shown that its uses are practically unlimited. The Bigelow Weavers are confident that this new method will simplify the carpet cleaning problems of the theatre industry.



Lasting Color Harmony . . .
Acoustical Correction . . .
Use Nu-Wood *Kolor-Fast*!

TODAY, Nu-Wood interior finish for theatres is more refined, more beautiful than ever before . . . with new clear, rich, light-reflecting colors. Today, Nu-Wood saves you even more money—because Nu-Wood colors are now made *fadeproof* by an exclusive process to keep theatre decoration smart and fresh-looking through the years. And today, Nu-Wood continues to give you more for your money because it corrects acoustical defects . . . makes sound more pleasing . . . absorbs noise . . . insulates effectively!

With Nu-Wood Kolor-Fast you can have individual decorative effects . . . designed to suit you and your type of audience. Application takes a surprisingly short time, and the cost is low. Put more "sales appeal" into your theatre . . . get more profits at the box office . . . by applying Nu-Wood Kolor-Fast. You'll want complete facts—and the coupon will bring them.

Nu-Wood Kolor-Fast
PAT. APPLIED FOR
INSULATING INTERIOR FINISH

WOOD CONVERSION COMPANY
Dept. 134-3-30, First National Bank Bldg.
St. Paul, Minn.
Gentlemen: I want to know more about the new Nu-Wood Kolor-Fast. Without obligation, please send me complete facts for ☐ New construction ☐ Remodeling.

Name .....

Address .....

City ..... *State* .....

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

The Political Outlook on Uncontrolled Air Conditioning

By **Gordon H. Simmons***



TIME Magazine, March 11th issue, page 11, reports on the termination of President Roosevelt's latest fishless fishing trip. I envy the chief executive just the same because I have been on many such fruitless trips.

But *Time* moves on to say: "Tanned, re-toughened, in bounding spirits, his February melancholy and his barren fishing luck forgotten, he took the train for Washington ready to fight the G.O.P. and the *White House air conditioning* for at least another eleven more months." (The italics are mine.)

Time goes on further to say that ". . . the wet chill of the building's air conditioning has kept Mr. Roosevelt's sinustic chronic. If and when he asks for a Congressional appropriation to overhaul the system, White House newsmen will be sure he plans to run."

As yet, I haven't made up my mind who I am going to elect as the next occupant of the White House. But I can more quickly make up my mind about what is wrong with the air conditioning at the White House, even though I've never inspected its system.

There's not a dang thing wrong with it and no appropriation is needed to overhaul the system. I happen to know the reputation of the firm that put in the plant and it's good enough for me.

But I'll venture to opine that there is *plenty* wrong with the way it is being operated. The results or the lack of them testify to that. The installation undoubtedly is adjusted to maintain a wet, cold, clammy atmosphere and it *does it*—that's all. Some of your expensive theatre jobs are adjusted similarly, and they run true to form.

Tinkering Brings Trouble

Just monkey with the carburetor of your automobile and your engine soon will act like it too needs a good overhaul. But your automobile untampered with and properly operated is probably all right. Don't blame the car nor the manufacturers because of maltreatment on your part. Perhaps we need some good air conditioning service stations just as we now have them for automobiles.

Well, Brothers, I practice what I preach. I rate as a pretty good preacher, too; but just like a sky pilot, I can complain that while you do listen to me momentarily, you still go right on in your own hard-headed way. To quote Milton Berle, I can say, "Okey Doke, that's the joke." But the joke, my friends, is mostly on you.

You've got a watch. I had one once but Uncle Moe's got it now. When it fails to keep time, what do you do? Attempt to regulate it yourself? I wouldn't be surprised if some of you do. But the smart thing to do is take it to a watch-maker.

Now, well selected and properly installed air conditioning apparatus can be adjusted and regulated to maintain within reason any indoor atmosphere for which it is set. I do my jobs that way and I am not the only smart engineer in this business. And smart engineers did that White House air conditioning job.

But when the very things I have railed against in these columns for the past four years become so prevalent in and outside the theatre field and air conditioning thus becomes a pain-in-the-neck to even the President of these United States, it's high time, etc.

It might be unwise to take a census to ascertain what the man on the street thinks about it. I know what he thinks about it because I am a "man on the street." I got that way by taking time out from my business to turn preacher. And a lot of good it has done me! And a lot of good it could do you and everyone in the air conditioning business if the principles I preach were practiced by all more religiously.

Cussing Won't Cure It

You buy a house and you live in it. But do you ask the man who built the house to fire the furnace and regulate the heat? No, you don't. You regulate it yourself by adjusting a thermostat. Let us assume that you install air conditioning in your home and it too has a thermostat. What do you do now? Regulate it by the thermostat? *Yes, you do!* You set it down to 70 degrees and then cuss because you get a cold, damp, clammy atmosphere. Well go ahead and cuss. I've been cussing about this for four years.

I am willing to admit that I cannot adjust your job by mail. Nor can I even tell you how to adjust it sight unseen; any more than a watch-maker can tell you how to regulate your timepiece so that you too can do it easily and efficiently. It takes "art" to do this. And I am an artist when it comes to spouting advice or doing the work with my hands. When it comes to *getting results*, there are others who can do it, too, but apparently they don't live among you nor even at the White House.

Once a theatre owner hired me to wreck his air conditioning job and install another one. But did I do it? Naw! I pulled out the equipment all right, as much for inspection purposes as anything else, and then went ahead and re-installed it. I got a perfect result—with apparatus left over.

The engineering profession is long-suffering. They design good gadgets only to have them misapplied, misused and abused by careless purchasers. What they have to contend with most acutely is the problem of educating the public to the proper selection and use of what they design, as well as the education of various dealers, salesmen, contractors, *et al.*, as to "what to do" and "how to do it" to secure and *maintain* a decent air conditioning result.

Nobody, and least of all not I, can sit at a typewriter and cure all of the air conditioning troubles that develop. Nobody, and in particular not I, can afford to prescribe and comfort the victims of air conditioning mistakes free gratis and for nothing forever.

If I had a dollar an hour for the time I've spent trying to educate you fellows by correspondence during the past four years, I would have enough to buy me a fishing smack and maybe join F.D.R. on his many political rest periods. But so far, I got what he got—a couple of "birds" and not enough dough to make one scrawny little biscuit. The dough I have spent on postage stamps because you didn't enclose

Readers Please Note!

This is the fourth year of Gordon H. Simmons' free will collaboration with us in the conduct of this department, an association that is purely platonic. As might be supposed, Simmons is not on the payroll as a member of our editorial staff. His income is derived solely from the practice of his profession as an air conditioning engineer. In the continuity of this department, we have devoted space freely to circulating the author's expressions and he in turn has given counsel and consolation freely to hundreds of readers who have written him concerning their air conditioning problems. Mr. Simmons is disposed to continue rendering preliminary advice to those who send postage, as his contribution to a better understanding of air conditioning practice. But the spirit of cooperation prompts us to remind all readers who may be in need of it that Simmons also has Engineering Service for Sale.—The Editor.

*Air Conditioning Engineer, Milwaukee, Wis.

'em has caused me to cut down my smokes to two packs of Luckies per day.

START COOKIN' WITH GAS

But to get back to the honored profession; meaning, of course, us engineers. We've out-smarted you—by designing a gadget that cures a cold, clammy atmosphere in any place we find it. It does not require your cooperation because it works in spite of you. And the only education required is to learn to *let it alone,* just as you should let alone the carburetor of your car or the regulator of your watch.

I refer to Silica Gel and the special box containing it. *What is Silica Gel?* Nobody has asked me that question, so like Gracie Allen, I'll answer it. She and I are very much alike about one thing and I am sure that Gracie will agree with me. It takes a smart person to be as foolish as we are.

Silica Gel has the property of absorbing moisture (adsorbing is the correct word). It takes humidity out of the air. It is the "White Hope" or "Dark Horse" now being ridden by the Gas Industry in its attempt to crash the gate and get into the air conditioning business. Let's welcome them, say I. They could not possibly make a bad matter worse.

But, *what is Silica Gel?* Just like Gracie, I put off answering until the last impossible moment. Silica Gel is a substance that looks exactly like rock salt. And you couldn't tell the difference unless you tasted it. If you did, you'd long remember because it absorbs moisture so rapidly that it would stick to your tongue and perhaps raise a blister on it. Send for a sample and try it yourself. The blister is on me!

Make a bed of it just like a fuel bed and blow air through it and the moisture in the air stays behind while the air coming off it is dryer than the air of the Sahara. But bye and bye the bed gets full of moisture extracted from the air. In other words, the bed gets "all wet." What to do?

Blow some hot air through the bed in the other direction and all of its moisture comes out. Acts like a sponge. You squeeze a sponge to extract its moisture but you heat Silica Gel to 350 degrees when you want to squeeze it dry. The gas companies have gas to sell and they'd just dote on your using gas heat for this or any other purpose.

Now Silica Gel does not wear out. You don't have to renew it even after years of use. And it is now being put up in nice boxes with all apparatus needed to make it completely automatic. It's a bit expensive but good.

NO JOB FOR A JACK LEG

Now don't think you can put a pint of Silica Gel in a tin can and install the can in a theatre and thus get away from us engineers. I assure you that you'll never be able to do it; not if we see you first. The air conditioning application of Silica Gel has required years of time and millions of dollars to develop. This work was done by engineers and it also requires an expert to properly install it. But once correctly installed, you can't get a moist, clammy, cold atmosphere out of it any more than you can get good Milwaukee beer out of your local cold water spigot.

You can get a cold, clammy, moist atmosphere out of an air conditioning refrigeration system if you regulate it improperly by shoving your thermostat down to 70 degrees. But you can't do it with this gadget even if you shove it down to 50 degrees. Your humidity will still be low. So I am trying to show you how we engineers have circumvented public ignorance by providing something out of which you cannot get damp air.

If "it ain't the heat, it's the humidity" that bothers you, this is the answer to a maiden's prayer, and maybe yours. This Silica Gel gadget does not cool anything. Plenty of apparatus on the market to do that. It does not take the place of existing apparatus but simply supplements it in a wonderful way.

It's an additional "tool" to work with when elimination of moisture in the air is needed. It has many special applications where nothing else will do at all. Such as providing dry air in a manufacturing plant making deliquescent chemicals. Or in a plant making telephone cables. It has been used in factories for

(Continued on following page)

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

At random I extract a letter from my over-expanded file and find it's from Missouri, the good ol' show-me state:

The Letter: "I have enjoyed reading your 'Air Conditioning' articles very much and I seem to be having about the same trouble as our friend from the Blue Grass State which you answered in last issue of BOXOFFICE.

"If I could only get my water 10 or 15 degrees colder I would be awfully well satisfied. I will try to give you an idea of my condition as best I can.

"My building is brick, in No. 1 shape. I have 465 seats with balcony. I have a good blower (I do not know how many cubic feet of air it delivers but it is a good one). It has five speeds and on top speed it delivers a wonderful breeze. The air comes out of a duct above the screen and through a diffuser. I have an air washer on this blower. It has 50 spray nozzles and uses a 2-inch centrifugal pump driven by a 5 h.p. motor. (The blower also has a 5 h.p. motor).

"Here is the way I handle this air washer. The water from the mains gets awfully hot here in the summer so I dug a tank in my basement and cemented it all up, top and all. It holds approximately 200 gallons. I keep this tank full and it stays at about 70 to 72 degrees. We do not have any matinee here so at night I pump water out of this tank up into the washer tank which holds about 125 gallons. The washer then operates on this water. After the show I drain what is left in my basement tank and leave it until the next night.

"This washer does a nice job of air washing and does a very nice job of cooling the air and I have lots of compliments on it. It does not bring the thermometer down much but it does add that cooling effect to the air that helps so much in hot weather.

"I have been thinking of digging a well in my basement and pumping continuous system from this well of cool water. What do you think of an idea like this? What do you think I need to cool my water 10 to 15 degrees?

"If I did cool it that much, could you give me an idea of how much it would lower the temperature in my house? Please give me the address of the manufacturer of the cooling coil which you described in last issue of BOXOFFICE. Thanking you very much for any advice you may give me, I remain.—L.L.M."

My Answer: "Replying to your letter of March 6th. Let me know how far north or south from an east and west line drawn through De Soto, Missouri, you happen to be. I can then advise you about possibilities of getting deep well cold water, which is the thing for you to use if you can get it.

"If you can't get it, I might make other recommendations but this is the thing to investigate first. I can use 58 degree water. Any colder water than this just reduces the size and the cost of the coils.

"In regard to your question about cooling your water 10 to 15 degrees and wanting to know to what extent it would lower the temperature in your house, I beg to advise that if you had an adequate supply of water this cold (55 degrees), you could pull the temperature of your house below 70 degrees while at the same time *increasing* the relative humidity.

"The installations I design will hold the house temperature *up* to 78 degrees or even 80 degrees while *reducing* the relative humidity.

"You can use your present blower and install coils in the housing of your air washer but the size of these coils is determined by the temperature of the water used in them. And it must not be warmer than 57 or 58 degrees. Otherwise, a refrigeration compressor is needed for cooling the water down to this or accomplishing the same effect by a separate cooling coil.

"I suspect the water you'd get would be very hard, so a cleanable coil is indicated. I am forwarding your inquiry to the manufacturer of coils mentioned in last issue and no doubt you will hear from the company shortly. But I suggest that you consult me as to size and depth of coils after you ascertain how cold your well water would be if you sunk a well.

"If you want to forward dimensioned sketch of your house and check for $25.00, I will make you a plan that will give you a good job and probably save you money. I also supervise jobs when requested to do so for 10 per cent of the cost.—G.H.S."

INDIVIDUALITY



International CHAIRS

International chairs from their inception have possessed individual characteristics. Basically new—patented construction—not patterned after any other chair—gives extra years of trouble-free service. Embodying hingeless seat suspension—all welded construction—no exposed screws or bolts—tacks—rapid interchangeability of seats in theatre to equalize upholstery wear.

In selecting International "The Chair That Has Revolutionized Seating" you get: Tested Values — Top Quality — Extra and Exclusive Features — Laboratory and Field-Proven Durable Strength—Exquisite Beauty—Relaxing Comfort—with an extra exceptional low cost per year investment.



Ask for a sample.

INTERNATIONAL SEAT CORP.

Union City - Indiana

"Spreading Comfort To Millions"

The Political Outlook On Uncontrolled Air Conditioning

(Continued from preceding page)

many years. The idea is not new to industry but I'll bet it's new to you.

WHAT'LL YOU HAVE?

What do you want anyway? Do you want comfort? Or are you like thousands of people who have to consult a thermometer before deciding how uncomfortable they are? This business of installing a "cooling system" and then misregulating its operation by pushing down the thermostat has put air conditioning in a bad light.

The misconception on the part of the public that air conditioning consists of reducing a room temperature has caused the public to get the willies about it. The public estimates the effectiveness of such a system by the amount of "cooling" it can get. Well, go buy yourself an ice box and sit in it for all I care. But I do care about your customers.

Somebody called an ice box an "air conditioned refrigerator" and sold thousands and thousands of them to the public. But the joke of it is that the refrigerator was better air conditioned than the usual theatre air conditioning job.

Air conditioning as such is becoming more and more an ideal seldom reached in practice. It is something nice to talk about, like the Angels in the Kingdom of Heaven. Lucky for them that they have a competent engineer always on the job to keep them comfortable. If some of the present-day installers had the job to do, even the angels would become dissatisfied with their lot.

Nevertheless and notwithstanding, good apparatus usually is all right when properly selected with proper regard to the work each piece has to do. It can be ripped out and properly installed without having to get an appropriation from Congress. Sometimes only the control system has to be yanked out and replaced in such a way that it can control things that need to be controlled.

In last issue, I printed a simple diagram showing the elements of such a control system. But I could set those thermostats to maintain a rotten result as well as a good one. As said before, it is just like fiddling with the carburetor on your car or the regulator of your watch. Somebody has to know *how* to set these things.

REMEMBER RIP VAN WINKLE?

A chap recently told me that he can't go to a certain air conditioned theatre in the summer because when he does he always gets a cold. A fine boxoffice asset he is! Well, who made him that way?

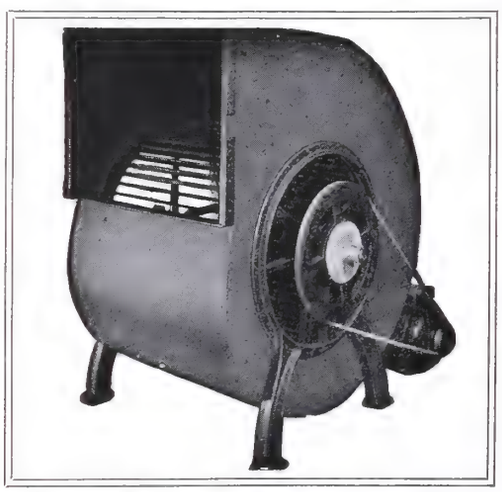
Verily, I think some of you exhibitors have been put into a "frozen sleep" by your own air conditioning jobs. Old Rip Van Winkle wasted 20 years that way. Maybe when you wake up I'll be dead and gone to a hotter place than this. But bye and buy you'll wake up and rub your eyes and say, "I dreamed about a guy named Simmons. He sure was a sarcastic egg. Seems he had something to say about air conditioning. I wonder now what it was. I also wonder why my business is so rotten."

Possibly you will never get the connec-

ACOUSTICON

SO THAT 20,000,000 DEAFENED MAY HEAR YOUR PICTURES

580 FIFTH AVENUE, NEW YORK CITY • WRITE FOR FREE BOOKLET 413



GET BUSINESS YOU NEVER GOT BEFORE

with a Reynolds Blower

Cool and ventilate economically, quietly, without vibration.

Eight models from 2,500 cfm to 30,000 cfm, $47.50 up including variable speed control, belt and motor pulley. Equipped with ball-bearings set in solid rubber pillow blocks.

Also used for exhaust, circulating warm air in winter, and with washed air, refrigeration, and Reynolds cold water type cooling coil systems. Write today for free literature.

REYNOLDS MFG. CO., 414 PROSPECT AVE. N. E. GRAND RAPIDS, MICH.

COMMENT

"March 5, 1940

"Mr. Ansel M. Moore
c/o BOXOFFICE
332 S. Michigan Ave.
Chicago, Illinois

"Dear Mr. Moore:

"Your article, 'What We the People Have Learned About Your Air Conditions,' in the March 2nd issue of BOXOFFICE, is excellent and I did want to write to tell you so.

"In the past, some theatre owners have certainly misused the term 'air conditioning,' and in so doing have abused the confidence of their customers. From my observation, I am glad that, with increasing public knowledge of what constitutes good air conditioning, this practice is becoming less common.

"I know that your article will be read with pleasure and appreciation by all who are interested in the welfare of the air conditioning industry. Sincerely,

"WILLIAM B. HENDERSON,

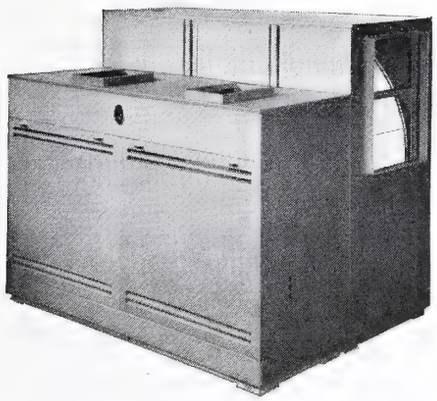
Executive Vice-President,
Air Conditioning Manufacturers' Association,
Washington, D. C."

tion between your two wonderments. People don't like to catch colds. They will stay away from a place once they recognize it as the source of ailment. People don't like their sinus trouble to become chronic. They don't like to be forced to breathe foul air. Folks *like* comfort. Well, why don't you *give?* And if you don't know how to give it to them, hire somebody who *does* know how. But I have fussed enough for one issue.

What got me riled up was the information that our own Chief Executive has not been made comfortable while he handles a tough job that needs to be done to make us all happy. Nobody can righteously accuse him of not trying to do that. So I freely forgive him for most of his New Deal mistakes, many of which probably could be traced to the eccentricities of an "unconditioned" air conditioning system. Surely the White House job must have been regulated by the Grand Old Party. No wonder Mrs. Roosevelt doesn't spend much time at home. And for the same reason, I'd graciously recommend that she stay away from too many of your theatres.

WHAT'S NEW IN AIR CONDITIONING

The air conditioning industry has been on "tiptoes" watching the development of this gadget for a good many years, probably wondering if somebody wouldn't go broke gambling with it. It has cost millions of dollars to make it commercially successful. Now that they've got it, it should be news to you.



It's a Silica Gel Unit. It dries or dehumidifies the air continuously and automatically without attention. Built in sizes from 500 to 5,000 c.f.m., it will extract 2½ gallons to 25 gallons of moisture per hour from the air, depending upon which size is used. Of course, only a small part of the total air used goes through the machine. Whatever is required to get the degree of dryness within the space to be dehumidified.

Good air conditioning practice requires that the dew point of the air leaving an air conditioning unit should be down to 60 degrees Fahrenheit, whereas with such a machine as this dew points of -10 degrees Centigrade are easily reached. I built a home-made model years ago and it worked, but you'd better get yours from a factory. Manufacturer's name upon request.—G. H. S.

And here's another little air conditioning accessory that may come in handy for purifying the air in pent-up places. It's a new ozone generator for attachment to electric fans. Ozone, you know, has exceptional deodorizing and air freshening qualities—since it is a concentrate of activated oxygen, consisting of three atoms of oxygen in one molecule instead of the two as commonly found. Anyhow, if you need a bit of an auxiliary to make breathing more pleasant in your restrooms, I'd suggest your asking me to get the dope for you. Maker's name upon request.—G. H. S.



Are You Confused?

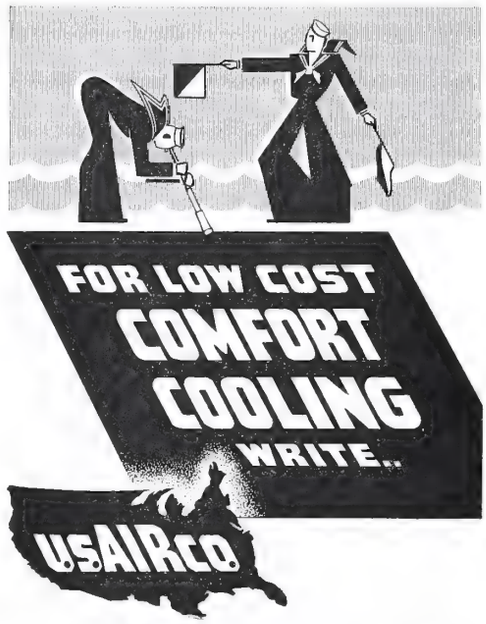
The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

Dr. Carrier Awarded Modern Pioneer's Plaque

Dr. Willis H. Carrier, chairman of the Board of Carrier Corporation, Syracuse, N. Y., and founder of the air conditioning industry, has been signally honored by American industry as one of the 19 Modern Pioneers "whose achievements have made our American industrial system the envy and example of the world."

Presentation of a "Modern Plaque" was made to Dr. Carrier at a dinner on February 27 sponsored by the National Association of Manufacturers in commemoration of the 150th anniversary of the American patent system. The dinner, held at Manhattan's swank Waldorf-Astoria Hotel, was attended by more than a thousand leading industrialists, scientists, bankers, journalists and other leading figures in America.

Dr. Carrier and 18 other inventors and scientists were selected from among 1,000 nominations in a nation-wide search conducted by the National Association of Manufacturers. Five hundred other inventors and scientists received "honorable mention" awards and were honored at regional dinners held last month at other large cities from coast to coast.



USAIRCO stands for the greatest value in theatre cooling. For sixteen years we've been working with exhibitors, helping them get *more cooling for less money.*

Today USAIRCO cooling equipment leads the field in extra service features and durability. USAIRCO Blowers are big and powerful. They deliver more than their ratings. They are quiet in operation. USAIRCO Washers are of many types and sizes. Super-efficient in cooling and cleaning results. USAIRCO patented Deflecto-grilles give you complete control of air distribution.

USAIRCO Engineering Service takes these tools of air conditioning and correlates them into a custom built system. USAIRCO Theatre engineering experience is an extra value that costs you nothing.



Write today for this book. It tells you how to judge the value of Theatre Cooling Equipment. It's Free. Mail the Coupon today. No obligation.

U. S. AIR CONDITIONING CORPORATION MT340
NORTHWESTERN TERMINAL, MINNEAPOLIS, MINN.

Send me your Book on Theatre Air Conditioning

Name .....

Theatre .....

Town ..... State .....

LIGHTING

THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION

New Fluorescent Luminaires Give a Theatre Distinction

By **W. D. Riddle***



LIGHTING is an important factor in reviving the atmosphere of any theatre. New ideas in lighting can easily be introduced during Spring Renovation. The progressive theatre operator is always on the lookout for new effects to keep his house out ahead in this respect. For example, fluorescent (Mazda) lamps incorporated integrally or in special lighting elements, offer possibilities for new and colorful treatments to enliven the decorative aspect of the theatre.

The ever-increasing popularity of fluorescent lighting and the flexibility of its applications in and around the theatre has aroused an unusual amount of interest in the design of fixtures. Fixture manufacturers are awakening to the possibilities of theatre lighting as a new avenue of approach to public interest and favor.

Theatre owners and managers themselves find in this new form of lighting a source of color effect and decorative efficiency in all departments of the theatre through a variety of modern fixture designs now being offered throughout the country.

Helps Change the Scenery

Successful and complete renovation and the necessary change of scenery to effectuate the purpose of a remodeling job depends largely upon the lighting and luminous effects to be incorporated in the project. Good lighting, therefore, is one of the first and foremost considerations of any plan for improvement.

Fluorescent lighting, because of the unusual variety of effects made possible through its correct application, can be made to produce an atmosphere or an interesting environment in the lobby, the auditorium or elsewhere in the theatre that would be difficult or prohibitive in expense through any other method.

The design or selection of fixtures for fluorescent lighting is important since they must be in harmony with the architectural scheme as well as the decorative treatment of the room. Extreme care must be taken to harmonize the fixtures with all details of the room or area in which they are located.

While fluorescent lighting is still comparatively new, its adoption by theatres is already widespread and popular with architects who find little trouble in adapting it readily to their plans, through fixtures and fittings of distinction now available from several sources—either in stock or special design.

The illustrations shown here are intended merely to suggest a few types of luminaires which the theatre operator can adapt to fit the individual decorative needs of his house. New sources and new methods of applying them help to give a house the distinction of unusual character so necessary in show business.

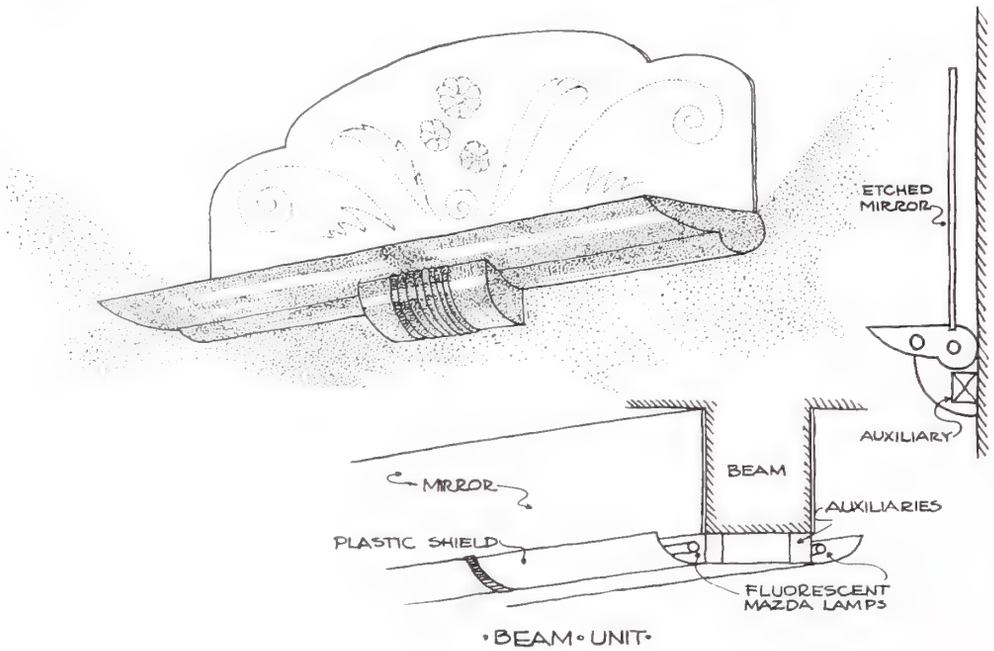
Suggestions Sketched

For the auditorium and foyer, the wall unit (Fig. I) is particularly fitting. Two 48-inch fluorescent lamps are placed in the reflector trough of polished "Alzak" sheet at the bottom. A "tulamp" auxiliary which operates both lamps is located in the decorative housing at the center supporting the trough. One lamp is positioned so that the etched design on the mirror glows in color. The light from the other lamp in front is reflected to the ceiling; the mirrored surface prevents the wall directly above the unit from becoming uncomfortably bright. It lends itself to use on the auditorium wall to provide decoration and at the same time contributes the light so necessary to give the auditorium a comfortable atmosphere during the showing of pictures.

For beamed ceilings the same method

*Nela Park Engineering Dept., General Electric Company.

Fig. I



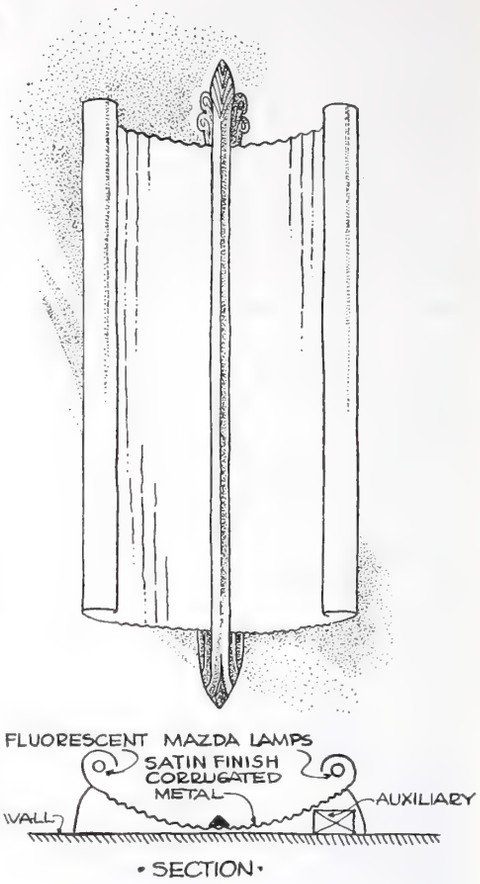


Fig. II

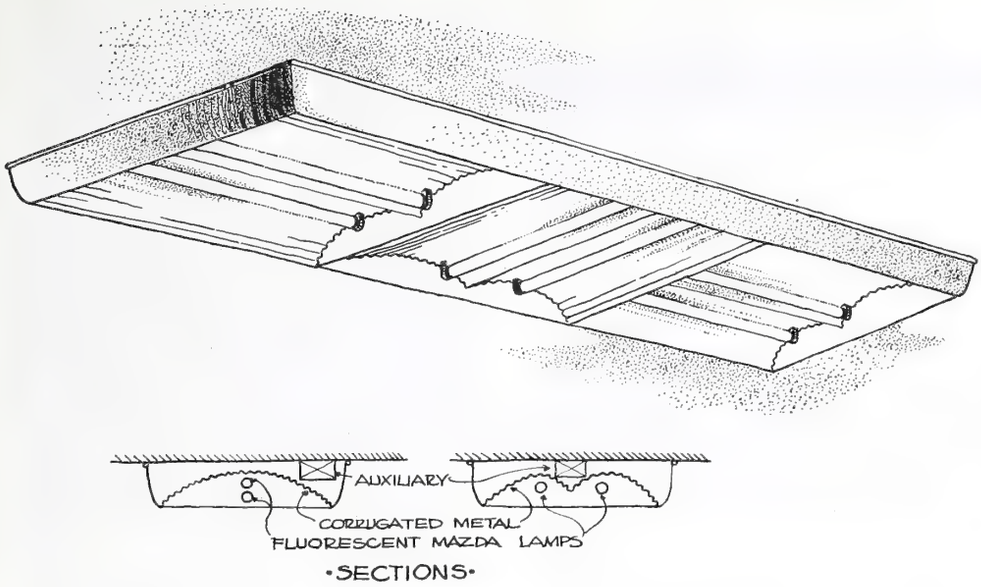


FIG. III

may be employed with a continuous trough as indicated in the details of Fig. I.

The wall unit (Fig. II) is appropriate for use in foyers and lounges. A fluorescent is placed at each side of the concave plaque of corrugated etched metal. If lamps of different colors are used, the corrugations of the metal will pick up a reflection of each lamp producing a pleasing multi-colored effect. The lamps are shielded with a section of curved plastic. A further decorative touch is added by placing in front of the plastic a section of metal having a perforated pattern. Or the pattern may be applied directly to the plastic. Other materials and surfaces of different character may be used for the background to produce still other textures in color.

CONTINUE THE SPARKLE

A gradual transition from the brightness of the marquee soffit to the lobby ceiling is desirable. Continuing some of the sparkle and character helps accomplish this transition. The ceiling unit (Fig. III) is especially appropriate for this purpose. Two colored fluorescent lamps are placed in each section. The background is of polished corrugated metal which picks up reflections of the lamps. By using several of these sections in lines or areas, the ceiling can be given a new and distinctive pattern. Such a unit may also be used as a luminous frieze.

Fluorescent lamps in their variety of colors offer the theatre operator an opportunity to change the lighting color scheme for seasonal effects, a factor that has become exceedingly important in the profitable operation of the motion picture theatre of today.

Write for Bulletin
FLUORESCENT UNITS
(NO INSTALLATION REQUIRED)
Manufactured by
GARCY COR. OGDEN BLVD. & SO. TALMAN AVE. CHICAGO
FIRST IN DESIGN AND WORKMANSHIP SINCE 1898

Structural Glass Fronts Serve a Dual Function

The successful theatre front usually serves a double function. It should impress the public favorably as to the character and entertainment possibilities to be found inside. And it should be so attractive as to secure the favorable attention of passersby and induce them to enter and investigate further. This attractiveness should be permanent so as to assist in making casual passersby steady customers.

To accomplish this requires skill of design, long experience and an intimate knowledge of materials. The new structural glass fronts are characterized by neat, simple lines carried out in beautiful materials, particularly combinations of glass and metals and serving to play up the advertising display by new ideas of arrangement and illumination.

As a surfacing material for theatre fronts, structural glass has decided advantages which are responsible for its widespread use for this purpose. The beauty of its surface and colors gives the architect or builder a wide range of resources for working out design effects. It has a clean-cut appearance that makes it decidedly appropriate for work designed in the modern character and it harmonizes perfectly with modern metals and illumination devices to give a unity of striking effect.

For the Best Showmanship
"Wagner Letters & Flex-Word Units
Create the Flexibility of the Printed Page"

With Wagner Master Multiple construction you can use any or all of the eight sizes of Wagner Letters (from 4" to 30") in the Wagner frame.

•

This illustration of the Westwood Theatre shows Wagner 10" Letters and word-plates, also Flex-Word Units with 4" letters.

Send for illustrated literature

WAGNER SIGN SERVICE, Inc.
218 S. Hoyne Ave.....CHICAGO
123 W. 64th St.....NEW YORK
706 E. Hancock Ave....DETROIT
6 Britain St.....TORONTO

The fine new Westwood was designed and built by F & Y Building Service (Theatre Div.) Columbus, Ohio



Your "Period" House . . . Is It Dated or Dateless?

By **Hanns R. Teichert***

Advice to owners and managers of theatres—whose original architecture is of Spanish, English or French Periods—and to all those who operate theatres of a none too recent vintage.



BEING the possessor of an aging "Period" theatre is not altogether an unmixed blessing. It is much like being the husband of a once very beautiful but now imperious and demanding lady. You are proud, of course, to have and to hold such beauty and charm, but there is that constant and increasing obligation that hangs over your head in your less-enchanted moments like a pall—the price you pay, known by that well-used term: UPKEEP.

If your elegant lady (we'll call your "Period" house that from now on), runs true to form, you will find that her upkeep mounts yearly—in direct ratio to her advancing age! As everyone knows, these elegant ladies reluctantly part with their youth. They demand that their aging of body and beauty be as graceful a process as possible. Just as there is no sadder sight in all the world than a once glamorous and high-placed beauty reduced to neglect and frowsy old array, so is the sight of a once beautiful Period theatre gone shabby and uncared-for just as depressing.

Indulgence Needed

But if our elegant lady will only be indulged a bit as she matures, she will develop into that most ravishing of types so well exemplified by many of the French Court's most celebrated ladies who were ageless, fascinating and beautiful 'til the day they died. Even they died beautifully—after postponing the event almost indefinitely.

How did they do it? What was their secret? And what the devil has all this got to do with theatres? Well, in spite of being Great Ladies, they also were women—and that meant that they talked. Many of them kept fascinating little diaries so we now know just how it was all accomplished and what their longevity secrets were. And all this has a *lot* to do with Period theatres, as you shall see.

It simmers down, more or less, to a matter of continuous, clever, self-searching self-improvement. As they aged, they made up for a thickening ankle with sheer hose; a facial blemish was turned to good account by covering with a court-plaster star which also accented a dimple; fading cheeks and lips were brightened by warmer colors and softer folds of silks and laces were used at their throats. And their whole appearance showed a thoughtfulness and alert cleverness in presenting themselves ever at their best.

They used feminine intelligence to attract people to them from great distance, from every walk of life and in ever-increasing numbers to the ends of their dying days. And now, isn't that what you want *your* elegant lady to do? (Must we again remind you that this lady is *your* theatre?)

Tips on Beauty Treatment

You can, if you will only take a tip from our little analogy and apply those same principles to the decorative upkeep of your aging theatre. Time was when she had her youth and she needed nothing else to sustain her beauty. But now—well, she is getting older and she needs ever-increasing care and an inventive cleverness to maintain her prestige against her bright-hued young rivals.

First, you will look to her grooming. She must be spotless. Not just "washed clean where it shows"—but *immaculately clean*, conspicuously neat, sweet-smelling clean.

> *This is a job that should be entrusted to a most particular person—but remember to check up on it every day. The good will it breeds will more than repay you for the slight labor and intelligence that is demanded. I mean it literally—every room in your house must be "sweet smelling" and immaculately clean.*

Second, her "make-up" will be flattering and most charming. Her colors will be softer to complement, but not to call attention to, her age. No hard, cheap reds, nor vulgar greens to mar her dignity, but these colors must be *fresh* ones chosen to emphasize *her individual good points* in a particular way.

> *While on this point, remember one thing—colors in an older house require careful blending by one who knows how to tie these mellower tones into a graceful harmony with existing traditional architecture.*

Third, her costume will be in the best taste, conservative, quiet, traditional—but ever new in freshness and color.

> *In other words—let your architect or your theatre stylist assist you in selecting draperies, carpets, lighting fixtures, furniture and so forth. You will save money in the long run and in return will reap extra dividends in peace of mind, knowing that no one can criticize your correct taste and selection.*

Yes, there's a lot the possessor of the Period theatre can learn to his own advantage from the secrets of the great ladies. They were dateless, but never dated. They knew fundamental human nature well enough to know shabbiness repels people—and that's just as true in business as in social contacts. To be a "has been" dooms one's future and numbers one's days. These Great Ladies "kept 'em coming" practically from the cradle to the grave. Use their beauty secrets, apply them to your theatre and you'll be surprised how the "old lady" can still hold her own.

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to The Modern Theatre, ***332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.***

*Theatre Decorating Specialist, Chicago, Ill.

ONCE NONDESCRIPT—NOW A DIGNIFIED CINEMA

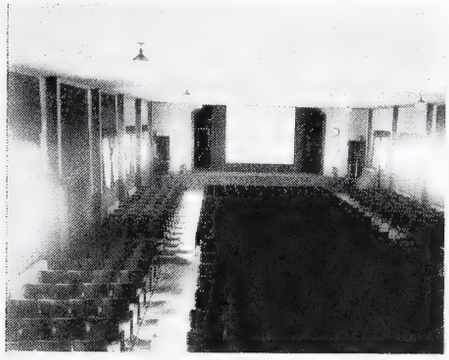


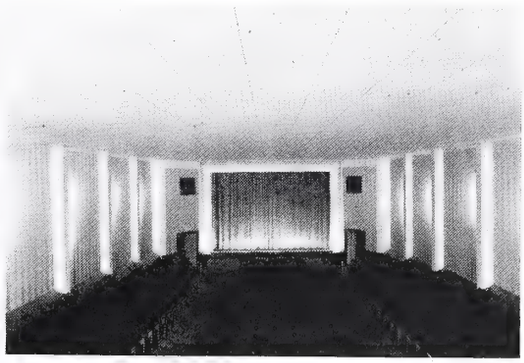


THE 600-seat frame and stucco Pratt's Theatre in Deep River, Conn., built by Louis Pratt in 1921, was a converted, flat-floored "basketball" auditorium. Acquired by the Essex Square Theatre Company, operators of the Essex Square Theatre in Clinton, Conn., the house underwent complete renovation recently and was opened as the new 440-seat Deep River Theatre. Before (left) and after renovation views are pictured here.

The nondescript front emerged as a Colonial red face brick, white-pillared and trimmed exterior, in keeping with the Colonial history of the town and is now one of the most dignified and attractive little theatres in New England.

Its floor was pitched on the inside and the number of seats reduced and spaced between rows for greater comfort. Soft





and indirect illumination was secured through fluorescent lighting fixtures throwing their beams from behind each of the sidewall pilasters. Colonial type fabric in a blue and silver color scheme was used on the walls and the seats are upholstered in burgundy mohair. The carpet, too, is burgundy, blue and silver in a Colonial pattern. The stage curtain is of rich burnt orange with side draperies of blue.

The old proscenium arch was ripped out completely and moved down about eight feet, reducing the size of the stage which was unnecessarily large for the exhibition of pictures.

The lobby was redecorated in imitation American walnut interior finish material, and the same material was used for the new standee rail. A small balcony was completely eliminated and the front of the former balcony is now marked with a Colonial decorative rail.

The theatre's projection room was increased in size and new equipment includes a modern heating and ventilating system, new sound and projection operating on copper-oxide rectifiers and a new screen. The entire remodeling job was planned and executed by William Hutchins of National Theatre Supply Company of New Haven. Arthur Richard of Bil-Art Studios in New York City assisted with the decorations.

TRACK WINNER

BESTEEL

MEDIUM DUTY

CURTAIN TRACK



The winner on all points. ECONOMY in handling, in operation, in price. STRENGTH—made of heavy gauge steel. Strong enough for average stage. SIZE—Medium size, small enough for restricted spaces. Check its other practical advantages.

AUTOMATIC DEVICES CO.

1035 Linden St. Allentown, Pa.

Export Office 220 W. 42nd St., N. Y. C.

Also Mfrs. of AUTODRAPE Curtain Machines



PEABODY CHAIRS

ARE DOUBLE-FEATURE CHAIRS

1—TOUCH CONTROL SEATS

2—SELF CUSHIONING HINGE

When patrons come to see Double Feature shows they want Double Feature Comfort. Seldom does one complain about seeing two feature pictures—it's most always the uncomfortable chairs that are blamed.

Peabody Theatre Chairs are the pinnacle of comfort. They are designed for restful sitting by seating engineers, backed by 35 years' experience. Peabody Chairs are Double Feature Comfort chairs with touch control seats that raise or lower at the gentlest nudge. They are quality chairs with built-in comfort that lasts for years.

Write for Peabody's Theatre Chair Catalog-Folder and Prices today.

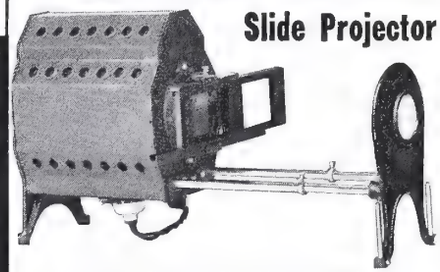
PEABODY SEATING COMPANY

Box 5 North Manchester, Ind.

Peabody

QUALITY THEATRE SEATING

YOU CAN'T BEAT THE 'BEST' Slide Projector



1000 watt. Range 75-150 ft. With any focus lens 10 to 36 inches. 500 watt "BESTEROPTICON." Range up to 75 feet. With any focus lens 10 to 30 inches.

AT YOUR DEALERS or write

BEST DEVICES CO.

10516 Western Ave. Cleveland, Ohio

CINE' CLINIC

PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND

"The House With Its Hair Down . . . or Does Better Projection Pay?"

A scenario based on an equipment peddler's report to his boss. Any similarity of names, of places or of persons now living or "dead" is intentional, since there are hundreds to be heckled and all should pay heed.

AS I approached the Regent, Pete Deprofitlis, the disconsolate proprietor, was standing out in front—the only living soul within several hundred feet of the boxoffice—and it was Saturday night.

The Regent had been no great attraction to the natives for some time; in fact since the Strand, its up-and-a-coming contemporary, had remodeled and embarked on a policy of showing all the big pictures, from the "Hurricane," to the "Typhoon" and now "Gone With the Wind."

So the folks just breezed right on past and down to the Strand. Even the rickety Regent's three-sheet posters on the current "quickies" had lost their appeal.

Once upon a time when Pete had the only house in town he made plenty of money. But hundreds of seductions had been prevented in the nick of time and millions of cowboys had ridden hell bent across the Regent screen since he last spent a nickel on a coat of paint or a piece of new equipment.

"How's things, Pete?" I inquired, more as a matter of habit than for any other reason, knowing too damned well how they were.

"Not so good tonight," countered Pete, and dolefully. "Everybody must be going down to the Methodist bazaar."

Whereupon I clipped him this rejoinder straight from the shoulder: "It's not the bazaar, Pete, nor the weather, nor Holy Week. It's your house—and the kind of a show you're running. Sooner or later you'll have to do something about it. Now that's why I thought you might be ready to talk about—"

"Yeah, new lamps," cut in Pete, taking the words right out of my mouth. "We got lamps. What's amatter with 'em? You equipment guys is always trying to sell me somethin' new," complained Pete, belligerently as he backed away.

"Well, they never seem to have much luck," I countered, crowding poor Pete into his own corner. "I'll admit that better equipment alone won't cure what ails your boxoffice, but together with some of the better new pictures it would go a long way toward helping you keep some of the profit you once made here. The Regent has been too good to you, Pete, for too many years, but one of these days because of your gross neglect, it will gasp its last breath and fold up unless you do something about it. Matter of fact, it seems to be getting its breath in short pants right now."

The reference to losing money brought a pained expression to Pete's pan. He gulped hard as I jabbed again:

"Specifically, Pete, you first talked about your lamps the last time I was here. Asked me what was wrong with them. I told you then and I'll tell you now. Even before the Strand opened, enough of your standby patrons had seen pictures in other towns to have soaked up an appreciation of better projection. And while none of them could explain the real difference, they instinctively knew that it existed. That's one of the reasons why they're now going to the Strand."

"Them loafers!" expostulated Pete, "they've made people too damn critical. Theatres in towns this size can't afford them extravaganzas."

"That's where you're wrong again, Pete. Any small town or neighborhood theatre can afford the same de luxe projection as is now being offered in the largest and best theatres in America. In fact, they're going to have to afford it or give up the ghost.

"As a matter of fact, Pete," I continued, "you can't afford what's going on right now. It's getting you down. The old low intensity lamps you're using and which I sold you back in '27 not only are not delivering the brilliant light you should be getting but they are actually costing you much more dough for power than is necessary with the new high intensity lamps." Whereupon I started opening my portfolio.

"You'll have me on W.P.A. yet," said Pete, weakening perceptibly.

"There's an old saying in show business, Pete," I reminded him soothingly. "You've got to spend money to make money, and take it from me, Pete, you'd better spend some before it's too late."

"They're always getting out some new improved equipment," wailed Pete. "Now it's lamps. What next? No. I'll just wait until they get 'em really perfected."

"You'll pardon me, Pete," I replied, "but you remind me of my old Aunt Fanny, who's still waiting for them to perfect the radio. If they do it before she dies, she's going to buy one. Listen, Pete, it's a fact and I give you my word for it that you can really get more and better light at less cost per picture with these new lamps and I can prove it."

"At less cost?" demanded Pete. That one got him. "Then why haven't you told me about this long ago? A fine friend of mine you are," said he.

"But," I replied, "you never let me get that far with the subject before. Why, I'll bet you don't know that the denser prints in black and white demand more light than ever before and the new color prints you're getting now absolutely require the use of snow white high intensity light on your screen. You're actually paying for something you don't get every time you pay the extra cost of a technicolor picture and try to project it with the muddy yellow light of your old low intensities. It just can't be done satisfactorily."

It was the economy angle of the argument that got Pete's interest. He was always preaching it to his help. Why hadn't he thought of it in connection with his equipment? He could kick himself now. He told me so, the next time I saw him.

Yeah, Boss, I got Pete's order for the new lamps. But he kicked me out of his office and closed the door after he signed the order, saying, "Get the hell outta here and stay out, before you find any more ways to save me money. My air conditioning system ain't so good, I got holes in my carpet, howls in my sound and my seats is terrible. Maybe I'm getting the blame for that too, eh?"

"Maybe," I shouted back at him through the bolted door, "you've got something there too, Pete. Sounds like you're cookin' with gas now, so I'll be seein' you soon."

I could hear the dull thud as he swooned.

Have You a Problem?

Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.

Modish Theatre Fronts Afford a Marvelous Spring Tonic

(Continued from page 47)

ical example of colorful frontage effects for the smaller neighborhood theatre and houses that may be in need of renovation. This daytime view emphasizes the advantages of colorful, cleanable, reflective materials for theatre facia and modern architectural form. The entire face of the Douglas is a harmonious ensemble of structural glass of royal blue agate and yellow, extending across the entire theatre facade and the adjacent stores.

Minus a large and imposing name sign, this 750-seat theatre with its colorful reflective facade presents under proper lighting effect an interesting, ever-changing appearance day or night. The cleverly designed boxoffice and wainscoting of the entrance lobby add further to the front's general attractiveness. The Douglas Theatre was designed by Architect J. M. Watson of Racine.

A Renovation Result

EXHIBIT "C"—The recent complete rejuvenation of a 25-year-old theatre provides this view of a cleverly designed theatre facade for small theatres on corner locations. The Columbia Theatre at Evansville, Indiana, with its extended circular marquee and flanking triple-line attraction boards for changeable silhouette letters provides an interesting study in the simpler, economical provisions for eye-catching front entrance display. The chromium built-in poster frames are commendable.

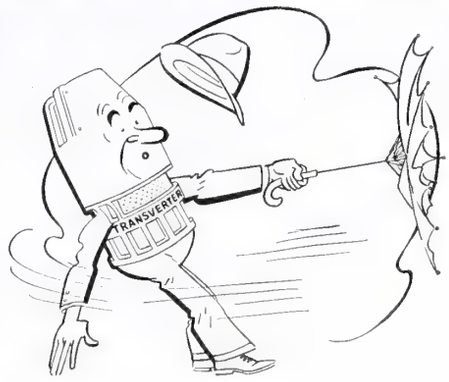
The upper portion of the facade is in ivory face brick and red trim which harmonizes in a most pleasing manner with the mandarin red and chromium trim of the marquee and lower portions, all accentuated by multi-colored lights for a striking effect at night. The Columbia is the property of the Fine Bros., owners and operators of the Premier Theatre circuit of eight theatres in the Evansville area. The architects for the Columbia Theatre modernization were Fowler-Legeman of Evansville.

The smart design and modern, colorful structural materials and trimmings used in each of these projects, plus the application of flexible lighting effects and other advertising facilities, are doing much to make theatre operation less hazardous and consequently more steadily profitable during all seasons of the year.

It is to be hoped, therefore, that these representative examples will inspire many of our readers to institute their Spring Renovation program with a more serious regard for the front entrance and follow the process from that point right on through the theatre. But regardless of the starting point, your Summer business will respond to a strong Spring Tonic administered right now—and wherever it is most needed to dispel the monotony.

By keeping his house in order, an exhibitor can meet his patrons with a big smile and a confident heart.

A Gale of Good Will Is Blowing



TransVerteR

right into the Projection rooms of the theatres throughout the entire world.

The new LV Transverter is now available for the small theatres and can be used with the new Simplex Arc.

Consult: National Theatre Supply Co.;
in Canada, General Theatre Supply Co., Ltd.;
or write us.

THE HERTNER ELECTRIC CO. 12695 Elmwood Ave., CLEVELAND, OHIO

Exclusive Manufacturers of the Transverter

Next Issue . . "FLOOR COVERINGS" . . April 27th

ADLER

Dominant Marquee Display at Outstanding "HARPER", Detroit
EXCLUSIVE *Locked-in-Line*

MULTI-DECKER, GLASS-IN-FRAME CONSTRUCTION for Interchangeable Use of 8"-10"-12"-16"-24" LETTERS

6" SIZE ALSO AVAILABLE



Showing the famous ADLER combination of 24"—16"—10" Slotted Letters in the brilliant new Harper marquee, Detroit.

SETS DIRECTLY IN SIGN GROOVES—NO CLIPS TO SCRATCH THE SURFACE—LETTERS SLIDE FREELY FROM FRAME TO FRAME — JOINTS ARE LIGHT-TIGHT.

24" AND 16" ADLER LETTERS LINE UP PERFECTLY WITH 10". USE THEM AS INITIALS OR COMPLETE WORDS.

PROTECTED BY NATIONAL PATENT CORPORATION CHICAGO

Fully Covered by U. S. and Canadian Patents

ADLER SIGN LETTER CO.

2909-A Indiana Ave., Chicago
33-A W. 60th St., New York
Chicago - New York - Toronto, Can. - London, Eng.

Listed by Underwriters' Laboratories, Inc.

THE SUPPLY MART

WHAT YOU MAY NEED AND WHERE TO FIND IT

NATIONAL THEATRE SUPPLY COMPANY

NATIONAL

EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE

"GET IT FROM NATIONAL"



WHEN YOU FASTEN ANYTHING IN MASONRY, DEPEND ON THESE CHICAGO PRODUCTS

Expansion nuts where exterior finish is important.

Four theatre style expansion bolts for fastening theatre seats **permanently.**

Drill points, chucks and setting tools.

SEE YOUR DEALER — or write us.

CHICAGO EXPANSION BOLT CO.

Room 601, 134 S. Clinton St., Chicago

Carrier

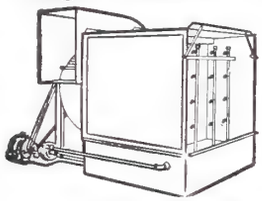
AIR CONDITIONING

for Bigger Box Office Receipts

CARRIER CORPORATION—SYRACUSE, N. Y.

"Magic-Weather" Fans, Air Washers

Combination Units



"Tops" in Cooling and Performance—Increased Summer Patronage — Low First Cost — Low Operating Cost — 1940's Biggest Box Office Attraction — Install Now—Write for Prices.

THE BALLANTYNE COMPANY

222 NORTH 16TH ST. OMAHA, NEBRASKA

MODERN THEATRE LIGHTING



It will pay you to modernize now, with new up to the minute lighting fixtures. Sidewall, ceiling and exit fixtures designed for beauty and soft colored effects. Special fixtures made to order. Write for descriptive literature.

MODERN THEATRE SUPPLY CO.

320 Douglas St., N. W.

Grand Rapids . . . . . Michigan

LOUNGE FURNITURE

SPECIALISTS in SMART MODERN or PERIOD FURNITURE for THEATRE LOBBIES and LOUNGES.

DAVIDSON LTD.

420 N. Orleans St. Chicago

GENERAL CHAIRS

"The Worlds Finest"

GENERAL

SOLD EVERYWHERE BY DEALERS SQUARE

You Clean Your Own Screen

Suction cleans screens, lamp houses, all floor surfaces, box and balcony fronts, drapes, curtains, everything without removal or scaffolds with the Specialized Super Theatre Cleaner. Saves its cost over and over again. Free trial. Ask your wholesaler or write

The National Super Service Co.

1941 No. 12th Street, Toledo, Ohio, U. S. A.

IN ANSWERING THESE AND OTHER ADS—PLEASE TELL 'EM YOU SAW IT IN "THE MODERN THEATRE SECTION OF BOXOFFICE."



The Golden Voice of The Silver Screen

AMPLIFIERS

Two Way Horn Systems

DUO SOUNDMASTER

New "90" Amplifier—True, life-like reproduction—Perfect balance between high and low frequency response—Smooth, dependable performance—Latest improved design—"Two-Way Horn Systems" with High Frequency Attenuator for perfect uniform distribution of sound to every seat in the auditorium—Low investment cost—100% patron enthusiasm —Added profits—Write for complete catalogue.

The BALLANTYNE CO. OMAHA, NEBRASKA

SOUND HEADS

Stabilizing Gyrofilter—All Film Travel on Rotating Surfaces — Constant Axis Optical System Carriage — Single Unit Construction — Bausch & Lomb Optical System — Pre-Focused Exciter Light Carriage — Projector Drive (Simplex) through Train of Alternate Steel and Fibre Gears — Locking Micrometer Lateral Guide Adjustment.

INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

A

Adler Sign Letter Co. 75

American Seating Co. 63

Ashcraft, C. S., Mfg. Co. ..... Second Cover

Automatic Devices Co. 73

B

Ballantyne Company 76

Best Devices, Co. 73

C

Carrier Corporation 76

Chicago Expansion Bolt Co. 76

D

Davidson, Ltd. 76

Dictograph Products Corp. 68

F

Firestone Rubber & Tire Co. ..... 48 & 49

G

Garden City Plating & Mfg. Co. 71

General Seating Co. 76

H

Hertner Electric Co. 75

Heywood-Wakefield Co. 51

I

Ideal Seating Co. 64

International Projector Corp. Fourth Cover

International Seat Corp. 68

Irwin Seating Co. 56

M

Modern Theatre Supply Co. 76

N

National Carbon Co., Inc. ..... Third Cover

National Super Service Co. 76

National Theatre Supply Co. ..... 55 & 76

P

Peabody Seating Co. 73

R

RCA Manufacturing Co., Inc. 41

Reynolds Mfg. Co. 68

S

Smith, Alexander, & Sons Carpet Co. 57

Strong Electric Corp. 53

U

Union Carbide & Carbon Corp. ..... Third Cover

United States Rubber Co. 60

U. S. Air Conditioning Corp. 69

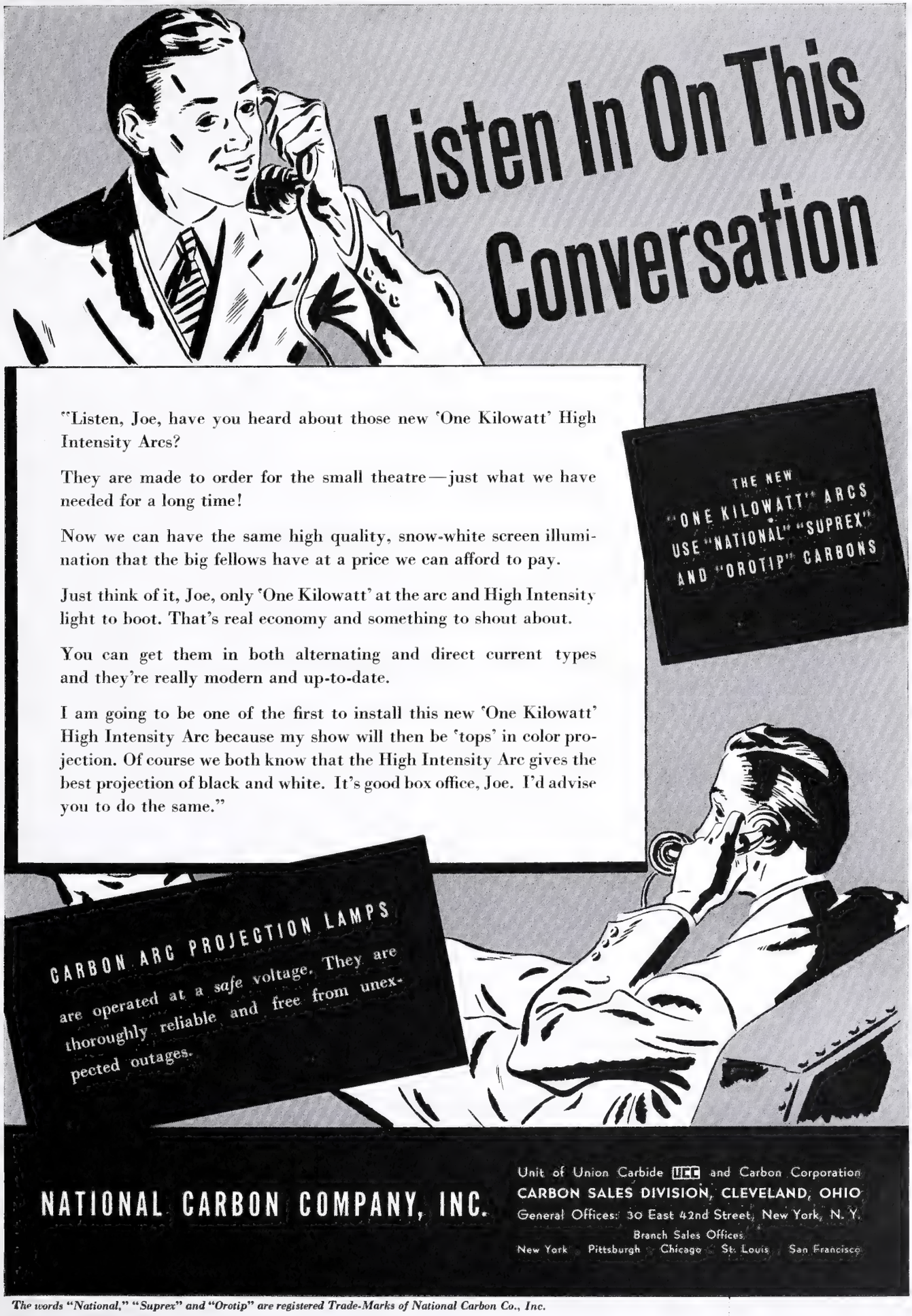
W

Wagner Sign Service, Inc. 71

Wood Conversion Co. 65

Z

Zouri Store Fronts 61

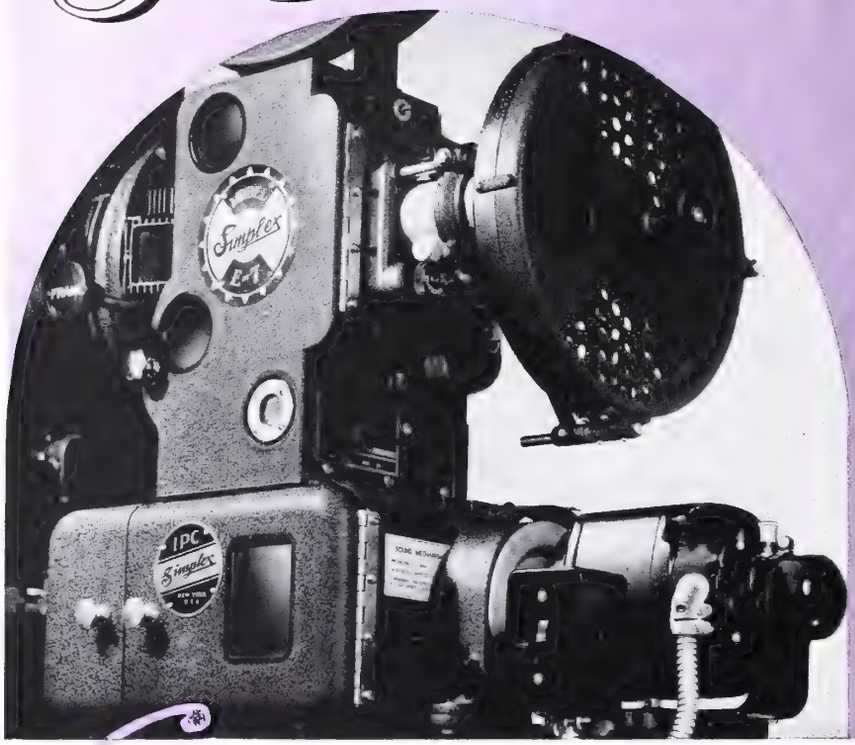


The words "National," "Suprex" and "Orotip" are registered Trade-Marks of National Carbon Co., Inc.

THE MANY ADVANCED FEATURES OF

Simplex E-7 AND Simplex ★★★★ Sound

REG U.S PAT OFF



CAN HELP YOU in the BIGGEST JOB OF THE INDUSTRY

Getting Patrons Back Again

It's the *re-orders* that *count* in any field • How to keep patrons *coming back* is what interests Theatre Owners and Managers *most* • "The Play's the Thing",—admittedly—but good Sound and Visual Projection help a whole lot in increasing the entertainment value of your show • A good front gets them in—

BUT

Simplex E-7 and Simplex ★★★★ Sound

Brings patrons back again



MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N.Y.

Simplex SOUND AND PROJECTION System

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Cohn and Briskin End Eastern Conferences

Terminating eastern conferences on future production plans, President Harry Cohn of Columbia, accompanied by Sam Briskin, have returned from New York. Cohn has been away for nearly two months, while Briskin went east ten days ago. Also in the party was Irving Starr, independent producer who is releasing through Cohn's company. Not awaiting their arrival, Maurice Bergman, Columbia's advertising-publicity chief, wound up conferences with Lou Smith and other studio publicity executives and returned to New York after a week's stay.

Other arrivals:

Joseph M. Schenck planed in from New York, where he had spent two weeks on company and personal business.

Y. Frank Freeman, Paramount vice-president, returned from the east, where he was examined in the government's pre-trial anti-trust proceedings, and conferred with home office representatives.

Frank Capra returned to his Warner lot headquarters after holidaying at Arrowhead Springs and collaborating there with Robert Riskin on "The Life of John Doe," his first independent effort.

James Roosevelt and Henry Henigson were due in from Chicago, where they have been parleying with executives of the Mills Novelty Co. concerning the new Mills-Globe tieup.

Those heading east included:

Mort Blumenstock, New York advertising-publicity head for Warner, who conferred here with Charlie Einfeld on campaigns for "Virginia City," "It All Came True" and "'Til We Meet Again."

Roy Disney, vice-president of Walt Disney Productions, accompanied by Gunther Lessing, planed to New York on business in connection with the proposed plan to issue stock in the company.

Variety Convention Head Asks Several Filmites

Having lined up a number of tentative commitments with film personages to appear at the annual Variety Club convention April 18-20, R. J. O'Donnell, in charge of arrangements for the affair, has planed back to his Dallas headquarters, where the get-together will be staged. He was accompanied by Paul Short, his assistant.

"Undesirables" Charge in Extra Ranks Is Met With Calm

Central Casting, the Screen Actors Guild and the industry as a whole are apparently little interested and even less disturbed by the drum-beating which has accompanied the current activity of Southern California authorities in investigating charges that eastern gangsters and "undesirables" have infiltrated the ranks of extra players, have formed a clique of heavy-fisted "protection money" thugs and in other ways have applied racketeering methods to the organization of bit-players in Hollywood.

While no one officially connected with the two organizations which might conceivably be most affected has chosen to dignify the inquisition by issuing any official statements, a consensus attitude reflects the opinion that:

1. Because of the vast army of lower-income-bracket workers which is continually drifting into Southern California in the hope of gaining a new foothold after business and social crackups elsewhere, it is only natural and not at all surprising that a scattered quantity of undesirables, with past or current records of criminal activity, should form a certain percentage of the influx. These hordes of job-seekers, it is pointed out, have been spurred by an over-zealous chamber of commerce, singing Southern California's praises to the skies in every quarter of the globe.

2. A substantial percentage of these arrivals, attracted, doubtless, by the "flash" appeal of the motion picture industry, has succeeded in wedging its way into the ranks of extra players. Probably as many as 25,000 citizens of the southland have, during the course of a number of years, secured a few days' work each in bit parts. The SAG still lists approximately 7,000 registered extras. Again, it is considered a natural development that of this number a few should have criminal records and may be living outside the law.

Complete Record Afforded

3. Although many of them may obtain only one or two days' employment in a year's time, there is a record of their names, case histories and experience on file with the SAG and Central Casting—a record easily available to officers of the law. As a parallel, it is declared, such is not the case with oilfield workers, agricultural laborers or with most other types of employment throughout the community, for which no such centralized clearing house as Central Casting has ever been formulated. Consequently, defenders of the industry declare, out-and-out criminals and others on the shady side of the law in any other business probably form as high a proportion as they do in the ranks of film extras—but have not been revealed because of the difficulty inherent in correlating and coordinating what little data may be available.

Meantime the probe has been underway for several weeks on the part of investigators from the district attorney's and the sheriff's office. John Kline, chief investigator for the D. A., has been going through Central Casting's files as the result of complaints filed by some extras charging that "hoodlums" have set up a job-selling racket and that eight or ten bit-players who refused to "pay tribute" have been slugged or otherwise terrorized. To date, however, Kline admits no one has been taken into custody.

Infiltration of the lawless element first came into notice with the arrest, some time ago, of Irving Cohen, alias Jack Gordon, in connection with a New York killing in 1937. SAG officials confirmed that a Guild card had been issued to him under the name of Gordon. Previously one Johnny Fisher, playing extra parts, was arrested in connection with another 1937 murder and was ordered to leave Los Angeles. He fought the case, however, and won, absolving himself from any connection with the incident. Also making the headlines a few weeks ago was the arrest by FBI men of Pauline Caron, SAG cardholder, on a narcotics charge.

Kline indicated his probe will continue for several weeks. SAG and Central Casting authorities reported they are cooperating in every possible way, but intimated there is very little of a concrete nature they can do to be of assistance.

Vote "Dodge City" 1939's Best Adventure Picture

Warner's "Dodge City" was the recipient of the Adventurers' Club's first annual award as the best adventure picture of 1939. For his directorial achievement on the same picture, Michael Curtiz has also been honored by the organization.

A Delay Is Likely in Labor Parley Over Wage Boost

Probability that parleys between the Conference of Studio Unions and the producers, tentatively set to reopen this week, may again be delayed until after the regular meeting of the producers association April 1, was advanced by producer spokesmen after Y. Frank Freeman, representing the employers, informed CSU he would be unable to keep the earlier appointment. Freeman, who has just returned from a New York trip, told laborites it would be necessary for him to confer with members of his committee concerning the present status of negotiations before reopening the conference, through which producers will endeavor to rescind a ten per cent wage increase given CSU members last fall. J. W. Buzzell, vice-chairman of the CSU, will conduct negotiations for that group, representing some 12,000 AFL workers in the industry.

Other Developments

Meantime producers have been confronted with a demand filed by the Society of Motion Picture Film Editors that the ten per cent wage tilt given its members recently be made effective immediately. The increase originally was contingent upon the outcome of the CSU negotiations and no date was set for it to become effective.

The American Society of Cinematographers has mailed out secret ballots to its 209 members to elect five members to the board of governors, replacing those whose terms expire April 1. The retiring members comprise John Arnold, Arthur Edeson, George Folsey, Fred Jackman and Ted Tetzlaff, and comprise one-third of the entire board membership—each third of which is elected for an overlapping three-year term.

ASC officers for the next 12 months will be chosen April 8 by the new board of governors.

As an outgrowth of the bitter jurisdictional fight last year which culminated in the dissolution of IATSE Local 37, a move to set up an independent union, incorporated as Hollywood and Culver City Studio Technicians Local 37, has been launched by a number of workers previously affiliated with the other organization. First meeting of the new group was held March 27, attended by several hundred studio workers, while George H. Davis, Charles Guthrie and Charles Ross, its officers, explained the purpose of its formation. Davis, its president, stressed that its members favor IATSE control but will work to achieve changes in the present IA management.

Jurisdictional Row Ahead

Jurisdictional dispute between the motion picture painters and the Scenic Artists Ass'n concerning control of scenic artists in the industry recorded another development when Herbert Sorrell, business manager for the painters, requested the NLRB to hand down an early decision. The situation was referred to the NLRB's Washington headquarters some weeks ago and no word has reached here since.

Scenic Advertising Artists have filed a petition with producers seeking a 40-hour week and a $2 minimum hourly wage. The organization is affiliated with the painters local.

Screen Office Employes Guild has nearly completed its draft of a proposed contract calling for minimum wage scales, vacations, severance pay and other items, and which will be submitted to the producers shortly.

Negotiations for a contract with Monogram and National Screen Service have been launched by the Screen Publicists Guild, whose pact with the major studios has been signed.

Lack of a quorum postponed a scheduled meeting of the board of directors of the Screen Directors Guild. Another session will be held shortly to scrutinize the tentative minimum wage scale drafted for members employed on pictures budgeted from $15,000 to $200,000—$500 weekly for features, $350 for westerns and serials. If approved, the scale will be submitted to producers for signatures.

The Screen Writers Guild has scheduled an open board meeting for April 4 to discuss what action may be taken concerning the intermediate report filed by the NLRB, ordering the major studios to refrain from interfering with writers' attempts to form a bargaining agency. The SWG is entitled to file exceptions to the report if deemed necessary and may request permission to make oral arguments. The Guild may also ask producers to reopen negotiations for a basic agreement, which as yet has not been established.

The Screen Actors Guild's plan to grant complete independence to extra players was discussed at a meeting of the Class B Council. No action, either pro or con, was taken, however.

Cinémarks

To make his annual inspection tour of signal corps activities on the west coast, Maj.-Gen. J. O. Mauborgne, chief signal officer of the U. S. army, planed in from Washington, D. C. During his stay in Hollywood he inspected the training of Lieut. Harry J. Lewis, signal corps officer now studying motion picture production under the guidance of the Academy Research Council.

*

To gather historical data and background information, William Anthony McGuire has left for Columbus, New Mexico, scene of a border raid by Pancho Villa in 1916 *which figures in the screenplay McGuire is writing for 20th Century-Fox.*

*

Producer Harry Sherman has returned from a location scouting trip through Arizona and southern Utah . . . Frank Capra is back from a holiday at Arrowhead Springs . . . Guests of honor at U. S. C.'s reunion of sorority delegates April 6 will be Rosemary and Priscilla Lane.

*

Y. Frank Freeman jr., carrying a print of "The Biscuit Eater," has left on a transcontinental jaunt that will carry him to nine key cities, showing the film to Paramount exchange managers and exhibitors. Stops are slated for Salt Lake City, Des Moines, Minneapolis, Chicago, Memphis, Dallas, Beaumont and New Orleans . . . LeRoy Prinz, Paramount dance director, has returned from a vacation in the east and through the Caribbean.

*

Leon Benson, Paramount exploiteer, headed for San Francisco to handle bay area openings of "Dr. Cyclops," while Carl Krueger, Bill Lansburg, Ben Hill and Ralph Ravenscroft, assigned similar chores in other parts of the country, have also vacated the film capital . . . Joining husband and father, John Farrow, who recently joined the Canadian Navy, Maureen O'Sullivan and her young son, Michael Damien, will leave for Toronto in April.

Joan Crawford plans to sail for a Honolulu vacation June 7, spending at least a month on the islands . . . Frank W. Lovejoy, president of Eastman Kodak, and Mrs. Lovejoy spent a few days here en route to Hawaii for a holiday.

*

Robert Z. Leonard will vacation in New York when he has completed his current M-G-M assignment . . . Having completed production of the Will Rogers Memorial reel, Harold Rodner of Warner's New York office, has returned east. Bette Davis, Judy Garland, Bing Crosby and Kay Kyser appeared in the subject, with Lowell Thomas as commentator.

*

Funeral services are being arranged for James Cowan, associate in the Leland Hayward agency, who died suddenly of a heart attack. He was 49 *and at one time was Walter Wanger's production associate.*

*

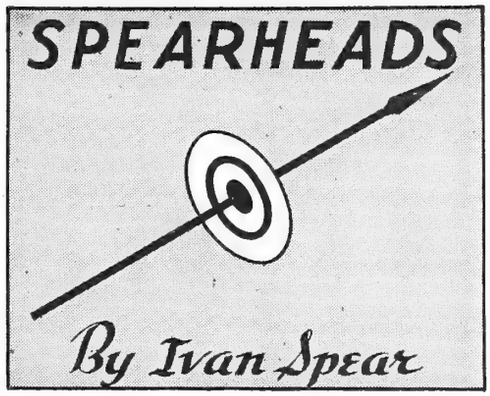
Mrs. Nelson Eddy has joined her singing husband in Rochester, N. Y., where he has started the final lap of a concert tour to be completed around May 1 . . . Edward Wolfe, production manager for Harry Sherman, has returned after a two-week vacation in the east. En route home, Wolfe and his wife were badly shaken up when their car was sideswiped by a truck.

*

Bob Burkhardt has been added to Walter Wanger's publicity staff . . . Neville Reay has been placed in charge of the Tom Fizdale radio publicity office, succeeding Bill Moore. Reay was for several years a member of the Selznick International publicity department . . . Murphy McHenry, Edward Small's publicist, pulled out for New York to handle advance exploitation for "My Son, My Son," opening at the Music Hall shortly.

*

Merian C. Cooper has left for Washington on a business trip.



EXTRAORDINARILY significant in its potentialities for industry-wide benefits is the announcement by Dr. A. H. Giannini of the plan for the immediate production of a spectacular motion picture, the entire profits from which will be devoted to worthwhile charities in this country and abroad.

Its stars will be of British and French origin and a board of trustees will be appointed, with Dr. Giannini as chairman, to safeguard its administration. Finances for its making are to be supplied by President George J. Schaefer of RKO Radio, with no charges save interest, and Schaefer's company will, further, give the picture world-wide distribution at actual cost. Stars who already have pledged their services to its making include Brian Aherne, Charles Boyer, Madeleine Carroll, Ronald Colman, Errol Flynn, Cary Grant, Sir Cedric Hardwicke, Charles Laughton, Vivien Leigh, Herbert Marshall, Ray Milland, Anna Neagle and Laurence Olivier. Directors and producers who have promised to participate include Alfred Hitchcock, Frank Lloyd, Victor Saville, Robert Stevenson and Herbert Wilcox.

The Community Chest, of which Dr. Giannini is campaign chairman for Los Angeles, will receive the profits from the film in the United States, while such war charities as the British Red Cross and similar organizations in France, Finland, Belgium and other countries abroad will be given the revenue from foreign showings.

The undertaking merits the wholehearted support and cooperation of everyone identified with the making, distribution and exhibition of films, if for no other reason than it returns to closer touch with production matters Dr. Giannini, whose contributions to the advancement of motion pictures, extending over a long period of years, are too widely known to need further enumeration.

But of greater importance is the boundless opportunity the project offers for recapturing for the industry as a whole the waning respect, admiration and good will —with its resultant upswing in patronage —of the public, both here and abroad.

→

A wide new vista of ideas should be opened to the designers of motion picture advertisements by the innovation in a pre-Easter edition of the Los Angeles Times *displaying a florist's sales message in which the flowers were reproduced in their natural hues and, additionally, through the expedient of mixing perfumes with the ink, gave forth their individual odors.*

Consider for a moment the additional appeal to the amusement shopper if the nostrils were assailed with the delicate fragrance of primroses while the eyes absorbed the printed words acclaiming the super-duper entertainment qualities of RKO's "Primrose Path."

In fact, an almost limitless glossary of appropriate scent suggestions for film advertisements might be compiled. Of course, the copy writers might find themselves in something of a quandary when the hoss operas came up for treatment. And some of the recent turkeys? Phew-w-w-w.

→

Some of the film capital's pampered darlings who have been too-long maintained in their present high stations and incomes through the workings of the rapidly-rusting star system might find room for thought—assuming, of course, that they do think occasionally—in the casting of the two most recent offerings from Selznick International. In both "Gone With the Wind" and "Rebecca," David O. (for Oscars) Selznick used a comparatively unestablished actress in the femme lead, Vivien Leigh in the first instance and Joan Fontaine in the latter. Critical acclaim in both cases and the actual business being done by "GWTW" prove beyond argument that the features could not have been better in their respective categories had the producer utilized the services of any of Hollywood's "top names."

An indication—it is to be hoped—that the more daring and far-sighted of the production magi are awakening to a realization that careful production and the selection of the right stories can bring forth better results than the blind use of stars with total disregard for other essentials, a classical recent example being Metro's "I Take This Woman," which so woefully misused the talents of Spencer Tracy.

Exquisite, Equine and Ethereal

After limping along at a three-a-week pace for a fortnight, Hollywood's preview business showed signs of recovery when a sextet of features found their way to the screen for critical consideration.

Of the six, David O. Selznick's "Rebecca," for United Artists release, was a standout first. It is a distinguished and triumphant offering, a worthwhile successor to Selznick's "Gone With the Wind," and beyond criticism in every department. The screenplay by Robert Sherwood and Joan Harrison, and the adaptation of Daphne du Maurier's widely-read novel by Philip MacDonald and Michael Hogan, is a model of artistic writing. The vehicle has been cunningly tailored to win the acclaim of discriminating audiences and, at the same time, carries enough dramatic impact to assure its appeal among the masses. Alfred Hitchcock's brand of direction adds considerably to the achievement, in which the exact spirit of the book has been captured, and the cast, throughout, comes up to every expectation of excellence.

The only other entry in the topflight division was Metro's "Florian." It is a colorful, romantic, well-told fable, unusual in story content and structure, and a credit for Winfield Sheehan in his return to production. Invested by him with all the elements which make for widespread popularity, it is the type of film which, by means of word-of-mouth advertising, can easily build into a smash attraction. The star of the piece, a superbly intelligent horse, will draw animal lovers from miles around, while a new Sheehan discovery, Irina Baronova, registers in a fiery performance that marks her as a strong screen personality. The production investiture is, of course, opulent. Edwin L. Marin's direction is first-rate and the screenplay by Noel Langley, Geza Herczeg and James Kevin McGuinness retains the full flavor of Felix Salten's novel.

* * *

Two of a trio which comprised the second line of defense came from RKO Radio. "Beyond Tomorrow," initial offering from Lee Garmes' Academy Productions, and "Courageous Dr. Christian." The Garmes contribution is a strange combination of stereotyped boy-meets-girl romance and an imaginative sally into the spirit world. While it merits considerable praise for its technical and photographic excellence, overlength, too many and often confusing story elements and slow and ponderous motivation decree that its fate as popular audience material is decidedly in the doubtful column. Adele Comandini scripted from a story by herself and Mildred Cram, with A. Edward Sutherland receiving credit as the director.

In the same human, down-to-earth key as the initialer in the series, "Courageous Dr. Christian" stresses humanitarian elements so forcefully that it is bound to be the recipient of satisfactory audience acceptance. A Stephens-Lang production, it was directed by Bernard Vorhaus from an original screenplay by Ring Lardner jr. and Ian McLellan Hunter.

Paramount's "French Without Tears," made in the company's English studios with the British audience obviously in mind, also will hold considerable appeal for American theatregoers by reason of its abundance of bright lines and comedy situations. Although Ray Milland and Ellen Drew will be the only familiar marquee names, the remainder of the cast is extremely competent. Mario Jampi produced and Anthony Asquith directed.

* * *

In a class by itself was Universal's "Zanzibar." Herein is incorporated every known type of action, from shipwrecks and erupting volcanoes to weird native tortures, all of which have been blended into a satisfactory programmer for the neighborhood trade and Saturday matinee patrons. Warren Douglas is credited as the producer, with Ben Pivar as his associate and Harold Schuster as director. Maurice Tombragel and Maurice Wright wrote the original screenplay.

Announced Pictures Feeding Boom Hopes

With a minimum of 30 features already announced for filming before May 1, prospects for a spring production boom are looming larger and larger. Nearly every studio has thrown its hat into the ring with announcements of impending upswings.

Columbia, for example, is readying eight. Four of them—"Singapore," "Our Wife," "First Woman Doctor" and "We Dare Not Love"—are under Sam Bischoff's wing, while Charles R. Rogers is preparing three, "A Girl's Best Friend Is Wall Street," "Senate Page Boys" and "Jane Addams and Hull House." Also scheduled to roll early next month is Wesley Ruggles' "Arizona."

For the next five months Republic's schedule will be so crowded that the studio has been forced to lease additional shooting space on the Fine Arts lot, where a unit has already been dispatched to film "Gangs of Chicago." The North Hollywood plant's five stages are crowded to capacity with four films in production.

Paramount will boom in April by launching seven features, including "Ghost Music," "Mystery Ship" and "The Polonaise." Two more are scheduled to start in May and three, so far, in June. Twentieth Century-Fox will launch three next week—"The Great Commandment," "Public Deb No. 1" and "The Brat," and will supplement them the following stanza with "Pier 13."

Five by May 1 for RKO

Not to be outdistanced, RKO Radio has slotted five for starts by May 1. They will include "Good Luck," "Men Against the Sky" and "Have It Your Own Way," the latter Erich Pommer's first production for the company. Additionally, the studio has signed with Leslie Charteris to write six more "Saint" stories for its 1940-41 program, with George Sanders to continue in the title role. Six were made for 1939-40, the sixth and last, "The Saint Takes Over," having just been completed.

Warner will gun no less than eight during April, their lineup comprising such titles as "January Heights," "Flowing Gold," "City for Conquest" and "River's End." Universal has 30 writers at work on screen plays for spring production.

After remaining idle for several months —since shortly after the outbreak of the European War—Metro has again resumed production at its Denham, England, studio. Before the cameras is "Busman's Holiday," starring Robert Montgomery. The studio's stages have been cleared of foodstuffs stored there temporarily because of war conditions. At its Culver City plant, M-G-M is geared to launch "Strike Up the Band" and "To Own the World" next week, with "I Love You Again" and "The Yearling" in the immediate offing.

"Copper Kings" to Warner

"The Copper Kings," story by C. B. Glasscock dealing with Montana's copper mines, has been purchased by Warner Bros.

Readjustments Made in Warner's Shorts Unit

With work on its 1940-41 schedule to get underway about May 15, Warner has made several shifts and readjustments of personnel in its short subjects department. All of the company's product hereafter will be made at the Burbank plant, the Vitaphone studio in Brooklyn having been closed. With Gordon Hollingshead in charge of production, Ira Genet has been transferred from the east to become his aide and will handle a band series. Charles Tedford, writer of many historical featurettes, moves up to the feature division and Owen Crump has been placed in charge of the historical shorts.

John Peere Miles has joined Frank Lloyd Productions as publicity director, his first assignment being to exploit Lloyd's forthcoming feature, "Tree of Liberty," which Columbia will release. Jock Lawrence, Samuel Goldwyn's chief publicist and production assistant, has been given a two-month leave of absence to recuperate from a recent illness. His desk will be taken over for the time by Ed Stein, Goldwyn's New York publicity representative.

Metro has promoted William Hanna and Joseph Barbera to head their own unit in the studio's cartoon department and has assigned them to turn out six cartoons for the 1940-41 schedule.

Fred Ullman, recently named an associate producer at RKO Radio, vacating his post as vice-president in charge of production for Pathe newsreel, is expected to check in at the studio shortly after April 1 from New York.

Samuel Kaylin, composer and musical director at 20th Century-Fox, resigned his post after nine years on the lot. Kaylin received credit on more than 100 films.

Production Climbs Out Of Three-Week Slough

After three under-par weeks, production in the major plants has jogged up nearly to normal once more, ten new starts having pushed the total in work up to 39.

"Babies for Sale," going before the cameras at Columbia, give that studio three in work. Metro upped its aggregate to six by launching "To Own the World." Monogram has one in production, having completed "Tomboy."

"A Night at Earl Carroll's" received the starting nod at Paramount, where five are being filmed. Republic is shooting a like number, having gunned "The Gangs of Chicago" and "Doctors Don't Tell," and completed "Covered Wagon Days." Four are on RKO Radio's sound stages, with "Lone Star Legion" as a new start.

Starting "Rain or Shine" and "Four Sons," 20th Century-Fox raised its total to five. Two are being filmed by United Artists producers, with Edward Small signalling a start on "South of Pago Pago." No starts were listed at Universal, where two are in work. Warner rolled "The Life of Knute Rockne" to raise its total to six.

"Baron of the Colorados" Earmarked for Robinson

"Baron of the Colorados," based on the life of James Addison Reavis, famous forger of the late 19th century, has been added to the forthcoming schedule of Edward G. Robinson starrers at Warner. Reavis prepared forged documents entitling him to millions of acres of land in the Rocky Mountain territory. Brenda Marshall will have the feminine lead.

Cleary and Lachman Enter Production

Formation of a new production company, to make three films annually for an as yet undesignated major release, has been announced by Maurice Cleary, formerly vice-president of United Artists, and Harry Lachman, who has directed for Columbia and 20th Century-Fox as well as abroad. The new unit has selected "The Desert Priest," based on the life of the late Rev. John T. Crowley, Death Valley padre, as its first undertaking, and has assigned Dudley Nichols and Frank Scully to prepare the script. For the second vehicle, Lachman plans to import Jean Gabin, French star, but has announced no title.

Other Activity

Planning to make 12 one-reelers annually, Times Square Productions has incorporated with James Moore, Walter Hines, Max Kravetz and Oscar Cummins as its founders. Moore, named president, owns screen rights to a number of stories based upon plays presented on the "First Nighter" radio show. No release has been set.

The David Loew-Albert Lewin Co., Inc., has leased office and production space at Universal to film its first effort, "Flotsam," for United Artists release. The producers will utilize a number of sets constructed by Universal for its production of "The Road Back." Production will get underway in July.

Jules Levy, who will produce "The Boys From Syracuse" for Universal on a share-cropping basis, will gun the production within two weeks, having signed A. Edward Sutherland to direct.

FA Into Action

An April 15 start has been pegged by Voco Productions for its first film, an untitled comedy starring Lum and Abner, radio entertainers. The production company, headed by Jack Votion and Sam Coslow, has leased office and shooting space at the Selznick International lot.

Rolling "Flying Heels," a racetrack story, March 27, Franklyn Warner's Fine Arts Productions ended a long production hiatus, during which a long-term lease on the Grand National studio was secured and a number of FA exchanges were set up in principal cities. "Flying Heels" will be followed in the production hopper by "Red Gardenias," a detective story recently purchased from Jonathan Latimer. FA will produce a minimum of 14 films for 1940-41 release.

"Pinto Canyon," last in a series of eight westerns produced by Harry Webb's Metropolitan Pictures, is now being edited for immediate release. Sagebrusher stars Bob Steele and will be state-righted.

Allan Jones Will Star in "Boys From Syracuse"

Allan Jones has been signed for the starring role in Jules Levy's production, "The Boys From Syracuse," which goes before the cameras in two weeks for Universal release. The film will be directed by A. Edward Sutherland, with the Ritz Brothers and Martha Raye in featured roles.

Testimony Confirms a Regard for Capra

NEW YORK—Young Frank Freeman, as vice-president in charge of Paramount's studio operations, would rather loan a star or personality to Frank Capra than M-G-M if the circumstance arose wherein the two wanted the same person, he stated during his opening remarks in his deposition in the government suit.

"I would make the loan to Capra because of his ability and individual effort behind the picture which would enhance the reputation of the personality borrowed."

This is not the first instance where a producer has referred to Capra in preference to major studios on loanouts of stars. Whenever the star situation is discussed, Capra's name invariably comes up as an individualist who has made an outstanding mark on production.

At Paramount, there are no restrictions on loanouts, provided all other qualifications as to story, director and script are approved. Paramount charges other studios three weeks idle time of players loaned out but who are on weekly contract. Usually a star or personality is loaned out for eight to 12 weeks. If the outside employment continues over the prescribed period, a pro-rata scale obtains. On technicians and cameramen, there is no idle time.

There is no formula on sets rented to other studios. Freeman said he tries to get as much as he can although Paramount has few calls. Freeman declared he never made a loanout on a basis of borrowing a star in return.

Take Stand-By Attitude In Dies "Red" Probe

Taking the stand that very little, if anything, can be done at the present time to carry its campaign any further than it has already been pushed, the Hollywood League for Democratic Action admits that a stand-by attitude has been adopted in reference to Congressman Martin Dies and his charges that the film industry is infested with "Communists." The HLDA, together with the Screen Writers Guild, led Hollywood's first counter-attack against Dies at the time the Texas Congressman used the columns of *Liberty* Magazine to indict the film colony as a hotbed of "Nazis" and "Reds."

Donald Ogden Stewart, chairman of the HLDA, has been penning a rebuttal which *Liberty* has offered to print, but the pressure of scripting assignments, HLDA attaches explained, has prevented him from completing his task as yet. The League's Dies Continuation Committee has scheduled a meeting for some time in the near future at which several methods of reopening the counter-barrage will be discussed.

Last concrete steps were those taken when the SWG and the HLDA prepared resolutions urging Dies' removal from the chairmanship of the House Committee on un-American activities, and which were dispatched to President Roosevelt and the California Congressional delegates.



Chat With Cagney—

After a chat with trimly mustached James Cagney on the "Torrid Zone" set at Warner's Burbank studio, George Dillon, who formerly managed the company's properties in New Zealand, continued on to New York for home office conferences.

HLDA 'Town Meeting' To Check War Chart

As another step in its campaign to keep the United States out of the current European conflict, the Hollywood League for Democratic Action has scheduled a "town meeting" for March 31 at the Roosevelt Hotel, under the sponsorship of its studio council, at which the subject for discussion will be "Roosevelt—Are His Policies Getting Us Into War?"

Scenarist John Howard Lawson will serve as spokesman for those answering in the affirmative, while another noted industry leader and liberal will defend the president and his handling of this country's course in connection with international developments. A capacity turnout of film colony progressives is expected. Arrangements are in charge of Mrs. Jean Sackheim, the HLDA's executive secretary.

One week later, April 6, the liberal wing will again rally to attend the "America Declares Peace" mass meeting being sponsored by the Hollywood Peace Council at the Olympic Stadium. With the HLDA in the van, ten other organizations in the screen citadel's progressive front have united to plan the affair, one of the most elaborate of its kind ever attempted hereabouts. The arrangements committee anticipates a throng of 10,000.

A sharply contrasting event will follow the peace rally on April 7. At that time a "jam" session and musical soiree will be held at the home of Director and Mrs. Frank Tuttle, through which the liberal element will take care of the social side of its calendar for some time to come. A name orchestra is being lined up to supply the swing music and volunteer entertainment also will be provided.

"Lysistrata" to Hoffenstein

Sam Hoffenstein is scripting "Lysistrata" for Producer Boris Morros.

Premiere List Is Swelled by Two

Paced by Republic's elaborate plans to debut "Dark Command" in three Lawrence, Kas., theatres, the list of pictures to be given similar lavish exploitation treatment in various locales throughout the country continues to swell. Latest to submit entries are Paramount, which plans to premiere "Buck Benny Rides Again" in New York the week of April 21-28, and Metro, whose "Edison, the Man," will debut in East Orange, N. J., in mid-May.

Republic will introduce "Dark Command" April 4 at the Granada, Varsity and Dickinson theatres, at which time the citizens of that community will stage a pioneer days celebration—feature of which will be a re-staging of Quantrell's raid and the burning of the city in 1863. An entire city block has been reconstructed as it was during that time. A two-and-a-half mile parade, comprising a cavalcade of transportation, replete with Indians from 44 tribes, also will highlight the festivities. Exchange representatives, franchise holders, the cast of the picture, and studio contract players will attend. Plans are to hold a special preview in Hollywood on the same day for local critics.

Jack Benny and his radio troupe, including Mary Livingston, Phil Harris and Don Wilson, will attend the "Buck Benny Rides Again" premiere and will present two broadcasts from the east. Metro's decision to introduce "Edison, the Man," in East Orange was made after Russell Colgate, citizen of that community, visited the studio with a petition bearing 20,000 signatures. In that city Edison spent his latter years.

Paramount has virtually completed plans for its "The Biscuit Eater" premiere in Albany, Ga., April 11. More than 100 newspapermen from the Atlantic seaboard will attend, and all national radio outlets will cover the event. The opening is being plugged as far as Florida by the Albany Chamber of Commerce, which appointed two delegates to make a circuit of every important Florida city.

"Santa Fe" Will Be Next Warner Outdoor Epic

Follow-up to "Dodge City" and "Virginia City" on the Warner schedule will be "Santa Fe," which will star Errol Flynn and which will employ the same technicians which turned out the two previous vehicles—Director Michael Curtiz, Scenarist Robert Buckner and Producer Robert Fellows.

"Photo Finish" Added to RKO's Summer Schedule

Added to RKO Radio's summer schedule is "Photo Finish," to be produced and directed by David Butler for 1940-41 release. It will be filmed in Technicolor. Original story is by Butler, James Kern and James Edward Grant, with the trio also set to write the screen play.

Hollywood Personnelities

Barnstormers

—Metro

THE MARX BROTHERS tentatively list Cedar Rapids, Omaha, Chicago and San Francisco as stopovers for their projected stage tour.

EDDIE CANTOR begins exploitation campaign tying in with runs of "Forty Little Mothers," visiting 12 cities on a series of one-night personal appearances.

—Paramount

BOB HOPE set for a week of personals at the Chicago Theatre in Chicago, starting May 17. From there he will trek to West Virginia to emcee the National Druggists Convention, May 24-25.

—20th Century-Fox

LINDA DARNELL heads for New York for two weeks of personal appearances and a spot on the Kate Smith broadcast.

Cleffers

—Samuel Goldwyn

DIMITRI TIOMKIN to use members of Los Angeles Philharmonic orchestra in conducting score for "The Westerner."

—Sol Lesser

IRVIN TALBOT borrowed from Paramount to conduct recording orchestra for "Our Town."

—Metro

HERBERT STOTHART scoring musical backgrounds for "Edison, the Man."

EUGENE ZADOR, Hungarian composer, to write special songs for Ilona Massey in "Incident in Java."

—Universal

RICHARD RODGERS and LORENZ HART writing new song numbers for "The Boys From Syracuse."

Meggers

—Fine Arts

NATE WATT to "Flying Heels," racetrack story, from a script by John Krafft.

—Metro

S. SYLVAN SIMON to "One Came Home," an Albert Levoy production.

—Paramount

HENRY HATHAWAY to "Shepherd of the Hills," from the Harold Bell Wright novel, to be produced in Technicolor by Stuart Walker.

—Universal

JOE MAY to "You're Not So Tough," featuring the Dead End Kids.

HAROLD SCHUSTER to "South of Katanga," which Marshall Grant will produce.

CHARLES LAMONT to "No Exit."

Options

—Columbia

RITA HAYWORTH given one-year extension on her acting contract. Her next assignment will be "Singapore."

—Metro

BARRE LYNDON, English playwright, joins scripting staff. He will work with GENE SOLOW on "Whitechapel."

JOSEPH RUTTENBERG given new contract as cinematographer.

—Paramount

ANDY CLYDE signs for a comedy support role in forthcoming "Hopalong Cassidy" westerns being produced by Harry Sherman.

CAROL ADAMS, actress-dancer, given term contract.

FRANK BUTLER, writer, held for another year.

—RKO Radio

LOUIS HAYWARD signs three-picture acting contract, his first role to be in "One of Six Girls."

OLIVER HINSDELL, dramatic coach, and HAROLD HELVENSTON, his assistant, given long-term contracts. Hinsdell will take charge of the dramatic training of the studio's contract players and will produce and direct plays in the RKO Little Theatre each month, using stock actors and actresses.

JANE PATTEN, socialite coed from Seattle, wins long-term acting contract. She has had no screen experience.

—20th Century-Fox

ALBERT DUFFY joins writing staff, working under Producers Walter Morosco and Ralph Dietrich.

ROBERT STERLING given term acting contract.

LINDA DARNELL, JEAN ROGERS and BRENDA JOYCE receive contract renewals.

—Warner

LENORE COFFEE joins writing staff.

RICHARD MACAULAY, writer, held for another term.

Percenteers

PAUL KOHNER planes east on production and business matters in connection with his agency affairs.

Scripters

—Columbia

LEWIS R. FOSTER to "Senate Page Boys." Charles R. Rogers produces.

—Fine Arts

OTIS GARRETT to "Red Gardenias," detective story by Jonathan Latimer.

—Metro

LEW LIPTON and BYRON MORGAN to "Argentina," forthcoming Marx Brothers comedy.

BARRE LYNDON teamed with GENE SOLOW on "White Chapel."

MARY MCCALL JR. to "Bombay Nights."

JOHN LEE MAHIN to "Dr. Jekyll and Mr. Hyde."

PAUL OSBORNE to "The Yearling."

DORE SCHARY to a story based on the career of Simon Bolivar, South America's national hero, which John W. Considine jr. will produce.

—Boris Morros

SAM HOFFENSTEIN to "Lysistrata."

—Paramount

NORTON S. PARKER completes "Ranger Guns West," forthcoming "Hopalong Cassidy" western which Harry Sherman will produce.

—RKO Radio

ALEX GOTTLIEB to "Little Men," scheduled for production by Gene Towne and Graham Baker.

PAUL JARRICO to "Star Light, Star Bright," his own original. Garson Kanin will direct for Producer Robert Sisk.

—Republic

BENNETT COHEN polishing "The Adventures of Red Ryder," 15-chapter serial which H. S. Brown jr. is producing.

GARRETT FORT completes "Doctors Don't Tell."

HARRISON JACOBS to "Wagons Westward," forthcoming Armand Schaefer production.

JOSEPH MONCURE MARCH collaborating with JACK TOWNLEY on "Scatterbrain," starring Judy Canova.

—20th Century-Fox

ETHEL HILL to "Dance Hall."

—Universal

LEONARD SPIGELGASS and CHARLES GRAYSON to "A Bullerton From Boston." Burt Kelly will produce.

CLARENCE YOUNG to "Hot Steel."

—Warner

GUY ENDORE completes "The Life of Freud," forthcoming Edward G. Robinson starrer.

KEN GAMET completes "Flowing Gold."

TOM REED to "Edgar Allen Poe."

RICHARD SHERMAN to "January Heights."

JERRY WALD and RICHARD MACAULAY to "The Long Haul," trucking story by A. I. Bezzerides, which Raoul Walsh will direct for Producer Mark Hellinger.

JOHN HUSTON to "High Sierra," novel by W. R. Burnet, in which Paul Muni will star.

Story Buys

—Columbia

"The Little Professor," by Fanya Foss and Jay Dratler. Story was a recent Silver Theatre radio production.

—Fine Arts

"Red Gardenias," detective novel by Jonathan Latimer.

—Metro

"Equilibrium," by Laszla Vadja. It has an aerial circus background. Hunt Stromberg is the producer.

—Paramount

"The General Came to Stay," by Dalton Trumbo.

—20th Century-Fox

"Street of Memories," by Robert Lees and Fred Rinaldo. Lucien Hubbard will produce.

—Warner

"The Copper Kings," by C. B. Glasscock, dealing with Montana's copper mines.

"Second Wind," prizefight story by Talbert Josslyn, to Warner as a vehicle for John Garfield.

Technically

—Columbia

TOM FLOOD named assistant to Director Charles Barton on "Babies for Sale."

—Metro

GEORGE FOLSEY handling cameras on "To Own the World," which Harold S. Bucquet is directing.

GIL KURLAND named assistant director on "One Came Home." Business manager will be CHARLES HUNT.

JACK MINTZ set as dialogue assistant on "Boom Town."

ARTHUR ROSE, unit manager, and TOM ANDRE, assistant director, working out preliminary lineup for "Cause for Alarm," forthcoming Lawrence Weingarten production.

CHARLES STALLINGS set as unit manager on "Strike Up the Band."

—Paramount

WILLIAM MELLOR to photograph "A Night at Earl Carroll's."

HARRY MILLS mixing sound on "A Night at Earl Carroll's."

EARL HEDRICK set as art director on "Eyes of Texas," to be directed by James Hogan.

RALPH NELSON set as business manager of "A Night at Earl Carroll's."

ROBERT O'DELL named art director on "Rangers of Fortune," which Dale Van Every will produce.

SIDNEY STREET named business manager of "Rangers of Fortune," starring Fred MacMurray. Sam Wood will direct.

DEWEY WRIGLEY named second unit cameraman for "Northwest Mounted Police."

—RKO Radio

BOB DE GRASSE to photograph "Good Luck."

—Republic

JOHN ALTON to photograph "Doctors Don't Tell."

—Edward Small

JOHN MESCALL given six-picture contract as cinematographer. First assignment will be "South of Pago Pago."

—20th Century-Fox

WILLIAM DARLING set as art director on "Brigham Young."

—Universal

DAVE GOULD signed by Producer Jules Levy to direct dances for "The Boys From Syracuse."

—Warner

NICK LUKATS signed as technical advisor on football scenes in "The Life of Knute Rockne." Lukats, former Notre Dame backfield star, was named to the All-American in 1933.

WILL PRICE named dialogue director on "Cinderella's Feller," short subject.

How Did It Do at Your Boxoffice?--Mail This Coupon Today

Date.....1940

To:

The Exhibitor Has His Say

BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

•

Title .....

Company .....

Comment .....

.....

.....

.....

.....

.....

.....

.....

Date Played..... *Weather*.....

Exhibitor .....

Theatre ..... **Seating Capacity**.....

Type Patronage..... **Admission Scale**.....

Town ..... **State**.....

Population.....

LOS ANGELES

UNITED ARTISTS' "My Son, My Son" was given a trade screening at the Fox Boulevard, March 28 . . . Jack Jacobs, Metro salesman, has obtained a leave of absence in order to undergo a major operation . . . Art Bailey, formerly with Warner, has been named branch manager for Coast Theatres.

Film Alliance has booked "Topedoed!" first-run into the Sterling circuit's houses in Seattle and Portland . . . Bob Quinn of Altec Service has returned from his business trip to San Francisco, while H. W. Dodge, district manager, planed to Denver to attend an exhibitors' meeting there.

Republic's "Village Barn Dance," featuring Richard Cromwell, has been booked first-run in to the Orpheum, downtown, opening April 3 . . . Arthur Sterling, Loew's, Inc., supervisor in South America, who has been vacationing here, has left for San Francisco. He'll return to his South American headquarters about the middle of May.

Robert Smith, manager of the Fox, Tucson, was married March 18 to Georgia Curtis of Phoenix . . . For the sixth consecutive week Henry Herbel's western district is leading in Warner's annual Grad Sears sales drive . . . D. B. Fiske, operator of the Fiske in Oak Grove, La., was a guest at the Warner studio.

Jerome Safron, Columbia's western district manager, has pulled out on a jaunt to San Francisco, Seattle and Portland . . . To handle the opening of "It All Came True," Sam Clark, Warner exploiteer, traveled to San Francisco . . . Charles Fallis, exhibitor from Winnipeg, Manitoba, checked in for a holiday and visited the Warner studio in Burbank.

Sol Mohi has dropped admission prices at his Princess, on Main Street, from 25 to 15 cents . . . Illness a-plenty has hit the Columbia office. Wayne Ball, branch manager, checked out for a minor operation; Eddie Meck, head of the accessories department, is nursing a flu attack and Harry Wineberg, salesman, has been downed by an attack of asthma.

O. Nackamichi has signed with Azteca Films to run double-bills of Mexican pictures in his theatre in Visalia for 1940-41 . . . Larry Bristol, head booker at Paramount, is having a hard time making his Filmrow friends believe he broke that arm flying a kite . . . Still dark is the York, on Whittier Blvd. in the outskirts of Whittier. Dave Cantor vacated it several months ago.

Ben Taylor of National Screen Service has been limping around with a cane—the result of a traffic accident . . . Mel Levinson of Metro Premium Co. is back on the Row after an extended trip through the western territory . . . To visit her sister, who is seriously ill, Dorothy Backstrand, Universal bookkeeper, obtained leave to hurry to Minneapolis . . . Off on a two-week holiday is R. A. Calderon, district manager for Azteca Films . . . Art Brick has returned to Las Vegas, Nev., where he operates the Palace, after a week's stay here . . . Jack Berman, Eastland circuit, came in for bookings.

A visitor at the Warner studio in Burbank was Harry Goldfarb, who operates houses in San Diego and National City . . . Fox West Coast's homeoffices closed at noon March 22—Good Friday . . . In from Dallas was R. J. "Bob" O'Donnell, general manager of Interstate Theatres and head man of the Dallas Variety Club. O'Donnell spent three days here rounding up film talent for the Variety convention, April 18-20 . . . Charles P. Skouras, FWC president, will sponsor the fifth annual Americanism meeting of the American Legion's Allied Post 302, April 16, at the Ambassador Hotel.

Al O'Keefe, Universal's western district manager, has returned from one of his periodic junkets to the Denver territory . . . After three weeks here as the studio's guest, Bernie Kreisler checked out for Washington, D. C., to resume his post as branch manager for Universal there. Kreisler was the winner of a recent national sales drive . . . Illness forced Wayne C. Ball, Columbia branch manager, to desert his desk for a few days . . . B. F. Shearer has returned to San Francisco . . . Frank Harris, manager of the local B. F. Shearer office, announces the new Monica, as well as the Wisteria in Sierra Madre and the Valuskis in Willowbrook, are all using his company's equipment.

Fox West Coast has booked "The Challenge," a Film Alliance release being distributed here by Harry Stern, throughout its entire southern division . . . R. N. Elder, former operator of the Arlington in Arlington, is contemplating taking over the operation of the Drive-In in San Bernardino, formerly run by C. O. Davis.

Booking visitors: C. A. Simmons, Needles, Needles; Bill Knotts, in from Covina; Manny Feldstein, whose Oxnard Amusement Co. owns houses in Oxnard, San Fernando, Monrovia and Colton; Chet Black, Pico Drive-In; Fred Siegel, Palomar and Margo theatres, Oceanside.

Gaiety galore pervaded the annual Filmrow Relief Fund benefit dance at the Riverside Drive Breakfast Club, March 29. Music was supplied by Larry Kent and his orchestra, George Stone and his Boys and the Luana Hawaiians. Guy Gunderson, United Artists salesman, was in charge of the venture and is now counting up the receipts, expected to hit a new high . . . Budd Rogers, member of Universal's board of directors, visited the "U" exchange. He is visiting from New York.

Guest at the Warner studio in Burbank was William H. Rippardi, who operates the Eaco and Lee theatres in Farmville, Va.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Construction Moves Forward in Oregon

PORTLAND, ORE.—New showhouses are springing up throughout Oregon, and old ones are being renovated and remodeled inside and out.

Norman Goodin opened Oswego's first last week in a modern building on which construction began last fall. Harry Moyer of Sellwood plans to break ground soon on a new house in Milwaukee. At Seaside, B. J. Callahan is pouring concrete in expectation of opening his new 650-seat Times by June 1. Frank Buckmiller, Baker, is breaking ground for his new Eltrym.

At Forest Grove, Fred and Don Watrous have purchased a site for a new theatre and service store. Bill Thrall, Junction City, was here recently looking over material and equipment for his contemplated 400-seat Valley, to be located directly on the main highway to Eugene. B. A. Stover is redecorating and remodeling the Capitol at Bend with new booth equipment and seats, while Dude Smith of Tillamook is installing a new projector and soundheads.

Charles Skouras Starts Tour to Spur Campaign

LOS ANGELES—Having explained the procedure to be followed in the second annual Spyros Skouras Showmanship Campaign to some 300 division and house managers, bookers and other employes of the Fox West Coast circuit, Charles Skouras, FWC president and field marshal for the forthcoming drive, pulled out for Seattle to hold the first of a series of similar meetings with representatives of various National Theatres operating subsidiaries. The campaign begins April 14 and continues for 13 weeks.

Local meeting was held here March 25-26, the first day comprising a huddle of FWC's district managers and the second devoted to a general conference at which Skouras announced cash awards amounting to $27,000 will be distributed to the winners throughout the country.

Skouras, named field marshal because his FWC unit won top honors in last year's drive, is accompanied on his barnstorming trip by Charles Buckley, FWC legal head; Andy Krappman and Charles Page. From Seattle the delegation will go to Milwaukee to meet with executives of the Wisconsin division, to Kansas City for a similar conclave with Fox Midwest representatives, and to Denver for the final session.

Attending the meeting here were Arch M. Bowles, FWC's northern California division head, with his district managers, Charles Thall, Dick Spier, Nick Turner and Harry Seipel; Lou Christ and his managerial staff from Arizona, and house managers from Montana. Buckley presided over the affair, with Skouras, Bowles and Krappman the chief speakers.

A Writer Joins Warner

HOLLYWOOD—Lenore Coffee has joined the Warner writing staff.

SEATTLE

George Hines an Emissary For PCCITO Convention

LOS ANGELES—To stimulate interest in the forthcoming PCCITO convention on the part of the southland's exhibitors, the ITO of So. Calif. and Ariz. has appointed George "Daddy" Hines as head of the membership committee, which will contact showmen throughout the territory and secure their pledges of cooperation in the coming conclave, set for May 8-9-10 with the ITO as host association. Hines, one of the oldest exhibitors in the United States, is manager of the Ambassador Theatre here.

A meeting will be called by Hines early next week to select members of his committee, which group, he has indicated, will probably comprise Milt Arthur, George Bourke, Glenn Harper, Al Minor, Irving Carlin, S. Steck, Harry Vinicof, Alex Mounce and Earl Strebe, all showmen from this area.

Bob Poole, executive director of the ITO and secretary of the PCCITO, has announced the final meeting of the general arrangements committee will be held here within ten days at which details concerning speakers, subjects and the lineup for the three-day program will be worked out.

Cecil Gwinn, Northwest Showman, Dies at 43

SEATTLE—Cecil L. Gwinn, 43 years old, of Centralia, widely known in Pacific Northwest theatrical circles, died in a local hospital following an operation. He had been an exhibitor 25 years.

Gwinn was a partner and operator of theatres in Centralia and Chehalis. Recently he constructed a radio broadcasting station near Centralia. He also owned the theatre in Montesano and was a partner with Hugh Bruen in Whittier, Cal.

The passing of Gwinn was a shock to Seattle's Filmrow, for he had been doing his booking just four days prior to his death. The operation was for complications that had set in following an earlier one for gallstones.

Gwinn is survived by his wife, Mabel, and a daughter, Elaine. The funeral, held in Centralia, was attended by many exhibitors and exchangemen from here and of the northwest.

Los Angeles Princess Is Damaged by Fire

LOS ANGELES—Fire which broke out in the projection room did more than $1,000 worth of damage to Ben Mohi's Princess, Main Street house. Projectionist Robert Spector received severe burns on his right hand and arm in trying to extinguish the blaze.

Wants License Refund

SEATTLE—B. D. Breitenstein, whose license to operate the Rialto was revoked by the city council, has asked the council to refund $21 for the "unused portion" of the license. The license was revoked after a council hearing on complaint of the city censor board that the stage shows at the theatre were objectionable.

SHOW business of the northwest turned out en masse for the funeral of Cecil Gwinn in Centralia. Every exchange on the Row was represented and almost every exhibitor was there. A fitting tribute to a fine fellow . . . Seems this town is becoming quite the place for unloading antiques. A couple of weeks ago it was the holdings of the late Ruth Roland that were on the block. Now it is selected objects from the collection of William Randolph Hearst. They are on sale at one of the largest department stores here . . . Eddie Lewis writes from Portland that he is having union trouble at his Gaiety.

Jerry Ross, for the past few years manager of the Palomar and also master of ceremonies for the stage shows, has been transferred to the Orpheum in Portland, also one of the Sterling group . . . Kay Harris, petite cashier at the Fifth Avenue, has been on that job for 11 years. Once prone to decry the tax situation, she now feels quite different about the whole thing. She is selling cents. She sold 200 of them recently for 16 bucks, and got $6 for only ten plain ordinary looking coppers. The answer is easy, of course. She picks out the rare specimens that come into her hands and sends them to a wholesale dealer.

Stanley Carey, who has been handling Sterling pickups, has left the organization and bought himself an auto camp and general store on the Tacoma highway. His dad, Harry, is in on the deal with Stan . . . Junior Mercy took a gang from the Row over to Yakima for a special feed of Rocky Mountain oysters. They are a great dish providing you don't know what you're eating . . . Walt Coy of the White Center Theatre is having more troubles. This time it is the West Coast Candy Co. that is suing, claiming abuse to their candy machine in the theatre.

Ben and Mrs. Fish here from Los Angeles. Ben, the western division head for United Artists, spent most of his time conferring with Pete Higgins, new local branch manager . . . L. B. Spracher of Beresford, S. Dak., visiting his son and daughter-in-law, Mr. and Mrs. Dwight Spracher. Dwight took his dad over to visit the navy yards at Bremerton, and the new dam at Grand Coulee, and all the other show spots of this territory. This is the first visit to Seattle for the elder Spracher, whose son is with the Paramount organization.

Mr. and Mrs. Charles Code of the Dream, Nome, Alaska, are back in Seattle after a visit of two months in California and, particularly, Hollywood. They will remain here a couple of months before returning north . . . Frances Madigan, wife of Pat of Metro, recovering from an operation that was followed by a blood transfusion. The donor of the blood was Filmrow's George Blair . . . Madge Spear, still in none-too-good shape in the hospital and not allowed visitors. Her hubby, Jean of Fox is the only one allowed inside the room with her . . . J. Earl "Doc" Henning of Pacific Premiums has gone back to San Francisco after working out a few deals . . . J. and Gene von Herberg hosts at a dinner for Leroy V. Johnson, their general manager. Occasion was a birthday for Leroy.

Word that Gordon Craddock is much improved in health after his long siege . . . Senior and Beryl Mercy came over from Yakima to attend the special preview of "My Son, My Son" at the Egyptian . . . Ray and Mrs. Clark, Portland, catching the preview of "Virginia City" . . . Frank Barovic, brother of Mike the Tacoma exhibitor, flew to New York and sailed on the liner Rex *to visit his daughter in Jugo-Slavia. A special permit was necessary. Frank is manager of the Liberty in Puyallup . . . Jack Flannery back from the meeting in California of the National Screen gang . . . Fourteen couples surprised Betty and Frank Christie with a charivari at their apartment . . . Jimmy O'Neal and Wayne Christy to Portland for a couple of days, then back . . . Ernie Piro has gone back to his first love—the dye works. Ernie just opened a new spot called the Eastlake Dye Works. He still will kibitz with the show gang.*

Visitors this week included Ted Wilson of the theatres in Cashmere and Leavenworth; Paul Atkinson of RCA, in from Hollywood; Walter Graham from Shelton; Ned Edris, Tacoma; Mrs. Bessie Maylor from Oak Harbor, one of our few lady exhibitors . . . Ben Shearer back from vacation of the past couple of months . . . Ben and Mrs. Fish entertained Senior and Beryl Mercy at dinner at Snoqualmie Falls, then the Mercys hurried on to Yakima for a midnight skating party . . . Max Rubenfeld suffering from an infected ear.

Grand in Mission District Opened in San Francisco

SAN FRANCISCO—The People's Theatre Co., of which D. B. Levin is president, opened its newest theatre last week. In the center of this city's densely populated Mission district, its Grand will supplement five other houses in this section.

The Grand embodies the most recently developed architecture, furnishings and equipment, is decorated in warm colors and its many features are emphasized by clever lighting effects. The house seats 500.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

THEATRES here enjoyed the heaviest Easter Day business in over a decade, with holdouts occurring at several downtown houses early in the afternoon. The Paramount, showing "Road to Singapore," and the United Artists, with "Rebecca," had the patrons lined up for the first shows and the Golden Gate had a near-record 11,000 for "Pinocchio."

The Row bid a farewell to Bill Duggan this week. Bill leaves the local Monogram office to take charge in Seattle. The Northwest franchise for Monogram was acquired by Mel Hulling and Howard Stubbins, who now hold the entire west coast franchise. Hulling will take over Duggan's duties here.

Jay Brower was headline material when he quietly left one convalescent home and checked into another. The newspapers carried front page stories on his "disappearance" . . . Bob Wenzel is hobbling about on a severely sprained ankle, and Frank Noege is temporarily helping Bob take care of his shipping chores at Republic . . . A. L. Schelling is planning an early April opening for his Roxy at St. Helena . . . Sid Klein, Harvey Amusement, is on the sick list with flu.

Warner is putting on a big campaign for "It All Came True" which opens April 4. The personal scoop of the year will be the one-day appearance of Ann Sheridan who will do three shows, singing two songs from the picture . . . Laura Hope Crews was an unheralded visitor here on a couple of days vacation . . . Columbia exchange closed on Monday so the entire personnel could attend the funeral of Barbara Cohen's father. Miss Cohen works in the Columbia office . . . Alice Francis, 20th-Century cashier, has returned from a week's vacation in Seattle.

It looked like vaudeville was on the comeback trail when the President inaugurated its weekend vaudeville policy. Overflow crowds attended the Saturday and Sunday shows and were pleased with the work of Dennis McCurtain as m. c. and the five-act bill . . . Bill Burke, RKO home office representative, was a visitor . . . Mrs. W. A. Vernon has sold the Lake in Lower Lake to William Laurie. Laurie will manage the house himself . . . Lucille Potter, formerly with RKO, is the new inspectress at Universal.

Pacific Premium pulled a novel stunt when it brought three exhibitors up from Los Angeles to view the Pacific line and to see, first hand, what is being done in theatres in this area . . . King Trimble, Universal salesman, was hospitalized three days when he parted with his tonsils . . . E. L. Bowles is building a new house at Central Valley.

Dan McLean and Dick Crosby were glad to see Harry Rice return to his desk at the Embassy, for during Harry's two-week absence the former were plenty busy. Rice was confined to his bed with blood poisoning . . . Maxie Rosenbloom was a Row visitor . . . Howard Butler is handling Constance Bennett cosmetics being given away at some of the local theatres.

H. Bradley Fish spent the week in Los Angeles on business for Fine Arts . . . Guy Lombardo played a week's engagement at the St. Francis, and the Mural Room was jammed despite Lent, Good Friday, etc. . . . Gladys Mench, Walt Disney's personal representative, checked in to help let the public know about "Pinocchio," and was tendered an all-feminine reception . . . Jerome Safron arrived Monday to begin one of his swings around the Columbia system, but on his arrival found instructions to jump to New York . . . Dave Nathanson went southward on Coast Pictures business.

Bob Giniff, Row oldtimer, is back as salesman for Coast . . . "Finland Speaks" is much in demand in this territory and has been booked solid for the next two months . . . Visitors to the Row: Frank Enea, Enean, Pittsburg; Mr. and Mrs. E. Stefani, Isletown, Isletown; Leslie Pancake, Shasta, Central Valley; B. E. Fazekas, Lyric, San Jose; Pete Enriguez, Lyric, Sacramento; Robert Cuzon, Crystal, Salinas; Mike Luft, Varsity, Davis; Steve Chorak, Etna, Etna.

DENVER

THE opening gun of the second annual Spyros Skouras Showmanship Drive will be fired in the Rocky Mountain division with a one-day convention of managers here Friday, April 5. At the meeting will be Charles Skouras, Andy Krappman and Charles Buckley, of the Los Angeles offices of National Theatres. There will be a managers' luncheon, with the entire day devoted to business. More than 40 managers will attend, with Rick Ricketson, division manager, in charge.

R. W. Woolridge jr. has taken over the Park here. He also operates the Alameda. R. W. Woolridge sr. will manage the Park . . . The Aztec, Aztec, N. M., was leveled by fire with a $12,000 loss. It was operated by E. K. Baione.

More than 70 attended the regular monthly membership luncheon of the Rocky Mountain Screen Club. Mark Skinner, director of the Denver mint, was a speaker.

Seat for "Lady in Black" To Plug Valentino Film

LOS ANGELES—As an exploitation stunt for his current bill, Rudolph Valentino in "The Eagle," Dudley Winscott, manager of the Cinema, has draped one seat in black and roped it off.

It is being reserved for the mysterious "lady in black" who annually visits Valentino's grave with flowers, in the event she decides to accept Winscott's standing invitation to see the picture.

New Radio Quiz

PORTLAND—The Joe Dodge Quiz, a weekly radio program broadcast from the stage of the Paramount, Portland's largest theatre, has been started by station KGW. Sponsor is Joe Fisher, local Dodge-Plymouth distributor.

PORTLAND

A GENERAL meeting of managers of the Evergreen circuit, occasioned by the visit of Charles Skouras, drew Oregon execs and managers to Seattle last Friday. Al Finke, Mose Mesher, Frank jr. and Mike Newman, Kenneth Hughes, Willard Coghlan, Zollie Volcheck, Jimmy O'Connell and Jim Carey left by train Thursday night, leaving Herb Sobottka to fly both ways Friday after being on hand for the opening of the four-day run of the San Carlo Opera Company at the Paramount.

Lew Maren, RKO exploiteer, was in, working on "Pinocchio," "Abe Lincoln in Illinois" and "Primrose Path" . . . Lou Stang, Paramount booker, still is home ill, as this is written . . . George Jackson, well known in the local film industry, has joined Western Theatre Equipment Co. in an executive position.

Mr. and Mrs. L. A. Moore of Hermiston, Dick Fisk of Bandon, T. C. Poorman of Woodburn, Cap and Rollin Kuhn of Lebanon, and R. R. Webster of Stevenson, Wash., were among out-of-town exhibitors in booking last week . . . The illness of Milt Odem of Redmond was reported on the Row . . . B. H. Bashor was down from Kelso arranging for installation of a new projector in his Liberty.

Motion picture discussion helped crowd war and political topics entirely out of the editorial columns of the Easter Sunday edition of the Oregonian. *An editorial captioned "Washed Its Mouth" hailed the film version of "Grapes" as an improvement over the book, primarily in the "dry-cleaning" given the speech of its characters.*

Jimmy O'Neal checked in from Seattle for a business call . . . Al Finke returned Monday from a few days spent at Sun Valley with Mrs. Finke, their son and daughter . . . Ed Chambreau, pianist at the Star, regaled audiences with Brahms' Hungarian Dance No. 5 on the new trick electric piano. Lacking a sounding board, the tone is controlled through radio tubes . . . The Orson Welles influence has claimed University theatricals at Eugene, where U. of O. thespians will do "Macbeth" in modern dress. "Idiot's Delight" also is scheduled.

The custom of dishing out dishes is back at a number of suburban houses, with the Bob White, Irvington, Moreland, Yeager and the Capitol at Multnomah giving free crockery to feminine patrons two nights a week . . . A week of bachelorhood ended for Herb Sobottka with the return of Mrs. Herb from a visit with her family in Seattle . . . Seven matched irons offered inspiration to Earl Hunt, Hamrick-Evergreen artist, at his toil the other day.

Camden Firm Sues on Colton, Cal., Drive-In

COLTON, CAL.—M. A. Rogers and Thomas Burgess have been sued by Park-In Theatres, Inc., of Camden, N. J., on charges of patent infringement in connection with a Drive-In Theatre they operate here. An injunction and accounting for damages is asked.

Musicians Will Meet in Aberdeen on April 25

SEATTLE—The Pacific Northwest conference of union musicians will be held in Aberdeen on April 25, with legislative plans and "local" problems to hold the spotlight, according to Carbon Webber, business representative of the Seattle unit.

Round-table discussions and general convention business will be transacted, Webber said, with the Seattle union to extend an invitation to hold the next conference here.

Legislative problems include an outline of efforts aimed at obtaining liberalization of the state liquor laws. Other discussion will involve the problem of high school orchestras competing for band work in various cities.

Delegates will be in attendance from Oregon and Washington, with 60 representatives expected.

Irvin Brode's Transfer Brings Sherman Boost

LOS ANGELES—With Irvin Brode vacating his spot as assistant manager of Fox West Coast's Loew's State Theatre to become manager of the circuit's California in Glendale, his spot at the State has been taken over by Maurice Sherman. Sherman, formerly assistant manager at the Fox Wilshire, has been replaced by Ellis Sylvester, coming over from the Carthay Circle, while Don Green has moved from the Wilshire to Sylvester's spot as assistant at the Carthay.

SALT LAKE

DEAN JAGGER, a talent scout's discovery of the New York stage, will play the title role of "Brigham Young" for 20th-Fox.

C. Clare Woods presented "Virginia City" as a sneak preview at his Centre Theatre here . . . "Abe Lincoln in Illinois" was held over at the Rialto. Another holdover was "Grapes of Wrath" at the Studio.

A managers' convention at Los Angeles is the mecca of FWC managers from Billings, Great Falls, Butte, and Lewistown, Mont. . . . J. T. Sheffield of the Sheffield-Republic exchanges spent a week with the local force. Branch Manager G. S. Pinnell of the exchange is currently working in Idaho.

A booking visitor at UA was H. C. McNulty, operator of the Jefferson at White Hall, Mont. . . . The Intermountain chain has closed its Paramount here for the summer.

Claims Only Woman Drive-In Manager

Tucson, Ariz.—This community now lays claim to having the only woman manager of a drive-in theatre in the United States. Nelle Brock, formerly of Cincinnati, has replaced A. W. Bartlett as manager of the Drive-In Theatre here.

Judge Orders Ten-O-Win Wheel to Be Destroyed

SALT LAKE CITY—The Ten-O-Win wheel seized last autumn from the Capitol and termed a "gambling device in the nature of a lottery," has been ordered destroyed by Judge B. P. Leverich. Actual destruction of the wheel will be delayed while the defense appeals to the district court.

City Judge Wilford Moyle Burton recently held Bank Night not a lottery inasmuch the state had not proved there was a consideration, since it was not necessary to buy a ticket to win a prize.

Loew's Grauman and State Will Play Three of UA's

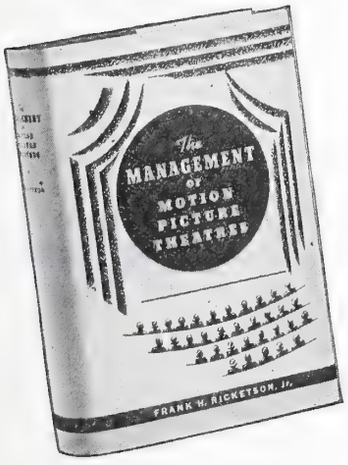
LOS ANGELES—United Artists has three features booked into the first-run, day-date Loew's State and Grauman's Chinese for the balance of this month and in April.

On March 27, "House Across the Bay," a Walter Wanger production, opened. "Slightly Honorable," another Wanger film, goes into the two houses, April 3. On April 17, Edward Small's "My Son, My Son" makes its appearance.

Two Open Hour Earlier For "Virginia City"

LOS ANGELES—Above-average business has caused Warner's Hollywood and Downtown theatres to open their doors one hour earlier than usual during the current run of "Virginia City." First morning show in the day-date houses starts at 11:30.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

USE THIS COUPON

IF WHAT YOU WANT ISN'T LISTED, ASK FOR IT BY NAME UNDER "REMARKS"

The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 3-30-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

....
....
....
....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

A Decision April 3 In Contempt Case

ST. LOUIS—Circuit Judge Thomas J. Rowe jr. will announce his decision April 3 in his contempt of court proceedings against the St. Louis *Post-Dispatch* and three members of the staff of that newspaper. In the meantime, he stated he desired to "give the matter the utmost, careful consideration."

The contempt action is based on two editorials and a cartoon in the newspaper regarding the outcome of the extortion charge against John P. Nick, vice-president of the IATSE, and State Representative Edward M. "Putty Nose" Brady in connection with the $10,000 allegedly paid to Brady by certain motion picture theatre owners in the fall of 1936, about the time a new contract between the theatre and operators' union was up for consideration.

Judge Rowe on January 11 sustained a defense demurrer at the trial of Nick, and on March 4, at Rowe's suggestion, Franklin Miller, circuit attorney, nolle prossed the companion charge against Brady.

Judge Rowe, in comment from the bench March 21, during Miller's plea in the proceedings against the newspaper and its staff men, attacked the ruling of Circuit Judge Ernest F. Oakley in the reeivership suit against Local No. 143, in which Judge Oakley directed Nick to pay to the union the $10,000 allegedly collected by Brady.

When the circuit attorney stated the fact of the order touching on the $10,000, Judge Rowe interrupted to say:

"The union was not entitled to the money."

"I am making no criticism of Judge Oakley," Miller replied.

"I know," said Judge Rowe, "but I want the public to know, the law of the land is that the court never gives any stolen property, and no judge can render a judgment in favor of another side for that kind of money unless he returns it to the rightful owner."

Then when Miller read from Judge Oakley's decree the statement that "Nick held $10,000 as a constructive trustee," Judge Rowe interrupted again.

"Then he means," said Judge Rowe, "that he held it legally, and it belongs to the union. If he found there had been extortion, it would be the funds of the exhibitors. If he found there was extortion, he should have reported it to your office."

"Yes," said Miller, "if he found there were threats or extortion, it should have been reported to me."

The decree of Judge Oakley was issued after Judge Rowe held there had been no extortion. And since it was admitted that Brady collected $10,000 from the exhibitors (Brady made an income return to the federal government on that basis), Judge Oakley took the position that since the $10,000 was paid to avoid an increase in wages for the projectionists, the payment was in lieu of such increase and hence the money rightfully belongs to the members of Local 143.

Under Missouri law, if a person is found guilty of contempt of court, he may be fined or sent to jail. In the case of a corporation, a fine can be imposed. The law does not place a limit on the amount of the fine or the length of the jail sentence.

Judge Rowe has refused to permit the St. Louis Newspaper Guild and the Missouri Press Association to intervene in the proceedings as "friends of the court."

The St. Louis Civil Liberties Committee has announced it will work for legislation in Missouri to establish "suitable procedure" in contempt of court cases based upon comment or criticism made outside the presence of the court. It contends the public significance of the action taken against the *Post-Dispatch* and its effect upon the freedom of the press and freedom of speech goes far beyond the specific case.

Central Union Defies Green, Seating No. 143 Delegates

By DAVID F. BARRETT

ST. LOUIS—An overwhelming majority of the delegates to the Central Trades and Labor Union meeting on March 24 defied William Green, president of the American Federation of Labor, by seating the three delegates from IATSE Local No. 143.

The vote to seat the delegates was taken after a committee recommended such action be taken despite a telegram and letters sent to officials of the central body by Green. The committee advised that an attempt to oust the delegates of No. 143 might result in contempt of court proceedings by Circuit Judge Ernest F. Oakley, who recently made permanent the receivership for the union and his injunction ousting John P. Nick, IATSE vice-president, and Clyde A. Weston, former business manager of the local, from control of its assets and affairs.

When the delegates from Local No. 143, Robert Tomsen, president, who led the fight to oust Nick; Al Friedland, business representative of the receivers, and E. D. James, secretary, presented their credentials to the central organization, friends of Nick objected to their being seated on the grounds that since Local No. 143 was in receivership, it could not be classified as a labor union. A special committee was then appointed to study the situation.

While this committee was investigating the status of Local No. 143, Green wired Joseph P. Clark, president of the Central Trades, as follows:

"President George E. Browne of the International Alliance protests the seating of delegates in the St. Louis Central Labor Union who are not recognized as members in good standing of the IA. It would be contrary to the law and procedure of the AFL for any person to be seated as a delegate in your central body when said delegate is not a member in good standing of the union which he allegedly represents. I must urge that your central body refrain from seating anyone as a delegate unless and until it can be shown that said delegate is a member in good standing with the international union and local organization he claims to represent."

Later, Green wrote Clark saying: "I must insist and demand that the St. Louis Central Labor Union conform to this ruling which I have made and carry it out without reservation or modification."

Joseph H. Ebeling, secretary of the Printing Pressmen's Union and chairman of the committee which investigated the eligibility of the delegates from Local No. 143, read a written report in which the committee recommended that the delegation be seated. This report pointed out Judge Oakley had issued an injunction forbidding anyone from interfering with the rights of the members of Local No. 143.

The telegram and letter from Green is the first public declaration that the members of Local No. 143 are not in good standing with their international union. If this statement is correct, then it is possible Circuit Judge Oakley will take immediate steps to punish those responsible for this step for contempt of court. The decree of Judge Oakley orders that the representatives and officers of the international union of the IATSE shall do nothing to deny members of Local No. 143 any rights to which members of the union are entitled.

Contempt Angle in Letter

While it is true that the international headquarters of the union are in New York, that President Green maintains headquarters in Washington, and that Judge Oakley's decree can be effective only in Missouri, the fact that Green sent a letter and telegram into Missouri brings him into contempt of court just as if he personally appeared in the state and did the same thing, some legal minds contend. It is held possible Judge Oakley also can take action against the person or persons who caused Green to write the telegram and letter.

Officers of Local No. 143 have receipts for registered letters that enclosed the per capita dues payments for members of the local union. However, it is understood the international union has not cashed the certified checks for the per capita tax payments and that it has not sent dues stamps to the local union.

Projectionists who are friendly to Nick, and working in a number of the Fanchon & Marco theatres, including the Fox, Ambassador and Missouri, have been issued new union cards directly by the International Alliance. The issuance of these cards and their acceptance by the local projectionists are contended to be violations of Judge Oakley's injunction against the Nick-Weston-Browne faction of the union.

It is understood these facts will be laid before Judge Oakley for such action as he may consider the situation warrants.

Make Common Cause Against Slot Films

CHICAGO — Chicago's independent and circuit-affiliated exhibitors appear agreed for once on one thing—that they are opposed to Jimmy Roosevelt's plan of production of motion pictures for his newly proposed nickel slot-machine motion pictures.

Allied Theatres of Illinois was on record, via resolution passed by its board of directors, opposing any producer of motion pictures entering the field. The resolution read:

"Be it resolved that the Allied Theatres of Illinois go on record as being unanimously and unqualifiedly against any producer of motion pictures entering into the production of 16mm film for so-called 'jute' boxes or slot machines inasmuch as these are definitely a threat to motion picture business.

"Be it likewise resolved that the producers be asked to lend their support in stamping out this evil by refusing to allow the use for this purpose of any actors, actresses, directors or other personnel now used in the production of motion pictures.

"Be it likewise resolved that this organization go on record, at this time, against the production of 16mm, 8mm, or any other size film of motion picture features which have been released and/or shown in motion picture theatres, for use in non-theatrical competition."

The last paragraph of the resolution refers to a recent attempt by several independent 16mm film libraries to have their product used in local taverns and cafes. This competitive gesture, however, was killed when the police censor board demanded licenses for each of the showings, and the city fire marshals showed that the places were inadequately provided with exit arrangements in case of fire.

B&K and Warner Theatre representatives have been similarly outspoken against the "slot machine" motion pictures.

Jack Kirsch, president of Allied, said that copies of the resolution will go to all producers and distributors, and to member-units of Allied States Theatres.

Committee to Spur Reform Created by Ill. Allied

CHICAGO—A committee to "find ways and means of doing away with some of the evils of the industry" has been formed by Allied Theatres of Illinois. This action, taken at the recent board of directors' meeting, is aimed at present at double features and premiums, both of which Allied members want eliminated from the Windy City scene.

Jack Kirsch will serve as chairman, with the additional members being Van A. Nomikos, Verne Langdon, Jack Rose, Ludwig Sussman and Charles Nelson.

The organization is planning a short membership drive to obtain about ten more member theatres. These are the only possibilities remaining in the Chicago area who are not already members of Allied.



The Lenses Are Turned—

Chicago's newsreelers became a camera topic themselves on their recent assignment to film the Herald-American *bowling tournament. Left to right the cameramen and their sound assistants are: Red Felbinger, Everett Ryan, Paramount News; Jack Lieb, Bill Birch, News of the Day; Emil Montemurro, Phil Gleason, Movietone News.*

Film Council Members Rally Against Neely

CHICAGO — Since the recent address by Mrs. Richard M. McClure, president of the Chicago Better Films Council, before her group in opposition to the Neely bill, it is understood that numerous members have individually written their Illinois representatives and senators in Congress of their opposition to the bill.

The group, as a whole has not acted on the bill, but may possibly do so after individual members have presented the matter to their separate organizations for action.

Charge Music Machines Racketeer-Dominated

CHICAGO—A grand jury investigation into charges that Chicago's slot machine phonograph industry is dominated by racketeers is under way, according to State's Attorney Thomas Courtney.

Fast Time April 28

CHICAGO—The old bugaboo of Chicago exhibitors, daylight saving time, will go into effect Sunday, April 28. At that time clocks will be pushed up an hour for the summer.

Slot Machines Now Facing the Music

Chicago—The music slot machines in the Chicago territory—about 10,000 of them—will bring in an estimated $500,000 additional tax revenue to the city, if a proposal now up before the city ordinance committee is passed. It is proposed to tax them $50 each.

It is thought the new tax would also be imposed on the slot-machine film projectors being planned by Mills-Globe Co., Wurlitzer and others, if it is passed.

Shuffle in Policies Seems to Impend

CHICAGO—While "Gone With the Wind" appears to be a fixture for the Woods for some time to come, it is expected to leave the Oriental within the next two weeks. Jones, Linick and Schaefer probably will go back to their vaudefilm policy at the Oriental, with an alternating 40-cent and 55-cent top, depending on the vaude or film attractions offered. Meanwhile, there has been talk that when "GWTW" does leave the Woods, Essaness may book a stage attraction or two in the house before returning to its former grind film policy.

There is talk, too, that the RKO Palace, lost for these many months in a straight film policy, may soon go back to its former much more successful vaude-film policy at a 75-cent top.

State-Lake Thrives

Meanwhile, the B&K State-Lake continues to thrive as the only medium-priced vaudefilm house in the loop, and even this week, with the spring weather more like that of midwinter, the house was doing excellent business, with a second loop run film, "Invisible Stripes," and Buddy Rogers' Band on the stage. The Chicago, with a holdover of "The Road to Singapore," plus Horace Heidt's band on the stage, also was doing well.

The Palace was doing good business with Walt Disney's "Pinocchio," but not up to what had been expected, though the picture will stay a second and possibly a third week. Its companion feature is RKO's "Courageous Dr. Christian." Juvenile patronage is big, but night business has been off.

Comment on "Young Tom Edison" at the United Artists has been excellent, but business on this picture also was off, though it will go a second week. "Of Mice and Men" at the Apollo, pulling plenty of patrons, was set for a three or four-week run.

CHICAGO

JACK RAMEN, head of National Concessions, is due back next week from an eastern trip in connection with several souvenir programs he is handling. He is midwest representative for Al Greenstone for the "GWTW" souvenir books, and is handling the books on the forthcoming engagement here of "Romeo and Juliet" at the Auditorium. His eastern trip was in connection with special booklets on "Pinocchio."

Don Widlund, Jam Handy midwest representative, was in and out of the city in a hurry, en route to the southern states for a sojourn . . . Julius Goodman of the Goodman-Harrison circuit found a welcoming committee of Lou Harrison and Tippy Harrison when he arrived from the west coast on the Santa Fe Super-Chief . . . Carl Goodman, vacationing out west, is due back on Monday.

Roy Bruder, Chicago Theatre manager, is due back from his Florida vacation on Monday . . . Ditto Joe Kaufman, B&K booker, due back from Hot Springs, and M. M. Rubens, Great States Theatres executive, due back from Miami Beach some time next week.

Asher Shaw, United Detroit Theatres' executive, Detroit, was here for several days for conferences . . . Randolph Scott passed through the Windy City on one of spring's snowiest days en route for an Easter vacation in the east with his mother. He said he may play "Kit Carson" for Edward Small, for UA release, and a lead in Warner's forthcoming "Santa Fe."

Mary Costello is the new eye-filling addition to the M-G-M office staff, succeeding Helen Bennin, wife of Booker Wally Bennin, who has left in anticipation of a visit from the Stork Express . . . Emil Stern of Essaness, his wife and daughter, Jackie, are back from a Palm Springs vacation.

There are four newscomers to the Warner exchange office staff: Billie Hegenberger, Marge Kosman, Jean O'Daniel and Bill Martin . . . Ben Kalmenson, Warner western sales manager, was here last week for conferences with Rud Lohrenz, district manager, and Tom Gilliam, branch manager.

A special black board, the length of the office wall, up in the Universal exchange, lists honor roll silver star exhibitors who have signed up dates for Walter Hyland's twenty-fifth anniversary date drive, April 20 to May 4.

Laura Penn, secretary to Jack Osserman at RKO exchange, had a birthday the other day . . . The vacationing triumvirate—Abe Platt of B&K, Alex Halperin of Warner Theatres, and Saul Bragin, Warner Theatres, Cleveland, formerly with B&K here—is due back from a Florida sojourn about Monday, April 8.

Charlotte Friedman, secretary to Peck Gomersall at Universal, is vacationing on the west coast. She's due back next Monday . . . Sam Savitt, Universal newsreel bureau head here, who has been in Florida working on several news features there, is scheduled to be back next week.

Leon Keinigsberg, who does a lot of photography for folks on Filmrow, has received word that another of his pictures has been awarded first honors in a photography exhibit held in Mexico City.

Anthony Muto, chief of Movietone News' Washington bureau, was due here this week to formulate plans for coverage of the Democratic national convention in July.

Allied has taken additional space in the Exhibitors' Building where an expanded force will handle plans for the forthcoming national convention here in June.

Loretta Byrnes, operator of the St. Anne, St. Anne, Ill., was a Filmrow visitor this week . . . Bill Bishop was a pleased man at M-G-M this week. Reason: Eddie Cantor, having just finished "40 Little Mothers" at the studio, came east, stopped off in Chi for eight hours and Bishop was given the "go" signal from both Howard Dietz in the east and Howard Strickling in the west to "make some fuss about the arrival" of the star.

Fred Bartow, Warner exploiteer, screened "Dr. Ehrlich's Magic Bullet" on Friday for critics here . . . The G. C. S. circuit reopened its newly decorated Portage on Easter Sunday.

United Artists will hold a trade screening of "Rebecca," starring Joan Fontaine and Laurence Olivier next Wednesday morning, at 10:30 o'clock, April 3, at the Esquire.

Jeanette MacDonald made her first Chicago concert appearance Friday night this week at Orchestra Hall. Here with her on the concert tour is her husband, Gene Raymond, also of the films . . . Paul Muni opens in "Key Largo" Monday night at the Selwyn. Playing opposite him will be a comer, Helen Beverly, picked from the Yiddish theatre by Muni, who leaves after this tour for the Universal lot.

Eddie Solomon of B&K's publicity department will leave for New York shortly to join the 20th Century-Fox exploitation department.

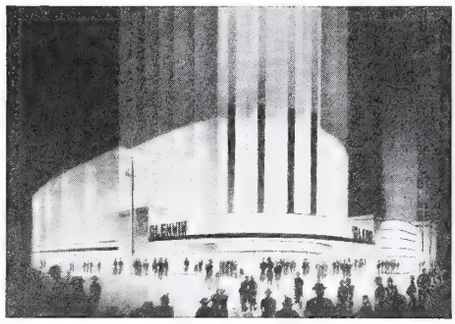
A baby shower was given by the girls in the local M-G-M office for Helen Bennin, wife of Wally Bennin, city booker.

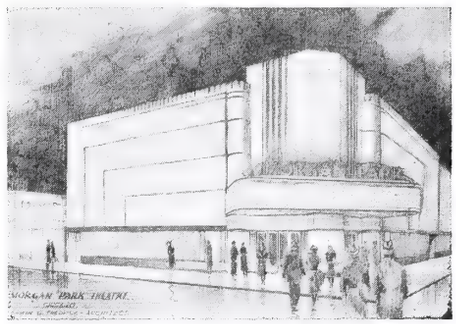
Mr. and Mrs. Jacob Lasker have returned from a six-week vacation trip to Palm Springs.

Marge Fanning, secretary to Jack Flynn and W. E. Banford at M-G-M, had a birthday anniversary Tuesday. That was the reason for the orchid and other gifts she was displaying.

Walter H. Moore, manager of the J-L-S McVickers, has plenty of friends who want the other filmites to know about the arrival of a 7-pound, 4¾-ounce boy to Mrs. Moore at St. Elizabeth's Hospital. BOXOFFICE received several calls and even a letter from Moore's assistant at the McVickers, E. Dillon. One of the callers was even certain that the heir—first in the Moore household—must inevitably be

(Continued on page 98)





Modernity in the Double Manner—

On the left is the architect's drawing of how the new Sam Meyers house, the Glenwin, will look when it opens September 1 in Glencoe, Chicago suburb. To the right is a preview of the new Morgan Park being erected for Gollos Bros. in Chicago. Rapp and Rapp are the architects of the Glenwin and Erwin G. Fredrick, of the Morgan Park. Both are members of the BOXOFFICE *Modern Theatre Planning Institute.*

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

White Way Electric Sign & Maintenance Co.
Tom Flannery, President
315-17 W. Walton Street
Phone DELaware 9111

THEATRICAL PRINTING

A. B. C. PRINTERS, INC.

WE PRINT EVERYTHING THEATRICAL

1225 South Wabash — Chicago

For lowest prices Call—VIC 3456

Spyros Skouras Limns Career at Hearing

NEW YORK—Spyros Skouras' circuit affiliation with National Theatres culminates 26 years of experience in exhibition, he explained here in his examination before trial in the all-industry suit.

Tracing the highlights of his career which began in St. Louis, he told of how he started in 1914 with brothers George and Charles. Four years later, Skouras Brothers was incorporated and built the Olympia in the Mound City. It was the first house they built. A year and a half later they bought an interest in the Lafayette in the same city. Two months later, another theatre was purchased.

Skouras then enlisted in the army, he said, and on his return to St. Louis acquired the downtown Lyric. This was about 1919. Approximately five months later, Skouras Brothers acquired an interest in the West End Lyric, first run St. Louis theatre. Shortly thereafter, the Grand Central and New Grand Central, in the same town, were acquired. The first house held a First National franchise.

About 1920 or 1922, Skouras Bros. Enterprises acquired three Indianapolis houses and also one in Kansas City, the 12th St. Theatre. The brothers also began operating in Belleville, Ill., just outside of St. Louis.

Three more St. Louis theatres were later acquired and in about 1921, St. Louis Amusement Co. was created. Harry Koplar and his family had from 25 to 27 theatres which were combined with the Skouras group in St. Louis Amusement Co., Koplar and his family receiving 20 per cent of the stock in the new corporation.

In 1925, negotiations for erection of the Ambassador in St. Louis were begun. Previous to this Skouras approached Paramount, which had the Missouri, and an agreement for a 50 per cent arrangement between Skouras and Paramount on the Missouri, Ambassador and Grand Central was effected. In 1926 or 1927, the company in which Paramount and Skouras were jointly interested acquired three Indiana houses. The Skouras interests were then spread over 40 theatres. In 1928, Warner bought the Skourases out and Spyros entered into a management contract as general manager of the Warner circuit.

Skouras also had an interest in Wesco and disposed of it about 1926. He resigned the Warner post early in 1931 to join Paramount in the formation of Atlantic States Corp. to develop a string of theatres in New York, Maryland, Virginia, W. Virginia, Washington and New Jersey. George, Charles and Spyros owned a 25 per cent interest in Atlantic and the circuit was abandoned after six months, due to the depression. Three theatres in Philadelphia, one in Altoona and about four or five others were then turned over to Paramount. The last one changed hands in 1932, since then none of the Skourases has been identified with Paramount.

In 1932, the Skourases entered into a management contract with Wesco. Spyros was president and Charles and George were general managers. Wesco was the predecessor of National Theatres and the three brothers have continued with the circuit since.

National Theatres, as policy, does not build against competitors anywhere in the nation, but does lease or acquire where territories can stand development, Skouras stated. He added that since the formation of Wesco originally, down through the present National Theatres operation, there have been 35 "numerical changes" in the circuit's setup.



Exchange Congrats—

Joe Pasternak, producer of the Durbin pictures for Universal, congratulates Walter Hyland, head booker for the company in Chicago, on his 25th anniversary with Universal.

Joseph Pasternak Visits Universal in Chicago

CHICAGO—Joseph Pasternak, producer of the Durbin pictures for Universal, stopped off to visit friends in the Windy City, en route east for a short vacation. While here, he visited the local exchange and congratulated Walter Hyland, head booker, on his 25th anniversary with the company.

Pasternak will start work April 15 on the next Durbin, "Spring Parade," which he said will have twelve musical numbers and "just about everybody in Hollywood" in the cast. Set for the lead opposite Durbin is young Bob Cummings. Henry Koster will direct.

About May 1, Pasternak will start production rolling on the next Marlene Dietrich picture, "Seven Sinners."

UA Convention Planning Takes Silverstone East

CHICAGO—Murray Silverstone, United Artists head, passed through the Windy City, en route east, but had nothing to say about next year's plans, pending conferences in New York with other UA executives. He will remain there a few weeks working out 1940-41 plans and details for the forthcoming convention.

"Birth of Nation" in Marathon Court Run

CHICAGO—"Birth of a Nation," the motion picture that has probably had the longest court-room run of any film, just finished another appearance this week, with the case continued to April 16.

The case this time is based on the permanent injunction granted the producers of the film in 1916 to permit its showing in Chicago. Recently, Lieut. Harry M. Costello pulled a sound effects version of the picture from the Admiral. Art Telser, distributor here for the Aitken Brothers, owners of the picture, went to court and Judge Donald S. McKinlay cited Lieutenant Costello and others in the police department to show cause why they should not be held in contempt of court for violating the injunction.

Meanwhile, a silent version augmented by disk sound effects, has been used at the Sonotone, by Mannie Stutz, where the picture is in its fourth week.

Judge McKinlay has taken the case under advisement until April 16, at which time he will also hear the petition of the National Association for the Advancement of Colored People. That petition asks Judge McKinlay to dissolve the permanent injunction issued in 1916 and to ban all showings of the film in Chicago. The Negro group contends the picture holds the colored race up to ridicule and tends to incite race riots.

The hearing this week had Lieutenant Costello, Stutz, Telser and Leo Brown, manager of the Admiral, as witnesses. Costello testified the film censor board here views about 7,000,000 feet of film a year, and that in recent years, since the Legion of Decency drive, that only one-half of one per cent of pictures reviewed are rejected, and only one per cent are given adult-only permits.

Judge McKinlay is expected to see both the versions of the picture before the next hearing in the case, to aid him in forming an opinion in the matter.

Waiting to be heard at the hearing Tuesday in behalf of the Negroes were three University of Chicago professors—Paul Douglas, who is a city alderman, Herbert Blumer and H. A. Gossnell.

Stutz, in his testimony, explained the growth of sound films, telling how the music and voice recordings were first put on disks and are now put on film.

Industry Committee Maps Welfare Fund-Raising

CHICAGO — A meeting of the executive committee of the amusement division in the Jewish Welfare Fund Drive is mapping ways and means of collecting the industry's $105,000 quota in the campaign. Jack Rose of Indiana-Illinois Theatres heads the committee, which includes John Balaban, Eddie Silverman and Jack Kirsch.

RCA for New Main

DUNKIRK, IND.—RCA sound will be installed in the new Main, being built here by Mrs. Ella Walters and M. H. Scheidler.

Adelphi Case Stirs As Court Resumes

CHICAGO—With Judge James Wilkerson back on his bench in federal court, after a California vacation, there is a possibility that a date may be set for the "forgotten film case." That case is the independent exhibitors' suit—the familiarly-termed Adelphi case—against B&K and the majors.

However, it is thought more likely that the independents will await action in the government's contempt case here. Master Edgar Eldredge who heard the government's contempt action against Barney Balaban, B&K, and all the majors except Columbia, for Federal Judge Charles Woodward, still has the case under consideration.

In addition, it is thought that the defense will insist on further oral arguments before Master Eldredge gives his opinion in the matter. This may throw the case back some months more, for Robert Wright, government attorney who handled the case here, now is busily engrossed in the general industry suit in New York.

Harry W. Watts Reopens Knightstown Alhambra

KNIGHTSTOWN, IND.—Harry W. Watts has reopened his Alhambra here after a shutdown of several weeks during which time the theatre was completely remodeled, redecorated and equipment installations were made. The seating capacity of the house was increased to 600.

Zionsville Operator Draws Until Winner Is Found

ZIONSVILLE, IND.—C. L. Harris, operator of the Zionsville, hadn't had a hit on his Bank Night drawing for several weeks, so decided the other evening to draw until there was a winner. The pot was for $200. It required four draws to get a winner.

Florida Fish Are Biting, Reports Jack Flynn

CHICAGO—Jack Flynn, M-G-M district manager, is back from his Florida vacation of a couple weeks, tanned and looking fitter than ever.

His comments on business conditions in the southland: "The fishing was about the finest I ever enjoyed!"

Two Start Game

ST. LOUIS—Walter Lutz, St. Louis distributor for Screen Quiz, has the new theatre game opening in two local houses this coming week, the Maryland and the Princess.

Allied Adopts Press Talks

CHICAGO—Weekly press conferences, to be held every Monday, will be a feature of Illinois Allied policy henceforth.

INDIANAPOLIS

HARRY VAN NOY of the Paramount at Anderson is confined to his home with a streptococcic throat . . . Joe Cantor's Rivoli has newly painted rest rooms and lounge as first steps in a spring cleanup . . . Claude Allison, manager of the Strand, and Clarabelle Fisher, auditor for Olson Theatres, are victims of the flu.

Ernest Tamler of the Rex is using a color scheme of light blue and brown in redecorating his lobby . . . Charles Doads, manager of Settos' Irving, surprised patrons on Easter with new uniforms for his ushers . . . Nino Martini and Rose Bampton are due here April 9 in the Marten's series at the English.

Kermit Dart, newly appointed stage manager of the Lyric, will emcee the current week's attractions.

Miss Anne Louise Cole, blonde winner of the ninth annual Indiana University beauty contest, sponsored by the Arbutus, *campus year book, this week was offered a screen tryout.*

Seen along Filmrow: I. T. Sollers, Lyric, Covington; Wm. Passen, Amuse-U, Jasonville; L. T. Moore, Orpheum, Mitchell; Joe Schilling, Auditorium, Connersville; John Doerr, Gregory Theatres, Chicago; Max Paige, State, Greenfield; Dick Neall, Playhouse, Edinburg; Billy Connors, Indiana, Marion; Art Clark, Vonderschmitt circuit, Bloomington; Roy E. Harrold, Princess, Rushville; T. N. Luckett, Dream, French Lick; Ben and Jack Van Borssum, Savoy, Terre Haute; Trueman Rembusch, Artcraft, Franklin; Leonard Sowar, Rivoli, Muncie; Anthony Bokas, Lido, Argos; Douglass Haney, Albion, Albion; D. D. Lee, Princess, Cayuga; D. G. Steinkamp, English, English; J. N. Dixon and wife, Flora, Flora; Harold Reckley, Chateau, Greencastle; Chas. F. Kreighbaum, Arc, Lafayette.

Claude Flater, operator of the Tivoli in Spencer, is the proud father of a seven-pound boy who has been named John Bennett Flater . . . Carl Milliken, secretary of MPPDA, is scheduled to address the annual convention of the Indiana League of Business and Professional Women in Indianapolis May 23 . . . Earl W. Penrod and wife have returned from an extended business trip in the southern states . . . Dudley Williston and his wife have also returned to Indianapolis from a several months vacation in Florida.

The wife of C. L. Harris, operator of the Zionsville Theatre in Zionsville, has returned home from the hospital to recuperate. She had been ill for several weeks . . . Claude Allison, manager of the Strand here, reports the house is now in tip-top shape after a thorough going-over which included a new front, a new heating system and redecorations to the interior.

Chicago Film Council Has Special Nod for Short

CHICAGO—Termed as "excellent," Metro's "Know Your Money," another Crime-Does-Not-Pay short, was given special mention in the semi-monthly March list of the Chicago Better Films Council.

The list of family films included "Tevya" (Maymon), "Millionaire Playboy" (RKO), and "The House of Seven Gables" (Univ).

In the mature group, 20th Century-Fox's "The Grapes of Wrath" was listed as "outstanding in action, direction and photography." Others in this group: "Bill of Divorcement" (RKO), "Black Friday" (Univ), "The Night of Nights" and "Sidewalks of London" (Para't), "Castle on the Hudson" (FN), "The Man From Dakota" (M-G-M).

Hayward to RKO for Three

HOLLYWOOD—Louis Hayward has signed a three-picture deal with RKO. His first assignment is a role in "One of Six Girls."



Time Out to Pose—

On the set of Warner's "Torrid Zone," Andy Devine, costumed atmospherically, takes time out to pose with John Micu, exhibitor from Fort Wayne, Ind.

YOUR PROFIT
is in your theatre

The comfort and attractiveness of your theatre combined with low maintenance cost mainly determines your profit. That's why F&Y theatres have an unequalled record of success.

Undivided responsibility and F&Y's mass building policy makes possible the finest theatres at low first cost and low operating cost.

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

F & Y BUILDING SERVICE
328 E. Town Street
COLUMBUS, - OHIO

MILWAUKEE

THE OGDEN, east side neighborhood house, dark since its relinquishment several weeks ago by Fox, has been reopened by Saxe Amusement Management, Inc.

The picture of Charles H. Wuerz, manager of Fox's Palace here, has been gracing Harvester cigar ads appearing in Wisconsin dailies. Jerry Turner, manager of the Rex in Beloit, also offers his advertising testimonial to the cigar.

The Warner here was decked out with a new marquee for Easter . . . Robert Fox, operator of the Fox at Marion, has taken over the Manawa at Manawa from Ray Goggins.

The Rivoli in La Crosse used color advertising in the local daily to announce the showing of "Pinocchio."

Walter Krusienski is modernizing the booth equipment in his Douglas in Racine. A device designed to give the image on the screen a third dimensional effect, is being installed.

Standard Theatres reopened its Vogue in Kenosha after extensive remodeling. Nick Coston is manager of the house, which has been redecorated and fitted with a new marquee.

William Exton was a personification of spring itself, giving kites and marbles to kids attending his Roosevelt in Kenosha . . . J. P. Adler is planning a new porcelain front for his Neillsville.

The Beacon in Superior was host to General Joseph Haller, minister of the exiled government of Poland, when a special screening of "Siege" was shown. The screening served as a build-up for the film, which played the house at a later date.

Book-marks, distributed through the local libraries, were used by Warner-Saxe's Garfield, Uptown and Mojeska, neighborhood houses, to plug "Destry Rides Again."

Production Ideas Tempt Serlin to Keep Hit

CHICAGO—It is understood that one of the reasons Oscar Serlin, producer of the hit stage play, "Life With Father," currently here at the Blackstone and also in New York, is not anxious to sell the screen rights, is that he has a hankering to produce it on celluloid himself.

Serlin has had considerable production experience, being at Paramount for several years, both as talent scout and in the production end.

Great States Managers Meet With Osserman

PEORIA, ILL.—Jack Osserman, branch manager of the Chicago RKO exchange, conducted a special meeting for Great States managers here on "Pinocchio." Also attending from RKO were Bob Hickey, district exploiteer, and Paul Harris, trade representative for Kay Kamen interests.

New Milwaukee Action Would Restrain Ascap

MILWAUKEE—A second action to restrain Ascap from collecting fees on copyrighted music in Wisconsin has been filed in federal court here by Wiley Young, West Allis tavern proprietor. The first suit was brought by Charles Hymek, Manitowoc Rapids, Wis., dance hall proprietor, and is now pending before Federal Judge F. Ryan Duffy.

Both plaintiffs have been sued by Leo Feist, Inc., New York, for alleged playing of copyrighted music without permission. The plaintiffs in turn seek an injunction to restrain Feist and Ascap from collecting copyright fees on the contention that they have failed to comply with Chapter 177 of the Wisconsin statutes.

Formal Dismissal of Gary Suit Moved to Later Day

CHICAGO—Due to the continued illness of the plaintiff's attorney, the formal entry of the dismissal of the Gary Theatre Company's anti-trust suit against B&K, Warner Theatres and the majors in federal court, was postponed again this week.

The written dismissal has been set by Judge William H. Holly for Friday of this week.

BOWLING

CHICAGO—Continuing close as the season nears its end is the Chicago Motion Picture Bowling League race. With two weeks left, Republic was still in first by one game, even though it lost two games to Universal. Twentieth Century-Fox crept to within one game of first by winning three straight from Paramount. National Screen remained in a tie for second by losing two to Photoplay. Warner defeated Film Carriers three games.

Joe Vrouvas of the Fox team rolled an individual game of 264 to nose out a 263-game rolled earlier in the season by Henry Porter of Photoplay. However, Clarence Keim's 276-game is still high for the season for individuals. Jack Kirsch, bowling in 60 games, is still individual leader in average, with 182.54.

The standings to date:

Team	Won	Lost	Pct.
Republic	43	35	.551
National Screen	42	36	.538
20th Century-Fox	42	36	.538
Film Carriers	41	37	.526
Photoplay	39	39	.500
Paramount	36	42	.462
Universal	36	42	.462
Warner Bros.	32	46	.410

Standings at the end of the 29th week in the Warner Bowling League follow:

Team	Won	Lost	Pct.
Avalon	57	30	.787
Capitol	50	34	.799
Stratford	46	41	.765
Yannigans	45	42	.772
Jeffery	44	43	.681
Beverly	42	45	.782
Avalon Cubs	42	45	.738
Cosmo	42	45	.729
Hammond	41	46	.738
Dead Enders	39	45	.649
Ogden	37	50	.702
Highland	35	52	.690

SPR'GFIELD

THOMAS FININ, assistant manager of the Orpheum, went to St. Louis to receive special medical aid for an infected eye . . . Rose Marie Frisina, high school freshman and daughter of Dominic Frisina, president of Frisina Theatres, interviewed Jeanette MacDonald when she appeared in Springfield and had her two column story published in the Taylorville *Breeze-Courier.*

Pete Dana, district manager for Universal, and Joe Garrison, Universal's St. Louis branch manager, called at the Frisina office . . . Ditto John Sturm, manager of the Bond, Greenville, who brought along Father Enright to show him the Springfield sights.

Miss Leona Douglas, cashier at the Strand, was married to Gilbert Stull, March 24, at Trinity Lutheran Church. All of the Strand ushers attended the wedding . . . Walter Branson, RKO district manager, and Ray Nolan, St. Louis branch manager, called at the Frisina office to close a deal for "Pinocchio."

John and Bill Giachetto, sons of Dominic, who is president of the Frisina chain, have returned to their studies at the University of Illinois after spending Easter at home . . . Johnny Dixon, manager of the Capitol, Litchfield, visited at the Frisina home office.

Max Tschauder, manager of the Roxy, reports "Virginia City" opened to overflow crowds and is doing better business than "Dodge City." . . . Dominic Frisina and J. B. Giachetto made a tour of their circuit last week.

A. R. Zimmer, manager of the Fox-Lincoln, was to hold a "Screwball Show" at 11:30 p. m. on March 30 in observance of April Fool day. Those buying tickets in advance got an official "screwball" pin. Zimmer's theatre is also participating in the Fox Midwest movie title contest in which cars and cash prizes are offered.

Civil Liberties Committee Screening "Living Dead"

CHICAGO—Prominent Chicago psychiatrists and psychologists were to attend the screening of "The Living Dead," Hoffberg release being distributed in this territory by Midwest Film exchange. The screening was held by the Chicago Civil Liberties Committee, headed by Ira Latimer, which is attempting to have the recent ban of the film by the police censor board, reversed. The board's report held that the picture is "intensely morbid in theme . . . making it unfit for public showing." The film was produced in Germany and banned by Hitler.

English Stars Draw

CHICAGO—Tickets are being ordered in large numbers for the forthcoming stage appearance at the Auditorium here of Laurence Olivier and Vivien Leigh in "Romeo and Juliet." The price range is from $3.30 down to 55 cents.

Citizenship Day Proposal Occupies Edward Arnold

CHICAGO—Edward Arnold, chairman of the organization committee of the "I Am An American" movement, stopped off in Chicago en route to Washington, where he was to appear before the Senate judiciary committee for a hearing on a proposal to make June 12 a national Citizenship Recognition Day.

With Arnold, who is also vice-president of the Screen Actors' Guild, was Ben Neal, president of the "I Am An American" Panegyric Foundation.

Arnold said that the movement is non-sectarian, non-political and non-partisan, with its main plan to induct formally every year some 2,500,000 youthful "come-of-age" citizens into the full estate of citizenship. He said they also plan to re-awaken older citizens to a "realization of the rights, benefits and obligations of American citizenship."

Present plans call for a nationwide broadcast tentatively set for April 12 at which time President Franklin Roosevelt and ex-President Herbert Hoover will head an array of speakers to inaugurate the movement.

Bioff Has Till April 8 to Complete an Appeal

CHICAGO—April 8 is now the date set upon which Chief Justice John Prystalski in criminal court here will sign the order remanding Willie Bioff, Hollywood labor leader, to the house of correction to serve out his six-month sentence for pandering given him in 1922.

By that time, Abe Marovitz, attorney for Bioff, hopes to have completed his appeal before the state supreme court for a review of the case—the remaining hope left by which Bioff may escape serving the ancient sentence.

Justice Francis Wilson, member of the court from this district, who can take action through jurisdiction while the body is not in session, has been ill and unable to hear Marovitz.

Society Opening Heralds "Louise" to Chicago

CHICAGO — A. Irving Tombach handled the campaign on the midwest premiere of the Mayer-Burstyn release, "Louise," at the World-Playhouse. Tombach held a society opening, with members of the Chicago City Opera board of directors and other social lights present.

Working with Tombach on the opening was Dan Roche, publicist for Joe Vicedomini's World-Playhouse.

Charles Lamb Opens New House at Mt. Morris

MT. MORRIS, ILL.—A gala opening was held here Saturday night for the Lamb. The house is operated by Charles Lamb, who has been in the motion picture business since 1912 when he built the State at Rockford, with his son, Russell. Architectural trends are all ultra-modern.

Wisconsin Showman Prints Ratings

Green Bay, Wis.—F. B. Schlax, manager of Standard's Bay Theatre here, has inaugurated an "honest entertainment" feature in connection with the advertising of certain films playing the house.

Ad copy carries a barometer with ratings of superb, excellent, good, fair and poor and patrons are urged to "follow the barometer for honest entertainment." Ratings to date have included an excellent rating for "Three Cheers for the Irish" and a superb rating for "Virginia City."

Advertising inaugurating the new feature carried the assurance from Manager Schlax "that if you follow the 'Bay Barometer' you will find your entertainment as advertised."

ST. LOUIS

GOOD FRIDAY services were held by Lutherans in four local theatres, the American, Mikado, Ozark and St. Louis . . . Gene Raymond flew here from Hollywood en route to Springfield, Ill., to be with his wife, Jeanette MacDonald, appearing in a recital there.

Kilgen Associates, Inc., pipe organ builders, have leased adjoining buildings at 3823-25-27 Laclede Ave. . . . Jerry Dobson of the Rock Island lines showed the sound and color film, "Colorado—Vacation Land Supreme," to the Traffic Club of St. Louis.

The Richard Mark Amusement Co. of Kansas City has received a certificate of incorporation from the secretary of state's office authorizing it to purchase, manufacture, produce and exhibit motion picture films, motion picture cameras, talking picture devices, projecting machines, lantern slides and talking motion picture apparatus. Incorporators are H. M. Davis and B. C. Henley, both of Kansas City, and Leslie C. Thurman, of Grandview, Mo.

Edward G. White, 86, father of the late Pearl White, died at his home in Springfield, Mo., March 22.

Three Essaness Managers Shifted by Emil Stern

CHICAGO—Three shifts in managers of the Essaness circuit are announced by Emil Stern. Ted Morris goes from the West End to the Devon, Roy Zermein, from the Mode to the 400, and Jack Burdick, from the Vogue to the Mode.

William Mitchell Takes Avenue in Windy City

CHICAGO—Ben Katzman, for several years owner of the Avenue on Cicero Avenue, has disposed of the theatre to William Mitchell, operator of the Patio.

Adapts "January Heights"

HOLLYWOOD—Richard Sherman is adapting "January Heights" for Warner.

Galesburg Prepares for "Those Were the Days"

GALESBURG, ILL.—A two-day celebration is being planned here in connection with Paramount's world premiere of "Those Were the Days." The reason is that the film has to do with early college days at Knox College here, where background shots were made last fall.

The Chamber of Commerce is planning a "turn back the clock" celebration in keeping with film's title. Paramount stars of the film—Bill Holden, Bonita Granville, Ezra Stone, Judith Barrett, and others, are due here, as well as prominent Knox alumni. Plans also call for a nationwide broadcast the night of the premiere set for May 21. Knox College Clubs in 20 cities are planning local "Those Were the Days" dinners.

Also present will be 12 representative college co-eds, as part of an "All-American College Queen" contest being conducted in conjunction with *Movie and Radio Guide Magazine*. One will be selected here as "All-American Co-ed" and will be brought to Hollywood.

Ralph Ravenscroft of the studio publicity force has been assigned by Cliff Lewis, Paramount studio publicity head, to handle the affair.

Astor Pictures Franchise Goes to Chas. Koehler

MILWAUKEE — Charles D. Koehler, for more than 33 years associated in the management of film exchanges and theatres here, has secured the franchise in this territory for Astor Pictures Corp. Distribution will be handled through the local B. N. Judell office, managed by Koehler for a number of years. O. K. Bourgeois closed the deal for Astor while in Milwaukee.

According ot Koehler, new releases to be offered shortly include "U-Boat 69," "Tumbleweeds," "Vengeance of the Deep," "Hell's Angels," "Affairs of Sadie Thompson," "Scarface" and "Sky Devils."

Arnold Lund Would Halt State Fund Expenditure

CHICAGO—Arnold Lund, operator of the Strand in Brookfield, Ill., and a Republican candidate for lieutenant-governor of Illinois, has filed a petition for an injunction to halt the spending of nearly 75 million dollars in state funds. Lund, who is from Riverside, is now a state representative.

Lund based the filing of his petition upon the premise that many of the appropriations for the money are unconstitutional. Hearing on the petition has been set by Circuit Judge Lawrence E. Stone for April 1 in Springfield.

Bob Hartman Moves

CHICAGO—Bob Hartman's International Enterprises is moving from 724 South Wabash to the old Universal Building, 831 South Wabash, about May 1. Hartman is on the west coast and is expected back some time next month.

Turrell's Saturday Shows Have Support of PTA

CHICAGO—Ted Turrell, manager of the Warner Beverly, conducts a special Saturday morning matinee every week for children in the neighborhood. The Parent Teachers Ass'n and other similar groups cooperate with Turrell, with the result that about 800 to 1,000 kiddies attend every week.

Marchesi Bros. Acquire House in Mt. Carroll

MT. CARROLL, ILL.—The Marchesi Brothers, who operate houses now in five Illinois towns, have taken over the Majestic here, formerly operated by Floyd Albert. The Majestic will be operated until remodeling of a building on the main street for a newer house is completed.

Vonderschmitt Loses Mother

WASHINGTON, IND.—Mrs. Theresia Vonderschmitt, 85 years old, widow of John Vonderschmitt and mother of Harry Vonderschmitt, circuit operator, Bloomington, died at her home here.

WCTU Raps Block Booking

JANESVILLE, WIS.—Members of the Women's Christian Temperance Union here have signed a petition denouncing "indiscriminate block booking."

Bergtold Reopens Westby

WESTBY, WIS.—L. V. Bergtold has reopened his Westby, recently damaged by fire.

Suits Are Reported Brewing in Chicago

Chicago—Several independent exhibitors are said to be considering anti-trust suits against B&K and major companies. It is understood these would be individual suits, filed independently of each other. Basic charges would be monopoly, with the Chicago clearance system under fire.

CHICAGO

(Continued from page 93)

called Walter H. Moore jr. Pop, mom and junior are all doing well.

Joe Burstyn of the firm of Mayer and Burstyn, distributors of foreign films, was here from New York for the opening of "Louise" at the World-Playhouse.

Jack Rose of Indiana-Illinois Theatres has been named to head the amusement division of the Jewish Welfare Fund drive . . . Linda Darnell, 20th Century-Fox star, arrived on the Santa Fe Chief the day before Easter as the temperature bogged down around 15 above. With her was Peggy McNaught, from Harry Brand's publicity department on the west coast.

Jeanette MacDonald and Gene Raymond went to see Raymond Massey in "Abe Lincoln in Illinois" on the stage, at the Grand Opera House here, and caused almost as much excitement among the cash customers as did the play itself.

"Pinocchio" Recordings Reported in Demand

CHICAGO—Local music stores report there has been an unusually large run on the volumes of Victor records of Walt Disney's "Pinocchio." Several stores have sold out their supply several times.

The entire volume of records was broadcast on the RCA recording system over WENR a day before film opened at the Palace. This was handled by Bob Haley, publicist for the theatre, and Bob Hickey, RKO district exploiteer.

Amusement Club Offers Rooms to Film Group

CHICAGO—The Amusement Club of Chicago has offered the facilities of its clubrooms at the Stevens Hotel to the Women's Film Industry Club of Chicago. The women's group will use the quarters for monthly meetings.

Burt Ofstie Plans Move

CHICAGO—Burt Ofstie is planning to move his New Midwest Trailer Service to larger quarters in the old Universal Exchange Building soon.

Get "Bullerton From Boston"

HOLLYWOOD—"A Bullerton From Boston," Burt Kelly production for Universal, will be whipped into screen form by Leonard Spigelgass and Charles Grayson.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Rehearing Considered Of Ascap Test Case

OMAHA—The petition for a rehearing of the Ascap test case, decided in Lincoln in favor of the music society, was taken under advisement Tuesday by Judges Gardiner, Munger and Donohoe, the trio who previously found the 1937 Nebraska anti-Ascap legislation inoperative and unconstitutional.

Appeal was made from the ruling more than a month ago by William Hotz, special state prosecutor assigned by Attorney General Walter Johnson, who claimed the court erred in its ruling by taking position the intent of the Nebraska law was to rob the copyright owners of music of their constitutional rights, while Hotz, and with support of 22 legislators' affidavits who voted for the law's passage, claims the intent was to boot Ascap practices in Nebraska on "monopolistic" grounds.

The court, in ruling the law inoperative, said each part of the legislation was so interlocked with each other's part, it seemed the legislature would not have passed one portion of the law without expecting the whole measure to be a part of it.

Hotz believes it would be possible to publish a price list on each sheet of music, the list to indicate costs of the music for all purposes, and that price to be paid at time of purchase, thereby turning in as much or more money to the song writer without all the tremendous overhead of the Ascap machinery. Ascap contends, without its existence the police protection against infringement for the individual composer would be prohibitive.

Says Fewer, Better Films Would Push Out Doubles

DES MOINES—If the double feature goes out of existence, it will be because fewer —and better—pictures are being made, G. Ralph Branton, general manager of Tri-States Theatres Corp., opined on his return to Des Moines after three weeks in Hollywood.

The pictures will be fewer in number, he said, because labor is being paid more money, actors who are "good boxoffice" are getting larger salaries, and more money is being paid for good stories.

Better films for midwest audiences will result from loss of the foreign market, Branton contends. Hollywood is designing its pictures for domestic consumption, now, he says, and as a result is rediscovering America.

He expects more pictures of the "Dodge City," "Virginia City" and "Union Pacific" type.

Increased effort in the Central and South American film markets as a result of European warfare also was forecast by the Tri-States executive. He views films as major factor in the promotion of harmony between North and South America.

RCA Sound for Fodor

ST. JOSEPH, MO.—Julius Fodor, operator of the Cozy here, has contracted for new RCA sound.

See Buyer Strike Evolving Out Of Northwest Allied Meeting

MINNEAPOLIS—Wheels were set in motion for what is expected to develop virtually into a buyers strike when Northwest Allied's first district unit meeting was held at Rochester, Minn., with exhibitors from 20 towns in attendance.

Sentiment of those present was that rentals already demanded or indicated for 1940-41 deals are "unreasonable" and "exorbitant" under present theatre operating conditions and that everybody should lay off buying "until distributors show a more conciliatory spirit."

Elimination of all percentages also was set down as a goal for the unit, which will work under the direction and supervision of the main Northwest Allied office here. The country exhibitors present said they would take a leaf out of the books of Twin City independents who have succeeded in whipping percentages to all practical intents and purposes.

A program also was planned to bring about greater pressure on Congress to obtain enactment of the Neely bill. Support will be enlisted among business interests in the various communities.

Ben Ashe, Northwest Allied secretary, announces other district unit meetings will be held throughout the territory. Reports of such meetings will be made at a convention which the main body will hold here within the next month.

President W. A. Steffes of Northwest Allied may be back in Minneapolis sufficiently recovered in health to take charge of the convention, Ashe says.

Move in Minneapolis To Hike Admissions

MINNEAPOLIS—Impetus toward a higher level of theatre admissions here was given by the action of two theatres on the north side, the Broadway and Empress, in boosting their price from 20 to 25 cents. This leaves only three houses in this section, Harry Dickerman's Alhambra and Northtown and the Roxy, charging less than a quarter.

Independent exhibitors generally feel the 25-cent scale should apply to all neighborhood houses as a minimum, and that present operating costs even call for an increase to 30 or 35 cents. However, there are a number of theatres in sections other than the north side with scales as low as 15 and 20 cents and it is unlikely there will be any action taken presently to go to a higher figure.

Independents argue that the Minnesota Amusement Co. should take the lead in a move toward higher admissions, but the big circuit appears unwilling to do so at this time. There is resentment among independents because Minnesota Amusement's loop first-run Gopher and Aster, enjoying substantial clearance over them, have low admissions. The Gopher is a 25-cent house and plays many upper bracket pictures. The Aster, with a scale of 15 cents to 5 p. m. and 25 cents thereafter, doubles "B" and lower bracket films.

There are threats by Northwest Allied to take the matter of Gopher and Aster clearance into the courts. It is charged present clearance is unfair and injurious to independent neighborhood houses.

Special Student Prices For Holmes Film Series

DES MOINES—Special prices for school children were in order to bolster the boxoffice at the Burton Holmes film travelogue series which opened at the Shrine auditorium here, March 29. Teachers were admitted at student rates, also, and were permitted to sit with the school groups.

"Heroic and Friendly Finland" was Holmes' first topic. Others are scheduled each Friday through April.

Cold Weather and Snow Dent Theatre Grosses

MINNEAPOLIS—Bad snowstorms and the coldest late March temperatures within memory are playing havoc with theatre grosses throughout territory. Marks to 20 below have been reached in some spots, and the frigid wave has been of exceptionally long duration. Easter Sunday in Minneapolis witnessed five below zero weather.

Federer Takes Remodeling Bids on Lincoln Liberty

LINCOLN—Howard Federer, general manager of Nebraska Theatres, Inc., is getting bids on prospective reconstruction of the Liberty, expanding the house from 900 seats to 1,100, for early summer opening.

The remodeling will cost approximately $65,000, of which $20,000 will be spent on projection equipment.

The Liberty, as it stands now, which is as built in 1892, possesses the best stage and acoustics of any theatre in Lincoln for flesh presentations, but under the new plan the entire stage will be surrendered to make more seating space. When finished, it will be equipped to handle screen attractions only.

The remodeling involves only the theatre interior of the old Liberty office building which will be left standing. Construction will start by ripping out the old, and making a completely new fire wall, which will result in a fireproof theatre on the inside of a wooden office structure.

Robert Boller, who did the contracting job on the Lincoln for J. H. Cooper, came on from Denver to be present for the bidding. He was in recently with L. L. Dent, whose Westland Theatres, Inc., is the NTI parent, and the WTI general manager, T. B. Noble jr.

DES MOINES

IS AN Oakley worth it? Now we know where Emil Franke trains his ushers . . . At the police show-up every morning in the city jail . . . when the lad guarding the Orpheum ducat box finished giving the *R&T* Oakley a veree suspicious once-over, even little Mitzi thought something awry and asked, "Didn't we pay our money?" . . . Boxoffice & Co. were finally allowed to slink into seats under cover of darkness after the Doubtful One had gone into conference with another of Franke's sleuths (lock-out performances all day on "Pinocchio" would go to anyone's head, though).

Still wondering: Eddie Dunn and the gal at the Paramount boxoffice must have heard our new Tri-States radio program and taken our enthusiastic remark about digging enough cash for the midnight showing of "My Little Chickadee" outa Clayton's pocket seriously . . . At least they made us feel like a couple of one-eyed Connellys when we presented our pass (doctored up though it is to permit Sunday, Holiday and Bank Night admittance) . . . We'd rather be cash customers than to be the show for the cash customers before we get in to see the real show.

Tri-States Tweedledee: Leo McKechneay was in New York on a short biz trip . . . Dave Dewey, former Tri-States maintenance head, visited here with his wife. Dave's with the Union City Seat Co. in Union City, Ind., now . . . The G. Ralph Brantons and Nancy have returned from Hollywood . . . Madge Ward's little girl, Barbara, has been in the hospital seriously ill with a streptococcic ear infection . . . A bunch of kids who've discovered when and where screenings are held, aren't having much luck crashing the events . . . DD put a firm foot down on an attempt at the "Dr. Cyclops" screening the other eve.

Gallup and even the R&T's *Cowles Bros. would be jealous if they knew about the wide readership of* Boxoffice . . . *RKO's S. Barret McCormick (he who saronged the "Career" premiere in DM) confessed himself as a DM column addict last week from NY, and this week comes a letter from Janet Martin of the Disney publicity department in Hollywood quoting DM column quips which she and Mr. Roelof had read . . . (Clayton says he does understand, Janet).*

J. Haas, Advertising Accessories supervisor, has been spending a few days in DM, and is now suffering from a bad case of coditis. Haas tried to be polite about National Screen's smartalec coding of everything from a one-sheet to a theatre circuit, but he dropped the pose rather suddenly when one of the boys disgorged this one in his direction: "Haas, shall we send 0-642-2-P a 5-8972-H or just put in a P-91057 for 2056-Y-9?" . . . Haas replied (in code): "X**! blankety %$& §XX!!!!"

Glen Folsom and Alice Nonman are new at Advertising Accessories . . . We've got a hunch Stan Mayer is holding out on us about the recent marriage of one of the Fox office's best-looking gals . . . Everybody marvels at the way Lou Levy gets around his territory so religiously and absents his old DM haunts since he's gone Universal . . . Carl Sokoloff has lost at least ten pounds while sweating over those new-type invoices . . . Henry Shane, who used to be with Lou Elman's crew at RKO, is on deck over at Warner's now in the advertising department.

Latest link in those name chains: RKO's Hollywood publicity man, Connie Krebs, wears one of the first of that type chain put out and says the guy who first designed them was an old pal of his . . . Connie and Shirley were in DM for several days last week . . . Before dinner, Shirley played piano and sang for us in the deserted Tropical Room of the Hotel Fort DM, which Assistant Manager Connelly so graciously lent us for the purpose.

When Miriam Hopkins popped up in scarlet tights on the syndicated Register *magazine cover after Warner had failed to come through with requested shots of that nature, Monroe Rubinger plopped right down at his Kaycee typewriter and penned an order for 30 copies . . . The artists cut her out of a group picture to give you what Taplinger & Co. couldn't, Monroe . . . Another new makeup—the second within a month—was evident on the independents' ads here Sunday.*

So far, the Kendall Community players haven't had a whole lot of luck in efforts to get Fay Bainter or Raymond Hatton here for a few performances with home talent this spring . . . Autograph addicts are sharpening their pencils since learning that Jeanette MacDonald expects to arrive a day early for her concert here April 8 . . . T. & Co. says that if Cannonball Lee thinks he was a little vague in the Paramount exchange lobby, due consideration should be given to the fact that both were wearing hats . . . The telephone girls may get mighty weary of giving those exact starting times, but we know a guy who's still burning because a year ago he took little Marcia to see an eight-minute short and after spending his 50 cents found the short had been over for six minutes when the clock hit the figure given him via the phone.

Filmrowers are accusing Elmer Tilton of making that trip to NY especially to convince Joe Jacobs that he oughta let Johnny Paychek win the fight . . . Tilton's returned appetite since his recent illness is causing consternation among Filmrowers who look upon themselves as potential dinner-buyers . . . Clint Bolton (the man with the Jiminy Cricket profile) rode to Waterloo with Ben Lass Tuesday. While there, he stopped in at a haberdashery to buy a $1.50 shirt. He ended up with socks, underwear and a new suit totaling 45 smackers, the vain creature!

Leo Pillot went through DM en route to Omaha . . . Chick Friedman offers this new way of treating potential snipes: Throw the fag up into the air and spit on it! Chick's been hiding out because of Leap Year threats, he claims . . . Daisy Campbell is leaving Paramount to stay at home and do her lullaby-singing in person . . . Grace Simons' wearing wings, but that doesn't change a thing . . . Gracie was among those present at that Savery Hotel dance last week.

Frank Greenland went to Omaha last week for a few days. "And I called my wife twice while I was gone, too," says Frank . . . Aside by Chuck Elder: "On the company" . . . Norman Moray, general sales manager for Warner shorts in New York, was in town . . . Ditto James Winn, Vitagraph's Kaycee district manager . . . Everybody who saw the screening of "Virginia City" that Art Anderson threw for us, has already done a million dollars worth of advertising for the pic. Darn nice of you, Art . . . Wonder if Ray Copeland really did return with the new Buick everybody on the Row expected him to have when he got in off the beat this week?

Exhibitors Reject Dime Show Plan

Minneapolis—Thumbs have been turned down by the Minnesota Amusement Co. and independent exhibitors here on a proposal of the grand jury for dime admission Saturdays for junior and senior high school students as a move to combat delinquency among them.

In making the decision, the theatre people were prompted by a belief it would be impracticable and would not solve the problem.

The proposal followed a survey showing that much of the delinquency among high school students occurs on Saturdays when they have nothing to do and no particular place to go and are prone to roam the streets and frequent beer parlors. It was felt if they could obtain theatre entertainment at a very low admission, a great many would avail themselves of the opportunity.

However, it was pointed out, most of the neighborhood theatres now have 15-cent Saturday matinees and that the same price prevails at one loop first-run house, the Aster. Screen entertainment thus is within the reach of most young people desiring it, theatre men believe.

Formal action on the proposal by Northwest Allied will be deferred until the return to Minneapolis of President W. A. Steffes, it was announced by Ben Ashe, secretary.

Fine Arts to Stern

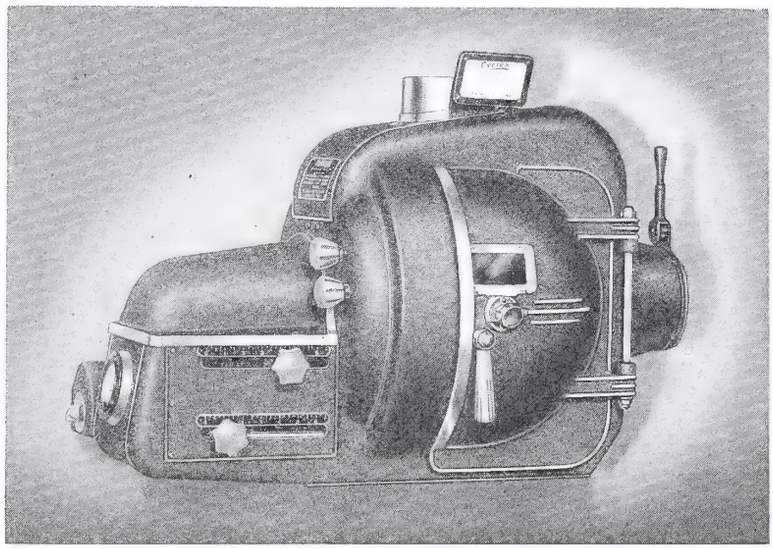
Des Moines—Meyer Stern of Capital Pictures, Omaha, reports he now has the franchise for Fine Arts pictures for the Iowa-Nebraska territory.

Story on Simon Bolivar

Hollywood—Dore Schary will adapt a story based on the life of Simon Bolivar, South America's national hero, for Metro. John W. Considine will produce.

IOWA CYCLEX LAMP INSTALLATIONS

Iowa Theatre, Emmetsburg, Iowa
Town Theatre, Waukon, Iowa
Windsor Theatre, Hampton, Iowa
Rialto Theatre, Adel, Iowa
Pastime Theatre, Maquoketa, Iowa
Palace Theatre, Vinton, Iowa
Temple Theatre, Mt. Pleasant, Iowa
Gem Theatre, Charles City, Iowa
Forest Theatre, Des Moines, Iowa
Grand Theatre, Independence, Iowa
Beaver Theatre, Des Moines, Iowa



Cyclex Lamps are new in design. They give you pure white light. Less A. C. and shutter flicker than any other carbon arc lamp; less heat on the film than any carbon lamp, but still they give over twice the light over a low intensity lamp.

They have Twin Feed Screws, take two 14" positive carbons that burn equal, no carbon waste.

No rectifier bulbs to buy. Adding up all points of advantage, it cost less per hour to operate Cyclex Lamps than any other lamp on the market, including low intensity.

Exclusive Iowa Distributors

DES MOINES THEATRE SUPPLY CO.

1121 High Street Phone 3-6520 Des Moines, Iowa

A Big Fox Midwest Giveaway Started

KANSAS CITY—Fox Midwest has started its big automobile and cash giveaway for best film titles submitted by patrons of the circuit's more than 100 theatres in this division.

The list of prizes for each of the next ten weeks includes a Ford V-8, two $50 prizes, 20 prizes of $10, 40 prizes of $5, and 100 pairs of tickets.

Titles submitted must be accompanied by two adult ticket stubs (or reasonable facsimile) deposited in the lobby of a Fox house. As many titles may be submitted as desired. Each weekly contest closes Thursday night. Judges are J. C. Moffitt, Kansas City *Star* film reviewer; Mae Classen, chairman of the Kansas censor board, and Senn Lawler, director of advertising for Fox Midwest.

Fox Midwest Program of Local Angle Pictures

KANSAS CITY—With the retaining of Cooper Jenkins, Fox Midwest this week began a program of home town films for theatres in his division. Jenkins will "shoot" the films of important local events.

Assigned to "Dance Hall"

HOLLYWOOD—Twentieth-Fox has assigned Ethel Hill to script "Dance Hall."

LINCOLN

JUST BACK from Warner Bros.' junket to Virginia City, Nev., and comes word that William Saal, the grand old man of Republic Pictures, is drumming up something similar to Lawrence, Kas., for the blowoff on "Dark Command," April 4. Thank gawd, it's closer! . . . One of the first guys seen when stepping down from the train in Reno, Nev., was Sam Clark, who used to do Warner's midwest exploitation out of Chicago, now on the west coast. He headed a trainload from Frisco . . . Official guide in Reno was the daughter of the late Bill Gray, Paramount, who now is married to her fourth husband, and stays in Reno because it's handy, she says . . . BOXOFFICE set some kind of a record in Virginia City bars—the same one which rang with the drunken roars of Sam Brown and gold field badmen—by drinking a coke straight in every one of them.

Back home notes: Stan Blackburn, of Fremont, was in to chat with Harvey Traylor and Ed Vaughan about methods used to sell "Pinocchio" when it played here, so he can get away with it at his Mainstreet . . . Reported the move of Bill Mack from Fremont as city manager for Harry Warren's Central States theatres to the Northwood, in Northwood, Ia. Move brought Foster "Bing" Ingram to Fremont . . . R. W. "Bob" Huffman, Lincoln Theatres Corp. city manager, has the sniffles . . . Howard Federer took his cold with him to Omaha to watch the last of the hockey games.

Easter items: Alvin Hendricks wore the suit he's glad he's got . . . Bob Livingston sewed a soft collar on a carbon copy of his income tax return, using the copy as a shirt front . . . Carl Rose took his youngster to Sunday school to set him a good example. The gag is that the example will probably have to do him until he's 21, because Carl only worships on Sunday when he makes the 18th green in less than 92, which is near equivalent to zero weather in Hades . . . Luke Smith was walking with his girl by a florist's window, when she piped up with all the subtlety of a 10-pound maul: "Oh, look at that orchid!" Obediently, Luke looked—that's all!

Vinnie DiFiore is beginning to think Flo Ziegfeld didn't have a bad job. In one day, for instance, he interviewed two University of Nebraska beauty queens, and Emajo Newby, Miss Nebraska of 1938, all of them wanting jobs. He's afraid to hire them for cashiers, for fear the patrons will stand outside the boxoffice and look, instead of buying and coming in . . . National Variety clubs convention in Dallas seems a cinch to be without representation from Lincoln. Boys here claim the hock shop is as far as they've been able to get lately.

Note to Harry Schiller and Bill Youngclaus, in Grand Island: Only you were missing when BOXOFFICE got down off the train from Virginia City. Mrs. BOXOFFICE being there, the whole trainload put on a show for her—suitcases full of empty bottles, a woman's slip pinned to the back of ye correspondent's coat, and Tom Shafer, of Acme Newspictures, Chicago, taking pictures to prove it.

Fox Midwest Shifts Several Managers

KANSAS CITY — Several management changes are announced by Fox Midwest.

Ray Monzingo, who has been assistant manager at the Fox, Hutchinson, Kas., goes to Liberal, Kas., to handle the Tucker.

Earl Hilton, for several years manager at Liberal, moves to Dodge City as city manager, with supervision of the Dodge, Crown and Cozy.

Jay Wooten, who for some years was city manager at Dodge City, goes to Hutchinson where he will have the Fox, Midland and Strand.

Tom Steele, Hutchinson manager, returns to Pittsburg, in charge of the Midland and Colonial.

G. I. Hunter, who has been in Pittsburg, moves to Jacksonville, Ill., in charge of the Illinois and Majestic.

Ralph Bartlett of Jacksonville goes to Wichita as city manager, replacing Roy Burford, on leave of absence.

Teamed on Marx Comedy

HOLLYWOOD — "Argentina," forthcoming Marx Bros. comedy for Metro, will be adapted by Lew Lipton and Byron Morgan.

Gets "Bombay Nights"

HOLLYWOOD—Metro has assigned Mary McCall jr. to script "Bombay Nights."

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

Work on Promotion Ideas For "Command" Premiere

KANSAS CITY—A parade of 100 historical vehicles from Ft. Leavenworth, a contest sponsored by the Kansas University *Daily Kansan* and the Granada and Dickinson theatres to determine the KU students, man and woman, who will accompany stars Claire Trevor and John Wayne to the premiere, and other ideas, already are in the mill for the world premiere of "Dark Command" at Lawrence, Kas., April 4.

On the spot for Republic now are Walter Compton, publicity director for Republic Pictures, and his assistant, Sam Abarbanel, while William Saal, special representative, is making frequent trips here and to Lawrence.

A special series of window displays featuring antiques of the Quantrell period are being sponsored by downtown merchants the week of March 28.

Many important theatre executives have already signified their intention of attending the premiere, according to J. R. Grainger, president of Republic.

Included in this group are R. J. O'Donnell, Interstate Circuit, Dallas; Elmer Rhoden, Fox Midwest Theatres, Kansas City; Harry C. Arthur, St. Louis Amusement Co., St. Louis; Harry Warren, Central States Circuit, Des Moines, and Clarence Schultz, Commonwealth Theatre Circuit, Kansas City.

Grainger anticipates that there will be 300 to 400 important executives added to this list within the next week.

Fox Midwest Will Rebuild The DeGraw in Boonville

KANSAS CITY—Fox Midwest will rebuild the DeGraw at Boonville, Mo., this spring. The Plaza, new house at Marion, Ill., went into construction, April 25. Robert Boller is architecting both.

A new front, new lounge, and remodeled interior from foyer out is being given the Strand (Harold Burnett) at West Frankfort, Ill., according to L. E. Pope, purchasing agent for Fox Midwest. The Strand (Ray McLain) at Emporia, Kas., is being reseated and redecorated. A new marquee is going on the Orpheum, Wichita, Kas., and the Vista, Kansas City, is getting a new refrigeration unit.

Minnesota to Reopen

MINNEAPOLIS—Reopening of the 4,000-seat Minnesota, dark for several months after a 25-week operating stretch, is imminent, according to Gordon Greene, general manager of Benz brothers interests, owners.

H-W Seats for the Strand

KANSAS CITY—W. D. Fulton's Strand is being equipped with 533 new Heywood-Wakefield streamliner seats, it is announced by L. J. Kimbriel, manager of the local Oklahoma Theatre Supply branch, who made the sale.

Paramount Extends Writer

HOLLYWOOD—Paramount has extended Frank Butler, writer, for another year.

KAYCEE

"YIPPEEE!!" was the password of Ralph Morrow of Universal this week. His first grandson, "Billy" Johnson, arrived from St. Louis for a visit. Mrs. William Johnson, Billy's mother, is the former Ethel Morrow.

Charles Crawford, ad sales manager for 20th-Fox, and Mildred O'Toole, sister of Margaret O'Toole at RKO, will be married June 8. Congratulations and best wishes!

Bill Warner of Universal reports his Boston bull "Scrub," who is nationally known (along with Bill), has just returned home from the hospital after a major operation.

Gretchen Brown of Commonwealth spent Easter at Brunswick, Mo., the old home town. Gosh, do we envy those Brunswick boys.

The former Kay Griffith, now Mrs. Fred Schultzke of St. Louis, is the proud mama of an 8½-pound girl, Joan Kay.

George Fuller, 20th-Fox branch manager, and Mrs. Fuller are in Miami . . . W. P. Bernfield, UA exploiteer, left Monday for Denver to plug "Rebecca."

Alexander Bill will supervise the Kaycee territory for RCA . . . The latest report we have is that these gentlemen expect to be walking the floor in June, July and August: Bob Conn and John Long, 20th-Fox; Douglas Desch, and Ed Hartman of Saline Theatre Corp.

Verna Walberg, in the accounting department at Fox Midwest, is leaving soon. Wedding bells will ring in May . . . Frank Soule, home office representative of Republic, is at Republic-Midwest a couple of weeks.

On the Row: Mrs. Dewey Gates, Isis, Waterville, Kas.; Sam Sosna, Sosna, Manhattan, Kas.; Homer Strowig, Plaza, Abilene, Kas.; George Nescher, Rio, Valley Falls, Kas.; H. A. Porta, Community, Humansville, Mo.; A. W. Heyl, Kaw, Junction City, Kas.; A. E. Jarboe, Ritz, Cameron, Mo.

Genevieve Roberts, on the board, and Fern Keys, steno, two of the newer gals at Metro, uphold the Metro tradition of pulchritude.

At Huntsville, Ark., Carl Presley, son of M. B. Presley of Savannah, Mo., is building a new 350-seat house . . . W. D. Fulton has purchased over 550 de luxe seats from Oklahoma Theatre Supply for the Strand. Fulton, who has been re-equipping and remodeling the Southtown, is doing the same at the Strand. Next he will do some work on the Vogue and the State in Kansas City, Kas.

"Road to Singapore" is really doing the business at the Newman. It followed the biggest Sunday in ten years by setting up a new Monday record for several years.

Chub Golladay, manager for Fox Midwest in Moberly, Mo., is in Research Hospital where he was to undergo a second operation in less than a week.

Beverley Beiser, daughter of Is Beiser of Universal, appeared on the Kiddies' Revue, WHB, last Saturday morning in a tap dance routine.

C. C. McCollister of the Nomar, Wichita, paid Filmrow one of his too infrequent visits.

Jay Wooten, who went to Dodge City for Fox Midwest on "Grand Hotel," left it (for Hutchinson, Kas.) and "GWTW."

Marjorie Crawford, formerly on the board at Republic-Midwest, was back Monday saying "Hello."

Quitting Monogram, Desch Joins Leeves Temporarily

KANSAS CITY—Douglas Desch, former Grand National branch manager here and for a time branch head for Monogram, has terminated his connection with the latter company. Pending a connection in the film business, Desch is working with E. C. Leeves, Central Theatre Equipment Co. on fluorescent lighting.

Stanley Goldberg has been named salesman for Monogram by Benny Benjamin, manager. Goldberg has been booker and office manager. Richard Salk succeeds Goldberg.

N. R. Lynn to Charles

CHARLES CITY, IA.—N. R. Lynn is now manager of the Charles, A. H. Blank house here, replacing R. M. Phillips. Lynn was transferred from the World in Kearney, Neb.

EXTRA

$3.50—NOW—$3.50

POPPERS SUPREME

South American—Iowa's Finest Popcorn that Pops
Try It Once and You'll Come Back for More! The Finest on the Market.

SOUTH AMERICAN SUPERB — $4.50

RUBE MELCHER POPPERS' SUPPLY CO.

GRand 0672 1717 Wyandotte St. Kansas City, Mo.

EXTRA

K. C. Barkers Hear of Dallas Plans at Luncheon Gathering

KANSAS CITY—It was an old fashioned luncheon at Variety Club Monday with almost 60—the largest number in a long time—attending. Jay Means, chief barker; Charley Gregory, vice-chief barker, and Beverly Miller of Book Night, whooped it up for the Dallas convention. Miller just returned from a two-week trip to Dallas where he learned of the preparations being made for the big convention. Miller urged attendance by at least half of Kansas City's membership.

The Easter party Saturday night, March 30, was discussed by Jerry Zigmond, entertainment committee chairman, in the absence of Don Woods, who is chairman of the party committee. The tariff is 50 cents, which includes a buffet supper at midnight, and games, dancing and live entertainment through the evening. If the party is successful, the club plans to have one about once a month, Zigmond said.

Variety accepted the challenge of the Cinema Club to a bowling game. It will be played at 4 p. m. Sunday, March 31, at Pla-Mor. Jimmy Lewis made the arrangements. Variety's team consists of Frank Lambader, Frank Hensler, Cholly Knickerbocker, Leon Abraham and Jimmy Lewis. The Cinema Club has Martin Stone, Walt Lambader, Harlan Everett, Ted Wilkins and M. S. Andy Anderson.

Something happened to the competitive warbling spirit of barkers, since there was only one quartet, but after the group had performed, members were just as glad. The boys were too good. The quartet was arranged by Hal Perrin of American Seating, and consisted of Marvin and Bill Perrin, two of the Perrin brothers, and Howard Gordon and John P. Nelson. Kenneth Smith was at the piano. All were equipped with beer suds mustaches, which suffered from the wind. Hal Perrin tried to sing in the quartet, but after one rehearsal he was eliminated from membership in the Bodyform Bobolinks. A barbershop ballad contest will be held at the next luncheon, April 15, and plenty of competition is promised for the tin milk pail.

Robert F. Withers, game chairman, presented two trophies (Oscars) to the winners of the billiard tournament. The one for straight rails went to Gus Kubitzki of 20th-Fox, the man with the steel nerves; the other to Charley Gregory of NSS, the old maestro.

The tournament proved one of the most popular activities at the club in a long time. Following is the way the playoffs went for straight rail:

Frank Ritter over Norris Cresswell, and Kubitzki over C. Gregory. Earl Jameson beat both Frank Hensler and bye. C. A. Schultz eliminated Tom Wilhoit and a bye. Leland Allen won over Jack Gregory, and had a bye. George Baker took Don Woods, and advanced on a bye. Harold Lux got a bye after defeating Leon Abraham. Jay Means won over R. R. Biechele, but lost to Les Durland, who had a bye on the first round. Joe Maguire took Reube Melcher, but lost to Bob Withers, who had defeated Peck Baker. In the third round, Kubitzki beat Jameson, Schultz won over Allen, Baker won from Lux, and Withers topped Durland. In the semi-finals, Schultz lost to Kubitzki, Withers to Baker. Kubitzki won, 40 to 37.

In the three-rail affair, Jameson took Hensler in the first round, Allen beat Lux, C. Gregory beat Kubitzki, Jack Gregory lost to George Baker, Maguire won over Wilhoit, Schultz over Abraham, Durland took a bye, Cresswell bowed to Ritter, Woods won from Withers, Melcher from Means, and Baker from Biechele. In the second round, Allen won over Jameson, C. Gregory had a bye, Baker took Maguire, Schultz won over Durland, Woods had a bye, Melcher beat Peck Baker. Schultz and Baker were eliminated in the third round, and Gregory beat Woods, 15-4.

MINNEAPOLIS

BEN FRIEDMAN, independent circuit owner, is back from the Mayo Clinic where he underwent a successful goiter operation . . . C. K. Olson, Warner branch manager, fully recovered from his recent illness and working southern Minnesota . . . Earle Pomeroy, Minneapolis *Tribune* drama and film critic, attended the "Virginia City" premiere in the Nevada town of the same name and returned enthusiastic about the film . . . Morrie Abrams, M-G-M exploiteer, in Williston, Devils Lake and Mandan, N. D., this week, working on "Gone With the Wind."

Out-of-town exhibitors visiting Filmrow included: William Amacher, Castlewood, S. D.; E. Sorenson, Chamberlain, S. D.; Al Inman, Fairfax, Minn.; E. P. Nelson, Waseca, Minn.; Charlie Connought, Olivia, Minn.; Lewis Handy, Preston, Minn.; Bert Parsons, Springfield, Minn., and M. Sembauer, Montgomery, Minn. . . . "Hy" Chapman, Columbia branch manager, proud of the new lighting fixtures in his exchange.

Robert Long, M-G-M home office auditor, a visitor . . . Phil Dunas, Columbia district manager, in town . . . RKO held the lead throughout the entire first half of the Film Bowling League season. Second half now is underway . . . Mary Lou Hannan an addition to the M-G-M office staff, succeeding Ruth Fitzgerald, resigned . . . Columbia's "His Girl Friday" set back at the State to April 12 . . . Gil Sessler and Forrest Myers of the Paramount staff, Sioux Falls, S. D., paid visit to local branch.

A postal from W. A. Steffes, Northwest Allied president and former Twin City Variety Club chief barker, at the Whitehall Hotel, Palm Beach, Fla., to Mike Manas, Variety Club steward, tells the latter to say "hello" to the gang. "I'm feeling fine," wrote Steffes, who is recuperating from a heart attack suffered in Washington. "The weather is great. It was 85 today (five below zero in Minneapolis)" . . . Charlie Weiner of Monogram is proud because his exchange wound up sixth nationally in the company's recent sales drive.

Paramount looked at "Typhoon" and A. Selby Carr says "it's a swell show" . . . Lawrence Tibbett sang with the Minneapolis Symphony Orchestra here . . . Harry Hirsch's Gayety has opened its spring stock burlesque season . . . Many of the Filmrow bunch are cooperating to make the comic newsboys benefit wrestling show at the Auditorium a success. Ray Steele, newly crowned champion, will tangle with Abe Coleman to top the card . . . R. C. LiBeau, Paramount district manager, spent several days here.

Joe Podoloff, 20th-Fox branch manager, visited North Dakota accounts . . . Le Roy Miller, Universal branch manager, visited his wife and family in Kansas City, his erstwhile home . . . Gladys Moore, RKO biller, won the "Pinocchio" doll raffled off there this week . . . Tommy Charack, former Warner salesman here and now Los Angeles city salesman, writes Bill Grant, local city salesman, that he, Tommy, has sworn off night life completely and henceforth will tread the straight and narrow path.

Monogram's newest is a "Spirit of Independence" drive from March 30 to July 4, and Charlie Weiner assures everybody that his branch here will be "in the thick of the battle" . . . March 31 to April 6 is Warner "Ad Sales Week." Says "Kelly" Evidon: "Help, help" . . . Ben Landy, Columbia booker, is considerable of a handball player. Got up to the semi-finals in the "B" tournament at YMCA.

Bill Scholl, RKO homeoffice publicity man and exploiteer, here working on "Pinocchio," now current at Orpheum. Picture will run at least two weeks and is expected to goal 'em at the boxoffice . . . Ted Nicholas, manager of the Orrin Tucker orchestra, with Bonnie Baker, which played the Orpheum last week to record-breaking business, is former manager of the Lyric, Indianapolis . . . Harold B. Johnson, Universal city salesman, back from an auto trip through the south and far west.

Fay Dressel, RKO branch manager, has saved that finger mashed in his auto door and which it was feared he'd lose . . . Dorothy Crane of the Welworth circuit offices back from Florida and brown as a berry . . . Connie Krebs, of the RKO studio publicity staff, in from Hollywood for a few days was interviewed over the various radio stations and extensively quoted by the columnists . . . Leo Adler, United Artists home office auditor, in town.

Father of Late Pearl White Is Dead at 86

SPRINGFIELD, MO.—E. G. White, father of the late Pearl White, died here March 22 at the age of 86. He served several years as deputy Greene county assessor and was widely known. Pearl White, who died in August, 1938, left him a house and an income of $150 a month.

WARNING!



FOR THE

Variety Club

NATIONAL CONVENTION

In Dallas — Apr. 18-19-20

We've rounded up all the Indian Chiefs . . . Texas Rangers . . . Deadwood Dick Stage Coaches . . . and Prairie Schooners in the Southwest, and - - - We've persuaded the "Cream of the Crop" of lovely Senoritas to lend their presence, and - - - We've combed the Western Hemisphere for the most important personalities of Civic, Political, Stage, Screen and Radio — and have their okay that they'll be here, and - - - We've killed the "Fatted Calf" . . . and arranged for a sumptuous feast to whet your staid appetite, and - - - We've got the greatest show on earth ready and rarin' to go. All we need to make it complete is - - - YOU!

Write! Wire! (But don't Phone!) . . . Tell us you are coming and that you've got permission to have FUN! Thass all you've got to do — We'll do the rest! . . . Address Variety Club,
203 Melba Theatre Building,
Dallas, Texas.

On to Dallas

WHERE THE FUN BEGINS!

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

THE gent on our right who was getting such a kick out of "Dr. Cyclops" at that Wednesday screening was Wayne Franke from the Humota at Humboldt . . . Wayne wears gray spats, is known as the Father Flanagan of Humboldt, is an ardent conversationalist and a good-deeder from away back.

One Filmrower reported passing J. O. Doop of the Rialto in Adel on Highway 6. Doop was driving one of those new two-tone blue Buick jobs slowly and carefully to DM.

Bill Eddy's last trip in from Indianola was described as "the usual" and there's nothing the matter with Bill's "usual" trip.

Charles Niles put in an appearance on the Row, but Papa Cliff from Anamosa was nowhere in sight . . . We assume Cliff spent his time on Capitol Hill starting the political pot to boiling.

Paul Engle of the Engle Visual Education Co. in DM is the Victor Distributor here for the Erpi classroom films.

Leo Wolcott of the Grand in Eldora not only discarded his Helsinki fur piece, but we hear he's heading south with his family for a little vacation.

How many of you knew already that Johnny Dostal, Orpheum manager at Waterloo, used to be Emil Franke's assistant in Cedar Rapids?

A. B. Pettit of Winterset has been in California . . . Pettit is the guy who has some oil wells leased in southern Illinois, you know, and we don't mean hair-oil wells.

Jack Seigel of the Confection Cabinets Corp. swears the Odeon in Marshalltown has the largest canopy he's ever seen anywhere . . . Jack expected Lewis Smerling of the Chicago office in town Tuesday or Wednesday of this week.

Henry Blot of Waterloo has purchased a half interest in the two-story building housing the State Theatre in the east Waterloo business district from Morris Strom of Waterloo.

Clyde M. King has purchased the Plaza at Monona from John Paulson.

Fred Neumann of Humboldt has leased a building at Pocahontas formerly occupied by the Rialto and is remodeling it . . . but for a bowling alley and not a theatre.

Irish Tom Gorman, RKO district manager on theatre operation, was here Monday from Chicago. But being more modest than most Irishmen, he didn't mention that he'd just won an award from Nate Blumberg, president of Universal, for his work in exploiting the national premieres of a mystery combination of "Black Friday" and "House of Seven Gables." Tom coined a word, "mystradrama," for these pictures which Universal plans to use.

OMAHA

REGINA MOLSEED, RKO booker, is preparing the 1940 directory of theatres in the Omaha territory. She wants exhibitors who have changed locations or made any other business changes, to advise her before April 15. Regina is also getting out the Des Moines area directory.

Joe Deitch, Tri-States booker, in town on business . . . Bill Youngclaus, Grand Island exhibitor, is believed to be the first theatre owner in this part of the country with an air conditioned auto. Joe Scott, Fox boss here, also has a new car.

Joe Jacobs, Columbia chief, has been nicknamed "Rip," short for Rip Van Winkle, because he has gone into hiding since his recent marriage . . . Mr. and Mrs. Ray Brown, Harlan, Ia., were in town . . . Also the C. C. Moores, Dunlap, Ia., and their son, Kenneth.

M. Marino, Maryland, Omaha, is planning to close his house soon for a two-week remodel job. Marino is regarded as one of Omaha's most successful independent suburban exhibitors . . . Frank Hollingsworth, Rialto, Beatrice, Neb., on the Row with a new car. What happened to the fancy white one, Frank?

Alvin Hendricks, manager of the Varsity at Lincoln, accompanied Sol Francis of Monogram to the Nebraska state reformatory and found it very difficult to get out, according to the story Sol gave us . . . Phil March was in to buy some new carpet from Frank Van Husan for the Gay at Wayne, Neb.

Omaha is going to have a big delegation at the National Variety Club convention in Dallas in mid-April. Among those expecting to go are Morris Cohn, chief barker of the Omaha tent; Joe Scott, Fox manager; Eddie Shafton, attorney; Walt Green, Fepco; Hymie Novitsky, Filmrow Coffee Shop; Mons Thompson, Riviera, St. Paul, Neb., and Jack Riggs, Sun, Central City, Neb.

George Monroe, Nebraska exhibitor who just recovered from two operations, has started rebuilding the Empress at Kearney. Ed Sessinghaus of Omaha is doing the plans. When the Empress burned down, Monroe was in the hospital and he was told the fire was only slight, in order not to excite him. However, he heard an Omaha announcer tell over the radio how the theatre was completely destroyed.

Joe Jenny, exhibitor in and around Malmo, Neb., just about runs the town. He owns a barber shop, restaurant and tavern and, in addition, is a town councilman. His wife is the town's postmistress . . . Dave Beiderman, short subjects producer, was here on business.

Don McLucas is getting a big buildup on "Rebecca" which looked like a "great picture" to the exhibitors and friends who saw it the other night at a screening. The local press is running the story right now . . . Howard Federer, Lincoln exhibitor, on Filmrow . . . Also Mr. and Mrs. Ed Kugel, State, Holstein, Ia.

Elsie Borsen, former United Artists steno, is the new steno at RKO. Virginia Larsen was moved to office manager's secretary, and Fern Bull was promoted to be Russ Egner's secretary. Mary Lonergan, Egner's previous secretary, got married and moved to Chicago . . . Fred Rohrs, UA branch manager at Washington, D. C., and his wife are in Omaha visiting their folks . . . Nelson and Miller, exhibitors at North Loup, Neb., have closed their Strand indefinitely.

"GWTW" Into Minnesota Amusement Co. Units

MINNEAPOLIS—"Gone With the Wind" opened all Minnesota Amusement Co. houses not previously played on Easter Sunday. Picture grossed approximately $10,000 in Eau Claire, Wis., and in Rochester, Minn., constituting a record-breaking week's engagement.

On last Monday the picture opened at Williston, N. D., with the temperature 10 below zero. The 700-seat house was filled at 75 cents admission by 8:10 a. m. The town's population is 5,000.

Re-Sign Three Starlets

HOLLYWOOD—A trio of 20th-Fox starlets —Linda Darnell, Jean Rogers and Brenda Joyce—have been handed contract renewals.

Finishes "Freud" Script

HOLLYWOOD—Guy Endore has completed the script of "The Life of Freud," forthcoming Edward G. Robinson starrer for Warner.

"Poe" Script by Reed

HOLLYWOOD—Tom Reed will adapt "Edgar Allen Poe" for Warner.

: "Part of the Show" :

OSKALOOSA, IA.—"I feel like part of the show."

That was Henry T. White's observation at the boxoffice of the Rivola here as he attended his first film in 11 years. It was "Gone With the Wind."

White, now 95, was garbed in blue and wearing a G.A.R. button. He is the last man of his regiment.

"I was there when we besieged Atlanta," he said. "We lived in Pennsylvania down on the Mason-Dixon line. There were five of us in the union army—my father and three brothers and I. Father and two of the boys were in Sherman's march to the sea."

White bought five extra seats "for some friends."

No Summonses Yet to Probable Witnesses

Pittsburgh—Local area exhibitors recently listed as probable witnesses in the government's anti-trust suit state they have not been summoned to testify. None has been subpoenaed nor have any of them been informed by agents of the department of justice that they will be summoned to testify. Some weeks ago several were visited by FBI men who inquired if they wished to make any changes in their bill of complaints which are filed with the government. It is understood none wished to alter their complaint or to withdraw their charges.

"Abe" and "Blue Bird" Are Double Billed in Detroit

DETROIT—In a last-minute change of bookings in a big bid for post-Easter crowds, the Fox is offering one of the strongest double bills seen here this year —"Abe Lincoln in Illinois" and "The Blue Bird." The latter had its midwestern premiere here for two weeks as a roadshow at the Adams.

"Too Many Husbands," announced as the next attraction in early advertising, was switched to a subsequent date, with the Lincoln film booked in instead.

"Happiness (Prize) Week" At the Fox in Detroit

DETROIT — "Happiness Week" is the theme at the Fox currently, with Manager David M. Idzal making a tieup between the screen offering, "The Blue Bird," and one of the biggest giveaway plans ever staged in a local theatre. One hundred and twenty-five prizes are being offered, including a Studebaker Champion and cash. It's all built around a bean guessing contest.

Many Detroit Film Folk At Cass City Opening

DETROIT—Opening of C. H. Schuckert's new Cass at Cass City was well attended by film folk from here. The new house replaces the one destroyed by fire last fall.

Among those noted at the opening: Sam Gilbert, First National; Col. George McCoy, Columbia; Manager John Howard, Eddie Stuckey and Jack Thompson, Paramount; Ed Weingarden, United Artists; Roy Carrow, 20th-Fox; Fred Strubank, Republic; Harry Hobolth, Imlay City, circuit operator, and Ernest Forbes, Oliver Theatre Supply Co.

Managers of Associated Circuit Honor Redmond

CLEVELAND—Theatre managers of the Associated circuit gave a luncheon at Grosse Restaurant for Ralph Redmond, who resigned after several years as manager of the Jewel, an Associated house, to conduct a business of his own in Chicago.

$7.50 Will Get You Started in "Talkies," 16mm Ads Reveal

By ROBT. F. KLINGENSMITH

PITTSBURGH—The easiest way in the world to get started in the "talkie" business?

All one needs is $7.50.

Thus, the 16mm film industry distributors advertise.

The $7.50 pays for rental of a complete 9-reel program, including a feature picture, cartoon, comedy and an episode of a serial, not forgetting the late model sound projector thrown in for good measure.

This complete show, with projector, can be obtained for $3.33 per day if contracted for six days.

AMPTO Objects

Inroads of 16mm competition has been the object of considerable discussion at recent meetings of the AMPTO of W. Pa. Various exhibitors have testified in regards to the competition from this rapidly growing industry and the theatre owners' association is on record as condemning and protesting the transfer of commercial 35mm films to 16mm. At different times the AMPTO has asked producers to discontinue this practice.

Only cutting off the source of supply will satisfy the exhibitors, who have investments in theatre buildings, equipments and film contracts. The fly-by-night "roadshow" exhibitor and competing 16mm exhibitors, offering free shows through merchant tieups, and 5-cent and 10-cent exhibitions at schools, auditoriums, town halls and barns, must not be encouraged by producers-distributors beyond this point, warn independent theatremen of this territory.

One Pittsburgh distributor of 16mms, who maintains a branch office in Memphis, Tenn., and is said to have one of the largest libraries of the 16mm film industry, has advertised to his exhibitor accounts that: "You doubtless have one good town in mind that would make a really good location for movies one day a week —as a side line or a permanent business. After you get this one location started, you could get a second one—a third and so on."

The cost would be:

One day	$ 7.50
Two days	10.00
Three days	12.50
Four days	15.00
Five days	17.50
Six days	20.00

With these rates, and the small rates offered by other distributors of the narrow-gauge films, itinerant showmen are springing up throughout the country. Owners and operators of established theatres, in appealing to major and independent producers to discontinue the sale of 16mm film copyrights, point out direct competition is offered by these exhibitions; that high film rentals are paid by the theatres under contracts which establish an admission price to the public, and that some months later the 16mm film prints of these subjects are available to the itinerant showman who exhibits them for as low an admission as a nickel, in many instances the complete show being given away absolutely free in connection with tieups with merchants and politicians.

The outdoor season being at hand, AMPTO directors expect many new 16mm competitors unless the source of supply is eliminated. There is sufficient 16mm product already on the market to provide a source of competition for years to come even if no new transfers from the 35mm films to the narrow-gauge films were authorized by the owners, the producers and distributors, leading showmen here state.

Clears Status State Occupational Tax

FRANKFORT, KY.—Clarification of the occupational license tax on theatres is contained in the following letter from J. M. St. John, executive assistant of the department of revenue for Kentucky:

"We have received a clipping from a recent issue of your magazine indicating that the general assembly of the commonwealth revived an occupational license tax on theatres which was passed two years ago but later was rescinded because the expense of collecting the tax was exceeding the amount collected.

"In 1920 an occupational license tax was levied upon theatres to be based on the seating capacity. The 1938 general assembly repealed this occupational license tax to become effective July 1, 1940. The 1940 general assembly re-enacted this occupational license.

"Since several of your readers apparently misunderstood your article and concluded that this occupational license tax had not been in effect the last two years, we felt that you would be interested in the status of this tax during that time."

Old Latonia Razed

LATONIA, KY.—A fire, believed caused by children playing with matches, razed the old Latonia, owned by Louis Wiethe and which has been dark since he built his new theatre here this past year.

Kentucky Admissions Tax Is Still Plenty Steep

Frankfort, Ky.—Although the state legislature passed a bill reducing the amusement tax on admissions of more than $1, the tax as a whole remains the second highest of its kind in the land. Texas has the highest—a flat 10 per cent on all admission prices.

The new Kentucky schedule follows: One to ten cents, no tax; 11 to 18 cents, one cent; 19 to 28 cents, two cents; 29 to 38 cents, three cents, and for each additional five cents up to $1, a tax of a cent each. Over $1, there is a tax of one cent for each additional 25 cents.

M. B. Horwitz in a Reminiscent Mood

By ELSIE LOEB

CLEVELAND—M. B. Horwitz has been a forceful factor in local exhibition circles, and a leader among showmen for the past 28 years.

It was in 1912 when "M. B.," as he is known from coast to coast, decided that while there was nutrition in groceries, there was money in motion pictures. But being conservative by nature, he maintained his grocery business until his flier into the theatre field proved a sure thing. The Family Theatre on Quincy Ave., now dismantled, was the first theatre in what has now grown into the Washington circuit. M. B. operated this little neighborhood house on a nickle-dime admission policy from 1912 to 1915 as his sole theatre possession. But in 1915, in partnership with Louis Isreal, he extended his activities to include the Fountain, Globe and Haltnorth.

When, in 1923, Louis Isreal built the Heights, the first theatre in that exclusive residential suburb, Horwitz bought the Southern and the Amphion. Five years later he disposed of the last two houses and bought the Shaw-Hayden building, including the Shaw-Hayden Theatre, which, in its day, was the last word in theatre refinement. The fountain playing under changeable lights in the theatre lobby, was the talk of the town in those days.

The Hough-79th St. Theatre was his next venture. It is now a property of the Community Circuit. The Virginia on East 152nd St. came under his influence for about five years. It was dismantled and in 1928 he built the Plaza in the same neighborhood, which he still operates.

Horwitz's next acquisitions were in Cuyahoga Falls where he bought the building housing the Falls and Alhambra theatres. His most recent acquisition is the Heights here. He bought Loew's interest in the house when it became the distributor's policy to limit local activities to four other theatres.

M. B. for many years has been general manager of the Washington circuit, which now operates the Haltnorth, Globe, Astor, and Heights here, and the Falls and Alhambra, Cuyahoga Falls.

"It has been a great experience," says M. B., "but I made a lot more money in the Five-and-Ten-cent days than I do today."

Enters His 25th Year in Film Sales Field



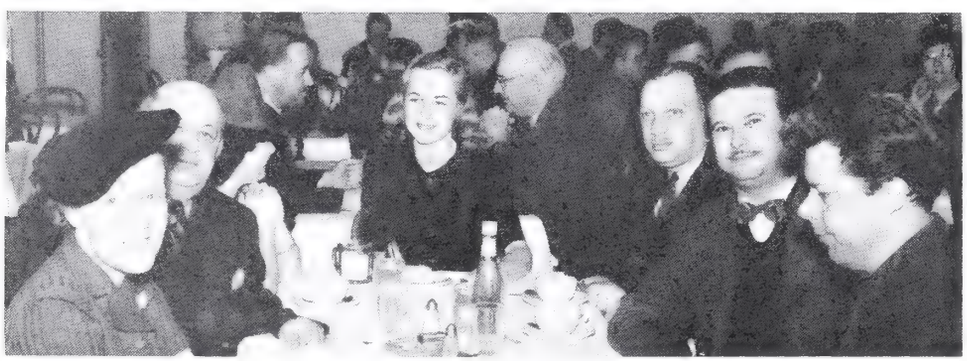
PITTSBURGH—Selling the same area theatres for a quarter-of-a-century is the enviable record of Edward J. Lebby.

During the 25 years he has served as a film salesman he has covered the northern "block" out of Pittsburgh. The silver anniversary currently being celebrated also is his sixth anniversary with RKO-Radio.

Always in the top-notch salesmen's brackets, "Ed" Lebby entered the film sales field with the independent distributors, Harry Lande and Mayer Silverman, and was one of the first signed to duties when Rowland & Clark organized First National. Later he was associated with James H. Alexander in the operation of Columbia Film Service. Then for a decade he was with Educational, and for the last six years he has represented RKO-Radio.

Vehicle for Stromberg

HOLLYWOOD—As a production for Hunt Stromberg, Metro has purchased "Equilibrium," an original by Laszla Vadja with an aerial circus background.



Lunch for Sam Klinger—

Sam Klinger (second from left), Cleveland theatre operator, and a group of friends are guests of Lucille Fairbanks (center) and Perc Westmore (extreme right) at luncheon at the Warner studio, where Miss Fairbanks is currently featured in "Flight 8."

COLUMBUS

BUSINESS in this territory is definitely n. g. Tendency in the small towns has been to drop from three to one or two changes weekly. In many situations, midweek shows have been dropped altogether —Cedarville, Bainbridge and Jeffersonville being typical examples. No reasons have been advanced for the sluggish condition.

Bernie Gardner, Paramount, and Walter Miles, censor board, collaborated on a program of shorts for the juveniles at Scioto Country Club on Easter afternoon . . . John Rappold (Ideal and Innis) is coming along fast after a return visit to the hospital . . . Booth equipment in the fire-damaged New Holland has been replaced and the house again is operating.

Deal between Schine and Spence Steenrod, Majestic in Nelsonville, is definitely off. Spence will continue to operate the house . . . Jack Needham, Fox salesman, leaves April 10 for the national sales convention in Chicago . . . Johnny Jones is turning into a jack-of-all-trades. In addition to his publicity chores he is holding a job with the conservation department.

Metro's Milt Jacobs is on the road to recovery after a siege of the flu, plus a serious ear infection. He is in Grant Hospital, but due home any moment now . . . Neely bill sentiment in the territory can be summed up: "Will pass, but result will be chaos" . . . Charlie Gann, VC stewart, and Bob Pullin are planning to drive to Dallas for the Variety Club convention . . . Wilbert Skirball, Rudy's son, has been admitted to the Ohio State University Medical School.

The VC "Big House" party Saturday was a howling success, a credit to chairman Leo Yassenoff for his first big blowout . . . RKO's Clancy Isaac was in from NY for Easter . . . Art Thorsen and Lee Shirack of the Horace Heidt organization advanced the Palace showing . . . Hank Spruck is filming a Technicolor feature-length short of Meigs county, to be shown in Pomeroy and Middleport theatres.

"March of Time" crews have been on the OSU campus. Those in the know claim the university will get a break to counteract dirty digs in Time *several weeks ago . . . Clint Wander, formerly manager of Loew's Broad, is now boss at the reopened Arabian Supper Club, top spot in central Ohio.*

Hal Webster, president of the Burns Coal Co., has joined Dan Krug in operation of Screen Media, Inc. His interest is financial. It is understood that the company soon will enter the commercial film field, covering the entire midwest.

Seat Auditorium

ZANESVILLE, OHIO — Representatives of American Seating Co., Grand Rapids, Mich., have started installation of seats on the main floor and balcony of the new municipal auditorium here. The new auditorium, a PWA project, will give the city its largest assembling place. It has been equipped for sound films.

New Brentwood House Will Have No Parking Problem

PITTSBURGH—There will be no parking problem at the new Whitehall Amusement theatre now under construction in Brentwood.

At the front of the building and parallel to Brownsville Road will be the Whitehall Plaza, 100 feet wide, one block long, for private parking of automobiles. At the rear, there will also be parking facilities.

John P. Moss, owner and operator of the Melrose, Carrick, is owner of the new project, one of the largest private undertakings of the year in the Pittsburgh district. Seating capacity of the theatre will be more than 1,000. Modern air conditioning will be installed and the structure will have all the latest improvements in theatre design.

The Shopping Center, of which the theatre will be a part, will have a super food market and seven other stores on the ground floor. On the second there will be 20 bowling alleys and suites of offices for a Medical Center. The building fronts 231 feet and is 125 feet deep, containing 1,000,000 cubic feet, according to Victor A. Rigaumont, architect.

Mrs. George Moody Takes Over for Late Husband

BROWNSVILLE, PA.—Mrs. George W. Moody, widow of the veteran exhibitor, has assumed her late husband's interests as partner with C. W. Dickinson in the operation of the Plaza, Strand and Bison here.

L. Lloyd Baker, nephew of the late George W. Moody, has entered the exhibition field here to look after the Moody interests. Baker was formerly an executive with the Corning Glass Company of Charleroi, Pa.

"Wind" Leaves Pittsburgh After Nearly Ten Weeks

PITTSBURGH—"Gone With the Wind" was to close at the Warner, March 28, after nine weeks and five days, a record engagement in recent years. Minimum of one-week engagements at theatres within a 50-mile area of the city have been booked for immediate dates. Dozens of other local area "key" cities have already played the Selznick epic.

Set Banquet Date

PITTSBURGH—Joe Gins, George Ball and Peter Quiter are members of a committee to select a date and place for the annual Filmrow Bowling League banquet. Bowling season continues for some weeks, having resumed Friday after laying off Good Friday.

Tracy to Vogue

LOUISVILLE—Ford Tracy, former manager of the Elks Theatre at New Albany, Ind., has succeeded Tom Muchmore as manager of Settos' new Vogue at St. Matthews, local suburb. Muchmore has gone to the west coast.

CLEVELAND

W. N. SKIRBALL, theatre circuit owner, has returned from a southern vacation, including a stay in Cuba . . . John D. Kalafat of the Associated circuit wasn't sure when he left here on Tuesday whether he would head for Hot Springs, Ark., or for Florida, to join Ed Flanigon, who is cruising in southern waters in his own boat.

"Rebecca," screened for the critics, won unanimous praise . . . The Dan Stearns of the Willoby, Willoughby, are expected back from Florida the end of the week . . . The Knickerbocker, a link in the Associated circuit, put on its new Easter outfit for the first time last Sunday. House has been completely remodeled under the supervision of Manager Louis Swee.

Sidney Garfinkle closed a deal with Jack Schulman to give away Quality Premium Bake-Well ovenware at the Eclair . . . Al Gregg, Republic publicity head, is readying a barrage of daily postcards to the exhibitors in the territory for "Drums of Fu Manchu" and other Republic serials, duplicating his campaign on Gene Autry pictures which proved so successful.

Carl Duncan closed his Duncan, Killbuck, the Saturday before Easter . . . Loren Solether, Falls, Chagrin Falls, says he hopes to have his new house in Hudson open about April 21 . . . Joe Krenitz, Jimmy Frew and George Rosenbaum (Universal sales force) remind theatre owners that April 14-20 is "Salesmen's Week" and it's a good time for the exhibitors to give them some extra dates, just by way of friendship over a period of many years.

Rudy Norton, Republic salesman, is still confined to his home with an eye infection. He has been in two weeks now . . . Because Charlie Albert, Eddie Miller and Lou Milder of the Warner theatre department, have been planning their trip to California out loud ever since they returned from last year's vacation to South America, the local staff is celebrating their slated departure for California on April 6. They plan to be gone about three weeks, taking in the national Variety convention in Dallas on their way back home.

Bad weather kept the out-of-towners within their own precincts last week. Only those exhibitors who lived within a radius of 50 miles undertook to battle the spring snowstorm . . . John LaDue, manager of Warner's Strand, Akron, and Mrs. LaDue are the proud parents of a boy born March 20. He is their first . . . Nat Wolf, Warner zone manager, just back from California, wants to know how come he was labeled "Nat Holt" in his picture with Ann Sheridan that appeared in the March 16 issue of BOXOFFICE. *(Explanation: Typographical error).*

FOR SALE—1500 cushion seat opera chairs. Now at Heights Theatre. Inquire Associated Theatres, 300 Film Bldg., Cleveland, Ohio.

Civic Withdrawal From Cash Games Praised

ALLIANCE, OHIO—City council here received letters from a score of church groups commending it for repealing the Bank Night license ordinance. The repealed ordinance had levied a $7.50 fee on theatres for each Bank Night and collected ten per cent of winners' prize money.

Majority of the letters urged the council to abolish the game altogether.

William T. Martin, city solicitor, said that a case involving Bank Night is pending before the state supreme court and he suggested council defer action here until the court hands down its decision.

Meanwhile the game continues at three of the Tri-Theatres, Inc., houses, Morrison, Columbia and Strand and the new Mount Union neighborhood house.

Entertainment Purveyors Forming Showmen's Club

YOUNGSTOWN, OHIO—Theatre executives, employes, circus and stage performers, both active and retired, circus fans and others identified with the profession are forming a Showmans' Club here.

Active in organizing the club are Hal Petersen and Jack McNulty, ex-troupers now manager and assistant manager respectively of the Ohio Hotel here, and John Elliott, for many years manager of the Palace Theatre.

McNulty announces an all-day jamboree to be held Sunday, April 14 at the Hotel Ohio at which showmen from all over eastern Ohio and western Pennsylvania are expected to attend. Program will include circus films, a vaudeville show, talks by visiting showmen and a banquet.

Honor Harry Henderson, A Veteran at Only 38

CLEVELAND—Harry Henderson, manager of the Lorain-Fulton, last week celebrated his 38th birthday and his 20th year in the show business. Guests at a party, held at Wallace Grosse's Restaurant, were the 15 managers of the Associated circuit, of which the Lorain-Fulton is a link, and Frank Belles and Al Gregg of Republic.

YOUR PROFIT
is in your theatre

The comfort and attractiveness of your theatre combined with low maintenance cost mainly determines your profit. That's why F&Y theatres have an unequalled record of success.

Undivided responsibility and F&Y's mass building policy makes possible the finest theatres at low first cost and low operating cost.

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

F & Y BUILDING SERVICE
328 E. Town Street
COLUMBUS, - OHIO

CINCINNATI

J. GRADY of 20th-Fox announces the Variety Club charity drive is zooming along, with all hands to the wheel. Incidentally, the new arrival at the Grady home is known as Carol Josephine . . . Tony Sauer, superintendent of the city workhouse, entertained Filmrow bookers at a handsome dinner. There was much liquid refreshments and a show borrowed from Shuberts. This is an annual treat by Tony.

Manny and Louie Shore, Williamson and War, W. Va., were seen at Warner Bros. chatting with Johnny Eifert . . . Lester Rosenfeld, Kenawah and Dunbar, Dunbar, W. Va., was here on business . . . Orville Woods, Camden, Camden, Ohio, has returned from Florida . . . R. Lee, Cove, Covington, Ohio, was in town . . . Homer Guy, Columbia and Mayfair, is spending several weeks at Hot Springs . . . Price Coomer and party flew in from Lexington . . . Guy Greathouse, booker for the Elliott & Ward circuit, spent several hours at Warner's setting up his spring schedule.

Jim Wilson of the Riverside is considering dismantling his Ohio, now dark at Addyston . . . Frank Weitzel, formerly with Trailer Made, is moving his family to Kingswood, W. Va., where he will book for the Alpine circuit . . . H. Bugie, formerly with Co-operative Theatres, is now associated with the L. B. Wilson interests in Covington, Ky.

Christian Pfister has returned from Florida and is at his desk in Troy . . . Dave Helbig is no longer managing the Andalus here . . . Metro's Milt Jacobs is confined to the hospital with flu . . . Friends of Charley Aaron, who operates the Somerset, Charleston, W. Va., are offering condolences on the loss of his mother the past week . . . R. G. Carey has taken over the Putnam, Hurricane, W. Va.

E. W. Grimes, former manager of the Richwood, Alpine circuit house, will open a new one at Winona, W. Va., April 1 . . . Big Feature Rights is opening up mid-eastern territory in West Virginia, according to Lee Goldberg, prexy. The added territory will be utilized for distributing Fine Arts and Amity pictures. Joe Goldberg is the new representative . . . Harry Rathner, president of PDC, has signed up Bob Steele to star in the "Sagebrush Family" series. Steele will be remembered for his good work in "Of Mice and Men."

Selma Herland, M-G-M, has resigned. She will marry Dr. Abe Levine of this city . . . Metro's Esther Shedd is on leave of absence due to hospitalization for an operation . . . Ground was broken for the new south Fort Mitchell theatre to be erected on Dixie Highway and Horsebranch Road, with adjoining stores and an apartment building. J. C. Hauer and Joseph Luhn, Covington, Ky., business men, are connected with the company that will operate the house which has been leased to Loughborough and Crawford.

Universal's office received a nice treat when "Honey" Bockelage dispatched a huge box of chocolates from Los Angeles for her associates. "Honey" is on leave of absence . . . Big Feature Rights' "The Goose Step," is the RKO Family attraction for April 7 . . . RKO's "Pinocchio" opened to "raves" and big business at Albee, March 22 . . . "Magic Bullet" went into the Shubert March 29 . . . 20th-Fox's "Johnny Apollo," with Tyrone Power, opens at the Albee April 26.

"Memory Box"

A generation of theatre experience has gone into the cultivation of the motion picture field in Cleveland. In many instances, the men who are the leaders in the field today are the same men who had the foresight to envision the possibilities of the industry 25 years ago. Some of our pioneers have passed on—Sam Bullock, Ben Levine, Max Schachtel, Manny Mandelbaum, Fred Desberg, to name just a few. Some new ones have come, not to take their places, but to follow on where they left off. But mostly the Cleveland Filmrow is an album of old friends and familiar faces.

In the rush of today, many of us have forgotten the yesterdays—how these men, who provide entertainment for Cleveland's one million inhabitants started in the picture field and what were the crossroads between the early beginnings of their Five and Ten cent storeroom picture houses and their present-day de luxe theatres.

Let's all pause a moment to turn back the pages of the old album. If you find it interesting to recall about the other old-timers then send us the tale of your progress down through the years and tell us whether it was a good journey.

BOXOFFICE wants your story for its "Memory Box."—LOEB.

Madison in Detroit Now "House of Proved Hits"

DETROIT—"The House of Proved Hits" is being adopted as a new slogan for the Madison, downtown house recently acquired by United Detroit Theatres from the Robinson circuit. However, the future operating policy of the Madison, formerly a first run, remains uncertain. Unverified reports have it the house will play "Gone With the Wind" shortly after its dual roadshow run at the Wilson and United Artists.

The Madison management is encouraging "request" programs from patrons.

Variety Convention Draws Big Cleveland Contingent

CLEVELAND—A big delegation of local Variety members will attend the national convention in Dallas, April 18-20.

The list includes Nat Wolf, Harry H. Goldstein, Bert Stearn, Frank D. Drew, "Duke" Clark, Dave Spizel, Charles E. Doty, Leo Jones, Maurice Rappaport, Dave Siegel, Fred Meier, Nat L. Lefton, Louis Gross, Eddie Johnson, Leo Greensberger, D. Leonard Halper, Charles Albert, Eddie Miller, Lou Milder and Mike Chakeres of Springfield.

The Cleveland contingent will head south by air, rail and motor car. Those going by rail will leave Tuesday, April 16, at 2:25 a. m. Sleeping cars will be open at 9:30 p. m. for those who want to go in training for the strain to follow. The train arrives in Dallas at 7 a. m. on Thursday, April 18.

Nat Wolf, Warner zone manager and past chief barker of Local Tent No. 6, is chairman of the "Home-to-Dallas" committee. Wolf and Bert Stearn, United Artists district manager, are the official delegates of the tent.

The convention, Wolf points out, will be strictly stag. But being a native Texan, he speaks for the state when he assures that Dallas hospitality will be served in large portions for those wives who accompany their husbands, although their entertainment will be entirely separate from the convention doings.

The Cleveland convention train will be joined at St. Louis by the special carrying delegates and members from Minneapolis, Milwaukee, St. Louis, Washington, D. C., Philadelphia, Baltimore, Cincinnati, Columbus, and Indianapolis. Des Moines and Omaha will join the train at Kansas City.

Wolf has just returned from Dallas where he conferred with Bob O'Donnell, convention chairman, and members of the various convention committees. He reports the mayor has turned over Dallas to Variety for the three days.

AGVA Tries Organizing Entertainers for AFL

PITTSBURGH—Another attempt to organize local entertainers under the AFL was made Saturday at Hotel Henry under the direction of Hoyt S. Haddock of New York, international representative of the American Guild of Variety Artists. Tom Kelley, Philadelphia agent for the AGVA, will be in charge here until permanent officers are elected and a local union organized. Meanwhile, Kelley will act with a committee of 15 entertainers.

Vogel Sells Premiums

PITTSBURGH—Louis W. Vogel, formerly general sales representative for National Screen Service at Pittsburgh, Washington, Cincinnati, West Virginia and Kentucky, has joined the Premium Promotion Syndicate of Brooklyn, N. Y., as manager of sales development in western Pennsylvania, West Virginia, eastern Ohio and eastern Kentucky. Fred Lovell of Hollywood, Cal., who has handled exploitation and sales promotion in the southwest, will be associated with Vogel in this territory.

Greater Detroit Council's Spring Luncheon April 8

DETROIT—The Greater Detroit Motion Picture Council will hold an annual spring luncheon at the Detroit Athletic Club, Monday, April 8, with Mayor Edward J. Jeffries as guest of honor. Harvey Campbell, secretary of the board of commerce, will be master of ceremonies.

F. Lyle Goldman of Jam Handy Picture Service will present two shorts, "The Production of the Animated Cartoon" and "The Evolution of Commercial Films."

Ten Cleveland Nabe Units To Day-Date Autry Film

CLEVELAND—Starting April 7, ten leading first run neighborhood houses here will play "Rancho Grande," Republic's current Gene Autry release. An extensive publicity campaign for the day-and-date runs is being prepared by Al Gregg.

: Maybe You're Next :

DETROIT—Several local theatre cashiers have been victimized the past few weeks by a neat little trick worked by a pair of confidence men, maybe more than one pair of them.

Partner A, under the usual routine, walks up to the window and buys a ticket, probably cashing a $20 bill. A few minutes later, another stranger, B, comes up with perhaps a five-spot and starts to get his change. He calls for the manager and claims he gave the cashier $20. She is sure he's wrong, but suddenly he finds he can identify the $20 bill, by some kind of a number he scribbled on it because he was out of paper when he wanted to write down a phone number or address.

A checkup discloses the 20 with the note on it, right in the cashier's till. The manager gives out the change only to find a first-class shortage that night.

Maloney Readies Charity Report for Barkers Meet

PITTSBURGH—John J. Maloney, M-G-M district manager, devoted considerable time this week to his annual charity report for the Variety Club of America which he is preparing for announcement at the convention which will be staged at Dallas, April 18-20. The report is not completed but already it is known that the year's charity contributed through the various tents has exceeded the record report of last year. Maloney's enthusiasm is on par with his Leo the Lion pet, "GWTW."

Judd Offers Service

PITTSBURGH—A Theatre Service agency has been organized here for specialization in booking of complete shows and for other personal services by Jack Judd, representative of National Screen Service for a dozen years, who has left the employ of the trailer firm.

Get IATSE Honors

FOSTORIA, OHIO—Local 267 of the IATSE has issued an honorary life gold membership card for extraordinary service to Ural Buck of the Civic here and to Dave Britton of Tiffon, both Schine managers.

Charles Aiken Joins Shulgold

PITTSBURGH—Charles Aiken, formerly a sales representative here for Republic, has re-entered the field as West Virginia representative for Crown Pictures, managed by Max Shulgold.

Opens New One

COLUMBUS GROVE, OHIO—Thomas A. Scott has opened the Grove here, a modern 290-seater. He formerly was in Detroit.

Remodeled Belmar Reopens

PITTSBURGH—Warner's Belmar, closed during Holy Week, has reopened after being remodeled.

DETROIT

HENRY H. LUEDERS of the United Booking office was the victim of a severe cold . . . George Kappas of Decorative Metal Products is planning an expansion of his line . . . Charlie Komer's youngsters beat Lloyd Hammond's driving time to Hollywood. Made it in three days. That's traveling . . . Tom McGuire, Co-op's publicist, did Washington in 13 hours once. Now he takes two days.

Cully Buermele met Mr. Klein in the Cocoanut Grove, Hollywood. Klein used to be partner with Wesley Schram in the old Bijou here about a quarter century ago . . . Frank Kinsora, president of Operators Local 199, *has been appointed to the Wayne county board of supervisors by the city council.*

George W. Trendle, former president of United Detroit Theatres, is now president of Detroit's board of fire commissioners . . . Charlie Collins, roadshow distributor and known to almost every local showman, lost his year-old son from pneumonia.

Harold Berg of the Statler, back from New York, reports he saw Zasu Pitts there and adds she may visit Detroit soon . . . The 20th-Fox bowling team, captained by Eddie Loy, is going great and is now in third place in the race.

Gus Greening, former manager of the old Miles, is an avid trade paper reader . . . Art Knapp, 20th-Fox salesman, is an expert budgeteer . . . Leonard Schechter is busy promoting the new Alexander Previews line . . . Charlie Garner has booked "Double Crime in the Maginot Line" at the Cinema for a first run.

William Graham, who used to manage the Latin, and more recently with Cinema Service, is now managing Paul Krause's Pastime in Hamtramck, succeeding William Kowalski . . . John Heidt is organizing Service Seating Co.

David H. Mulne, formerly with RKO in Detroit and Omaha, is now selling the Victor Cornelius' Nap Ads . . . Bob Buermele, Universal booker, boasts of his infant's progress between spells of hard work.

Floyd A. Poetzinger and Virginia Elkins now have the Jam Handy Coffee Cup . . . Thurman C. Riley, known professionally as "Thurman the Great," who had played many Detroit theatres as a mentalist, and who lately had been selling air conditioning for National Ozone Co., dropped dead on the street a few minutes after leaving the Film Bldg.

Norman Lane, former theatre premium distributor here, was a luncheon visitor on Filmrow. He's selling plating machinery now.

Theatrical Post doings: Buddy Fields' favorite word is fol-de-rol . . . LeRoy Smith captained the gang in a show for hospitalized veterans . . . In the state bowling tournament, Brothers Blough and Light hit 1,042 *in the doubles; Black and Fouchey,* 1,027. *Singles scores: Owen Blough,* 528; *Light,* 526; *Black,* 529, *and Fouchey,* 585 . . . *Owen Blough is the latest theatrical victim of a* 40&8 *Wreck.*

Ernest Edward Mooneyham, 48, projectionist at the Westown, and formerly at the Capitol, Downtown and Dexter, died suddenly Saturday at his home. He was an operator in Grand Rapids a quarter century ago. His widow and daughter survive.

Anna Q. Nilsson, out of pictures since 1928, *was in town Monday, bought a new car, and went on to Hollywood, announcing she planned a comeback . . . Belle Baker, headlining the show at the Bowery,*

(Continued on page 113)



A Dual Plug—

How Milt Harris, Loew's State publicity director, used the appearance of Mary and Margaret Gibbs, Siamese twins, at the World's Fair Museum in Cleveland, to get publicity for forthcoming attractions. The ladies are shown reading "Rebecca" and "Of Mice and Men," screen versions of which were in the offing at the State.

Detroit Musicians Elect Jack Ferentz President

DETROIT—Detroit Federation of Musicians, Local No. 5, at its biennial election, elected as president, Jack Ferentz, who for several years has served as business agent.

Other new officers: Herbert Straub, vice-president; Eduard Werner, convention delegate; George V. Clancy, secretary-treasurer.

New directors are Mike Plovan, chairman; Eduard Werner, Steve Brown, George Kavanagh, Art Black, Fred Crissey and Benny Kyte.

Wahoo in Mariemont

MARIEMONT, OHIO—Charles Mervis, manager of the Mariemont, has contracted to use Wahoo.

I FIX YOUR SEATS
Recover—Rebuild—Repair
Plenty of Satisfied Customers
SERVICE SEATING CO.
John Heidt 497 Prentis Ave., Detroit
Phone Temple 1-2959

PITTSBURGH

THEIR tenth anniversary was recently observed by the Hymen M. Wheelers . . . Martin Luther Boys' Chorus, in choirboy vestments, rendered a special Easter recital at the weekly Kiddies' show at the Enright last Saturday . . . Sunday hours prevailed at most of the local theatres on March 22 in observance of Good Friday and Filmrow activities, for the most part, ceased at noon . . . Fluorescent lighting is the most important development in portrait photography in a quarter of a century, Harry Wills, of the Eastman Kodak Co., declared here at a convention of the photographers' association . . . Alvin Seiler is returning from Florida this week after an extended vacation and he is making a number of business stops en route . . . Dave Leff has a new Buick.

Maestro Si Feld will make his debut with the Altoona Symphony Orchestra at the big film industry get-together April 3. . . . Bernard "Dutch" Lauth, city projectionist, has recovered after an appendectomy . . . Mayor Charles E. Rhodes of Altoona has declared a ban on all gambling, including Bingo . . . Herb Currey of the Strand, Monongah, W. Va., is the father of a daughter, born at the Clarksburg Hospital.

Douglas McPhail and Betty Jaynes (M-G-M's young singing starlets), Arthur Treacher, Bela Lugosi, Helen Parrish, Marjorie Weaver and Vivian Fay will be featured in Columnist Ed Sullivan's revue at the Stanley, week of April 5 . . . Having failed to get the premiere of "Swanee River," the Alvin is pulling strings to get the initial showing of "The Story of Lillian Russell," which will picture the noted theatrical beauty who resided here for a number of years as the wife of Alexander P. Moore, publisher of the old *Leader* . . . Irving Dietz and George "B" Josack will have the Joe Louis vs. Johnny Paychek fight pictures for local distribution . . . Warner theatres at Greensburg, Butler, Johnstown and Morgantown have April stage dates for the bands of Jan Garber, Gene Krupa and Buddy Rogers . . . No less than three major companies here are offering their 1940-41 contracts.

Moe Gould is distributing "Torpedoed!" which stars Richard Cromwell, H. B. Warner and Noah Beery . . . Three Technicolor films were on view here for several days this week: "GWTW," "Blue Bird" and "Pinocchio." Another "first" for the record . . . L. Hayes Garbarino is no longer connected with Sam Hanauer's Rialto, Beaver Falls . . . Harry Michalson, formerly local RKO manager and now short subject sales manager for this company, was a visitor. Herb Greenblatt's branch has announced a special testimonial date drive in honor of Michalson from April 13 through April 26.

J. H. Rankin of Bridgeville was a Filmrow shopper after a three-week illness . . . Another visitor was Miss Lynne B. Monroe of Shinnston, W. Va. . . . David Parry, son of Mrs. Florence Fisher Parry, *Press* columnist, and a member of the UA exploitation department, was here in the interest of "Rebecca," attraction at Loew's Penn . . . With stage shows out of the Stanley for a fortnight, "its a relief to come out of the theatre and not have to brush jitterbugs off you," says Kaspar Monahan . . . Owen Cleary of the Fulton enjoyed the Easter holiday at Washington, D. C., with his family . . . Polly Rowles Snyder, formerly a screen actress, is playing the feminine role in "Biography" at the Pittsburgh Playhouse.

"Artists and Models" will be one of the features of the film industry shindig at Altoona Wednesday, April 3. F. D. "Dinty" Moore, in charge of reservations for the informal stag dinner, reports local salesmen, bookers and managers will be in attendance with many exhibitors of the territory. George Tice, George Elmo, William Scott, Milton Brauman and Jack Judd are members of the committee in charge of the affair, which has been designated as the second annual "Good Will Get Together." Official communication notes it will be all party and no speeches. Burtus Bishop jr. has been asked to preside as master of ceremonies. Better make your reservation if you have not already done so. Tickets are $3.50.

Bob Higgins of the Palace, Charleroi, has sold his restaurant there . . . Jim Madden's Parker, Parkers Landing, was closed for several days when the old Allegheny River backed up into the business district. A five-mile ice gorge, which in some places reached a height of 30 feet, threatened the community, but it finally moved down stream. Seats were lifted at the Parker in advance of the high water.

: "Give a Little Whistle" :

There is too much whistling in current film fare to suit Jesse L. Lausman of the Hill-Top Theatre in Louisville, Ky., as he proves in the following letter:

"More and more pictures we play have annoying whistling sequences. More than once I have rushed from my office and asked an usher to show me the offending patron, only to be fooled by some actor on the screen. The latest set-to was with Maxie Rosenbloom in 'Naughty But Nice.' To embarrass me further, the entire visible cast started whistling. I ran for cover, but even in my office the shrill whistling pursued me, almost daring me to come out. Was I mortified!

"The producers should get away from the cycle of whistling. I can tell you what picture a child has seen by his mock whistling. I am seriously thinking about putting singing canaries in the theatre, if that's what the patrons want."

Schmitt Reopens Imperial

IMPERIAL, PA.—H. Schmitt's Imperial has reopened after extensive improvements. William Naidenoff was the contractor for the decorating.

Hays Office Elections Scheduled April 3

NEW YORK—The MPPDA, following its annual directors' meeting, adjourned until April 3 at which time election of officers will take place. Those present were Barney Balaban, Nate Blumberg, Jack Cohn, Will H. Hays, Frederick L. Herron, Earle W. Hammons, Carl Milliken, T. Kennedy Stevenson, W. C. Michel, Joseph H. Hazen, Ned E. Depinet and David Bernstein. The absence of George J. Schaefer, Nicholas M. Schenck, Harry M. Warner and Sidney R. Kent was given for postponement of the meeting.

A Home Town Star

ROSCOE, PA.—Anthony Latella, local exhibitor, is looking forward to dating the Monogram western, "Covered Wagon Trails," which will feature Sally Cairns of Roscoe as "leading lady." Miss Cairns was the Pittsburgh winner in the Jesse L. Lasky "Gateway to Hollywood" contest.

Property Shift

NEW PHILADELPHIA, OHIO—Title to the property on W. High Avenue here where the Shea circuit had announced it would erect a new theatre, has been transferred to the Freohio Theatre Corp. of Cleveland.

Rebuild in Ebensburg

EBENSBURG, PA.—Cambria Theatres, Inc., is rebuilding the Rivoli, which was destroyed by fire several weeks ago. The cost of the new building is estimated in the neighborhood of $50,000.

Smith Succeeds Jones

COLUMBUS—Dressel "Doc" Smith has been appointed manager of the Southern Theatre to succeed Johnny Jones, who resigned to accept a post with the state conservation commission.

Robb Has War Film

CLEVELAND—Giles Robb, former Paramount salesman, has acquired the Ohio distribution rights to "When Germany Surrendered," a feature compiled from official war films of eight nations.

Brown's Estate to Wife

ZANESVILLE, OHIO—The will of Caldwell H. Brown, general manager and treasurer of Zanesville Theatres, Inc., who died recently, bequeaths his estate to his wife, Frances F. Brown.

Modernize State in Clairton

CLAIRTON, PA.—The State here has been modernized for Frank Panoplos. Features of the many improvements are a new glass front and a new marquee.

Grande Has "Wages of Sin"

PITTSBURGH—"The Wages of Sin," a Roadshow Photoplay, has been acquired for this territory by William Grande.

DETROIT

(Continued from page 111)

returns to England to make three pictures when she closes here.

R. J. Miller reports the new projector, developed by Anderson-Miller-Ruben, Inc., going into production, through the Wenzel Co. Ralph Ruben of Amusement Supply, a partner in the parent company, is state distributor.

Otto W. Bolle, former Paramount manager here, now 20th-Fox manager in South Africa, reports his daughter, Ruth, engaged to a Johannesburg man, name undisclosed . . . Jack Saxe of Monogram is handling tickets for the opening ball game for Variety Barkers.

Lou Wisper is the first theatre operator to take advantage of the new Amateur Nights at Variety, to book the winning acts for his houses. Joe LaRose of the Roosevelt handles the details.

Ernest Forbes of Oliver Theatre Supply and G. E. LeVeque of Cinema Service are swapping locations in the Film Building. LeVeque will use a smaller space for his film delivery, since Harris Silverberg of National Screen now is boss of his old poster service.

Joe Mellon of Price Theatre Premiums is planning to move to an upper floor of the Film Building . . . Harry Lotz of UA spent the weekend at Buffalo, leaving his wife and baby to visit Mrs. Lotz's family there.

Dave Kaplan of Theatrical Advertising reports plans for the Film Exchange baseball team. They'll start a 36-game schedule April 29, two games a week—in the Northwest League for the first time. Officers are Earl England, M-G-M, captain; Bob Thompson, M-G-M, treasurer, and Ralph Foreman, UA, treasurer.

Moe Dudelson, UA manager, had his staff up Monday to see the screening of "Rebecca," and they came down brimming over with enthusiasm . . . Mrs. Clara Kelly, Film Building elevator captain, has recovered from that cold . . . George McArthur wants to fly—must be spring fever.

John Howard, Paramount manager, is laying plans to lead his sales crew to a good finish in the western division drive, through April and May . . . Eddie Heiber, Universal manager, expected back from two weeks in Florida . . . Jack Saxe, Monogram treasurer, is showing photos of his Barker license on his car . . . Harlan Starr has recovered from the flu, and is back on the job. He's starting Monogram's Independent Playdate Drive, running April 1 to July 6.

Charles Simpson of Central Shipping Service has his office just off the beaten track along Filmrow . . . Bill Robinson, Film Truck Service, tore the ligaments of his right heel in a fall; his father, Harold C. Robinson, is due home this week.

WOLVERINE DOINGS:

Clive Waxman, formerly Republic salesman and one-time RKO office manager, has set up an independent booking office in Grand Rapids, to handle houses in western Michigan. He already is booking the Southlawn for R. G. Taylor, Vogue and Family for Howard T. Reynolds, and Roxy for Walter Semeyn—all of Grand Rapids, and the Lake of Lakeview for M. D. Warner.

Seen Monday in Paramount—Howard Paul of Romeo, Ed Carrow of South Lyon, Harry Lush of Plymouth, Clive Waxman of Grand Rapids and Bill Hewitt of Milford.

Howard T. Reynolds of the Family and Vogue, Grand Rapids, reports his daughter, Eloise Marie, will be married April 6 to Frank J. O'Rourke. He's been selling those theatre fans to Japan, South America, and all over lately.

Warren Slee, M-G-M exploitation artist, cruising the state for "Gone With the Wind," has good school support for "Young Tom Edison," because the state superintendent of public instruction sent copies of Governor Dickinson's talk on Edison, mentioning the film, to every school superintendent.

Film salesmen were generally snowbound in their hotels Wednesday, some Thursday, by the snow and sleet . . . Jim Olson, Clare circuiteer, was able to fly down to Detroit Monday to handle his bookings.

A. Milo DeHaven, manager of the Grand in Highland Park, throws a mean slang lingo.

Jeff Williams, who runs the theatres at Roseville and East Detroit, had a narrow escape from three youthful bandits who intended to hold him up. They became confused and held up the editor of the community newspaper instead, they confessed, and Williams escaped only because of the case of mixed identity.

Michael Chargot is putting new sound into the Riviera and the Pine Grove at Port Huron.

Large Detroit Delegation To Attend Variety Meet

DETROIT—Detroit Variety Club will send a large delegation to the National Variety Convention at Dallas, April 18-20. Among those definitely planning to go are Harold C. Robinson, Chief Barker; Jack Haley, Jam Handy Picture Service; Bob Fisher, roadshow distributor; Fred DeLodder, president of Cooperative Theatres; Irving Belinsky, owner of Film Drug Store; Phil Kaplan, Theatrical Advertising Company; Harry Lush, Plymouth operator; William Carlson and Charles C. Perry, former chief barkers; Alex Schreiber, circuit owner; Henderson M. Richey, RKO's theatre contact man, who will come on from New York; and James Olson, Clare circuit owner, who will fly there in his own plane.

Frank Wetsman, Cem Merritt, and Carl Buermele are also planning to fly there. Others planning to go, but not definitely committed, are Arthur C. Robinson, circuit operator; William Flemion, president of Excellent Pictures; Fred C. Dickely, Altec manager; David Newman, secretary of Variety; and Harris Silverberg, manager of National Screen Service.

The directors voted Friday to send Jack Saxe, treasurer, and Edgar E. Kirchner, former chief barker, at the club's expense, in recognition of their services.

"Shepherd" to Hathaway

HOLLYWOOD—Henry Hathaway will direct "Shepherd of the Hills," from the Harold Bell Wright novel, for Paramount. Film will be made in Technicolor, and Stuart Walker will produce.

Prizefight Story for Garfield

HOLLYWOOD—"Second Wind," prizefight story by Talbert Josslyn, has been purchased by Warner as a vehicle for John Garfield.

Extended and Assigned

HOLLYWOOD—Columbia has extended Rita Hayworth for a year, with her next acting assignment a role in "Singapore."

House at Dearborn Started by W&W

DETROIT—Detroit's rush of theatre construction in the western and northern suburban section had still another recruit this week, with announcement of plans for immediate construction of a new 1,500-seat theatre in Dearborn, at Michigan Avenue and Telegraph Roads, by Wisper and Wetsman, who now operate the Calvin about half a mile east. W&W acquired a site for the new Dearborn house about a year ago, but no plans for construction were disclosed until now.

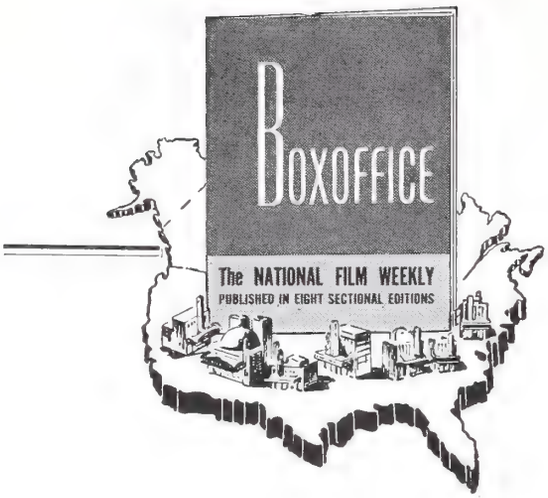
The house will be modernistic in structure, and with a high triangular tower-like structure on the front. Building will be one story, with two stores. Charles N. Agree is architect.

Change in location was disclosed for the 1,000-seat house to be erected in Birmingham by the new Bloomfield Theatre Corp. The new house will be on Woodward Avenue, instead of on Hunter Boulevard, to make a better solution of traffic problems, and the Hunter frontage will be used for a parking lot.

The new Birmingham house will be operated by United Detroit Theatres, under a lease just signed, covering a 15-year period, giving this circuit control of both houses in Birmingham.

Two other new upstate houses are to be built, BOXOFFICE learned—the Olson Brothers of Clare and Grayling will erect the Houghton, a 400-seater, as the first theatre in the village of Houghton Lake, northwest of Prudenville. Construction is to start April 15, with the house to be ready for the opening of the resort season on June 30. The village has had only the Community, operated one night a week by Don Wilson.

Harry Hobolth, who operates a circuit out of Imlay City, is also planning a new house, to be erected at Davison, where the only house has been the Davison, operated by Laverne Burbank.



The *Most Complete* Trade Paper Service in the Industry

Covering Every Phase of the Motion Picture Business—
Every Place in the Industry!

National in Scope, Yet Intensive in ALL Territories—BOXOFFICE is the Most Welcomed, the Most Thoroughly Read Trade Paper in Our Great Industry.

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

BOXOFFICE

The only trade paper in the industry providing national or local coverage . . . either or both. Its circulation . . . attested by the Audit Bureau of Circulations . . . is read every week in every part of the United States and Canada . . . in every phase of the Motion Picture Industry . . . production, distribution and exhibition.

THE MODERN THEATRE

Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

BOXOFFICE PICTURE GUIDE

A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

BOXOFFICE BAROMETER

Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

BOXOFFICE RECORDS

Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

Five Great BOXOFFICE *Services!*

EACH CONTAINING A MULTIPLICITY OF PRACTICAL-VALUE FEATURES

ASSOCIATED PUBLICATIONS

NEW YORK
9 Rockefeller Plaza
Louis Rydell, Adv. Mgr.

CHICAGO
332 S. Michigan Ave.
J. Harry Toler, Mgr.

HOLLYWOOD
6404 Hollywood Blvd.
Ivan Spear, Mgr.

New England Filmites Back Cinema Club

BOSTON—The aim of the Boston Cinema Club, according to the local fraternity of exchange and circuit bookers and office managers, "is regardless of race, creed or color, to supply such moral, financial and physical aid as may be required to those of our industry who may be in need."

Film men supporting the recent charity dinner-dance of the Cinema Club included:

Lloyd Bridgham of the Broadway in Dover, N. H.; Al Somerby of the Howard Atheneum in Boston; Samuel and Nathan E. Goldstein of the Western Massachusetts Theatres, in Springfield; John Glazer, Boston representative of Western Massachusetts Theatres with offices in the Metropolitan Theatre Bldg.; Ben Welansky of the Beacon and Bowdoin Square in Boston; Martin J. Mullin and Samuel Pinanski of the M&P Theatres Corp.; Sam Soule of the Seville and Central Square in East Boston; T. Rosenblatt of the Community in Centerdale, Rhode Island; Victor M. and I. B. Lewis of the Provincetown in Provincetown; A. S. Mehardhin of the Capitol in Lowell; Frank Perry of the Orpheum in Foxboro; Samuel Resnick of the Playhouse in Andover; Sam Wernick of the Wernick in Chicopee Falls; Charles Wilcox of the Orleans in Orleans.

Louis Cohn and Harry Cohen of the erstwhile Winchester Amusement Co. in Springfield; Stanley Sumner of the University in Cambridge; Al Gould of the Castle in Mt. Pleasant, R. I.; Frank Boscketti of the Star and Premier in Lawrence; Harry Horgan of the Opera House in Newport, R. I.; Arthur Viano of the Teel Square, Broadway, and Somerville in Somerville; M. F. Burr of the Burr in Ludlow; Joe Mathieu of the Capitol in Winchendon; William Viano of the Lexington in Lexington.

Frank Lydon of the Hamilton in Dorchester; Mrs. H. Richards of the Theatrical Film Express in Lawrence; Sam Kurson of the Graphic Theatre circuit, Bangor, Me.; Arthur and Fred Sharby of the Sharby circuit in Keene, N. H.; Leon C. Bolduc of the Majestic in Conway, N. H.; William McLaughlin of the Stoneham in Stoneham; Irving Green of the Coolidge in Watertown; Norman Glassman of the Rialto in Lowell; Phil Smith of the Smith circuit in the Metropolitan Theatre Bldg., Boston.

Charles Hodgdon of the Princess in Wakefield; Fred Couture of the Scenic in Pittsfield, N. H.; Steve Broidy of Monogram; E. Oliver Ramsdell, George A. Ramsdell and Abner Eilenberg of the Middlesex Amusement Co. in Malden; Herman Rifkin of the Rifkin circuit; Max Michaels of the Globe in Boston; Meyer Stanzler of the Community in Wakefield, R. I.; Harry F. Shaw of Loew's Poli; Joseph M. and Max L. Levenson, Morris Sharaf, Ben Rosenthal, and A. C. Kilpatrick of the Levenson circuit at 294 Washington Street, Boston.

Carl H. Nilman of the Dalton Opera House in Dalton; Ed Charbonneau of the Concord in Concord, N. H.; Thad C. Barrows of the Metropolitan. Boston; Herbert F. Higgins, independent film booker at the Statler office building, Boston; A. L. McEvoy of the Union and Bates in Attleboro; A. C. Barwood of the Nugget in Hanover, N. H.; A. N. Sanborn of the Brewster Memorial in Wolfeboro, N. H.; V. S. Mollica of the Opera House in Lebanon, N. H.; Phil Markell of the Boston Theatre Service Co. at 16 Winchester St.; W. Hone of the Opera House at Presque Isle, Me.; R. A. Flora of the Rudy in Caribou, Me.; W. E. McPhee of the Strand in Oldtown, Me.; A. C. Chadwick of the Coniston in Newport, N. H.; Kenneth Forkey and Ed Markell of the Strand in Boston.

Charles Morse and Louis Rothenberg of the Morse and Rothenberg circuit; Kenneth Douglass of Capitol Theatre Supply Co.; Dick Rubin of the State in Saugus; Leon Task of the Ideal in Milford; George A. Giles & Son of the Giles circuit; Mr. and Mrs. A. A. Couture of the Strand in Fitchburg; Frank I. Savasta of the Orient Palace in East Boston; Ralph E. Snider and Larry Herman of Associated and Maine Theatres.

William Lavery of the New Lafayette in Haverhill; Wilbur M. Peterson of the Orpheum in Somerville; Al Swerdlove, Boston premium dealer; C. Staples of the State in Calais, Me.; Ross Cropper of RKO; Larry Gardiner of RKO; Bill Erbb of Paramount; Harry Rogovin of Columbia; Norman Ayers of Warner; Jack Byrne of M-G-M; Edward X. Callahan of 20th-Fox; William Kelly of Universal; John Dervin of United Artists; M. Edward Morey of Republic.

Joseph Rapolis of the Majestic in Easthampton; George Hackett, of the Medford in Medford; A. D. Rudenstein of the Capitol in Malden and Capitol in Bridgewater; John Kamuda of the Grant Theatre in Indian Orchard; Henry Sperling of the Central in Manville, R. I.; Fred Greenway, How-

(Continued on next page)

Letterheads Blockade Street Renaming

Boston—A move underway to rename Church Street, film district mainstem, Lydecker Street in honor of the late owner of the Film Exchange Transfer Co., was dropped into discard last week when its sponsors learned of the expense motion picture concerns would have to incur because of the quantity of printed matter that would be outmoded by the action.

Hub Beano Investigation Demand Before Council

BOSTON—A proposal that the Boston finance commission make a thorough investigation of all Beano games operating here was introduced in city council last week with the assertion "it is about time that the city officials did something about Beano here."

Charges were repeated that Watertown Beano games, suspended two weeks ago, had taken in receipts of $150,000 and given only $2,000 to charity. An order was introduced that Mayor Maurice Tobin consider continuing a municipal Beano game twice a month with proceeds to go for public welfare and for the Boston City Hospital.

Mayor Tobin Vetoes Large Fee on Sunday Hockey

BOSTON—Mayor Maurice Tobin last week vetoed a city council ordinance providing for a $1,500 annual Sunday hockey fee for Boston Garden, MPTOA member. Terming the council's license fees in "reality a tax," Tobin recommended that the Garden fee be $500 annually, following the recommendation of a special committee which included John J. Spencer, city censor.

The Boston Garden Corp., headed by Walter Brown, who is a local MPTOA director, pays taxes on $1,500,000 building valuation and pays $1,500 annually in other license fees to the city, it was noted.

Local 84 Dances

HARTFORD—Members of the IATSE, local 84, held their annual ball and floor show at the local Bond Hotel. The event was generously sprinkled with stars, many of whom live nearby. Vaudeville people, as well as entertainers from various night clubs in town also were in atttendance. Charles Obert was chairman in charge of arrangements for the event.

Sees Washington Meet

BOSTON—Frank Lydon, Eastern regional vice-president of Allied, believes that the next eastern regional meeting of Allied States Association will probably be held in Washington, D. C., perhaps several days in advance of the proposed hearing on the Neely bill.

Adapts "Little Men"

HOLLYWOOD—"Little Men," Gene Towne-Graham Baker production for RKO, will be scripted by Alex Gottlieb.

Projection Exhibit to Mark Union Dance

BOSTON—A collection of antique motion picture projection equipment will be shown at the banquet and dance of the Moving Picture Operators Union, Local 182, to be held at the Copley-Plaza on May 1 to celebrate the 13th anniversary of the IATSE unit. A Lumiere machine, made in France about 1897, will be the oldest piece in the exhibit. P. Edward Comi of the Theatre Service and Supply Co. owns the aggregation.

General committees for the affair have been named. Thad C. Barrows, Metropolitan projectionist director and president of the Local, is chairman of the general committee. Al Moulton of the Rivoli is covering secretarial duties. Joe Rosen of the M&P Theatres is treasurer.

John Diehl of the Codman Square is chairman of the publicity committee which includes Maurice Rosenberg of the Metropolitan, Martin Gibbons of the Coolidge Corner, Nat Max and Maurice Goldman of Loew's State.

Joe Nuzzelo of the Uptown is chairman of the ticket committee which includes Murray Garry of the Granada and Modern, James Gibbons of the Rivoli, and Fred Hookailo of the Washington St. Olympia, George Higley of the Central Square in Cambridge, Arthur Sheerer of the Metropolitan, George Hookailo of the M&P, Charles Parshley of the University in Cambridge, and Lester Winchenbaugh of Needham.

Louis Pirovano of the Scollay Square, Charles Heath of RKO, Arthur Carey of the Fenway and Meyer Bixgorme of Loew's State are handling table reservations.

Reception committee includes Bernard McGaffigan of the Fenway, Joseph Caplan of the Oriental, George Grow of Keith's Memorial, Frank Flannigan of the Washington St. Olympia, Martin Foley of Coolidge Corner in Brookline, Roy Kinckle of the Fenway and Joseph Sheehan of Keith's Memorial.

James O'Brien of Loew's Orpheum, Mike Driscoll of the RKO Boston, and utility man, Herb Dill, are arranging the entertainment program.

"House of Seven Gables" Premiere Held in Salem

BOSTON—Phil Bloomberg, operator of the Paramount in Salem, put on the world premiere of "House of Seven Gables" at the kleig-lighted de luxe house in the Witch City last week.

Bloomberg made the opening all the more effective by building it around the still standing House of Seven Gables, made famous by the Nathaniel Hawthorne novel.

Crinoline gowns, scented with lavender and moth balls, again swished through the little house when Bloomberg sponsored a party there prior to the showing of the Universal film. Manning Hawthorne, the author's great grandson, was among those who gathered under the old crystal chandeliers of the gabled structure.

PORTLAND

SUNDAY motion pictures were approved at town meetings held at Fort Fairfield and Guilford this week. Mars Hill defeated the measure for the fifth successive year. Daylight saving time was approved at Guilford, Ashland and Mars Hill.

The Maine-New Hampshire Priscilla Theatre at Lewiston has been remodeled. New seats and electric fixtures have been installed and a completely new lobby has been built.

Harry N. Snyder, representative for Alexander Film, was a Lewiston visitor recently . . . According to certain Lewiston teen-age beauties, the Ritz Theatre, recently remodeled and opened by Leon P. Gorman of Portland, is "swell."

Two famous Maine authors have the film version of their greatest "brain children" before local audiences this week. Booth Tarkington's "Seventeen" is featured at the State; Kenneth Roberts' "Northwest Passage," at the Strand.

Another brave attempt to establish a legit theatre in Portland is being made by Guy Palmerton, young New York producer, who is opening with "No More Ladies" March 25, at the Maine Civic Theatre (the old Keith).

Chief competition for the dramatic production will be the sixth annual Better Homes Exposition which is being staged at the Exposition Bldg. the entire week of March 25. Four thousand dollars in prizes will be given away during the six-day show.

"Gone With the Wind" is reported to be breaking boxoffice records as it plays its way all over the state. This week it shifts to the coastal cities of Bath and Rockland, opening March 25 at the Uptown Theatre, Bath, and the Park, Rockland.

Jack Kenney, manager of the Auburn, Auburn, and a former member of the well-known vaudeville team, "Kenney and Hollis," was having trouble with his sound equipment when your correspondent dropped in to see him the other day. Incidentally Frank Hollis, Kenney's partner in the old days, also is managing a theatre—in Portsmouth, N. H., and likes it, too.

C. K. Conner, manager of the Empire, Lewiston's only first-run house, cheerfully regretted that there was absolutely nothing happening these days . . . Mr. Rosenthal of the Strand, one of those "Silver Knights," charmingly declares he wants no "publicity," but he's eager to have visitors "see his show." Rosenthal is the uncle of Bertina Wolfe, cashier of the Strand.

Set April 16 Date

NEW HAVEN—Connecticut MPTO will hold a special luncheon-meeting at Ceriani's Cafe Mellone at 12:30, Tuesday, April 16. Arthur H. Lockwood will preside.

New England Filmites Back Cinema Club

(Continued from preceding page)

ard Burkhardt and Joe DiPesa of Loew's Boston Theatres; Clinton F. Payne and Martin R. Toohey of the Leroy in Pawtucket, R. I.; Abe Garbose of the York and Capitol in Athol and the Orange in Orange; B. J. Coughlin of the Peoples and Colonial in Maynard; Les Bendsley of the Community Playhouse in Wellesley.

Irving Zussman and Arthur Jerome of Metro Premium Co.; Walter Young of the Strand in Farmington, N. H.; Al Anders of the Bijou in Springfield; John Saranga of the Madison in Jamaica Plain and the Royal in Fall River; E. Lieberman of the Willow in Willimansett; Ernest Sharaf of the Rialto in Worcester.

Bill Reilly of the North Shore Film Delivery in Marblehead; George Valley of the Strand in Winooski, Vt.; Nat Hochberg of the Playhouse in Ayer and the Jason in East Weymouth; L. F. Payson of Suburban Film Delivery in Stoneham; Jack Findlay of Central-United Theatres in Westerly, R. I.; Hy Teich of the Four Star Program Co. at 40 Winchester St., Boston; E. L. White of the Mansfield in Mansfield; Louis Stern of the Opera House in Barre, Vt.; George Kraska of the Fine Arts; Jack Riff, poster man.

Saul Hayes of Boothbay Harbor, Me.; Harry Martin of the Knights of Labor at 246 Stuart St.; E. J. Carroll of the Riverside Park in Agawam and the Stuart in Boston; Jack Meyers of the Hub Film Exchange; Roy Heffner jr., of the Key in Middleboro; C. F. Millett of the State in Bridgton, Me.; A. Marceaux of the Baylies Square in New Bedford.

Maurice Master of the Master Motion Picture Co.; Otis Page of the Lincoln in Damariscotta, Me.; A. M. Burroughs of the Rialto and Casino in Boston; Charles L. O'Reilly and Louis Klebenov of Interstate Automatic Candy Co.; Val Gagne of the Somersworth in Somersworth, N. H.; Simon and Israel Goldberg of the Chelsea in Chelsea, and Chet Stoddard, Hy Fine, Harry Wasserman, Bill Spragg, Frank McManus, Bob Sternberg and Al Moreau, M&P district managers.

Dan Murphy of Loring Hall in Hingham; D. J. Shea of Shea's Theatres in Turner's Falls; Morris Saffner and Harry Blanchette of Woonsocket, R. I.; Arthur Lockwood and Louis Gordon of the Lockwood and Gordon circuit; Sam Davidson and Walter Gillis of Cameo Screen Attractions, Inc.; Anesti Pochi's Spa; Irving Isaacs of the Humboldt in Roxbury and the Telepix in Boston; Lon Vail of the Pastime in Bristol, R. I.; P. S. Dimodica of the Cape Theatres, Inc.; Harry Zeitz of the State, Empire, and New Bedford in New Bedford; Elias M. Loew of E. M. Loew circuit; Phil Bloomberg of the Salem Realty Co. in Salem; Lon Hacking of Altec Sound; Warren Nichols of the Gem in Peterboro, N. H.; D. M. Shapiro and Lila Izen of the Wholesome Film Service; L. P. Gorman of the Ritz in Lewiston and the Cameo in Deering, Me.; Jack Eames of the Premier in Littleton and the Jax in Colebrook, N. H.; C. H. Ross of the Windsor in Windsor, Vt.

T. A. McNulty of the Warwick in Marblehead; Fred Greene of the Park and Bijou in Woonsockett, R. I.; Dick Dobbyn, Bill Sullivan, and Bill Mulcahy of Maine and New Hampshire Theatres Co.; Harold E. Stoneman, Edward Ansin, Ed Fain and Ted Fleisher of Interstate Theatres Corp.

Murby May Expand

BOSTON—Ed Murby may put up a new open-air theatre between Fall River and New Bedford. Murby is expected to open the Wrayham Auto Theatre in May.

Goldstein Makes Prize Catch on Vacation

Springfield, Mass.—Well tanned, and with a 21-pound kingfish 44 inches long which took 40 minutes to land, Nathan E. Goldstein of Western Massachusetts Theatres, Inc., has returned to the circuit's headquarters here after a two-week vacation in Hollywood, Fla.

Goldstein is having the prize catch mounted and it will occupy a place of honor in his office.

HARTFORD

DOTTING AND DASHING—The News on Parade!: Maurice Shulman, Webster; Charlie Repass, Crown, and Martin Kelleher, Princess, were in New Haven last Tuesday . . . WB Lyric has been redecorated inside . . . Manager Victor Morrelli, Rialto, has inaugurated a new policy of four-hour shows on Monday and Tuesday nights . . . The new combination boxoffice-candy stand in the M&P Allyn lobby looks good . . . Hollis Sweeney, Loew-Poli Palace usher, sang at a recent Knights of Columbus gathering . . . Plaza, Windsor, has started a Cooking School . . . E. M. Loew's began its tenth anniversary week last Friday.

Bernard M. Levy, manager of the Proven Picture, was in Boston Monday . . . Mary Staten, Rialto cashier, was sick with a cold . . . Lou Cohen, Loew-Poli Palace manager, was still in Springfield, filling in for George Freeman of the Loew-Poli who was ill. While Lou is in the Bay State city, Loew-Poli Manager Jack A. Simons is taking care of the Palace . . . Manager William Flanagan was given a party by Park St. merchants to welcome back his return to the Lyric managership. In attendance at the gathering were WB District Manager Henry Needles, and James McCarthy, Strand manager . . . Russ Grant, student assistant at the Loew-Poli, has a cold . . . Stagehands held their annual ball at the Bond on Monday night. Charlie Obert was in charge of arrangements.

Rialto Manager Victor Morrelli commutes to Bristol daily . . . Alfred Ropal, house policeman at the same theatre, was in Washington, D. C. for three days . . . Loew-Poli division manager, Harry F. Shaw, is on vacation. While Harry is away, his duties are being taken care of by Lou Brown.

W. Marsh, member of the auditing department of Loew's, Inc., was in town some days ago . . . Student Assistant Russ Grant, Loew-Poli, reports that his wife, who has been convalescing at the Hartford Hospital, is feeling better these days . . . Maurice Shulman's Webster brought the film, "Harvest" into town for a three-day run . . . Louis Rome, father of Playwright Harold J. Rome, who wrote "Pins and Needles," died last Tuesday morning . . . Rudy Frank, the Harris Bros.' State publicist, is working on summer plans.

Members of the Hartford Cinema Club showed films at a meeting of the Town and County Club, March 28 . . . New Glastonbury Theatre is offering a free cup and saucer to each lady patron nowadays . . . Eddie Downs, Loew-Poli usher, was in Boston last Tuesday . . . Ditto Helen Covell, Loew-Poli Palace cashier . . . Mrs. M. Oakley Christoph, film columnist, Hartford *Courant*, was in New York City . . . Ann Schneider is new cashier at the Loew-Poli, New Haven . . . Seymour Kimenker is a new part-time usher at the Loew-Poli Palace.

The Plaza, Windsor, is offering free china to ladies these days . . . Business was a bit slow the week of Good Friday, but quickened up a great deal over the Easter weekend here in town.

BOSTON

SAM BERG, 20th-Fox head booker and president of the Boston Cinema Club, called the local film fraternity to a meeting Monday at the Columbia exchange. The members went over reports of the recent successful dinner-dance at the Cocoanut Grove.

Jack Martin of Republic is a candidate for ward committeeman . . . I. J. Hoffman, Warner executive, was in town . . . Herman Maier, Warner construction man from New York, was in town a few days ago.

William Doyle, manager of the Broadway in South Boston, has been convalescing following an attack of the grippe . . . Bill Riseman and Alex Lercari, Piedmont Street decorators, finished a renovation job on the Strand in Pawtucket . . . Bernard Payne, manager of the Mohawk in North Adams for E. M. Loew, has been tying in with local schools on appropriate feature releases.

William S. Koster, seat renovation man, now has his offices in the Majestic, closed Shubert house on Tremont Street. Koster moved to the Copley Theatre from the film district a few months ago . . . Louis Chiaramonte, theatre artist, whose accounts include Loew's State and Orpheum and the Fine Arts, is back at work, though still feeling the effects of the grippe . . . Joe Longo tied in 21 local Postal Telegraph windows with special displays on "Rebecca."

Herman Mintz, business associate of E. M. Loew, is one of the incorporators of the Marlboro Modern Theatre Corp., formed here . . . Charles Wilson, manager of the Hamilton in Dorchester, has been running into stormy weather every recent day off. Wilson is working at present on some potential juvenile tieups for the summer season . . . Robert Portle, manager of the Plaza in Worcester, is drawing with amateur shows on Saturday nights.

Dan Murphy, operator of Loring Hall in Hingham, was in town . . . Frank LePage, Maine exhibitor, was down from Millinocket . . . Harry Silverman, roadshow man, left Boston for New York . . . Arthur Sharby came south to Boston.

Joe Dobesch, located on Piedmont Street, has been renovating E. M. Loew's Strand in Peabody. Dobesch had charge of complete wall and stage decorations except for the paint job . . . The mother of Charles Murphy of United Artists has been seriously ill.

Ed Charbonneau, operator of the Concord in Concord, was down from New Hampshire . . . C. P. O'Toole, Warner executive, was up from New Haven . . . Frank Boscketti, operator of the Premiere in Lawrence, was in town . . . Jack Eames, New Hampshire circuit owner whose houses include the Premiere in Littleton, the Jax in Colbrook, Thayer's in Littleton, Hall-in-Pines at Breton Wood, and the Colonial in Bethlehem, was in the district.

William Purcell, manager of the Royal in Worcester for E. M. Loew, has signed for a book deal . . . Film district renovations are understood to be set, with Winchester Street reportedly due for a new sidewalk, from Arlington Street to Church Street, within the next three months. The sidewalk has been bricked for years.

Abe Garbose has had booth equipment of the Orange in Orange overhauled and new lamps installed. P. Edward Comi, 112 Arlington Street, Boston, equipment man, did the job . . . The son of the late Harry Decker has been working the Film Exchange Transfer . . . Leon Foster, office manager of the Capitol Theatre Supply Co., smokes a "rum-maple" pipe tobacco.

Oze Tessier has had the booths of the Royal and Rialto in New Bedford renovated . . . George McGunnigle, assistant to Fred Greenway at Loew's State in Boston, is looking over resort literature in anticipation of a June wedding . . . E. M. Loew, it is rumored, may go into Methuen.

Joseph A. DiPesa, Joe Longo, and Al Longo of Loew's Inc., have completed a "Strange Cargo" tieup with the Cape Cod Steamship Co., whereby a silver trophy will be awarded to the captain bringing in the strangest cargo. The skipper should hold out for Joan Crawford, claims Fred Greenway of the Loew's State.

Mrs. Nina M. Wilson of Boston, late mother of Glenn Wilson, the actor, died here last week. She was formerly on the stage under the name of Bonnie Kate Sullivan.

Edith Alper, formerly with E. M. Loew and, before that, with Roy E. Heffner, is now working for a Florida hotel . . . Frank Lydon of the Hamilton in Dorchester, Arthur K. Howard of the Independent Exhibitors, Les Bendslev of the Community in Wellesley, Richard Rubin of the State in Saugus, William McLaughlin of the Stoneham in Stoneham, William Viano of the Lexington in Lexington, Frank Perry of the Orpheum in Foxboro and Warren Nichols of the Gem in Peterboro, N. H., remembered Al Steffes, Allied firebrand ill with thrombosis, with a gaily knitted convalescent jacket.

Joe Mathieu has turned back the lease of the Empire in St. Albans, Vt. Mathieu continues to operate the Weldon in the Vermont community, however . . . Rumors, reported here several months ago, continue that RKO may put up a new Boston exchange.

Ada Hurwitz, with the E. M. Loew circuit before she maried John Trager, marked the recent birthday of her three-month-old son, Robert Maxwell Trager, with a party . . . Mary Grey, who replaced Miss Hurwitz with the chain, plans another New York trip this spring. Her mother, who was troubled with arthritis, is improved.

Ralph Wormhood of the Theatrical Post of American Legion has been convalescing following a stay at the Peter Bent Brigham Hospital, necessitated by a fractured ankle incurred at Jamaica Plain . . . Charles Feinberg, manager of the Capitol in Fall River, has been handing out projectors . . . Bill Canning, manager of the Empire in Fall River, spotted a Charles Laughton cutout atop the theatre building to exploit "Hunchback of Notre Dame."

Fred Sharby, circuit operator with headquarters at 14 Roxbury Street in Kenne, N. H., has been in Florida . . . Kenneth R. Douglass, head of the Capitol Theatre Supply, has an old Zenith projector on display . . . Chet Ellis, manager of the Uptown in Boston, is a pistol enthusiast.

Aaron Fishman, operator of the Community in Fairfield, Conn., has been in

(Continued on page 121)

The Boston Salesmen's Club Invites You

to Attend Its

Third Annual Dinner-Dance

at the

Cocoanut Grove, April 7

Cocktails at 6:30 P. M.

Dinner 7:00 P. M.

SUBSCRIPTION $6.00 PER COUPLE

NEW HAVEN

FLORIDA SPECIALS: Mr. and Mrs. Morris Nunes of Progressive Premium this week hop a train for Florida, then a plane for Havana . . . Sam Rosen will be going south to see his father and, incidentally, catch a few sailfish, in a few weeks . . . Phil Furst of Reliable Seating, just back from Florida, is making an inspection of all Warner houses in the New Haven territory . . . The Abe Fishmans and Mrs. Phillip Saslau, back from the Orange Blossom state by train . . . Dr. J. B. Fishman and family and the Aaron Fishmans of Fairfield also returning by car, and the circuit heads will once more be in evidence on Meadow Street.

Dave Cherman of the Lawrence recuperating at New Haven Hospital from an emergency operation . . . Mrs. Lucy Flack is resting at home after a short stay in Milford Hospital and will soon be back at the Capitol . . . George Freeman of the Poli, Springfield, is reported doing nicely after his recent operation at Mt. Sinai, New York . . . Tom Nolan of New York is visiting with his brother-in-law, Tom Donaldson, Metro manager at New Haven . . . Billy Byrne, wife of John P., Metro Boston manager, was a recent visitor . . . Sam Rosen, Phil Seletsky, Morris Joseph, John Pavone, Sam Weber were among the many film men in this territory who attended the funeral services of Mrs. Mary Scully, mother of Bill Scully.

Milton Hyams is the best publicity agent John Hyams Rosenschein ever had, but the product is there . . . I. J. Hoffman, B. E. Hoffman and Flora Cohen were among the many guests at the recent Warner Club ball in New York . . . Jeanette Berliner, sticking to her books in spite of a bad cold . . . Dave Kauffman, Poli artist, talks about raising his own baseball team . . . Loew-Poli, Waterbury, building up business steadily on its weekly $100 Movie Party . . . Bijou, New Haven, is turning them away on its new Saturday vaudeville programs. Among the coming attractions will be Thelma White, Bob Howard and "Peg Leg" Bates . . . "Pinocchio" plays two Loew spots: Poli, Hartford, two weeks, and Poli, Waterbury, a full week.

Rialto, Bridgeport, brought back "Boys Town" "by popular request" . . . Warner's launched "Virginia City" in eight spots March 20, eight the following week, and six the week after, with New London and Waterbury set for a week . . . "Young Tom Edison" opening March 28 at the Loew-Poli . . . Will Rogers Memorial Fund is progressing satisfactorily, with more exhibitors arranging collections than last year . . . Following the tremendously successful Ice Follies, the Arena staged the Skating Club Follies, and booked the European Ice Revue for March 25-30.

President Jack Mullen of B-41 (exchange employes) is still awaiting the arrival of contracts supposedly set in New York in December, to call a meeting of the union . . . When the Politeers beat the Columbians at duckpins this week, the scores were: First game: H. Parizer, 109; J. Biasuchi, 88; M. Weinstein, 78; A. Parizer, 107, and V. Ferrie, 109. Second game, same players in order: 100, 94, 99, 88, 133. The winnahs: First game: A. Innocenzi, 101; C. Norman, 97; C. Gaudino, 134; M. Furman, 131, and J. Mongillo, 112. Second game: 107, 124, 95, 116, 129 . . . Most daring dialogue ever slipped into newspaper ads is that on "Strange Cargo."

Wiseacres: Matt Saunders planted story and art on "Young Tom Edison" in the General Electric News, *house organ, and topped it with a front page story on GE's cooperation in making "Edison the Man." GE has loaned the producers nine reels of film and a recording of the inventor's voice made in Bridgeport during his lifetime. The material includes pictures made of the late Dr. Charles P. Steinmetz and Edison during a visit of the latter to Schenectady, and many other helpful shots . . . Big space given to the fifth annual Bridgeport* Times-Star *and Poli Easter Egg Hunt at Beardsley Park, with kids searching for papier-mache eggs enclosing 750, 500, and 250 bright new pennies and guest tickets. Matt also planted a column story on the new spring bookings, just like that.*

The Harry Shaws are basking on the beach at Acapulco, Mex., and taking reels of color films with that Shaw professional touch . . . All Poli houses are sporting spring lobby decorations . . . Ed Fitzpatrick's lobby at Waterbury combines a novel "Pinocchio" display with an early plug on an array of coming attractions . . . Morris Rosenthal, manager of the Majestic, Bridgeport, reports a local department store approached him on a "Blue Bird" coloring contest tieup with merchandise prizes and guest tickets. The store-theatre approach is new . . . Having already inscribed Bob Russell and Nat Rubin in the Dollar Club this year, for their "Northwest Passage" Boys Club stunt, Loew's will once more be bestowing the honor on Russell for his special Saturday morning tieup with Donald Eldridge, audio-visual director for schools, on the large group attendance at "Young Tom Edison."

Bill Elder covered every angle and then some in his campaign on the opening of the Saturday Bijou vaudeville, planting scene cuts in the Register *and* Journal-Courier, *special announcements in these and out-of-towns papers, using sound trucks, sending spot announcements over WBRY, interviewing the Little Tough Guys over WELI, and placing 100 special window cards . . . Max Tabackman still claims the bridge championship of the town, Jules Livingston notwithstanding . . . Charlie Lazarus, Metro booker, and Clark Gable just can't get along without that upper lip adornment . . . Bill Marsh, Metro home office auditor and candid camera expert, has left the New Haven office after a short visit . . . Samuel Calechman of the Howard held a reception at his home celebrating the Bar Mitzvoh of his son, Jack.*

Lieberman Orders RCA

BOSTON—F. E. Lieberman, operator of the Newsreel here, has ordered new RCA sound for the house.

Encyclopedia Giveaways Popular in New Haven

NEW HAVEN—New encyclopedia deals continue to be popular with exhibitors in this territory and are being contracted for days in the week not used before for giveaways. Sam Farber's Modern Concise 15-week deal was signed and sealed this week for the Forest, New Haven; Rialto, Lowell; Bijou, Oxbridge; Palace, Pittsfield; Majestic, Holyoke, and Wakefield, Wakefield.

Adolph G. Johnson and his associate, Albert Poulton, have sold the 13-week New American encyclopedia and New American Webster dictionaries to the Rialto, Stamford; White Way, New Haven; West End, Bridgeport; Capitol, East Haven; Groton, Black Rock; State, Torrington; Allen, New Bedford, and Town Hall, Barre.

Max Tabackman is following up the concluding encyclopedia deals at the Rivoli, West Haven, and Rialto, New Britain, with a new Johnson five-volume dictionary set, which patrons receive on the payment of 15 cents per volume.

N. C. Wrisley has sold Priscilla ovenware to Warner's Circle, South Manchester, for April, and the Plaza, New Haven, a 46-week Rosella banded glassware deal. Also, the Princess, Hartford, starts the Priscilla ovenware in May.

Harold Rubin of Metro Premium reports another busy week, with his frosted stemware going into the Carroll, Waterbury, and Hillcrest, Taftville; golden poppy dinnerware into the Cinema, Collinsville; Mayfair, Terryville, and Broadbrook, and True Blue ovenware into the West End, Bridgeport.

Riseman and Lercari Will Redecorate New Quarters

BOSTON—William Riseman and Alex Lercari, theatre decorators, have taken over the entire building at 16 Fayette St. in the film district. Riseman and Lercari, who plan immediate occupancy of the quarters, will entirely redecorate and rejuvenate the structure. The layout will include offices, workroom and a reception hall. A grand opening is tentatively on schedule, probably for some time, the first of April.

Keenan Helms Ellsworth Theatre for Graphic

BOSTON—Gene Keenan has been named manager of the Grand in Ellsworth, Me., by Kenneth Kurson of the Graphic Theatre circuit. Keenan, who recently returned to Boston after legit roadshow work, was formerly New England advertising manager for Republic Pictures, succeeding Dave Whalen, present Republic national exploitation manager, to the Boston position.

Builds Police Displays

NEW HAVEN—Earl Morin of the state police department is building shadow boxes and model displays of theatre projection room, traffic scene and weights and measures display to be shown at the coming State Police exhibition in the Armory.

November Retreat Planned By Motion Picture Guild

BOSTON—The Catholic Motion Picture Guild plans to hold its next retreat at Campion Hall in Andover from November 15 to 17. The Guild which held its first retreat as an organization this month, inaugurated the practice of devoting each first mass to the memory of recently deceased film men.

Frank Lydon of the Hamilton in Dorchester, William Doyle of the Broadway in South Boston, William Murphy of Imperial, P. F. Healey of the Department of Public Safety, and Chet Grenier, Stuart Street film printer, met at Campion Hall on Good Friday, in company with other retreat directors and assistants.

The Catholic Motion Picture Guild plans a 1941 retreat to the Jesuit institution on Palm Sunday.

Mary Hildegarde Healy Will Wed on April 19

BOSTON—Mary Hildegarde Healy of M-G-M, former publicity manager of Keith's Memorial, and Frank J. Ryan, Rhode Island banker, will marry, April 19. Miss Healy was assistant advertising manager for the RKO theatres in New England for a number of years following her Keith's Memorial assignment. Both she and Ryan are enthusiastic golfers, the latter belonging to the Rhode Island Country Club.

Ruth Pinanski Engaged To Milton G. Green

BOSTON—Ruth Pinanski is engaged to marry Milton G. Green of Newton Center. Miss Pinanski is daughter of Marty Mullin's partner in M&P Theatres. She graduated in 1934 from the Choate School, Brookline and in 1938 from Radcliffe. She also has studied at the Boston Museum of Fine Arts.

Loew-Poli's Jake Likes Action "Roles" Better

NEW HAVEN—Jake, Loew-Poli's well known street sandwich man who has been made up in as many different ways as most Hollywood actors, likes action "roles" better than his latest for "Rebecca." Bob Russell has him inside a six-foot beaver board book plugging the coming picture. The story is so fascinating, Jake says, he can hardly breathe.

Hyman H. Rambach

BOSTON—The late Hyman H. Rambach, veteran Boston theatreman, was buried last week. Born 63 years ago in Lithuania, Rambach was involved in large realty operations in various parts of the country, and built a number of motion picture houses in this territory. He is survived by his wife, a son, and two daughters, Mrs. Lou Wechler, wife of the New Haven manager for United Artists, and Mrs. Maurice Green, wife of the suburban Boston theatre man.

BRIDGEPORT

GERARD MAGONE of Rye, N. Y., named manager of the Ridgefield Playhouse, the town's first motion picture theatre, has moved his family from the New York town.

All theatres here cooperated with the sale of Easter seals for the benefit of the Connecticut Society for Crippled Children with signs in the lobby and special screen trailers.

Morris Kaufman, manager of the Rialto, guested all *Post* and *Telegram* carrier boys in the north end of city . . . Matt Saunders is on pins and needles awaiting the opening of the Ringling circus in Madison Square Garden.

The Lyric reopened with burlesque on Easter Monday with Al Smith again house manager . . . February payrolls here were far ahead of a year ago.

Theatres went into a one-day slump when a New Haven railroad special took 1,500 women from this city and nearly 10,000 from the state, to New York for the Flower show . . . The Columbia bowling team defeated the Strand Amusement Co. maple busters.

William Brown is the new manager of the Pickwick, Greenwich . . . Morris Haddleman, manager of the Shelton, has returned from Florida. Work on the rebuilding of his theatre has started, but is not expected to stop the shows until June.

Two neighborhood houses will undergo modernization in the spring . . . Alexander Kirkland of the Columbia Broadcasting System will take over the Clinton this summer . . . And present indications are that the Plymouth, Milford, will not relight.

Mrs. Jean Leverone of the Loew-Poli staff, the city's veteran theatre cashier, is seriously ill at her home.

Morris Rosenthal of the Majestic tied up with the Smith-Murray department store for a coloring contest on "The Blue Bird." The completed work was displayed in the store's windows. The store also featured Shirley Temple dresses during the week the picture was here.

The Rivoli brought back "The Adventures of Robin Hood" and "The Mikado" for nice business . . . The Ridgefield Playhouse held an invitation opening that proved a gala affair. Celebrities from New York and around the state were present.

Jockeying for More Theatre Business

Manchester, N. H.—It must have been "Horse Week" at the Manchester theatres.

These were the offerings:

"Two Thoroughbreds," at the Globe.
"King of the Turf," at the Modern.
"Life of Seabiscuit," at the State.
"The Day the Bookies Wept." at the Strand.

New Haven's Exchanges Rank High in Drives

NEW HAVEN—Local exchanges rank high in the many current drives and are looking forward to collecting some of the attractive money prizes offered.

Columbia has risen from fifth to first in the eastern division and is eleventh nationally, with the drive ending May 10. The branch is also first in the east and seventh nationally in shorts and serials. Both Albany and Philadelphia exchanges have taken up the $50 challenge wagered by Tim O'Toole, branch manager.

Warner is first after 11 weeks of its drive, with its district third and only five weeks to go. RKO is eighth but hopes to work back to first by May 10. Universal is up to sixth place.

Handbill Violation Cases Have Respite in Nashua

NASHUA, N. H.—Further study of U. S. supreme court rulings which branded similar measures in other cities as unconstitutional, has caused the Nashua municipal court to nol prosse four cases in which violation of Nashua's anti-handbill ordinance was charged.

Although members of a religious sect were involved, the cases had won the attention of theatre operators in this section, who took the decision to mean that the city will make no new attempts to enforce the ordinance.

City Solicitor Edward J. Lampron was the prosecutor.

Weymouth Drive-In Will Be Opened April 13

BOSTON—Thomas DiMaura and James Guarino of Drive-In Theatres Corp. plan to open the Weymouth Drive-In Theatre, first open-air in New England, on April 13. The Shrewsbury Drive-In, managed by Warren Campbell, is due to open April 20. The Saugus Drive-In, which has been incurring license trouble and other difficulties, may open, with a new entrance, later in the season.

Joseph Mekelburg continues as buyer and booker for the chain with offices on Stuart St. in Boston.

Get Candy Machines

NEW HAVEN—Cavco candy machines have been placed by Barnett and Harold Tabackman of the Bostwick, Bridgeport, in the following houses in the New Haven territory: Park City, Bridgeport; Capitol, Milford; Rialto, New Britain, and the Glastonbury, Cheshire, Stratford, and Colonial, Bridgeport.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

This Week We Meet

SAM P. FARBER

NEW HAVEN—Being one of the first men in the picture game in this country and having knocked about in its many branches and traveled far and wide, Sam Farber can not only sell exhibitors encyclopedias, but probably could write a few himself. As long ago as 1910, Sam's checkered career brought him to the Elm City. Now that he is back wafting the books which answer all the patrons' questions and, he claims, all the exhibitors' problems, he takes time to reminisce a little here and there about the Film Building in the good old days. Fortunately, Sam's wife, in many spring cleanings, hasn't destroyed all the memorabilia of those days, two amusing examples of which appear in the pictures on this page, which many in this territory will enjoy for their antiquity and the proof that Sam and some of the others in these parts were good looking young fellows once.

Into Industry in 1900

Sam's experience in pictures goes back to 1900 when he was employed by Vitagraph in the old Morton Building on Nassau Street, New York. Since then, he points out, he has learned the business in many aspects, having even been an actor (not Napoleon) in "The Life of Napoleon" and "The Sepoy Rebellion." He was the first salesman employed by Vitagraph-Lubin-Selig-Essanay when that company was organized in 1914. During his two years with the company, many "names" in the business at present were associated with him.

Farber resigned from the V-L-S-E after being sent to New Orleans by Walter W. Irwin to open and manage Vitagraph's exchange there. Later, when Jewel Productions was organized, he was engaged by Harry Berman (who was later with Film Booking Office which was absorbed by RKO) as special sales representative traveling with a print of each of the first four productions released, and giving trade shows in key cities. Next he was associated with Frank Hall for a time, resigning to take charge of Metro's New Haven exchange.

There was no Film Building in the city then. Farber reigned in the present Universal Building with a staff of three salesmen, among them Eddie McEvoy. It was the American Feature Film Co. which then had the franchise for Metro pictures. Farber was succeeded in this office by Bill Scully, who was later to become general sales manager for Universal.

Very few of the salesmen had cars in those days. Most of them traveled by train and often quite a congregation would spend the night in the same town. While the small talk flew about, Sam would often steal away to—yes, really—write poetry.

It was while he was a salesman for Advance Trailer Service Corp. of New York, on a trip with Jules Laurent (now Skouras division manager, then salesman for Metro in the St. Louis territory) that he wrote this one:

"METRO PICTURES MUST BE SOLD" or ("THE RIDE OF JULES LAURENT")

Paul Revere was a rider bold
Well has his valorous deed been told:
Sheridan's ride was a glorious one,
Often it has been dwelt upon.

Great riders there were of other climes—
Ben Hur, for instance, in ancient times;
But of all the riders e'er went hell-bent
None e'er could compare with Jules Laurent.

He started out in a Ford coupe
With hopes held high to earn his pay;
And all seemed well, and his work begun
Till he reached the town of Washington.

His mission o'er with the exhibitor
Set out for Hermann for contracts more.
What matter the rain, the mud and the cold!
Metro Pictures Must Be Sold!

He hadn't gone far when the darned old car
Got stuck in the mud with a helluva jar.
Then he trudged thru the muck for a mile or more
For a team of horses, soaked to the core.

Then started again with a smile and a song
But all of a sudden something else went wrong;
This time a puncture, and there in the mire
He was forced to get out and change a tire.

Besmirched with dirt but ever alert
He continued on with a powerful spurt;
He zipped thru the highway, then stopped with a thud
Got hauled out again from the horrible mud.

We've seen mud galore to make any one sore
In Illinois, Kansas and Arkansas;
There's the mud of Kentucky, Wisconsin and Maine
But the mud of Missouri would give you a pain!

It's thicker and deeper—but on with this tale,
When stuck for the third time thought sure he would fail—
To get to Jeff City; for the farmer's remark—
Was to the effect, he retired at dark.

But another Ford stuck, that was hauling a sow
Which grunted so loud, or he'd still be there now;
So the farmer decided to hitch up his mules
And pulled them thru mud that surprised even Jules.

Then a stretech of more mud about forty miles long,
Saw never a house—but a constant throng
Of rabbits and squirrels, dogs, cats and bear,
Wild turkeys and hogs, but he didn't care!

Arrived at Jeff City—'bout one in the morn,
Sent all his clothes out to be cleaned until dawn;
Then went out for breakfast without coat or hat
For nobody knew where his clothes were at.

But why prolong this awful lay,
Surely he earned a week's pay in a day;
The week scarcely o'er, he had four punctures more
And ran out of gas in the park near his door!

Envoi: I've tried to describe this terrible ride
And really it's useless; but this I'll confide;
What matter the rain, the mud and the cold!
Metro Pictures Must Be Sold!

This will give you an idea of the good old days and the good old spirit that Farber sighs over sometimes. They're fun to recall, but now it's encyclopedias. And Farber has the same old enthusiasm for this new branch of this amazing business. Maybe some day he'll even write a poem about an encyclopedia.





You Pick Our Hero—

When Sam Farber was Vitagraph's "special representative" back in 1908, the top still was made. Sam and his fellow members of Company M, 13th Coast Artillery N.G.S.N.Y. portrayed footguards in the Vitagraph production "Life of Napoleon." The picture below depicts a meeting held in 1910 in New Haven, to discuss the not yet old-fashioned subject of projectionist problems.

Buys Original by Trumbo

HOLLYWOOD—"The General Came to Stay," an original by Dalton Trumbo, has been purchased by Paramount.

Assign "Senate Page Boys"

HOLLYWOOD—"Senate Page Boys," Chas. R. Rogers production for Columbia, is being adapted by Lewis R. Foster.

Landers Celebrates His 10th Year in Hartford

HARTFORD—E. M. Loew's 1,200-seat theatre and George Landers, manager, celebrated their respective tenth anniversaries here March 22 with the New England premiere of Columbia's "Too Many Husbands."

The theatre was acquired in 1930 by E. M. Loew after several years of operation by H. Morrison, and previously by Harry Segal. Its continued success since that time is in a great measure due, in the opinion of the trade, to the efforts and ingenuity of Landers, who has studiously worked for a regular family patronage and a friendly relation between theatre staff and patrons.

A souvenir booklet was designed by Landers for the event. Telegrams from film stars and state notables were displayed, and several parties, press stunts and other ballyhoos were held.

Plan for Playdate Drive Brings Grainger to Hub

BOSTON—James Grainger, Republic executive, arrived in Boston late last week to confer with Ed Morey, Republic general sales manager in New England, on a playdate drive scheduled to run for 13 weeks, from March 31 to June 21. Grainger held a special sales meeting here before returning to New York.

Third Weekly Cook School At Theatre in Windsor

WINDSOR, CONN.—For three successive Tuesday afternoons, the Hartford Electric Light Co., in cooperation with local merchants, will conduct a cooking school at the Plaza with merchandise prizes. The Shulmans will contribute free selected shorts.

SPRINGFIELD

MANAGER LOUIS COHEN, Loew-Poli Palace, Hartford, is in town, filling in for George E. Freeman, Loew-Poli manager, who is, at present, at the Mount Sinai Hospital, New York City, for an operation . . . While Cohen is in Springfield, his duties in Hartford are being accomplished by Manager Jack A. Simons, Loew-Poli, Hartford.

The first showing of "The Blue Bird" in the Hartford-Springfield area was presented at the Paramount.

Julian Rifkin, son of Herman Rifkin, local theatre-chain owner, was in Boston some days ago.

William Purcell, manager of the E. M. Loew's Royal, Worcester, has started encyclopedia giveaways . . . Ditto Arcade and Court Square here.

A Yiddish film, "Tevya," was shown in Hartford and Worcester.

Julian B. Tuthill, film columnist for the Hartford Times, *was in town, reviewing vaudeville show at the E. M. Loew's Court Square.*

BOSTON

(Continued from page 117)

Florida . . . Mark Jeffrey, former operator of the New England Film Exchange, plans a New York trip . . . William Brown, manager of the Park in Brockton, has been attracting juvenile trade with free ice cream.

Alex Hurwitz, manager of the Strand in Taunton, pulled over 150 *responses with the "dare" gag inviting a lone woman to sit through a horror picture.*

Ben Domingo, manager of the local RKO theatres, gave "Murder Is News," its local premiere at the local RKO Boston . . . Peter Levesque, manager of the Strand in New Bedford, has a new dish deal . . . Emmanuel Lima, manager of the Allyn in New Bedford, is also handing out new dishware.

James Harris, Paramount salesman, has been ill . . . Joe Longo of the Loew's publicity office on Massachusetts Avenue plugged "Rebecca" with promotional windows and cooperative ads with three large Boston department stores.

Ben Rosenberg, manager of the Fenway in Boston, put on a free showing of "The King of Kings" at the Back Bay house during Holy Week. Voluntary offerings were taken.

The Strand in Gardiner, Me., has been razed by fire . . . Frank Dervin, Universal salesman, is now handling southern Massachusetts . . . Irving Shiffman of the Universal sales staff has taken over Vermont and New Hampshire . . . Julia Griffin of Columbia recently celebrated a birthday.

Lucien Descoteau of the Imperial in Manchester, N. H., has signed for a Capitol Theatre Supply encyclopedia and dictionary deal . . . Joseph and Max Levenson have gone for the giveaway at the Strand in Gloucester . . . C. Staples has been polling patrons of the State in Calais, Me., regarding their reaction on raised admissions that would become mandatory if "GWTW" is shown.

F. T. Carr, operator of the Idle Hour in Hardwick, Vt., has been tying in with local scholastic circles on exploitation . . . Joe DiPesa of Loew's Inc., has been trying to arrange a "My Son, My Son" tieup with Boston University and Harvard . . . Joe and Al Longo of Loew's State and Orpheum planted a local Hearst tiein on "Rebecca" whereby prizes are being awarded winners of a Careful Women Drivers competition. Careful femmes get corsages as a result of a Hoffman Florist promotion.

E. A. Wedemeier, Ideal Seat representative, was in Boston . . . Wendell Rogers of the Theatre Service and Supply Co., has been ill with intestinal grippe . . . The father of Marie Nessikian, cashier at Loew's State and Orpheum for many years, was seriously ill following a heart attack.

Maurice Druker of the managerial staff of Loew's Poli in Worcester, still wearing the Florida sun . . . Marty Weinstein, part operator of the Savoy in Northfield, Vt., has acquired the Keith in Fairhaven from Paul Morris.

Al Lashway, manager of the Strand in Pawtucket, R. I., has increased candy sales at the house as a result of a new candy display . . . Roy E. Heffner jr., manager of the Key in Middleboro, is trying to market an 8mm camera and projector . . . Irving Dunn, manager of the Tower in Lowell, is overlooking renovations at the house . . . Maurice Corkery and Jack Donohue, manager and assistant manager at the Central Square in Cambridge, plan an extensive spring renovation campaign.

Ed Carroll, operator of the Stuart in Boston, plans to recondition Riverside Park before opening the Massachusetts open-air house next month . . . Jim McManus, manager of the Marlboro in the Boston suburb of the same name, has been considering renovations . . . C. J. Lawler has had booth equipment of the Amherst in Amherst brought up to date with new rear shutters.

Frank Petrone and Margaret Tedder of the local Columbia exchange, were married Sunday. Fellow members feted the pair with confetti last week. They planned a motoring honeymoon . . . Henry Straut, film district veteran, returned to Church Street after being laid up with a serious infection . . . Steve Broidy, local Monogram sales manager, was in New York on business last week . . . Marcel Mekelburg and Sam Levine, inde film men now located on Melrose Street, were in New Bedford . . . Morris Sidman of the Strand in Haverhill has been hypoing trade with amateur talent.

James Guarino, executive of the Drive-In Theatres Corp. on Stuart Street, has invented a new die for use in the manufacture of macaroni. Guarino was a macaroni salesman before coming into the theatre game . . . Roland Moon of the Cameo in South Weymouth, acquired a Massachusetts driving license. Herb Grafam, assistant, was the sponsor.

Phil Smith cancelled last Sunday's matinee at the Strand in South Boston because of a fire in an adjoining building . . . Bill Riseman and Alex Lercari may redecorate the five Springfield houses of Herman Rifkin . . . Larry Dervin, with M-G-M Trailer Service on the west coast, was recently in Boston.

Arthur Blanchard, manager of the Strand in Southbridge, may renovate the house . . . George Kraska held "Louise" for the fourth week at the Fine Arts . . . Morris Saffner, operator of the Lafayette in Central Falls, R. I., was in town . . . Harry Blanchette was also in from southern New England . . . C. S. Wilcox, operator of the Orleans in Orleans, put on a recent benefit.

Lynn Farnol was in town this week in connection with "Rebecca," for which showing Fred Greenway, manager of Loew's State, inaugurated special 10:30 a. m. openings . . . John Dervin, with M-G-M on the west coast, was recently in Boston. The former assistant manager at Loew's State and Orpheum here, plans a

(Continued on next page)

: NEW HAMPSHIRE :

REPORTS from the recent town meetings in Vermont state that Sunday entertainments, including films, and Sunday baseball were approved by a majority of 8 to 1 in Rutland. Sunday amusements were also favored in Winooski and Northfield, although a taboo was put on liquor and beer in the latter community.

Newsreel cameramen "shot" the New England "mud buggy" championship at Alton Bay. Incidentally, this Sunday sport, which was originated this year in East Jaffrey, is leaping in popularity, crowds of 3,000 to 4,000 being common. Cut-down cars are raced on frozen lake courses with cash purses as rewards.

The Empire in Manchester has announced a "Library Night" for every Wednesday and Thursday. Reference books are offered, each volume going to a patron for 14 cents, plus the evening adult admission.

When the State in Manchester showed "Remember the Night," the Manchester Union-Leader *cooperated in staging a classified advertising contest under that title. Historic dates were scattered through the ad page, and the best pickers received sets of guest tickets.*

A new town hall, with motion picture booth and a capacity of 470, has been opened in Colebrook.

Valmore G. Gagne, who operates the Somersworth Theatre with his dad, received 5,173 votes to be elected a delegate to the first district Democratic convention in the March 13 primary election.

Report Jacocks May Take Capitol in East Haven

EAST HAVEN, CONN.—The 748-seat Capitol Theatre property, which also includes two stores, will be taken over by Irving C. Jacocks jr., operator of the Branford, it is reported. Lease of the present operators, the Capitol Theatre Corp., of which William Hoyt and H. Herr are the principals, will stand. It has nine years to run.

: They Go for "M" :

BRIDGEPORT, CONN.—Whether they got the idea from Hollywood's M-G-M or just drew their names out of a hat, local theatre managers go, in a big way, for tags beginning with the letter M.

There is, for instance, Matt Saunders of the Loew-Poli. The Majestic has Morris Rosenthal, Warner's Manny Kuggel, the Strand Amusement Co.'s Morris Jacobson, the American's Mike Carroll, the Rialto's Morris Kaufman, and the Black Rock's M. A. Schuman.

M movie men all—and Morris Rosenthal and Mike Carroll carry the idea right through to perfection. Morris married an M-gal, Molly, and Mike took the vows with a lass named Marjorie.

Direct Good Deed To Jack Benny

Manchester, N. H.—The fact that Jack Benny didn't win the Motion Picture Academy's "Oscar" was a disappointment to about 6,000 New Hampshire Boy Scouts and their leaders, so they decided to do something about it.

As a result, the film and radio star received a Boy Scout statuette with a plaque inscribed "To Jack Benny and the Empty Shelf," and christened by the donors, "Oscar Tenderfoot."

Now the scouts have been pleased by receipt of acknowledgement from Benny, who said the tribute was received by air mail "and now adorns that empty shelf."

Smith to Open Six Ozoners in Spring

BOSTON—Phil Smith, independent indoor and outdoor circuit operator, has signed with P. Edward Comi of Theatre Service and Supply Co. for booth equipment for six new midwestern ozone spots. The projectors will be outfitted with Comi's privately developed rear shutter.

The half dozen drive-in theatres Smith plans to have in operation by spring include locations in Oak Park, Mich.; Brookfield, Wis.; Lawrence, Ind.; Montgomery, Ohio; Des Peres, Mo., and Brook Park, Ohio.

Heffner Air-Conditioning Tower Theatre in Lowell

BOSTON—Roy E. Heffner is having air-conditioning equipment installed in the Tower Theatre in Lowell. The house will be the first theatre in the Massachusetts city to be so modernized. Irving Dunn is manager of the spot for Heffner and Michael J. Hurney. Charles Brent, architect and theatre construction engineer in addition to being a roadshow distributor, is supervising the job.

Relief Rolls Up in Five Big Connecticut Cities

HARTFORD—A slight increase in public relief rolls last month in the five large cities of Connecticut is reported here by the state welfare commissioner, Robert J. Smith. The rise amounted to less than 150 cases, or 1.7 per cent, and was described as "seasonal."

Reopen Jointly

PORTLAND—Harry A. Smith, formerly house manager of Keith's and Strand theatres here, is associated with Guy Palmerton in the reopening of the Maine Civic Theatre, which opened March 25 with a stage comedy.

Finishes Republic Script

HOLLYWOOD—Garrett Fort has completed the script of Republic's "Doctors Don't Tell."

: BOSTON :

(Continued from preceding page)

west coast wedding this summer with a local girl.

Benjamin Gold, manager of the Colonial in Nashua, N. H., is the father of a new citizen, a son . . . Frank LePage, operator of the Millinocket in the Maine town of the same name, has rejuvenated his front . . . George Freeman, manager of the Poli in Springfield, has been hospitalized in New York.

Julian Rifkin, who recently married in Springfield, has been honeymooning in Florida. He is the general manager of the Herman Rifkin circuit . . . Walt Stuart recently promoted a cooking school at the Community in North Attleboro . . . John F. Gatelee, Springfield projectionist, is said to be going into the exhibition end of the business with an open-air in Albany, N. Y.

Jeanne Martinez tied in with Jack Granara of RKO last week in giving "Pinocchio" a gratis one hour radio show over WBZ . . . Archie Silverman, operator of the Strand in Providence, was in town the other day . . . Louis Cohen has been temporary manager of the Poli in Springfield . . . Sid Kleper has been covering Cohen at the Palace in Hartford.

P. Edward Comi of the Theatre Service and Supply Co. has installed new booth equipment at both Keith's Memorial and the RKO Boston, local first-run houses . . . Seven Stoneham youths who tried to fire the Stoneham Theatre, William H. McLaughlin house in Stoneham, were sentenced from eight years to two and one-half years last week in Middlesex criminal court on conviction of being involved in incendiary blazes which caused some $100,000 damage.

Art Keenan, manager of the Merrimack Square in Lowell, is using radio receiving sets for a giveaway . . . Frank Zeitz of the Empire in New Bedford has a new crockery giveaway . . . George Carter, manager of the Winchester in Winchester, is handing out books . . . Frank Lydon, president of the Independent Exhibitors, Inc., observed Good Friday at Campion Hall, Jesuit retreat in Andover.

Harry Kirchgessner, Boston manager of National Screen Service, was in New York on business . . . William Wool, national advertising manager for Irving Zussman of Metro Premium Co., is expected in Boston soon.

Pickus to Enlarge

STRATFORD, CONN.—Albert Pickus, operator of the Stratford, reports he is having plans drawn for the modernizing of the floor plan of his theatre and to increase the seating capacity from the present 500 to 800.

Assigned "Long Haul"

HOLLYWOOD—"The Long Haul," trucking story by A. I. Bezzerides which Raoul Walsh will direct for Producer Mark Hellinger at Warner, will be adapted by Jerry Wald and Richard Macaulay.

Freeman Bares "War" Of '19 in South

By BILL ORNSTEIN

NEW YORK—Margaret Mitchell may have taken four to six years to pen "Gone With the Wind." It may take three hours and 45 minutes to unfurl it on the screen —but it took Young Frank Freeman, in his characteristic drawl, about two hours to relate the great war of the south in the film industry. It was in '19.

For it was at that time that Associated First National—it had been formed in 1916 and its three most important southern franchise-holders were Josiah Pierce of New Orleans, E. H. Hulsey of Dallas and Jake Wells—"became a growing menace" and threatened distribution and exhibition of Paramount product in 11 southern states. Associated with Wells were R. B. Craver and M. Fernandini.

To combat First National, Southern Enterprises, Inc., was formed by S. A. Lynch of S. A. Lynch Enterprises, Inc., and Freeman. Famous Players Lasky came into the partnership as one of its first active theatre ventures.

Started as an Exhibitor

It was an exciting experience for Freeman, starting as he did in 1914 as an exhibitor of a 400-seat theatre in Fitzgerald, Ga. After a year at the theatre, he became associated with Lynch in the fall of 1915. His job was manager of Southern Feature Film Exchange in Atlanta which held the Famous Players Lasky franchise for distribution.

And what happened shortly thereafter is best expressed by Freeman when he said, "I may add I married the daughter of the owner."

As he continued with Lynch the development of the south took shape with both men playing important and outstanding roles in the final picture.

Freeman is talking:

"I remained as manager of Southern Feature Films until the fall of 1916. Then about that time S. A. Lynch Enterprises (trade name given to Lynch interests) acquired the rights to distribute Triangle pictures in 11 southern states. Southern Triangle Corp. was then organized and Lynch owned all the stock. I became general manager of the company.

Acquires an Interest

"At about this time, S. A. Lynch Enterprises incorporated and I acquired an interest. The company had seven theatres spread out in Nashville, Charlotte, Spartanburg, S. C., Augusta, Ga., and Jacksonville, Fla. The company later acquired the Montgomery, Atlanta."

He continued as district manager for Southern Triangle from the fall of 1916 to February or March of 1917. His offices were in the Montgomery.

"In 1917, S. A. Lynch Enterprises had an opportunity of acquiring stock in Triangle Distributing Corp. I was then appointed in charge of sales for the entire country and moved to the Brokaw Bldg. in New York where I made my headquarters.



"I continued there until February or March of 1919. There had been a provision in the Triangle deal that the original owners could reacquire the stock. It was sold back to them and I was without a job. I returned to Atlanta."

Freeman said the Triangle group was disappointed over results from the south and this had prompted the repurchase of the stock. Famous Players Lasky also felt the drop in revenue caused by Associated First National competition. "We were determined wherever possible to acquire theatres to protect our product. We had no theatres in Arkansas, Texas and Oklahoma."

Lynch and Freeman had their first discussion with Adolph Zukor in New York in 1919 on the matter of Famous Players product. Saenger Amusements had acquired the FN franchise for Louisiana from Pierce. The Saenger group then owned about 25 theatres.

Meets in New Orleans

"Lynch and I contacted Richards and asked him if he was interested in disposing of a half interest in the Saenger company. We were told by Richards that, if we came down to New Orleans, he and his associates would meet with us. Richards had gathered together a group of exhibitors from all over the south, this being about March of 1919 in New Orleans," continued Freeman.

"At the meeting were Hulsey, Pierre Levi of Wadsworth, Tex., Richards and many others. Lynch and I were a little disconcerted when we walked into the session, having no knowledge of such a meeting. We made the trip to see Richards only. We were asked to remain and take part in the discussions and to listen to the proposed plan these people had in mind.

"The plan was to organize a company in which Lynch Enterprises would acquire a certain portion of stock. Richards and his associates would acquire a certain portion and Hulsey and his associates also would acquire stock. This was to be a distributing company for the 11 southern states. Exhibitors were to pay five per cent of the operating costs and expenses and pictures acquired by the company would be available to the exhibitor franchise holders. After listening, we did not give an immediate answer. We had to lay the facts before Famous Players Lasky first.

"We came back to New York and met with Zukor. We told him of the problems arising out of activities of this Associated First National group and said it was serious to the sale of Paramount pictures. And unless we took some definite steps for theatre outlets there would be no assurances of playing the company's pictures.

"We told Zukor S. A. Lynch Enterprises would expand its theatre interests and that he would be faced with a similar problem all over the United States as we had in the south. We said we would be glad to work something out with F.P.L. if he were interested. Zukor said it was disturbing and would not commit himself until he talked it over with officials of the company."

Behind the Scenes Of Chain Growth

S. A. Lynch Controls

Several days later Zukor said F.P.L. would be interested in joining S. A. Lynch Enterprises in the development of theatres in the south. Southern Enterprises, Inc., was then formed with 50 per cent of the stock going to F.P.L. and the other half to Lynch's company with full management control in the hands of Lynch.

"Theatres were acquired in southeastern states by lease and purchase of real estate itself. We continued to acquire theatres where offered for sale if we felt certain the theatres could be made profitable," said Freeman.

Such activities were confined to Georgia, Florida, Alabama, North and South Carolina and Tennessee during the summer of 1919.

"Toward the latter part of the summer of 1919, Hulsey and his associates in the First National franchise in Dallas notified the F.P.L. district manager that exhibitors holding FN franchises in Texas, Oklahoma and Arkansas were not going to play any more F.P.L. pictures. And they did cease," he continued.

Several Towns Shut Out

Among the towns shut out to Paramount were San Antonio, Galveston, Waco, Dallas, Houston, Ft. Worth, Oklahoma City, Little Rock and several lesser situations.

Officers of Southern Enterprises, Inc., then caused to be organized in Texas the Southern Enterprises of Texas. Through this affiliate theatres were acquired in the towns earlier mentioned.

"We did not consult with F.P.L. representatives," narrated Freeman. "Since we had complete management we were anxious to expand and develop in the south. We felt F.P.L. pictures for which we held the southern franchise could become very much involved in any problem in the creation of outlets for pictures. We sent F.P.L. 65 per cent of the weekly collections from rentals and we felt if we expanded they would benefit; if we were shut off they would suffer accordingly."

Up to the time of the Hulsey incident,

(Continued on next page)

Circuit Heads Confer at Austin With Texas Attorney General

DALLAS—Circuit heads of the four such leading organizations of Texas and their attorneys spent a full day at Austin in conference and at luncheon with Attorney General Mann.

The meeting was a follow-up to a previous investigation made two or three months ago by Mann, who had received a number of complaints from independent exhibitors. At that time the attorney general's representatives went through the files of the various exchanges and offices of the four circuits.

Immediately thereafter, Karl Hoblitzelle, president of Interstate, contacted the attorney general and told him that, if anything were found to be wrong, he (Hoblitzelle) would like to go over the situation with him.

Later Mann invited heads of Interstate, R. E. Griffith Theatres, Robb & Rowley-United, Jefferson Amusement Co. and representatives of major distributors to talk things over at Austin. No major executives were there, although they were represented by George Wright, Dallas attorney. Hoblitzelle and John Moroney represented Interstate, Harold Robb, Ed Rowley and C. V. Jones, represented R&R, while Julius Gordon and an attorney were there in behalf of Jefferson Amusement Co. L. M. Rice, an attorney, representing R&R and the Griffith circuits. Others on hand were R. E. Griffith and W. G. Underwood, and Lloyd Rust of Republic. Representatives of Griffith Amusement Co. of Oklahoma City were also present.

No indication has been advanced as to whether the attorney general will bring any legal action.

How Paramount Chain Expanded in South

(Continued from preceding page)

Freeman said he never before heard of an exhibitor being tied up with a producer and distributor.

Pictures used to play a week, ten days to three weeks. Lynch then had the Georgian, in Atlanta, seating approximately 800 with an average admission of 55 cents. The Associated FN group had a larger house.

In the summer of 1919, Freeman was general manager of Southern Enterprises and active in the acquisition of theatres. He remained in that post until December 31, 1922.

"We approached exhibitors in many instances and, where there was an opportunity to buy, we would investigate and only bought on a basis which could make the theatre a profitable operation. A number of theatres showing F.P.L. product also were acquired."

In an effort to bring home the point the expansion was not essentially limited to non-Paramount customers, Freeman cited the purchase of a half interest in the Tivoli, Chattanooga, which the Dowler interests were building and could not complete unless this financial aid came through. The Dowler group had two or three other small houses which had been playing F.P.L.

"I don't remember any instance where a F.P.L. franchise deal was made with the acquisition of an interest in a theatre," said Freeman.

It was the ultimate aim to get Paramount films into such houses, the witness stated. "There would be no purpose in building up a theatre circuit with theatres which would deny F.P.L. an outlet. All product deals were worked out individually for each theatre," he stated.

"In 1922, F.P.L. bought the S. A. Lynch Enterprises interest in Southern Enterprises, Inc., which then devoted itself to real estate and bond issues. In 1933, the name was changed to S. A. Lynch Enterprises Finance Corp."

Freeman continued with Lynch from 1922 to 1933 and took part in the negotiations of the sale of the Lynch interest to Paramount.

"The controlling reason for the sale was F.P.L. wanted to acquire our interest. I don't know what prompted F.P.L. to buy."

Terms of the deal were as follows, according to Freeman:

"In consideration for the Lynch half interest we were given stock of F.P.L. on a value established by the approximate market value to the amount we invested in Southern Enterprises and advances not repaid by Southern Enterprises.

"In addition to the stock, we were restricted from selling for three years unless we obtained the consent of F.P.L.

"In addition, S. A. Lynch Enterprises received a royalty of four per cent of the gross receipts of Southern Enterprises theatres or its subsidiaries for a 12-year period. The amount involved was approximately $1,250,000 which Lynch Enterprises had in Southern Enterprises. This figured to about 15,000 shares of F.P.L. valued at $80.

"We were also restricted from theatre business in the 11 southern states."

Build in Taylor, Tex.

TAYLOR, TEX.—The Taylor Amusement Co. is building a new theatre here.

336,894 Miles in Eight Years by Oscar Morgan

Nashville—He's probably added a few more miles by this time, but on a recent visit here, Oscar A. Morgan, southern division manager for Paramount, disclosed that in eight years of air travel he had covered 336,894 miles. Morgan headquarters out of Atlanta.

MEMPHIS

EXHIBITORS seen along the Row this past week: R. R. McCormick, Gloria, Senatobia, Miss.; R. L. Osborne, Harlem, Belzoni, Miss.; Mrs. M. B. Stegar, Palace, Tunica, Miss.; Mrs. H. G. Brewer, Savoy, Clarksdale, Miss.; W. O. Ringer, Gem, Leachville, Ark.; F. L. Clark, Cozy, Hazen, Ark.; Orris Collins, Capitol, Paragould, Ark.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Jack Marshall, Frances, Dyersburg, Tenn.; Al Wilson, Bay, Red Bay, Ala.; Miss Louise Mask, Luez, Bolivar, Tenn.; Odis Taylor, Uptown, Dresden, Tenn.; Paul Schaffer, Star, Marked Tree, Ark.; John Shannon, Maxon, Portageville, Mo.; Mrs. J. C. Noble, Temple and Rex, Leland, Miss.; R. H. Taylor, Grand, Truman, Ark.; J. J. Sharum, Walnut Ridge, Ark.; Bob Martin, Bells, Bells, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.; K. H. Kinney, Hays, Hughes, Ark.; Ned Greene, Legion, Mayfield, Ky.; W. R. Tutt, Savoy, Tunica, Miss.; Norman Fair, Fair, Somerville, Tenn; W. E. Malin, Lura, Augusta, Ark.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; Earl Vandiver, Kennett, Kennett, Mo.; C. W. Tipton, New, Manila, Ark.; J. W. Crabtree jr., Paramount, Clarendon, Ark.; L. F. Haven sr. and jr. of Imperial Theatres, Forrest City, Ark.; Charles Collier, Globe, Shaw, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; George Hale, Globe, Drew, Miss.; Joe Jones, Ritz, Aberdeen.

M. Linder, National Screen salesman, and C. H. Collier of the Globe, Drew, Miss., are driving new Buicks . . . Metro's skating party was attended by over 100 *Filmrowites. Prize for the best girl skater was awarded to Marjeanne Baer, biller at Universal. Fred Curd, Metro shipper, was adjudged the best male skater. Paul (Skinny) Glisson, cashier at the Fox, was unanimously voted the one most "determined" to succeed, after many bumps . . . W. A. Bush, Houston, Houston, Miss., was on the Row booking for the first time in many weeks . . . Work is progressing nicely on the new Paramount exchange.*

The Malco Memphis said "Happy Easter" to children of St. Peter's Orphanage with "Road to Singapore." About 150 came in special chartered buses . . . Mike Cianciolo of the Rosemary here is vacationing in Hot Springs . . . Mr. and Mrs. S. J. Azar, Lincoln, Greenville, Miss., along the Row booking . . . Harry Ballance, 20th-Fox southern district manager, visited at the local office . . . K. K. King of Searcy, Ark., is now booking for Commonwealth houses in Harrison, Batesville and Searcy.

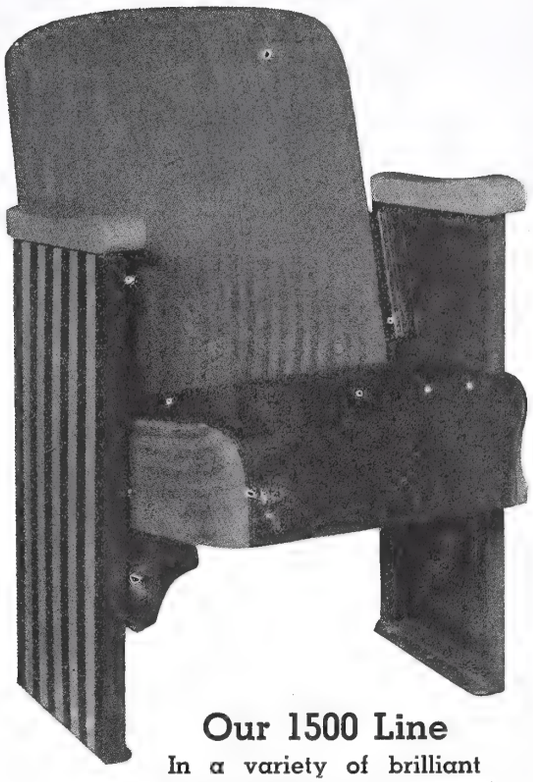
Mr. and Mrs. Henley Smith and Burris Smith of the Imperial, Pocahontas, Ark., were here a couple of days . . . Their first dance of the year was held by the Variety Club, March 30. *It's called an "April Fool's" dance. Jimmy Rogers, Columbia branch manager, handled all arrangements . . . Harry Martin's son is seriously ill in the Methodist Hospital. Martin writes "Footlights and Flickers" in the* Commercial Appeal . . . *Jimmy Rogers has a bad cold . . . Jess Norman, Best, England, Ark., is driving a swanky green Buick . . . Ralph Prichard's new girl has been christened Marion Alice.*

SPRING RENOVATION

properly starts with

NEW SEATING

No other form of theatre improvement can bring such lasting results in patron appeal and comfort.



Our 1500 Line
In a variety of brilliant colors in fabric and finish.

The Cost Is Important Too

With us, we offer the Exhibitor a Triple Saving in—price, low transportation and small installation costs.

Hundreds of Exhibitors (the number increasing rapidly over the South) will testify to the quality, durability and beauty in designs of theatre chairs manufactured in Temple, Texas, by American Desk Manufacturing Company.

Ask us for the names and then ask them. Investigate and Save Money. Our new catalogue will be mailed promptly on request.

For the Exhibitors' Convenience we maintain direct factory branches thru the South where samples may be inspected and where company representatives deal with Theatre Owners.

DALLAS
FORREST DUNLAP
NEW ORLEANS
W. A. PREWITT
MEMPHIS
FLOYD SHAFFER
KANSAS CITY
FLOYD SHAFFER

EXCITE YOUR PUBLIC WITH MODERN, STREAMLINED SEATS

AMERICAN DESK MFG. CO.

TEMPLE, TEXAS

Dallas **New Orleans** **Memphis** **Kansas City**



At Dallas Warner Club Party—

Here you see Warner Bros. employes buying entertainment instead of selling it. It's the Warner Club throwing a party at the Plantation, Dallas night spot. At right center, amused for the moment, is Fred M. Jack, southern division manager, and Mr. Jack. Behind him is his secretary, Miss Jo Bailey. The Warner Club, an established social and civic organization, maintains well equipped clubrooms at the Dallas exchange. The club is self-supporting, and makes sizeable profits which are directed to some worthy charity as the need is indicated.

DALLAS

THE BROTHERS, John N. Stewart, Plaza at Kaufman and M. D. Stewart, Texas at DeLeon, were here Tuesday catching up on Filmrow routine after an Easter holiday visit with their mother in Hattiesburg, Miss. For years they have spent Thanksgiving with her and this year they began making it a semi-annual event.

J. C. Clemmons jr., of the Cactus at Pecos, was busy on the Row making his first visit in months since migrating to that far distant shipping point. His brother, Tom Clemmons, has the Tower at Monahans.

J. V. Carter jr. of Comanche appeared here Monday in a new spring suit even though the weather did drop around the freezing mark. He got to town at 6:30 in the morning and had finished booking by 10 o'clock.

Henry Sorenson of Modern Theatre Equipment Co. is back from an automobile trip to New York. He was accompanied by Mrs. Sorenson and their duaghter, Mrs. Ray Towns. Henry called on manufacturers with whom he does business. Otherwise, it was a pleasure journey for the group with stops made at interesting spots.

Sam Kirchheimer of the Northside, Houston, was in town Wednesday seeing his many friends . . . Saturday, March 30, was to be commemorated, among other things, by a surprise celebration of the birthday of Harold B. Robb, whose years now number 52. A group of Filmrow friends planned to meet in his office during the day and at night there was to be a special program at the Doak Roberts' camp on White Rock Lake, which happens to be owned by Robb & Rowley.

Mrs. Wallace Walthall, wife of the National Screen branch manager, is coming along nicely after an operation . . . The new building for Herber Bros. is going up rapidly and brick work may be completed by the end of the week. The location is numbered 408 S. Harwood St., between the RKO and Paramount exchanges.

Ben Hill, Paramount's publicist in the southwest, is in Hollywood for an assignment on "Dr. Cyclops" . . . V. A. (Buddy) Walker, partner in the new Campus, College Station, says the house is nearly ready.

Lou Baxley, who left Filmrow to open a new neighborhood theatre in Houston, was in town . . . Another out-of-town showman who came in was Ray Jennings, who operates the new Raye at Hondo.

Frank Benson, a clever showman, apparently was running short on stunts for the Majestic and Ritz in Bowie, since, on a booking trip here, he made a quick one on the side to the Dallas zoo to buy a monkey. On occasions, he will have the fellow out front with a sign reading, "Don't be a monkey and miss this picture," or something like that.

H. C. Kaufman, manager of exchange operations for Columbia, was a recent visitor . . . Homer Mulkey came in from Clarendon to get information on his "Gone With the Wind" dates which fall on the Variety convention. Mulkey says his help will have to handle the crowds, because he is coming back for the Variety affair.

New Texas Drive-In Starts in Houston

HOUSTON—A second drive-in theatre for Texas is now under construction here for the Texas Drive-In Theatre Co., of Corpus Christi, according to C. A. Richter. Eighteen acres of ground was purchased on South Main Street, near the city limits of Houston for the site.

Texas Drive-In Theatre Co. is composed of Nick Katsaris, Pete Katsaris, Leon Newman, Richter and F. D. Smith. Their first drive-in at Corpus was opened about a year ago. Richter said his company plans to establish a third drive-in at San Antonio and that construction is expected to start within 60 days.

His organization, he reports, has rights for the state of Texas to build and operate drive-ins, and that ample financing has been made available.

Last week W. G. Underwood and Claude Ezell, of Republic, announced purchase of the exclusive rights for Texas with the exceptions of Corpus and El Paso on a type of drive-in from Park-In Theatres Corp. of New Jersey.



Wonderful Sound
with our
New Complete Sound System

Trade in your old system and save a big difference.

HERBER BROS.

210 S. Harwood, Dallas, Tex.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

ATLANTA

FILMROW VISITORS: Ed Beach, Silvertown, Thomaston, Ga.; John Gaither, Heflin, Heflin, Ala.; Eddie Watson, Strand, Montevallo, Ala.; Otis Gaston, Rose, Forsyth, Ga.; Mrs. L. W. Holland, Madison, Madison, Ga.; Hugh Martin, Martin Theatres, Columbus, Ga.; Harold Laird, Lam Amusement Co., Rome, Ga.; Mr. and Mrs. W. S. Thornton, Pastime, Carbonhill and Winfield, Ala., and Paul Engler, Famous, Birmingham, Ala.

Sam M. Berry, Southland Theatre Equipment Co., is installing equipment at the new Harlem, Valdosta . . . According to N. E. Savini of Savini Films his granddaughter, Betty Jane Norris, has a new tooth, and that is news . . . Mrs. Ethel Blanton, Zebulon, Cairo, Ga., and A. C. Cowles are building a new theatre in Moultrie, Ga.

Roth E. Hook, Hook Theatres, Aliceville, Ala., in town booking . . . Beginning April 1 Bailey Theatres will take over operation of the Ritz, Decatur, Ga. . . . George Wilby and associates have started building a new drive-in in Augusta, Ga. . . . Hinton Newsome is now managing the Kirkwood here.

The Riverside, Bolton, Ga., destroyed by fire last November, has reopened . . . E. B. Kantor, Bach Theatres, is reported on the road to recovery after a slight heart attack . . . Ralph C. Brown, Southern Automatic Candy Co., is on a trip taking in Charlotte, eastern Tennessee and the Carolinas.

Two rare visitors were Denny B. Dixon and B. W. Pierce of the Princess, Gadsden, Ala. . . . Mr. and Mrs. W. L. Parker and daughter of Atlantic Pictures, Charlotte, were visitors over the weekend.

Charlie Karr, booker for Martin Theatres, has been suffering from bronchitis . . . Bob Ouellette, formerly of Brooksville, Fla., seen along the Row . . . Al Barber, who was associated with Martin Theatres, Panama City, Fla., for some time, is temporarily at the Roxy here.

Sam M. Moscow, Columbia's southern division manager, suffered a severe heart attack. Here's to a speedy recovery . . . M. W. Doris, booker at 20th Century-Fox, is the proud papa of a new boy born March 21 and weighing eight pounds, one ounce. The name is Josiah Doris . . . J. W. Martin is the new manager at the Hangar, Hapeville, Ga.

Correction: The new arrival at the home of Mr. and Mrs. Harold R. Kistler was born on the morning of March 7, weighing nine pounds. He was named Kenneth Ralph Kistler. The "Ralph" is for Ralph McCoy, who not only is Kistler's boss at Warner Bros., but according to Kistler, his "best friend and severest critic."

Complete Stage Equipment
ATLANTA SCENIC STUDIOS
Oscar J. Howell, Mgr.
161 Walton St., N. W., Atlanta, Ga.

Atlanta Barkers Bring Shut-ins Free Films

ATLANTA—The local Variety Club brought its first free motion pictures to shut-ins when it sent its fully equipped sound truck to the Scottish Rite Hospital for Crippled Children, and presented a program of several cartoons and a feature.

The truck, which is appropriately identified, has a complete public address system, to 35mm projectors and a large screen.

New Sound in Sealy

SEALY, TEX.—F. J. Krampitz is installing RCA sound in the Texas.

New Atlanta House for Grant and Fairview

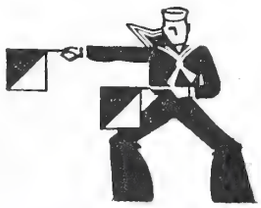
ATLANTA — Work on a theatre to seat 1,000 has been started for the Grant and Fairview Amusement Corp., who are taking a 15-year lease on the property.

The house, which will be located at the northeast corner of Peachtree and 13th St., will be known as the Peachtree and is expected to be ready for operation by mid-June.

New Seats for Rex in Chauvin

CHAUVIN, LA.—New chairs have been sold for the Rex here, by W. H. Prewitt of American Desk Manufacturing Co.

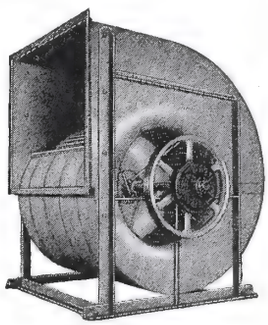
SERVING ★ ★ ★ ★ ★ ★ THE SOUTH
WITH COMFORT COOLING



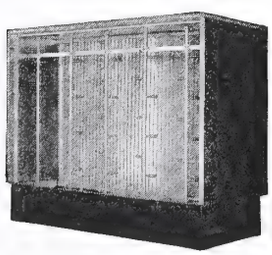
In Cooling, as with every other service offered the Southern Exhibitor, Wil-kin offers greater value for the dollar. This value can be demonstrated in terms of Better Cooling Equipment—lower daily operating costs—

and most important of all, Cooling that has a magnetic value at the Box Office, because it's engineered to fit your house.

There are 2 sides to Theatre Cooling. One side consists of the Blowers, Washers, and Grilles—in these units the daily work of conditioning the air must be done at the lowest dollar costs.



The other side of Comfort Cooling is the distribution of air to the audience so that every one is comfortable. This is the only kind of cooling that makes profits and for real comfort cooling, you need theatre-wise engineering.



As Southern Distributors for U. S. Airco Cooling Equipment and their engineering service of 16 years theatre experience, we can give you greater value for your dollar. You know us. You know that putting your air conditioning problems up to us involves no obligation. Write us for complete details on the comfort cooling of your house.

WIL-KIN
321 S. Church, CHARLOTTE
Phone 8620
150 Walton St., ATLANTA
Phone WALnut 4613
THEATRE SUPPLY, INC.

HOUSTON

RIVER OAKS, newly acquired Interstate suburban house, changes the policy to six o'clock opening each week day and on Saturday and Sunday with a matinee. John Boyd, the youthful manager, is at his first managerial position. Tom Palmer, formerly with the River Oaks, finds the treasurer's job at the Alabama an interesting assignment and looks forward to a pleasant association with Interstate.

The community theatres here gave thousands of Easter baskets to the kiddies of the Popeye Club the Saturday before Easter . . . The Alabama brought back Robert Donat's "39 Steps" to do their best business since the house opened, and received many requests to book more of Donat's films.

The Houston Fat Stock Show and Rodeo takes top billing on the entertainment program with $50,000 in cash prizes drawing rodeo stars from the four corners of the globe.

Business visitors from Dallas last week included Jake Elder, Raymond Willie and C. C. Hoover from Interstate's executive staff . . . Preston Huey from the Delman is the new assistant to John Boyd in the River Oaks . . . R. B. Holt is replacing R. E. Belk on the Kirby staff. Belk will try his luck at a business venture with his father in Phoenix, Ariz.



Variety's Choice—

Is Miss Martha Berry, founder and director of the Berry School at Mt. Berry, Ga., as the one whose achievements for human welfare in 1939 *were most outstanding. The citation brings with it a silver plaque which will be presented Miss Berry at the national Variety convention at Dallas, April* 18, 19 *and* 20.

Nine New Members Join Dallas' Variety Club

DALLAS—The national Variety convention dates are not very far off, which may have something to do with the flock of new members joining the local tent. The new list:

S. J. Hodge, Grand, Stamford, Tex.; Norman T. Hodge, Queen, Merkel, Tex.; Herschel Crawford, Palace, Slaton, Tex.; J. H. Gruben, Monogram Pictures, Dallas; T. W. Lewis, Princess, Texarkana, Tex.; Harvey Don Hill, Majestic, Dallas; A. J. Delcambre, United Artists, Dallas; Emile George, Lincoln, Port Arthur, Tex.; J. Howard Hodge, Ritz and Yucca theatres, Midland, Tex.

Big Top Talk

DALLAS—More than 300 hotel reservations have been made for delegates and important visitors during the Variety national convention here April 18 to 20, according to Joe Estes, chairman of the reservations committee.

Among them are: W. F. Rodgers, Thos. J. Connors and C. E. Kessnich of M-G-M; Herbert J. Yates and James R. Grainger of Republic; Ben Shlyen, publisher of BOXOFFICE; Wm. Jenkins and E. E. Whitaker of Lucas-Jenkins in Atlanta; M. A. Lightman of Memphis; Stanley Hand, L. W. Conrow, G. L. Carrington of Altec; Ned E. Depinet of RKO; Herman Robbins, Geo. Dembow, Wm. Brenner, Charles Casanave of National Screen Service; J. J. Fitzgibbons of Famous Players, Ltd., Toronto, Canada; Dick Kennedy of Wilby-Kincey in Birmingham, and A. E. "Chad" Chadick of MPA, New Orleans.

Hal Norfleet has been retained by Tent No. 17 to handle publicity for the big convention. He has done film publicity for a number of years and among his achievements was the working up of Republic's "Man of Conquest" into a world premiere in Houston.

Wallace Walthall and R. I. Payne are elected as local delegates to the national confab. They, of course, will attend with all expenses paid. Being that the convention takes place in Dallas there isn't much hope for the alternates, Jake Lutzer and Jack Underwood.

The famous Hardin Simmons Cowboy Band of 40 pieces, an outstanding parade organization, will be on hand with six girls on six white horses and carrying the six flags under which Texas has lived.

About 100 Golfers Set For Fort Worth Open

DALLAS — About 100 film golfers from Dallas territory are registered for the Fort Worth annual open next Wednesday and Thursday at the Colonial Hills Country Club. Raymond Willie, assistant to R. J. O'Donnell of Interstate, and the present champion, will be out to retain his crown.

Frank Weatherford, Interstate's city manager in Ft. Worth, is in charge of the tournament. Sidelights will include a big stag party the first night and a banquet to curtain the two-day event. Bob O'Donnell will emcee both.

Set Back "Singapore" to Date Nearer Convention

DALLAS—Interstate has set back the opening date of "The Road to Singapore" to April 12 to get it near the dates of the national Variety convention when Bob Hope will be in town. Bing Crosby, the other male star in the film, may also attend the convention.



SPRING IS ROUND THE CORNER *but KING*

cuts the corner in the cost of theatre modernization and redecoration to welcome and satisfy the brighten-up season.

KING

gives you a complete, low-cost job, with everything furnished from plans to the last strike of the artists brush or the final yard of drape or carpet.

There are no after headaches from something left undone when KING remodels your theatre for spring.

ACCORDING TO HIS NEW LOW-COST PLAN

See Us Today

KING SCENIC CO.

311 S. Windomere—Phone 9-6101

MANAGER—18 years experience in every detail of efficient theatre operation. Exceptionally qualified at remodeling and construction. Years as sound and projection engineer and will furnish $3,000 worth of fine shop, camera and sound equipment for use in repair, maintenance and exploitation. Eight years at office work, buying, booking, progressive, modern publicity. I can handle your theatre on a sound economical basis. A letter will give me an opportunity to convince you of my capabilities. Salary is secondary to opportunity for future progress. Immediate reply appreciated.

Box J, BOXOFFICE
4804 E. 9th St. Kansas City, Mo.

BUFFALO COOLING EQUIPMENT

1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

Dixie Doin's

By "AL" HENDERSON

SPENT a few pleasant minutes with Joe Jacobs of the Majestic at Shreveport. His son, Norman, has just graduated from Kelly Field with the rank of second lieutenant in the army air corps. His other son, A. Marvin, is managing the Delta at Clarksdale, Miss., for Saenger.

L. G. Tomlinson, who operates the Palace at Timpson, Tex., has just installed new sound.

Sure did enjoy the visit with L. N. Crim, who manages Jeferson's houses at Kilgore, Tex. Took my first look at the new Crim, and it certainly is a fine house. Crim at one time had a theatre string in Louisiana known as C&C Amusement Co. which he sold to the Saenger circuit. He has oil interests in East Texas and an interest in the local baseball team. Enjoyed seeing M. F. Nixon of the Strand and P. C. McPherson of the Texan. Thanks to LaVerne King for courtesies extended at Crim's office.

Sorry to hear that my old friend W. A. Lanigan of Longview, Tex., is confined with a heart attack. Here's to a speedy recovery, Lanigan.

W. P. Florence, who has the Macco and Oden theatres at Magnolia, Ark., is up and about again after a severe illness.

Called around to see Jack Eaves at the Overton, Overton, Tex. Hadn't seen him since his days with Claude Hazel at Shreveport.

While visiting Elton Houck, who manages the Capitol at Texarkana for cousin Joy, was informed the stork is due in July.

Rumor has it that Lee Threet of Lufkin, who operates several theatres in East Texas, is about to turn over his houses to another organization.

Cecil Kelly of the Fox at Plain Dealing, La., has leased the theatre at Stamps, Ark., operated until recently by McLendon's Tri-States Theatres. This house, formerly the State, is now called the Gay. It has been completely redecorated and remodeled and is managed by E. A. Barney, who was transferred from Plain Dealing.

Lee Scarborough, who recently opened the Queen at Tenaha, Tex., says business is only fair.

Went by to see Kenneth McFarland, who recently opened a theatre at Garrison, Tex. McFarland also teaches school at Tenaha where he lives.

Ted Lewis of Texarkana being out of town, had the pleasure of visiting a few minutes with Mrs. Lewis, who recently returned home from Hot Springs, Ark. She is looking forward to attending the big Variety show in Dallas.

Seen about the territory: Berman Shields, Texan, Troup, Tex.; Maxie Johns, Liberty, Arp, Tex.; C. H. Cox, Crystal, Gilmer, Tex.; Ralph Martin, Pelican, Homer, La.; our good friend Youree, who manages the Milba, Haynesville, La., for Joe Heard of West Monroe; Bob Swanson, Strand, Shreveport; R. G. Erwin, Grand (colored), Greenville, Tex.; and Mrs. W. W. McNatt, Naples, Naples, Tex.

Called on C. J. Hubley of the Dixie at Ruston, La., and met the better half in the person of Mrs. Hubley. Hubley is driving a new, blue Olds.

Your correspondent really had tough luck the other night leaving a certain town in East Texas. A herd of cattle decided they wanted to play tag across the highway just as I came along. They really ruined the front end of a good car, thank goodness for only that.

NEW ORLEANS

MILLARD GOODNOUGH, lately in Universal's poster department, is now with a film tent outfit . . . Jack Meredith, ex-publicist for the Saengers, was in town calling on old friends.

B. W. Castleberry, resident manager for Affiliated, who was in the Baptist Hospital, has been transferred to the Marine Hospital. Castleberry's ailment is high blood pressure . . . Pontchartrain Beach opens May 4 with the usual assortment of rides and free motion pictures.

The *Dixie Queen*, a showboat lying in the New Basin Canal, is entering its tenth week of flesh entertainment with a 40-cent top, not including an extra 15 cents for reserved seats . . . The United chain has opened the Happyland to replace the Piety, recently destroyed by fire. George Zibilich, former manager of the Piety, is in charge.

Out-of-town visitors on the Row: E. A. Goldberg, manager of the Gibsland, Gibsland, La.; Stanley Taylor, Crosby, Crosby, Miss., and Bill Baker, Dreamland, Macon, Miss.

Gone from the Row: Jack Clark, for several years Gene Pierce's right hand when Pierce was kingfish in the New Orleans film business, is now a timekeeper on one of the numerous outdoor WPA projects; T. O. Tuttle, who introduced Buck Nite in the territory, and Willard White, his co-worker, can be found at the weather project of the WPA on Poland St.

Spring Garden School

CHATTANOOGA — A spring garden school for flower lovers and gardners here and in adjacent towns of north Georgia, Alabama and Tennessee will be held at the Bijou, April 2, 3 and 4.

Paul Childers Dead

GREENVILLE, S. C.—Paul W. Childers, 24, assistant manager of a local theatre, died here as a result of what Coroner George McCoy pronounced self-inflicted gunshot wounds.



FOUL ODORS Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

THE "LISTENING TEST!"

Nothing we can tell you about SIMPLEX FOUR STAR SOUND will be quite so convincing as your own "LISTENING TEST."

★ ★ ★ ★

There are two classes of people in this industry who do NOT KNOW SIMPLEX FOUR STAR SOUND . . . the man who has never given it the "LISTENING TEST" and the man who can't hear . . . . !

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

SANTONE

LEE ROY HANDLEY is the proud daddy of a nine-pound girl. It's the Handleys second visit from the stork . . . Edward E. Collins, Interstate city manager, back from Fort Worth where he attended a business meeting . . . Eph Charninsky planed out last week for Phoenix, Ariz., on an unknown business mission and returned the same week.

"Golgotha," the Passion Play, was exhibited at the Central Catholic High School. Admission was a dime . . . Lloyd Allsup, doorman at the Aztec, made a weekend trip to Dallas to bring back his sister, Dorothy.

Henry Bergman, manager of the Texas, renewed acquaintances with Ann Miller and Ella Logan during their recent engagement in the Alamo City. He and his wife, Gladys, formerly trouped in vaude and legit shows under the title of Clark & Bergman.

Ushers at downtown theatres are planning on starting up an Interstate softball team . . . Local theatremen are talking golf these days with the San Antonio Theatrical Golf Tourney scheduled for April 10. Prizes will go to the winners and the showmen are spending their spare time getting in all the practice shots early in the mornings.

Senor Del La Garza has taken over the Poth at Poth, Tex., which has been closed for some time. He will play all-Mexican films released by Azteca, which, incidentally, is the new name of the house. . . . Rebecca de la Garza of the Latin-American Film Exchange here, and Roberto Gallegos of this city, were married on Good Friday.

Marie Isaacson, character analyst, appeared on the mezzanine floor of the Majestic during the local engagement of "Young Tom Edison" and gave free readings to patrons through the courtesy of the theatre management.

A change in principals at the Joy finds Darold "Bozo" Davis of Dallas as the new comic and chorus producer; David Pollak, Houston, is the juvenile straight man, and "Dink" Pruitt, soubrette. Lloyd Welt has taken over as doorman, succeeding Jimmy Ryan.

Recent visitors calling upon J. J. Jimenez's office were Jose Calderon, Azteca Films, Mexico City, and Henry Reeves, Mission, Menard, Tex. . . . The Latin-American Film Exchange observed Good Friday by remaining closed a half day.

"Kiddie Show" and Prizes

SAN ANTONIO—The Majestic gave away 50 prizes donated by a local department store at a "Kiddie Show" featuring "Pinocchio."

Build Profits-Patronage with
PARAMOUNT PREMIUM CO.
Home Office—Washington, D. C.
—SOUTHERN REPRESENTATIVES—
Capitol City Supply Co. Atlanta, Ga.
Atlantic Pictures New Orleans, La.



Seeing the Studio—

Dennis Morgan entertains Robert Montgomery, of the Consolidated Theatres, Inc., Ponca City, Okla., on the set of "Flight 8" at the Warner studio in Burbank.

"Rebecca" Bow in Miami A Lure to Prominents

MIAMI — Included among celebrities prominent at the Miami premiere of "Rebecca" at the Lincoln were John Golden, Al Jolson, Harry Richman, Hazel Forbes, Truman Talley, Maj. Albert Warner, George Ade, William Wyler, Fulton Oursler, Bernarr MacFadden, Sophie Tucker, Mitchell Wolfson, Sidney Meyer, N. B. Shanberg, Maj. John Levi of Miami Beach, Mme. Mana-Zucca, Henry Dunn, Archer Winsten, Billy Leeds, Lawrence Schwab, Jorge Julio Sanchez, Dan Taradash, John Oliver La Gorce, Arthur Garfield Hays, Dorothy Day, Charles Ward, Eddie Cohen and Hugh Hough.

Subs for Al Shortly

NASHVILLE—J. R. Harper, manager of the Paramount here, is filling in temporarily for Al Shortly, manager of the Princess, Columbia, who is ill.

BOWLING

OKLAHOMA CITY—Team standings in the Filmrow League for the week ending March 22:

Team—	Won	Lost	Pct.
Paramount	47	31	.603
Warner Bros.	46	32	.590
Griffith	45	33	.577
RKO	38	40	.487
20th Century-Fox	38	40	.487
Nat'l Theatre Supply	37	41	.474
Clark's Poster Service	31	47	.397
Standard Theatres	30	48	.385

Individual High 10: Brooks (Griffith), 200.
Individual High 30: Nuckols (National), 549; Parks (National), 522; Plumlee (Paramount), 508; Richardson (Warner), 505; Brooks (Griffith), 505.
Team High 10: National Theatre Supply, 857; Griffith Amusement Co., 857.
Team High 30: National Theatre Supply, 2,433; Griffith Amusement, 2,351.
Season Individual High 10: Peel (Warner), 256.
Season Individual High 30: Parks (National), 638.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Florida Flashes

By EDW. S. NYE

S. L. CASON of the Bushnell, Bushnell, reports a very enjoyable time was had by all Tuesday, March 19, when Earl Fain, owner of the Fain circuit of theatres, was host to all the managers and their wives. After a swell feed, they were further entertained at the Palace, Leesburg.

Dick Thorstead, manager of the Lincoln in Orlando for several years, has been transferred to the Central, Tampa . . . Clyde R. Pierce, formerly manager of the Central, Tampa, is now conducting a road-show known as Clyde R. Pierce's Mighty Minstrels.

P. S. Singletary is the new manager at the Lincoln, Orlando. He is moving his family from Tampa in the very near future.

With all due respects to Walt Disney, still and all Charlie Kirkconnell of the Athens in DeLand has a lot to do with the way he has been packing them in for "Pinocchio."

An Annex to Theatre Is Opened in Aiken, S. C.

AIKEN, S. C.—An annex to the Patricia Theatre here, which is known as the Little Patricia and seats 300, has been opened.

One boxoffice serves both theatres and present plans call for the annex to be operated on Friday and Saturday and to be used for stage shows, wrestling and boxing matches. H. B. Ram is manager.

American Desk Reports Seat Sales Are Brisk

DALLAS—Business is reported brisk by the American Desk Manufacturing Co., makers of theatre seats.

Recent installations include W. M. Barnes' new theatre at Alvarado, Tex.; Mayor Barton's new theatre in Stroud, Okla.; Griffith's new "Camp 66" at Phillips, as well as Smith & Beardon's new Phillips there.

Southern Poster Printing Observes Anniversary

ATLANTA—Bernie Shapiro is celebrating the first anniversary of his organization, Southern Poster Printing Co.

Bernie, who has served showmen with poster printing for over 25 years, launched his own organization last March, and has enjoyed a phenomenal growth, doubling his business in the last six months.

Ozark Opens

OZARK, ARK.—Formal opening of the Ozark was last Sunday. Dick Huddleston, Cedric Wehunt and other characters of Lum and Abner fame were on the program.

Edmonton Council Refuses To Revise Smoking Law

EDMONTON, ALTA.—Despite efforts on the part of Manager Walter Wilson to have the fire by-law revised to allow smoking in the loges of the Capitol, the city council turned down the proposal, four to three.

Original proposal of the revision was that smoking be allowed in theatres of four-hour fire resistant construction which were properly ventilated, thus making smoking permissible in each of Edmonton's recently reconstructed theatres. The Capitol, however, was the only house desirous of making the change.

Voting against the proposal, Ald. Sidney Parsons stated that while he was not concerned about smoking in properly built theatres, he feared a revision of the by-law would lead to smoking in other theatres or public buildings where it was not authorized.

Admitting Children Costs Quebec Theatreman $10

QUEBEC—Imposition of a $10 fine on a downtown theatre owner found guilty of admitting children into his establishment highlighted decisions taken by Recorder Eugene Desrivieres.

Announcing the decision, Recorder Desrivieres rejected defense contentions that the city required permission of the attorney-general to prosecute under the legislation in question.

"There is no stipulation in the law which requires this permission," he ruled. "Therefore, defense arguments in law and fact are rejected and the defendant found subject to a fine."

Canadians See But Little Reason for "Time" Ban

TORONTO—Prior to the Canadian Federal elections March 26, residents of sections of Ontario flocked to the Strand in Ogdensburg, N. Y., to see the March of Time "Canada at War" which had been banned in Ontario by Premier M. F. Hepburn as political propaganda for the Liberal Party in its defense of Canadian war preparations as an election campaign issue. The quoted comment of those who had made the trip across the international boundary was one of amazement as to why the picture had been banned for any reason.

Sort of Dress Rehearsal With War Props?

Toronto—Much has been said about the making of the March of Time "Canada at War" from the party platforms of the Dominion, following the banning of the picture in Ontario because of its alleged political flavor, and there have been a number of laughs. One of the best was the charge by Col. G. G. Blackstock, Toronto Conservative candidate, that the troops marched in relays in front of the cameras because there were not sufficient rifles to go around for the soldiers in training in Toronto.

Ontario's Censorship Report Is Awaited

TORONTO—With the close of the fiscal year on March 31 of the Ontario Government, attention is drawn to the censorship situation in the province which will be dealt with officially in the annual report of the motion picture censorship and theatre inspection branch of the treasury department. This will show that the number of film rejections during 1939-40 was almost negligible but there was a spectacular angle in several cases which had the effect of emphasizing the decisions beyond routine proportions.

One such instance was the withdrawal of the license of the Ontario board of moving picture censors for the feature, "Beau Geste," a few days after the declaration of war last September after it had been approved and was about to open at the Uptown, Toronto, for its Canadian premiere. The feature was recalled at the last moment when representations were made by the French Government that the story might be detrimental to the Allied cause. The previous version of "Beau Geste" had been shown in Ontario some years ago without question.

The other big "stir" of the 12 months occurred when Premier M. F. Hepburn, acting as chairman of the film appeal board of the province, withdrew the license for the March of Time "Canada at War" on the ground that it was political propaganda and thus came under the prohibited class of pictures dealing with political issues. This picture, too, was scheduled to open at the Toronto Uptown when the order came for its return.

The total ban against European films, with the exception of British and French, had the effect of keeping out foreign language releases without the formality of individual rejection because such pictures did not even come before the censor board for examination. During the previous fiscal year, there had been a sudden increase in the number of foreign-language films and the fact became apparent that these were largely propaganda, hence the decision to place a bar against the obviously subsidized product of Continental European countries. In the 1938-39 year 102 foreign-language films were submitted to the Ontario board as compared with only 39 during the 1937-38 year. Russian films to the number of 23 were submitted in the 12 months ending Mar. 31, 1939 and, of this number, one was rejected and three revised. In the same period the board examined the following: Russian, 23; Polish, 13; Hungarian, 16; Ukrainian, 3; German, 4; Czecho-Slovakian, 2; Finnish, 7; Italian, 6; Greek, 2, and Swedish, 1.

The foreign films examined during the year ending Mar. 31, 1938 comprised the following: Russian, 15; Polish, 7; Hungarian, 4; Chinese, 2; Ukrainian, 2; Czecho-Slovakian, 1; German, 1, and also 7 Yiddish pictures, totaling 39. Some months ago the situation became such that the Ontario board not only demanded certified transcripts of all dialogue but also employed qualified interpretors to attend the screening of films to check the scripts.

While the official figures for the past 12 months have not been made available, it is understood that the Ontario censors have condemned only one feature, as compared with one rejection in the previous year and three during the year ending Mar. 31, 1938. The number of films which were approved after deletions has not been announced but 206 features were altered in the previous year while 292 were altered in 1937-38. The number of features reviewed in the year ending Mar. 31, 1939 was 494 and in the previous year, 620.

There is an intimation that newsreels have undergone considerable revision during the past 12 months because of the war. No topical scenes "giving comfort to the enemy" have been approved while there is also an important regulation which bars German shots in the wartime measure prohibiting anything of enemy origin which might be a medium of revenue to Germany. Under this double-barrelled arrangement there are no German topical views on the screens of Ontario. The Canadian war censors also cast a watchful eye over other topical pictures which might be considered to be too revealing to enemy agents.

F. W. Winter to Operate Moncton 1,000-Seater

MONCTON, N. B.—Announcement that a new theatre, with a seating capacity of 1,000 or more, will be erected on property purchased by the Star Realty Co. at the corner of St. George and Weldon streets was made recently.

F. W. Winter, proprietor of the Capitol and Empress theatres here, and Famous Players Canadian will operate the new theatre. Winter said he did not know just when work on the new building would be commenced but it is expected to be quite soon.

Carnival Regulations Stricter in Toronto

TORONTO—Strict regulation of carnivals in parks and open spaces of Toronto during the coming season was decided upon by the city council at its last meeting when a motion was adopted limiting an engagement to two days with a heavy license fee for each day of operation. Formerly these traveling tent shows played up to a week at a time and provided heavy opposition for nearby theatres which contribute license fees and taxes to the civic treasury.

Begin Building Shortly On Edmonton's Tenth

EDMONTON, ALTA.—Construction on Edmonton's tenth theatre, to be erected at a cost of approximately $25,000, will commence shortly, according to Frank Doncaster and W. G. Blakely, principals of the newly formed Suburban Theatres, Ltd., which recently received its certificate of incorporation.

To be built on the south side, it will be constructed of brick and tile and will include store premises.

Financial Success For F-P Canadian

TORONTO—The financial showing of Famous Players Canadian Corp. during the past year is considered highly satisfactory in the light of current conditions and it reflects the progress which has been made by the chain since N. L. Nathanson assumed the presidency in 1933. Inspection of the company records reveals the fact that in 1932, the last year in which Mr. Nathanson did not have active connection with the organization, the net profit was a mere $21,985 while there was a deficit of $356,805 after payment of dividends that year. In contrast with this showing is the financial statement for 1939 which revealed a net profit of $904,324. After payment of dividends of $422,524, an earned surplus of $3,848,486 was carried forward to 1940.

In 1932 the bonded indebtedness was in excess of $8,000,000 while mortgages totaled $1,250,024. At the end of 1939 these had been reduced to $6,350,000 and $451,856 respectively. In 1932 working capital stood at $845,031 with current assets at $1,389,342 and current liabilities, $544,311. At Dec. 31, 1939, current assets were $2,302,089 and current liabilities $423,346, leaving a working capital of $1,878,743. Fixed assets at the end of 1932 were $11,961,154 and total assets were $19,364,437. The latest report gives these items as $10,629,718 and $16,095,602 respectively. The profit from 1932 operations was $1,543,708 while that for 1939 was $2,145,258. The situation has been further cleared up by the termination of the 10-year voting trust agreement in March, 1939, when common shares became standardized and all stockholders secured their voting rights. During the decade the voting trust had been held by Adolph Zukor, I. W. Killam of Montreal and Mr. Nathanson and a disagreement regarding the control of the company had resulted in the resignation of Nathanson as managing director in 1929 when he demanded that the control should remain in Canada. He returned to the organization as president in 1933.

President Nathanson has an option agreement for the purchase of common shares which has two more years to run, with 11,000 shares to be purchased next July at $16 and another 11,000 shares to be taken up at $17 by July 15, 1941. A block of 5,000 shares was recently taken up at $15 per share under this contract.

"Beast of Berlin" Run in Canada Still Remote

TORONTO—With the war entering its eighth month, there are still enquiries regarding the release in Canada of the picture, "Hitler—Beast of Berlin," which was announced practically at the opening of hostilities. The film has been released in the United Kingdom by British Grand National but there is no news regarding its availability in the Dominion although it has looked like a boxoffice natural under present circumstances.

MONTREAL

EMERGING from the Lenten doldrums, Montreal's motion picture operators are looking forward to an active spring. With many good pictures in sight they feel confident now, that hockey and skiing are nearly over, that the attendance at the film theatres will be augmented.

Lloyd C. Pearson, general sales manager of Dominion Sound Equipments, Ltd., back from a trip across western Canada to the Pacific Coast, found theatre people optimistic, although, apart from the Famous Players undertakings at Port Arthur and Fort William, there appeared to be no new building. Business throughout the west appeared to be up from last year.

Filmrow visitors included Carl Brock, of the Princess, Cowansville, and George Champagne of the Roxy and Auditorium, Shawinigan Falls . . . W. Jeffrey of United Artists is back to his managerial post in the Filmrow office following a period in the hospital.

Miss B. Cohen of Regal Films, secretary to H. Cass, manager, spent Easter in New York . . . Miss H. Druxerman, secretary to W. Elman, province of Quebec manager of Columbia Pictures of Canada, had an enjoyable week skiing in the Laurentians.

Lionel Shapiro, Montreal *Gazette's* Broadway columnist, who has been holidaying at Hollywood, has reached Victoria, B. C., on his way back to Montreal. There he found that amongst those who succumbed to the lure of that very delightful city was the playwright Samson Raphaelson, who arrived from New York by tramp steamer and could not tear himself away from the island capital.

Filmrow Bowling League season is fast approaching its climax. Paramount broke a tie for leadership, defeating Regal, two out of three. Betting is on Paramount to win the championship . . . A staff showing of "Too Many Husbands" was given by Columbia, the audience including a number of Filmrow friends and members of the personnel of United Amusement Corp.

Admission of children to see films at the Centre Palace cost the management $10 and costs. Judge Edouard Archambault imposed the fine . . . United Amusement Corp. plans to erect a ten-apartment building in Verdun at a cost of $48,000 . . . Lieut. John Farrow, R.C.N., Hollywood director and husband of Maureen O'Sullivan, has been assigned to duty at Naval headquarters in Ottawa as historian of the Royal Canadian Navy.

Cleaning up unsold territory, M. Brown, manager, and T. Dowbiggin, sales manager, of Paramount, have been traveling in opposite ends of Quebec province. Brown visited Dolbeau in the mining region, and Dowbiggin was in Quebec City.

A number of Filmrow enthusiasts attended the Lachine-Sherbrooke hockey game. They included J. Dolman, Columbia; Jake Macklin, Regal; W. Trow of the Montreal Poster Exchange; H. Cass, manager of Regal; Archie Cohen, Columbia salesman, and Louis Rosenbloom of Lachine.

He Finds Nemesis Of the Stage

MONTREAL—Motion pictures are blamed by Gilbert Miller, New York producer, for the decline in the American theatre during the past few years. Miller flew here from New York to attend the opening performance of "Ladies in Retirement" starring Flora Robson, which is playing at His Majesty's.

The producer, who is sponsoring the play in New York shortly, declared that the lure of Hollywood has denuded the New York theatre of some of its best playwrighting talent. "When we ask where so-and-so is or such-a-one," said Mr. Miller, "the inevitable answer seems to be 'Oh, he's out on the coast.'"

Mr. Miller does believe, however, that better days may be coming for the legitimate theatre. He thinks, for one thing, that there is soon going to be a big change in Hollywood. "The war has practically killed the European market for American movies," he said. "And you know that 30 per cent extra made out of exports was a much more important factor in the big way they have been doing things out there than perhaps many of us realize."

WINNIPEG

THE Canadian broadcasting act was news last week when W. W. Kennedy, Winnipeg Conservative candidate in the federal elections, read poetry during a campaign address given over the radio. Kennedy said he felt the public had had enough political speech-making and that he had intended to use a soloist. When the act prevented him from doing this, he read Byron and Shakespeare. Officials of the CBC said the ban on music would come under the section of the act which forebade dramatization of political speeches or programs.

In order to meet its playing date at the Capitol, the print of Deanna Durbin's "It's a Date" was flown here. It is playing to excellent houses . . . Don Gauld hosted a meeting of the Good Deed Radio Club at his theatre last week, 1,800 *youngsters attending a special morning show.*

Easter holiday business was good at nearly all houses despite some of the coldest weather of the season . . . The finals of the Manitoba junior hockey series are drawing big crowds, and showmen will be glad to see the end of hockey for another year.

The British-made "A Girl Must Live" opens at the Tivoli . . . A new screen and new sound have been installed at the Metropolitan . . . Eddie Newman is using a smart campaign of teaser ads to build interest in the forthcoming "Invisible Man Returns."

"Hot Steel" to Young

HOLLYWOOD—Universal's "Hot Steel" is being scripted by Clarence Young.

TORONTO

HENRY L. NATHANSON, managing director of Regal Films, has been spending some time in Florida to escape the late winter's snows. He is a brother of President N. L. Nathanson of Famous Players Canadian Corp. . . . The senior amateur hockey playoffs between Kirkland Lake Blue Devils and Toronto Goodyears found Ted Soucie, manager of the LaSalle at Kirkland Lake and the Cartier at Timmins, in Toronto and, of course, he was strong for the northern Ontario team. Soucie was returning from the States where he was arranging vaudeville bookings.

Phil Regan, the screen star, took time between his appearances on the stage of Shea's in downtown Toronto where he had top billing for the week to visit at the offices of Empire-Universal, distributor of Republic films. Phil made himself acquainted with everyone and was soon quite at home.

Word is received that Donat Paquin has been able to return to his home after a lengthy stay in a hospital at Ottawa with a serious ailment. He is the owner of the Francais and Victoria in Ottawa and the Laurier in Hull which are being operated by Bill O'Regan.

W. S. Brady, proprietor of the Madison, Toronto, pulled off a guessing contest for "Raffles" which had a stickler of a question. Patrons were invited to give the names of leading ladies in five features in which David Niven played the male lead. Four of them were easy, but the fifth picture was a reissue, "Dinner at the Ritz," produced four years ago and this was the "catch." The awards were 35 passes.

Managers H. F. Elliott of the Beverly and J. Ingram of the Bayview have added silverware to the assortment of premiums they have been offering, a service charge being required.

The Ontario countryside has been cluttered up with late snows, and traffic has been discouraged but there was an important visitor in Toronto from the far north, this being I. S. Hodnitt, recently appointed manager of the Community at Kapuskasing in succession to Capt. H. J. Swetman, who is now in London, England, as director of the Beaver Club, recreational center for Canadian soldiers. Hodnitt was given a warm welcome at the film offices.

H. J. Sutherland was in from St. Marys in western Ontario where he has a group of small town theatres, while Frank Giaschi traveled from Huntsville where he has the King George . . . A visitor from eastern Ontario was Clary Ritza of Renfrew, supervisor of the O'Brien theatres in Renfrew, Pembroke, Arnprior and Almonte . . . Ed Warren, proprietor of the Royal, dropped around from Aurora.

Morris Becker put on an extensive campaign for the Yiddish feature "Tevya" at the College Playhouse, in which the star is Maurice Schwartz, a Canadian.

As an added treat for Easter, Manager Tom Daley played the March of Time, "The Vatican of Pius XII," at the Toronto Imperial, the feature being "It's a Date." First-run features for Easter week in Toronto included "Pinocchio" at the Uptown, where Manager Fred Trebilcock put on an extra morning show each day; "Northwest Passage" at Loew's; "The Blue Bird" at the Eglinton, and "The Earl of Chicago," with vaudeville, at Shea's.

Clair Hague, veteran Canadian representative of Universal and dean of the Toronto film colony, has been busy as the organizer and temporary chairman of the Canadian Picture Pioneers Club currently holding its charter dinner at a local hotel for exchange executives and exhibitors who have been in the business for more than 25 years. A number of trade veterans in the United States have been invited to the function.

L. M. Devaney, general manager of RKO Distributing Corp. of Canada, made an extensive business trip through the Canadian west . . . Frank Goldhar, member of a Toronto theatre family with several theatres in Ontario, has gone to St. John, N. B., where he has joined the Maritime Film Co., as salesman.

Manager T. R. Tubman of the Ottawa Capitol took advantage of the Easter holiday week to put on an all-cartoon show for juveniles on the morning of Easter Monday.

VANCOUVER

IT IS reported E. W. Bickle will usher in the spring with a new theatre at Courtnay, to replace the Bickle. Details are not yet available.

Planned like the radio "Information, Please," a program is being put on at the Capitol with four local experts on the stage answering questions sent in by B. C. citizens. It is sponsored jointly by a Vancouver newspaper and the theatre, and is called "Stump the Experts."

In a very short time, the Dominion will go dark when workmen step in to rip out the old floor, do some excavating, and then put in a new one, plus new seats and a number of other improvements. C. E. Doctor is manager of the house.

The Film Exchange Table Tennis Club is attracting numerous exhibitors, the latest being Howard Fletcher, Hollyburn, West Vancouver; E. L. Bobier, Fox and Metro, New Westminster, and Al Davidson, assistant manager of the Columbia, New Westminster.

The date of the 20th Century-Fox convention having been advanced to April 12, Jim Patterson has a little more time in which to pack his bag . . . Charles Ramage, Regal Films, has been distinguishing himself in doubles competition at table tennis . . . Bob McEwan, Princess, is quite enthusiastic about the way business is keeping up at his house.

Hamilton Construction Is Keyed to July Opening

TORONTO—Scheduled to open in July, the York is under construction at Hamilton, Ont., to be operated by L. Gregory who owns the Royal and Windsor theatres in that city. The equipment will include a CTR sound installation supplied by the Perkins Electric Co.

The Strand, currently opened at Beaverton, Ont., by John R. Grylls, has been equipped by the Perkins Electric Co. This is the first theatre for Beaverton.

The new theatre to be opened at Niagara Falls, Ont., by Famous Players Canadian Corp., is to be called the Seneca. The house, which will open June 15, will seat 1,000.

The Algoma at Sault Ste. Marie, Ont., operated by Famous Players for many years, is being temporarily closed for complete overhauling, new features to be modern seats and an air-conditioning plant. W. P. McGeachie has been the manager since the house opened.

Reserved Seat Policy for "Rebecca" in Ottawa

OTTAWA—The reserved seat policy, similar to the plan for the Canadian premiere of "Gone With the Wind" in Toronto, was adopted by Manager Lloyd Mills of the Elgin, Ottawa, for the first run of "Rebecca" starting Easter Sunday midnight with all seats reserved at 75 cents top. An advance sale boxoffice was opened in a downtown store. For those who had bought tickets in advance, the Elgin was opened at 11 p. m. Sunday night, although the theatre wicket could not open until after the midnight hour because of the Sunday laws. The Elgin is an independent house.

Advertises Barrie Run of "Wind" in Toronto Press

TORONTO—With a lull in the presentation of "Gone With the Wind" in Toronto between first and second runs, Manager J. Saso of the Roxy, Barrie, Ont., seized the opportunity to advertise the showing of the picture by the use of display announcements in the Toronto newspapers in spite of the fact that Barrie is approximately 100 miles from Toronto.

This is believed to be the first time on record that a town theatre some distance from the Ontario capital has used a Toronto daily newspaper as an advertising medium.

Projected North Toronto Theatre Is Called Off

TORONTO—Denial has been given to the report that a large neighborhood theatre is to be erected at Yonge and Belsize Drive in North Toronto by A. Merker. Plans for the structure which was to include four stores were prepared, the architect being Benjamin Brown, and the theatre was to be called "World of Tomorrow" but the project was called off.

SASK'WAN

THEATRE operators in the smaller country towns, and a few of the larger ones as well, benefited through the federal election campaign. With an extremely short period for campaigning, speakers resorted to all kinds of unusual methods, including motion pictures and sound discs, to "appear" before as many people as possible. Theatres were hired for presentations and meetings, and usually at times that did not interfere with show dates.

The annual Farmers' Day at Outlook produced good business for the Lyric which actively joined with the board of trade in promoting the venture. P. J. Henke, the operator, acted as a one-man reception committee from the stage at each change of picture.

Vic Armand, Winnipeg, in charge of construction for Famous Players Canadian Corp., has arrived in Regina to personally take charge of remodeling work at the Metropolitan. New washrooms, a revamped lounge and foyer are included in the plans.

Such big crowds attended the Saturday "money night" shows at the Herbert Theatre in Herbert, the management had to extend the plan to cover Friday as well. This did not mean an extra prize, just that tickets used Friday would be included in the money draw.

Admission charges have been reduced the first three days of the week at the Unique, Rosetown, in an effort to bolster business . . . S. Stone, operator of the Star, Unity, purchased advertising space in the Unity *Herald* to advise radio fans to tune the Lux Radio Theatre program featuring "The Rains Came." He had the picture booked to follow the radio show.

The Roxy, Watrous, has been re-opened for the spring and summer . . . A special St. Patrick's program drew big crowds to the Royal, Vanguard, on March 14 . . . *Attempts of the Estevan, Sask., and Noonan, North Dakota, boards of trade to arrange for a* 24*-hour customs service at the border, if successful, will be bound to help the Empress Theatre, Estevan, as long as American money continues at a premium. The two points are only* 12 *miles apart.*

C. Thomas Ross Burned To Death in His Home

TORONTO—Tragedy struck deeply on Easter Sunday when C. Thomas Ross, owner of the Royal, Bowmanville, Ont., was burned to death in his home during the absence of his family, his body being found by firemen after the extensive blaze had been extinguished.

Proprietor of the theatre since 1921, Ross was a leader in the film business as well as in other activities. He was the charter president of the Allied Exhibitors of Ontario, director of the MPTO of Canada and a director of the Associated Theatres, Ltd., until his resignation a few years ago. He had always been active in the interests of the independent exhibitors but held a broad view with regard to trade issues with the result that his work had proved effective on many occasions.

Civic Fetes at Stratford Will Herald "Edison"

STRATFORD, ONT.—Civic celebrations are planned in this section of western Ontario in connection with the Canadian premiere of the motion picture, "Young Tom Edison," for the noted inventor conducted some of his early experiments in Stratford. The picture is to be shown for the first time in Canada at Stratford during the first week of April.

The city council has named a sub-committee to work out details of the celebration and it is likely that a memorial plaque will be unveiled.

The early days of the noted inventor's career will be recalled in picturesque fashion by the running of an old-fashioned train from Goderich to Stratford. The train will carry coaches of roughly the same type that were familiar to Edison when he was a "news butcher" hawking his wares on the early "iron horse." It is suggested that this special train will stop at every station between Goderich and Stratford to pick up the Mayors of the communities along the route, bringing them to Stratford for a dinner and the premiere of the film.

Use Showmanship to Fight Many Free Film Shows

REGINA, SASK.—Plagued with a multitude of free shows sponsored by various industrial companies, government agencies and political and patriotic groups, exhibitors in small towns of Saskatchewan province, have, of necessity, been forced to resort to showmanship to maintain themselves in their communities, and with considerable success.

For example, the management of the Plaza in Shaunavon, by appealing to the sponsors of the free shows, has managed to limit them to afternoons, leaving the incoming crowds from the agricultural countryside free to attend the Plaza show in the evening.

In Assiniboia, the Olympia management encourages school children to include a trip to the theatre as part of their winter party program.

The Auditorium, Indian Head, features home-made newsreel on occasion. The films are taken by Manager Harry Brooks with a 16mm camera.

The Lyric, Outlook, has a 20-minute vaudeville show twice each night with talent drawn from the district.

Influence of Theatre Ads Revealed

Toronto—Theatre billing was given in a Toronto newspaper advertisement for the announcement of the arrival of twins to a mother in a local hospital when the proud father inserted the following notice:

"Twin daughters co-star in a double-feature event at the Private Patients' Pavilion, Toronto General Hospital. The father and mother will play supporting roles."

The theatre-minded father is not identified with the film business.

EDMONTON

POLITICAL meetings held here prior to the recent federal and provincial elections proved a serious rival to theatres, according to managers. Attendance dropped sharply during the weeks the election campaigns were in full swing.

All attendance records were broken at the Capitol by "Gone With the Wind," according to Manager Walter Wilson. For some performances, the lineup stretched for five blocks.

Although banned in Ontario, "Canada at War" was well received here when it was shown for one week at the Empress and a second week at the Strand. General comment judged it an excellent, unbiased film.

With spring not far off, Manager Walter Wilson has launched plans for the Capitol's annual Rose Show. A second flower show held in connection with a theatre is the annual Gladiola Show, under the joint sponsorship of the Empress of the Entwistle chain, and the Edmonton Horticultural Society. Plans are already underway, according to Manager L. C. Straw.

Abe Feinstein, Calgary, salesman for United Artists, was a brief visitor recently after a plane trip to Grande Prairie, Peace River district.

Something new in double-line businesses is reported by a northern traveler who visited here recently. An enterprising young man made the rounds of the northern towns and villages with a portable movie which he showed at night, while during the day he gave the women of the district new permanents on a machine which he also took on his travels.

Admissions Normalize

TORONTO—Following the Canadian premiere for eight weeks of "Gone With the Wind" at $1.50 top, Loew's adopted an admission price scale of 15 cents to 50 cents with a continuous performance policy starting with "Northwest Passage." Morning matinees are 25 cents, the afternoon price from 1 to 6 p. m. is 35 cents and the evening admission is 50 cents, with juveniles 15 cents at all times. Shows start daily at 9:30 a. m.

Advertises Anniversary

OTTAWA—The third anniversary of the opening of the Cartier, Hull, Que., was the occasion for a special exploitation splash by Manager R. E. Maynard, including full pages in the Ottawa newspapers in which various merchants extended greetings. The special attraction for the birthday party, starting with Easter, was "The Hunchback of Notre Dame."

M. Franklin Back

ST. JOHN, N. B.—Mitchell Franklin, general manager of the Mayfair here, has returned from a trip to Havana, Cuba, and Miami. His father, head of the Franklin and Herschorn Theatre Co., Ltd., will remain another month.

United Artists (——) 127 Minutes Rel. Apr. 12, '40

Another distinguished and triumphant offering by the producer who gave the screen "Gone With the Wind" is David O. Selznick's screen version of Daphne du Maurier's widely-read novel. Discriminating audiences are sure to acclaim it as a masterpiece of artistic picturization, and at the same time the feature has sufficient impact to assure its mass appeal. With the exception of a few minor details, the screenplay adheres faithfully to the book and succeeds, through adept scripting and the expert direction of Alfred Hitchcock, in capturing its exact spirit. The cast was chosen with meticulous care, each mummer, especially Joan Fontaine and Laurence Olivier in the leads, fitting perfectly the reader's conception of the character, and performances from top to bottom are beyond criticism.

Joan Fontaine, Laurence Olivier, George Sanders, Judith Anderson, Nigel Bruce, Reginald Denny, C. Aubrey Smith.

Rebecca F Drama

Paramount (3930) 67 Minutes Rel. Apr. 19, '40

This British-made farce will hold considerable appeal for most American audiences, although the only familiar names in the cast are those of Ray Milland and Ellen Drew. The picture has more than its share of bright lines and comedy situations, and should serve as an important cog in any well-balanced program. Supporting cast is, of course, entirely English and is thoroughly competent throughout. The skillfully handled story concerns the adventures of a group of young Englishmen, aspiring for diplomatic careers, who are studying French in a small private school near Paris. Their native calm and strict routine is pretty thoroughly upset when the sister of one of the students comes to pay him a visit and winds up breaking the hearts of nearly every one of them. Directed by Anthony Asquith.

Ray Milland, Ellen Drew, Janine Darcey, David Tree, Roland Culver, Kenneth Morgan, Jim Gerald, Tony Grable.

French Without Tears F Farce Comedy

RKO Radio (031) 83 Minutes Rel. Apr. 19, '40

Makes for pleasing entertainment, this story of three business partners who befriend Richard Carlson and Jean Parker on Christmas Eve after the original guests walk out on the trip. Through this association, Carlson is given an opportunity to gain prominence as a singer. He clicks on the radio and Helen Vinson's influence gets him into her show where he makes good again. Success goes to his head and his interest in Miss Parker wanes. The three partners are killed in an airplane crash and their spirits come to the fore to guide Miss Parker, who listens, and Carlson, who doesn't, because of his infatuation for Miss Vinson. Jealous, the ex-husband of Miss Vinson shoots her and Carlson. The latter lives to be reunited with Miss Parker. Lee Garmes produced and directed.

Charles Winninger, Harry Carey, C. Aubrey Smith, Jean Parker, Richard Carlson, Maria Ouspenskaya.

Beyond Tomorrow F Melodrama

Universal (——) 102 Minutes Rel. Mar. 22, '40

Chalk this one up as another mortgage-lifting success from Joe Pasternak and Deanna Durbin—her seventh starring picture and as good as any she has ever made. Deanna herein graduates from winsome girlhood to a young lady of charm, culture and consummate acting skill, at the same time retaining and improving upon her remarkable singing ability. The transition has been so deftly and intelligently handled that she cannot help but increase her already vast popularity. The picture is lavish in production scope and uses romantic Hawaii as its background, while Deanna has been surrounded by a strong and unimpeachable supporting cast headed by Kay Francis and Walter Pidgeon. Sure-footed, smooth direction was imparted by William Seiter.

Deanna Durbin, Kay Francis, Walter Pidgeon, Lewis Howard, Eugene Pallette, Cecilia Loftus, Samuel S. Hinds.

It's a Date F Comedy-Drama With Music

RKO Radio (030) 67 Minutes Rel. Apr. 5, '40

The skillful compounding of various elements of drama and entertainment contained in "The Courageous Dr. Christian" should make it register effectively with general audiences. In another sense, it is a social document that stresses the fundamental human decency of people when they are confronted with near-tragedy. The tale in this number of the "Dr. Christian" series deals with the erection of a housing project for the dwellers of "Squatter's Town" in the nearby town. Jean Hersholt, in order to get hold of a piece of property, must undergo embarrassing and bitter experience before he eventually opens the townspeople's eyes to what is in store for them. And, interwoven, there is the usual romance between a nurse and a druggist; sick room drama, child problems and the small town life. Bernard Vorhaus directed.

Jean Hersholt, Dorothy Lovett, Robert Baldwin, Tom Neal, Maude Eburne, Vera Lewis.

Courageous Dr. Christian F Drama

Universal (——) 61 Minutes Rel. Apr. 5, '40

The cycle of events which follow Heather Angel's driving off with a car that does not belong to her provides suspense and romance. She is a school teacher whose adventure content had been limited up to the time she steps out of her tutor role. It is a light story and bound to please the rank and filers. The cast is nicely balanced with John King making an exciting foil for Miss Angel. King stops Miss Angel for a lift, claiming his car broke down. From then on a merry chase takes place, with a dead man in the rear of the machine. William B. Davidson, gang chief, orders his henchman to get the car back and remove the body. The gangsters are apprehended with the aid of Constance Collier and the police. Al Christie directed.

Heather Angel, John King, Constance Collier, Walter Catlett, Tom Dugan, Robert Elliott, Clem Bevans.

Half a Sinner F Comedy Romance

Warner Bros. (——) 97 Minutes Rel. Apr. 6, '40

Once before, in a film that brought Mae West to the attention of the film-going nation, Louis Bromfield wrote a screen story that did handsomely for the exhibitor. His latest opus, "It All Came True," again demonstrates his ability to out-Runyon Damon, as far as creating a story and characters that are unique, vivid and familiarly entertaining. In an old mansion off Times Square there lives a collection of mid-Victorians whose temperate existence is jarred from its steady complacency by the appearance of youth in the persons of Ann Sheridan and Jeffrey Lynn; menace a la Humphrey Bogart, comedy by Zasu Pitts; music, mother love and the sentimentality of the Irish as evinced by Una O'Connor and Jessie Busley. Everything to make the grade as first rate entertainment, effective drama and neat spicing with music is contained in this one.

Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, Una O'Connor, Zasu Pitts, Jessie Busley.

It All Came True F Comedy Drama

20th-Fox (036) Rel. Apr. 5, '40

There is 99 44/100 per cent of the type of nostalgic hokum in which audiences delight contained in "Star Dust." The missing fraction that would make it a complete unit goes to the story which has just the slightest variation. Substantial stuff in a minor scale, it proves to be an amusing vehicle for the talents of players who have more than a fair share of popularity. Half the story of a talent scout's triumph and half the story of the rise of a film star, it covers the vivid moments in each of their lives against the Hollywood scene. It is the familiar story of true talent's trials and tribulations against the powers that be with overtones and undertones of music, comedy, romance and drama. It has youth and old age, brisk lines, plenty of movement and finished performances. Recommended for giving the patrons a standard emotional workout. Walter Lang directed.

Linda Darnell, John Payne, Charlotte Greenwood, William Gargan, Roland Young, Donald Meek, Mary Healy.

Star Dust F Comedy Drama

Universal (4025) 69 Minutes Rel. Mar. 8, '40

The producers of this blood and thunder concoction managed to drag into its making every type of action —from shipwrecks to erupting volcanoes—with stops at all local stations en route. Much of the footage is supplied by stock shots, which in many instances, particularly those of the animals, are superior to the studio-filmed sequences. In all it stacks up as a worth-while program contribution which should prove satisfactory for the neighborhood trade and a standout at kid matinees. The cast carries no weight but handles its unimportant assignment competently. Lola Lane, woman explorer and big-game hunter, is commissioned by the British government to retrieve the sacred skull of Nogoru, possession of which means control over superstitious natives of Africa. After many dangers and narrow escapes she succeeds. Harold Schuster directed.

Lola Lane, James Craig, Eduardo Ciannelli, Tom Fadden, Robert C. Fischer, Henry Victor, Clarence Muse.

Zanzibar F Melodrama

SELLING ANGLES: **"Beyond Tomorrow"**

Radio magazines should be contacted because of Richard Carlson's previous work in that field. The story has a theatrical background and cards and posters should be posted at legitimate theatres. There is a novel twist in that the three partners throw wallets containing $10 bills into the snow and await the return of them to entertain the lucky finders. Your ads in newspapers can center about "What have you found that has brought luck to you?" And to the best ten essays, passes or cash awards can be distributed. The combination of Charles Winninger, Harry Carey and C. Aubrey Smith is an ideal one and their pictures should be prominently displayed in lobbies and in ads.

CATCHLINES:

An Ex-Husband With a Gun Solves an Infatuation.

Three Spirits Were Willing, But the Other Woman Wasn't.

SELLING ANGLES: **"French Without Tears"**

Conduct a teaser campaign by printing up posters with the picture's title in French. A few days later follow them up with a translation. Print up a folder titled "French-English Dictionary," giving the French translations for such words as "stupendous," "colossal," etc., and applying them to the picture. Give small prizes for the best reviews of the picture written in French by high-school students. Award the marquee and advertising credits to Ray Milland and Ellen Drew, billing them as a new romantic team.

CATCHLINES:

They Traded Lessons in French for Lessons in Love When a Beautiful Girl Became the Teacher.

Five Young Students, Trying to Dodge Homework for Heartwork, and a Girl Who Wouldn't Let Them Stay After School.

SELLING ANGLES: **"Rebecca"**

The names of Daphne du Maurier, who wrote the novel, and David O. Selznick, the producer, are fully as potent for marquee and advertising as are the stars. Don't neglect to mention that it was Selznick who filmed the Academy Award-winning "Gone With the Wind" and sell this feature as a worthy successor. Conduct a direct-by-mail campaign addressed to all women whose first names are "Rebecca." Plug the picture with bookstores and libraries, arranging stills in conjunction with special displays of the book.

CATCHLINES:

The Novel That Has Inspired World-Wide Acclaim Comes to the Screen as Another Triumph for the Maker of "Gone With the Wind."

The Ghost of a Dead Love Haunted the Footsteps of the Woman Who Was His Second Wife.

SELLING ANGLES: **"Half a Sinner"**

Contact your teachers' association by mail with letters pointing out the same situation may happen to any one of them. The title is a good exploitation promoter. A pretty girl walking down the main thoroughfares with a small sign reading "She Is Half a Sinner" should attract attention. There is a good gag in using the personal columns of the newspaper to the effect that Half a Sinner, coming to your theatre, has what it takes to lift you out of the doldrums. You can use the title in specially worded messages back and forth in lovelorn columns. You can have a sandwich man parading with a sign, "Half a Sinner and Not Bad. I'm appearing at ..... Theatre."

CATCHLINES:

She Wanted Romance Instead of Books . . . She Could Never Teach What She Learned Here.

SELLING ANGLES: **"The Courageous Dr. Christian"**

This series has daily exploitation via the radio broadcasts, which also feature Jean Hersholt. Publicity should be planted in radio columns when the film is due for showing. Contact local civic groups, women's clubs, welfare organizations and the like, which, in the past, have shown action along slum clearance lines, and have them see the film at private screenings. The performances of the principals are the standard, accepted type. A little effort should bring favorable returns.

CATCHLINES:

Again Dr. Christian Triumphs . . . But This Time He Needs the Aid of an Epidemic to Open the Eyes of the Town Council.

Disease and Death Threatened the Little Town, But Good Old Dr. Christian Again Saves the Day.

SELLING ANGLES: **"It's a Date"**

Deanna Durbin's name on the marquee should exert plenty of pull at the boxoffice. Make over the lobby in Hawaiian fashion, with potted palms and travel posters. Tie up with music stores on Durbin recordings and conduct a contest on your stage for amateur singers. Hold an "It's a Date" night at which young couples, who have made dates for the affair, are admitted at a reduced price. Sprinkle the town with posters and throwsheets imprinted only with the picture's title.

CATCHLINES:

It's a New . . . Gay . . . Charming Deanna Durbin . . . In Her First Really Grown-Up Role.

Here's America's Singing Sweetheart . . . In a Delightful, Delirious Romantic Mixup.

SELLING ANGLES: **"Zanzibar"**

Give the marquee and advertising credits to Lola Lane. Dress your usherettes in khaki "exploring" costumes, with white pith helmets. Make over the lobby and theatre front to resemble a jungle with plenty of potted palms, a thatched roof over the boxoffice, and other greenery. Hire a couple of Negroes, dressed as African natives, to parade through the streets with theatre and picture billing. Tie in with libraries on books dealing with African exploration.

CATCHLINES:

Romance and Adventure on the African Coast . . . With a Daring Girl Seeking a Golden Reward.

She Pitted Her Wits Against the Savagery of African Natives and the Cunning of a Renegade . . . And Won.

SELLING ANGLES: **"Star Dust"**

For name exploitation, the exhibitor has in Miss Darnell one of the most promising of the young players. She has had plenty of buildup, and more certainly won't hurt your campaign. Young, Meek, Gargan and Miss Greenwood deliver the goods. The film's studio background is the stuff that interests the audience more than the average story basis. The song content should be stressed. While not particularly distinguished, the numbers are put over well. Mack Gordon did one of the songs.

CATCHLINES:

From Arkansas to Hollywood . . . It's a Thousand Miles and It's Paved With Laughs, Tears and Triumph.

She Knew She Could Act . . . But Her Friends Had to Upset a Hollywood Premiere to Convince the Town.

SELLING ANGLES: **"It All Came True"**

Ann Sheridan, it is almost needless to say, will aid in drawing the customers in for this one. She sings two well-written and tuneful numbers and gives a performance that is about her best to date. Lynn and Bogart handle their roles expertly and convincingly. Author exploitation may be worked for this one. Tie in with bookstores. Stage a contest where various entertainment of the "Gay 90's" is the "pieces" de resistance. Music stores and radio shops should be contacted for the song exploitation.

CATCHLINES:

Sedate and Quiet, They Lived an Unexciting Existence Until the Youngsters Came Home.

Songs by Sheridan, Music by Lynn and Menace by Bogart . . . Plus Story by Bromfield . . . Everything Hitting for Your Entertainment.

Columbia (——) **59 Minutes** **Rel. ————**

This is the story of the Kincaids and the Harpers, friendly rivals in the stagecoach operating business and victims of an unscrupulous banker. That supplies the motivation for this western. Charles Starrett, Iris Meredith and The Sons of the Pioneers are on the righteous side of the fence, while on the other there are Dick Curtis and Kenneth MacDonald. They pit their wits, bullets and fists against each other with the former team winning. For contributing interest there is a bit of business concerning the building of a new road. The entire affair moves coherently and with skillful injections of action, singing and romance. The performances come up to the accepted western standard and are played against by now familiar backgrounds. Joseph Lewis directed.

Charles Starrett, Iris Meredith, Bob Nolan, Dick Curtis, Ed Le Saint, Francis Walker.

Texas Stagecoach F Western

Universal (4022) **61 Minutes** **Rel. Mar. 15, '40**

Ed Sullivan may be a good columnist, but his fantastic story doesn't seem to hold interest for the more discerning patron. Smaller situations look like its best bet. The characters themselves are not convincing, but the picture has one thing and that is its title. Constance Moore sings it, but the circumstance surrounding her burst into song is ridiculous. The story has Tom Brown being fired as advertising manager for Woodbury's fashion shop after pulling a boner in his copy. He gets the idea of selling to the masses instead of swank trade, the boss falls for it. With the idea goes a few stunts, such as the creation of a Mr. and Miss Manhattan to advertise the store and a finale in which the store employes participate in a show. Howard Schuster directed as best he could with the flimsy material.

Tom Brown, Constance Moore, Anne Nagel, Richard Carle, Jerome Cowan, Fritz Feld, Elisabeth Risdon.

Ma, He's Making Eyes at Me F Musical Melodrama

Alliance Films Corp. (SR) **90 Minutes** **Rel. ————**

Taking a rather familiar theme, the producers of this English film have fashioned it into something that packs dramatic dynamite in a segment of the medical world. Let it be said for George Sanders that he has a part any actor would covet. His hidden potentialities as a comedian of the subtler sort and his flair for playing an egotistic "unqualified practitioner" are put across in this film very well. The story: Mary Maguire, daughter of a famous London surgeon, is a congenital cripple. Sanders is the inventor of a machine that will cure her. He is thwarted by the medical profession, but eventually he does make her walk. It is told with straight-forward dialogue, humor and righteous indignation.

George Sanders, Mary Maguire, Barbara Blair, Peter Murray Hill, Frederick Lesiter.

The Outsider A Drama

Monogram (——) **63 Minutes** **Rel. Feb. 9, '40**

Coupled with the wartime disclosures of espionage rings in actual operation, this picture, one of the weakest of the intelligence stories, may even survive an involved story for fair business on weekends. Warren Hull is a newspaper man, off and on, fired frequently and hired back, during which time he uncovers a lead into spying activities which are aimed for his scientist father's (George Cleveland) alloy, stronger than steel and lighter than aluminum. Unknown quantity in the story is Kay Linaker, who also is interested in picking up the formula, as well as a few daisies of romance along the way with Warren Hull. Action is clogged by the presence of three different spy groups, all equally prominent in the story, and it keeps the film from moving very much. Director: Howard Bretherton.

Warren Hull, Kay Linaker, George Cleveland, William Von Brinken, William Castello, Fern Emmett.

Hidden Enemy F Action Melodrama

Times Pictures (SR) **60 Minutes** **Rel. ————**

As an outstanding example of opportunism, this assemblage of stills, assorted clips from newsreels, amateur photographers and the work of local exponents of under-exposure via the lens, will probably be the high water mark for some time. But in spite of its lack of taste, obviousness of message and maudlin mold, it has a morbid attraction that the exhibitor could exploit if he is in the business for reasons other than health. The assemblage of scenes traces the careers of such familiar and recent criminals as Clyde Barrow, John Dillinger, "Machine Gun" Kelly, Pretty Boy Floyd, Bruno Richard Hauptmann, Alvin Karpis and the Urschel kidnapers. These careers are told with no restraint in righteous language. The intent is to acquaint the spectators with the pedestrian attitude of the narrator who mouths platitude after platitude. It's pretty corny, generally.

American Gang Busters A Documentary

Alliance Films Corp. (SR) **71 Minutes** **Rel. ————**

Uninspired direction does little to lift a second-hand story and indifferent performances from the routine classification. The title gives a false indication of what is expected. The touch of realism is absent. The obvious theatrical content never rises above theatricalism. This is further borne out by the actors whose delivery of lines and business is lack-lustre. These reactions were observed in a Broadway audience. The plot deals with a chemist who elopes with a young heiress and gets involved in a murder. He eludes the police, being innocent, and goes to South Africa. Four years later he returns and confronts his former love who has since married. They arouse in each other all the old emotions. Eventually the police, tipped off by the suspecting husband, come along and justice, for a change, reveals the real culprit.

Griffith Jones, Rosalyn Boulter, Ellis Jeffreys, Athole Stewart, Cecil Romage.

The Face Behind the Scar F Mystery Drama

Universal (——) **61 Minutes** **Rel. Apr. 19, '40**

An old plot has been worked up into an interesting picture with convincing performances by Richard Cromwell and Helen Vinson. It is the story of the draftsman working in an airplane plant with an espionage ring getting pictures of the plans through a cleverly contrived camera in a watch. Cromwell is accused of being in cahoots with the ring. Actually, his co-worker is the offender. The manner in which he learns of this and how Miss Vinson assists in apprehending the culprits is neatly done. Although he had hopes of marrying Vinson, Cromwell finds a better companion in Marjorie Reynolds. Robert Armstrong as the chief G-man delivers another of his characteristic roles. Philip Dorn, as the ring leader, is in keeping with his assignment. The balance of the cast also comes through with acceptable performances. Lew Landers directed.

Richard Cromwell, Helen Vinson, Robert Armstrong, Marjorie Reynolds, Jack Arnold, Russell Hicks, Philip Dorn.

Enemy Agent F Spy Melodrama

Monogram (——) **57 Minutes** **Rel. ————**

James Newill turns in another of the Renfrew of the Mounted series, taken from Laurie Yorke Erskine's story, "Renfrew's Long Trail." Problem is to unravel the mystery of how a hot car racketeer makes a few bank grabs on the side. Partner in the Renfrew adventures has remained the same for some period, Dave O'Brien, but to this is added Dorothea Kent, the voluptuous blonde, who took a course in criminology and can't be combed out of the mounties' hair. Guy Usher is the mounted inspector; Dick Rich, head of the rackets on the upside of the border; and John Dilson, the banker. Newill shakes out one number on the musical side, but it is essentially all action. Technical crew deserves no applause, the print being spotted and foggy. Editor was over-cautious with his scissors, too. Kid fare mostly.

James Newill, Dorothea Kent, Guy Usher, Dave O'Brien, Maude Allen, John Dilson, Al Shaw, Dick Rich.

Danger Ahead F Action

Merit Pictures (SR) **51 Minutes** **Rel. ————**

It is difficult to attempt to predict the reception that will be accorded this dubious account of the horrors of war. For the most part, it contradicts its introductory statement which looks askance at what patriotism has done for Europe. But at the conclusion it has the national anthem on the sound track and calls for a more intense patriotism in this country. What it shows of the ravages of war consists of much stock footage from productions that have been seen before. Much of that material is from silent films. A Broadway audience snickered at the various antics of extras and their pseudo battle actions. A few real war scenes are included, but they are not exciting. For whatever effect intended, many of the scenes of a Hollywood no man's land are repeated. There are long, dull stretches when the only sounds are the fake effects on the sound track.

Horrors of War A Drama

SELLING ANGLES: **"The Outsider"**

The showman with a clever press relations man should urge him do a piece of writing about Sanders' performance. What American producers have overlooked the British have found. Then there is the rivalry, perhaps well founded in some cases and unfounded in others, of licensed medical practitioners and the unlicensed and unlearned. This film is meaty drama along those lines. As for popular consumption, it should rate the above average attention of the exhibitor who plays it along exploitation lines that utilize the controversial.

CATCHLINES:

His Medical School Was the Chicago Stockyards Where He Studied the Fundamental Mechanics of Anatomy . . . And He Worked Human Miracles.

One Man Against the London Bigwigs of the Medical Profession . . . Yet He Caused Them to Cheer When He Cured the Girl He Loved.

SELLING ANGLES: **"The Face Behind the Scar"**

This is an English film, and one of the lesser items. The showman should concentrate all his efforts in selling it to the first day attendance. There is little to work with in featured names. Jones is only slightly known here. Street stunts and similar angles seem appropriate. Dress the barker with a London policeman's costume. Display and distribute handbills which ask in their text, "Who Is the Man Behind the Scar?" Print up a number of handbills on which a blank face is outlined and have the patrons draw in a resemblance The best art work should get passes.

CATCHLINES:

He Ran Away . . . Fate Changed His Face . . . But His Sweetheart Saw Through His Scars.

Their Love Was Thwarted . . . But Fate Stepped in and Helped Them to Happiness.

SELLING ANGLES: **"Horrors of War"**

This one does not deserve any extra attention so far as exploitation is concerned. The film seems to be something cooked up and pasted together by an opportunist who underestimates the reaction of an audience that has no doubt seen better anti-war cinematic preachments. If feasible, however, the military props in the cellar should be dusted off and displayed.

CATCHLINES:

The Ravages of War . . . Twenty Years Ago and Maybe Again.

Spectacular Scenes of What Might Happen All Over Again.

SELLING ANGLES: **"Ma, He's Making Eyes at Me"**

Tieups with fashion shops and large department stores will help, inasmuch as the theme centers about a swanky fashion store changing its policy by catering to the masses. The popularity of the song quickly suggests contacting radio stations for plugs. A fashion show on the stage with patrons participating should prove an interesting stunt. The newspapers also might cooperate on this idea. Try to display some of the new season's gowns in your lobby.

CATCHLINES:

See How an Advertising Man Helped Turn a Losing Store Into a Profitable One . . . So Interested in His Work He Forgot He Was in Love.

She Was Out of Work When She Met Him . . . Then Became the Talk of the Town.

SELLING ANGLES: **"American Gang Busters"**

The exhibitor's locality, patronage and his own private taste might be the guiding lines along which exploitation of this film should follow. Here he has something in which he can exercise the utmost in bad taste, or merely give it the standard works. They are real people who are shown here and their careers have been spread, via print, far and wide. It might be advisable to inform the audience that it is not for a treat, but a sermon on the wages of crime. Its delivery, puerile as baby talk, might insult their common sense.

CATCHLINES:

The Life Histories of Hauptmann, Dillinger and a Half-Dozen Other Public Enemies.

They Fought the Law and Lost.

SELLING ANGLES: **"Danger Ahead"**

Bear down on the Renfrew of the Mounted angle strongest for the billing, because the series has thus far persisted in selling it stronger than any of the personalities involved. Pulp mag dispenseries, where action reading enthusiasts make purchases, would furnish logical advance ballyhoo locations. There's only one song in the picture, which is probably titled "Spare the Rod," by Johnny Lange and Lew Porter, which may cement theatre-music store relationship for extra splurge. In those spots available, advertising in school papers won't hurt.

CATCHLINES:

Renfrew Recruits a Smart Dame for the Mounted—And Doubles His Troubles.

A Blonde in the Mounted Police—Who Upholds Tradition, and Gets Her Man, Too.

SELLING ANGLES: **"Texas Stagecoach"**

In addition to the usual type of western exploitation, the pressbook accompanying this feature offers tieups with travel agencies, a photo contest, voting, drug store soda fountain gags with "Starrett Sundaes," street costume ballyhoo, cowgirl costume contests, Sons of the Pioneers radio programs and western magazines. There is also a giveaway in the form of autographed photos of Starrett. Window cards are available for each new Starrett production.

CATCHLINES:

Harmonizing Hombres Hand Hot Lead and Hard Fists to Doublecrossing Killers.

Watch Charles Starrett Lash Out at Slick Crooks and Killers in a Song-Studded Saga of the Wild West.

SELLING ANGLES: **"Hidden Enemy"**

Front pages of any newspaper during these war times, especially with war headlines, can be used liberally in the lobby as attention getters in panels and on special displays to background the picture plugs. Best marquee subject is Warren Hull, who has become quite familiar to regular action addicts. The youngsters will go for the picture in most situations, so special work in calling it to their attention should be made in the usual avenues. Might use some simple coded throwaways, which translated will half-price the decoder. To protect the house, have only a few of them so simple they can be mastered.

CATCHLINES:

A Reporter Finds the Girl of His Dreams While Uncovering a Spy Ring.

See How Undercover Agents of Foreign Powers Attempt to Steal Uncle Sam's Military Secrets.

SELLING ANGLES: **"Enemy Agent"**

Newspaper headlines dealing with espionage can be used to good advantage in lobby displays. Make an effort to tie up with radio stations where programs dealing with mystery are featured. If pulp magazines running spy stories are sold in your neighborhood, have window cards or special throwaways posted on the newsstands. You may be able to have the local newspaper cooperate in a contest for the best spy story written by your patrons. A condition of the contest should be that the entrants must be residents. Have a code throwaway printed on one side and the key to the solution on the other.

CATCHLINES:

Another Spy Ring Smashed.

G Men in Action Against Espionage Agents.

How Government Agents Break Up a Spy Ring.

Short Subject Reviews

The Domineering Male

M-G-M (Pete Smith) 10 *Mins.*

You can leave it to Pete Smith to think of something that will have audiences howling with laughter, mostly at themselves. Here he reveals the wiles of a woman who is out to snare a husband; how she discards her chewing gum, quits drinking and smoking and acts demure. The male falls and everything works out, according to Smith. But at the end he is fooled. It seems the girl decides she loves the guy not for what she can get but for himself. It has more spontaneous laughs and humor closer to the experience of the audience than anything seen in a long while.

Over the Seven Seas

(Ed Thorgersen's Sports Review)

20th Century-Fox 10 *Mins.*

Sailor and landlubber will enjoy this globe-trotting version of boats and sailing. Sleek international cup racers to graceful Chinese junks are pictured under sail. Pictorially, it is a treat with billowy canvases and splashing spray making an attractive reel.

All's Well That Ends Well

20th Century-Fox (Terry-Toons) 7 *Mins.*

An average cartoon effort about four kittens who are cast astray. One, more enterprising than the others, sets out for food. The kitten has quite a duel with a dog who, upon discovering the plight of the kittens, comes to their aid.

Much Ado About Nothing

20th Century-Fox (Terry-Toons) 7 *Mins.*

Paul Terry's latest Technicolor cartoon is diverting. From a misunderstanding between a chicken and a duck over their respective offsprings, a barnyard brawl ensues. Meanwhile, the two innocents who started the trouble disappear. But they are found together and all ends happily. Musical score is brisk and cheerful.

For Outdoors

(Vyvyan Donner's Fashion Forecast)

20th Century-Fox 9 *Mins.*

Comes summer soon and here is fine chance to present a preview of the fashions for women. Handled in the usual lavish style, this reel is another handsome tableaux of gorgeous girls and striking clothes. Ilka Chase delivers a witty description of what milady is wearing. Idea and suggestion: How about a reel on fashions for the average housewife or girl who makes $18 a week?

Labor Savers

(Lew Lehr's Dribble-Puss Parade)

20th Century-Fox 9 *Mins.*

Lew Lehr presents a collection of labor saving contraptions and other gadgets designed for laughs. He winds up the reel by demonstrating some of his own inventions patterned in the Rube Goldberg tradition. It does not register too strongly.

Monkey Into Man

World Pictures 60 Mins.

Being a compilation, for the most part, of stock shots, this English-made film of all manner of animal life pretends to bolster the theory of the emergence of mankind from the lower orders. It is far removed from accepted feature entertainment. The sole voice heard is that of the off-screen commentator, whose synchronized narration with scenes of mammals, reptiles, insects, apes, gorillas and the like represents a workmanlike effort, but of greater appeal along educational than mass entertainment lines. It seems likely, however, that the piece might well fit into a pattern previously established in some theatres where "exploitation pictures" make possible a wide range of subject matter. Julian Huxley did the supervising.

Seattle—Gateway to the Northwest

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

In the excellent and beautiful manner the audience has learned to expect from FitzPatrick, this latest offering from his Technicolor cameras is interesting footage on the American scene. FitzPatrick covers the historical background of the Washington city, the nearby industries and concludes with shots of the Washington Huskies in a rowing workout. A first-rate subject.

Climbing the Spirit's Home

(Father Hubbard's Alaskan Adventures)

20th Century-Fox 10 *Mins.*

More exciting adventures from the camera of the Jesuit explorer, Father Hubbard. This reel follows the group far into Alaska where Father Hubbard is seeking the source of glaciers. He finds the spot, too. The glacial landscape furnishes some thrilling camera moments.

Going Places, No. 72

Universal 9 *Mins.*

Rhodesia, the Victoria Falls and the Cape to Cairo Railroad are high points of this issue which is wholly devoted to South Africa and the memory and works of Cecil Rhodes. It is well photographed and narrated.

Going Places, No. 73

Universal 9 *Mins.*

Railroads and dogs makeup this issue. The former is a delight to the hearts of the growing numbers of railroad enthusiasts and the latter has reliable and touching canine shots which generally hit home.

Stranger Than Fiction, No. 72

Universal 9 *Mins.*

This issue offers in well-filmed sequences and intelligent comment a strangely built, 22-room house in North Carolina, a 36-year-old horse, the collection of a horseshoe fancier, a one-man railroad in Utah, a sidewalk in Louisiana paved with tombstones and a tame duck. Interesting stuff for the most part.

Stranger Than Fiction, No. 73

Universal 9 *Mins.*

The oddities included in this number include stories about the building of a miniature stone castle, a one-pupil school, a new form of art that utilizes different kinds of wood for picturemaking, a pet horse and a fellow in Texas who resembles Abraham Lincoln. Interesting enough.

Jack Pot

M-G-M (Crime Does Not Pay) 19 *Mins.*

Another vivid excursion into police work, exposing and breaking the rackets and the like, well performed and realistically enough presented. As the title indicates, it deals with the slot machine racket and how its grip on a city resulted in a widespread reign of crime and corruption. But in good time and style the underworld is brought to bay by the M-G-M Crime Reporter and the police. It is drama of the first order and thrills as it propagandizes.

The Big Premiere

M-G-M (Our Gang) 10 *Mins.*

The Gang has a hard time at a regular Hollywood opening and so decides to have one of its own. What transpires is replete with the material and humor that this series has offered in the past.

A Door Will Open

M-G-M (Miniature) 11 *Mins.*

Another Carey Wilson excursion into supernatural phenomena that has great possibilities for successful presentation to the average audience. It concerns the rise of a pianist and the weird contributions to his success by his dead mother-in-law. Serious stuff and a bit on the different side.

Home on the Range

M-G-M (Cartoon) 9 *Mins.*

An artistically done variation of a familiar theme, this item will give satisfaction to every segment of the audience. The scenario details the trials and tribulations of a calf that wanders away from the herd at night and meets up with a coyote. The coloring and animation have the distinguished touch.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Beware, Spooks!
I thought this was as putrid a piece of film as we have ever run through our machines. There wasn't a funny situation in the whole piece and the producers must have realized this, too, for they resorted to suggestive sequences and even that didn't work. In my estimation the best way a producer can advertise his inability to be funny, is to resort to foul lines with double meanings, etc. That's the way vaudeville cut its own throat and the picture business can go under the same way. Boxoffice: NG. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

First National

Angels Wash Their Faces
The kids turn in another swell performance in this one. They are made to order for us. Plenty of action for everyone, and action is what they want here. Wed., Thurs. Weather: Fair. Admission: 15-10. Colored patronage. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Blackwell's Island
Many complaints on this. Did not seem to get over. Garfield good and Victor Jory always fine. Saturday.—Sammie Jackson, Jackson, Flomaton, Ala.

Each Dawn I Die
This picture was a natural for our audience, a money-maker for us. Both stars are tops and they did a swell job in this one. We need more of them. Intend to repeat it pretty soon. Sun., Mon. Weather: Fair. Admission: 15-10. Colored patronage. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Metro-Goldwyn-Mayer

Broadway Melody of 1940
A disappointing letdown for me, anyway. Photography, sound and production care below M-G-M par. Looks to me as if Leo tried to make this one too cheaply. The pix starts out pretty good and does all right for the first four reels. The fifth could have been left out entirely. Miss Powell is not a ballet dancer and the costume she wears here is anything but flattering. It seems to me a shame that two kids who have the technical tap dancing ability they demonstrate in their last dance together, should be so poorly handled by their studio. They deserved better than a picture which starts out by giving good promise but wilts toward the end instead of blossoming out. I'll bet Thalberg, if he were still alive, wouldn't have let this one go out in this condition. Audience: No enthusiastic raves as they went out by a long shot. Boxoffice: Better than average, but I'll bet sending them home disappointed will reflect in our business for the next week. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Fast and Furious
Very good audience picture. Business average. Tues., Wed., Thurs. Weather: Bad. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Milford, Milford, Ill.

Paramount

Gulliver's Travels
Failed to compare with "Snow White" from any angle. Gulliver's face is too blank. In my opinion, feature-length cartoons are about done for. Kid stuff and that's all. Thurs., Fri., Sat. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Honeymoon in Bali
They could have condensed this picture down to two reels. Too much dialogue. Two great stars going nowhere for 90 minutes. Akim Tamiroff's five minutes in the picture was the only highlight in the film. Tues., Wed. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Rulers of the Sea
Very good picture but no draw. Pass it if you can. Sun., Mon. Weather: Bad. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Milford, Milford, Ill.

Union Pacific
Here is just what the doctor ordered for action fans. A class "A" picture in every respect. Played to a fair sized audience. Could have done twice the business, but it rained all day long both days. Wed., Thurs. Admission: 15-10. Colored patronage. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

RKO Radio

Allegheny Uprising
Here is another one of those uninspired productions. The story is there, the words are spoken, the motions are gone through—but nothing much happens. Looks like Hollywood has gone stale on itself. Boxoffice: No good, and I do mean **no.** Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Legion of the Lawless
A very good western. Business above average for this series. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Milford, Miford, Ill.

Saint in London
When a picture has anything that pertains to English, somehow they are poison at the boxoffice. This series of pictures are, that is, have been a money-maker for us, but this one let us down. That English accent kills any picture. We used six acts of vaudeville and got by. Wed., Thurs. Weather: Fair. Admission: 15-10. Colored patronage. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

That's Right, You're Wrong
Pretty good picture. Satisfied the Kay Kyser fans OK. Business only average. Should have done better. Sun., Mon. Weather: Cold. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Republic

Covered Trailer
Good little picture. The Higgins Family series will do okay when the public learns what it is. This was my first, and it pleased. Tuesday. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Heart of the Rockies
Very good "Mesquiteer" western. Can't understand why some company doesn't sign Terhune and Corrigan for westerns. Note to Mr. Finney: Why not give us Max Terhune in a series with Tex Ritter. Would be a good boxoffice combination. Saturday.—Sammie Jackson, Jackson, Flomaton, Ala.

Main Street Lawyer
Again, and I do mean **again,** E. Ellis comes through with a fine performance. He reminds one a lot of the late Will Rogers with his dry humor. Give me another like this. Sun., Mon. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

20th Century-Fox

Day-Time Wife
Very good, although business was ony average. Darnell gets better with every picture. I'd call this a very interesting comedy that should do better than average business under favorable conditions. Warren William gives his usual capable performance. Wed., Thurs. Admission: 20-10. Rural patronage. Population: 650. Capacity: 250.—Everett Clapp, American, Sidell, Ill.

Everything Happens at Night
Henie in a picture means better than average grosses here. Nice, refreshing picture that the audience liked. Robert Cummings is good. Comedy is blended nicely with the story. Sun., Mon. Admission: 20-10. Rural patronage. Population: 650. Capacity: 250.—Everett Clapp, American, Sidell, Ill.

Return of the Cisco Kid
This did above average business on Bargain Night. Picture is O. K. Henry Hull extra good, as usual. Thursday.—Sammie Jackson, Jackson, Flomaton, Ala.

United Artists

Eternally Yours
By any other title this picture would have been a boxoffice picture. It has plenty of entertainment value for all, but the title scared them away. Business fair. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Milford, Milford, Ill.

Eternally Yours
Average program fare. What few ladies came liked it. But only a few came. United Artists producers are slipping. So far their contract is the poorest I have and costs the most. Sun., Mon. Weather: Very good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Real Glory, The
Very average picture. About the only asset is Gary Cooper. Lots of action but not enough romance or comedy to make good entertainment. Very poor performance by Andrea Leeds. If they would cut the rental in half, I'd still rather pay for it and let them keep it. Sun., Mon. Admission: 20-10. Rural patronage. Population: 650. Capacity: 250.—Everett Clapp, American, Sidell, Ill.

Universal

Call a Messenger
Why! Oh Why! don't they make one picture, stick all the Dead End Kids and Tough Guys in it, then give 'em gas? The public is fed up with 'em. Tues., Wed., Thurs. Weather: Cold. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Call a Messenger
Very good program picture. Business fair. The type story that fits the Dead End Kids and Little Tough Guys. Wednesday. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Destry Rides Again
Great. Give me a feature like this every week and I'd only use 52 a year. The best I have shown in several months. It has everything my patrons like. The best performances by the supporting members of the cast I have ever witnessed. Action, comedy, drama, romance blended together spells Entertainment. Business equal to the picture. Sun., Mon. Admission: 20-10. Rural patronage. Population: 650. Capacity: 250.—Everett Clapp, American, Sidell, Ill.

Service De Luxe
No good for small town. Too sophisticated. Mon., Tues. Weather: Fine. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Warner Bros.

Brother Rat and a Baby
Good comedy but a little silly. Did average business. Not quite as good as "Brother Rat." Fri., Sat. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Private Lives of Elizabeth and Essex
It's beautiful. It's wonderful. No, not the business I did, but the picture. Too bad somebody didn't come in to see this one. Color, acting were swell. Tues., Wed., Thurs. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Now Accepting Bookings Throughout the U. S. for
The Original Version of
"THE PRIMROSE PATH"
Featuring HELEN FOSTER and JOHN DARROW
New Prints—New Billing—New Blowups—New Lobby Displays
World's Distribution Rights Are Owned By
Send in Your Dates Direct to **ALBERT DEZEL ROADSHOWS** 3160 Second Blvd. Phone—TEmple 2-4830 Detroit, Michigan
Wanted: Reliable State Right Exchanges to Distribute This Picture in the United States and Canada.

Selling Seats



Reactions on "Mice"—

Using recording apparatus furnished by a Zenith Radio distributor, William Morton, publicist at the RKO Albee, Providence, interviews a patron on his reactions to "Of Mice and Men." If he could name three attractions coming to the Albee, the patron also got a pass to the theatre. Patrons who stepped before the "mike" were given six-inch recordings of their interview for home use on the phonograph.

Summons Courtesy Ducats For Careful Drivers

YOUNGSTOWN—Through a tieup with the local police department, 100 courtesy tickets in the form of summonses were given out by Manager Edward Prinsen of the Palace for "Vigil in the Night." The documents called to the attention of careful drivers that they had not violated traffic regulations and for their courtesy and vigil were asked to accept the summons, good for two admissions.

Contest for "Pinocchio"

HARTFORD, CONN.—Loew-Poli awarded cash prizes for those who could most accurately complete a scene from "Pinocchio," which was published in the Hartford *Times* a day in advance of opening. Contestants had to write in what they believed was needed to complete the scene. A local shoe store tied in by offering free passes to those kids who listened in on a radio program and wrote in asking for the passes.

"Lucky Duck" Toys

NEW YORK—With "Lucky Duck" shaping up as the central theme in Terry-Toons, Paul Terry plans a large-scale commercial promotion to make a variety of dolls and toys from several of his barnyard characters. Through a licensing deal with the Ideal Novelty and Toy Co., a number of items will be ready for fall sale.

Tell Public What They Are Doing

CHICAGO—Frequently exhibitors forget patrons are also interested in the theatre itself as well as in its film attractions, and many times they spend a lot of money fixing up their houses only to neglect to make much mention of it to the public.

But not Jerry McWhorter, manager of the Warner Hamilton, and Robert Hagstrom, his assistant.

Here's how they let their patrons know of their new comfortable seats:

Distributed 10,000 heralds with a cut of the new seats.

Used special copy in newspapers and trailers, in lobby attraction boards and on theatre programs, and in radio copy.

Placed packing crates on sidewalk with sign: "New seats for the Hamilton."

Window snipes in neighborhood stores reading, "Congratulations to our neighbor."

Three new chairs in a nearby store window.

A display in the lobby featuring the new chairs.

Journalism Classes Vie In "Lincoln" Contest

ITHACA, N. Y.—Classes of Cornell University's journalism department competed with each other in formulation of a campaign for the run of "Abe Lincoln in Illinois" at the State here. Various groups were assigned campaign tasks and the judging was done by local newspaper representatives. Louis J. Alleman, RKO exploiteer, addressed classes on feature and editorial writing and advertising. The tie-in also brought about a local broadcast between Professor Bristow Adams, head of the Cornell publication department, and Alleman for an interview.

Advance Teaser Cards Via Drugstore Tieup

WICHITA, KAS.—Through a tieup between the Miller and a local drug chain for the run of "Vigil in the Night," 5,000 advance teaser cards were distributed through nine stores. A doctor's prescription idea was used for the novelty cards. Special letters were sent to nurses at two hospitals and accident and hospital insurance was made the basis of a tieup that netted display space in newspapers. All usherettes were dressed in nurses uniforms and the doorman as a doctor.

Bakery Tieup

CHICAGO—Joe Penner's starring role in Ward's bread broadcast was made the basis for an effective tieup between the Palace and the baking company for the run of "Millionaire Playboy." More than 90 Ward trucks in this area carried 200 placards announcing the playdate.

Talking, Walking Book For "Rebecca" Stunt

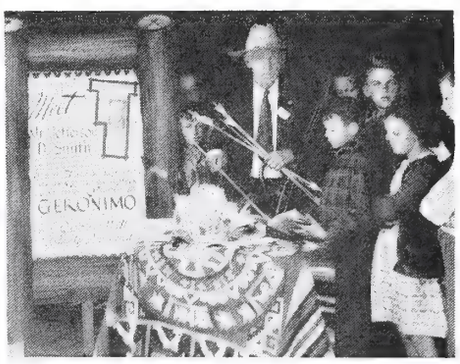
ROCHESTER, N. Y.—The campaign conceived by Manager Lester Pollock of Loew's for "Rebecca" was highlighted by a street stunt that attracted attention. A book that talks as well as walks was built especially for the engagement. A facsimile of the cover was reproduced large enough to conceal a man with a seat at one end, inside, so that he could stop any place and rest while pedestrians read the advertising copy. The book frame was built of ⅞" by 1¾" pine, covered with sign-writers muslin upon which the book cover was painted.

Concealed inside the book was a portable battery radio tuned to radio station WSAY. The station was broadcasting a "Rebecca" spot announcement or the transcription, depending upon the time of day. The portable set picked up the broadcasts, especially the theatre announcements, music, etc., and could be heard up to 100 feet.

Prize for Old Volume Is "Robinson" Lure

OKLAHOMA CITY—Giving a prize for the loan of the oldest copy of a volume of "Swiss Family Robinson" won considerable newspaper space for the Midwest, during the run of the film of the same name. A classified ad was placed in a newspaper's personal column and human interest stories were tied in with the winning contributor who was awarded a cash prize.

The theatre also gave away 10 autographed copies of the book and 20 passes for the best story of an effort to hold a family together.



Learn of Geronimo—

Seventy-one years ago, 77-year-old Jefferson D. Smith (above) and his brother Clint were taken captive by Geronimo, the Apache chieftain. Here, arrows in hand, in the lobby of the Texas, San Antonio, he tells a group of kids about his experience. The promotion for Paramount's "Geronimo!" was arranged by Manager Henry Bergman.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⓒ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
NOV. 25	23 Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainter R—Nov. 11	22 Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western 4060 **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	15 M'drama **Al'ance** **North Sea Patrol** (69) Geoffrey Toone Clifford Evans
DEC. 2	30 Drama 1030 **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R.—Dec. 23	1 Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama 021 **City of Darkness** (74); R—Nov. 25 1 Melodrama 022 **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama 1026 **Fugitive at Large** (66) R—Aug. 5 7 Western 1211 **Taming of the West** (54) R—Oct. 21	8 Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western 3913 **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy **Al'ance** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. 3915 ⓒ◐**Gulliver's Travels** (74) R—Dec. 23	20 Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy 4011 **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama 1033 **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama 3912 **Gentleman From Arizona** (73) C. Reynolds-**J. King** R—Feb. 3	29 Drama 3916 ◐**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama 015 **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama FN453 **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6	10 Act. Drama 3939 **Danger Ahead** (56) R—Mar. 30	5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ◐**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	15 Melodrama 3924 **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 M'drama 3922 **Hidden Enemy** (63)	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4011 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1212 **Pioneers of Frontier** (58)	2 Drama 26 **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 10	**Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	**Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	**East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	**Light That Failed** (97) Ronald Colman R—Dec. 30		**Vigil in the Night** (94) Carole Lombard R—Feb. 10	**Little Old New York** (100) Alice Faye R—Feb. 3		**My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	**Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama **25** ⊙**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ⊙⊙**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **033** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) Maureen O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ⊙**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com. with Mus. **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	
MAR. 30		29 Drama **29** **Florian** (..) Robert Young	30 Comedy **Son of the Navy** (..) Jean Parker Martin Spellman	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **Ghost Valley Raiders** (..) Donald Barry Lona Andre	3 Com. Drama **025** **My Favorite Wife** (..) Irene Dunne Cary Grant Randolph Scott	29 Com. Drama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon	29 Comedy ⊙**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (..) Laraine Day Jean Muir Robert Cummings	5 Com. Drama **Tomboy** (..) M. Jones-J. Moran	5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20		5 Western **083** **Bullet Code** (59) 5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (..) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (..) Lon Chaney jr. Carroll Landis	5 Com. Romance **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders of Pasco Basin** (57)	6 Com. Drama **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	
APR. 13	11 Melodrama **Man With Nine Lives** (..) Boris Karloff Roger Pryor Jo Ann Sayres	12 Drama **30** **Dr. Kildare's Strange Case** (..) Lew Ayres Lionel Barrymore L. Day	10 Western **3963** **Covered Wagon Trails** (..) Jack Randall	12 M'drama **3929** ⊙**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	10 Drama **901** **The Dark Command** (..) Claire Trevor John Wayne	12 Drama **A Bill of Divorcement** (..) Maureen O'Hara Adolphe Menjou R—Mar. 16	12 O'dr Drama **039** **Viva Cisco Kid** (65) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 Melodrama **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 Melodrama **King of the Lumberjacks** (..) John Payne Gloria Dickson	
APR. 20	18 Adven. Drama **I Married Adventure** (..) Mrs. Osa Johnson	19 Com. Drama **33** **Two Girls on Broadway** (..) Lana Turner Joan Blondell George Murphy	15 Action Dr. **3928** **Terror of the Sky** (..) James Newill 20 Western **3954** **Pals of the Silver Sage** (..); Ritter	19 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30		19 Drama **031** **Beyond Tomorrow** (83) Charles Winninger Binnie Barnes R—Mar. 30	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour	19 Comedy **Saps at Sea** (..) Laurel & Hardy	12 Melodrama **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **Till We Meet Again** (..) Merle Oberon George Brent Pat O'Brien	15 M'drama **Al'ance** **The Terror** (..) Wilfrid Lawson
APR. 27	25 Drama **Doctor Takes a Wife** (..) Loretta Young Ray Milland	26 Com. Drama **34** **10 Little Mothers** (..) Eddie Cantor Rita Johnson	30 Drama **Missing People** (..)	26 Com. Drama **Biscuit Eater, The** (..) Billy Lee Cordell Hickman		26 Drama **027** **Curtain Call** (..) Barbara Read 26 Mus. Com. **024** **Irene** (..) Anna Neagle	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 Melodrama **Enemy Agent** (61) Richard Cromwell R—Mar. 30 26 Musical **If I Had My Way** B. Crosby-G. Jean	27 Com. Drama **An Angel From Texas** (..) Wayne Morris Eddie Albert Rosemary Lane	
MAY 4	30 Com. Drama **10 Days in Paris** (..) Rex Harrison Karen Verne		2 Western **Cowboy From Sundown** (..) Tex Ritter	3 Comedy **Buck Benny Rides Again** (..) Jack Benny Ellen Drew			3 Comedy **So This Is London** (..) Gracie Fields		3 Action Drama **Ski Patrol** (..) Luli Deste		
MAY 11				10 Comedy **Opened by Mistake** (..) Charlie Ruggles Janice Logan					10 Western **Black Diamonds** (..) Richard Arlen Andy Devine		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11).....July 15
Home on the Range (..)....Mar. 23
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 12 (10).....July 14

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (..)...Mar. 29

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Two of a Kind (..).....Mar. 22
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (..).....Mar. 22

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

INFORMATION PLEASE

No. 7 (11).....Feb. 23

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Corralling a Schoolmarm (20).....June 14
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8
Zoo (9).....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11).....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (..).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (..)..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (..).....Mar. 8
Barnyard Baseball (7).....July 14
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (..).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Old Fire Horse (7).....July 28
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (..).....Apr. 29
No. 76 (..).....May 13

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 64 (10).....July 3
No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (..).....Apr. 15
No. 76 (..).....May 6

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Follies Parisenne.....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (13).....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

International Revels (17).....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18).....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Wise Quack (7).....Aug. 5

NEWSREELS

TUESDAY, MARCH 19

Movietone News, No. 55

Sumner Welles in Paris; St. Patrick's Day parade; Japanese prince and princess skiing; Dahl returns from Spain; test stratosphere plane; California girls in glass hats; Lew Lehr; basketball; fighter in training; New Hampshire ski races.

News of the Day, No. 253

Welles' European tour; exiled Poles in Paris parade; Britons drop leaflets in Germany; bombers in mass California flight; Shreveport tornado; Dahl returns; St. Patrick's Day parade; Texas quads, one-year-old, show Easter finery; Florida baseball; basketball in New York.

Paramount News, No. 58

Twin hull ship tested in California; tornado in Shreveport; final bathing beauty contest at Coral Gables; mine disaster in Ohio; Doberman Pinschers graduate to Berkeley police force; train accident in Texas; Welles in Paris; French censors charge Germans show fake war films; American volunteer returns from Finland; Dahl returns; Maurice Tillet, wrestler, examined by Harvard anthropologist; Tillet conquers Gino Garibaldi in match.

Pathe News, No. 70

Ohio mine explosion; American Legion forms war aid bureau in Paris; American volunteers return; controversy over dam in Oklahoma; all-star baseball game; girls apply for Aquacade jobs; police dog training in California; basketball.

Universal News, No. 859

St. Patrick's Day parade; Greek ships transferred to Swiss registry; bombers fly over California; Shreveport tornado; mine blast in Ohio; models in glass hats; test airliner; train dogs for police work; Dahl returns; Cleveland baseball team trains; basketball.

THURSDAY, MARCH 21

Movietone News, No. 56

Fire in New Jersey; **Mauretania** and **Queen Mary** prepare to sail; blast building in Washington for Federal structure; flower festival in Tacoma; stunt riders in California; Truman Talley on Maginot Line; ice hockey in New York; Golden Gloves; skiing in Seattle; Lew Lehr.

News of the Day, No. 254

New Jersey fire; paint **Queen Mary**; Japanese marines in ski maneuvers; blow up apartment house in Washington; dress fashions; Washington daffodil festival; ski championships in Washington; auto-rodeo in California; Golden Gloves.

Paramount News, No. 59

Trans-Atlantic planes eliminate Bermuda stop; British removing U. S. mail at Gibraltar; work rushed at World's Fair; Washington daffodil festival; pull U. S. made planes across Canadian border; **Queen Mary** and **Mauretania** get steam up; blast Capital building.

RKO Pathe News, No. 71

Mauretania and **Queen Mary** get ready to sail; fire in New Jersey; schoolboy editors hold New York convention; blast Washington building for new structure; stunt man hurt in California auto-rodeo; ice hockey in New York; Golden Gloves.

Paramount News, No. 860

Police-picket clash in Rockefeller Center; New Jersey fire; tow planes into Canada; blast Washington building; launch new sub chaser; flower festival in west; "Virginia City" opening in that city and Reno; ski champions in meet; Jones Beach playground for adults; Golden Gloves; ice hockey.

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30
Will Osborne & Orch. (10)....July 22

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7).....Sept. 9
Snow Man's Land (7).....July 29

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Dead Man's Isle—Peter Lorre, Rochelle Hudson, Charles Middleton, Don Beddoe, Walter Miller, Addison Richards. Director: Charles Barton. Producer: Wallace MacDonald. (Completed)

METRO-GOLDWYN-MAYER

To Own the World—Lana Turner, Lew Ayres. Director: Harold S. Bucquet. Producer: Seymour Nebenzahl. Original Screen Play: Dalton Trumbo. (Starting)

RKO RADIO

The Villain Still Pursues Her—Buster Keaton, Anita Louise, Richard Cromwell, Alan Mowbray, Joyce Compton. Director: Edward Cline. Producer: Harold B. Franklin. (Starting)

REPUBLIC

Gangs of Chicago—Lloyd Nolan, Lola Lane, Astrid Allwyn, Addison Richards. Director: Arthur Lubin. Producer: Robert North. Screenplay: Karl Brown. (Starting)

Doctors Don't Tell—John Wayne, Charles Coburn. Director: Bernard Vorhaus. Producer: Sol C. Siegel. Screenplay: Garrett Fort. (Starting)

Gaucho Serenade—Gene Autry, Smiley Burnette, June Storey, Mary Lee. Director: Frank McDonald. Producer: William Berke. Screenplay: Betty Burbridge, Bradford Ropes. (Starting)

Covered Wagon Days—Bob Livingston, Raymond Hatton, Duncan Renaldo, Kay Griffith, Reed Howes. Director: George Sherman. Producer: Harry Grey. Original Screenplay: Earle Snell. (Completed)

UNITED ARTISTS

South of Pago Pago—Jon Hall, Frances Farmer, Victor McLaglen, Douglas Dumbrille, Abner Biberman. Director: Al Werker. Producer: Edward Small. (Starting)

UNIVERSAL

I Can't Give You Anything But Love, Baby—Johnny Downs, Peggy Moran, Broderick Crawford, Gertrude Michael, Horace MacMahon, Jessie Ralph. Director: Al Rogell. Producer: Ken Goldsmith. Original: James Edward Grant. Screenplay: Arthur T. Horman, Paul Gerard Smith. (Completed)

WARNER BROS.

Episode—Olivia de Havilland, Jeffrey Lynn. Director: Kurt Bernhardt. Original: Walter Reisch. Screenplay: Michael Hogan, Ivan Goff. (Starting)

"Irene" Rayon Yarn Tie Timely Selling Aid

NEW YORK—A timely selling aid, with women's spring fashions in the air, is the tieup effected by RKO for "Irene" with the American Viscose Corp., producers of rayon yarn. The net result will be a full page in The *Woman's Home Companion* for April, with photographic reproductions of Anna Neagle and copy pertaining to the film. This will be followed up in other publications to coincide with the release date.

For "Lone Wolf"

PHILADELPHIA—When the "Lone Wolf Strikes Back" came to the Capitol, Herman Comer notified patrons their jewels would be insured while in the theatre. He also got a jewelry company to put up a display and to offer a free string of pearls to the patron making the best guess as to its value.

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... A Bill of Divorcement....RKO
415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
3914 All Women Have Secrets.Para
7 Amazing Mr. Williams.....Col
.... An Angel From Texas..WB-FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

17 Balalaika .....M-G-M
026 Barricade 20th-Fox
031 Beyond Tomorrow .....RKO
4016 Big Guy .....Univ
.... Biscuit Eater, The .....Para
.... Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
.... Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
1060 Chip of the Flying U.....Univ
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
3963 Covered Wagon Trails....Mono
.... Cowboy From Sundown...Mono
962 Cowboy From Texas.....Rep
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
901 Dark Command, The.....Rep
953 Days of Jesse James.....Rep
020 Day-Time Wife 20th-Fox
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Strange Case .....M-G-M
.... Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
.... Enemy Agent .....Univ
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
34 40 Little Mothers.....M-G-M
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
.... Ghost Valley Raiders.....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

.... Half a Sinner.....Univ
023 He Married His Wife..20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
3922 Hidden Enemy .....Mono
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

.... I Married Adventure.....Col
26 I Take This Woman....M-G-M
.... If I Had My Way.....Univ
022 Inspector Hornleigh on Holiday 20th-Fox
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
017 Isle of Destiny .....RKO
.... It All Came True.....WB-FN
.... It's a Date .....Univ

J

14 Joe and Ethel Turp Call on the President .....M-G-M
042 Johnny Apollo 20th-Fox
16 Judge Hardy and Son...M-G-M
.... Just Like a Woman...Alliance

K

.... King of the Lumberjacks .....WB-FN
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
082 Legion of the Lawless.....RKO
3921 Light That Failed.....Para
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
3913 Llano Kid .....Para
1019 Lone Wolf Strikes.....Col
.... Lucky Texan (Reissue)....Mono

M

4022 Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
.... Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love....RKO
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
4028 Missing Evidence .....Univ
.... Missing People .....Mono
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
.... North Sea Patrol.....Alliance
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3911 Our Neighbors—the Carters .....Para
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO
471 Private Detective .....FN

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para
3951 Roll, Wagons, Roll.....Mono

S

952 Saga of Death Valley.....Rep
021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
3924 Secret Four .....Mono
12 Secret of Dr. Kildare....M-G-M
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
.... Slightly Honorable .....UA
.... So This Is London....20th-Fox
.... Son of the Navy .....Mono
941 South of the Border.....Rep
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
.... 10 Days in Paris .....Col
3928 Terror of the Sky.....Mono
.... Tevya .....SR
011 That's Right, You're Wrong .....RKO
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
465 Three Cheers for the Irish.FN
.... Till We Meet Again....WB-FN
328 To the Rescue .....GN
.... Tomboy .....Mono
1004 Too Many Husbands.....Col
1203 Two-Fisted Rangers .....Col
33 Two Girls on Broadway.M-G-M
013 Two Thoroughbreds .....RKO

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
.... Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

458 We Are Not Alone.....FN
4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

032 Young as You Feel...20th-Fox
28 Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mono

Z

4025 Zanzibar .....Univ

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request. •

GENERAL EQUIPMENT

BUY NOW—PAY IN THREE YEARS—NEW SOUND, PROJECTORS, LAMPS, CHAIRS, whatever's needed. Prices are low, too! S. O. S. CINEMA SUPPLY CORP., New York. 4-20

SING THE JUBILEE WITH THESE BUYS—Safety Film Cabinets, section, $1.79; Moleskin Leatherette, yard, 79c; 10¼" Reflector kits for Peerless, $14.95; Spotlights, $3.95; Soundscreens, 19½c foot. All brand new from our Jubilee Catalog. S. O. S. CINEMA SUPPLY CORP., New York. 4-20

NEW EQUIPMENT

ROADSHOWMEN — 16MM SOUND PROJECTORS AT SACRIFICE PRICES; $159.50 buys complete outfit, slightly shopworn. Only eight available, cash only. S. O. S. CINEMA SUPPLY CORP., New York. 4-20

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

THEATRE CHAIRS

BARGAIN—For balance due on unpaid notes, 350 opera chairs and complete booth equipment. Movie Supply Co., 1318 South Wabash, Chicago. 4-20

THEATRE CHAIRS—1,300 spring cushioned; 150 spring edge, fully upholstered backs; 350 spring edge insert panel backs; 800 box spring insert panel backs; 600 veneer 300 backs; 400 squab cushions; 300 veneer bottoms. Jesse Cole, 620 Surf St., Chicago, Ill.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—31c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

ARTIFICIAL LEATHER at most reasonable prices. Samples on request—mention quantity interested. You'll save lots of money. MOTOR FABRICS DISTRIBUTORS, Inc., 219 West 66th St., New York City.

FILMS FOR SALE

CIRCUIT OPERATORS — 35mm and 16mm complete programs rented by day or week. Can save you money. Mutual Theatre Supply, Virginia, Ill. 4-20

THEATRE TICKETS

UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

THEATRE PROGRAMS

NEW! DIFFERENT! Beautiful four-page lithographed program full of news and pictures of Hollywood. Space provided on pages 2 and 3 for your coming attractions. Introductory prices, $1.65 per thousand. F. O. B. Chicago. Write "Movi-News," 128 Hyde St., San Francisco, Cal.

THEATRES FOR SALE

WANTED—Small town theatre to equip at least expense. Long term payments, small amount down. B-1229, BOXOFFICE, 4804 East Ninth St., Kansas City, Mo. 4-20

THEATRES WANTED

WILL BUY OR LEASE theatre. Prefer good southern town without competition. B-1225, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

WANTED—Buy or lease theatre in town 1,500 or over. Prefer Indiana, Illinois; 15 years experience.

HELP WANTED

OPERATORS AND MANAGERS—Movie circuits; 518 State Theatre, Pittsburgh, Pa., or P. O. B. 1001, Memphis.

TO ALERT SALESMAN now regularly covering exhibitors, old established firm offers excellent chance to increase present income without interference with regular work. Write fully, confidentially. B-1228, BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

POSITIONS WANTED

MANAGER—Aggressive, experienced in all type theatre promotions, newspaper relations, 30 years of age, seven years experience, now city manager three houses. Affiliation with live circuit desired. B-1227, BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

PROJECTIONIST—Young, experienced, sober, reliable. Box 421, Anniston, Ala.

THOROUGHLY EXPERIENCED MANAGER, publicity and art man; circuit or independent. B-1226, BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

PROJECTIONIST — Experienced; do show-card lettering; references. Behrens, 902 North 8th St., Sheboygan, Wis.

PROJECTIONIST—Sober, reliable, no tobacco. Five years experience; any equipment. Salary reasonable. GLENN F. SMITH, Fayetteville, Ark.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—it will pay you to advertise your needs in

THE CLEARING HOUSE

HERE IS YOUR HANDY "AD ORDER" BLANK

BOXOFFICE,
4804 East Ninth St.,
Kansas City, Mo.

(Send Cash With Order) — 10c a word, 4 insertions at price of 3

Kindly insert the following ad.....times in your "CLEARING HOUSE" section, running through ALL eight sectional editions of BOXOFFICE.

Blind Ads—10c extra to cover cost of postage.

CLASSIFICATION WANTED:

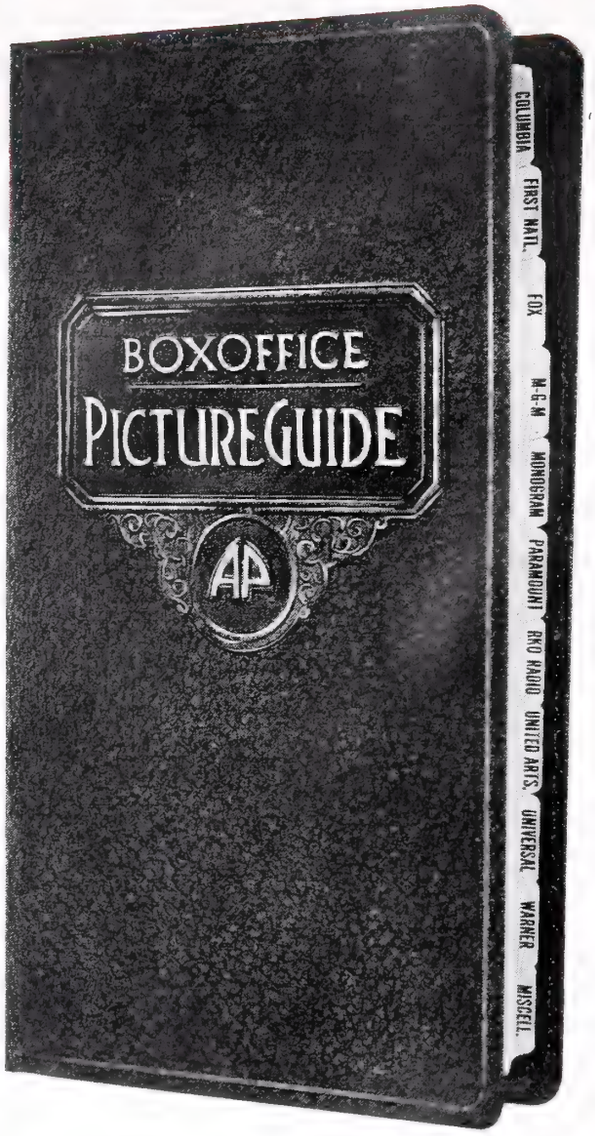
.....

.....

.....

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

IN A CLASS BY ITSELF



The
BOOK OF BOOKS FOR BUYING AND BOOKING

Say Exhibitors—

"I am attaching my check in the amount of $3.50 for a two year renewal to BOXOFFICE, which I need in my business. Please be sure and send me your PICTURE GUIDE, DATE and RECORD BOOK for the 1939-1940 season. I have found this book to be one of the best, and am not able to continue without it."

DREW E. KOLB,
Municipal Theatre,
Millheim, Pa.

"I received a very nice compliment on your PICTURE GUIDE, DATE AND RECORD BOOK from my boss, Mr. Benj. T. Pitts, president of Pitts' Theatres, Inc. He inspected my book and was very high in his praise of the completeness of information regarding all phases of coverage."

J. T. PITTS,
East End Theatre,
Richmond, Va.

"Early this year, we received through your courtesy, your PICTURE GUIDE, DATE AND RECORD BOOK. We have found this book to be very helpful in our booking department."

J. A. THOMPSON,
Associated Theatres, Ltd.,
Toronto, Ont., Canada

"I use the PICTURE GUIDE, DATE AND RECORD BOOK constantly and think it one of the necessities of an exhibitor. The new Guide, with the fillers, is much the best."

WALLACE W. DEUPREE,
Woodbine Theatre,
Woodbine, Iowa.

★ 1939-40 EDITION NOW IN PREPARATION

Order Your Copy Now

ASSOCIATED PUBLICATIONS,
4804 East 9th St., Kansas City, Mo.

Date ..... 194....

Please enter my subscription to BOXOFFICE, 52 issues per year (13 of which contain The MODERN THEATRE Section and 13 of the PRODUCTION INDEX), including the New BOXOFFICE PICTURE GUIDE and DATE & RECORD BOOK and BAROMETER FREE.

Herewith my check for: ☐ $2.00 for 1 Year. ☐ $3.50 for 2 Years. ☐ $5.00 for 3 Years.

Name ..... Theatre .....

Address ..... City ..... State .....

One of the Many PLUS Services of

BOXOFFICE

Scanned from the collection of
Margaret Herrick Library
Academy of Motion Picture Arts and Sciences

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Joe McClintock